



Metro Transit and Public Engagement

Robin Caufman, Director Administration

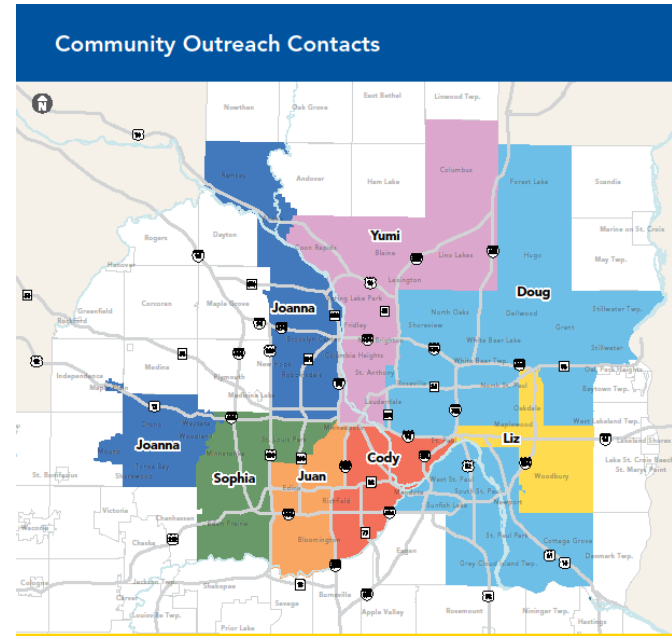
October 6, 2020

Today's Topic

- Metro Transit's Engagement strategy
- Overview of Metro Transit's Listening and Learning through Crises Summer 2020 engagement efforts

Focus Outreach on Building Relationships

- Previously assigned outreach staff by project
- Changing structure to assign outreach coordinators by area
- Allows outreach staff to get to know community, preferences, issues
- Allows community to get to know the outreach staff, only have one point of contact



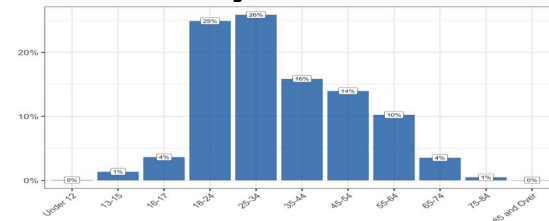
Contact Information

| | | |
|---|---|---|
| <p>Joanna Hubbard-Rivera Joanna.Hubbard-Rivera@metrotransit.org 612-349-7477</p> | <p>Juan Rangel Juan.Rangel@metrotransit.org 612-599-0459</p> | <p>Sophia Ginis Sophia.Ginis@metrotransit.org 651-592-1911</p> |
| <p>Yumi Nagaoka Yumi.Nagaoka@metrotransit.org 612-349-7328</p> | <p>Cody Olson Cody.Olson@metrotransit.org 612-248-0642</p> | <p>Blue Line Extension Sophia.Ginis, Manager, Public Involvement Sophia.Ginis@metrotransit.org 651-592-1911</p> |
| <p>Doug Cook Douglas.Cook@metrotransit.org 651-231-8435</p> | <p>Liz Jones Elizabeth.Jones@metrotransit.org 612-257-5322</p> | |

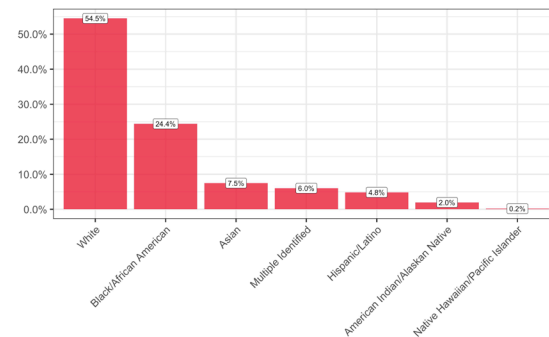
Understand your Target Audience

- Geographic area
- Demographics
 - Race/ethnicity
 - Income
 - Age
- Stakeholder groups
 - Residents
 - Businesses
 - Property owners
 - Organizations
 - Other government agencies

- Transit users are
 - Mostly under 35 years old



- 45% people of color



Understand your Target Audience

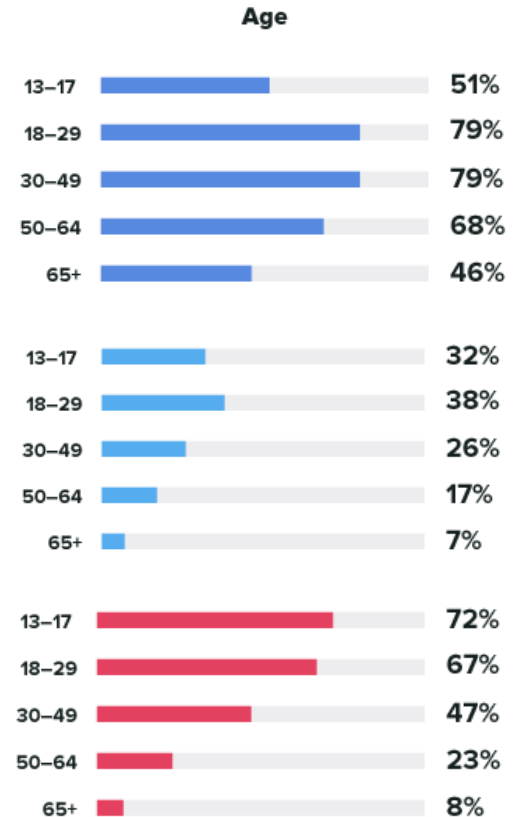
- What does stakeholder analysis tell you about engagement strategies
 - Preferences
 - Access to, use of technology
 - Language barriers
 - Time
 - Locations



Facebook



Twitter



Identify Purpose

- What is the purpose
 - Inform or educating about a new project, plan or service
 - Seek input on project early in the planning process
 - Advise on decisions
- Communicate how the information will be used
- Determine appropriate scale or magnitude of engagement

Set Goals for Engagement

- What is your goal?
- How will you know when you achieve your goals?
 - Set metrics
- Example: Proposal to close or move transit stops
 - Goal: Engage current riders of specific route
 - Metric: Survey 10% of current ridership of 2,000 people/day = 200 responses

Develop Detailed Plan

- Include purpose, target audience and metrics
- Identify tactics that match audience and purpose
- Determine timeline and order
 - Don't forget internal stakeholders, project partners
- Assign lead
- Track progress

Listening and Learning Through Crises

Summer 2020 Engagement Plan

Background

The riders and communities we serve have experienced several crises this year:

- COVID-19
- George Floyd's homicide
- Civil unrest resulting in the destruction of community resources

Metro Transit wants to listen to our riders to understand how these crises have changed our riders' expectations of and needs from transit.

Purpose

The purpose of this public engagement effort is to listen to our customers. Through this work, we will

- Go to where our riders are to listen to how this year has changed their needs/feelings about transit
- Gather information that will inform future public engagement efforts and near-term decisions.

Community to Engage

The focus of this engagement are our core and current riders and communities served by our core routes.

Activities

| | Date (Tentative) | Lead | Status |
|--|---|-----------------------------------|-------------|
| Brief GM | 7/13 | Robin | Complete |
| Brief Chair | 7/15 | Robin | Complete |
| Update website | 7/28 | Robin/Sharon | Posted 7/28 |
| Survey monkey | 7/29 | Jae | Posted |
| Social media link to survey monkey | 7/29 | Ryan/Jae | Posted 7/29 |
| Survey monkey | 7/29 | Jae | Posted |
| TAAC | 8/5 | Robin | Agenda sent |
| Equity Cmte | | Lesley | |
| Bus stop engagement | | | |
| • Snelling Green Line/C Line | 7/31 Fri 9 AM | Doug/Robin | |
| • Robbinsdale Transit Center | 8/4 Tues 12-4 | Joanna | |
| • Cal. Heights Transit Center | 8/5 Wed 12-4 | Joanna | |
| • Cal. Heights | 8/6 Th 12-4 | Joanna | |
| • Northtown Transit Center | 8/8 Sat 12-4 | Joanna | |
| • CHI-Lake Transit Center | 8/11 Tues 12-3:30 | Joanna | |
| Ads, story in Local papers | Published Week Aug 3/3 or 10 | Content - Robin Papers - Laura | |
| Network Next grantees | Week 8/3 group VCOOP Follow up VCOOP | Jae | |
| Gold Line, D, E, SWLRT, LRT and Orange Line list | Lists | Outreach staff by project | |
| GO TO Card survey | | Bruce/Sharon | |
| Riders Club Survey 2.0 | | Jae/Bre | |
| AWT women's event | 8/29 | Amina/Rachel | |

Listening and Learning Through Crisis

Summer 2020 Engagement Overview

Why We Engaged

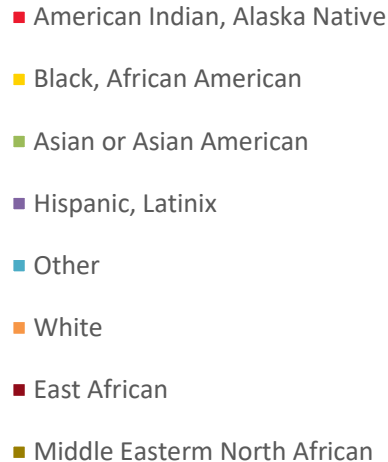
- Listen to our regular riders and communities served by our core routes
- See how this year has changed their transit needs and priorities
- Gather information to inform future public engagement efforts and near-term decisions

How we Engaged: Strategies

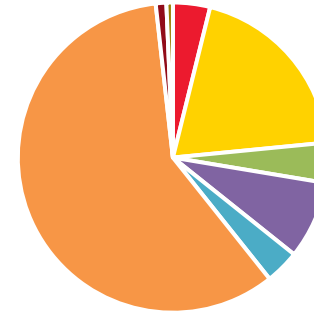
- Goal: 1,000 responses that reflects our riders which is 45% BIPOC
- Communications: Link to survey via website, emails, Riders Almanac
- Social media: Posts with link to survey and weekly question to promote discussion; staff posted on personal pages to amplify
- Ethnic media: KMOJ, Spokesman Recorder and Vida y Sabor articles, ads and social media
- In person: Staff used conversation guide to complete survey with transit riders at busiest stations, stops and transit centers
- Reached out to 75 community groups
 - 12 community groups agreed to help us get the word out by sharing our FB posts or including link to the survey in their newsletter
 - 5 groups took us up on offer to attend community events or virtual meeting

We Heard from Racially Diverse Group

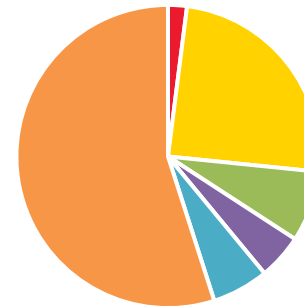
- Surveyed and talked to over 1,800 people
 - 1,400 online
 - 400 in person conversations
- Nearly achieved goals with 41% BIPOC and 59% white
 - Pre COVID ridership with 45% BIPOC and 55% white based on 2016 Travel Behavior Inventory



Listening and Learning

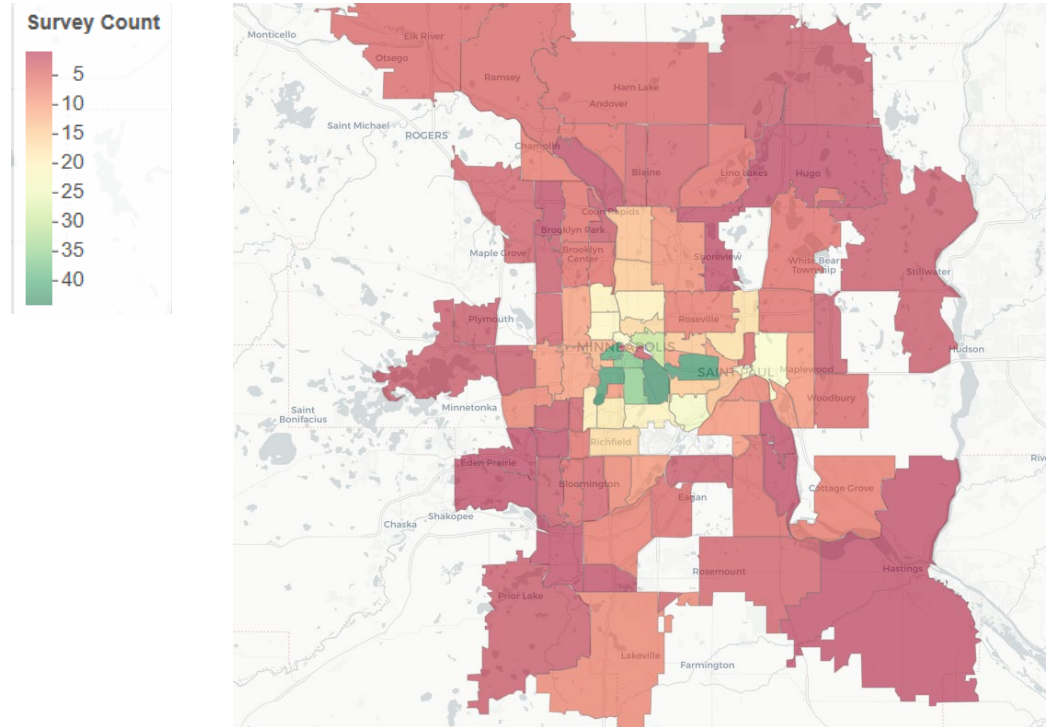


Pre-COVID Ridership



We Heard from Areas We Serve

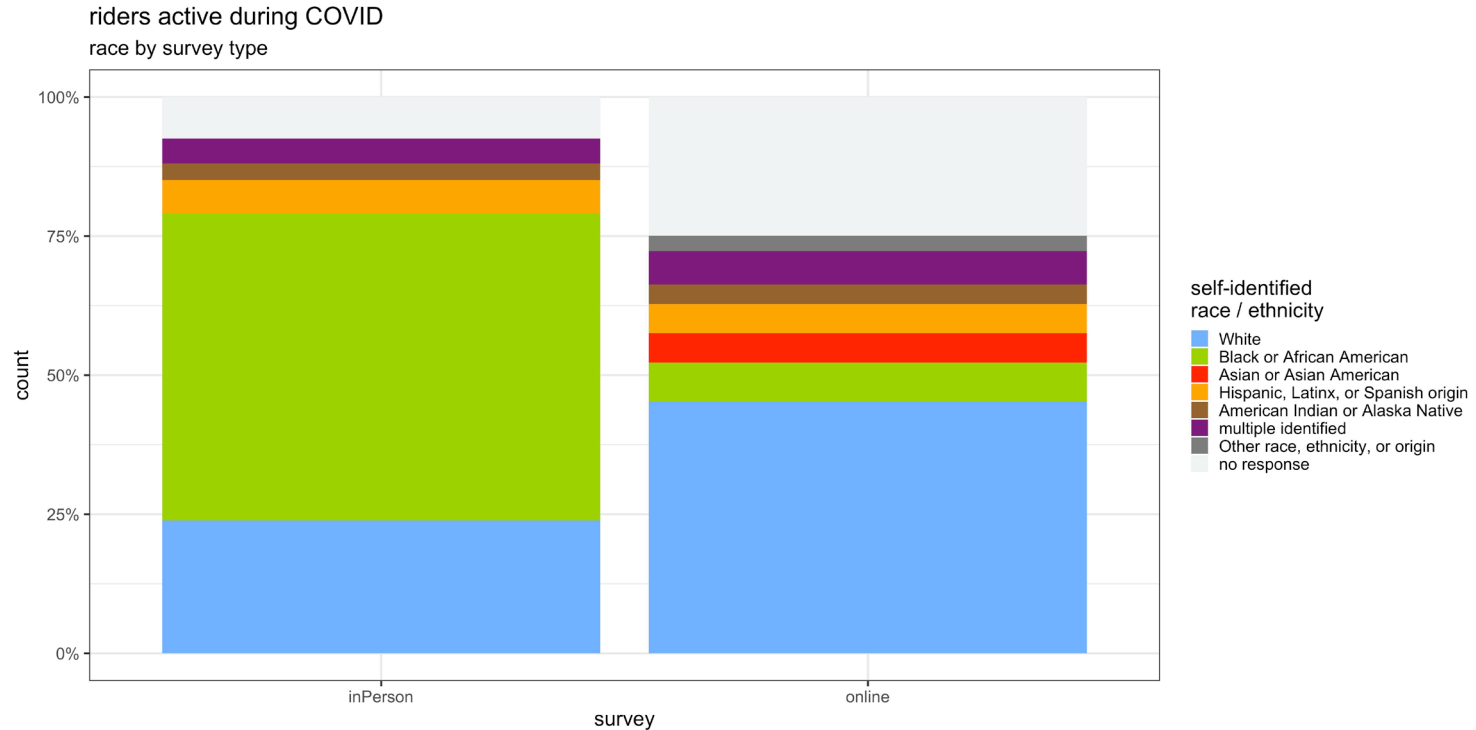
- Geographic representation with highest concentration of responses in areas served by core and suburban local service



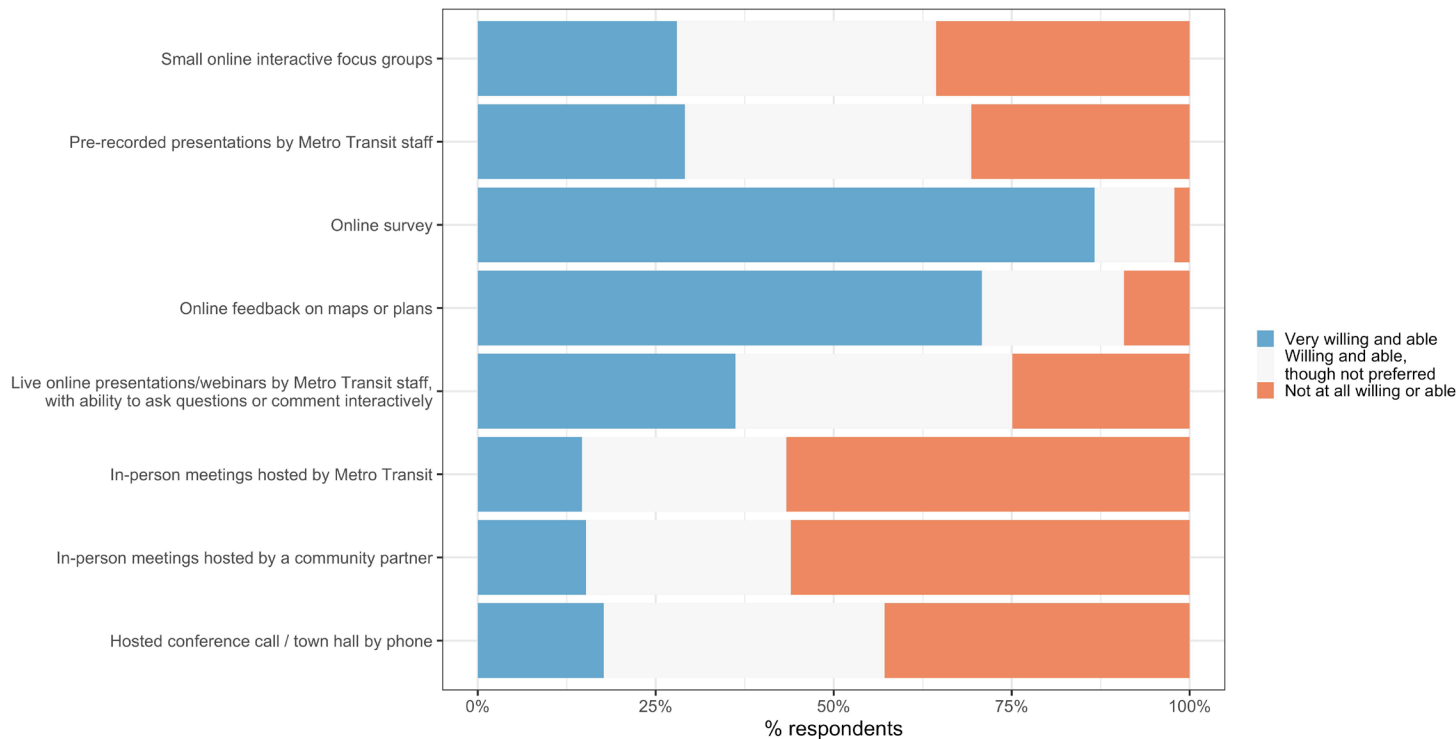
What We Learned

- Demographics, responses different between online and in person
- Need to use multiple strategies to engage a diverse community
- Some strategies were more effective than others
 - Paid promoted ads on Facebook had 6,000 views but only 40 clicks; unsure of actual surveys completed
 - Paid ads and articles in Spanish on Vida y Sabor social media and website resulted in over 150 completed surveys
- Community doesn't have a lot of capacity for meetings

What We Learned: Survey Method Matters



What We Learned: Outreach Strategies



How Metro Transit is Using What We Learned

- Making data available to staff and encourage people to dive into
 - Graphs
 - Themes
 - Key word searches
- Communicating what we learned to the community and how you are using it
- Making information available on our website

More Information

- Robin Caufman
- Director Administration
- Robin.Caufman@metrotransit.org
- www.Metrotransit.org/outreach (in the process of being updated)