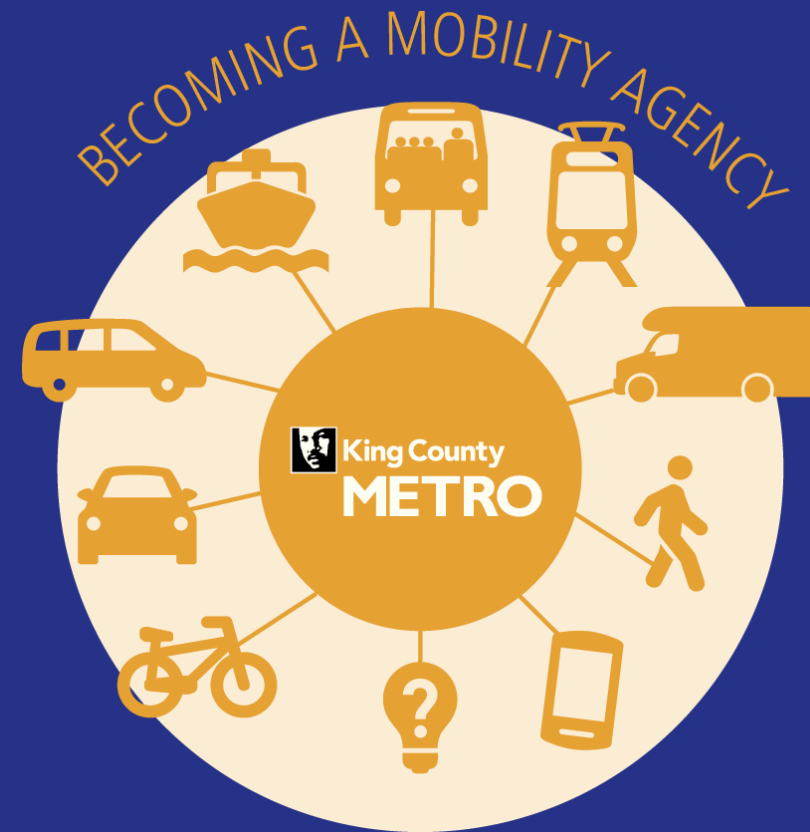


# Metro's Community Engagement

Regional Transit Committee  
March 20, 2024



# Partnerships & Engagement

Chief of Staff

Partnerships & Engagement

Community Engagement

Language Equity

Government Relations

Community Liaison/CBO Capacity

Strategic Marketing & Communications

Public Information Officers

Marketing

Web & Creative Services

Internal Employee Communications

# What is Community Engagement?

# What is Community Engagement

- A **two-way exchange** of information, ideas and resources.
- Includes a range of approaches from **informing to sharing decision-making** with community members.
- Offers opportunities for communities to **express their views and have a meaningful role** in decision-making.
- Considers the **diversity of our communities** and creates an inclusive and accessible process.
- **Removes barriers** and builds trust for communities that may have been excluded from government engagement in the past.

## Our Strategic Plan Goal

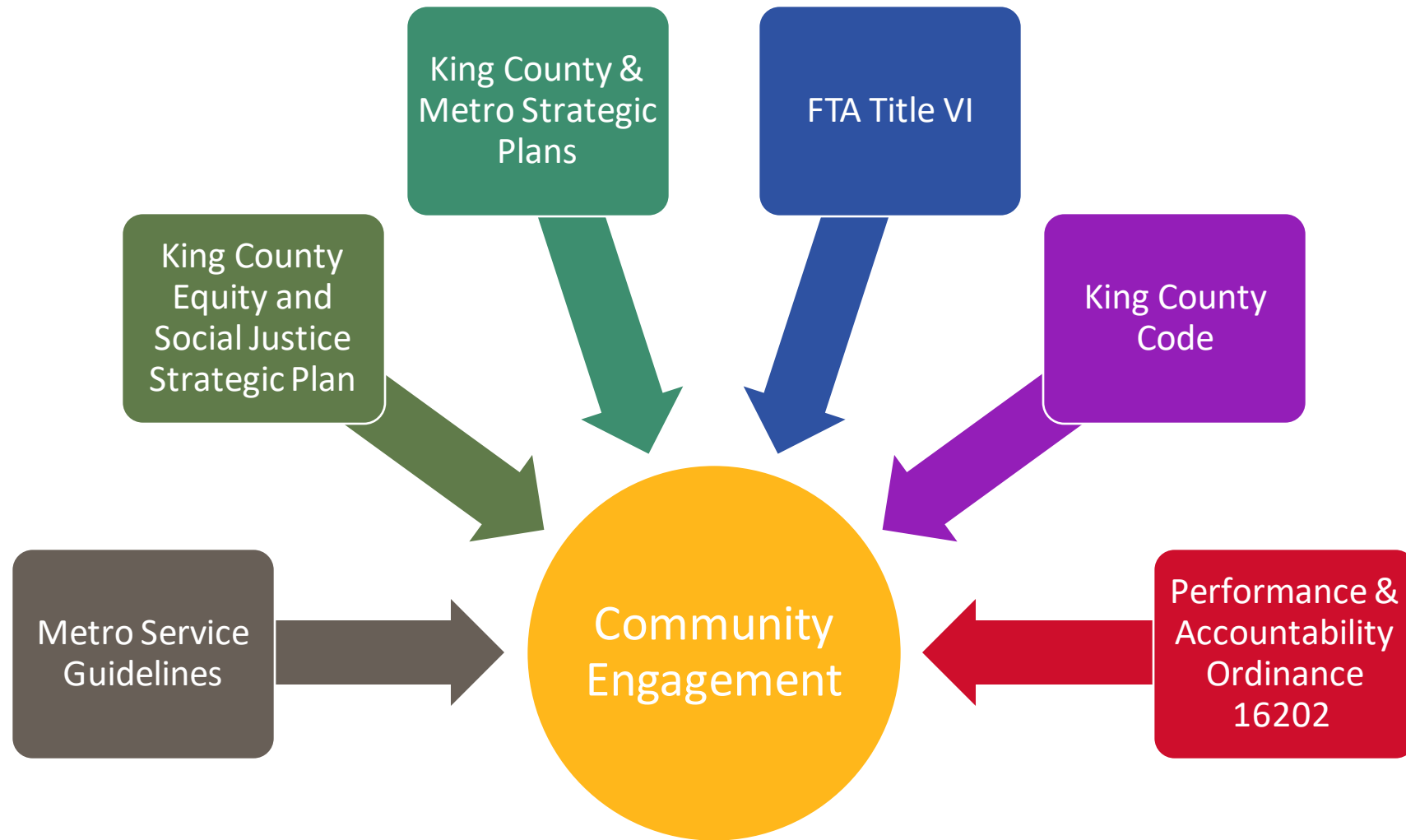
# Conduct deliberate and transparent community engagement.

Use meaningful, inclusive and community-driven approaches to develop, provide, and evaluate mobility choices and supporting infrastructure that serve priority populations.

-King County Metro Strategic Plan

# Why do we need Community Engagement?

# Community Engagement: It's the Law



# Benefits of Community Engagement

- **Centers** the voices of those who come from priority populations in the decision-making processes.
- **Ensures** services and programs respond to the needs and priorities of communities we serve.
- **Transparent and responsive** processes build trust and support
- Allows for **new ideas** (including process improvements)
- **Saves time** (in the long run)
- **Builds** positive, lasting relationships



# How does community engagement work?

# Have a Say Principles



- **Customized:** How many phases, what we ask, and how we ask are tailored to the size and scope of the potential changes and who might be affected.
- **Equitable:** We strive to inform and hear from all communities that might be affected in an equitable manner to improve determinants of equity through our work.
- **Informative:** Information will be clear, understandable, and accessible to all.
- **Transparent:** We will describe our input, planning, and decision-making process.

# Types of Community Engagement



We'll keep you informed

We'll let you know how input shaped outcome

Your input will shape alternatives

Your input shapes issues and solutions considered

We implement what you decide

## Examples:

Service change implementation

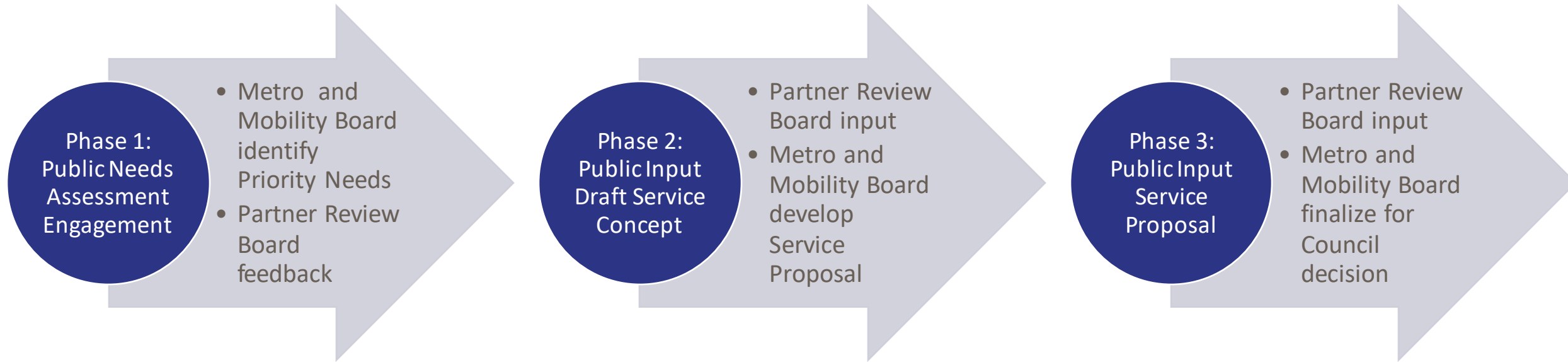
RapidRide projects

Small service projects

Large service restructures

SaFE Reform, Mobility Framework

# Community Engagement Example: Lynnwood Link Connections service restructure



Service Concept and Proposal are developed based on:  
**Community Input + Equity + Service Design Best Practices**

## Community Engagement Example: Lynnwood Link Connections service restructure

- 3 phases of engagement over ~2 years.
- Over 11,000 survey responses total, across the three phases.
- Focused partnerships and engagement with over 20 Community Based Organizations, affordable housing providers, educational institutions, medical centers and large employers.
- Over 250 hours of in-person engagement at bus stops, transit centers and community events, meeting people where they are.
- Guided by a 15-member Mobility Board of people who live, work and travel in the project area. Assisted by a Partner Review Board of cities, organizations, partner agencies and interested parties, to ensure the network meets current and long-term transit needs.
- 11 languages: English, Chinese (simplified and traditional), Spanish, Korean, Russian, Amharic, Tagalog, Somali, Japanese, Vietnamese

# New Engagement Programs

# Language Equity Program

- Department-wide policies and standard practices
- Alignment with Title VI, State and County policies, Metro Strategic Plan
- Tools, resources, training for divisions and teams
- **Implementation Plan Core Team**
  - Cross functional team develop departmental implementation plan
  - Representatives from teams that directly interact with and develop communications for customers and community
  - Representatives will help lead, track, report implementation in their teams (2024-ongoing)



# Community Liaison Pilot Program

- Mobility Framework and Strategic Plan recommendation
- Recruit, train 10 priority population community members
- Trusted members of their communities
- Language skills
- Support project and initiative engagement efforts across divisions



**Gloria Gonzalez-Zapata**

**Focus areas:** Burien, Kent, White Center, South Park

**Languages:** Español



**Wencong Huang**

**Focus areas:** Seattle, Beacon Hill, West Seattle, Bellevue, Bothell

**Languages:** Mandarin, Cantonese, and Taishanese



**Wanjiku Kahacho**

**Focus areas:** South Seattle, South King County - Skyway, Tukwila, Renton, Auburn, Kent, Federal Way

**Languages:** Swahili



**Rahel Ambachew**

**Focus areas:** Youth and young adults, South King County – Seattle, Kent, SeaTac, Tukwila, Des Moines, Burien, Federal Way

**Languages:** Amharic



# Community Based Organizations Capacity Building

- Build mutually beneficial, long-term connections
- Standardize and build systems for contracting and payment
- Improved relationship management, tracking and reporting



# Community Groups

# Standing Community Groups

- Transit Advisory Commission
- Access Paratransit Advisory Committee
- Equity Cabinet
- SaFE Equity Group
- Fares Cabinet
- Mobility Boards for large mobility projects



# The Community Engagement Team

# Metro's Community Engagement Team

## Senior Planner IVs

Bill Douthit

Cristina Gonzalez

Lluvia Ellison-Morales

Luke Distelhorst

Tristan Cook

## Planner IIIs

Diana Gil Vargas

Jessica Vu

## Planner IIs

Margarita Aguado

Melissa Brown

Jordan Hoover

## Language Equity

Sergio Enciso Garcia

## Community Liaison Program/ CBO

Latrice Wyatt



# Closing and Questions