

COMMUNITY STEERING COUNCIL (CSC)

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



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. 5

Wed., Nov. 29, 2023

Meeting No. 6

Tues., Dec. 12, 2023

Agenda

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



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

Pat Walsh

Why are we here?

Problem

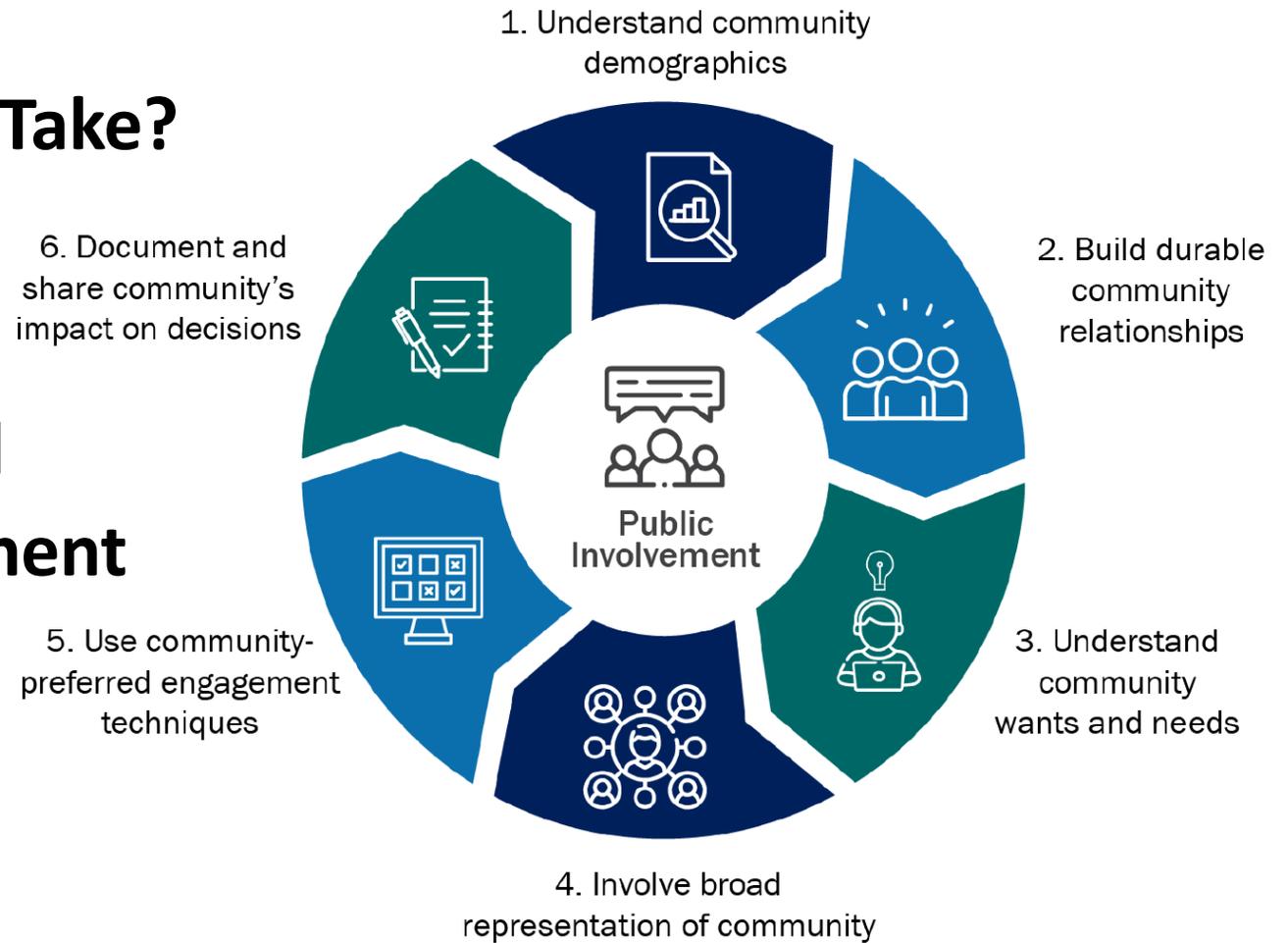
- LTD serves a community that has varying service needs and preferences
- Effective public engagement strategies are critical to identifying and addressing these varying needs
- Without meaningful public engagement, LTD is limited in its ability to deliver positive outcomes for the community

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

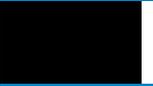
- Defining community engagement
- Identifying guiding principles
- Exploring LTD stakeholders, partners, and their varying needs
- Brainstorming preferred engagement strategies and tactics for various scenarios

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?

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MIN

SMALL GROUP DISCUSSION

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

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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.

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MIN

LARGE GROUP DISCUSSION

How does LTD determine which solution has broad support?

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MIN

SMALL GROUP DISCUSSION

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

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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





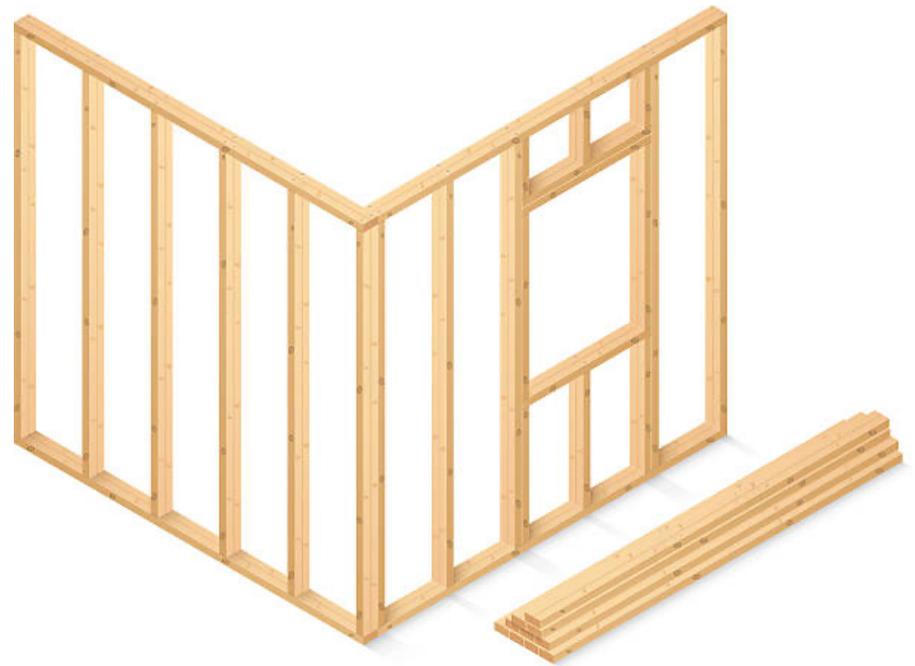
Appendix

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.