Project Connect Community Engagement Workshop
November 28, 2018

projectconnect
A Regional, Multi-generational Transit Plan that Protects Quality of Life for Central Texans
Phased Approach to Project Development

1. **BIG IDEAS, BOLD START**
   With public input, identify and review potential projects for building a high capacity transit system.

2. **REAL SOLUTIONS**
   Study the selected projects and present options to the community that are consistent with regional and local priorities.

3. **PATH TO IMPLEMENTATION**
   Approval of Project Connect system vision and development of partnerships with stakeholders, agency board and community members.

4. **GO/NO-GO DECISION**
   Begin Preliminary Engineering to provide the community with detailed transit projects and a potential vote for project construction.

5. **ENGINEERING AND CONSTRUCTION**
   Finalize design, acquire real estate and begin construction on the program of projects.
Project Connect Community Engagement Milestones

• Draft Vision Plan Presentation (October 1, 2018)

• First Vision Plan Community Conversation (October 3, 2018)

• Town Hall Community Conversations in City Council Districts (Nov-Dec 2018)

• Analyze input from community conversations and partner engagement

• Present updated Vision Plan to Capital Metro Board (December 17, 2018)

• Conduct Preliminary Engineering and Environmental Impact Study (NEPA)
Federal NEPA Process Engagement Requirements

• Scoping Process - Community engagement to determine potential environmental impacts and alternatives to avoid the impacts

• Public Coordination – Engagement with participating agencies, including historic preservation and parks

• Preliminary Engineering – Engagement with Technical Advisory Group

• Environmental Justice – Engage with minority populations to evaluate adverse impacts on and take measures to avoid or minimize them

• Draft Environmental Impact Study – Share results of alternatives analysis environmental impacts with community for review and feedback
Lessons learned from Peer City Engagement Efforts

*Indy Connect Regional Transit Vision*
Indianapolis MPO/Indy Go/Central Indiana Regional Transportation Authority (CIRTA)

What they learned:
• “Educate, educate, educate. This community didn’t have a clear understanding of successful transit. We spent a lot of time on modes and their features and benefits.”
• Underestimated the need for diversity in their champions and messengers
• Engage business community. Not all business communities are the same. In Indianapolis, it was the Chamber and the Indy Partnership.
**Metropolitan Atlanta Rapid Transit Authority (MARTA)**

**What they learned:**
- “Engage strategic partners and stakeholders, including local political leaders. We met people where they were, meetings, social media, news, and throughout the system – buses and rail stations.”
- “Style matters
  - Look at your maps and exhibits to make sure they say what you want them to say.
  - People look at maps and don’t see their favorite things, they can and will mobilize depending on the significance of the missing project(s) and the political strength of the constituency.”
Community Engagement: “Consensus” vs. “Support”

**Consensus:** Everyone agrees on the proposed plan

**Support:** While everyone may not agree on the details of the plan, the community supports it because the process was transparent and data driven.
Understanding the Spectrum of Community Engagement (IAP2*)

Inform ▶ Consult ▶ Involve ▶ Collaborate ▶ Empower

* International Association of Public Participation
Community Engagement is a Team Sport!

- Shared community advisory committee (MCAC)
- Coordinating outreach strategies
- “Piggy-backing” on meetings and events
- Sharing data/feedback
- Sharing successes and lessons learned
- Syncing timelines
TODAY’S DISCUSSION

• Overview of public engagement
  • Capital Metro/City of Austin Coordination
  • Austin Strategic Mobility Plan
  • Corridor Mobility Program
  • Best Practices & Lessons Learned

• Takeaways
COORDINATION WITH TRANSIT: A KEY FOR MOBILITY SUCCESS

- Corridor Mobility Plan Development
- Mobility Talks
- Corridor Mobility Program (2016 Mobility Bond)
- Austin Strategic Mobility Plan (ASMP)
ASMP PLANNING APPROACH

• Technical:
  • Scenario Planning

**Def:** A method to explore how well different mobility strategies make progress toward achievement of goals and objectives.

**Public Engagement:**
*Targeted to Historically Underserved/Underrepresented Populations*

- Youth (24 and younger)
- Seniors (65 and older)
- People of Color
- People with Mobility Impairments
ASMP ENGAGEMENT - 4 PHASES

**Mobility Talks**
Used to determine 8 goals of ASMP

- Prioritizing goals and gathering broad thoughts from community

**Goal Prioritization**

**Scenario Feedback**
- Consideration of 3 transportation scenarios

**Input on Policies and Projects**
- 128 policies
- Citywide priority networks/projects (maps)

**Adoption Process**
- Public Hearings (Boards and Commissions, Council)
- City Council Adoption

2016-2017: Phase I Mobility Talks
Used to determine 8 goals of ASMP

- 128 policies
- Citywide priority networks/projects (maps)

**Adoption Process**
- Public Hearings (Boards and Commissions, Council)
- City Council Adoption
<table>
<thead>
<tr>
<th>Type</th>
<th>Engagement *with Project Connect</th>
<th>Phase 1: Goals</th>
<th>Phase 2: Scenarios</th>
<th>Phase 3: Policies + Projects</th>
<th>Phase 4: Adoption</th>
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<td><strong>“Traffic Jam!” Events</strong></td>
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<td>Public Hearings</td>
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<td>Unpaid, general social media</td>
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<td>Materials/ads in libraries and recreation centers</td>
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<td>E-Blast (ASMP Newsletter to all contacts)</td>
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ENGAGEMENT STRATEGY HIGHLIGHTS

Employer-Based Engagement: Breaking down barriers by engaging with people where they are, by partnering with local industry

Traffic Jam Events: Community-wide participation; two-way learning; demonstrating partnerships

Community and Partner Events: Focus on target audience that’s not likely to come across your materials in other ways

Build and Maintain Relationships: Returned to same groups in later phases
COST, IMPACT & DEPTH

- Employer-Based Engagement
- Focus Groups
- Community & Partner Events
- Traffic Jam Events
- Digital Engagement

Legend:
- Blue: Cost
- Purple: Impact to Plan
- Green: Engagement Depth/Value
CORRIDOR CONSTRUCTION PROGRAM DEVELOPMENT

- 8 months of outreach and engagement to develop Proposed Corridor Construction Program
- Re-engaged community following completion of Corridor Mobility Plans
- Information and surveys provided in five languages
CORRIDOR MOBILITY PROGRAM

• Get out early and often through variety of means
  • Open houses
  • Pop-ins
  • Virtual public meetings
  • Meetings with residents, businesses
  • Mailings
  • Block-walking

• Build trust & relationships
  • Dedicated team for each corridor
CORRIDOR MOBILITY PROGRAM

Provide good information on what’s happening, what’s happening next
- Multiple phases of engagement
- Design is iterative process
- Use the input
  - All feedback is reviewed for appropriate action
  - Responses documented and shared

ITERATIVE DESIGN AND FEEDBACK PROCESS

COMMENT REVIEW & RESPONSE
TAKEAWAYS

- Coordination is key
- Provide a variety of methods for public engagement
- Carry feedback through
- Build lasting community relationships
- Key theme: Mobility choices and transit options
STEPS of PROJECT CONNECT COMMUNITY ENGAGEMENT

2016-2018

ONE

ENGAGE

How many people do we need to move and where?
- Community Advisory Committee (MCAC) Formed with City of Austin
- Community Engagement
- Surveys
- Conceptual Design
- Corridor Selection

2018-2020

TWO

PLAN

What will it look like, and how much could it cost?
- Expansion of MCAC
- Project Connect Community Office Opens
- Extensive Community Engagement
- Preliminary Engineering and Environmental Review
- Final System Plan, including Vehicle Selection
STEPS of PROJECT CONNECT COMMUNITY ENGAGEMENT

THREE

2020

UNITE

Are we ready, and does the community support the plan?
- MCAC Continuation
- Community Conversations
- Program Management Plan
- Program Phasing and Schedule
- Funding Plan
- Potential Vote

FOUR

2021 - BEYOND

BUILD

How do we implement quickly and efficiently with the fewest disruptions?
- Implementing the Plan
- Mitigating Construction Impacts
- Local Business Assistance Program
- Construction Partner Integration
Step One: ENGAGE (2016-2018)
How many people do we need to move and where? (Identifying the corridors)

- **INFORMED** the community about Project Connect process
  - Engaged 550+ people at “Traffic Jam” and “Mini Jam” events

- **INVOLVED** the community to get feedback on corridors identified in previous studies
  - Engaged 600+ people at pop-up, tabling and engagement bus outreach events

- **COLLABORATED** with the community to help identify corridors
  - Via advisory committees (TAC,MCAC)
Step Two: PLAN (2018-2020)

What will it look like, and how much could it cost?

- October 2018: Draft Vision Plan presented to public
- November-December 2018: Town Hall “Community Conversations”
- Early 2019:
  - Project Connect Community Office opens
  - Evolution of community advisory committee
- Early 2019-2020:
  - Preliminary engineering
  - Environmental review
  - Community-wide and corridor-specific work groups
  - Early 2020: Vehicle selection and final system plan
Community Engagement Objectives (Beginning January 2019)

1) Communicating the Value of Project Connect
   • **INFORM** the community about the project’s benefits
     ➢ Clearly articulate how Project Connect can improve their mobility choices
   • **CONSULT** with the community on how we present the information for the plan
     • Identify the community’s needs, concerns, perceptions and misconceptions about transit
     ➢ Use this feedback to communicate more clearly and effectively
2) Completing successful Preliminary Engineering and Environmental Impact Studies

• **INVOLVE** the community:
  - Hold corridor conversations to get feedback about specific corridor elements and tradeoffs
  - Be clear about what we are asking them and how their input will be used

• **COLLABORATE** with the community to develop design alternatives:
  - Work with advisory committees to help lead corridor conversations and report feedback
  - Coordinate with agency partners to incorporate corridor feedback
Step Three: UNITE (2020)
Are we ready, and do we have your support?

- Advisory Committee continuation
- Community Conversations about the value of transit
- Program Management Plan
- Program Phasing and Schedule
- Financial Model
- Potential Vote
Community Engagement Step 3: Unite (2020)

- **INFORM** the community about what we heard from them and how their feedback was used to develop the proposed final plan (LPA)

- **CONSULT** with the community to get feedback on the LPA
  - Clearly communicate how the system will work
  - Determine if there is anything we’ve missed and where there might be opportunities for improvement

- **EMPOWER** the community to make the final decision
  - 2020 vote
Project Connect Milestones

- 2016
- 2018
- 2019
- 2020
- 2020+

- Community Engagement
- Corridor Selection
- Community Engagement
- Engineering and Environmental Review
- Vehicle Review
- Vehicle Selection (Early 2020)
- Vote (Nov. 2020)
BREAK (15 Minutes)
Next up: Topics for Discussion:

1. What does good community engagement look like to you?

2. What kinds of engagement strategies and methods have you used, or have seen others use, that have been effective?

3. How do we know that our community engagement process been successful? What are some of the outcomes we hope to achieve?