

Long Range Transportation Plan Update: Public Participation Plan Framework

Planning and Programming Committee

November 15, 2017



Metro

Key Principles to Guide Genuine Engagement

- Relatable
- Inclusive
- Creative and customized
- Reach out
- Transparent



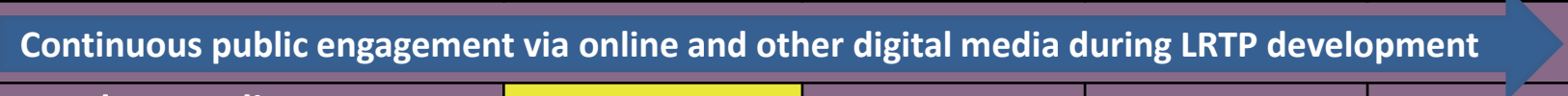
Goals for Public Engagement

Inclusive and creative outreach to:

- Engage the public at all levels, always
- Ensure guiding themes are part of the engagement process
- Undertake broad-based engagement
- Enhance relationships with local stakeholders
- Coordinate with related, concurrent Metro initiatives

Modular Strategy and Timeline for Public Engagement

Expose, Educate & Engage

	Spring 2018	Fall 2018	Winter 2019	Winter 2020
Public Engagement Rounds				
				
Round 1: Baseline Understanding				
Round 2: Values Framework				
Round 3: Alternative Investment Scenarios				
Round 4: Final LRTP				

Many Audiences

- Engage a diversity of stakeholders and ensure underrepresented populations are included
- Examples:
 - General public
 - Transit system users
 - Advocacy organizations
 - Educational institutions
 - Business associations
 - Metro advisory groups
 - Transit providers
 - Partner governmental agencies and elected representatives

Numerous Communications Tools

To inform and educate stakeholders:

- **Printed Information in multiple languages**
- **Online Communications and social media**
- **Public engagement in various settings**
 - Public and Targeted Meetings
 - Community Events and Pop Ups
 - Policy Advisory Council Meetings and/or Working Groups
 - Additional Briefings
- **Broadcast and Print Media**
- **Enhancing Metro stakeholder databases**



Policy Advisory Council Input

Generally, liked Metro's approach to genuine engagement and encouraged Metro to:

- Make time to listen
- Take advantage of PAC networks
- Be understandable
- Reach out to users dependent on transit



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Questions & Discussion



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