

# PUBLIC ENGAGEMENT

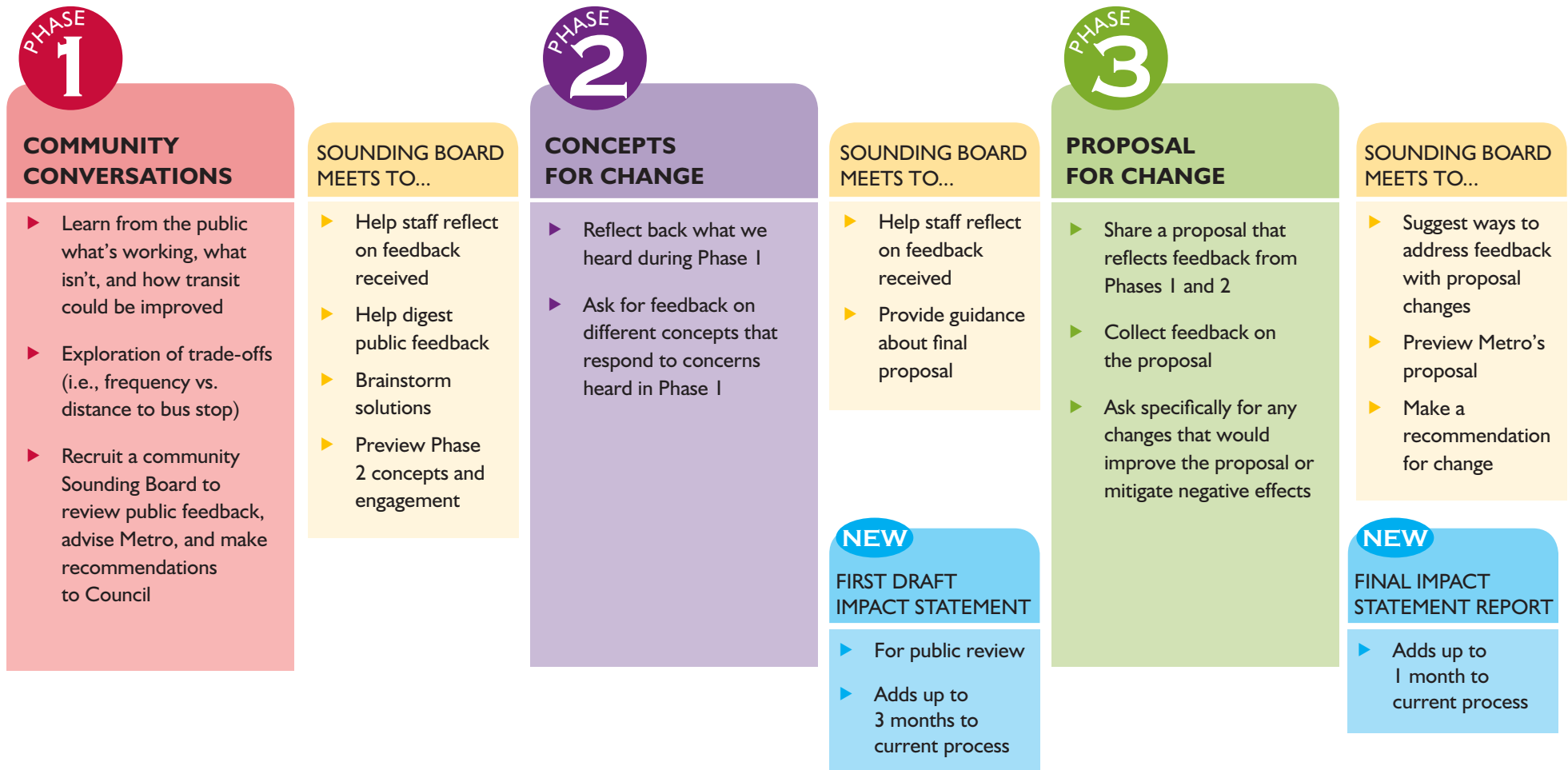


## OVERVIEW

### 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)





# 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