



LANE TRANSIT DISTRICT
COMMUNITY STEERING COUNCIL (CSC)
MEETING NO. 4
Wednesday, November 8, 2023
5:30pm-7:30pm

LTD Board Room
3500 E. 17th Avenue
Eugene, OR

PRE-MEETING PACKET

- I. AGENDA
- II. RESPONSIVE DATA REQUESTS
 - a. Community Engagement Survey Results cross-tabulated by riders and non-riders, and by Spanish speakers and non-Spanish speakers
- III. LTD Community Engagement Framework
 - a. DRAFT WORKING COPY: Entails inputs from CSC meetings to date on guiding principles, stakeholders, and strategies and tactics. **Please review this and come prepared on Wednesday to provide any remaining comments on principles and stakeholders.**

 **Community Steering Council**

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AGENDA

- | | |
|--------|---|
| 5:30pm | Welcome & Housekeeping |
| 5:35pm | Rapid Review of Community Engagement Framework Principles and Stakeholders |
| 5:55pm | Engagement Strategies for Different Scenarios
Breakout Group Discussion & Post-It Note Exercise |
| 6:55pm | Regroup and Share Out |
| 7:25pm | Next Steps & Adjourn |

LTD Communication & Engagement Survey Results & Analysis [DRAFT]

Survey Overview

- 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 with QR code
 - Raffle to incentivize survey completion
- 913 surveys completed in English and 43 surveys completed in Spanish

Survey Respondent Demographics

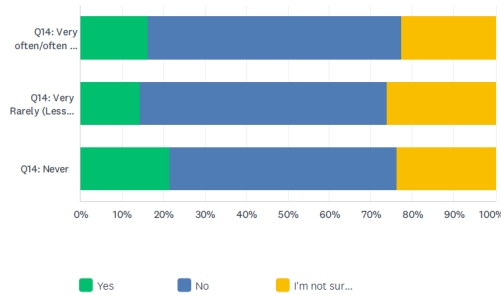
- Average age 45, range is 13-94 years old
- 76% white, 16% Latinx/Hispanic, 4% Black, 4% Asian, <0% Native American
- 55% female, 33% male, 6% non-binary
 - Of Spanish-speaking respondents (n=43) 65% female, 33% male
- 25% are students
- 57% have household incomes under \$45,000.
 - Of Spanish-speaking respondents (n=42) 55% have household incomes under \$45,000
 - Of frequent riders (n=465) 69% have household incomes under \$45,000.
 - Of those that never ride, 31% have household incomes under \$45,000.
- 50% ride very often, 20% ride sometimes, 30% ride rarely or never
 - Of Spanish-speaking respondents (n=41), 40% ride very often, 20% ride sometimes, 40% ride rarely or never

Past Experience Giving Feedback

- Close to 60% of survey respondents have never given feedback or input on any recent LTD project, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan. A quarter of respondents were not sure or did not know if they have.
 - When cross-tabulating based on frequency of ridership, those who rarely ride or never ride were more likely to have given feedback compared to frequent riders.

Q5 Have you ever given feedback or input on any recent Lane Transit District (LTD) projects or initiatives, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan? Select one.

Answered: 618 Skipped: 0

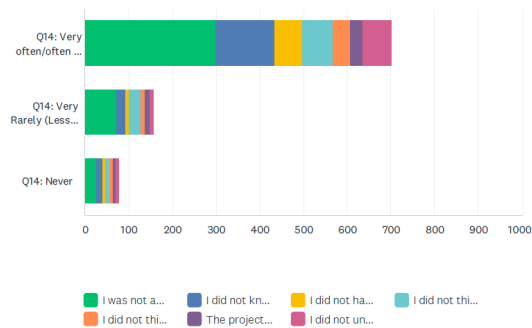


	YES	NO	I'M NOT SURE/I DON'T KNOW	TOTAL
Q14: Very often/often (at least 3 days per week) (A)	16.13% 75	61.08% 284	22.80% 106	75.24% 465
Q14: Very Rarely (Less than one day a month) (B)	14.41% 16	59.46% 66	26.13% 29	17.96% 111
Q14: Never (C)	21.43% 9	54.76% 23	23.81% 10	6.80% 42
Total Respondents	100	373	145	618

- When asked what has prevented them from engaging more, 64% of survey respondents were not aware of any LTD projects or initiatives. Close to 30% did not know how to give feedback, and close to 20% did not think their feedback would make a difference.
 - When cross-tabulated based on frequency of ridership, those who rarely ride or never ride were more likely to think their feedback would not make a difference, compared to frequent riders.

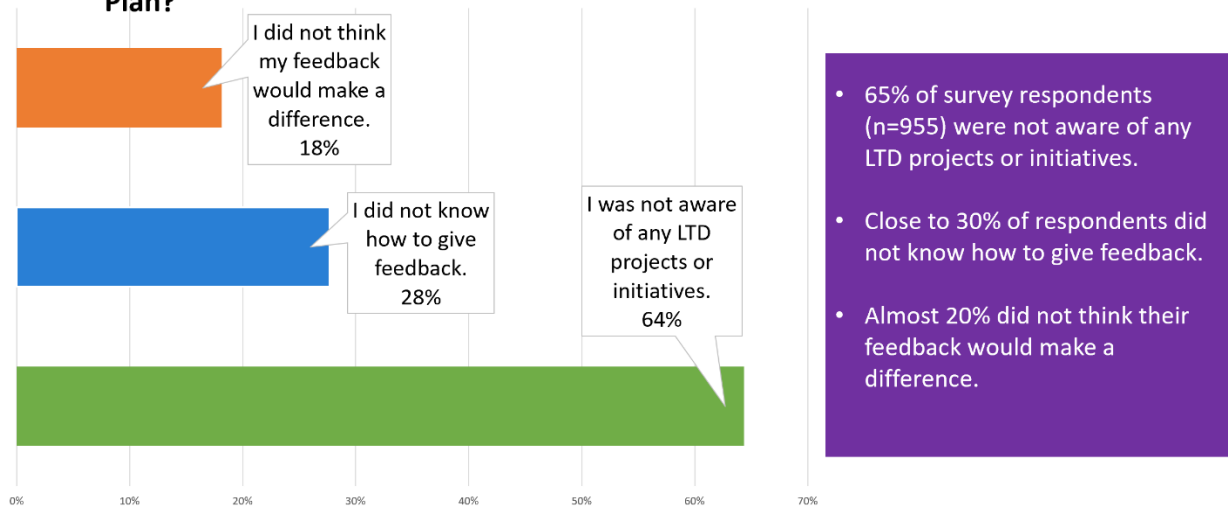
Q6 What has prevented you from engaging more on recent Lane Transit District projects or initiatives, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan? Select all that apply.

Answered: 618 Skipped: 0



	I WAS NOT AWARE OF ANY LTD PROJECTS OR INITIATIVES.	I DID NOT KNOW HOW TO GIVE FEEDBACK.	I DID NOT HAVE TIME TO PROVIDE FEEDBACK.	I DID NOT THINK MY FEEDBACK WOULD MAKE A DIFFERENCE.	I DID NOT THINK LTD WANTED MY INPUT.	THE PROJECTS/INITIATIVES WERE NOT RELEVANT TO ME AND/OR DID NOT INTEREST ME.	I DID NOT UNDERSTAND WHAT THE PROJECT OR INITIATIVE WAS.	TOTAL
Q14: Very often/often (at least 3 days per week) (A)	64.30% 299	29.03% 135 B	13.55% 63	15.05% 70	8.60% 40	6.24% 29 C	13.98% 65	113.43% 701
Q14: Very Rarely (Less than one day a month) (B)	63.96% 71	19.82% 22 A	7.21% 8	22.52% 25	9.01% 10	10.81% 12	8.11% 9	25.40% 157
Q14: Never (C)	64.29% 27	33.33% 14	14.29% 6	26.19% 11	14.29% 6	14.29% 6 A	19.05% 8	12.62% 78
Total Respondents	397	171	77	106	56	47	82	618

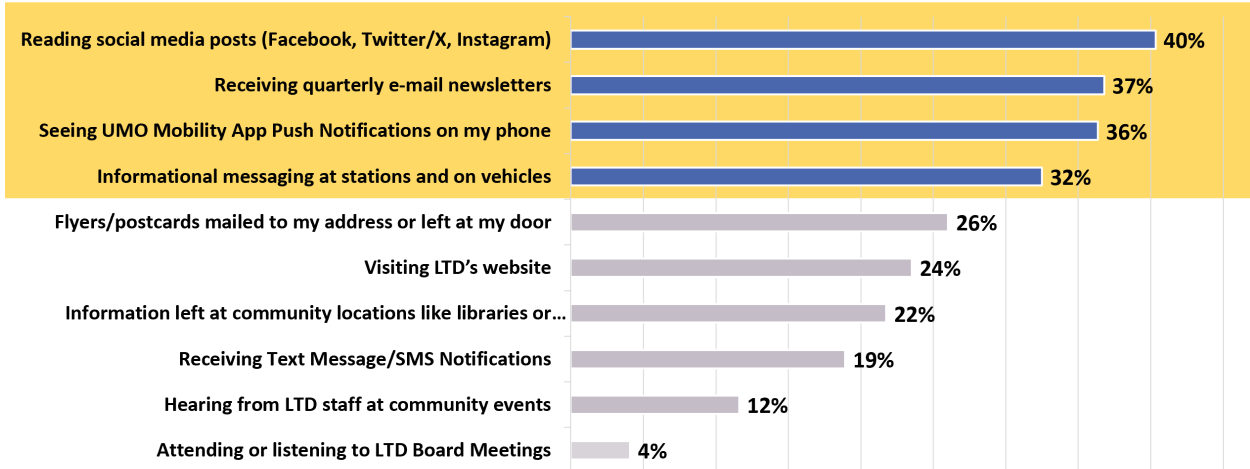
What has prevented you from engaging more on recent LTD projects or initiatives, such as TransitTomorrow, MovingAhead, or the Strategic Business Plan?



- Spanish-survey respondents were more likely to believe their feedback would not make a difference (over 20%) compared to English-survey respondents (over 10%), and they were more likely to not know how to give feedback.

Staying Up to Date on LTD Projects or Initiatives

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



- When asked about what might best help stay up-to-date on LTD projects or initiatives, survey respondents most preferred 1) reading social media posts, receiving quarterly e-mail newsletters, seeing UMO App push notifications, and informal messaging at stations and on vehicles.
- When looking at Spanish-survey respondents only, while they preferred reading social media posts and receiving quarterly e-mail newsletters, they also preferred receiving text message/SMS notifications compared to the general survey population.
- When looking at preferences of frequent riders only, frequent riders most prefer seeing UMO Mobility App push notifications, followed by social media posts and quarterly email newsletters. Non-riders most prefer quarterly email newsletters, social media posts, and flyers/postcards.

	RECEIVING QUARTERLY E-MAIL NEWSLETTERS	FLYERS/POSTCARDS MAILED TO MY ADDRESS OR LEFT AT MY DOOR	HEARING FROM LTD STAFF AT COMMUNITY EVENTS	INFORMATION LEFT AT COMMUNITY LOCATIONS LIKE LIBRARIES OR COMMUNITY CENTERS	READING SOCIAL MEDIA POSTS (FACEBOOK, TWITTER/X, INSTAGRAM)	SEEING UMO MOBILITY APP PUSH NOTIFICATIONS ON MY PHONE	VISITING LTD'S WEBSITE	ATTENDING OR LISTENING TO LTD BOARD MEETINGS
Q14: Very often/often (at least 3 days per week) (A)	31.40% 146 BC	18.71% 87 BC	9.25% 43	22.15% 103	34.19% 159 B	45.81% 213 BC	22.80% 106	3.01% 14 B
Q14: Very Rarely (Less than one day a month) (B)	45.05% 50 A	38.74% 43 A	15.32% 17	16.22% 18	46.85% 52 A	17.12% 19 A	24.32% 27	7.21% 8 A
Q14: Never (C)	50.00% 21 A	42.86% 18 A	7.14% 3	21.43% 9	45.24% 19	11.90% 5 A	26.19% 11	2.38% 1
Total Respondents	217	148	63	130	230	237	144	23

Preferences Around Engagement Activities

- When asked about specific engagement activities, respondents most preferred 1) short, easy surveys that ask preferences on desired outcomes, 2) virtual online meeting formats with the ability to provide feedback and interact with staff, 3) flyers or mailers that give critical information; and 4) in-person open house with ability to review information, speak to staff, and provide input.

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)



- When looking at only Spanish-survey respondents, they most preferred receiving flyers or mailers (20%), followed by short, easy surveys (17%), and in-person open houses (17%).

Staying Involved Through the Duration of an LTD Project or Initiative

- When asked about what would help stay involved through the duration of a project or initiative, survey respondents overwhelmingly selected receiving frequent and consistent updates on progress and why decisions were made. This was the most preferred option across all types of ridership.

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.)

Receiving frequent and consistent updates on progress and why decisions were made.						
	1	2	3	4	TOTAL	SCORE
Q14: Very often/often (at least 3 days per week) (A)	53.45% 248	21.98% 102	14.01% 65	10.56% 49	75.20% 464	3.18
Q14: Very Rarely (Less than one day a month) (B)	55.86% 62	25.23% 28 C	11.71% 13	7.21% 8	17.99% 111	3.30
Q14: Never (C)	61.90% 26	9.52% 4 B	19.05% 8	9.52% 4	6.81% 42	3.24

- However, when looking only at Spanish-survey respondents, respondents most preferred having a knowledgeable and responsive LTD staff member who they can contact if they have a question or comment.

Convenience Preference

- When asked how LTD can make participating in events and activities more convenient, survey respondents preferred more virtual and online engagement opportunities, followed by hosting meetings and events on weekends.
- When asked what time of day was most preferred for activities, late afternoon was most preferred by both English and Spanish survey respondents, as well as across all rider types.

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.) 

Lane Transit District Community Engagement Framework

[DRAFT – WORKING COPY]

- I. PURPOSE AND USE OF FRAMEWORK
- II. GUIDING PRINCIPLES
- III. LTD'S STAKEHOLDERS
- IV. STRATEGIES & TACTICS

II. GUIDING PRINCIPLES

Form/Style of Engagement:

Two-Way Dialogue: Communication or engagement where both parties, such as LTD and its stakeholders, actively participate in a conversation. It involves listening and responding to each other's perspectives and ideas, fostering open and constructive communication.

Accessible: Accessibility in engagement means making information and meetings easy to understand and attend, especially for people with different abilities or language proficiency. Using plain language and hosting meetings that are physically and technologically accessible ensures that everyone can participate.

Respectful: Being respectful in engagement involves treating all participants with courtesy, dignity, and consideration. It entails valuing diverse perspectives and maintaining a respectful tone during interactions.

Active Listening: Active listening is a communication skill where one focuses on understanding and empathizing with the speaker. It involves giving full attention, asking clarifying questions, and providing feedback to demonstrate that you genuinely care about what the other person is saying.

Content of Engagement:

Data-Driven: Being data-driven in engagement means using data and evidence to inform decisions and discussions. It involves analyzing and sharing relevant information to support the engagement process.

Clarity of Purpose: Clarity of purpose means having a clear and well-defined reason or objective for engaging with stakeholders. It ensures that the goals of engagement are understood and align with the desired outcomes.

Fiscal Transparency: Fiscal transparency refers to being open and transparent about financial implications of decisions and choices. It involves sharing information about budgets, expenses, and costs related to decisions.

Outcome Oriented: Being outcome-oriented in engagement means focusing on achieving specific results or goals, rather than simply checking a box by completing the task. It emphasizes the importance of measurable outcomes and impacts.

Process of Engagement:

Feedback Loop: A feedback loop is a mechanism for collecting, analyzing, and acting upon feedback from stakeholders and then sharing how their input was considered and what changes or improvements were made because of this.

Continuous Improvement: Continuous improvement involves an ongoing effort to enhance the quality and effectiveness of engagement practices over time. It includes learning from past experiences and adjusting to better serve the community moving forward.

Adaptable: Adaptable engagement involves the flexibility to adjust strategies and approaches based on changing circumstances, feedback, or evolving community needs.

Multi-Pronged: Multi-pronged engagement refers to using a variety of methods, tools, and channels to reach and involve different segments of the community effectively.

Timely: Timely engagement means engaging with stakeholders at the right moment, ensuring that their input can influence decisions and actions when it matters most.

Grassroots: Grassroots engagement focuses on involving and empowering individuals, such as members of local community groups, to foster bottom-up participation and decision-making.

Intent of Engagement:

Meaningful: Meaningful engagement aims to create a genuine and significant impact on the community or project involved. It goes beyond token involvement and seeks to produce tangible results.

Honest & Transparent: Being honest and transparent in engagement means being forthright, candid, and open in communication, providing accurate information, and avoiding deception or obfuscation.

Community-First Mentality: A community-first mentality prioritizes the needs and interests of the community above other considerations. It places the well-being of the community at the center of engagement efforts.

Reach of Engagement:

Community-Wide: Community-wide engagement involves reaching out to the entire community or a broad cross-section of it.

Inclusive & Diverse: Inclusive and diverse engagement ensures that a wide range of perspectives, backgrounds, and experiences are represented and valued, promoting equity and fairness in the process.

III. LTD's Stakeholders

Education Related:

Child-Care Providers
School Districts (Staff and Students) of All Levels
 Bushnell University
 Lane Community College
 University of Oregon
After School Programs

Residents by Location:

Rural Residents
Suburban Residents
Urban Residents

Tourism & Economic Development:

Tourism Industry & Advocacy
Employers/Businesses – As Financial Stakeholders
Employers/Businesses – Linking employees to transit
Employees as Commuters
Chambers of Commerce
Labor Unions

Public Sector Partners:

Cities and Counties
Safety/Law Enforcement

Housing & Development:

Home Builders/Construction
Different housing tenure (homeowners, short-term, housing insecure, homeless)
Developers (Market rate, affordable, transit-oriented development)
Large Property Managers

Healthcare:

Healthcare providers and large employers
Healthcare users

Transportation Users & Advocacy:

Transit riders (Commuters, Daily Riders, Trip-Chainers, Intentional Users, Those Who Can't Drive)
Drivers
Those Who Have Never Used Transit
Those Who No Longer Use Transit
LTD Operators & Staff
Pedestrian and Active Transportation Groups
BEST
Trade and Professional Groups related to Planning, Engineering, Building, Architecture

Diverse and Minority Groups:

Limited English Proficiency
Limited Literacy
Differently-abled

Tribal Community
At-Risk Groups
 14th Night
 Looking Glass
Immigrants
Minority Ethnic Groups

Community Groups:

Neighborhood Organizations
Community Recreation Centers

IV. STRATEGIES & TACTICS

1. Forward-thinking communication and outreach
 - a. Not just telling community about projects
 - b. Early engagement to learn about community priorities
 - c. Prepare neighborhoods for future engagement
2. Continuous and consistent engagement
 - a. Have LTD ambassadors who are consistently showing up in the community and regularly attend meetings
 - b. Utilize reliable forms of communication to provide updates (Digital, Radio, Newsletters)
3. Be clear about LTD's role in the community to improve transit
 - a. Make it more overt and clear that the role of LTD is to improve transit
 - b. Look for opportunities to be a clear self-advocate
4. Message directly to people LTD wants to reach
 - a. Targeted marketing to those communities
 - b. Engage directly with riders on UMO app
 - c. Consider having a geographically assigned contact person at LTD for easy access for customer communications
 - d. Door-knocking campaign in neighborhoods and with businesses
5. Partner with organizations to build trust and relationships
 - a. Reach communities through existing relationships
 - b. Gauge feedback from these organizations and collect insights
 - c. Involve community collaboration to build sense of pride in specific infrastructure like bus stops
6. Anticipate who may oppose or be critical and include them in early discussions
7. Ensure accessibility of content and participation
 - a. Communications should be in plain language
 - b. Remove barriers to entry and participation
 - c. Go to where the people, riders, neighbors, employees are for meeting locations
8. Create internal audit of LTD policies and procedures on community engagement
9. Uphold hospitality focus / foster service-oriented culture during community interactions to encourage sustained engagement
 - a. Have standard of excellence
 - b. Train staff in customer service
 - c. Offer welcoming amenities to participants
10. Pursue opportunities to be more integrated within communities

- a. Visible community leadership
 - b. Participate in community events even when there is no project/plan involved
11. Consider a marketing/education campaign aimed at non-riders to educate about the benefits of transit to the community to create trust and interest

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