



How to Achieve True Diversity and Equity in Community Engagement



MetroQuest





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Agenda

The ROI of diverse community engagement

Key barriers to participation

Step 1: Getting digital right

Step 2: Targeted promotions

Step 3: Low or no-tech alternatives

Step 4: Mine results for equity

Q&A



20 years of best practices research



Federal Transit
Administration



U.S. Department of Transportation
Federal Highway Administration



Association of
Metropolitan
Planning
Organizations

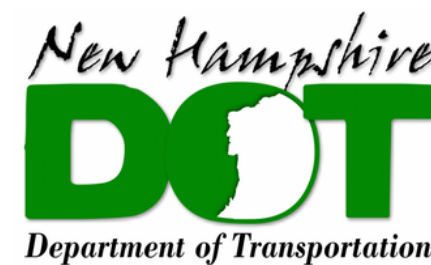


Select MetroQuest subscribers

Local Agencies



State Agencies



Consulting Firms





Melissa Holguin
Senior Project Manager
Arellano Associates



Dave Biggs
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What is the ROI for diversity in community engagement?

- ✓ Building community trust
- ✓ Meeting requirements (i.e. Title VI)
- ✓ Making the right decisions
- ✓ Avoiding public backlash
- ✓ Avoiding failed plans

ROI of Diverse Engagement



Barriers to Participation



- ✓ Limited time
- ✓ Limited understanding
- ✓ Limited trust in system
- ✓ Personal limitations (reading, vision, mobility, internet)
- ✓ Cultural limitations (language, perspectives)

Barriers to Participation



Audience + Barrier Matrix

Barrier/Challenge	Face to face workshops	Peer to peer	Pop-up events	Accessible text options	Online	Smartphone	ipad one on one	Kiosks	Ciurcle back to participants	Educational surveys	Make it visual, less reading	Keep it short	Support multiple languages	Listen early & reflect it	Leverage local champions	Embedding education		
Limited reading ability	•	•	•		•	•	•	•			•	•						
Impaired vision	•		•	•	•							•						
Limited time					•	•	•	•	•		•	•						
Limited mobility			•		•	•												
Limited internet access	•	•	•				•	•										
Limited trust or faith in system	•	•	•						•							•		
Other languages		•	•		•	•	•	•			•		•		•			
Limited understanding	•	•	•		•	•	•	•		•	•			•	•	•		
Different priorities/perspectives	•	•	•		•	•	•	•	•	•				•	•	•		
Other cultures	•	•	•				•			•	•		•	•	•	•		
Not connected in community			•			•	•	•	•	•								
	Tactics									Design								



Step 1: Getting Digital Right

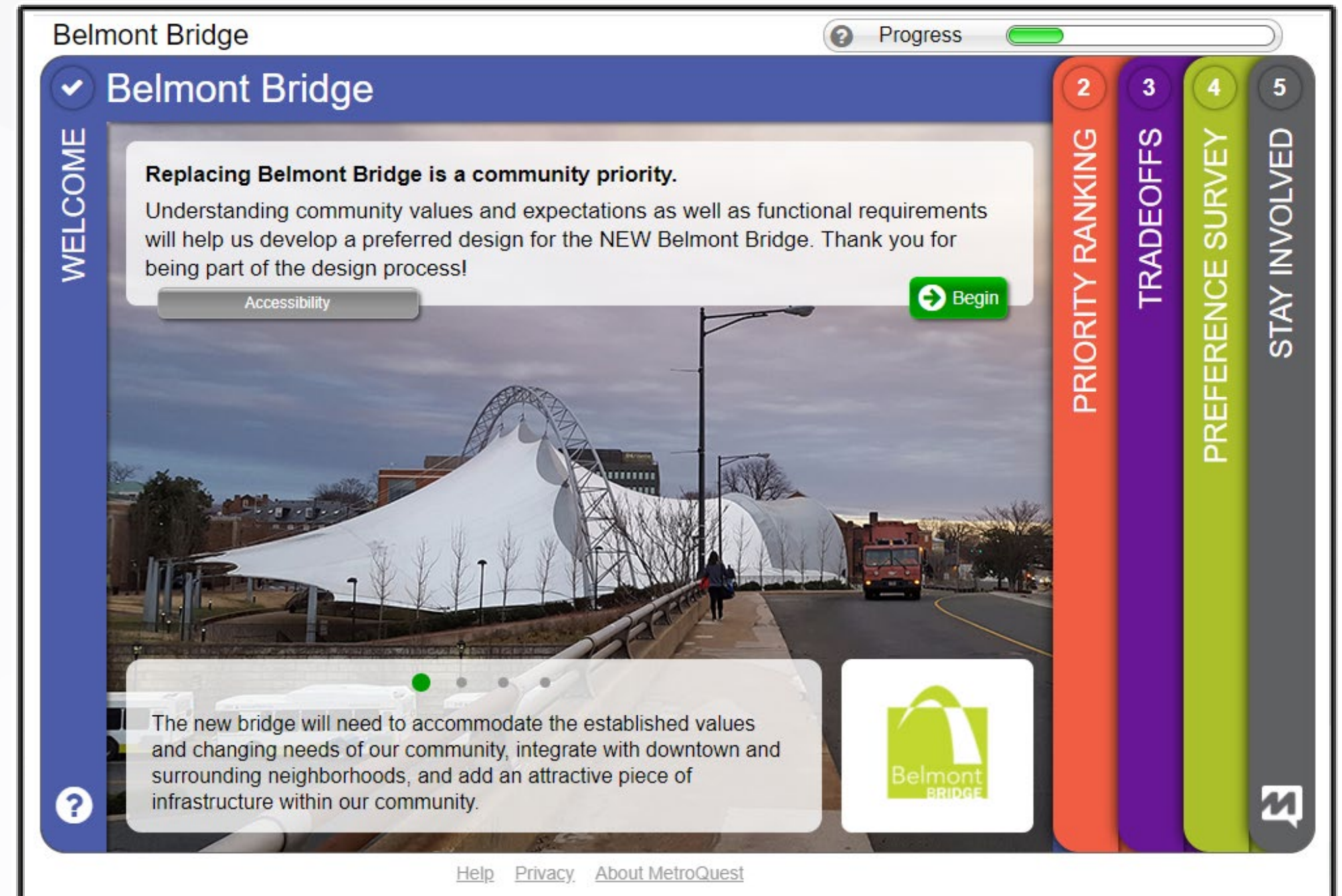



- ✓ Keep it short, easy, mobile friendly and sharable
- ✓ Focus on questions that impact decisions
- ✓ Use clear & concise text/more visuals
- ✓ Build in education about constraints, trade-offs, options
- ✓ Be flexible and responsive

Step 1: Get Digital Right




The finished products!



A woman with curly hair is shown in profile, looking down at a smartphone she is holding. She is wearing a white shirt. The background is a blurred indoor space with other people and structural elements.

POLL How many outreach projects does your organization conduct annually?





POLL What types of projects are coming up for you?



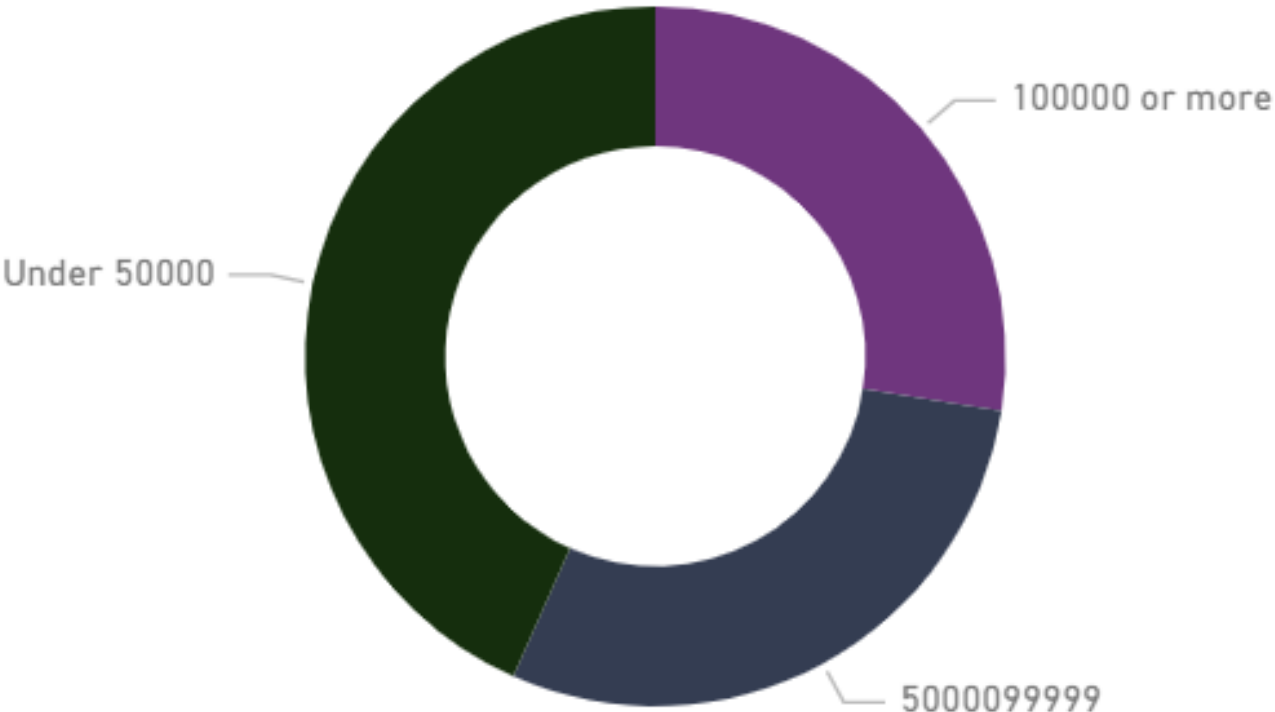


Step 2: Targeted Promotions

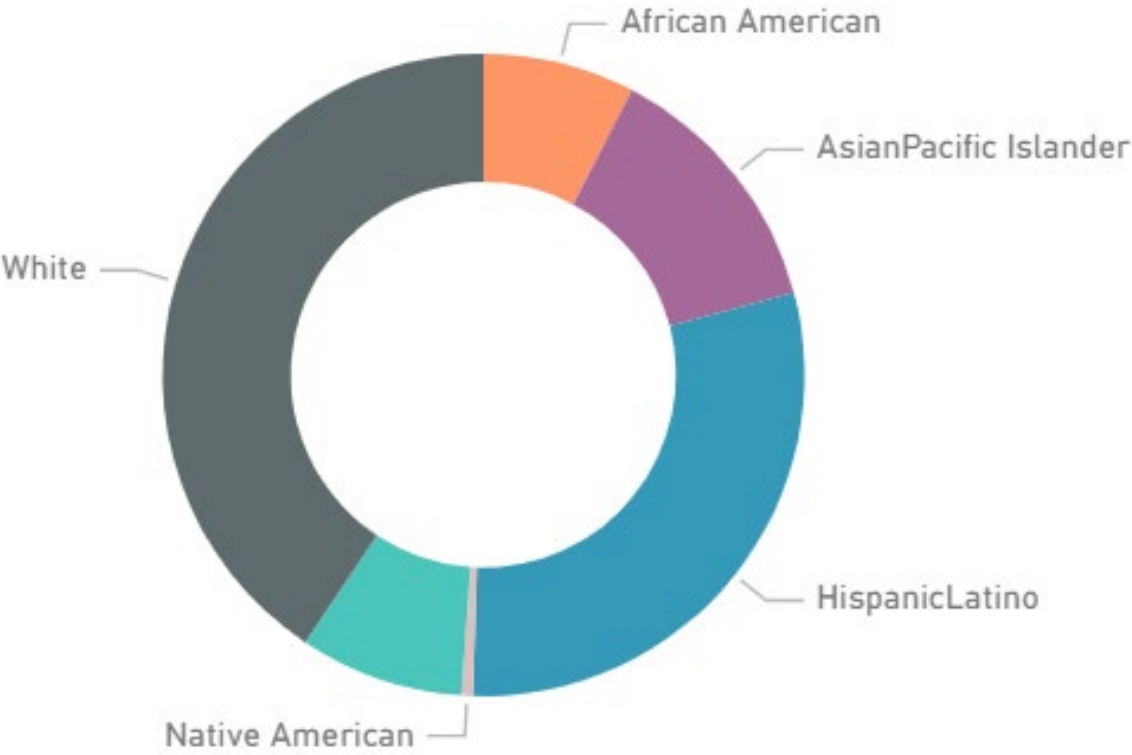
- ✓ Create an audience-based comms strategy
- ✓ Tailor promotions to each audience
- ✓ Monitor demographics and retarget
- ✓ Leverage social media promotion platforms
- ✓ Partner with media/community groups/leaders

Step 2: Targeted Promotions

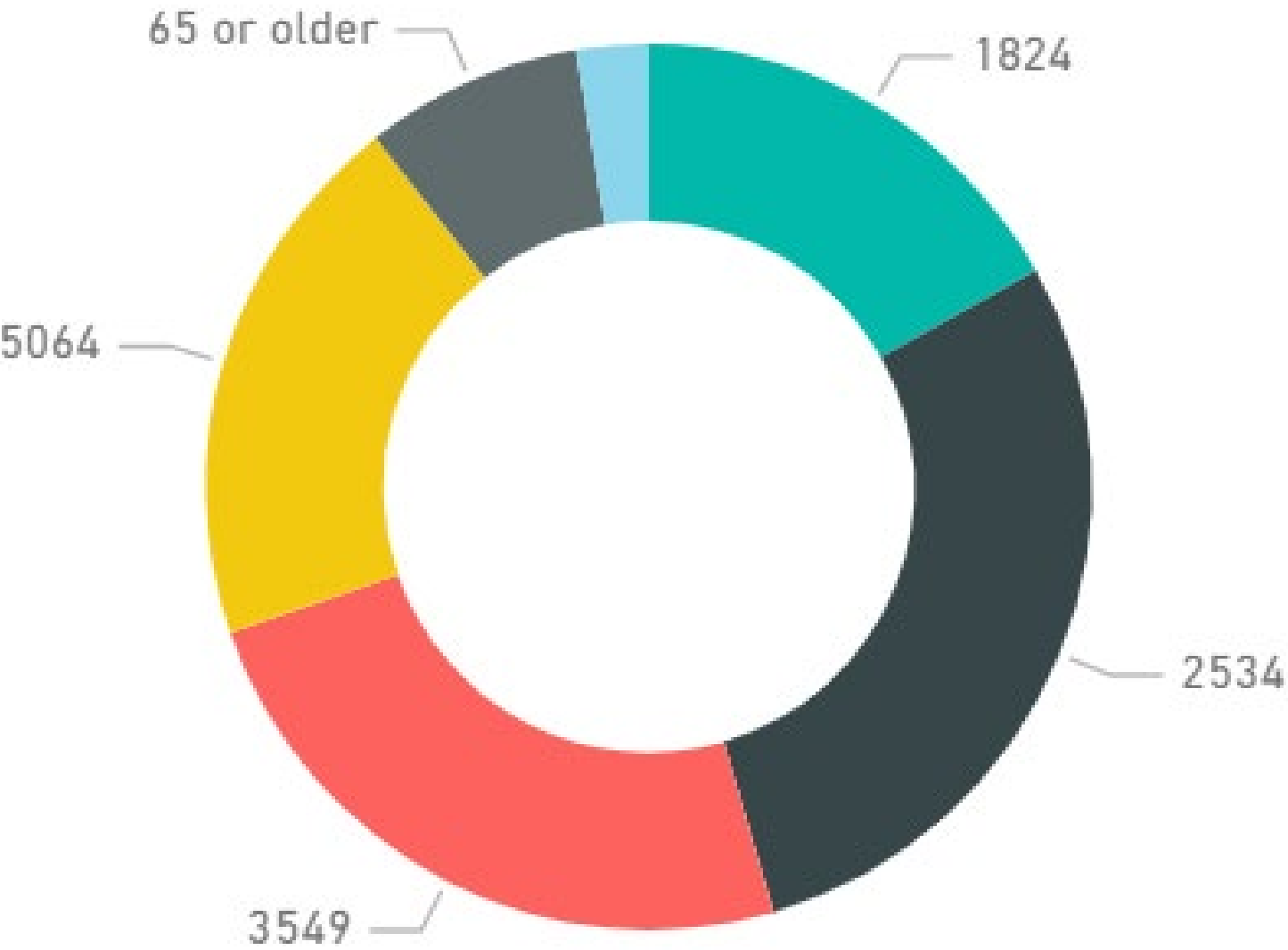
All income levels



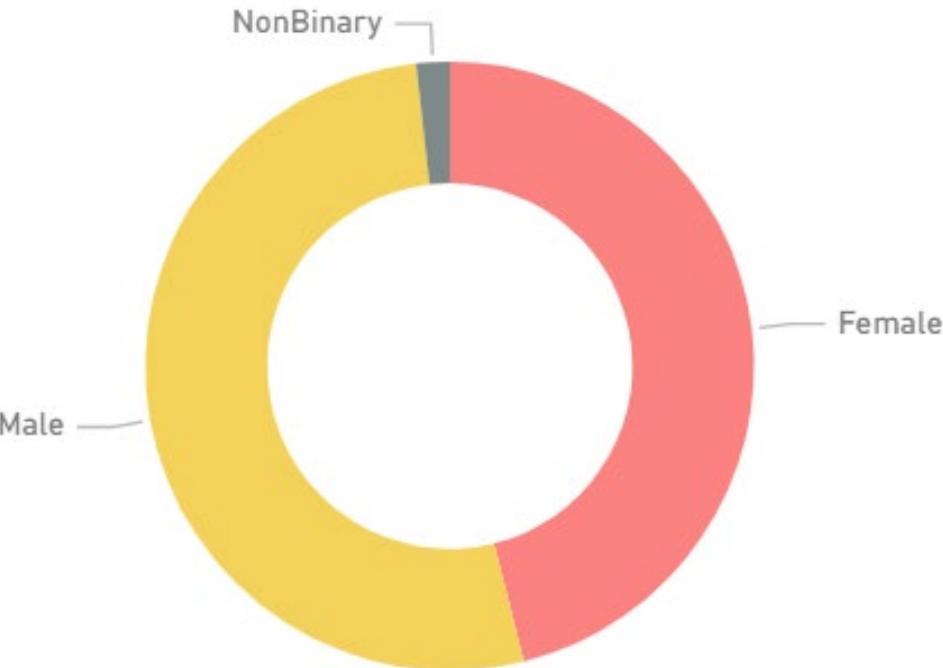
All ethnicities



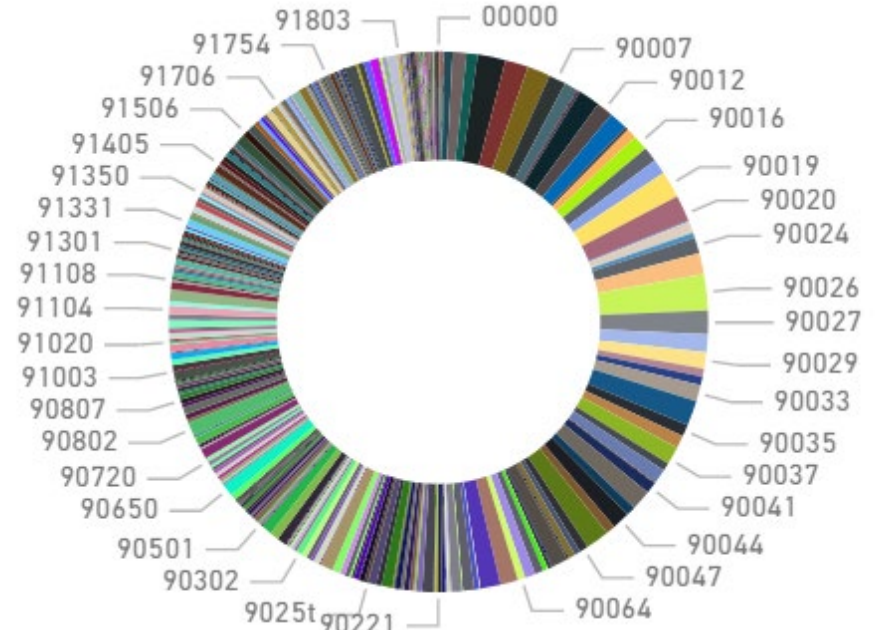
All ages



Gender balanced



All zip codes



Facebook Targeting

Hispanic senior women

Actions

X

Summary

Usage

History

Audience Name

Hispanic senior women

Size

54,000

Type

Saved Audience

Created

—

Last Updated

—

Saved Audience Details

Location - Living In: United States: Los Angeles County California

Age: 60 - 65+

Gender: Female

Language: Spanish or Spanish (Spain)

People Who Match: Interests: Hispanic culture or Public transport



Share Kits

metro.net/nextgen

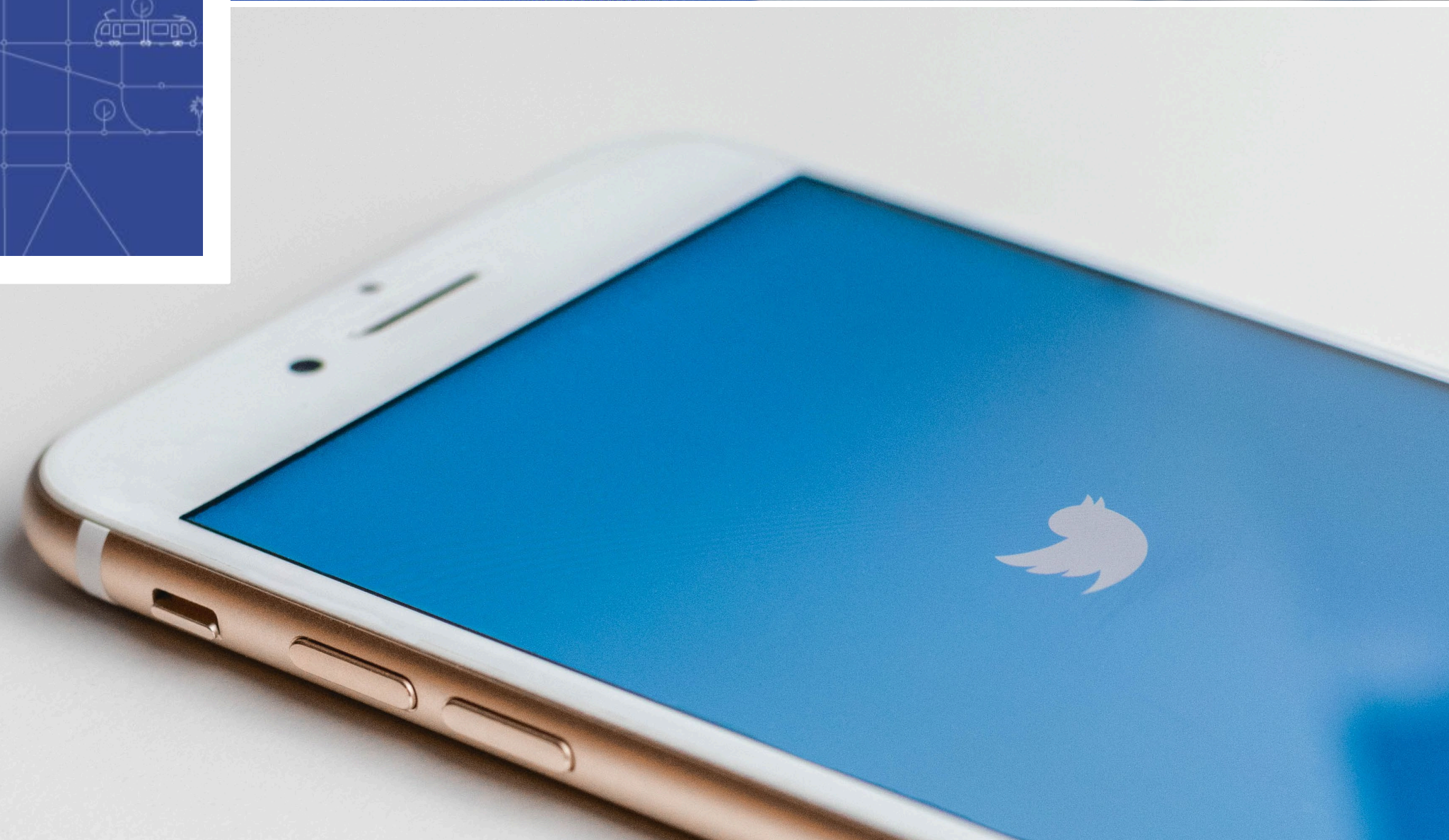
**Together we created
a better bus system.**

Public Workshops - Mar. 5 to Apr. 4, 2020

Join us at a workshop to receive a free TAP card,
while supplies last. We'll also be raffling off
additional Metro transit passes.

 **Metro**

**NEXTGEN
Bus Plan**



Use these 12 promotional tools

12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- Real-world examples

We will email you a PDF copy!



Step 3: Low or No-Tech Alternatives

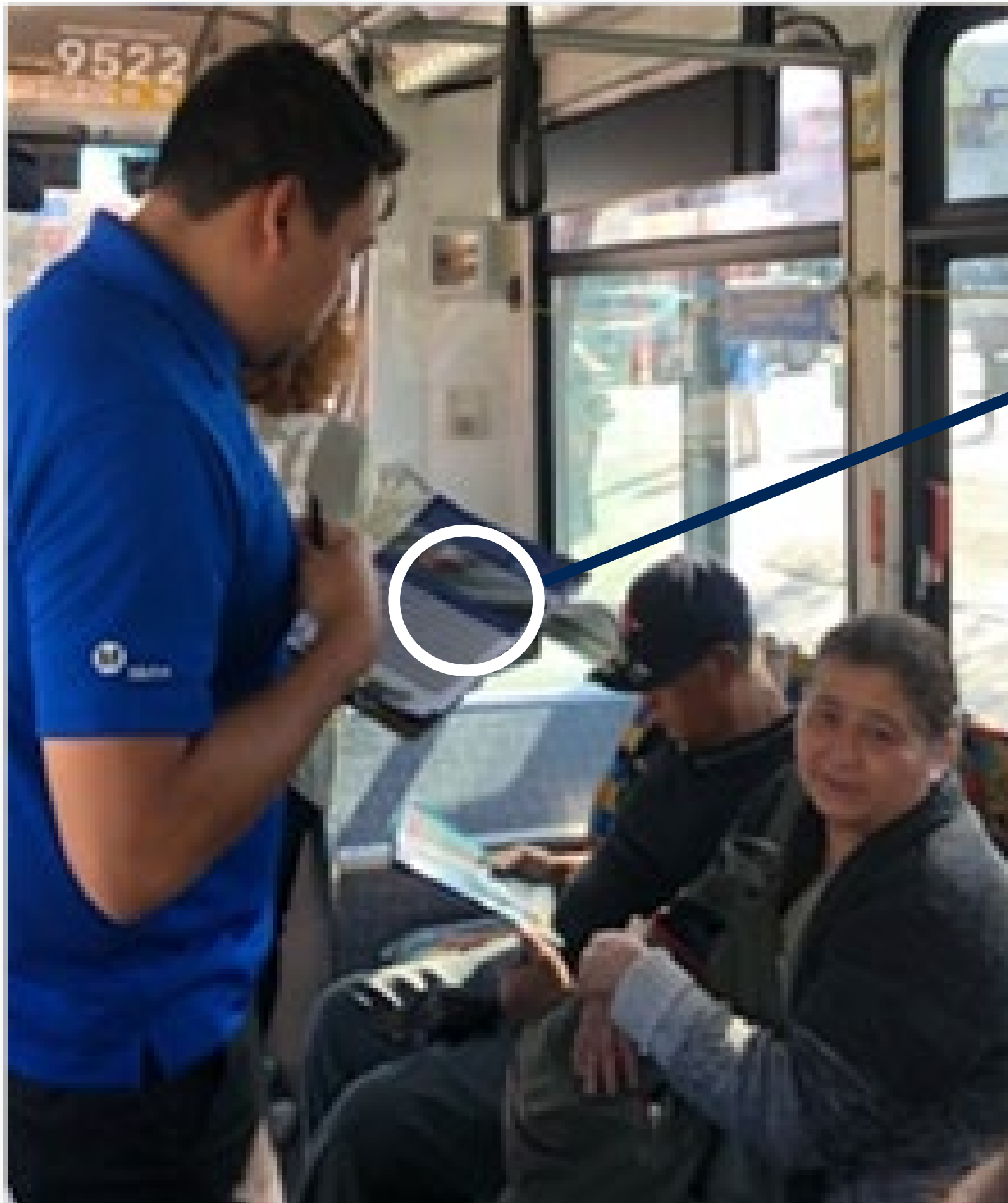


- ✓ Paper surveys, post cards, inserts
- ✓ Telephone survey & comment lines
- ✓ Office hours
- ✓ Kiosks, iPads, Libraries
- ✓ Text reader-friendly survey option

Step 3: Low or No-Tech Alternatives



Low or No-Tech Alternatives



Help us design a better bus system!

Metro is reimagining its bus system for the next generation. It's time for a better bus system that fits your lifestyle, integrates with all the ways you travel throughout LA County, and gets you where you need and want to go, with flexibility for the future. This engagement tool will give you an opportunity to provide input on budget allocation, service tradeoffs, and frequent destinations. Tell us what's important to you.

NEXTGEN Bus Study

지도표식들: 도착지

귀하가 자주 가시는 도착지 및 귀하의 의견을 제공해 주십시오. 최소 세(3)개를 적어주십시오.

홈

어디에 거주 하십니까? (i.e. Wilshire Blvd and Western Ave)

의견:

직장

어디서 일하세요?

언제 주로 이동을 하십니까? ☐ 주중 ☐ 주말 ☐ 둘다

주로 어떻게 이동을 하십니까? ☐ 운전혼자 ☐ 카풀/밴풀 ☐ 버스

COMPENSACIONES: CUALIDADES DEL SERVICIO

Ayúdenos a comprender sus prioridades para las mejoras del sistema. Marque la opción que mejor muestra qué compensación prefiere.

ДИСЭНО
ДЕ РУТА

Velocidad vs Acceso

<<

<

Neutral

>

>>

Menos paradas para un viaje más rápido en el autobús

Más paradas para caminar menos hacia y desde el autobús

ДИСЭНО
ДЕ СИСТЕМАС

Frecuencia vs Cobertura

<<

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Neutral

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Más autobuses en menos rutas para tiempos de espera más cortos

Más rutas a más lugares pero tiempos de espera más largos

ТИЕМПОС
ДЕ СЕРВИЦИОС

Horas Pico vs Servicio Fuera del Horario Pico

<<

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Neutral

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Más autobuses durante las horas pico (5-9 a.m. y 3-7 p.m.)

Más autobuses durante las horas no pico

ДИСЭНО
ДЕ СИСТЕМАС

Cobertura del Sistema vs Rutas Directas

<<

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Neutral

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Esperas más cortas pero más transferencias entre autobuses

Mayores tiempos de espera para una ruta directa

¿cómo lo haría?

¿cómo lo haría?

¿cómo lo haría?

¿cómo lo haría?

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Step 4: Mine Results for Equity

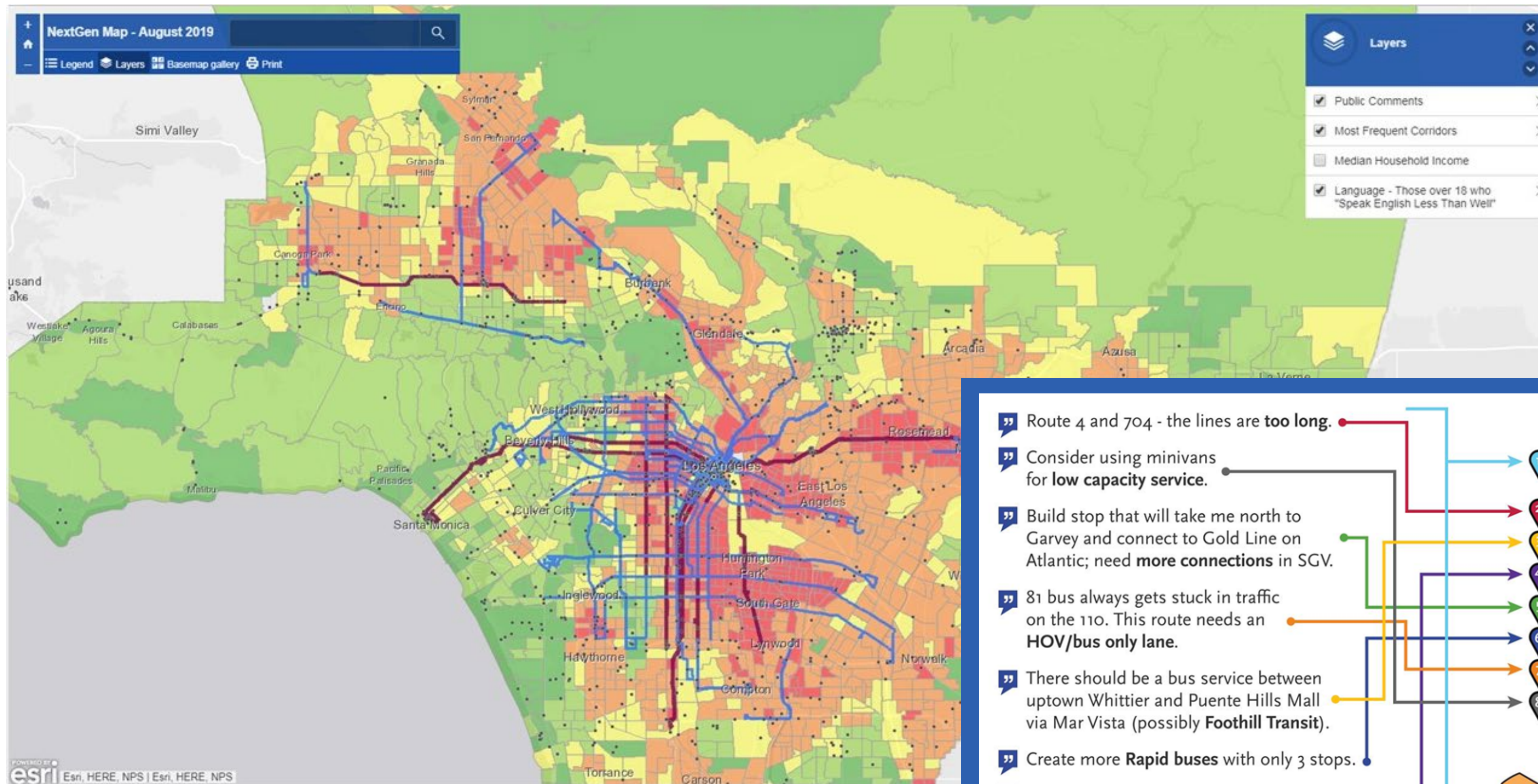



- ✓ Subset responses by demographic group
- ✓ Weight responses based on actual demographics
- ✓ Arm staff and political leaders with results
- ✓ Create compelling summary infographics
- ✓ Circle back with public to build trust


Step 4: Mine Results for Equity



Share results with infographics



- Route 4 and 704 - the lines are **too long**.
 - Consider using minivans for **low capacity service**.
 - Build stop that will take me north to Garvey and connect to Gold Line on Atlantic; need **more connections** in SGV.
 - 81 bus always gets stuck in traffic on the 110. This route needs an **HOV/bus only lane**.
 - There should be a bus service between uptown Whittier and Puente Hills Mall via Mar Vista (possibly **Foothill Transit**).
 - Create more **Rapid buses** with only 3 stops.
 - Ensure that bus stops are **comfortable, reliable, safe**, and more for people with **disabilities, seniors, and children**.
- 1 Routing to Reflect Current Travel Patterns and Transit Propensity
 - 2 Shorter Route Lengths
 - 3 Municipal Operator Coordination
 - 4 Standardize Frequencies by Service Tiers
 - 5 Subarea Transit Hubs
 - 6 Hybrid Local/Rapid Stop Spacing
 - 7 Transit Supportive Infrastructure
 - 8 Microtransit and Other On-Demand
- 

A photograph of three women in a professional setting. One woman is seated at a wooden table with a laptop, while two others stand and talk to her. A green semi-transparent banner is overlaid on the left side of the image, containing text.

POLL What additional information would be helpful from MetroQuest?



Questions?



Melissa Holguin
Senior Project Manager
Arellano Associates



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Chief Engagement Officer
MetroQuest

Thank you for participating!

AICP CM: <https://planning.org/events/course/9207619/>

