

PUBLIC ENGAGEMENT



OVERVIEW

OUR ENGAGEMENT IS...

- ▶ **Customized.** How many phases, what we ask, and how we ask it are tailored to the size and scope of the change and who will be affected by it.
- ▶ **Equitable.** We strive to inform and hear from all communities that will be affected.
- ▶ Informative. Information is clear, understandable, and accessible.
- ► Transparent. We describe our input, planning, and decision making process.
- **Responsive.** At each step, we show how public feedback has informed our decisions.

OUTREACH EXAMPLE (service restructure)



COMMUNITY CONVERSATIONS

- Learn from the public what's working, what isn't, and how transit could be improved
- Exploration of trade-offs (i.e., frequency vs. distance to bus stop)
- Recruit a community Sounding Board to review public feedback, advise Metro, and make recommendations to Council

SOUNDING BOARD MEETS TO...

- Help staff reflect on feedback received
- Help digest public feedback
- Brainstorm solutions
- Preview Phase2 concepts and engagement



CONCEPTS FOR CHANGE

- Reflect back what we heard during Phase I
- Ask for feedback on different concepts that respond to concerns heard in Phase I

SOUNDING BOARD MEETS TO...

- Help staff reflect on feedback received
- Provide guidance about final proposal

NEW

FIRST DRAFT IMPACT STATEMENT

- For public review
- Adds up to 3 months to current process

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PROPOSAL FOR CHANGE

- Share a proposal that reflects feedback from Phases I and 2
- Collect feedback on the proposal
- Ask specifically for any changes that would improve the proposal or mitigate negative effects

SOUNDING BOARD MEETS TO...

- Suggest ways to address feedback with proposal changes
- Preview Metro's proposal
- Make a recommendation for change

NEW

FINAL IMPACT STATEMENT REPORT

Adds up to I month to current process



PUBLIC ENGAGEMENT



OVERVIEW, continued

HOW WE REACH OUT (every phase)

- Media, social media, ethnic/diverse media
- Posters at high-ridership stops and on buses in affected areas
- Rider alert brochures on buses in affected areas
- In-person contacts by teams of staff members on buses and at high-ridership locations
- Email and/or text notifications to transit alert subscribers
- Calls and emails to stakeholders
- ▶ Mailings to community centers, libraries, schools, etc.—and sometimes to residents and businesses—as appropriate
- Detailed information available online and in print about the planning process, timeline, how to participate, and what's being considered
- ▶ Translated information and avenues for comment provided as appropriate

HOW WE GATHER INPUT

- Surveys (online and paper)
- Public meetings
- Stakeholder interviews and roundtables
- Presentations to stakeholder groups
- Outreach events targeted to underrepresented populations

OUTREACH DOCUMENTATION (submitted with ordinance)

- ▶ Public Engagement Report summarizing each phase of outreach, what we heard, how we responded
- Sounding Board consensus statement/report