COMMUNITY STEERING COUNCIL (CSC)

Meeting No. 4 | November 8, 2023 | 5:30pm – 7:30pm

Eugene Station

95 JUNCTION CITY

The Bus!
A Service of Lane Transit District

Lane Transit District

LTD.org
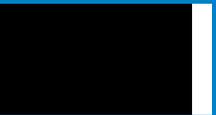
Welcome & Housekeeping

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

Meeting Schedule

Meeting No. 4	Wed., Nov. 8, 2023
Meeting No. 5	Wed., Nov. 29, 2023
Meeting No. 6	Tues., Dec. 12, 2023

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	**Reconvene & Share Out**
7:25pm	**Next Steps & Adjourn**
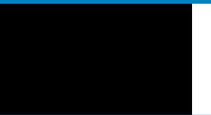
Rapid Review of Community Engagement Framework: Principles & Stakeholders

Rapid Review of Community Engagement Framework: Principles and Stakeholders

- Included in Pre-Meeting Packet is draft principles and stakeholders developed based on inputs and direction from Meetings 2 and 3

- Breakout into groups of 4

- Spend 15 minutes reviewing and discussing any outstanding comments
  - Did we get any definitions wrong? How would you fix it?
  - Anything not well represented?

- Regroup with 5 minutes to flag anything and submit notes at end
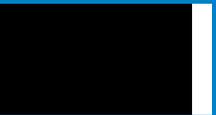
Engagement Strategies for Different Scenarios

Breakout Group Discussion and Post-It Note Exercise

Breakout Group Discussion

- You are tasked with developing an outreach and engagement approach for three different scenarios

- Breakout into 4 groups (we will assign you!)

- Beginning with Scenario 1, spend 15 minutes writing your individual responses on Post-It notes and then place them on the corresponding section on the large poster board

- Then spend 5 minutes as a group reviewing responses with each other, consolidating, and/or clarifying

- Repeat for Scenario 2 and 3

- Total of 20 minutes for each scenario

Engagement Strategies For Different Scenarios

SCENARIO 1	SCENARIO 2	SCENARIO 3
LTD has conducted an analysis that shows ridership will increase dramatically if they make improvements to a specific bus corridor.	LTD is setting priorities for their annual budget.	LTD has identified a need to improve safety and perception of safety on their system.

1. What are the desired outcomes from this engagement?
2. What data should be relied upon during this engagement?
3. What stakeholders should be engaged?
4. What are potential obstacles or challenges to this engagement?
5. What are initial strategies and tactics that may be considered? *(Early thoughts are okay!)*
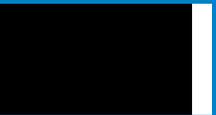
Regroup & Share Out

Each group has 10 minutes to share out their plans for 3 different scenarios

Meeting Schedule

Meeting No. 5	Wed., Nov. 29, 2023
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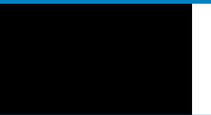
Appendix

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	LTD listens and learns about CSC's transportation and mobility challenges. LTD listens and learns about what values and principles the CSC wants it to uphold.	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.	CSC and LTD identify strategies and tactics for engagement, and how different project types might call for different strategies. CSC and LTD discuss opportunities and challenges associated with strategies.	CSC and LTD apply discussions to a real scenario, giving opportunity to ground truth and test assumptions, and evaluate success. CSC and LTD begin to see how engagement can take shape in practice.	CSC reviews and discusses the draft framework CSC adjourns and continues to serve as a connection to community
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

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

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.

Community Outreach Framework

I. Purpose & Use of Framework

II. Guiding Principles/Values

III. LTD's Stakeholders

IV. Strategies & Tactics
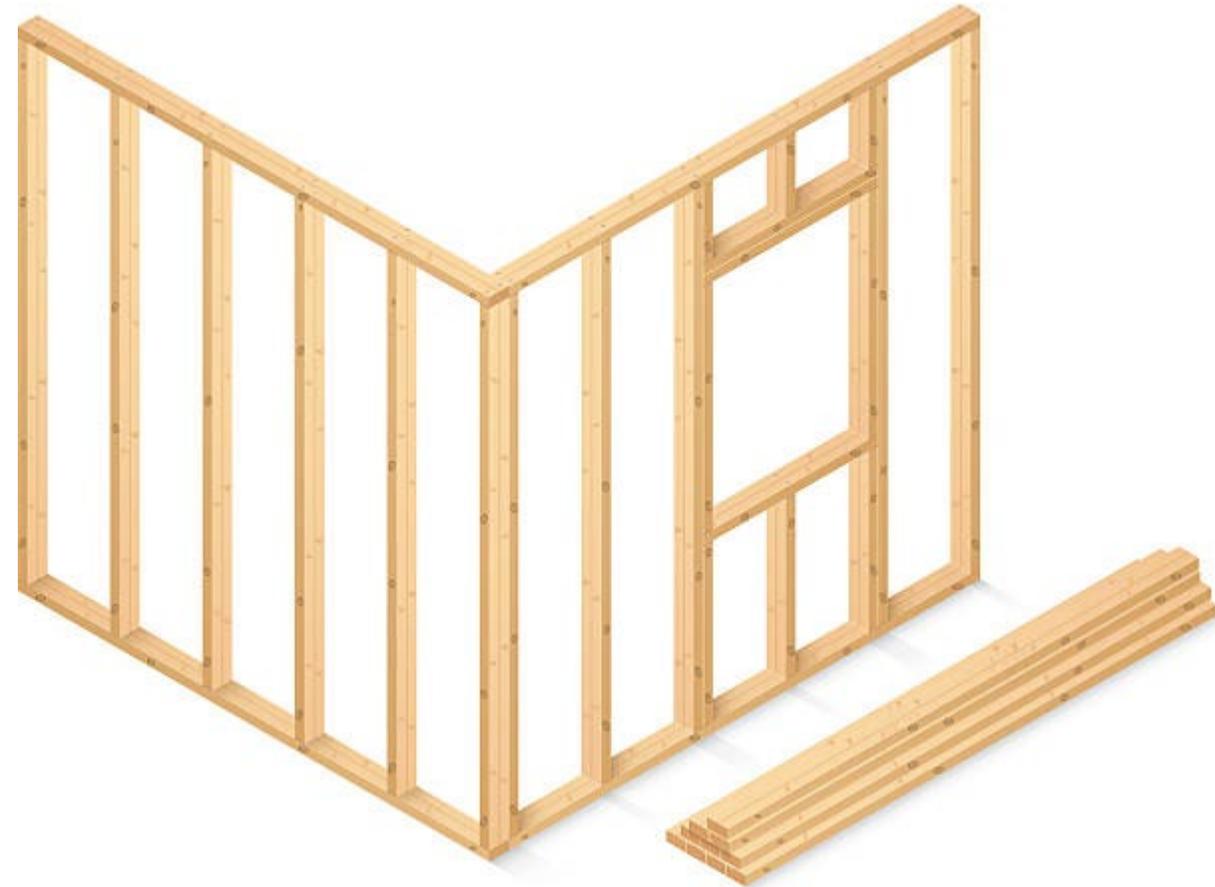
Guiding Principles for Community Engagement

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

LTD's Stakeholders

The individuals, groups, organizations, and partners that have a vested interest in LTD.

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.

Features of meaningful public involvement

1. Understand community demographics

2. Build durable community relationships

3. Understand community wants and needs

4. Involve broad representation of community

5. Use community-preferred engagement techniques

6. Document and share community's impact on decisions

Public Involvement