



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



MetroTM



arellano
associates



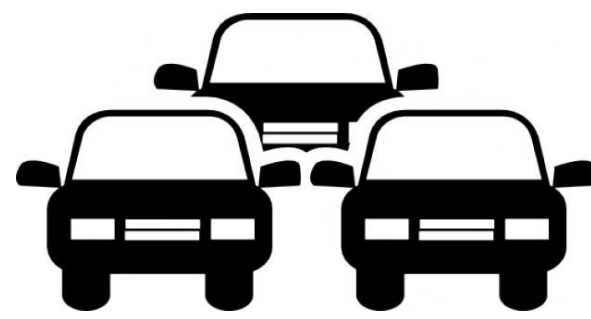


Dave Biggs

Chief Engagement Officer
MetroQuest



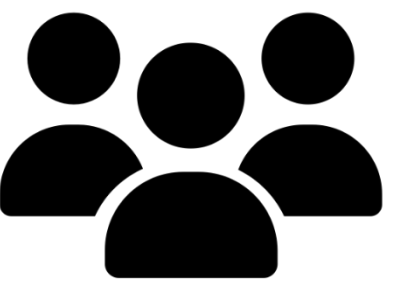
Quality of life



Quality of life



Public participation today



20 years of best practices research



Federal Transit
Administration



Association of
Metropolitan
Planning
Organizations



Scenario #1: Apathy



STP



A group of ten people are seated in a room with blue upholstered chairs and light-colored wooden frames. The chairs are arranged in rows, and the people are mostly facing towards the left side of the frame. Several individuals are holding and writing on notepads. The people are dressed in casual to business-casual attire. The room has large windows in the background, and the overall atmosphere appears to be a formal or semi-formal meeting or workshop.

Same Ten People





Scenario #2: Chaos





CAVE people





Citizens Against Virtually Everything

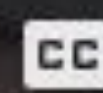
I need therapy



AgPoint Showbar



43:17 / 2:06:35







Public Involvement Matters Survey

4

Public Involvement Practices

Please give input on at least 8 of the 15 items

Project Types

Challenges

Engagement Methods

Which of the following engagement challenges do you expect to face in the next 12 months?

Poor Participation

Hostility

Online Bullying

Advocacy

Uninformed Input

Poor Participation

1 Star = Not

5

THANK YOU



1 Star = Not

[Privacy / About MetroQuest](#)

MPO SURVEY

4

5

MPO 2018

Your Involvement Priorities

Please rank 4 of the 8 items in your preferred order

1

2

3

4

↑

↓

Order your top 4 items above this line

Reduce Cost/Participant

Meet Regulations

Collect Informed Input

Collect Quantifiable Data

Increase Participation

Get thousands of people participating in a meaningful way, instead of only engaging a small number of vocal and highly motivated people.

1 Star = Not

5

THANK YOU



Get thousands of people participating in a meaningful way, instead of only engaging a small number of vocal and highly motivated people.



[Privacy / About MetroQuest](#)

5:14 PM

77%

mpo.metroquest.com

MPO 2018

2

3

4

5

Citizen Preferences

Please give input on 4 of the 5 tradeoffs

Location

What location do you think most citizens prefer for providing input?

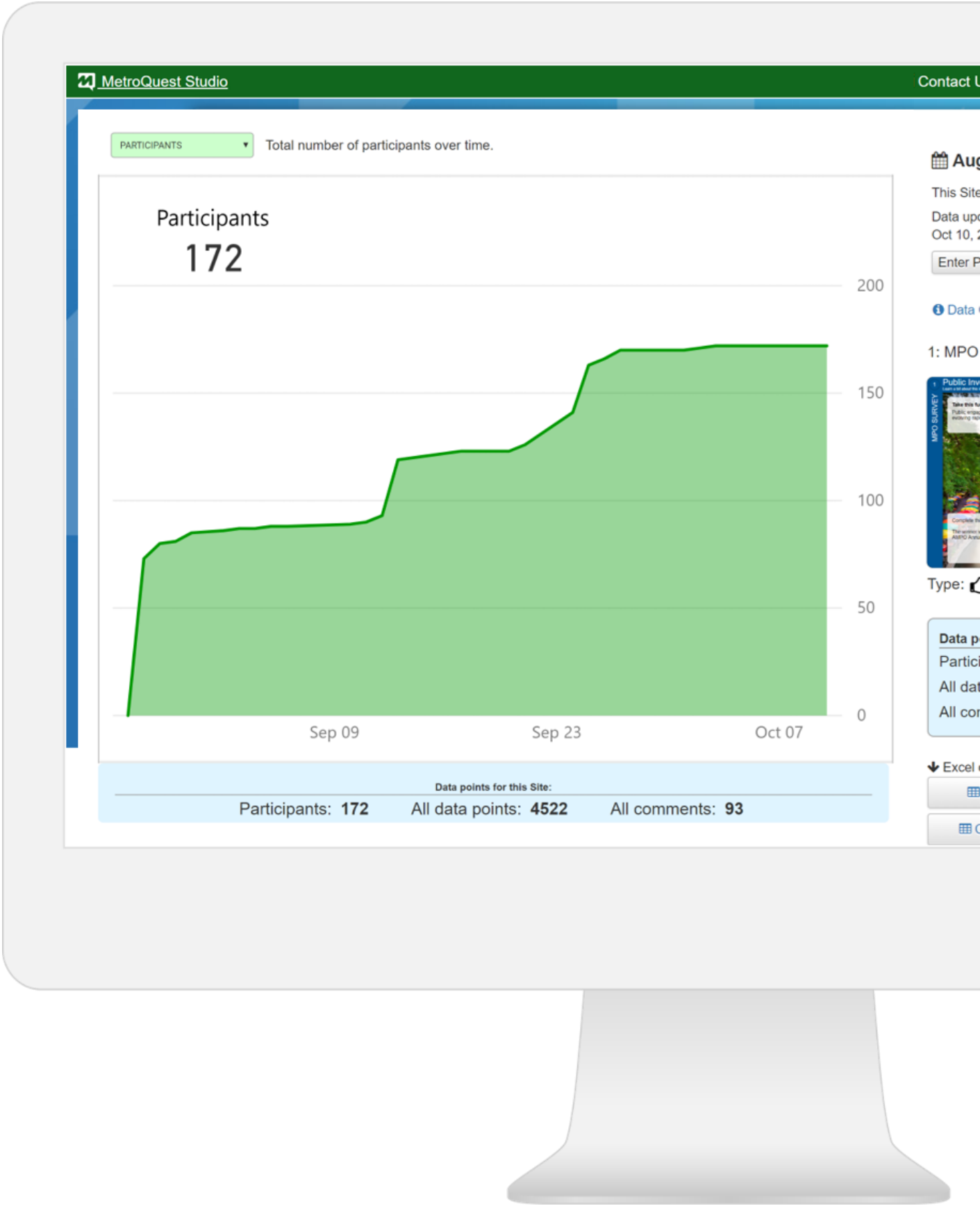
Specific Location (e.g. meetings)

Online from anywhere

Specific Location (e.g. meetings)

Online from anywhere

Choose the option that best shows which tradeoff you prefer



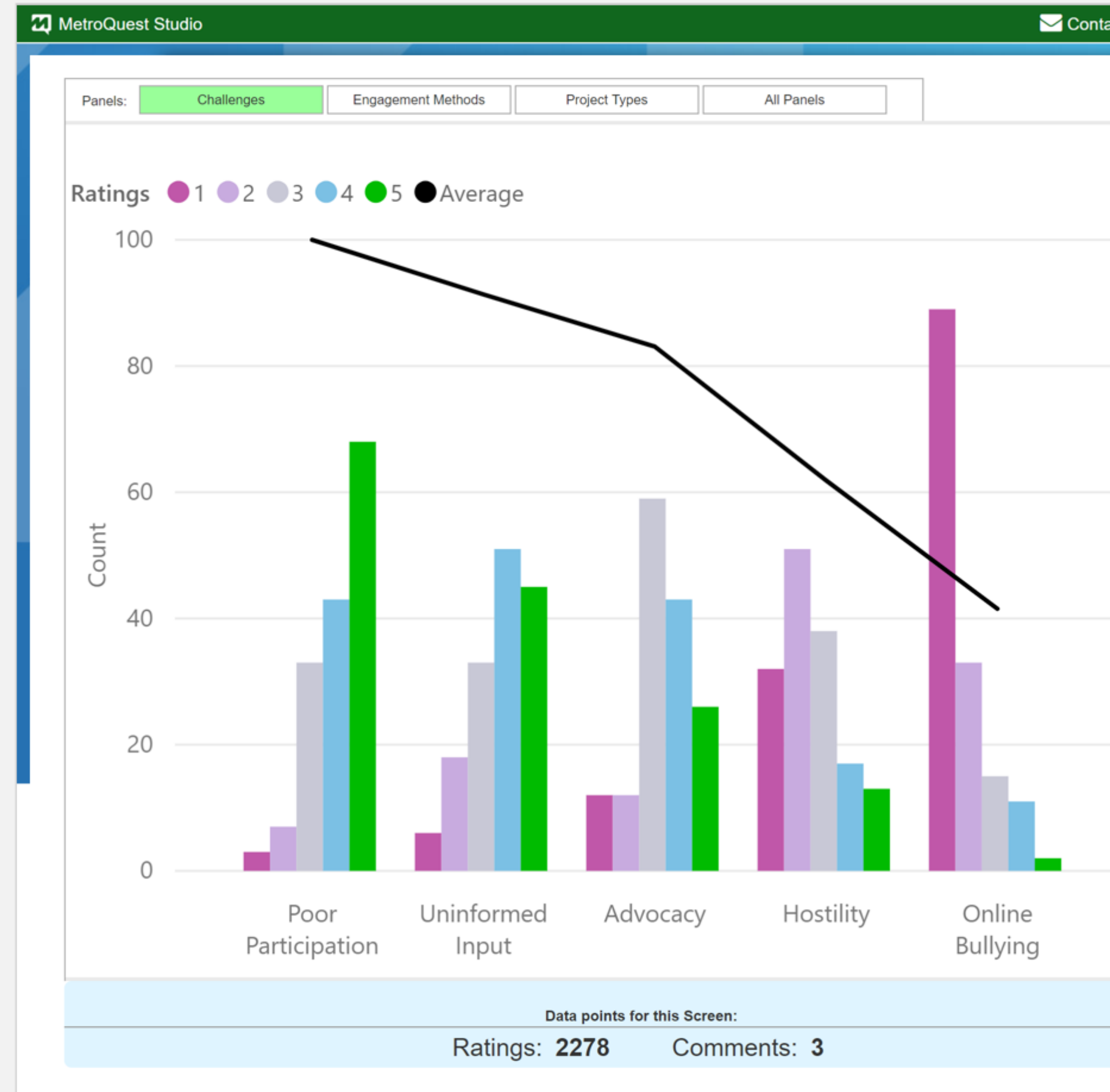
#1 Challenge: poor participation

"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."

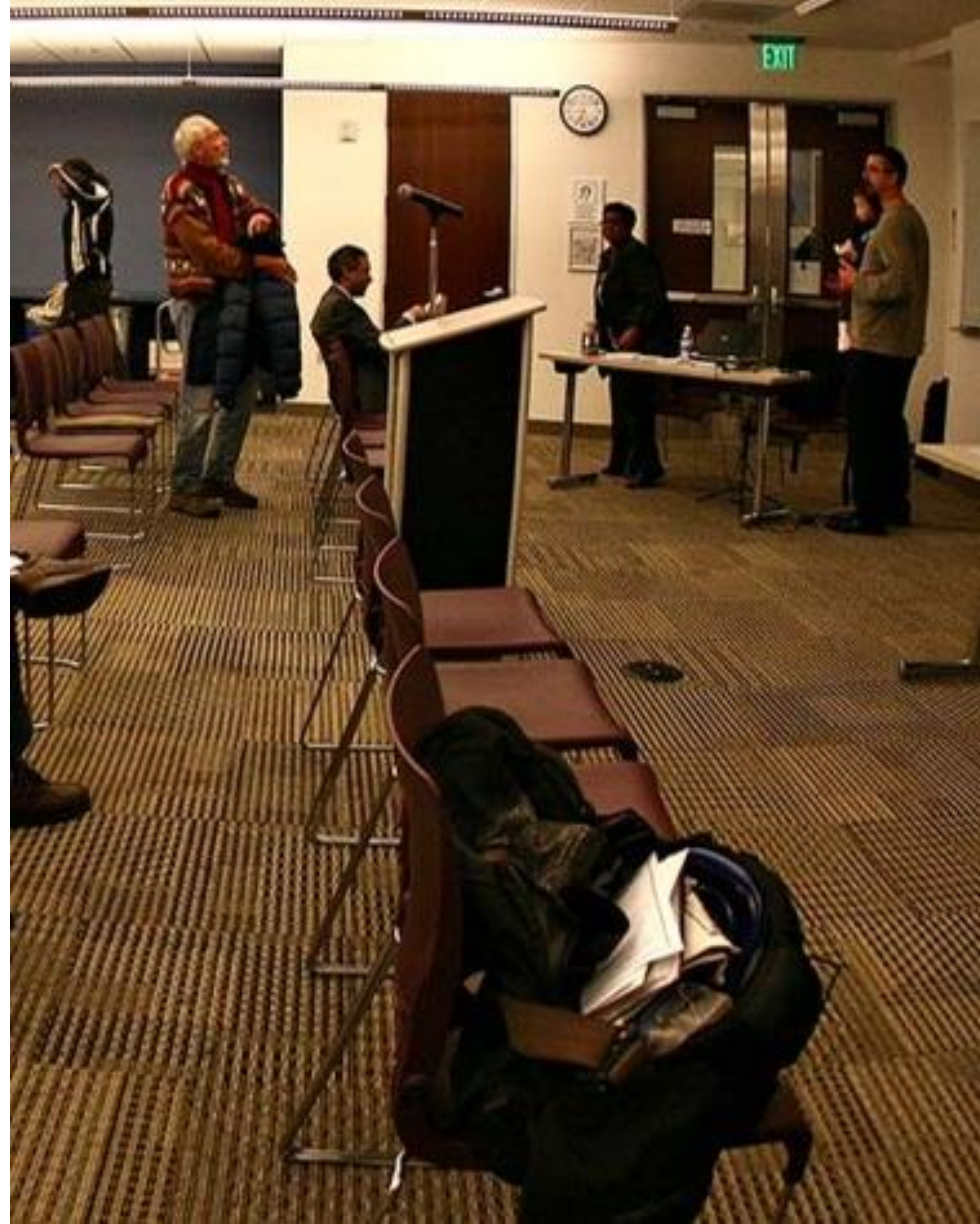


#1 Challenge: poor participation

"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



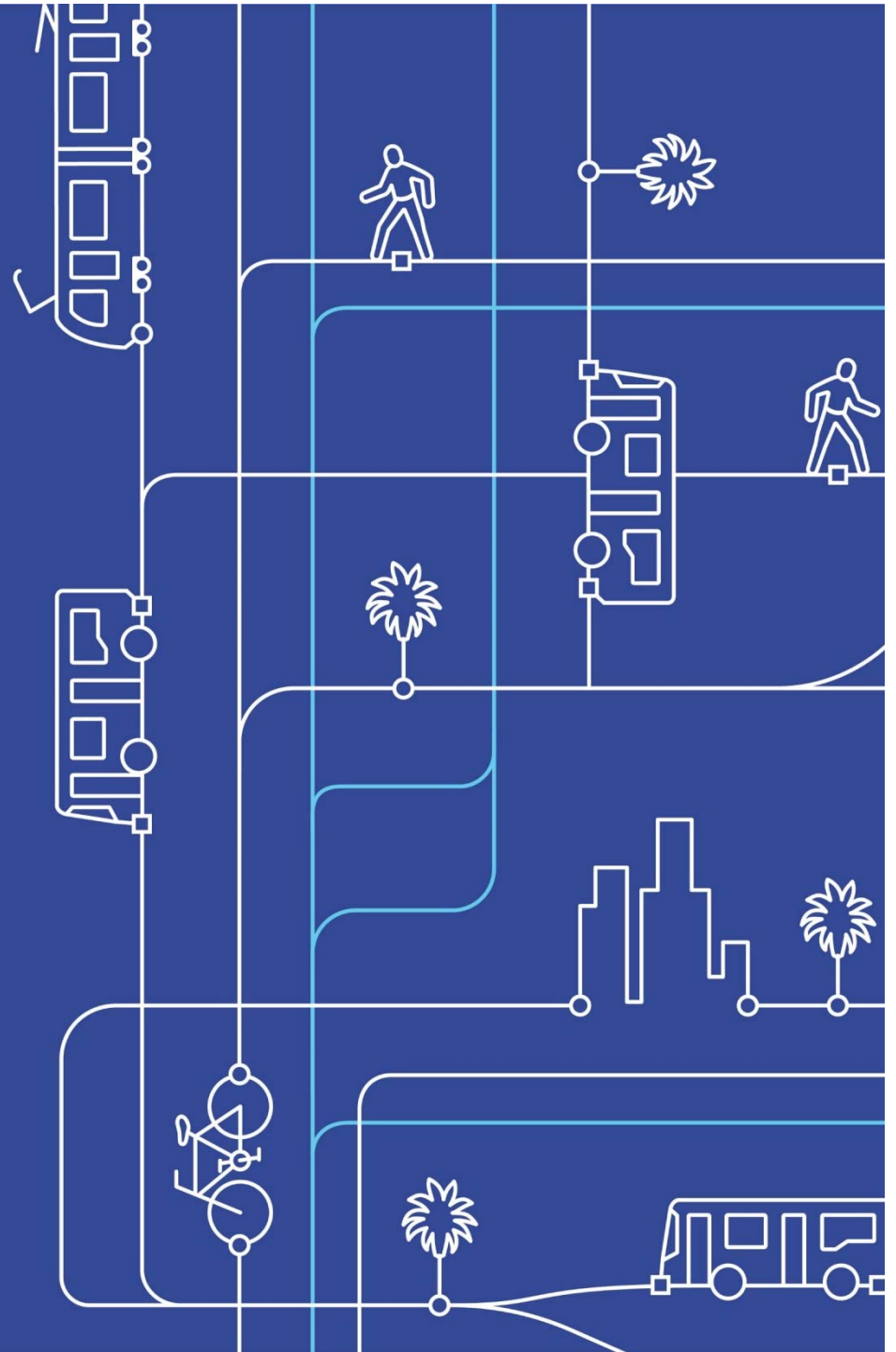
Melissa Holguin

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



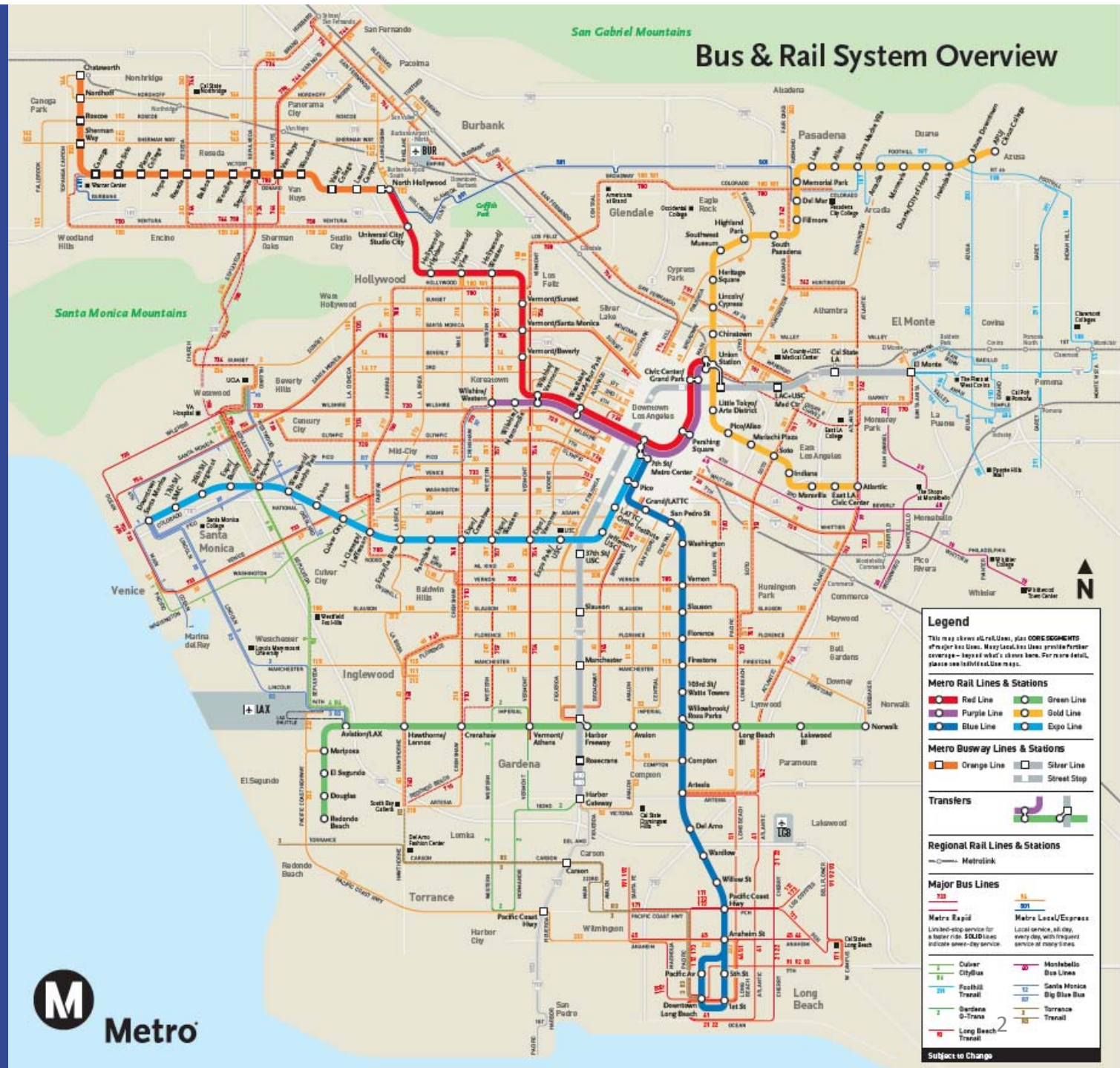
Why are we doing this?

- *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*

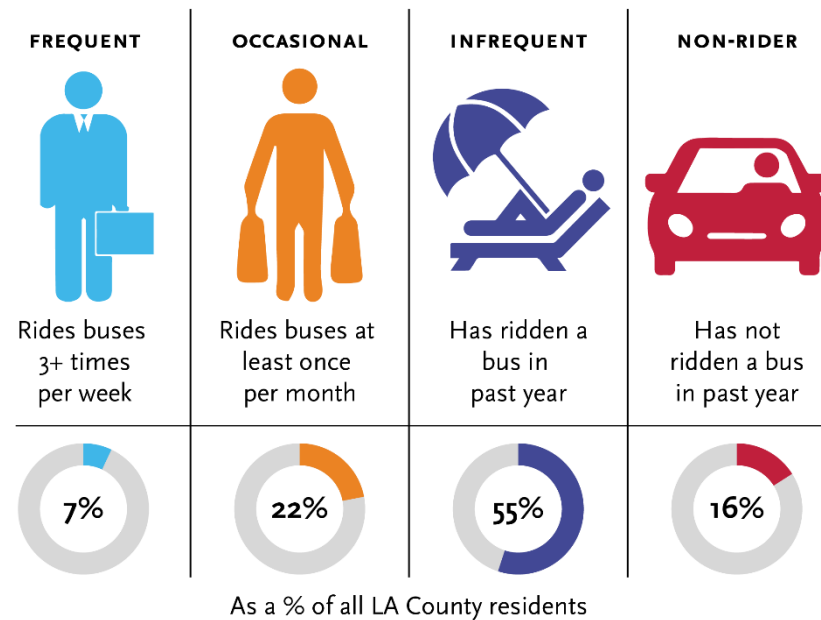
Current Metro Transit System



Metro Bus Rider Demographics

NEXTGEN
Bus Study

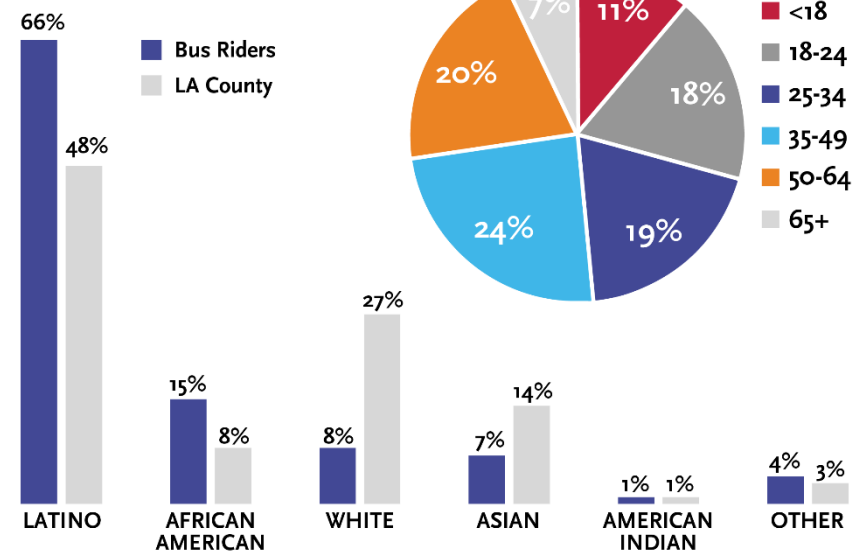
Metro's Bus Customers



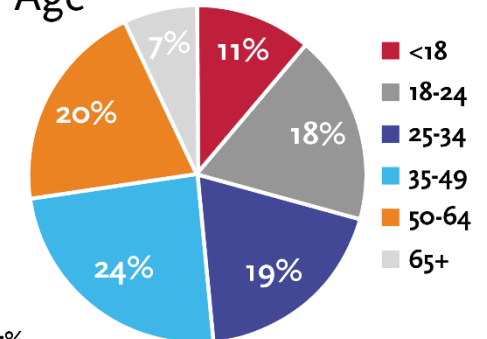
Summary of Service Needs

ALL RIDERS	CURRENT	FORMER	INFREQUENT/ NON-RIDER
Travel Speed	More Service	Security (Women, Certain Geographics)	Information (Non-Riders)
Frequency	Fares	First/Last Mile (Elderly, Higher Income)	First/Last Mile (Women, Youth, Elderly)
Reliability	Information	Comfort (Odors, Crowding)	Comfort (Odors, Crowding)

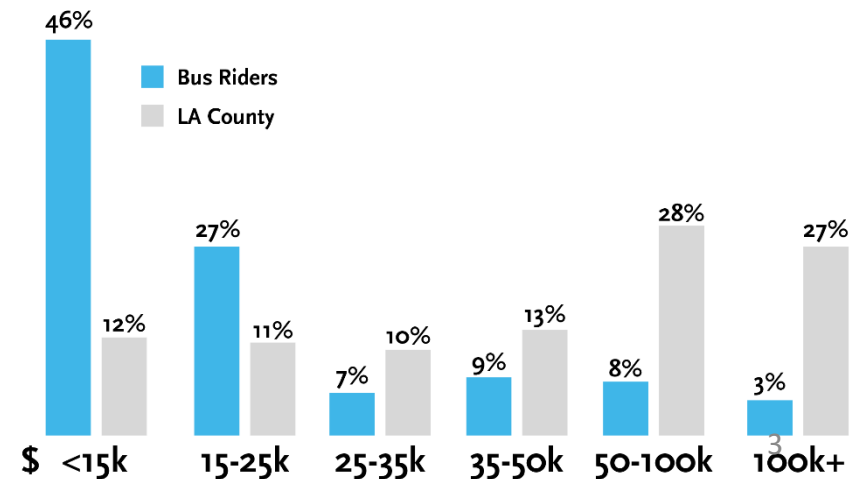
Ethnicity



Age



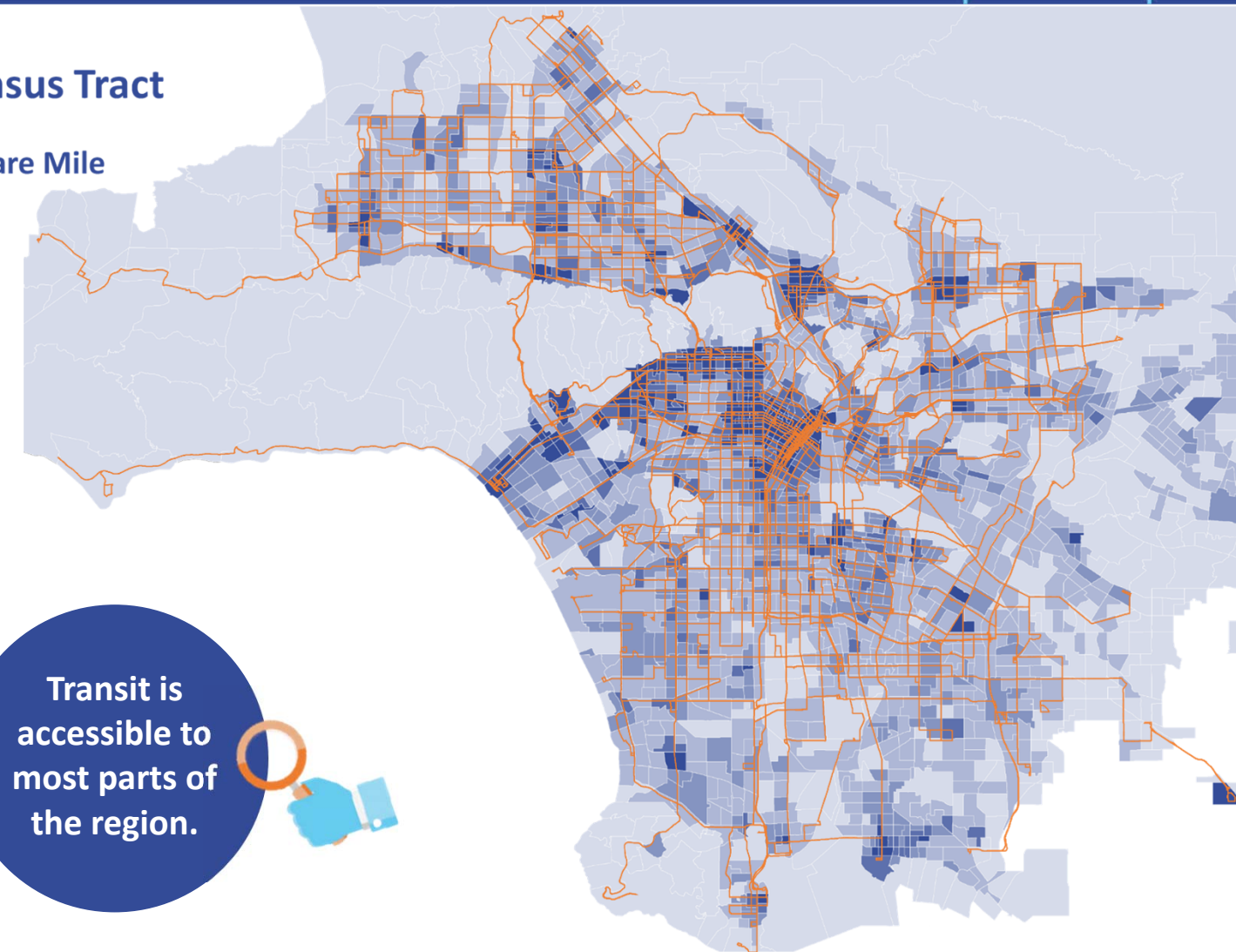
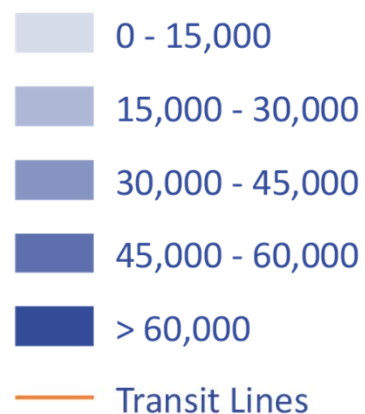
Income



Market Analysis: Density v. Service Coverage

Trip Density By Census Tract

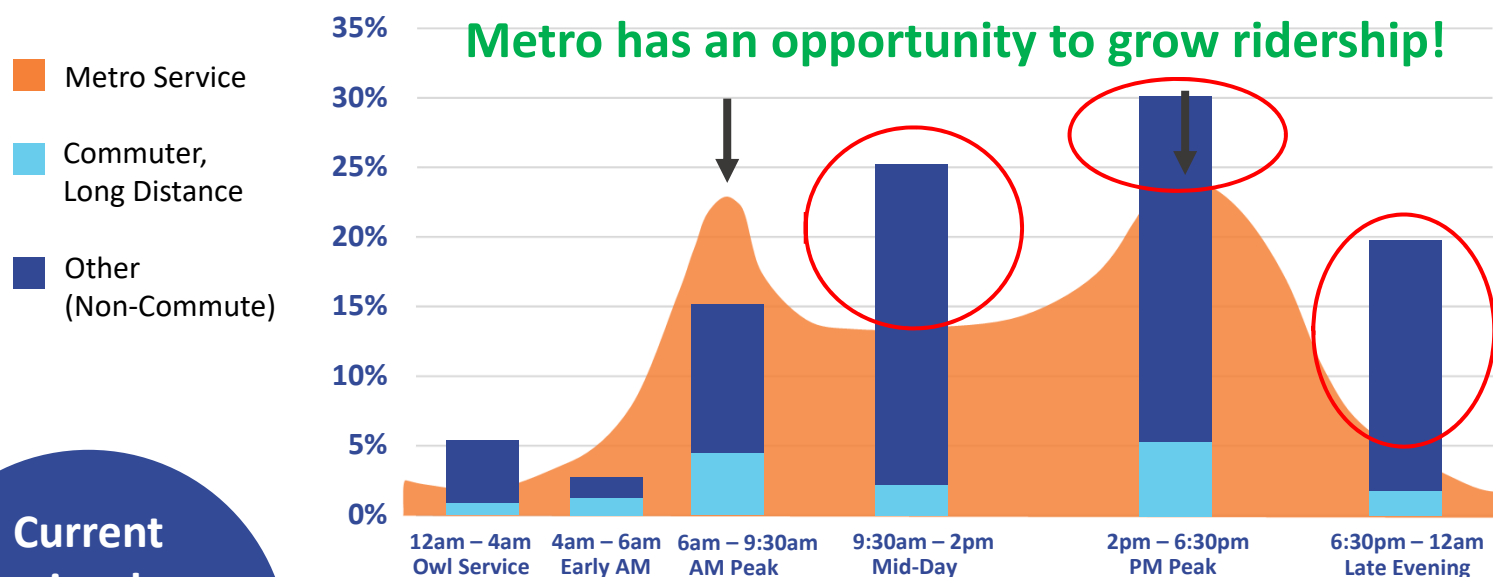
Number of Trips per Square Mile



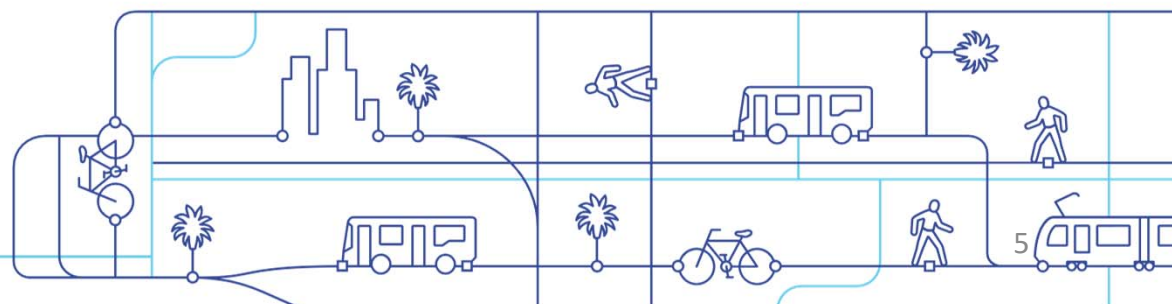
Transit is
accessible to
most parts of
the region.

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, **BUT there is a high demand for travel through mid-day and late evening.**



Current
service does
not match
travel
demand



Going Above and Beyond Title VI & EJ

Metro's Equity Platform: The Four Pillars

I. Define & Measure

II. Listen & Learn

III. Focus & Deliver

IV. Train & Grow



Communities with the greatest mobility needs ✓

Title VI/EJ ✓

Race/Ethnicity
(Non-White)

Income
(< \$35,000
Annually)



Non-English Speaking
(Limited English
Household)

Gender
(Female)

Disability
(Household with
a Person with
Disability)

Age
(Under 18 or
Over 65)

Transit Dependency
(Zero-Car
Households)

Equity in Action

NEXTGEN
Bus Study

I. Define & Measure

II. Listen & Learn

III. Focus & Deliver

IV. Train & Grow

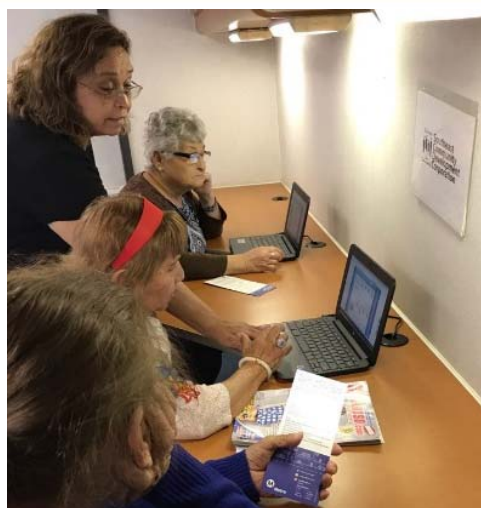


How To Equitably Reach 10 Million+ People?



- 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



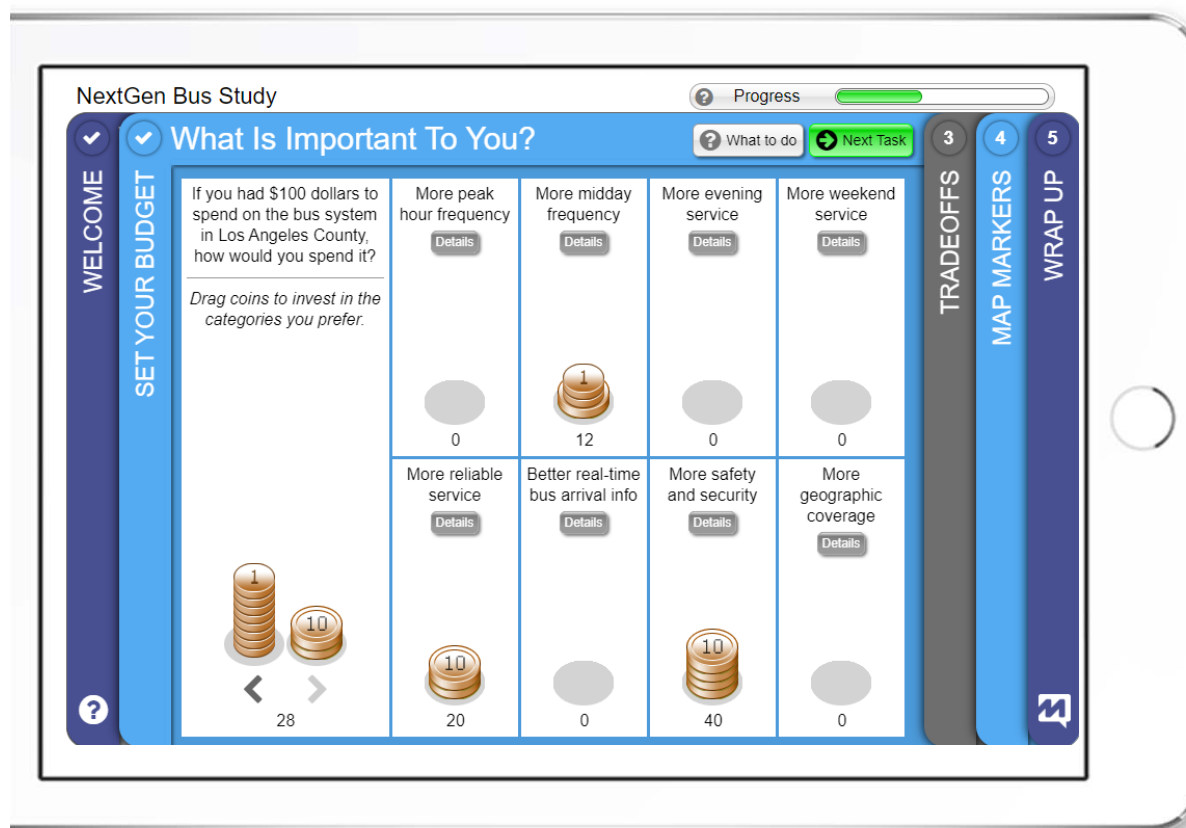
Focus Groups



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



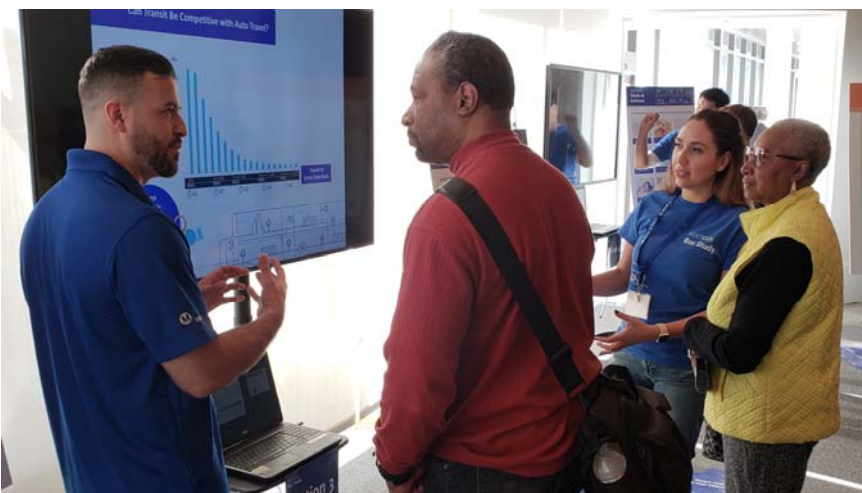
- Educate
- Manage expectations
- Identify priorities
- Tradeoffs
- Geographic input
- Nearly 7,000 participants, 130,000 data points, and 5,000 comments
- Over 60% of responses represented the diversity of LA county

Engagement Toolbox: NextGen Working Group



- 50+ organizations, including a diverse cross-section 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 travel market and total travel market.



Check out some of the insights gained from the data:

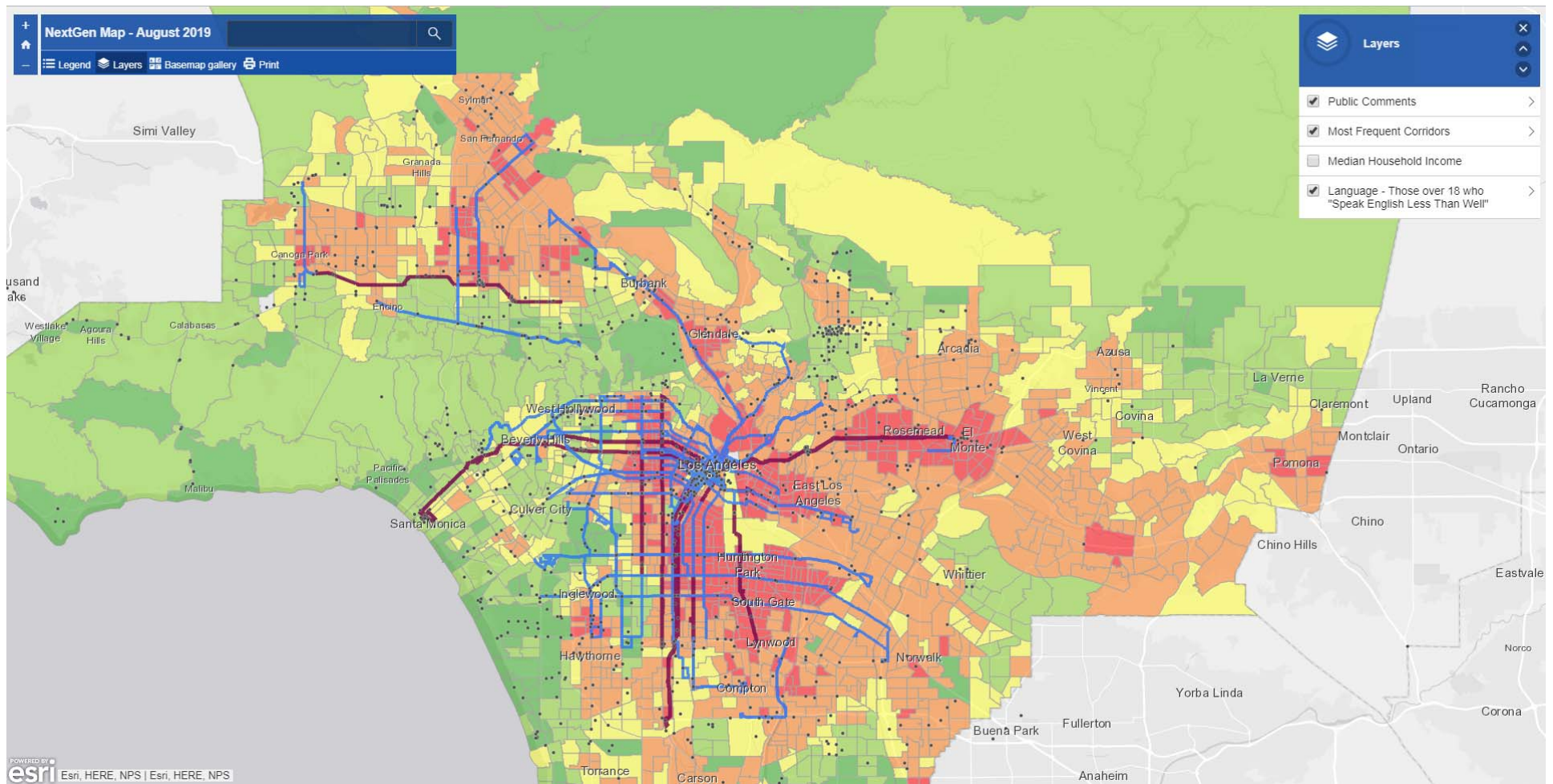
- The Metro system is currently accessible to serve almost all trips and is already accessible to most parts of the region.
- Urban areas are more transit-friendly and rural areas are more automobile-centric.
- Metro has been successful serving commuter and long distance trips, but needs to rethink service 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

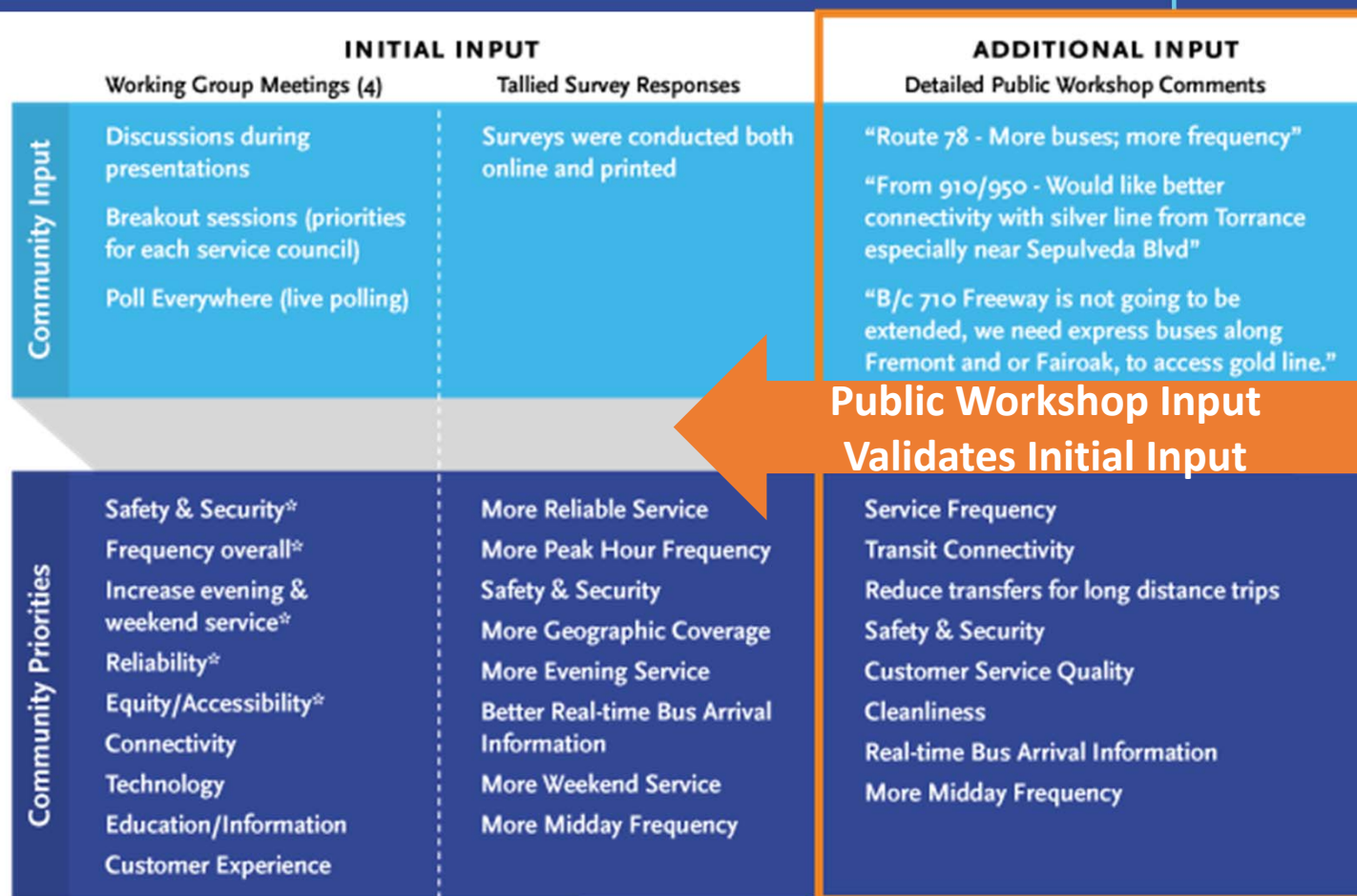


Providing Meaningful Feedback to the Technical Team

NEXTGEN Bus Study



Recurring Themes



*Working Group identified these issues as equal priority

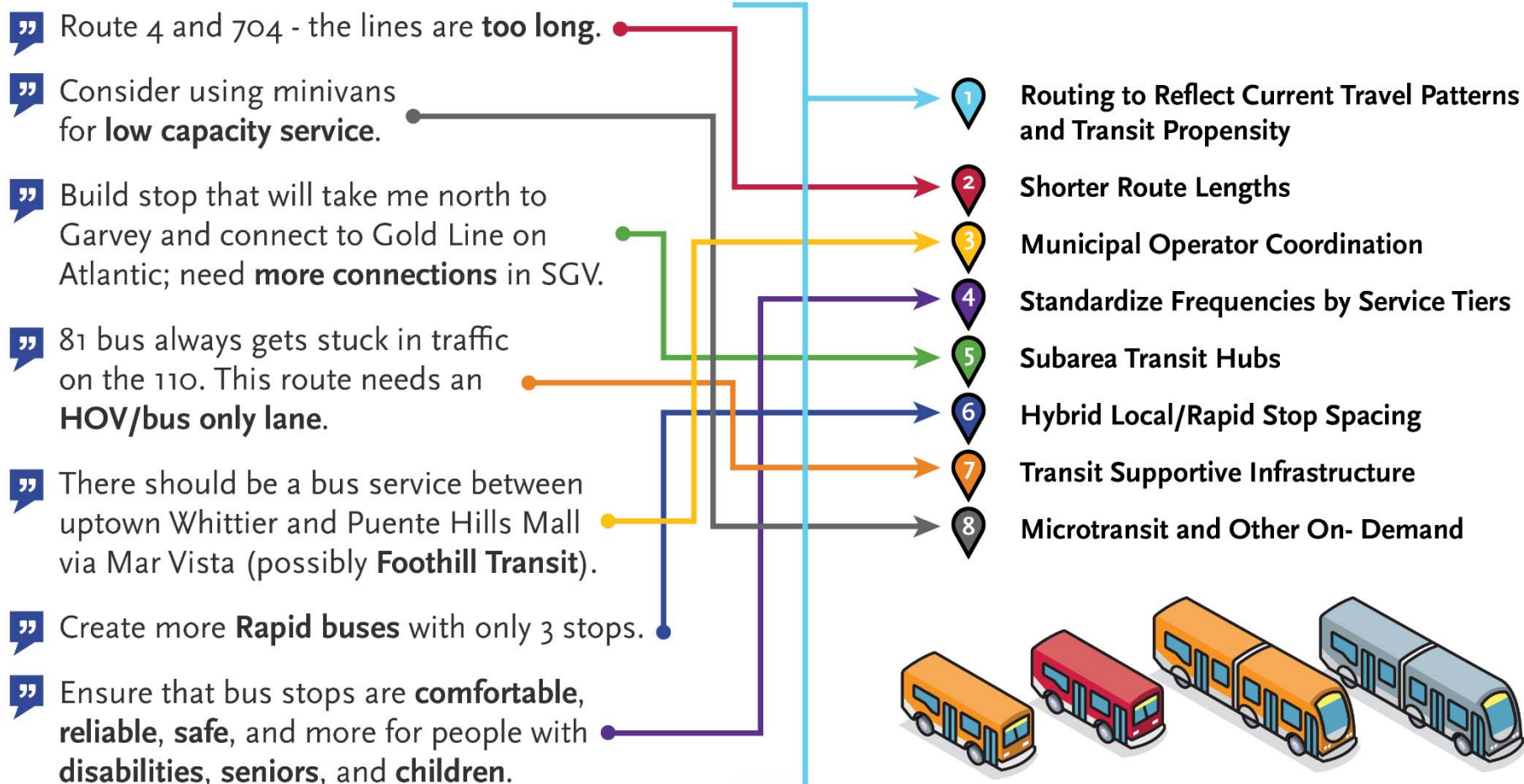
Public Input Helped Drive Service Concepts

- 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



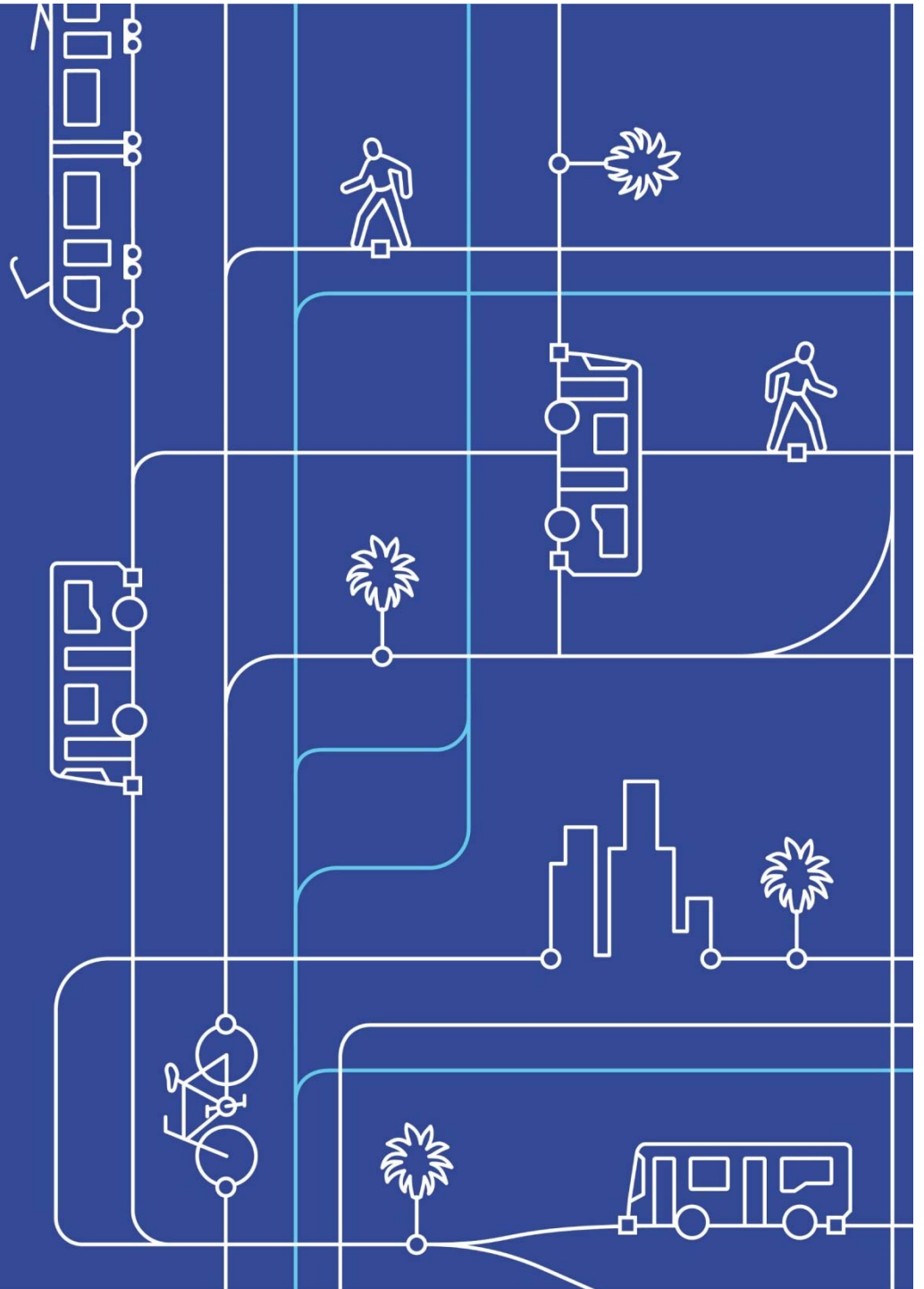
Takeaways: The Surprising Path to Equity in Public Engagement

NEXTGEN
Bus Study



- *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



New York City
Transit



Toronto



LONE STAR
REGIONAL RAIL



Anchorage
Talks Transit

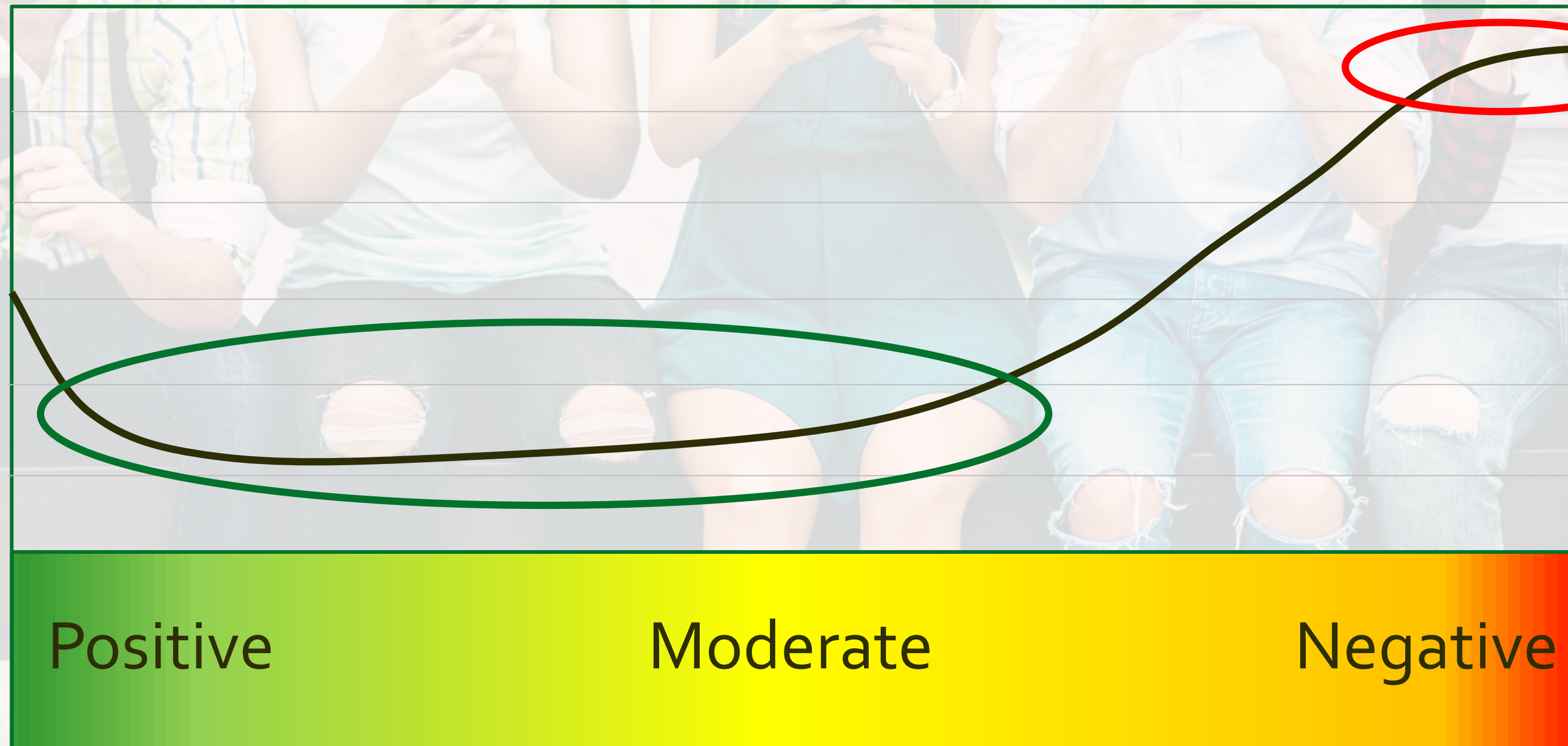


VIA Metropolitan Transit
San Antonio, Texas



Barriers are participation filters

Level of
Motivation



Attitude



A man with a beard and glasses, wearing a denim jacket, is sitting at a desk and high-fiving a woman with long blonde hair, also wearing a denim jacket. They are in a bright, modern office with large windows in the background. A green circular overlay is centered over the image, containing the text "Best practices for reducing barriers to participation".

Best practices for reducing barriers to participation



BARRIER #1: public & intimidating ...

Paul, about 3 hours ago

The tax revenues dont stay in the city. Its like opening up another gas station; the money goes directly to the Canadian government.

Alert moderator

Reply Do you agree? 0 3 Share

Laura Metcalf, about 2 hours ago

from what i've read that's not true. the federal government is only keeping 1/4 of the tax profits and the rest goes to the provinces and municipalities. plus it will create jobs and generate tourism which is great for local businesses.

Alert moderator

Reply Do you agree? 1 1 Share

Paul, about 2 hours ago

Sorry, but your wrong. It is exactly like cigarettes, alcohol, and gas.

Alert moderator

Reply Do you agree? 0 1 Share

Laura Metcalf, about 2 hours ago

i'm sorry your ill informed mind thinks i'm wrong. maybe you need to do some research on how taxes work, instead of trolling every post on this forum.

Alert moderator

Reply Do you agree? 1 1 Share

Paul, about 1 hour ago

Laura, I work for a huge corporation that deals with government licenses, and taxes every day. I write numerous cheques daily to government bodies and I know how these things work. You're arguing with the wrong person unfortunately. Your facts are from horrible sources I'm afraid.

Alert moderator

Reply Do you agree? 0 1 Share

Laura Metcalf, about 1 hour ago

if you deal with taxes everyday then you out of anyone should know that having more local business equals more tax revenue for our city. it's pretty simple. and having store front pot shops

Alert moderator



CURE: make it safe & private!

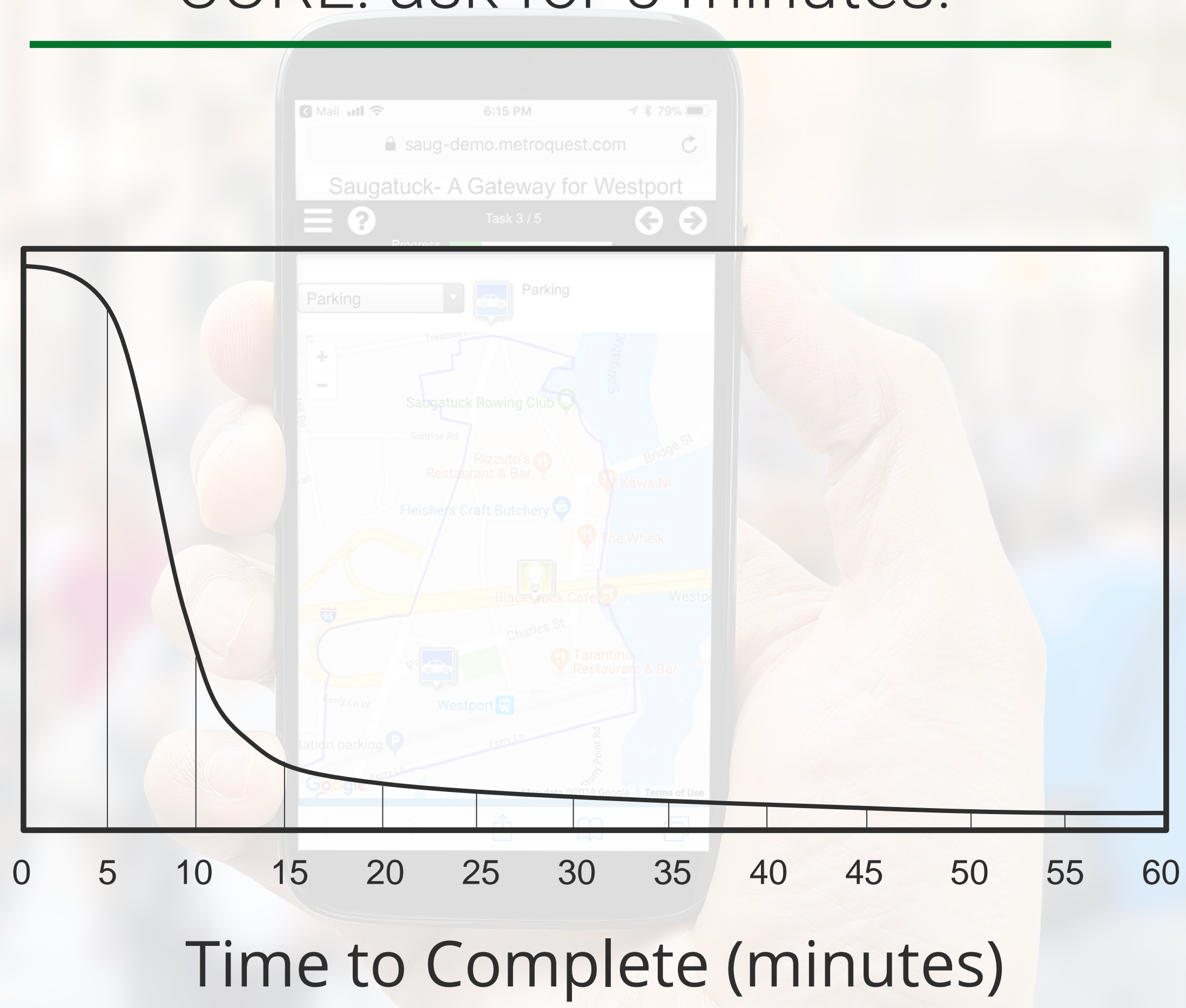


BARRIER #2: too time consuming ...



CURE: ask for 5 minutes!

Participants



© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 391–397

Alert moderator

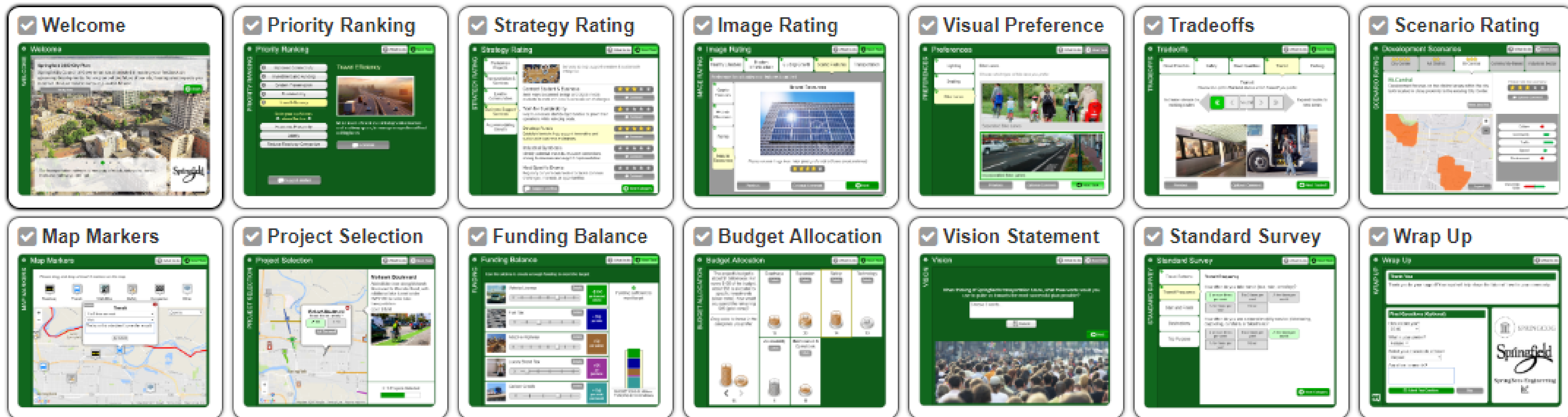
[our download](#)

Alert: moderator

Alert: moderator

I thank you

Cure: create microlearning moments



CURE: create microlearning moments



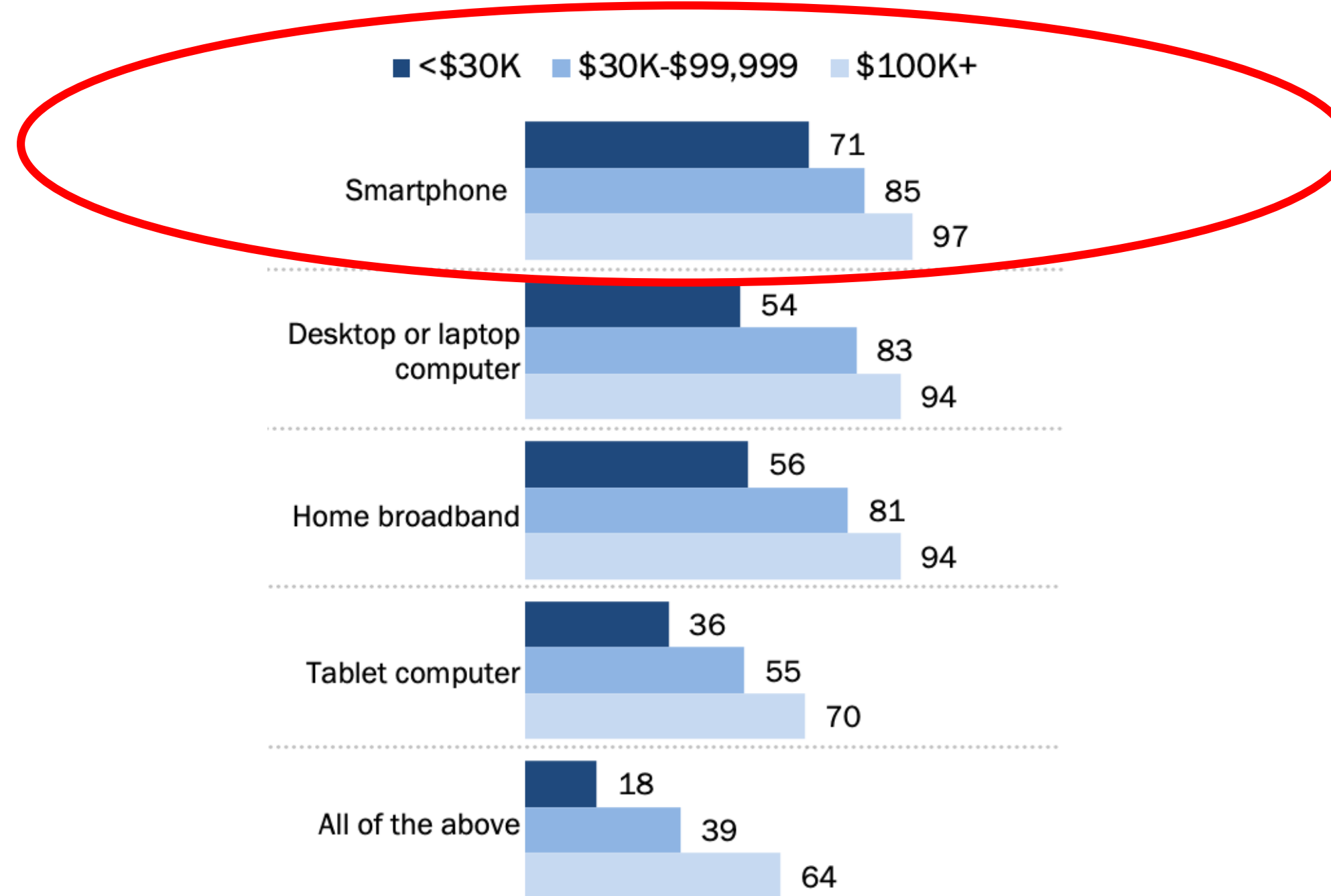
BARRIER #4: unequal access...



The digital divide

Lower-income Americans have lower levels of technology adoption

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

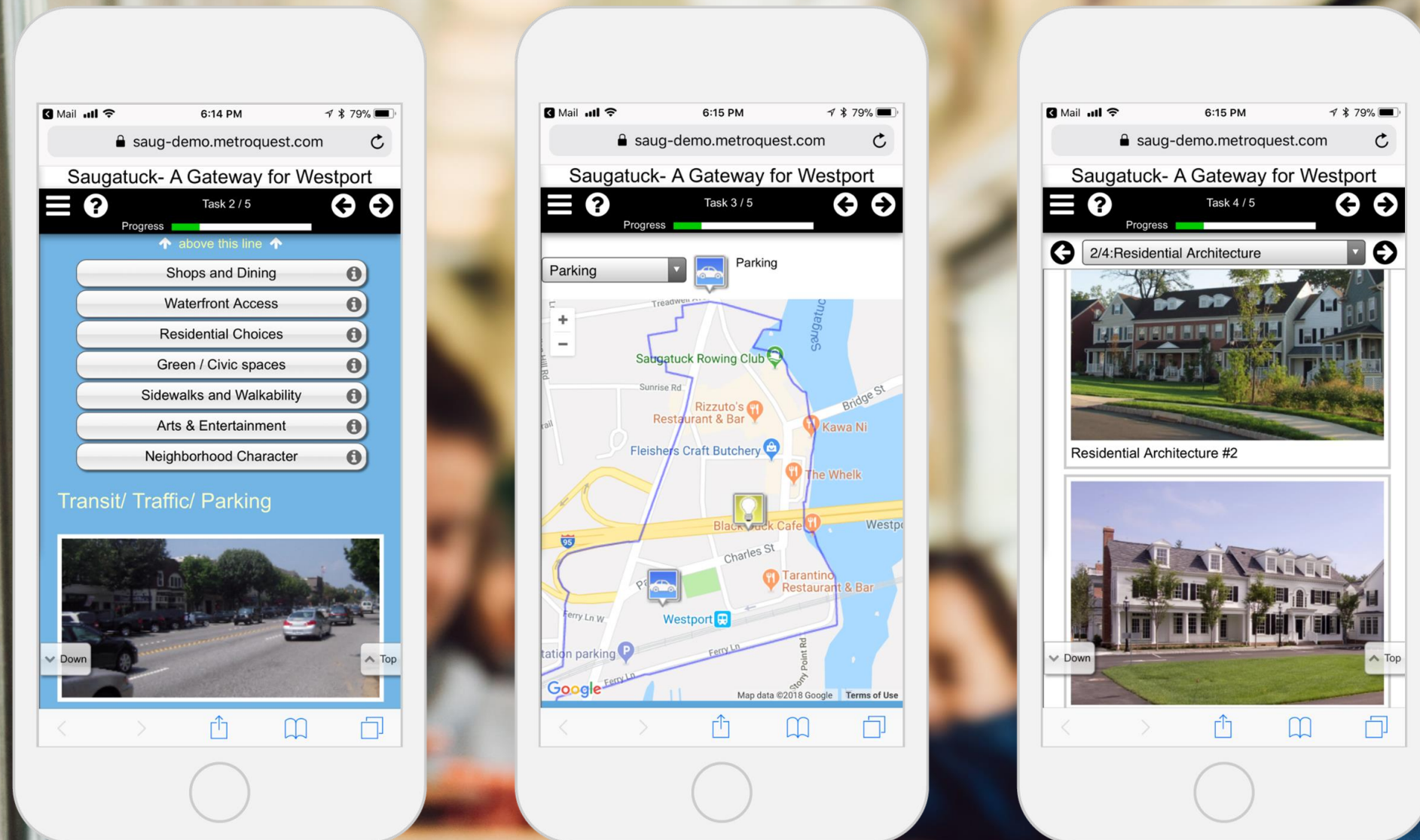


Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

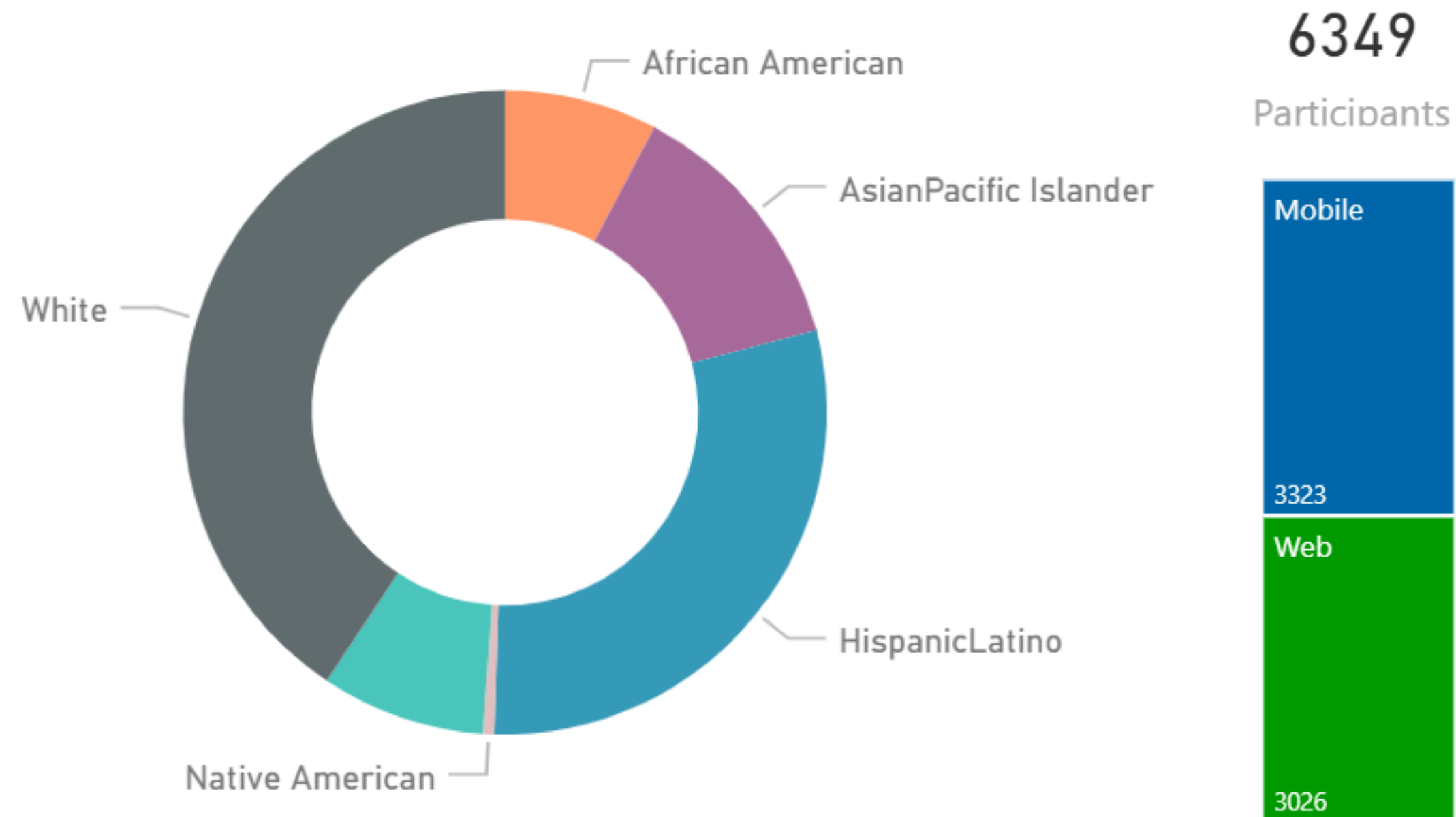
PEW RESEARCH CENTER



Cure: engage on mobile



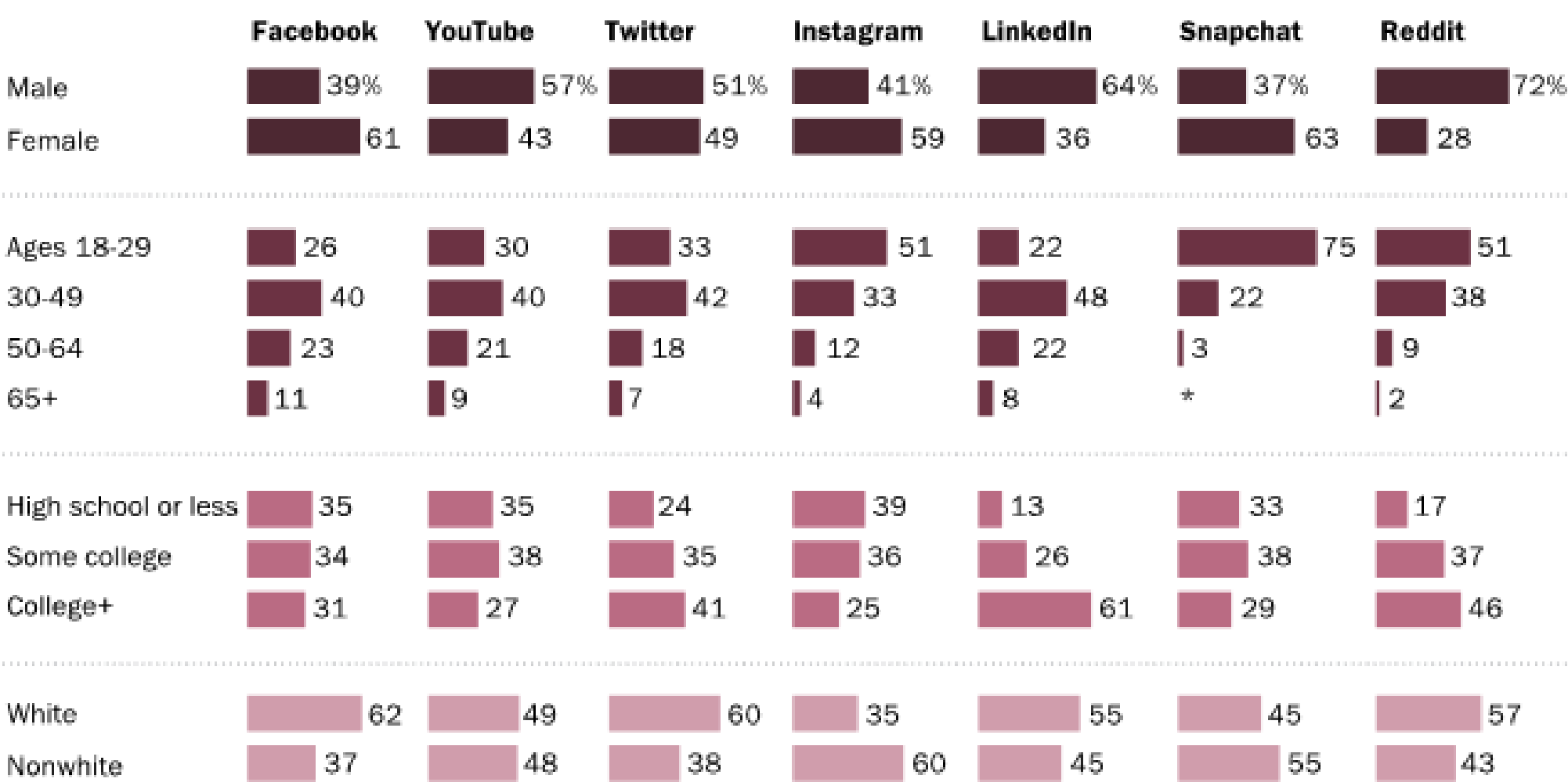
Cure: monitor demographics early



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.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER



Cure: go to them



A man with grey hair and glasses, wearing a grey suit, is speaking at a wooden podium. He is gesturing with his right hand. In the background, a woman with long brown hair, wearing a pink jacket, is seated at a desk. The scene is set in a room with wood-paneled walls. A green semi-transparent box is overlaid on the left side of the image, containing white text.

Getting transit projects
approved and supported!



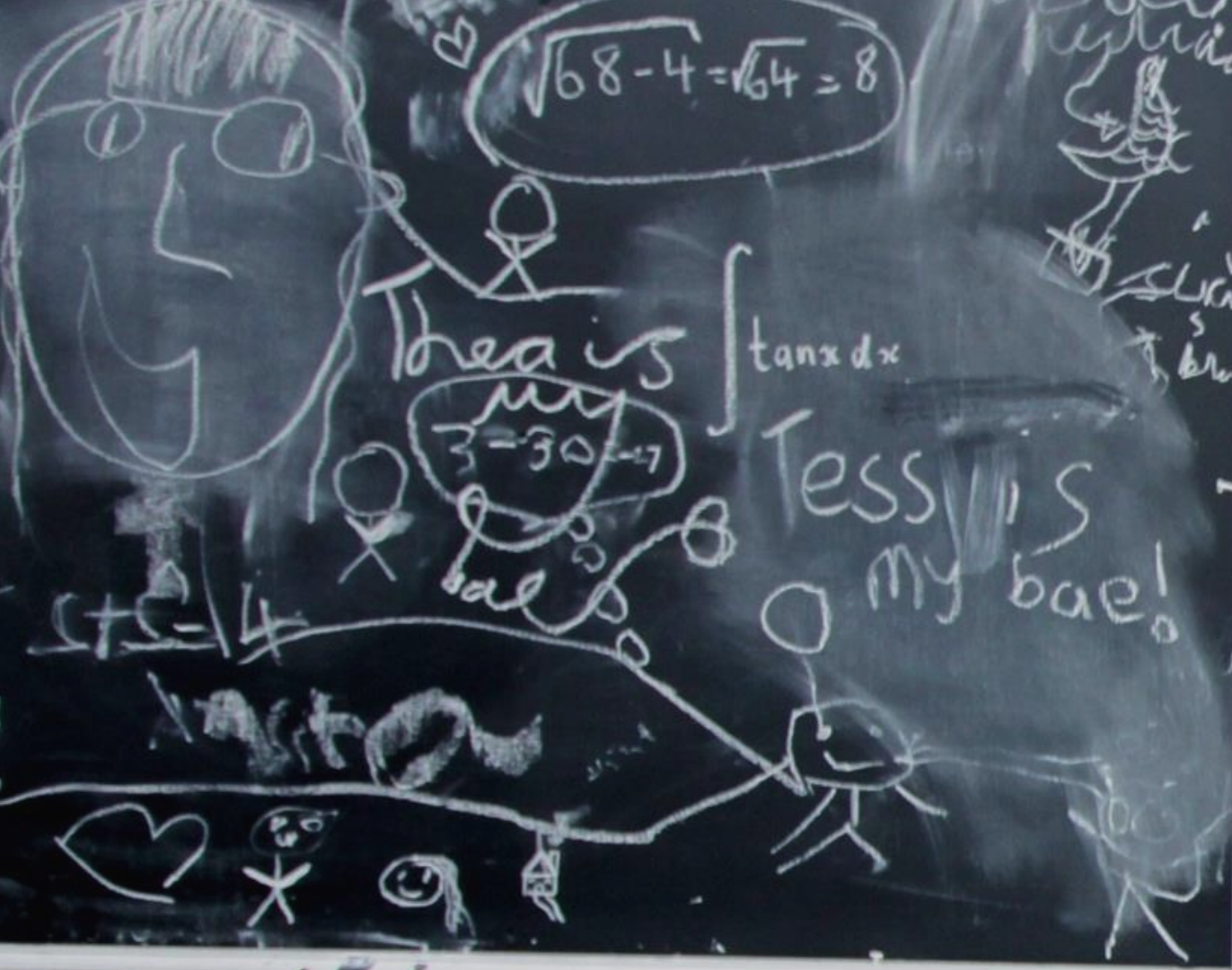
MetroQuest – Engagement Optimized

- ✓ Engage thousands online
- ✓ Involve a diverse audience
- ✓ Educate the public
- ✓ Collect informed input
- ✓ Deliver actionable results

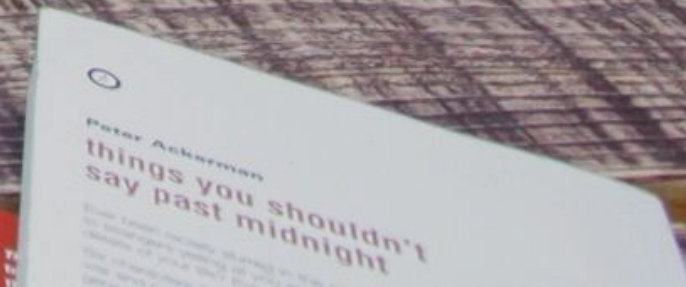
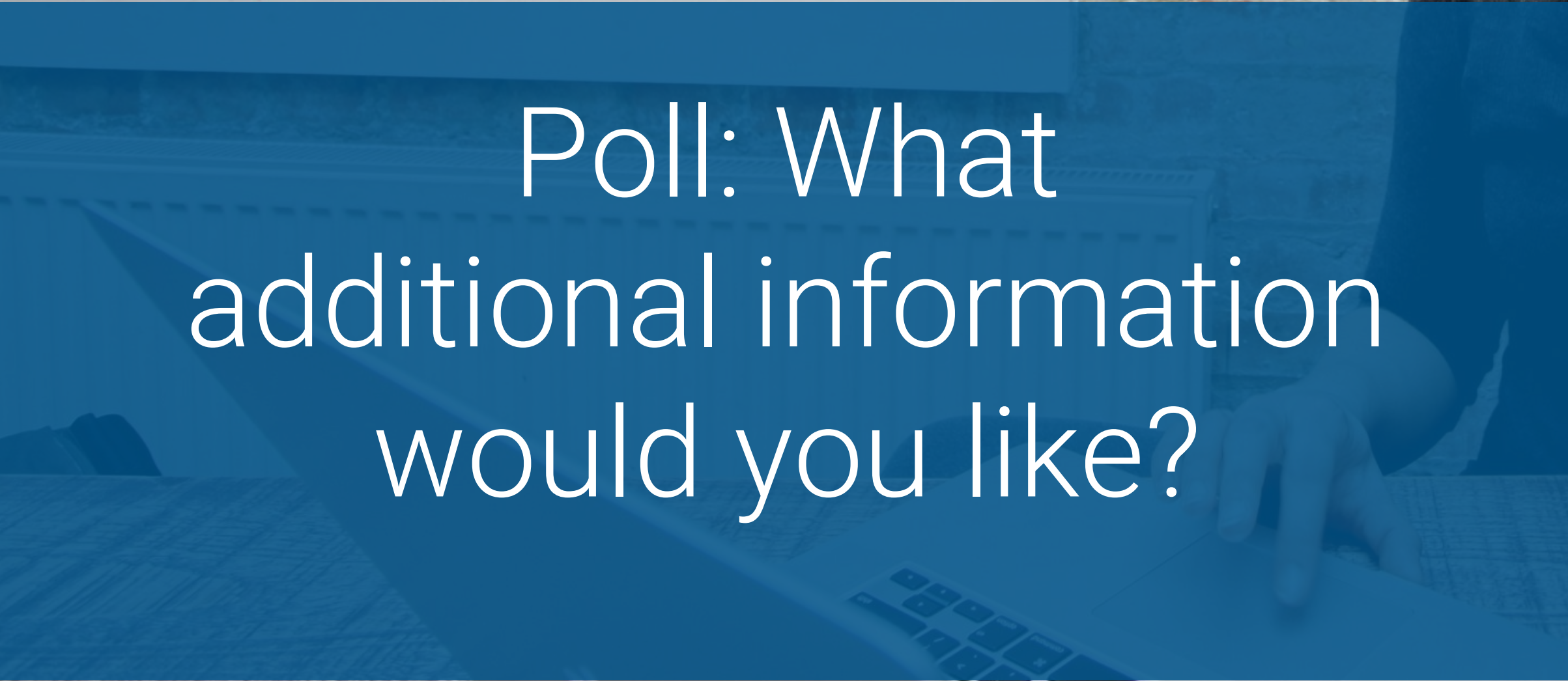


Unlimited surveys with your annual subscription!





Poll: What additional information would you like?



FREE Playbook

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!

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!



Michelle Martin
Assistant Director for the Office of
Planning and Capital Programming,
Maryland Department of Transportation



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



Thank you for participating!

AICP CM: <https://planning.org/events/course/9185653/>



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