



Project Connect Community Engagement Workshop

November 28, 2018



projectconnect

***A Regional, Multi-generational Transit Plan
that Protects Quality of Life for Central Texans***



AGENDA

- 12:30 – 12:45: Project Connect Overview
- 12:45 – 1:15: Community Engagement—A Coordinated Effort
- What to Expect from Engagement
 - Austin Strategic Mobility Plan
 - Mobility Corridor Program
 - Project Connect
- 1:15 – 1:30 Break
- 1:30 – 2:40: Facilitated Discussion
- 2:40 – 2:45: Next Steps
- 2:45 – 2:50: Summary of Comments
- 2:50 – 3:00: Public Comment

Phased Approach to Project Development



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 (Jan 2019-2020+)

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 Other Projects

- 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 champions and messengers.
- Engage the business community (not just the chamber of commerce).
- 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.

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*)



* International Association of Public Participation

Community Engagement is a Team Sport!

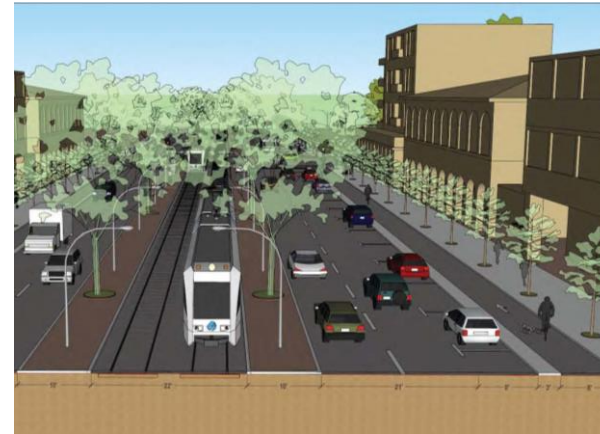
- Shared community advisory committee (MCAC)
- Coordinating outreach strategies
- “Piggy-backing” on meetings and events
- Sharing data/feedback
- Sharing successes and lessons learned
- Syncing timelines

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*



Public Engagement:

Targeted to Historically Underserved/Underrepresented Populations

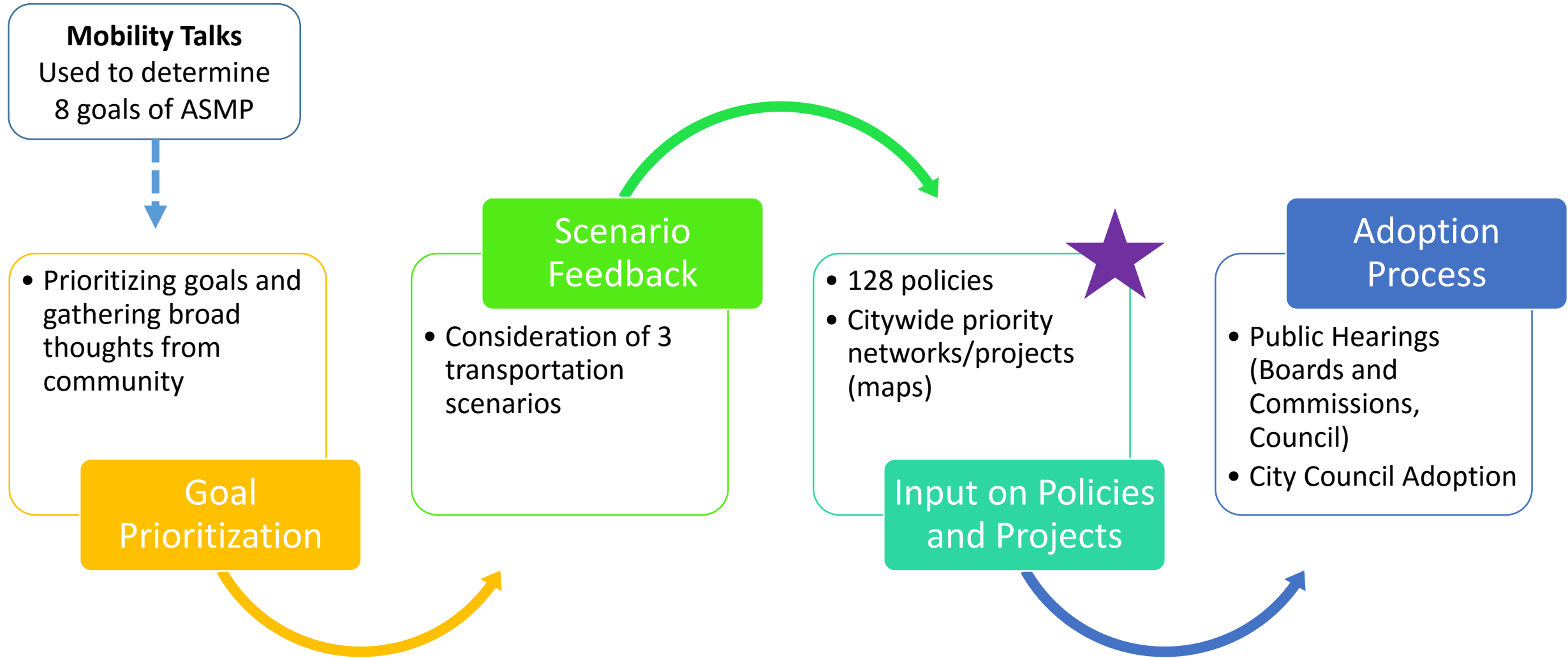
Youth
(24 and younger)

Seniors
(65 and older)

People of
Color

People with
Mobility
Impairments

ASMP ENGAGEMENT - 4 PHASES



Type	Engagement *with Project Connect	Phase 1: Goals	Phase 2: Scenarios	Phase 3: Policies + Projects	Phase 4: Adoption
Targeted Engagement with a focus on historically underrepresented/ underserved communities	Paper survey (in person, delivery, and mail-in)	●	●		
	Organizational outreach	●	●	●	●
	Employer-based events	●	●		
	Employer-based electronic outreach	●	●	●	●
	Paid, targeted social media	●	●	●	●
	Focus groups		●	●	
	Community events and presentations*	●	●	●	●
	Quality of Life Commissions		●	●	
	Office Hours (in libraries)			●	
Traditional public engagement	Multimodal Community Advisory Committee*	●	●	●	●
	“Traffic Jam!” Events*	●	●		
	Online survey	●	●	●	
	Organizational newsletters	●	●	●	●
	Public Hearings				●
	Unpaid, general social media	●	●	●	●
	Materials/ads in libraries and recreation centers	●	●		
	E-Blast (ASMP Newsletter to all contacts)	●	●	●	●

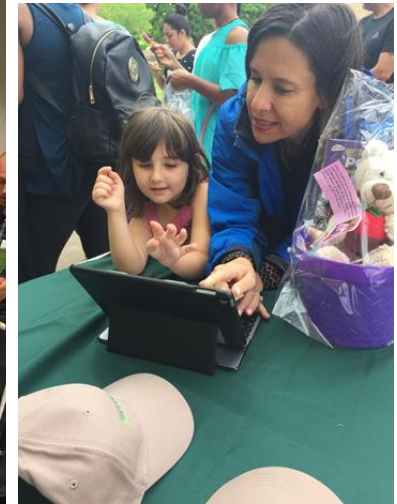
ENGAGEMENT STRATEGY HIGHLIGHTS

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

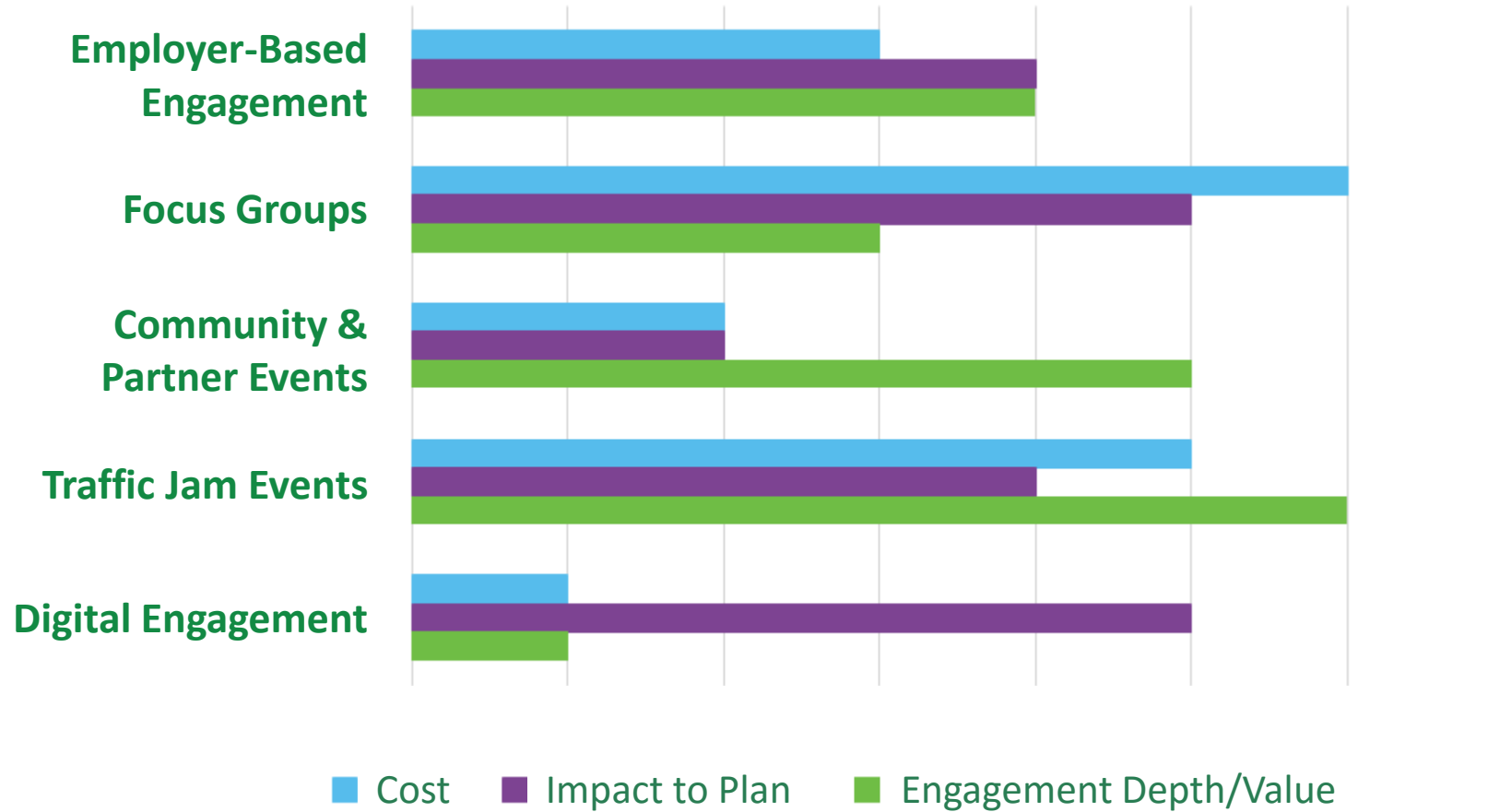
Traffic Jam Events: Community-wide participation; two-way learning; demonstrating partnerships

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

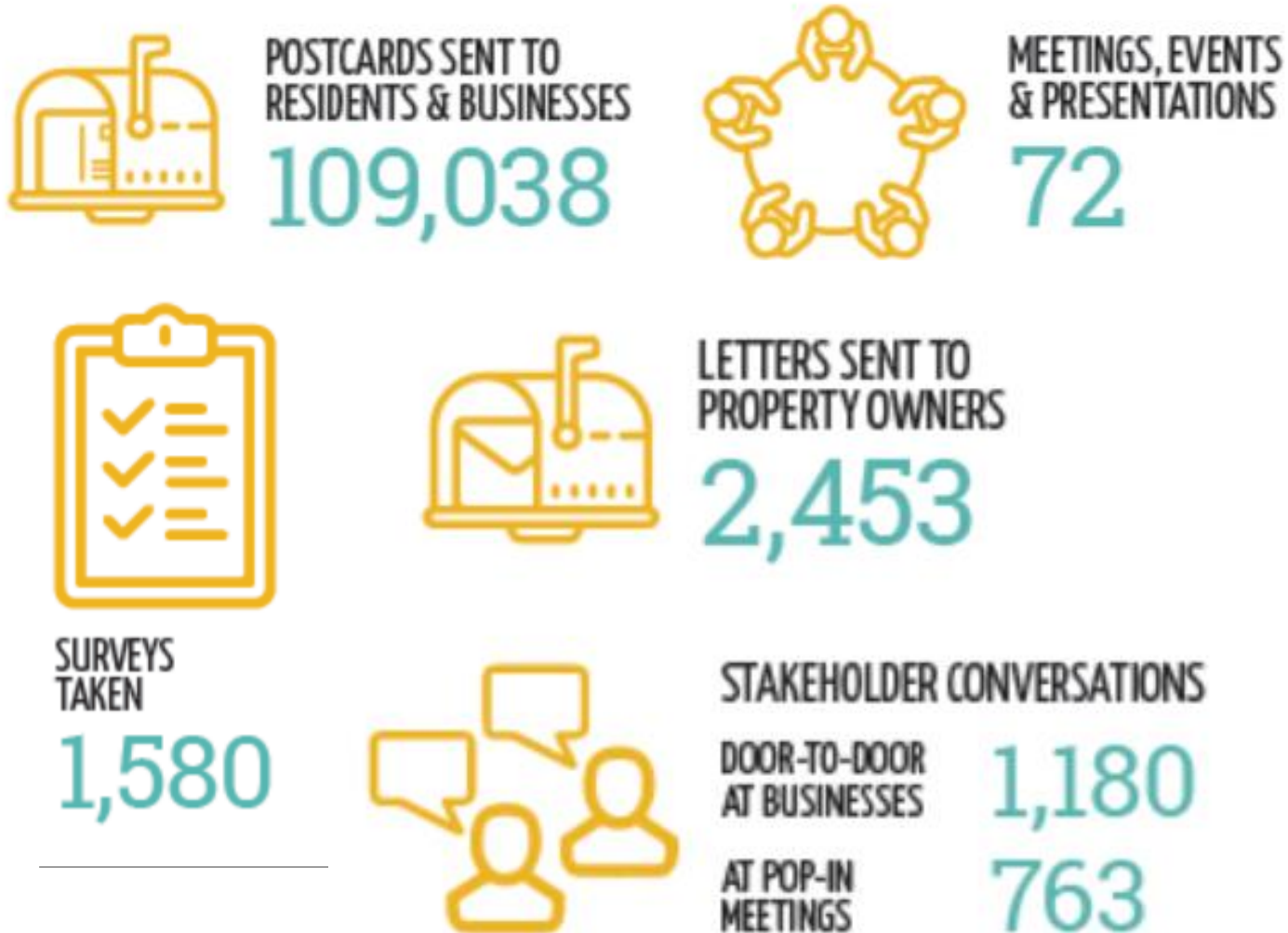
Build and Maintain Relationships: Returned to same groups in later phases



COST, IMPACT & DEPTH



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



MULTIPLE OPPORTUNITIES TO PARTICIPATE



CORRIDOR-LEVEL ENGAGEMENT

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



2020

THREE

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

2021-BEYOND

FOUR

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?



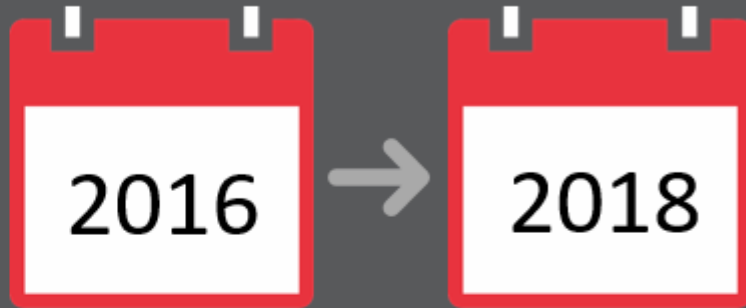
Project Milestones

- Program Management Plan
- Program Phasing and Schedule
- Financial Model
- Potential Vote

Community Engagement Step 3: Unite (2020)

- **INFORM** the community about the 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**



- 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 has been successful? What are some of the outcomes we hope to achieve?*

***What does good community
engagement look like to you?***

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

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