



Complete Streets Summit

Strategies to Increase Public Participation

July 23, 2014

We can do better than this



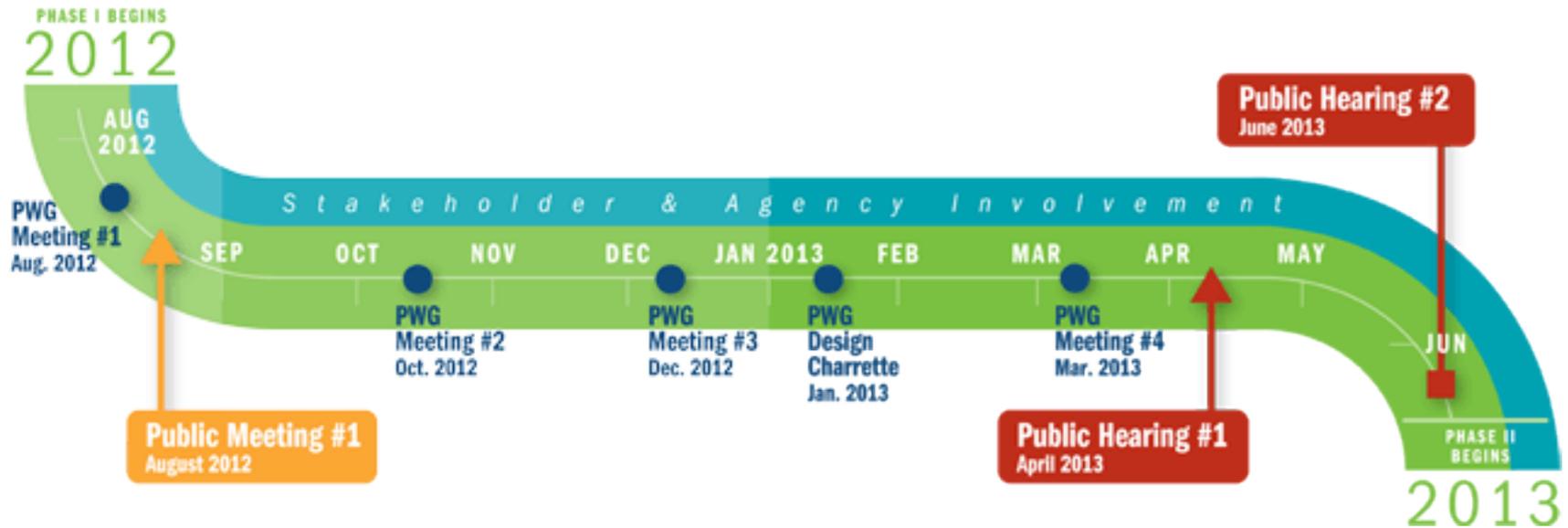
Who is the “public?”



When will you reach each group and what is the purpose?



Circle Interchange | PHASE I PROJECT TIMELINE



Did you get enough public participation?



- Develop a public participation plan with measurable objectives
- Monitor participation levels throughout
- Evaluate effectiveness of strategies against objectives

You can't manage
what you can't **measure**
Peter Drucker



Case #1 – Designing Better Bus Service in Durham

Our Transit Future
Triangle Regional Transit Program



DURHAM AREA TRANSIT AUTHORITY

Designing Better Bus Service in Durham

FINAL PLAN

Presented to:
DURHAM AREA
TRANSIT AUTHORITY

Presented by:
**PARSONS
BRINCKERHOFF**

MAY 2012



Identifying the “publics”



- Customer Survey revealed who was riding transit and what they cared about
- Transit network links populations that were likely to be affected but who typically don't get involved in planning (e.g., disabled, spanish-speaking residents, residents with children working multiple jobs)



Identifying the “publics”



- Influential decision-makers were City Council members
- Stakeholders included:
universities and community college, Chamber of Commerce, Housing Authority, City Government Departments



James E. Shepard, Founder





Stages of Involvement

- Early fact-finding
 - Are the problems that we've seen corroborated through customer surveys and stakeholder interviews?
- Mid-way
 - Informing about existing conditions
 - Seeking feedback on draft scenarios
- Recommendations
 - Reactions to draft recommendations
- Implementation
 - Clear communication about what changes will occur, when and why



Techniques to Engage

- Sounding Board
- Customer Survey
- Going to meet customers/stakeholders on their turf
 - 50+ community stakeholder meetings
 - Partnering with City's Community Engagement Team, Durham Housing Authority and El Centro Hispano
 - Canvassing customers at bus stops and on-board buses
- Ride-along with City Council members

Techniques to Engage



- Sounding Board



Techniques to Engage



Designing Better Bus Service

We need to hear from YOU!

The Durham City Council will vote on the proposed DATA route changes on June 18. Learn about the proposed changes included in Designing Better Bus Service in Durham.

Final Plan at the public meeting on

Wednesday, June 6, 2012
Durham Station, 2nd Floor

5:30pm - Chat with Planning Staff and share your comments about DBBS

6:30pm - DBBS Final Plan Presentation (during DATA Public Input Meeting)

Find out where YOUR BUS is going...
and a FREE Day Pass*
*limited quantities available

DATA is managed by Triangle Transit for the City of Durham and aims to provide Durham with effective transit service—service that builds public support and increases awareness of how public transportation contributes to the quality of life.

 **919.485.PLAN (7526)**

DATA
DURHAM AREA TRANSIT AUTHORITY



Identifying the “publics”



- Transit Customers
- Government Agency Representatives





Stages of Involvement

- Agency stakeholder identification of issues/obstacles to improving access to transit
- Customer Survey of Attitudes/ Identification of Problems
- Customer Prioritization of Comfort/Safety/Access Improvements
- Feedback on Recommendations

Techniques to Engage



CAN YOU SPARE 60 SECONDS?



You can help improve walking routes and bus stops along Fayetteville St, Holloway St, Roxboro St, and Mangum St.

Please take a short survey to tell us what improvements will make the most difference to you.

TODAY!

**Monday, July 23
3pm to 7pm
at Durham Station
Bays A, N, F, & G and
Buses 3, 4, 5, & 6**



triangletransit 

 **DURHAM**
1843

 **Public Transportation Division**
North Carolina Department of Transportation

Case #3 – Durham-Orange Light Rail Project

Our Transit Future
Triangle Regional Transit Program



Identifying the “publics”



- Long List
 - Neighbors and property owners
 - Transit customers and commuters
 - Local government staff and elected officials
 - NCDOT, FTA, NCRR
 - Cultural and recreational interests
 - Business and economic development interests
 - Environmental interests
 - Educational institutions
- Large varieties of people and interests in each

Stages of Involvement



- Voting on a Referendum
- Alternatives Analysis
- Understanding the Project
- Commenting on Options through DEIS
- Participating in Station Design

Techniques to Engage



Techniques to Engage

Our Transit Future
Triangle Regional Transit Program



Durham Station Conceptual Rendering

Techniques to Engage



Contacts



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