



Communicating the Role of Transit in the Community

October 16, 2024

Dan Pfeiffer, Senior Engagement Manager





About Zan Associates

- Formed in 2001
- Services:
 - Communication
 - Engagement
 - Planning
- Work on agency projects
- 30+ team members
- Locations:
 - Minnesota
 - Pacific Northwest
- Certified:
 - DBE
 - TGB
 - MBE
 - WBE
 - ESBE



Dan Pfeiffer

Senior Engagement Manager



- US Army veteran
- BA political science
- MA public policy
- IAP2 Midwest Chapter Vice President
- Metro Transit (2010 – 2019)
 - Central Corridor LRT (METRO Green Line)
 - Southwest LRT
 - Blue Line Ext LRT
- Consulting (2019 – Present)
 - Zero-emission bus transition plans
 - METRO Gold Line BRT



Transportation
access affects
health, wealth,
and social
outcomes

Challenge:

Building an understanding of the value of transit in the community?



Join at menti.com | use code **6836 3802**

What comes to mind when you think about engaging your community about transportation use/expansion/funding/etc.?

29 responses





Join at menti.com | use code 6836 3802



If you asked transit users about the value of transit, what would they say?

19 responses

Thank you!

Lifesaver

Only mode of transportation

Much needed

Must have

Valuable if the cost remains cheap

Transit helps them get to where they need to go.

Appreciate the service, needed in the community, frustrating at times



a

Couldn't manage without it.

Needed service

Better stops Very useful

They would say it is vital to have it to get

Helpful Resources Unm





Join at menti.com | use code 6836 3802



What about non-transit users?

12 responses

It better continue to remain cheap

Expensive and only for others

I didn't know I could use it.

I have a vehicle so I don't need it

Could be useful for



and

Not necessary Doesn't meet my needs

Public assistance for low income only

Good for people that can't get around on their own

Brings in crime

That's they don't use it because they have vehicles

It helps get people around



Solution: Storytelling

Storytelling

- Help us:
 - Understand each other
 - Learn
 - Create connections
 - Plan



Join at menti.com | use code 6836 3802



How would you gather community member stories?

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites



Gathering Stories

Listening Sessions	Focus Groups	Interviews
Less structured conversation with a facilitator asking more open-ended questions	More structured conversation with a facilitator asking specific questions and closely guiding the conversation	One-on-one conversations

Lessons Learned

- Prepare
- Prepare
- Prepare



Before the Session

- Know:
 - Your purpose
 - Your why
 - Your audience
 - What you want to get in the end
 - What YOU can offer in return
 - How you will close the loop



Logistics and Amenities

- **Date and time**
 - Avoid holidays
 - Child drop off/pick up, etc.
- **Food**
 - Snacks
 - Appropriate for audience
- **Location**
 - In-person: Accessible, safe, needs met
 - Virtual: Register? Laptop? Phone?
- **Materials**
 - Accessible in multiple formats, languages
- **Childcare**
 - Professional/paid



Communications

- Registration
 - Expectations
 - Need to know?
 - Incentive
 - Contact info if needed
- Discussion topics/questions
 - Share in advance
- Consent
 - Recorded
 - Identifiable comments?
- Afterwards
 - Next steps. News. Don't ghost!



During the Session

- Facilitation Logistics:
 - Guidelines
 - Safe space
 - Vulnerability
 - Ask respectful questions
 - Interpreters available
 - Guide with empathy
 - Listen humbly
 - Gather feedback/stories
 - Build relationships



After the Session

- Close the loop
- Build relationships
- Give back
- Summarize feedback



Examples

- Met Council Regional Park Historical Study
- Metro Mobility Community Conversations
- Travel Demand Equity and Research Studies
- Rethinking I-94 Cultural Resources Study
- Roseville Community Visioning

Sharing Stories



Video



Website



Social Media



Earned/Paid Media



Events

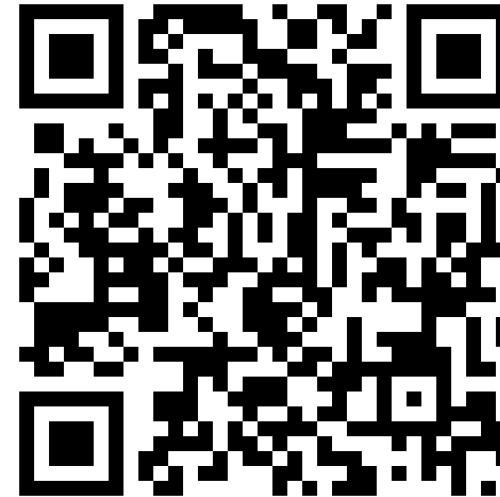


Transportation Needs

Social Media Tip



- MnDOT Social Media Report



Scan for full report

Thank you!

Zan Associates

Dan Pfeiffer, Senior Engagement Manager

dpfeiffer@zanassoc.com

