













Dave Biggs
Chief Engagement Officer
MetroQuest



# Quality of life





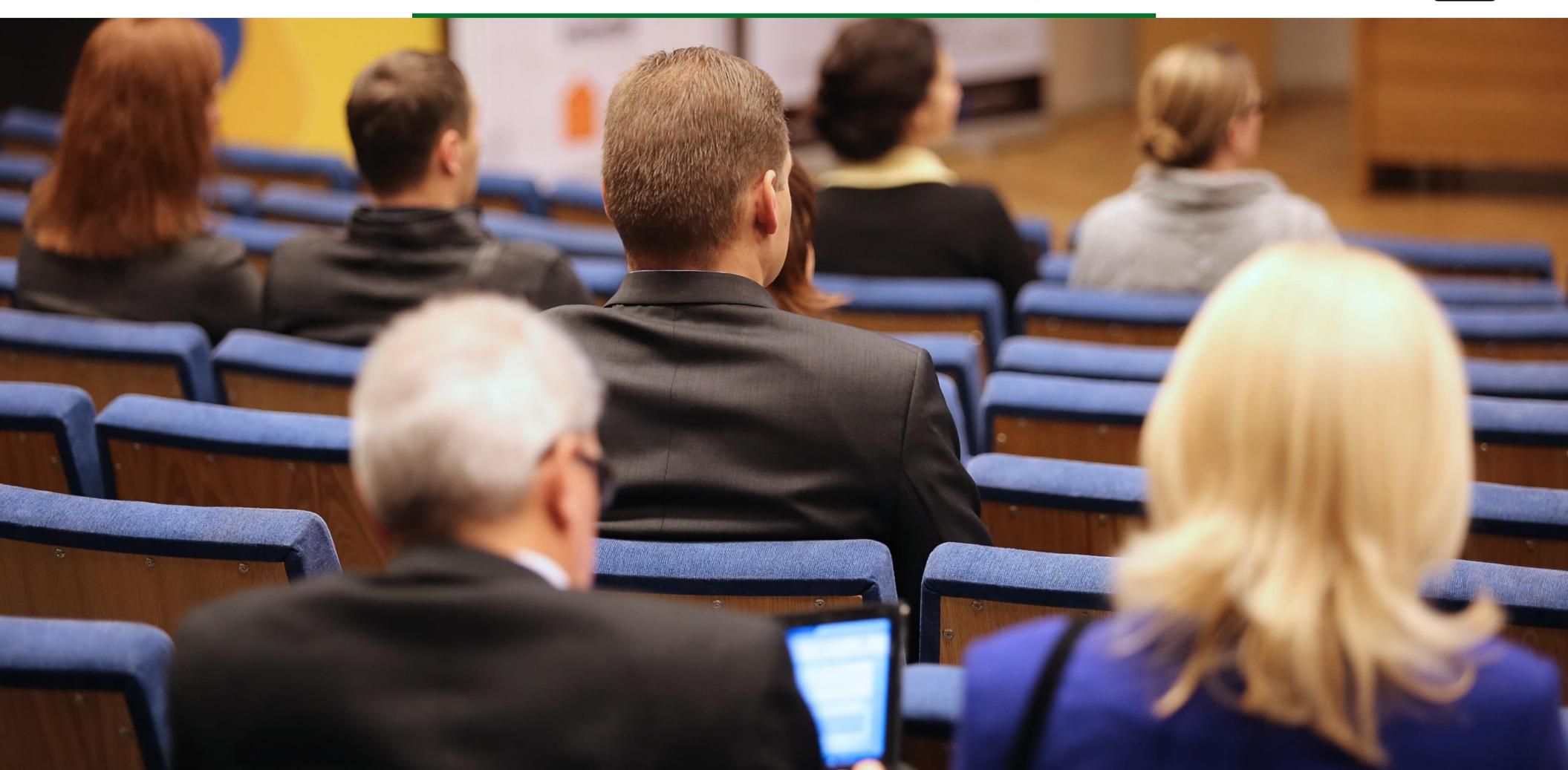
# Quality of life





# Public participation today





# 20 years of best practices research













Association of Metropolitan Planning Organizations















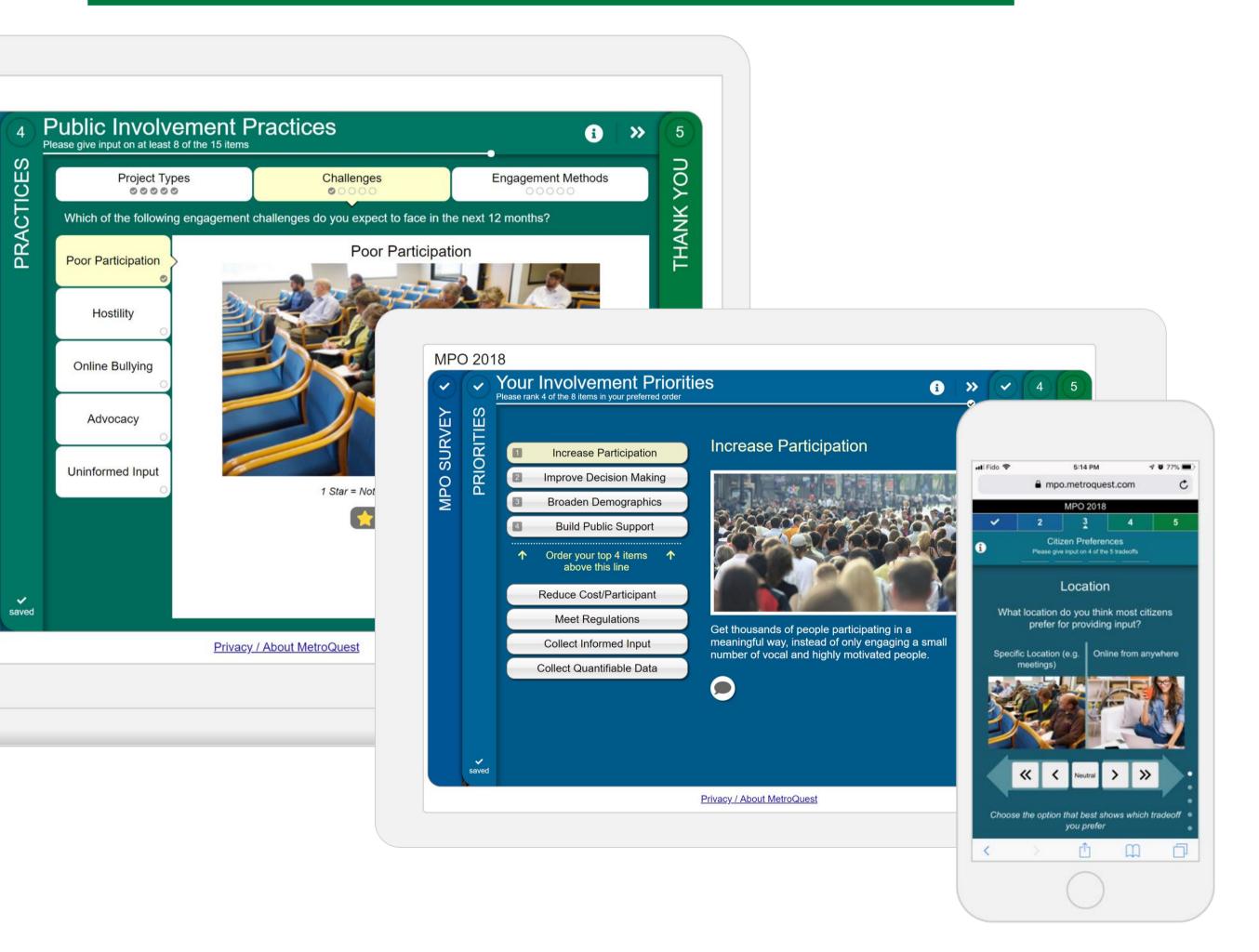


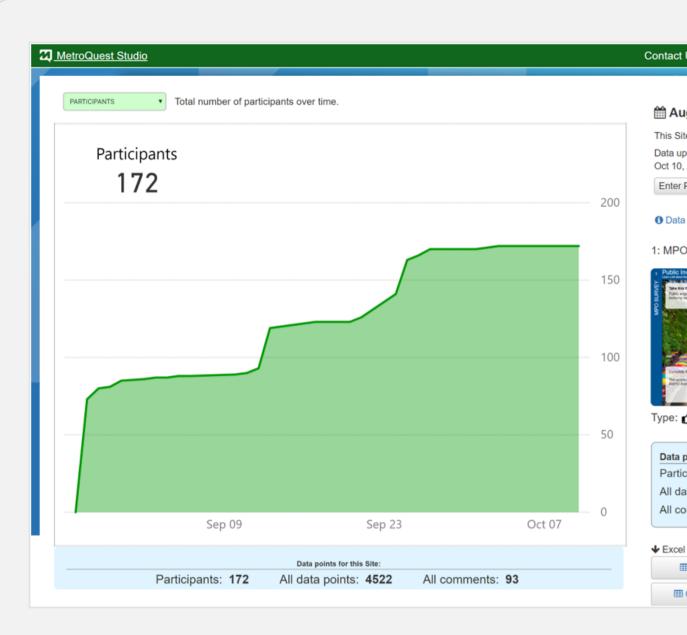






# Public Involvement Matters Survey





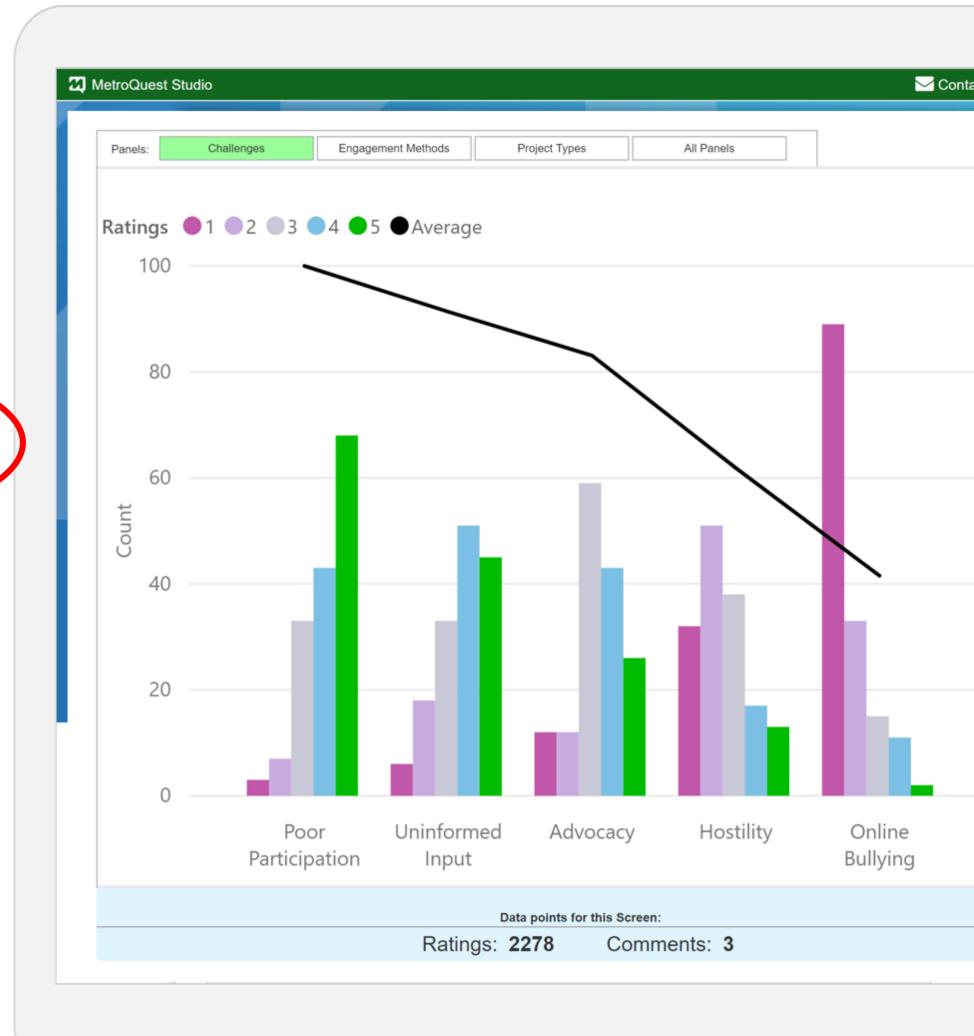
# #1 Challenge: poor participation

"Apathy and time commitment by the public."

"Currently we have very little public visibility, awareness, and involvement."

"People just don't make time to give input."

"Lack of participation. Reaching the same motivated people who may not be representative."



# #1 Challenge: poor participation

"Engaging people who are interested but may not have time to immerse themselves in a planning effort."

"Getting a decent demographic cross-section of the population ... not just a few elderly white people."

"Regardless of what advertisement methods we try, we get the same small crowd."





Robert Calix
Senior Manager, Transportation
Planning in Communications
Los Angeles County Metro



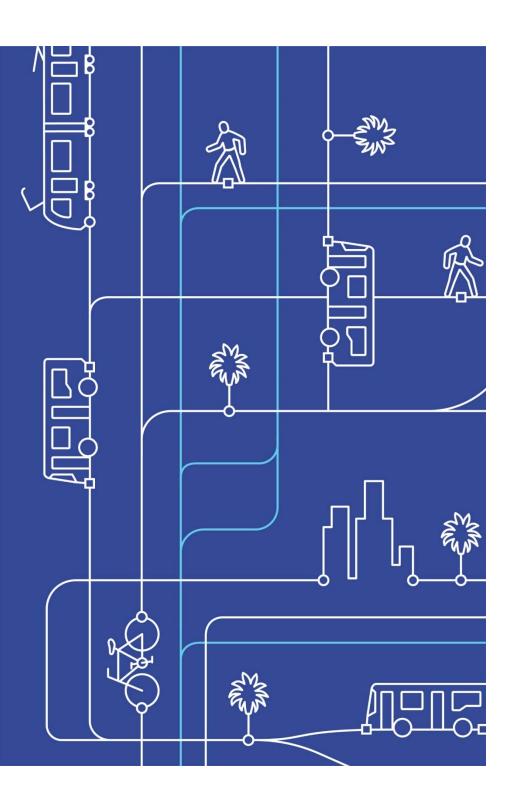
Melissa Holguin
Senior Project Manager
Arellano Associates

# NEXTGEN Bus Study

True Diversity: LA Metro's Surprising Path to Equity in Public Engagement

Webinar September 25, 2019





## **Keeping Up with LA County**





#### Why are we doing this?

- Ridership declined more than 20%
- Outdated bus network, hasn't had an overhaul in 25 years even though there are...
  - More people
  - More places to go
  - More ways to get there
- Metro Board directed us to redesign entire bus system

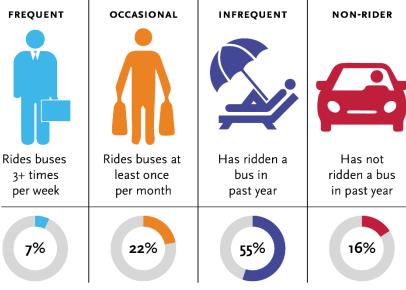
#### So, what is NextGen?

- A new bus network Relevant, reflective of and attractive to LA residents
- Something for everyone current, previous and new customers



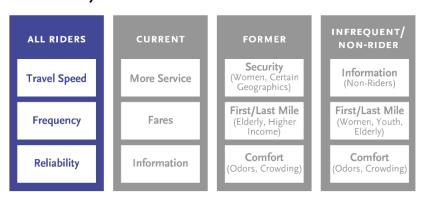
## **Metro Bus Rider Demographics**

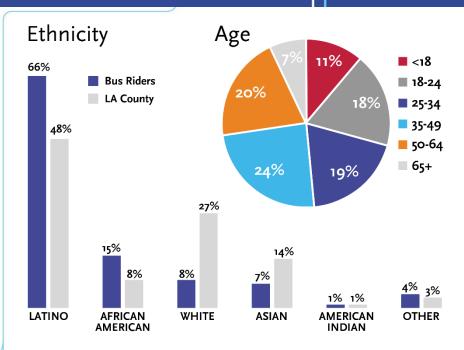
#### Metro's Bus Customers



As a % of all LA County residents

#### Summary of Service Needs

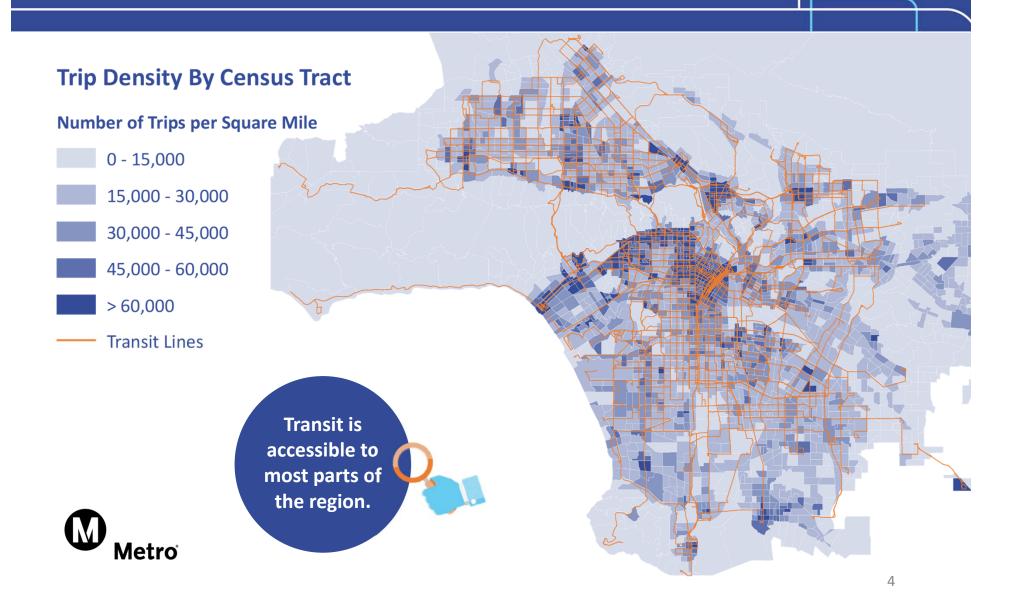






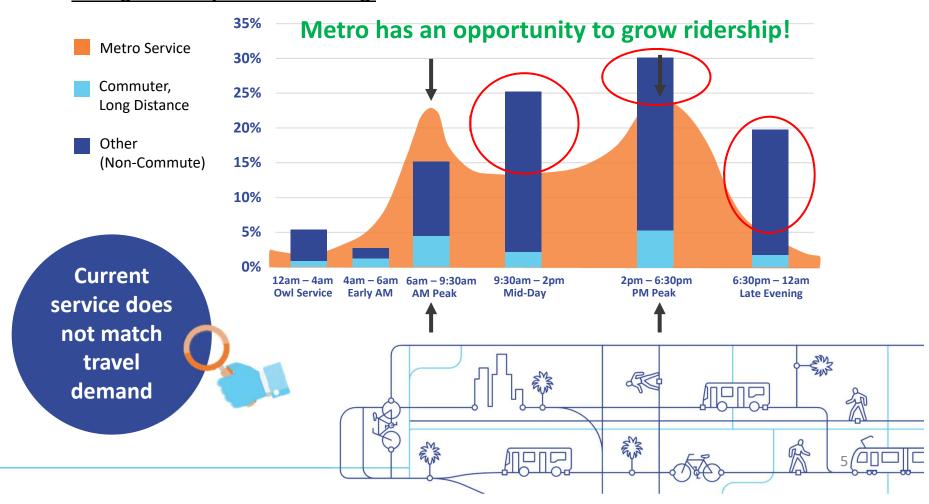


## Market Analysis: Density v. Service Coverage



## **Market Analysis: Where to Invest Resources**

Current transit service is structured to provide the highest level of service for the morning and evening commute periods, <u>BUT there is a high demand for travel</u> through mid-day and late evening.



### Going Above and Beyond Title VI & EJ



I. Define & Measure

II. Listen & Learn

III. Focus & Deliver

**IV. Train & Grow** 



#### Communities with the greatest mobility needs

















Age (Under 18 or Over 65)





#### **Equity in Action**

#### I. Define & Measure

#### II. Listen & Learn

**III. Focus & Deliver** 

**IV. Train & Grow** 

WINTER - SUMMER 2018

FALL 2018 - SUMMER 2019

**SUMMER 2019 - SUMMER 2020** 

FALL 2020 - FALL 2021

Step 1

Market Demand, Travel Patterns & **Existing Service Evaluation** 

Step 2

Policy Choices & Service Characteristics

Step 3

Draft Bus Service Plan Development

Step 4

Final Bus Service Plan Implementation



#### **Continuous Public Engagement**

Telephone Town Hall Meetings



Community Pop-up Events





CBO & Ad Hoc Presentations





Muni Operators & Local Iurisdictions Collaboration

Community Pop-up Events



Working Group Meetings & Stakeholder Briefings





Service Council/Board Briefings





Muni Operators & Local Jurisdictions Collaboration



Working Group Meetings & Stakeholder Briefings

CBO & Ad Hoc Presentations



Service Council Briefings & Board Staff Workshops



Metro Board Approval

Marketing & Messaging



Community Pop-up Events

Service Council/Board Briefings



Formal Public Hearings via Service Councils

Metro Board Approval





Continuous Online Engagement Tools: Questionnaire, Interactive Survey and Maps-

## **How To Equitably Reach 10 Million+ People?**



- Think of customers FIRST
- Use a thoughtful and strategic approach
  - Target all levels of stakeholders and geographic regions of diverse LA County
  - Understand how to identify, find and engage your "difficult to reach" demographics
  - Support technical process to help drive study's end goal
  - Customize tactics by phase and stakeholder
- Have the hard conversations early and often

## **Engagement Toolbox: Adaptable Tactics**



**Mobile Unit** 



**On-board Bus Surveys** 



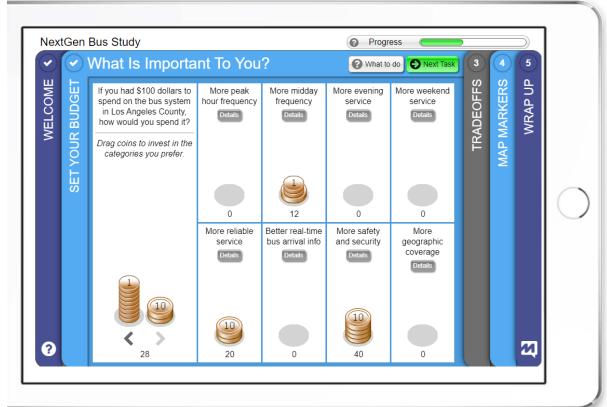
**Focus Groups** 



**Meeting in a Box** 

- Go to the people
  - On-board Bus Surveys
  - Mobile Unit
  - "Meeting in a Box"
- Geofencing
- Focus Groups
- Online surveys
  - Create printed version
  - Translation (including ADA adaptation)
  - e.g. MetroQuest

### **Engagement Toolbox: MetroQuest tool**



- Educate
- Manage expectations
- Identify priorities
- Tradeoffs
- Geographic input
- Nearly 7,000 participants, 130,000 data points, and 5,000 comments
- Over 60% of responses represented the diversity of LA county



## **Engagement Toolbox: NextGen Working Group**





- 50+ organizations, including a diverse crosssection of representation
- Amplify your reach through community leaders
- Help gauge public sentiment
- Involve them early and at each step of the process

#### **Engagement Toolbox: Interactive Public Workshops**





# 20+ public workshops, 1,000+ attendees & 1,800+ comments

- Strategic and targeted locations to reach underrepresented populations
- Interactive and visually appealing workshop stations
- Format is critical "translating" technical results into understandable information
- Adapted workshop format when necessary (e.g. ADA)
- Attendees engaged in a dialogue with Metro staff
- Comments included technical aspects of system and personal needs/experiences

## **Engagement Toolbox: Story Map**

NextGen Bus Study





#### **NextGen Bus Study**

#### STEP 2

#### What data was utilized and what did it reveal?

Through TAP card and cell phone data, Metro studied the travel patterns and preferences of more than 5 million people in LA County to learn about the transit ravel market and total travel market.



#### Check out some of the insights gained from the data:

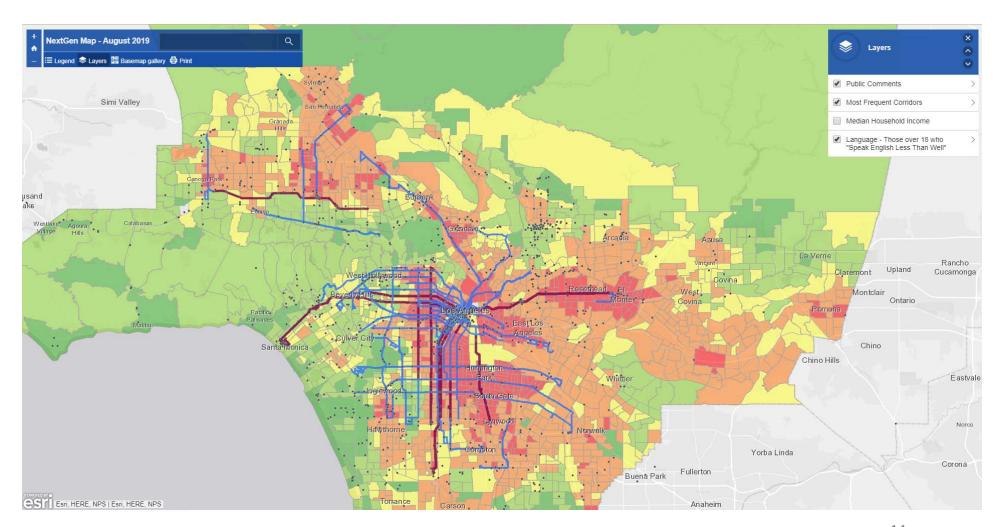
- The Metro system is currently accessible to serve almost all trips and is already accessible to most parts of the region.
- Urban areas are more transit-friendly and rural areas are more automobile-centric.
- Metro has been successful serving commuter and long distance trips, but needs to rethink service for shorter trips and occasional destinations.
- Short trips represent Metro's largest potential market.
- Current service does not match travel demand, especially during mid-day and late evening.
- When driving is two times faster than transit, people prefer to drive.



STEP 2

#### NEXTGEN Bus Study

# **Providing Meaningful Feedback** to the Technical Team



#### **Recurring Themes**

#### **INITIAL INPUT**

#### Working Group Meetings (4)

Tallied Survey Responses

Community Input

**Community Priorities** 

Discussions during presentations

Breakout sessions (priorities for each service council)

Poll Everywhere (live polling)

Surveys were conducted both online and printed

#### ADDITIONAL INPUT

**Detailed Public Workshop Comments** 

"Route 78 - More buses; more frequency"

"From 910/950 - Would like better connectivity with silver line from Torrance especially near Sepulveda Blvd"

"B/c 710 Freeway is not going to be extended, we need express buses along Fremont and or Fairoak, to access gold line."

# Public Workshop Input Validates Initial Input

Safety & Security\*

Frequency overall\*
Increase evening &
weekend service\*

Reliability\*

Equity/Accessibility\*

Connectivity

Technology

Education/Information

**Customer Experience** 

More Reliable Service

More Peak Hour Frequency

Safety & Security

More Geographic Coverage

More Evening Service

Better Real-time Bus Arrival

Information

More Weekend Service

More Midday Frequency

Service Frequency

**Transit Connectivity** 

Reduce transfers for long distance trips

Safety & Security

**Customer Service Quality** 

Cleanliness

**Real-time Bus Arrival Information** 

More Midday Frequency



\*Working Group identified these issues as equal priority

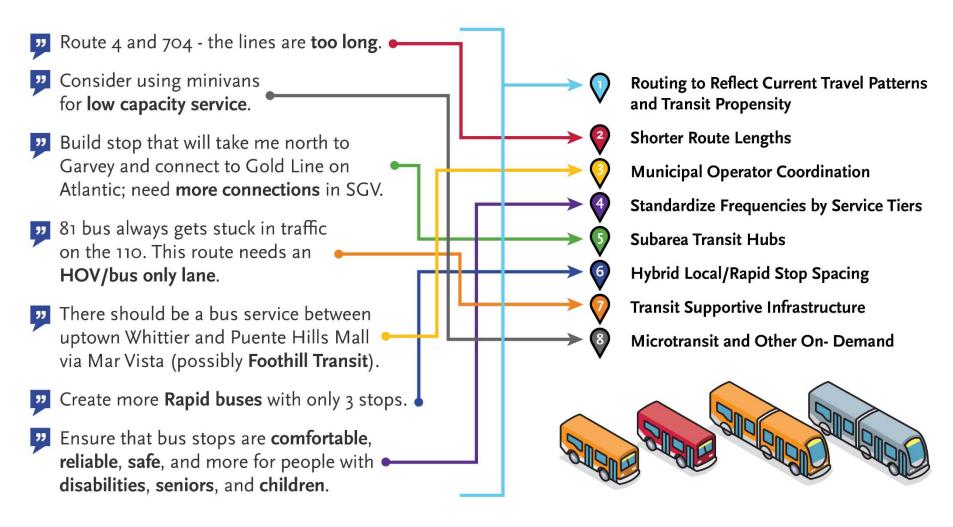
## **Public Input Helped Drive Service Concepts**



 If you had \$100 dollars to spend on the bus system in Los Angeles County, how would you spend it?

Budget Spent	Total 🔻
More reliable service	90,897.00
More peak hour frequency	78,994.00
More safety and security	76,312.00
More geographic coverage	72,113.00
Better realtime bus arrival info	70,541.00
More evening service	69,185.00
More weekend service	58,701.00
More midday frequency	47,057.00
Total	563,800.00

#### **Public Input Helped Drive Service Concepts**

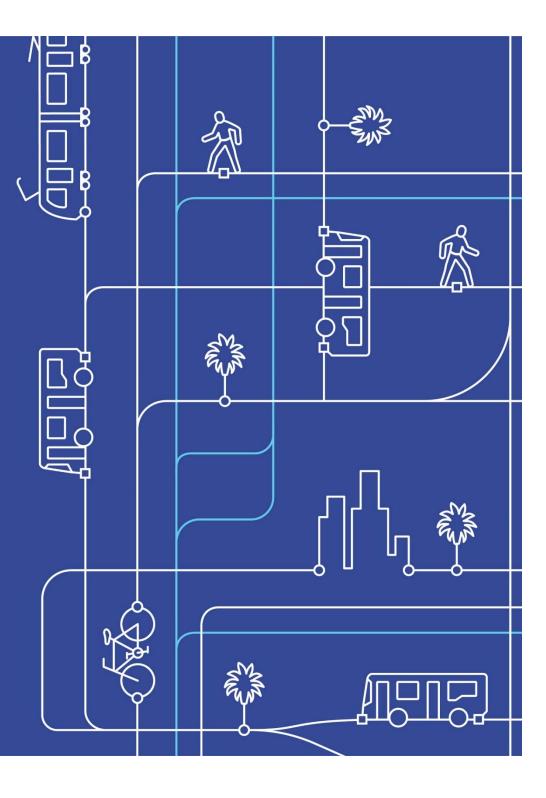


## Takeaways: The Surprising Path to Equity in Public Engagement



- Show you care...then act on it
- Customers have to be top priority
- Go directly to the *people* where they are
- Plan, but be prepared to adapt the plan based on stakeholder feedback/advice
- Have the *hard conversations*, internally and externally
- Leadership support the decision-making process of staff (e.g. Tiger Team)
- Ensure *collaboration* between technical and communications teams - act as one voice

# NEXTGEN Bus Study







#### MetroQuest used in transit planning

























LONE STAR



#### Metro











REGIONAL RAIL









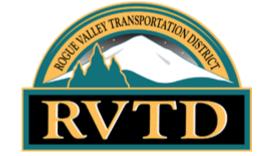














#### Barriers are participation filters

Level of Motivation

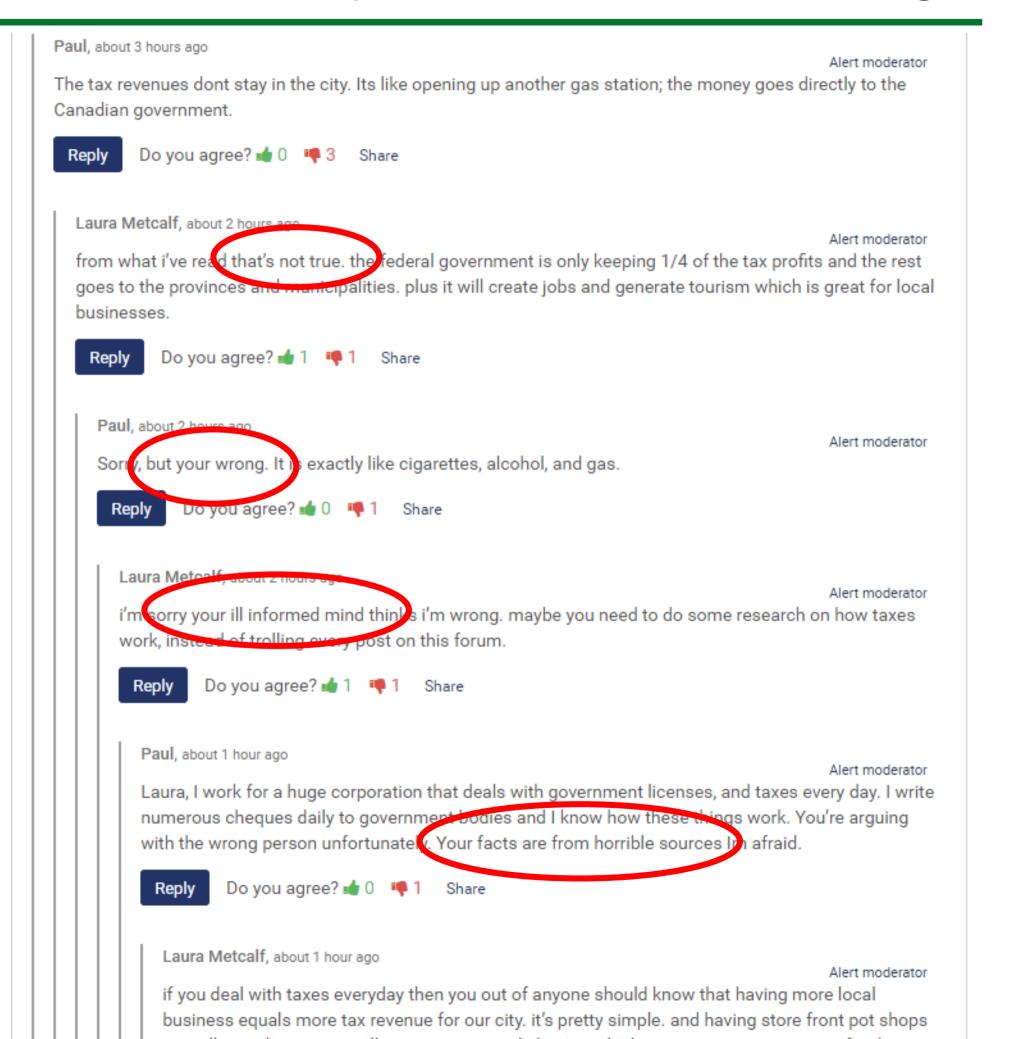


Attitude





#### BARRIER #1: public & intimidating ...





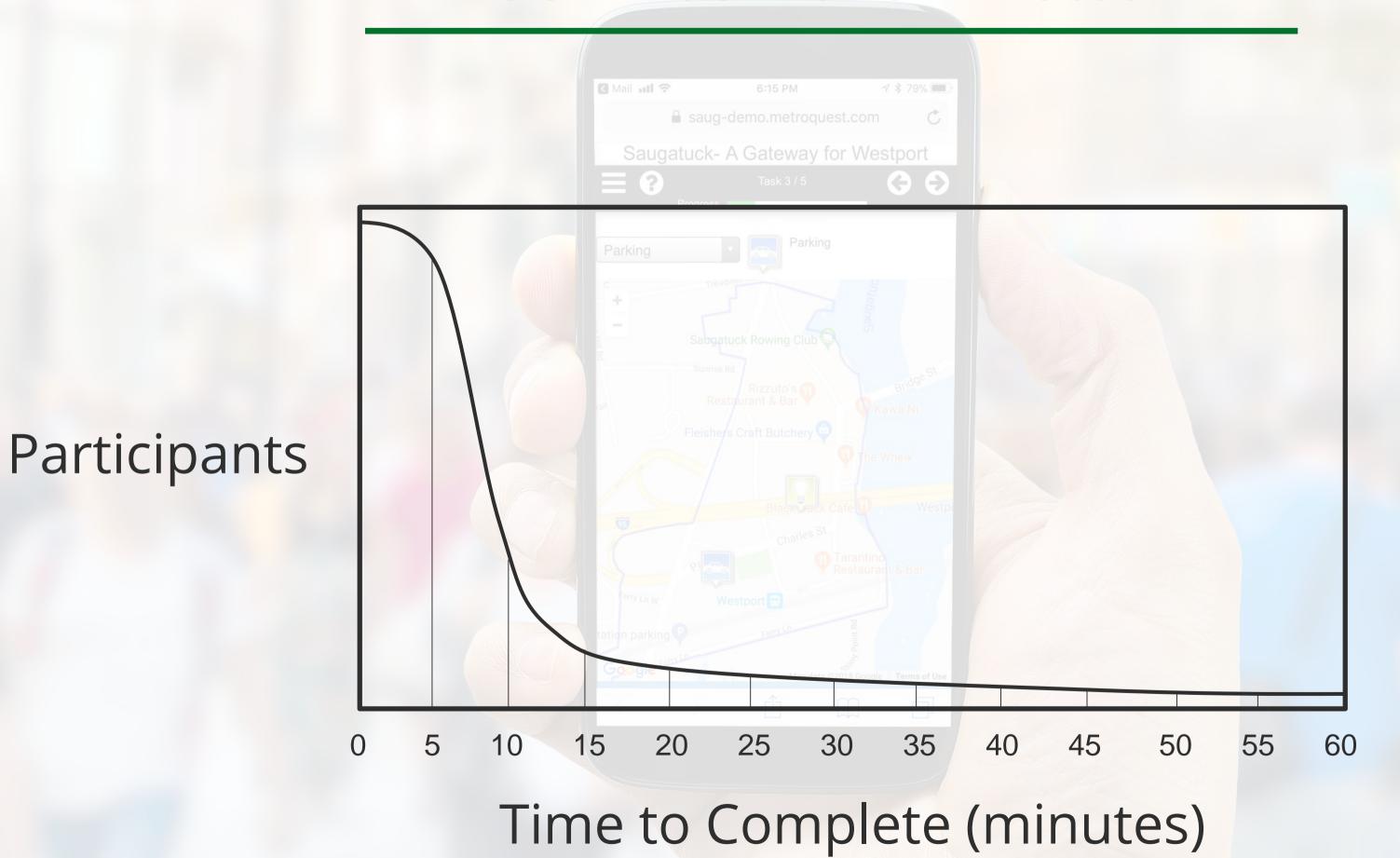
#### CURE: make it safe & private!



#### BARRIER #2: too time consuming ...



#### CURE: ask for 5 minutes!





#### BARRIER #3: complicated or boring

INFORMACY INVESTIGATION OF THE

in the downtown core of Barrie. We are young professionals:

re raising a young family. We absolutely love that our home. ited to everything Berrie has to offer. However, being in this y grocery store that is within walking distance. The walk from are and to streentreen observe and replacements to lace then well known comer for prostitution, etc. I would love to see green public spaces throughout the area. A farmer's market. onger hours or also offered on Sunday...with extracumoutas d to see how Barrie (downtown in particular) grows over the

Do you agree? d 4 40 Hide reply (1) A Share

manda, thank you for your comments - we appreciate the thack and local insight! Your point about a grocery store. ughout all of our recent engagement events. Downtown te will be transforming a lot in 5 to 10 years, to be sure, and City is taking steps to improve your walk downtown right now the planned Dunico Street East Improvements, Be sure to ck the project page and see how you can get involved: e://www.barne.ca/Living/Getting%20Argund/Roadign-Construction/Design-Projects/Pages/Dunlop-Street-

consumerable sectors bly Do you agree? 🛊 0 💗 0 Share

remembers the H-Block proposals/It believe our downlown be a far different and far better place had this or a similar coment been completed. The current downtown is lovely and g beller. But properly directly adjacent (away from the take initial matched with usable, "walkable" commercial (grocery, rare, restaurants etc.) is what makes a city centre viable. is not bad, however it takes a lotto convince most mens to bypass the "Golden Mile" and/or the south end. sing ghellox to head downtown. And when they get there, et what they need, hop in the car and leave. With more miration of residential in and near the core, people will walk. haps cycle and "connect" with the city around them. If you've ived in a walkable community you will understand the feeling omes out of having almost everything you require within ng distance. It doesn't take much to approach a Bohemian a neighbourhood. Please continue the work to connect the eith doentown. The Fred Grant Square alton/rehabilitation is a stunning example of this. ng/cycling anywhere near there when downlown pulls you to

lown. To complement this, the lake-facing rear of the Dunion ildings need rehabilitating. Storefronts facing the lake - not a ont and our downtown. Cut the lakeshore speed limit to for that very short distance to facilitate pedestrian comfort. dd pedestrian right-of-way crossings to ease movement in frections. Currently, white it may be tempting to move lown to the take or vice versa. The often busy and fast-moving n between is too much of a physical and psychological r. For that matter, 30kph on the whole of Dunlop St. from St. to the fire half is not unreasonable with additional led, pedastrian operated crosswalks. It may well get people me doing sp. Prompte street buskers out there whenever the ns dictate! Close Bayfield St. from Collier to the laboratore.

could be a permanent pedestrian mail of sorts and it would

the brutality that is the Five Points intersection. Like Fred.

Square, it could be designed to serve as a 2-way funnel.

Elemy, 7 months ago

Hi Janet, thank you for raising this boxe. An expended regional transportation network will take time as well as coordination from Metrolinx and other partners. The City of

To intensify the downtown core. I believe we need to look at what sendous three names will need. A CROCERY STORE to the biggest lacking element to our downlown. A walkable grocery store for the downtown residence should be a top priority before stores are also hubs for community and could be a very large draw for an aging condo population that doesn't need to get into a car to grab some buller and milk.

Reply Do you agree? d 2 ♥ 0 Share

The places we travel to and enjoy spending time in are not uniform. subdivisions of cookie culler homes with a garage out front, we must make more of an effort to build up civic spaces and allow for unique development forms including rear laneways, urban forests, reducing or eliminating the 'greenspace' that are truely wastelands including zoning minimum yard requirements, boulevards, etc. make them an actually useful apace that doesn't just grow. dandelions. Walking and biking and then transit should be the first forms of transport considered, and made the eastest, following realth, social and environmental goals for complete communities, anywhere. Height is not a bad thing, so long as municipal servicing is available, parking and light impacts have been considered. We must hold firm on having ground floor space available for commercial/mixed uses - unlike the Pratt development on Cundles Incentives for green roof type ideas.

Reply Do you agree? at 2 . # 0 Hide replies (6) A. Share

Great insight! Hope you can come out to the Workshop on April

Heply Do you agree? d 0 ■ 0 Share

barrie for cyclists, 8 months ago

Alert moderator I agree with this - the concept of garages in front is what acts as a berrier to many. As we gain more second suites in our

eighbourhoods. These come with more cars and connection Priveweys widen and more vehicles dog the streets and verhang the sidewalks. If we want to sit out in front to connect with our community neighbours, we have more pollution and solay Iraffic to contend with. Barrie needs to move away from its car-centric culture rapidly, yet I don't see this happening. Howcan we encourage cultivers to give up their cars?

Reply Do you agree? # 1 # 0 Share

barrie for cyclists, 8 months ago Alert moderator Citizens, not cutizens,

Rogaly Do you agree? at 0 🐠 0 Share

Janet S. 7 months ago.

Alast moderator I don't think we will be able to give up cars for a long time.

secause public transit links to other cities (except for Toronto). are lacking. I would hate to use rental cars to which I am naccustomed for other destinations and want to avoid the legal hasoles which can arise with rentals. When a car belongs to me I can have it insured and maintained according to my lerms. If it's scratched, that's not a big deal. There are no you need all day to read the fine print. Even then the terms may not be as you expect. I've heard horror stories about rental cars. I'll keep on owning my car until I can enjoy the countryside and other cities by public transit. Remember in the planning of Barrie that larger numbers of seniors are often past the option. of long walks and biking...and galling to London by bike is a bit of drain on one's energy

Reply Do you agree? # 8 # 8 Share

Albert moderator

Wonderful places for people to connect (and which can include public benches') would be community gardens. I've been reading too that some types of plants and trees remove pollutants. We should plant as many as possible. Rather than selling parking lots,

Reply Do you agree? 🛊 0 👎 0 Hide replies (5) 🙈 Share

Hi Janet! Thank you for your comments. The City currently runs a Community Carden Program of Colden Magricus Park and

The Sunnidate Garden was sold out before the public even

expand the Community Gardens program to other parks

farmony Village had gone ahead I think that developer

pavement is put down for parking lots? Park Place is one huge parking lot without trees for shade over the hot pavement... the Shore How can we gut a policy in place that states for every 20 square feet of pevernent, there has to be a shade tree on the

Reply Do you agree? d 1 ♥ 9 Hide reply (1) ▲ Share

beautifying and improving the urban environment through the introduction of trees, incorporating more trees into parking lot our commitment to sustaining our green city at:

Heply Do you agree? d 0 ■ 0 Share

Intensify means to me a push to build when in fact we really need to back off and pay attention to what we really have and what eeds to be fixed. People move hele because the cannot afford. where they live or want to go smaller, however, the same thing is we build for them instead of building more affordable housing for those who need it and believe me there are more than 850 people who need it and if we follow the guidelines that were presented to

re could have green space. I like the idea of roof gardens also.

Sunnidate Park, Expanding this program to more areas is a good. ideal For more information about the program visit:

knew about the planned gaden. That was many years ago, I presume the same was true at Hurst. These are not areas of intensification, and are therefore not areas to which I am referring. (The city would like to make big bucks around the lake - and THAT is the area of intensification which needs.

Heply Do you agree? at 0 ♥ 0 Share

Described the City Park Involves within intensification group will be part of the discussion. Are there specific locations you

allowed a community garden along the way. I think it could

Thank you Janet for your valuable input!

ospital also... Motson Centre also ... the new parking lots at South travelings for approval?

Hi Julie, We appreciate your feedback. The City is committed to designs is a good suggestion. Find out more information about ww.barne.ca/Urbanhorestry

Intensify means to me a reight in helid when in fact we really need to back of and pay attention to what we really have and what needs to be fixed. People move hele because the cannot afford where they live or want to go smaller, however, the same thing to happening here. We keep growing, growing and more growing so we build for them instead of building more affordable housing for

those who need it and believe me there are more than 850 people. who need it and if we follow the guidelines that were presented to us and we actually beat the half way point for a 3 to 10 year. proposal then My friends and council we failed and will continue to fall for elemity. (My applicates as I cannot remember the actual

year amount) We will never catch up. However you say that bringing more people will help well yes and no - more money into coffers more roadways to maintain and pipes, cables, snowplowing, and more intense traffic thus more guarded traffic

flow then more police etc. If never ends. We still have the same old. problems. It is like if we brake it all down to what governments tell 4 peole come to live with me however houses to loo smal so now I expand adding more rooms and plumbing, electricity and more parking space. Then it happens 2 year later again however you

see there is a problem that has arisen. With all this growth and i still had not finished what I started 6 years ago so a problem has arisen as I have not been able to keep up with the growth. To be able to keep up I raise the rent which only allows me to get some

eniov their free time. Realestate comes in and says have you

to go back and Midland is too far from everyone I know. So in

must be used to help you live in your golden years well - if it is

under \$275 you might be lucky, the homeless we have here is a

in good condition and made low income apartments to help those

they are able to work then there is ground maintenance etc to be

done or street and garbage cleanup that the city needs help with.

We must also remember that if a person lost their job and cannot

find another then there is a very big chance if nothing has been.

found within a month you can be real assured that depression has

sell in however we know the rembers are stanked analyst these.

help them and our community instead of passing the buck and

laws outlawing homeless People. Do not say it cannot be done

doing this as they are walking their talk. So let us back up and

really out our priorities straight, get them working then if all is:

running smoothly you must decide how big you really want to be.

However, if you look around, oh you so call wise ones, and look.

celling bigger because they didn't take the time to ready read

Roply Do you agree? at 0 1 0 Hide reply (1) A Share

large into consideration. Yes Barrie is guilty of that.

Jordan Lambie, 7 months ago

between the lines and put the actual wishes of their community at

Hi Mymishu - thanks for the feedback. This engagement website

grows. We want to hear from you about what the key community

is exactly that - a dialogue to identify community values and

coals and to consider how they can be achieved as the city

Albert most applica-

people getting help so again these numbers increase. So while it is

effect they do not have a choice. Once people could retire in their

home lown and now more and more must leave, and God help you

If you have a disability and the money that is left over from the sale.

thought about Midland or Orillia. No was born in Orillia do not wish

stuff done however not all of it. It becomes a victous circle. Why do we force our own neighbors out when it was them in the first place Hi Janet, City Staff are currently exploring opportunities to who helped their city grow to a comfortable place they enjoyed. pay off what is needed they cannot afford anything over \$300,000 plus still live that comfortable life they had previous in order to

Reply Do you agree? 🛊 0 📭 0 Share

Janet S., 7 months ago

I was hoping parking lots around the library would not be used to have a motel on Bradford St. That is right behind the dead end at Short St. There used to be lovely birds there. If send those considered a nelly and resement right through to Dyment's Pond from the Lakeshore Rd, and he might have

Reply Do you agree? at 0 🖷 0 Share

Reply Do you agree? d 0 ■ 0 Share

nice that some folk in the community come forward to help those.

through fires etc if a community was doinf a proper job of looking after it's citizens we would find housing and jobs for those folk to

Alert moderator

ssence for both growth and affordability issues, and as you note in your comment - demand and growth will not just simply also or isappear. So, how do we want to shape our growth to achieve mmunity goals? Growing more compactly and efficiently, rather han sprawling outwardy, can help us accommodate growth while also saving land and natural resources and reduce our spending on infrastructure expansion & maintenance. More units: n a square area also means that more public dollars are

. What municipality do you represent? \* 2. Which municipal office or department are you affiliated with Department of Public Works/Highway Department Planning Department/Planning Board Select Board/Town Administrate City Council Other (clease specify)

castions that are noted with an asteriok (\*) remine an answer

\* 3. How familiar are you with the concept of Transit Oriented Development?

Not familiar

Heard of it Somewhat familia

4. In your public planning documents (such as a Master Plan or Community

f Yes, where are these areas or districts?

\* 5. Which community plan identifies TOD as a strategy? Please check all that

Community Development Plan

Conservation Plan

Other (please specify)

\* 6. In your public planning documents, has your community identified areas for

more concentrated or mixed use development?

(but not 24-hr

because it can be be and I have read if places who have been If so, where are these areas or districts?

7. Please identity which typical characteristics of IOD you believe your ommunity would find favorable and which ones would likely be considered very close - big cities do not really work as their problems just keep infavorable (please select at least one priority):

> Zoning to sillow a mix of residential. and/or office uses in the same district or building Land uses that activity during both the day

building heighb wo or three amily housing less than the

dreet perking lob or garages

nduding bike

off street spaces for mixed use developments and/or shared parking?

Very Sexible

ppropriate for TOD development? (give neighborhood name or streets/intersections)

10. What local roads or streets within your community are highly traveled and very important to local mobility, access to shopping, schools, etc. – but are not

1. Please list any major intersections or roads where you are aware of ongoing

12. Is your community expecting new development (of any type) in a downtown or village area the next 6-12 months?

More facilities for biles. including bike Bioscle perking Park and ride Other (please specify)

8. Do your local parking requirements allow flexibility in the number of required No flexibility

Some flexibility Very flexible

9. What neighborhoods within your community do you believe would be appropriate for TOD development? (give neighborhood name or

10. What local roads or streets within your community are highly traveled and very important to local mobility, access to shopping, schools, etc. – but are not

11. Please list any major intersections or roads where you are aware of ongoing

Off YES, but Yease briefly describe the new development.

considered major artenals or regional routes?

13. Are there any other comments you would like to share about 100 and your

14. If you would like to participate in further involvement activities for this planning grant, please provide your preferred contact information below.

fou can follow the progress of this planning grant at www.pvpc.org (or if approved lease contact David Elvin at delvin@pvpc.org or Jessica Altan at jallan@pvpc.org.

hank you for your participation!

#### Cure: create microlearning moments



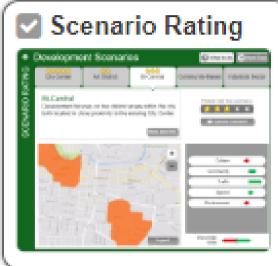


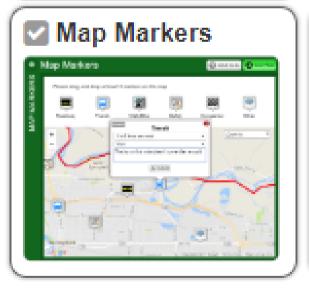


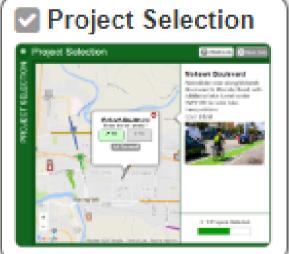




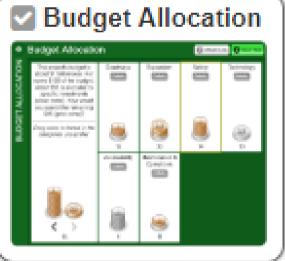


















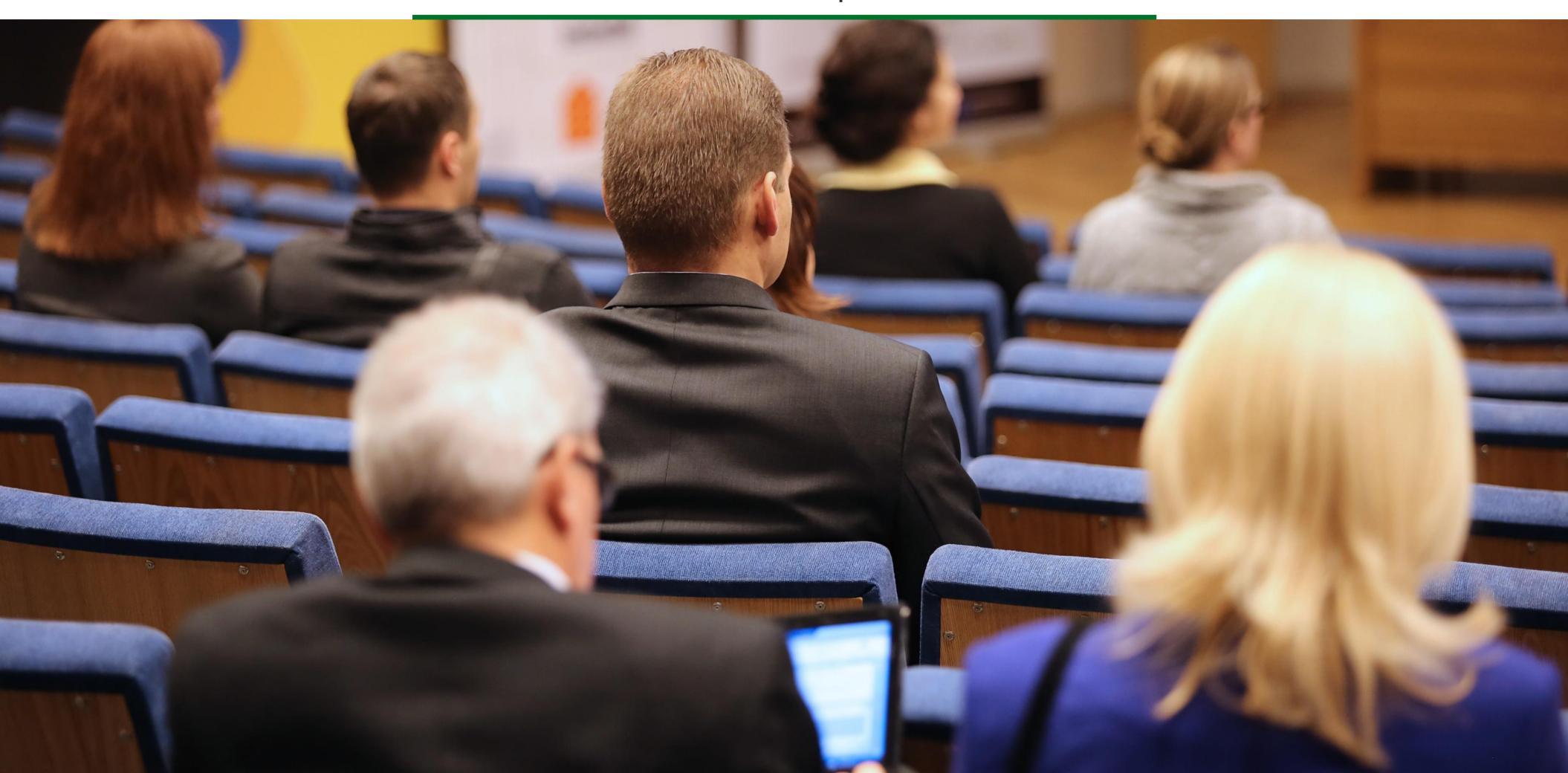


#### CURE: create microlearning moments





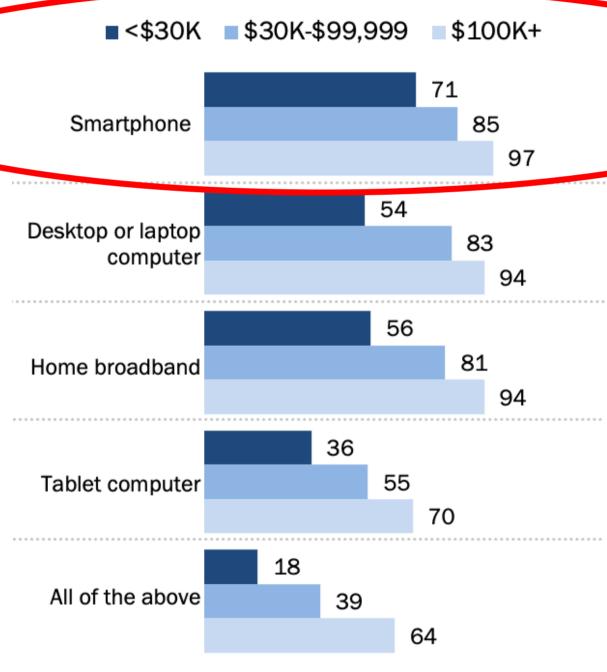
BARRIER #4: unequal access...



#### The digital divide

#### Lower-income Americans have lower levels of technology adoption

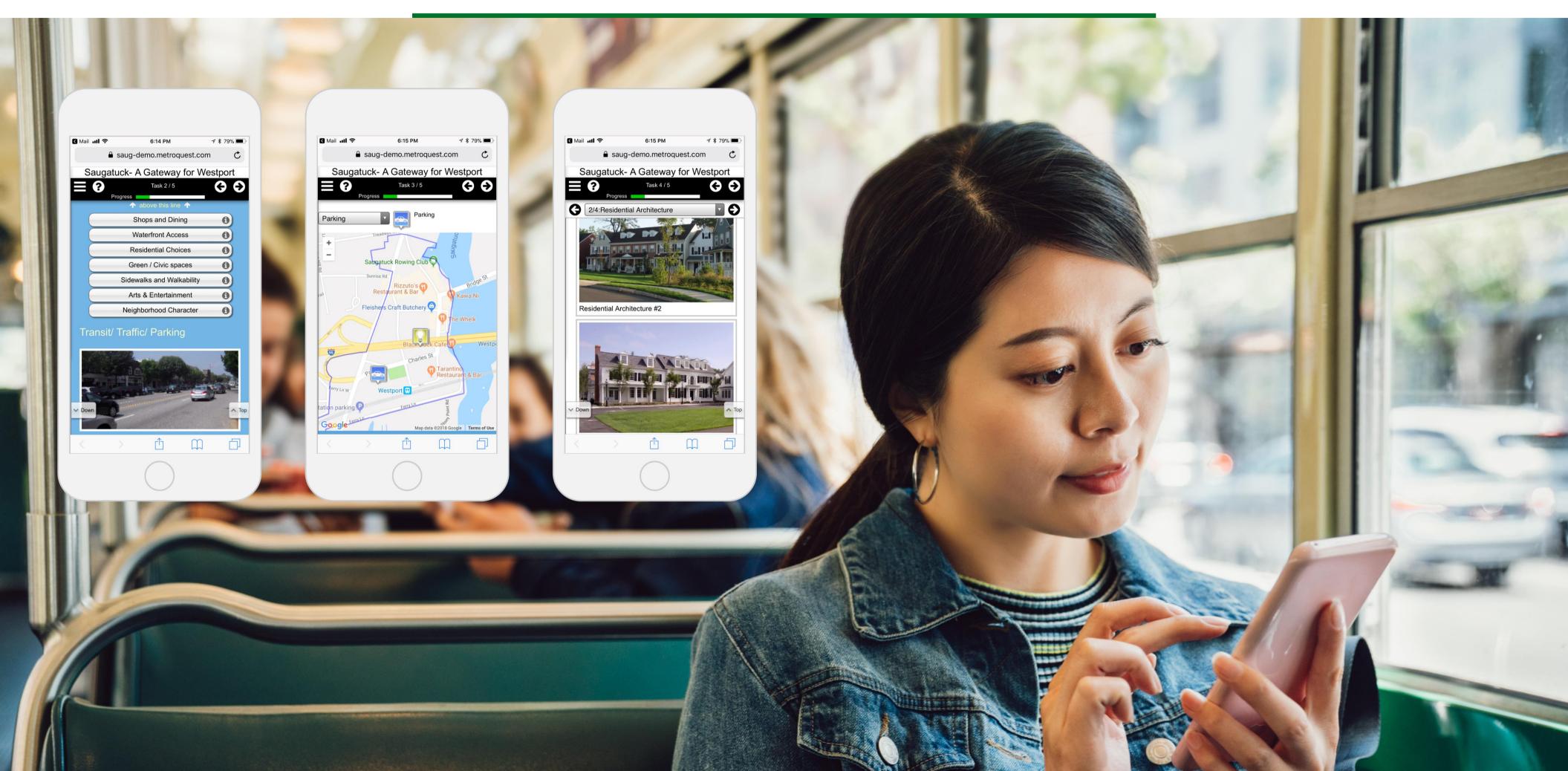
% of U.S. adults who say they have the following ...



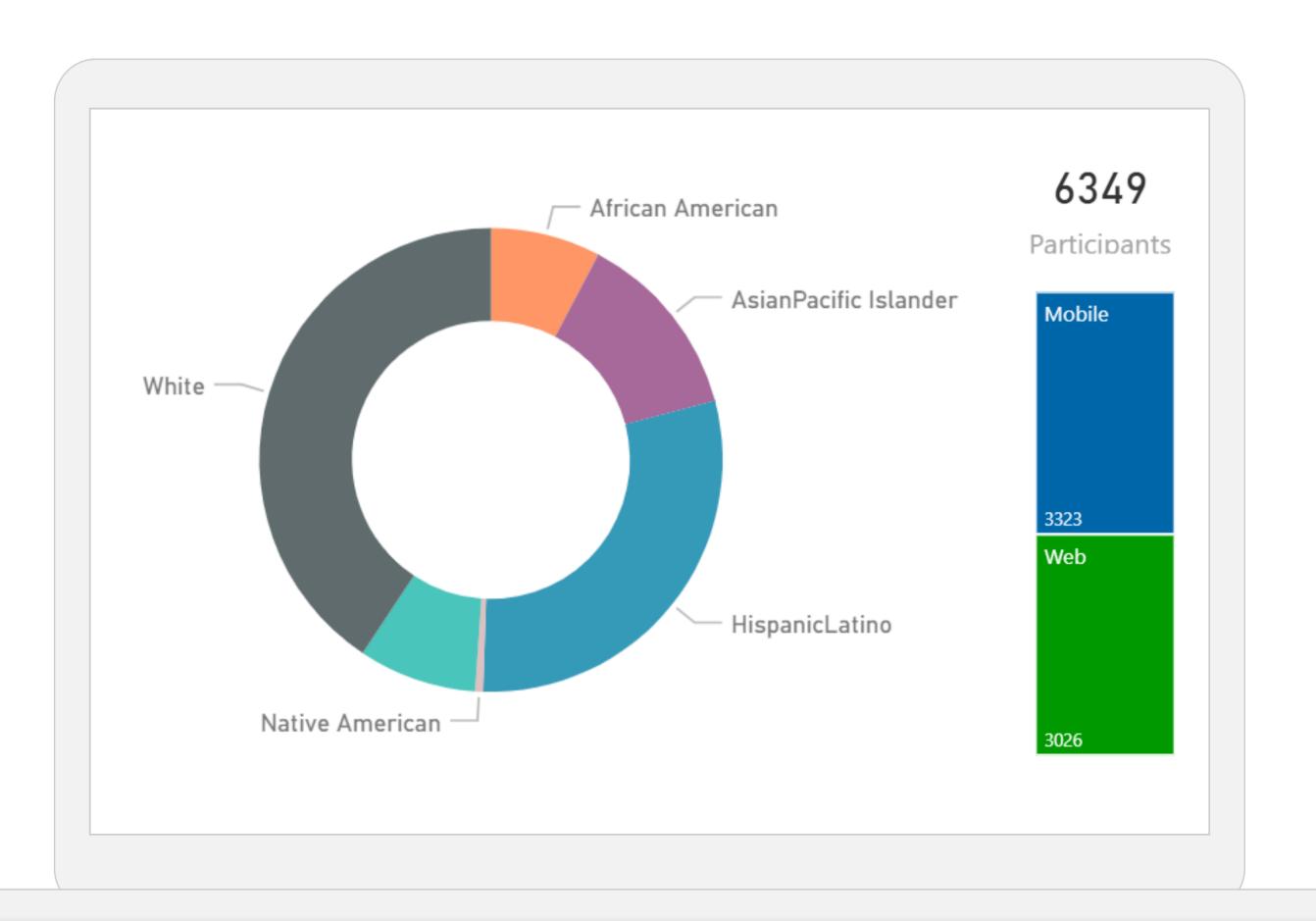
Note: Respondents who did not give an answer are not shown. Source: Survey conducted Jan. 8-Feb. 7, 2019.

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#### Cure: engage on mobile



#### Cure: monitor demographics early

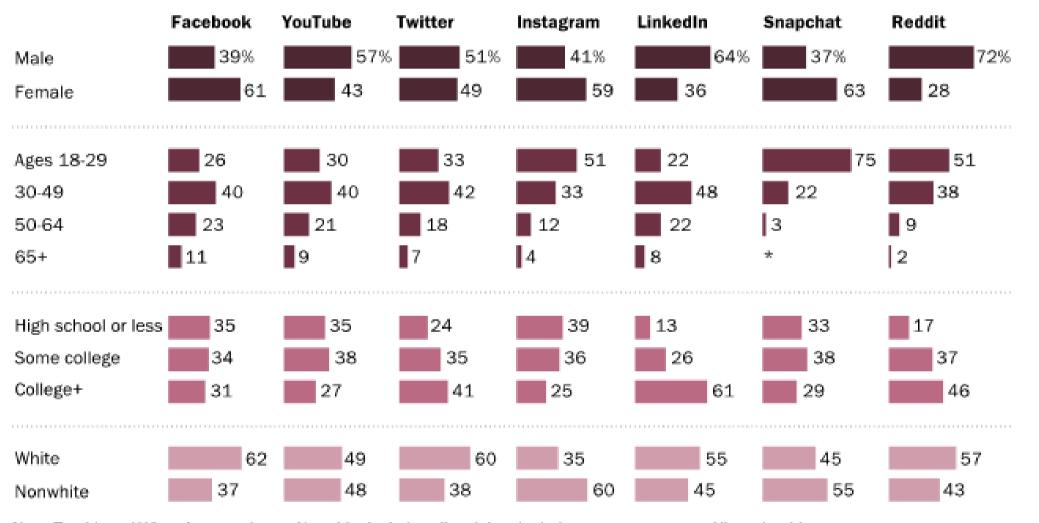




#### Cure: target social by demographics

#### Profiles of social media news consumers

% of each social media site's news consumers who are ...



Note: Tumblr and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white. Source: Survey conducted July 30-Aug. 12, 2018.

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<sup>&</sup>quot;News Use Across Social Media Platforms 2018"

### Cure: go to them















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Thank you: MetroQuest subscribers!

#### NEXT Webinar

## Transit Plans to LRTPs – MDOT's Formula for Engaging 1000s

Wednesday, October 30th

1 hour | 11 am Pacific | 2 pm Eastern

Educational Credit: 1.0 (APA AICP CM)

## Poll: Save your seat!





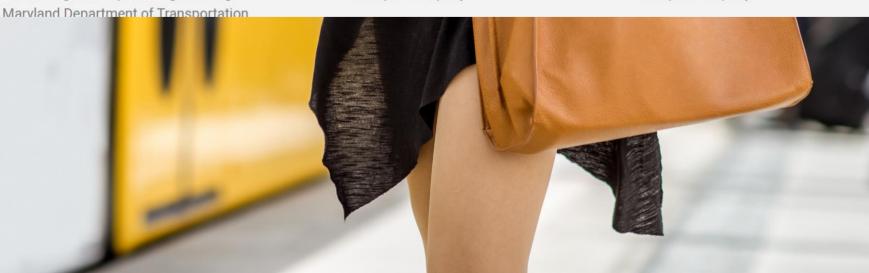




Susan Sharp President & Partner, Sharp & Company



Emily Aro Social Media Wizard, Sharp & Company



#### Questions?



Robert Calix
Senior Manager, Transportation
Planning in Communications
Los Angeles County Metro



Melissa Holguin
Senior Project Manager
Arellano Associates



Dave Biggs
Chief Engagement Officer
MetroQuest



