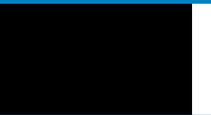


# COMMUNITY STEERING COUNCIL (CSC)

Meeting No. 3 | October 25, 2023 | 5:30pm – 7:30pm





# Welcome & Housekeeping

Amber Kelel, Chair

Daniel Padilla, Vice-Chair

# Meeting Expectations & Housekeeping

- Each person is responsible for promoting an inclusive and respectful environment
- Being kind is more important than being right
- Try to use "I" statements
- This is a discussion, not a debate
- Share the air
- Be fully present and patient
- Practice inquiry over judgment
- Members of the public can view this meeting over Zoom, but there will be no public comments
- Make sure you sign-in so that we can provide the correct stipend amount to you after the final meeting
- **W-9 Form & Vendor Application needs to be completed for compensation**

# Confirm Headcount for Meeting No. 6

Meeting No. 3	Oct. 25, 2023
Meeting No. 4	Nov. 8, 2023
Meeting No. 5	Nov. 29, 2023
Meeting No. 6	Tuesday, Dec. 12, 2023

# Agenda

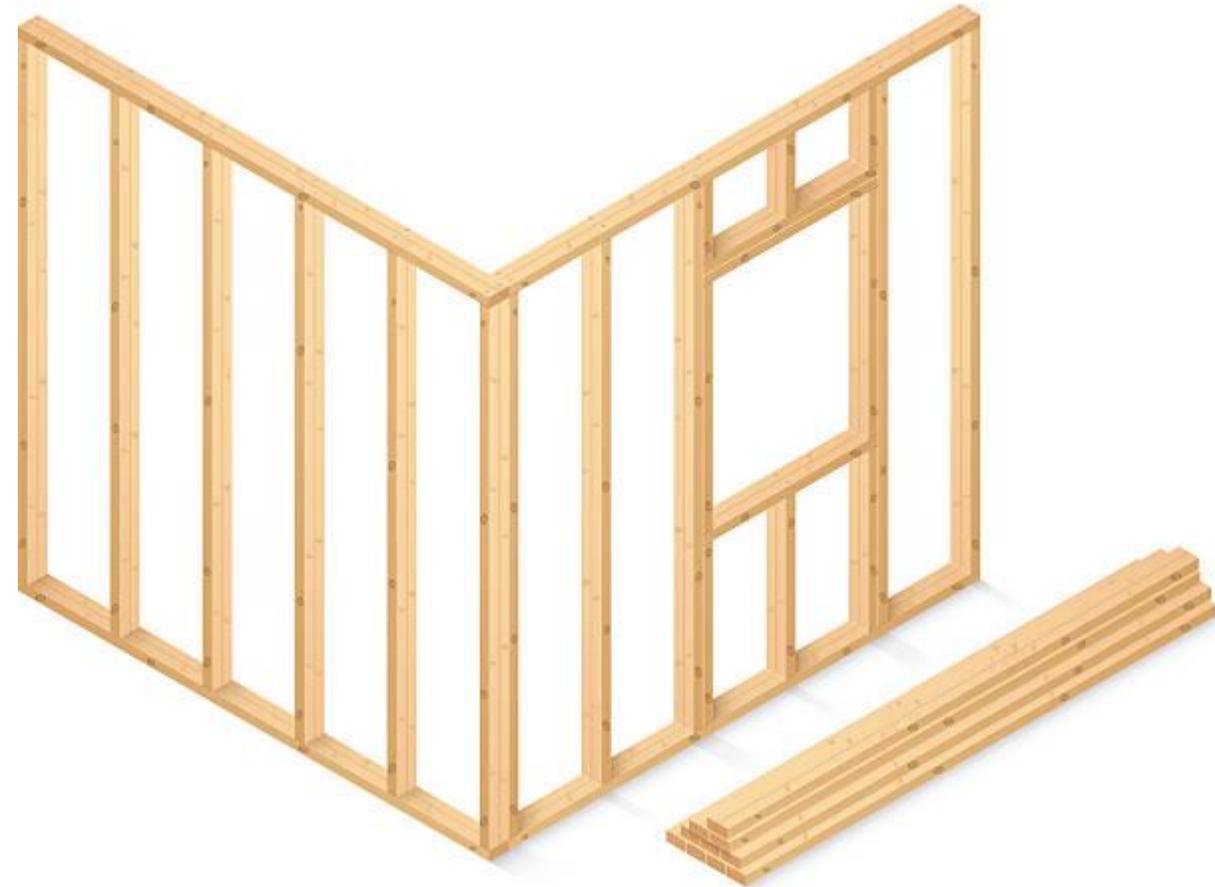
5:30pm	Welcome & Housekeeping
5:35pm	Review of CSC Purpose and Charge
5:45pm	Community Engagement Survey Results
6:05pm	Core Values – Recap of Meeting No. 2 Discussion
6:20pm	Large Group Discussion: LTD's Stakeholders
6:40pm	Breakout Groups: Strategies & Tactics
7:10pm	Reconvene & Share Out
7:30pm	Adjourn

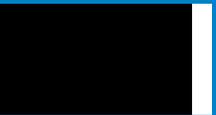
# Why Are We Here?

- Help LTD develop a Community Outreach Framework – a foundational guide for LTD public communication and outreach
- Help LTD understand:
  - What values LTD should uphold when conducting engagement
  - LTD's stakeholders and their varying needs and preferences around communication and engagement
  - Specific communication and engagement strategies and tactics that LTD can utilize

# Community Outreach Framework

- I. Purpose & Use of Framework
- II. Guiding Principles/Values
- III. LTD's Stakeholders
- IV. Strategies & Tactics





# Community Engagement Survey Results

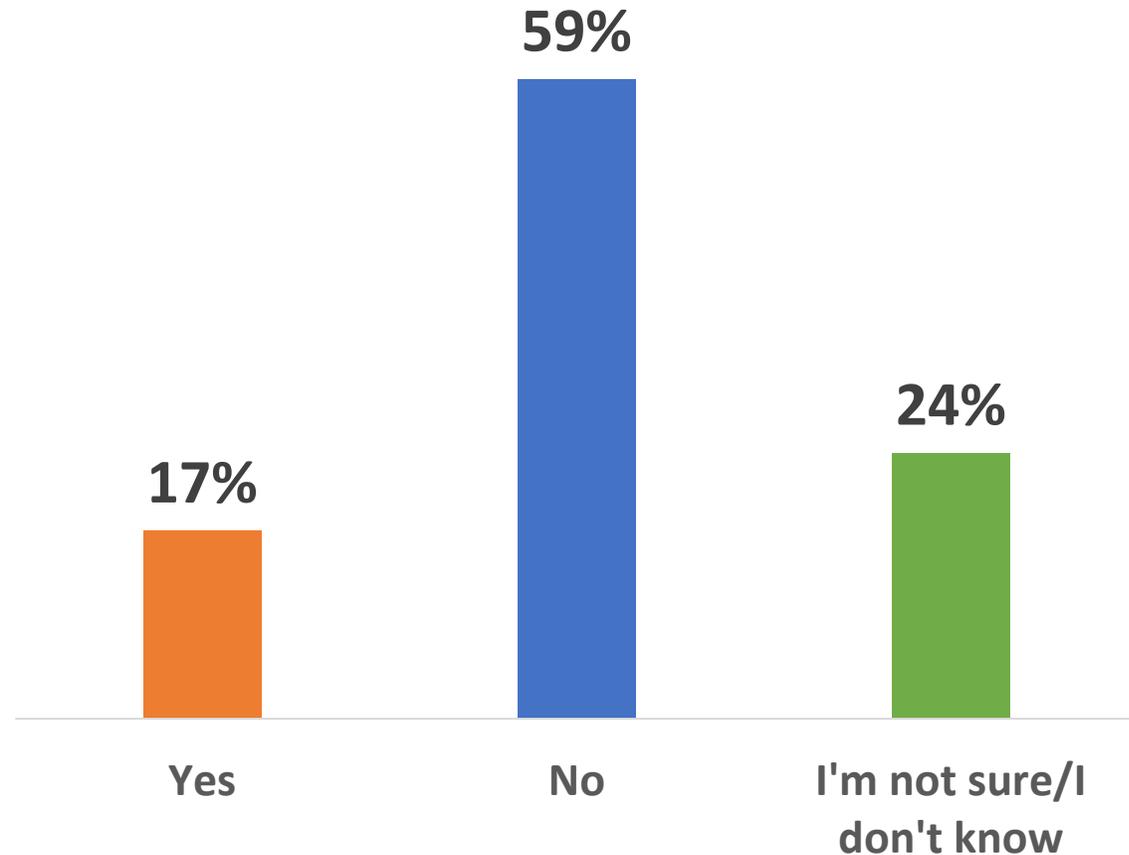
# Community Engagement Survey Findings

- Survey deployed for approx. 6 weeks through a variety of print and digital methods
  - Paper surveys available in English and Spanish distributed by transit ambassadors and at customer service station
  - Digital survey available and promoted by social media, community e-newsletters, station and on board roaming signage, UMO push app, and targeted mailers
  - Raffle to incentivize survey completion
- 913 surveys completed in English and 43 surveys completed in Spanish

# Survey Respondent Demographics

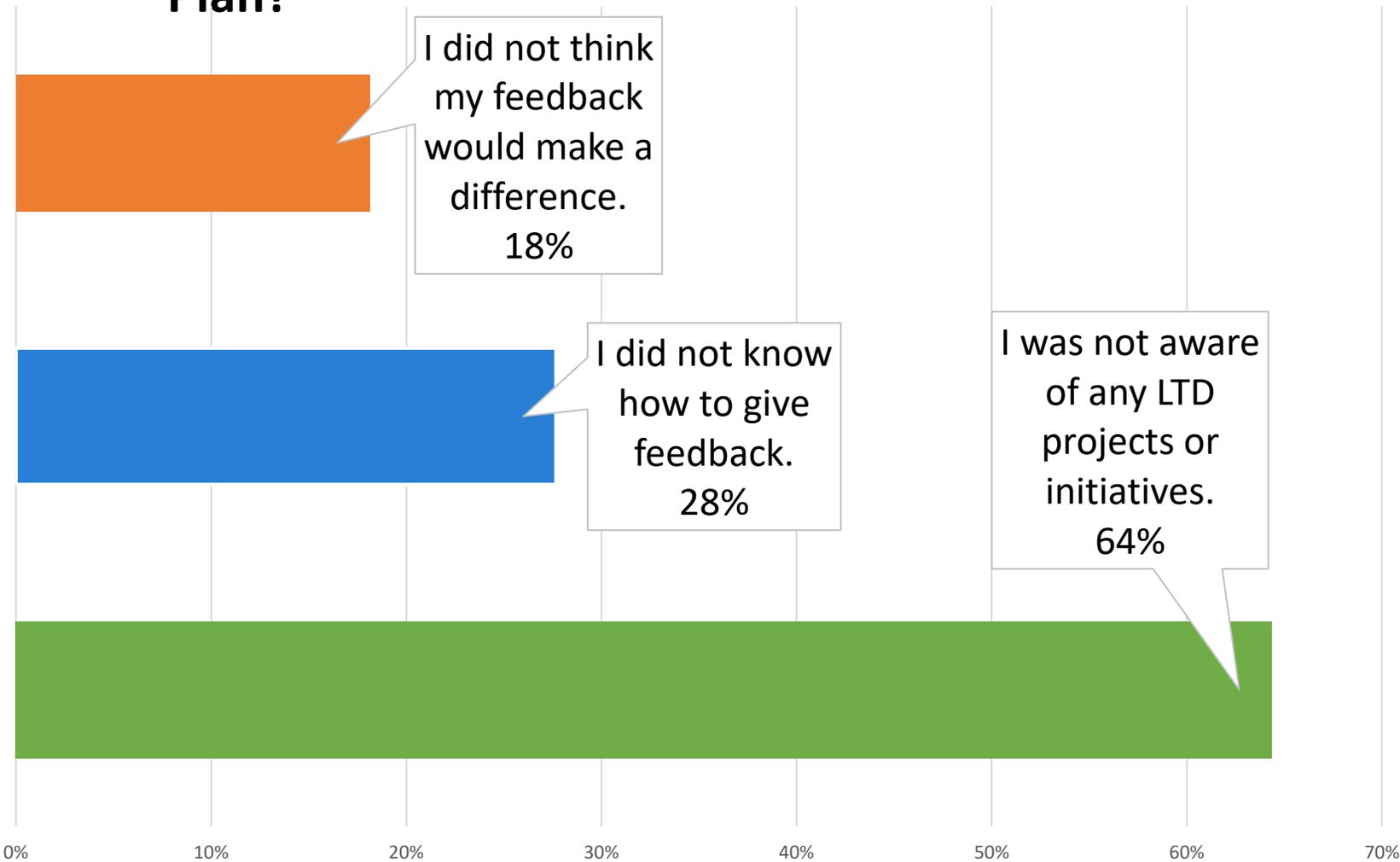
- Average age 45, range is 13-94 years old
- 76% white, 16% Latino, 4% Black, 4% Asian
- 55% female, 33% male, 6% non-binary
- 25% are students
- 49% have household incomes under \$35,000
- 50% ride very often, 20% ride sometimes, 30% ride rarely or never

## Have you ever given feedback or input on any recent LTD projects or initiatives, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan?



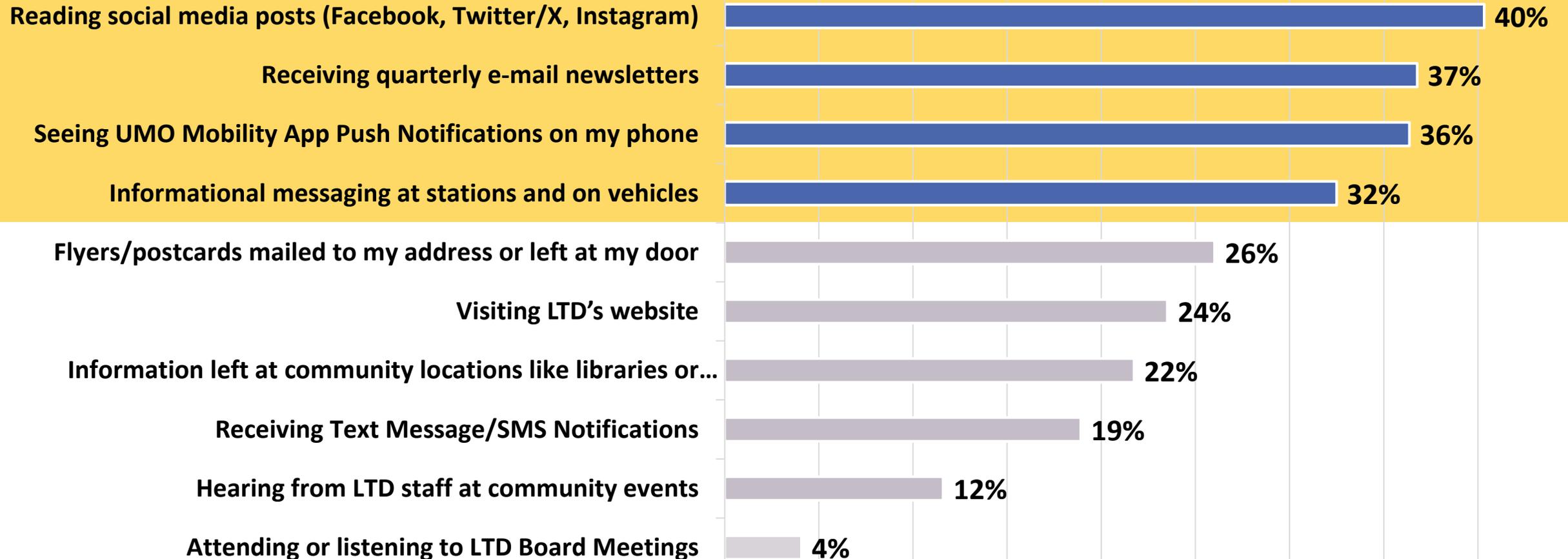
- Close to 60% of survey respondents (n=955) have never given feedback or input on any recent LTD project.
- A quarter of respondents were not sure or did not know.

## What has prevented you from engaging more on recent LTD projects or initiatives, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan?



- 65% of survey respondents (n=955) were not aware of any LTD projects or initiatives.
- Close to 30% of respondents did not know how to give feedback.
- Almost 20% did not think their feedback would make a difference.

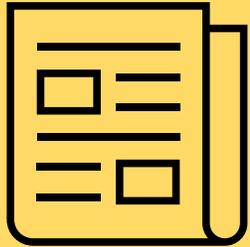
## Which of the following might best help you stay up-to-date on LTD's projects or initiatives?



# In the future, if LTD is deliberating on an issue that is important to you, which of these activities would you most prefer? (Select 3)



## Which of the following might best help you stay involved through the duration of an LTD project or initiative?



**55% Receiving frequent and consistent updates on progress and why decisions were made.**



**20% Having a knowledgeable and responsive LTD staff member who I can contact if I have a question or comment.**



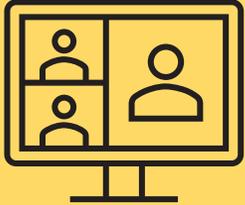
**18% Having more convenient opportunities to provide feedback, such as more conveniently located gatherings, virtual options, or nighttime and weekend events.**

**6% Hearing more from other trusted community leaders, community-based-organizations, and civic institutions on what the project means for them.**

*(% that selected option as number one choice.)*



## How can LTD make participating in events and activities more convenient to you?



**35% Offering more virtual and online engagement opportunities.**



**33% Hosting meetings and events on weekends.**

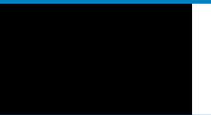
**14% Translating all materials, prioritizing graphics, and using minimal text.**

**13% Offering meeting locations close to work or home or near public transit.**

**3% Providing activities for children to allow caregivers to attend and be attentive.**

*(% that selected option as number one choice.)*





# LTD's Stakeholders & Partners

Large Group Discussion

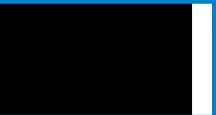
# Guiding Principles for Community Engagement Approach

Data-Driven	Honest & Transparent	Two-Way Dialogue	Accessible	Meaningful
Respectful	Community-First Mentality	Inclusive & Diverse Participation	Timely	Collaborative
Outcome-Oriented	Feedback Loop	Community-Wide	Adaptable	Clarity of Purpose
Multi-Pronged	Continuous Improvement	Active Listening	Fiscal Transparency	Grassroots

# Large Group Discussion: Whiteboard Exercise

Given these values, who are the individuals, groups, organizations, and partners that have a vested interest in LTD?

Are there any groups or individuals that may be harder to reach or potentially overlooked?



# Strategies & Tactics for Meaningful Public Involvement

Breakout Group Discussion

# Breakout Group Discussion

## Instructions

- Breakout into groups of 3 to 4
- Assign one notetaker
- 30 minutes for discussion
- Regroup for whiteboard exercise to share out

## Prompts

- What are strategies that LTD should use for fostering meaningful public participation?
- What tactics would help support or operationalize these strategies?

# Strategies Vs. Tactics

**Strategies:** High-level overarching approach

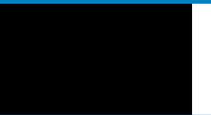
**Tactics:** Specific actions taken to support and operationalize the strategy

*Example:*

**STRATEGY:** Ensure that public feedback is systematically collected, analyzed, and integrated into decision-making processes.

**TACTICS:**

- Develop an internal agency process for responding to and addressing key concerns
- Publicly share how input was considered in the decision-making process.



# Reconvene & Report Out

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# Next Meeting

Meeting No. 4

Nov. 8, 2023

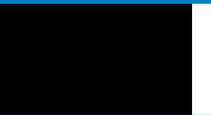
Meeting No. 5

Nov. 29, 2023

Meeting No. 6

Tuesday Dec. 12, 2023

All meetings will take place from 5:30pm-7:30pm at LTD's Board Room located at 3500 E. 17<sup>th</sup> Ave., Eugene, 97403 unless advance notice is given.

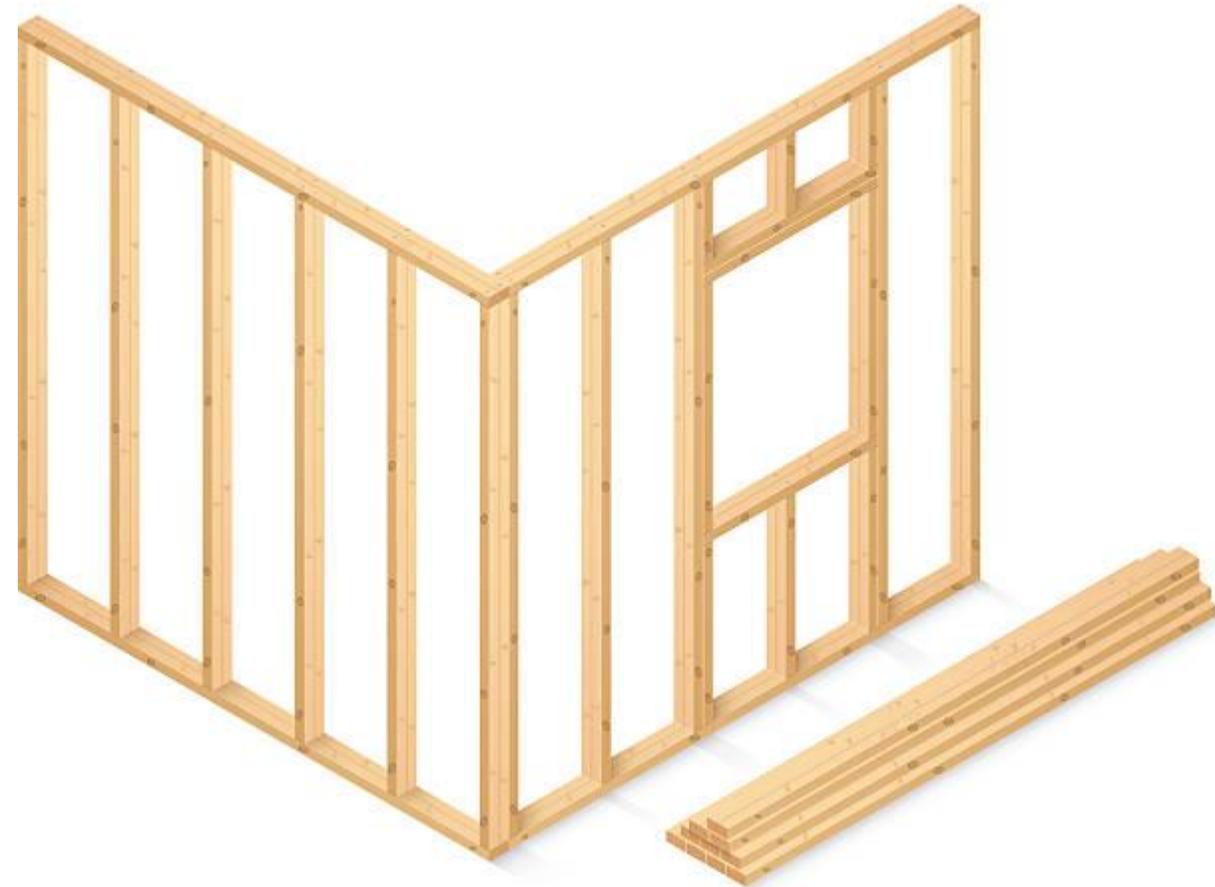


# Appendix

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# Community Outreach Framework

- I. Purpose & Use of Framework
- II. Guiding Principles/Values
- III. LTD's Stakeholders
- IV. Strategies & Tactics



# What is the Community Outreach Framework?

- The Community Outreach Framework will serve as a foundational guide for how LTD conducts community engagement around its projects, policies, and programs in order to build community trust and confidence in its day-to-day work to serve the community.
- While there is no one-size-fits-all approach to public involvement, a scalable framework is envisioned to standardize practices and make engagement efforts more effective.
- The Community Outreach Framework will be shared with collaborating consultants and community partners as projects are kicked-off and specific engagement plans are developed, allowing a check on the completeness and integrity of future LTD efforts.

# Shared Values and Principles for Community Engagement

**Definition:** Fundamental beliefs, guidelines, or standards that both the CSC and LTD agree upon and commit to upholding throughout the engagement process

**Purpose:** Establishing shared values can help create common ground, clarify expectations, encourage participation, minimize conflict, promote accountability, foster inclusivity, and improve decision-making

# Stakeholders – Examples

Riders

Residents

Students

Local Businesses (Owners, Employers, and Employees)

Local Community Government

State and Federal Safety, Regulatory, and Funding Agencies

Non-profit and Social Service Organizations

Advocacy Groups: Environment, Accessibility, Real Estate

Suppliers and Vendors

Partners

# Tactics - Examples

Briefings

Site Visits

Social Media

Public Involvement

Volunteers

Charrettes

Drop-In Centers

Hotlines

Interactive Broadcasts

Interactive Displays

Key Person Interviews

Partner or Community

Hosted Meetings

Telephone Outreach

Public Hearings and

Open Forum Hearings

Public Meetings and

Open Houses

Scenario Planning

Small Group Discussions

Surveys

Workshops

Community-Based-  
Organization

Partnerships

# CSC Programming

	Meeting 2	Meeting 3	Meeting 4	Meeting 5	Meeting 6
Theme	What is important to you?	Who are LTD's stakeholders & how can LTD reach them?	Strategies & Tactics for Engagement	How do these strategies work in practice?	Does this framework capture our discussions?
Objective	<p>LTD listens and learns about CSC's transportation and mobility challenges.</p> <p>LTD listens and learns about what values and principles the CSC wants it to uphold.</p>	<p>CSC and LTD learn about the various stakeholders that LTD serves, considers those that are potentially overlooked, and starts to think about strategies and tactics for reaching these groups.</p>	<p>CSC and LTD identify strategies and tactics for engagement, and how different project types might call for different strategies.</p> <p>CSC and LTD discuss opportunities and challenges associated with strategies.</p>	<p>CSC and LTD apply discussions to a real scenario, giving opportunity to ground truth and test assumptions, and evaluate success.</p> <p>CSC and LTD begin to see how engagement can take shape in practice.</p>	<p>CSC reviews and discusses the draft framework</p> <p>CSC adjourns and continues to serve as a connection to community</p>
Inputs for Framework	Goals and principles for community engagement	Overview of LTD's stakeholders and their varying needs	Strategies & Tactics and Tradeoffs	Ground-Truthing	Comprehensive review

# Features of meaningful public involvement

