Public Engagement

- Project Based
- Service Requirement
- General Planning
Project and Planning
Effective Engagement: Who? and How?

Leveraging Experience and Relationships
- Insights from local experience: key issues and sensitivities
- Experience with targeted participants:
  - Joe Citizen
  - Neighborhood groups
  - Community organizations
  - Consulting parties and interested parties and resource agencies

Using a Mix of New and Traditional Techniques
- Strategies for Engaging:
  - Minority and low income participants
  - Existing and targeted system users
  - Message development and delivery
  - Planned forums and participants
  - New media strategies
# Public Engagement Plan

## Strategies, Techniques, Schedule, Responsibilities, Details: Key Organizations

### Cleveland
- Collinwood & Nottingham Villages Development Corporation
- Collinwood Recreation Center
- Nottingham Civic Club
- Collinwood Homeowners and Tenants Association
- Collinwood Nottingham Historical Society
- Fifth District Police Community Relations Meeting

### East Cleveland
- Fairfax Renaissance Development Corporation
- East Cleveland Development Corporation
- East Cleveland Renaissance Center
- East Cleveland Community Center

### Euclid
- Euclid Community Development Corporation
- East Cleveland Community Center
- Lakefront Community Center
- Juanita Watkins Community Center
- Euclid Library

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Greater Cleveland Regional Transit Authority
Fundamentals

- Collaborative, inclusive, transparent
- Proactive & responsive (Listen)
- Clarify Key “areas of influence”
- Identify involvement goals
- Measure involvement effectiveness
- Adjust to achieve involvement goals
- Demonstrate influence
Efficient and Effective Mix of Traditional and New Media Techniques

- Collaborative Workshop
- Agency Meetings
- Small Group Meetings
- Community Events and Gatherings
- Creative, User Friendly Website
- Neighborhood Outreach
- Social Media Mobile Interfaces
- Educational Video Series
- Visualization
- InfoGraphics and InfoGames

Greater Cleveland Regional Transit Authority
Educational Video Series:

- Project Goals, Corridor Tour, Meeting Invitations & Recaps, Key Issues
Innovative New Media Techniques
Stakeholder Involvement Committee

- Stakeholder Committee Structure
  - Business leaders
  - Community leaders
  - Concerned citizens
- Roles and Expectations
- Strategies
- Staff Responsibilities
- Project Staff
NEAP AWARD WINNING PROGRAM
Service Reductions and Fare Increase

- GCRTA proposed cutting $4M in services affecting 1.8% of customers
- GCRTA proposed increasing fares to yield $3.5M
Service
Methods of outreach

- Media Releases
- RTA Website
- Twitter/Social Media
- Traditional Public meetings
Service Reductions and Fare Increase

- Held 16 public meetings throughout service area
- Many additional smaller meetings
- 5 month comment period
- 2 Board of Trustee meetings prior to approval
Limited English Speaking Households

Public Meeting with Spanish Interpreter
(Main Office Building, Sagrada Familia Catholic Church, and Gunning Rec Center)

Percent of Limited English Households
- 0.01% - 5%
- 5.01% and Higher

Greater Cleveland Regional Transit Authority
Public Meetings
Results

Fare structure altered

- Saves $3.0M
- Increases phased over 2 year period
- Restructured increases
- Increases changed for Paratransit riders
Lessons Learned

- No such thing as too much communication
- Use every mechanism available
- Don’t assume everyone is connected to social media
- Go to where the people are
- Listen
- Demonstrate evidence that you are listening
Questions

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Results

Service

- 21 routes proposed to be reduced or cut
- Final reductions were changed by 33%
  - Hours extended
  - Routes not eliminated