

# COMMUNITY STEERING COUNCIL (CSC)

Meeting No. 5 | November 29, 2023 | 5:30pm – 7:30pm



Lane Transit District

[LTD.org](http://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. 5

Wed., Nov. 29, 2023

Meeting No. 6

Tues., Dec. 12, 2023

# Agenda

- |        |   |
|--------|---|
| 5:30pm | <b>Welcome &amp; Housekeeping</b>   |
| 5:35pm | <b>Check-in on CSC Purpose &amp; Charge: How Are We Doing?</b>  |
| 5:55pm | <b>Co-Creation in Practice: Thinking Through Challenges, Solutions, and Prioritization</b><br>Large Group and Small Group Discussions |
| 7:20pm | <b>Recap of Discussion</b>  |
| 7:30pm | <b>Adjourn</b>  |



# CSC's Purpose and Charge: How Are We Doing?

Pat Walsh

## Why are we here?

### Problem

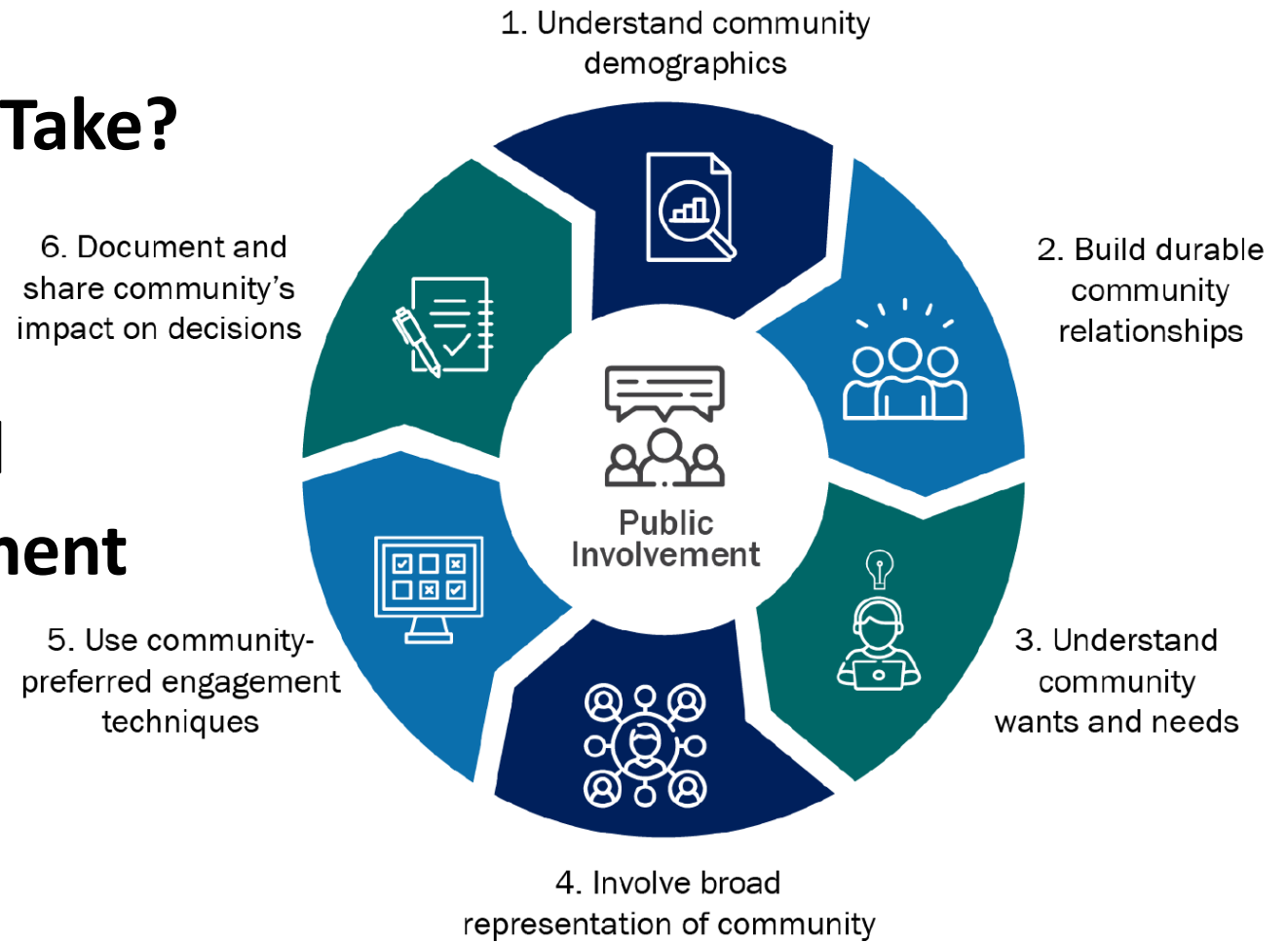
- LTD serves a community that has varying service needs and preferences
- Effective public engagement strategies are critical to identifying and addressing these varying needs
- Without meaningful public engagement, LTD is limited in its ability to deliver positive outcomes for the community

### Desired Outcome

- Create a framework for engagement that helps LTD better understand community expectations
- Begin to re-build community trust and confidence in LTD
- Successfully and confidently deliver projects and programs that help LTD achieve its vision of a more connected, sustainable, and equitable community

# What Will It Take?

## Meaningful Public Involvement





## Framework Components

**Objectives and Scope:** How the framework will be used

**Demographic Information:** The unique characteristics of the community

**Guiding Principles:** Foundational values that underpin LTD's approach and behavior in its interactions

**Stakeholder Mapping:** Exploration of the various stakeholders that make up the public and their unique perspectives/interests

**Preferred Engagement Techniques:** Description of various outreach methods and tools to be employed, considering preferences and demographics

**Feedback Mechanism:** How the public engagement process will be assessed and evaluated

**Training and Capacity Building:** Efforts to build the capacity of the team to successfully uphold the framework

## CSC's Inputs to Framework So Far

### Meetings 1 - 4

- Defining community engagement
- Identifying guiding principles
- Exploring LTD stakeholders, partners, and their varying needs
- Brainstorming preferred engagement strategies and tactics for various scenarios

### Meeting 5 and 6

- Prioritization of strategies and tactics under limited resources
- Unpacking what 'broad support' looks like and how LTD should manage opposition from small, vocal minority
- Metrics and processes for measuring outputs and outcomes

## Additional Inputs to Framework Outside of the CSC

- Community Engagement Survey Results
- Background Interviews
- Small Group Meetings
- Focus Groups
- Best Practices Research
- Public Meetings



# Co-Creation in Practice: Thinking Through Challenges, Solutions, and Prioritization

## What is co-creation? Why are we talking about it?

"two-way dialogue"

"meaningful"

"proactive and early"

"inclusive decision-making"

"shared ownership"

"partnership"

"build community capacity"

### Co-Creation:

A collaborative process where stakeholders, including community members, actively participate in the development, design, and implementation of projects, policies, or services.

It emphasizes the idea that those affected by a decision or initiative should have a direct role in shaping it.

## Community Engagement ≠ Co-Creation

- With engagement, the community's influence is often limited. The public is not involved in the initial stages and planning. They have a role later in the process.
- With co-creation, the community is a thought partner from the beginning of the process.
- All co-creation involves community engagement. But not all community engagement is co-creation.

## Co-Creation: How does LTD uphold this in practice?

- Today will work through three different phases of the planning process— from ideation to implementation
- Will use a combination of large group discussion and some small group breakout sessions
- Will ask probing questions, ask you to consider trade-offs, and push the group to work towards identifying acceptable solutions

## PHASE 1

Based on recent community surveys, public input, and analysis, LTD has received overwhelming feedback from riders and non-riders that first-last mile connections to their bus system need to be improved.

10  
MIN

### LARGE GROUP DISCUSSION

Based on the concept of co-creation, how should LTD move forward to develop a solution?

10  
MIN

### SMALL GROUP DISCUSSION

Since LTD does not have unlimited resources, which is the highest priority?

10  
MIN

Regroup and Report Out



## PHASE 2

LTD and the community have now co-created several potential solutions to improve first-last mile connections. LTD needs to determine which potential solutions have broad support to move forward.

10  
MIN

### LARGE GROUP DISCUSSION

How does LTD determine which solution has broad support?

10  
MIN

### SMALL GROUP DISCUSSION

Since LTD does not have unlimited resources, which of these is the highest priority?

10  
MIN

Regroup and Report Out

## PHASE 3

LTD has gone through Phase 1 and Phase 2, and now has one solution for improving first-last mile connections that it believes has broad support. There is a powerful vocal minority who is critical of the solution.

20  
MIN

### LARGE GROUP DISCUSSION

1. What should LTD do now? What actions does it take with the community?
2. Looking back to Phase 1 and Phase 2, is there anything LTD should have done to proactively manage this?
3. What does LTD communicate publicly?



# Recap of Discussion

# Final CSC Meeting

Meeting No. 6  
Tuesday, Dec. 12, 2023





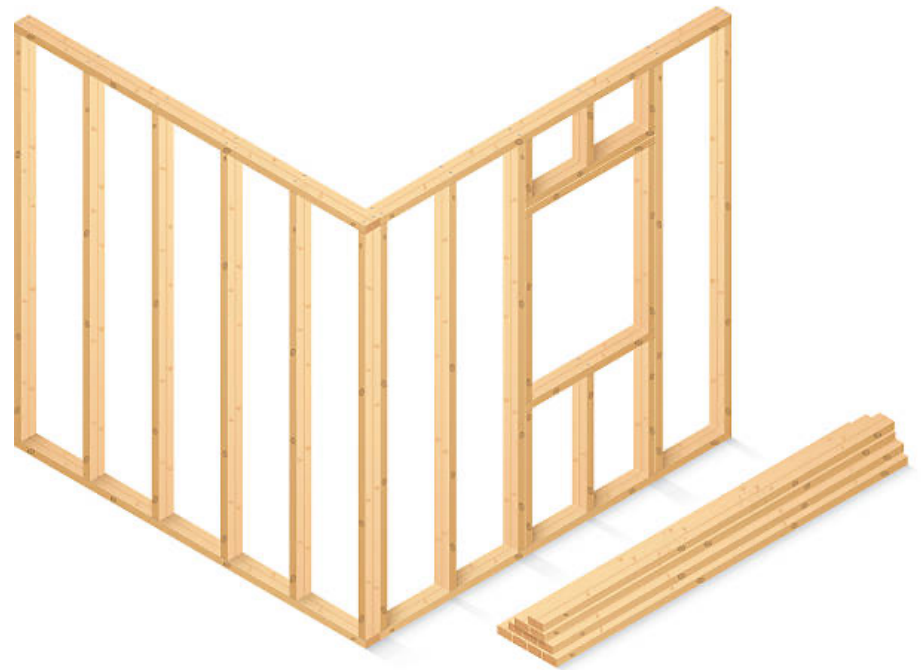
# Appendix

## CSC's Purpose and Charge

- Help LTD develop a Community Outreach Framework
- The Framework is a foundational guide for how LTD conducts community engagement around its projects, policies, and programs.
- The Framework will be shared with LTD staff, community partners, and collaborating consultants as projects are kicked-off and specific engagement plans are developed.

## 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.