Supporting the Regional Vision

Engaging Communities in Transit Development and Sustainability Planning

New Partners for Smart Growth – February 3, 2011
Regional Transit Development Plan
Stakeholder Involvement

- Activities to educate, inform, solicit input and build consensus with community stakeholders:
  - Partners team meetings
  - Stakeholder interviews
  - Project website
  - Social media
  - Online survey
  - Charrettes/Workshops
Regional Transit Development Plan
Stakeholder Interviews

- Over 100 interviews
- 50 Triad agencies/organizations
- Key issues:
  - Transit and transportation
  - Economic development
  - Social and public services
  - Community development
  - Land use
  - Environmental
  - Quality of life
Regional Transit Development Plan
Creating Awareness

- Project website
  - Survey
  - Materials
  - Announcements
  - Social media

- Project fact sheet
  - Inform/educate
  - Create awareness
  - Encourage participation
Regional Transit Development Plan
Social media – Planning in real-time
Regional Transit Development Plan: Vision, values and transit: online survey

- Electronic survey for riders and non-riders
- Sent to listservs and contacts by email
- Announced at community events
- Linked to PART home page and project site
Regional Transit Development Plan online survey …...and the results are in

- 593 respondents
- 79.8% non-riders
- Strong market for potential transit users
- Majority of participants ages 35–64 – emphasis on commuting

Top Transportation Concerns

- #1 ISSUE: Rising costs of gas/driving
- Congestion: 19%
- Aging/deteriorating infrastructure: 9%
- Pollution and environmental impacts: 11%
- Safety and Crashes: 6%
- Other: 12%
Regional Transit Development Plan
Other stakeholder outreach

- Partners team meetings
- Locals officials briefings
- PART board updates
- Stakeholder charrettes
- Public meetings
- Promotion at fairs, festivals and events
Regional Transit Development Plan
How community input shaped the plan

- Creates a “family” of routes
  - Addresses transit dependent and choice riders
  - Expands coverage area
  - Enhances connections among all routes
Regional Transit Development Plan: How community input shaped the plan

- New capital facilities
  - Local stop improvements
  - More transit centers and park and ride lots
- New amenities
  - Sidewalks and bike paths
  - Shelters
RTDP Lessons Learned

- Conduct early and continuous involvement
- Build on ongoing dialogue
- Utilize collaborative teams
- Use multi-faceted strategies and tools
- Go to where the people are
- Be accountable
- Tailor and adapt
The Heart of the Triad
Land use and transportation study

- Collaborative master plan
- 7,500-acre coverage area across two counties
- Plan adopted in June 2010
- Stakeholder engagement:
  - Strategic planning committee
  - Stakeholder advisory committee
  - Heart News newsletter
  - Website
  - Public meetings
  - Planning charrette
Transportation Demand Management
A multi-prong outreach strategy

- Customer Satisfaction Survey
- Triad Commute Challenge
- Joint venture programs with major employers
- Share the Ride NC
Strategies: Ongoing Use of Social Media
Becoming “friends” with PART

First Place
Social Networking: “PART Social Media,” Piedmont Authority for Regional Transit, Greensboro, NC (Grand Award)

Group 1: Public transportation systems with four million or fewer passenger trips annually
Strategies for Effective Outreach

- Use stakeholder involvement plans
- Set evaluation measures
- Determine community context
- Use key leader/stakeholder group interviews
- Leverage web-based technologies
- Employ dynamic meeting approaches
- Target local and regional awareness
- Emphasize grassroots outreach
- Coordinate proactively with the media
- Commit to the process
Sustainable Communities Regional Planning Project

- US Dept of Housing and Urban Development grant awarded in October 2010
- Regional plan to build economic competitiveness
- Connect housing with good jobs, quality schools and transportation
Sustainable Communities Regional Planning Project – TBL

- **Protect natural resources**
  - Provide green infrastructure that binds cities and towns
  - Improve air quality
  - Manage greenhouse gas emissions
  - Reduce energy consumption/foreign fuel dependency

- **Promote community goals**
  - Encourage compact and walkable communities
  - Provide access to affordable housing
  - Strengthen regional partnerships
  - Promote social equity
  - Meet the needs of anticipated demographic changes

- **Support economic development**
  - Expand employment opportunities
  - Attract employers to along transit lines and centers
  - Lower transportation costs
Public engagement approach
- Accessible
- Open and transparent
- Involvement of hard-to-reach populations
- Place-based and citizen-based leadership
Best Practices: A Framework for Community Sustainability and Quality of Life

- Quality of life factors
- Regional setting
- Neighborhoods and community boundaries
- Community assets

Livability Vision
- Regional goals
- Desired futures
- Quality of life interrelationships

Community Context

Sustainable Outcomes
- Performance measures and indicators
- Project effects
- Evaluation over time
Sustainable Communities: A Few Key Questions

- **Determining Context**
  - What are the relationships between the key community quality of life issues?
  - How do these elements relate to community vision and regional/plan goals?

- **Assessing Effects**
  - How are various quality of life elements affected?
  - What tools can be used to address qualitative considerations?
  - How do effects relate to each other and to overall community/regional vision?
Sustainable Communities: A Few Key Questions

- Developing Indicators & Measures
  - What tells us we are moving towards our goals?
  - How do we measure that?

- Sustainable Solutions
  - Do solutions reflect the larger community vision/ framework?
  - Do they support the goals over time?
  - When will we assess progress? update the plan?
Contact Information

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