Public & Stakeholder Communications

to Create More Support for Your

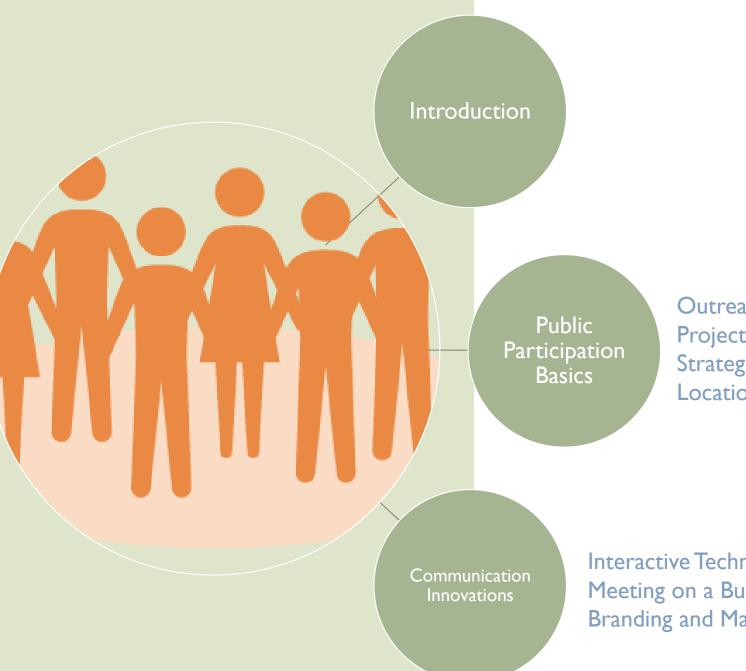
Transit System

April 2025: Presented by the KFH Group, Inc. Arizona Transit Association









Outreach with a Purpose Project Goals and Experiential Goals Strategies for Success Location, Location, Location

Interactive Techniques Meeting on a Bus Branding and Marketing





30 Years of Transit Planning

Over 1,000 Public/Stakeholder Engagements

Leaders in Transit Innovation (and tried and true)

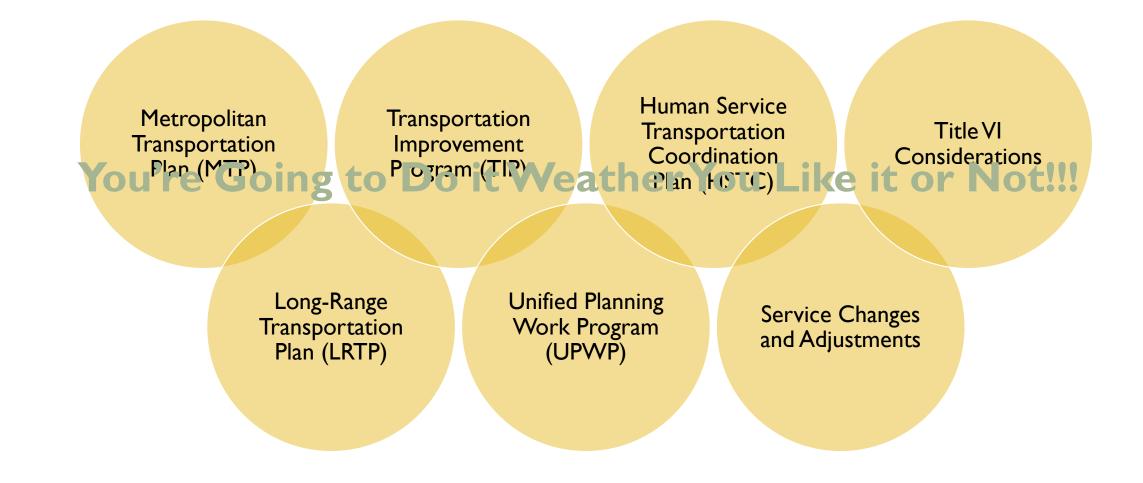
Focus on Collaborative Relationships with the Community, Stakeholders and Staff

Works with over 20 tribal communities in the past 5 years (NM Pueblos, Navajo, Hopi, Couer 'd Alene, and several more)

What is Innovation?



Public Participation and Transit





Outreach With a Purpose (Basics)

- I.What is the Purpose of the Meeting?
- 2. What is your Role?
- 3. Formulate a Focus Question/Statement
- 4. Who is the Intended Audience?
- 5. Set up the Room (or Process) to Facilitate the Right Outcomes
- 6. Inclusivity? (ADA)
- 7. Set the Rules (Gently)
- 8. Ensure Engagement of all Participants
- 9. Are you Listening?
- 10. Keep the Group on Task?
- II. Sum Up the Event. What was Accomplished?





This is how the public starts to take ownership of the outcomes. This becomes the community's plan not the Agency X plan.

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Project and Participant (What's the Structure?)

Waste of Time v. Rewarding and Valuable

Irrelevant v. Relevant

Not Productive v. Productive

No Follow-Up v. Follow-Up Clearly Defined



Long v. Natural Ending and Schedule

No Agenda v. Flexible Agenda with Agreed Upon Purpose

Conversation Veers v. Focus According to Participants Issues





Tone

Technical and Boring v. Inspiring and Engaging

Fearful and/or Disrespected Participants v. Relaxed and Engaging

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Only 'Safe' Ideas articulated v. All Contributions Valued

Braggadocios/One-Sided Communication v. Inclusive, Genuine, and Constructive

Leader Dominant v. Discussion Encouraged





Side Conversations, Some Participants Don't Participate, Unknowledgeable Facilitators, Lack of Listening v. All Parties Equally Engaged



• GROUP

Strategies for Success (Basics)

Venue

Room Set Up to Clearly Favor Some Participants v. Egalitarian Set Up to Signify All Voices Are Equal

Cold and Rigid Atmosphere v. Comfortable and Pleasant Location

Location is Always Important but Particularly For Contentious Topics

Does the Location Set an Us vs. Them Dichotomy?

Is it Accessible?

Can You Take Transit to the Meeting?

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Are You Holding a Mid-Afternoon Meeting Without Coffee?

Are You Holding a Mid-Afternoon Meeting Without Coffee?





Innovations

Keep it Interactive

Making the Best of Mandates

Technology

- Mapping (Everybody Get a Marker and Stickers)
- Dot Democracy

- Ensuring Participation on Esoteric Topics the Public Doesn't Care About (see: Coordination)
- Quality over Quantity (Sign-In Sheets are Overrated)
- Public outreach is a great way to market services

Bring the Meeting to The People

• Meeting on a Bus



Making the Best of Mandates

Quality Over Quantity

Contract/Scope requires a "Public Meeting?" Expand and Adapt!

Can a Focus Group take the place of a "Meeting?"

Ride the Services! Talk to the Customers!

Document! (you probably do more outreach than you give yourself credit for)





Making the Best of Mandates

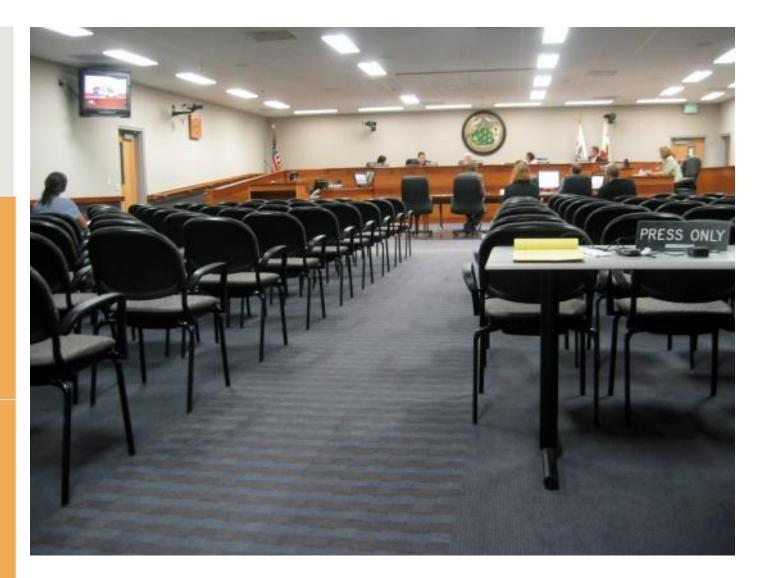
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Coordination Planning the place of a The Public Doesn't Care About Coordination

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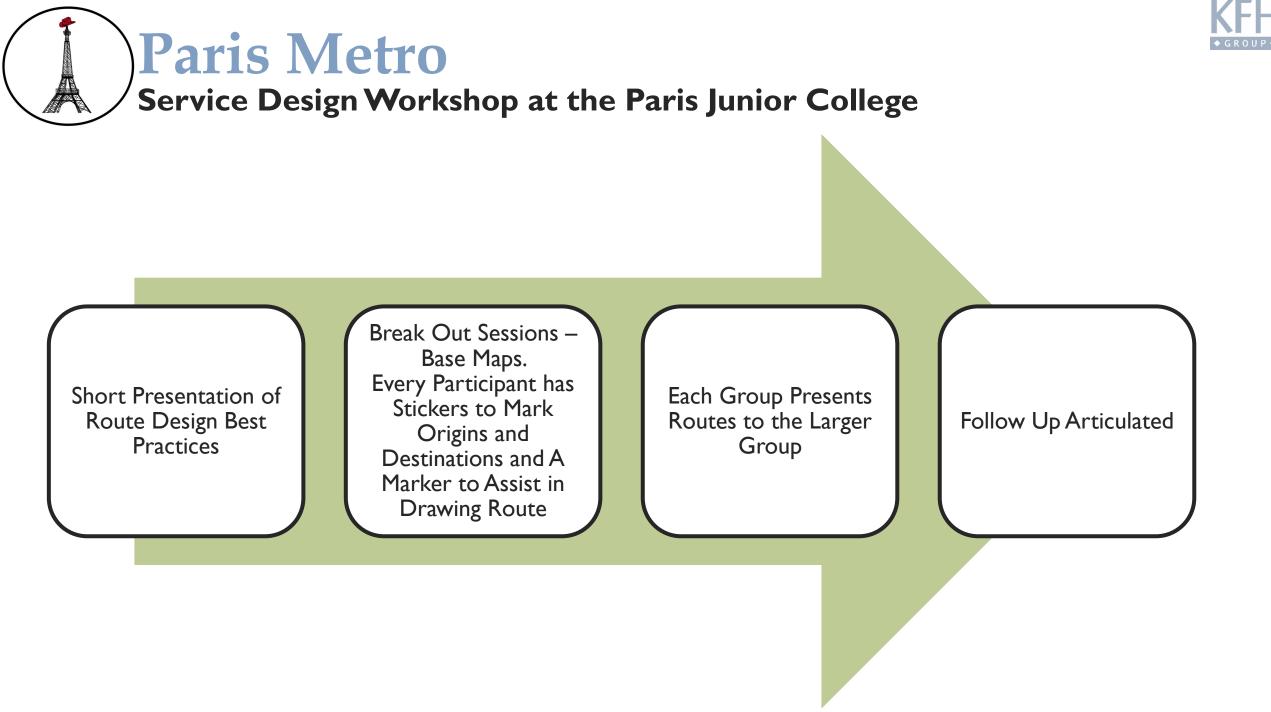
Make it About Service!!! outreach than you give yourself credit for)

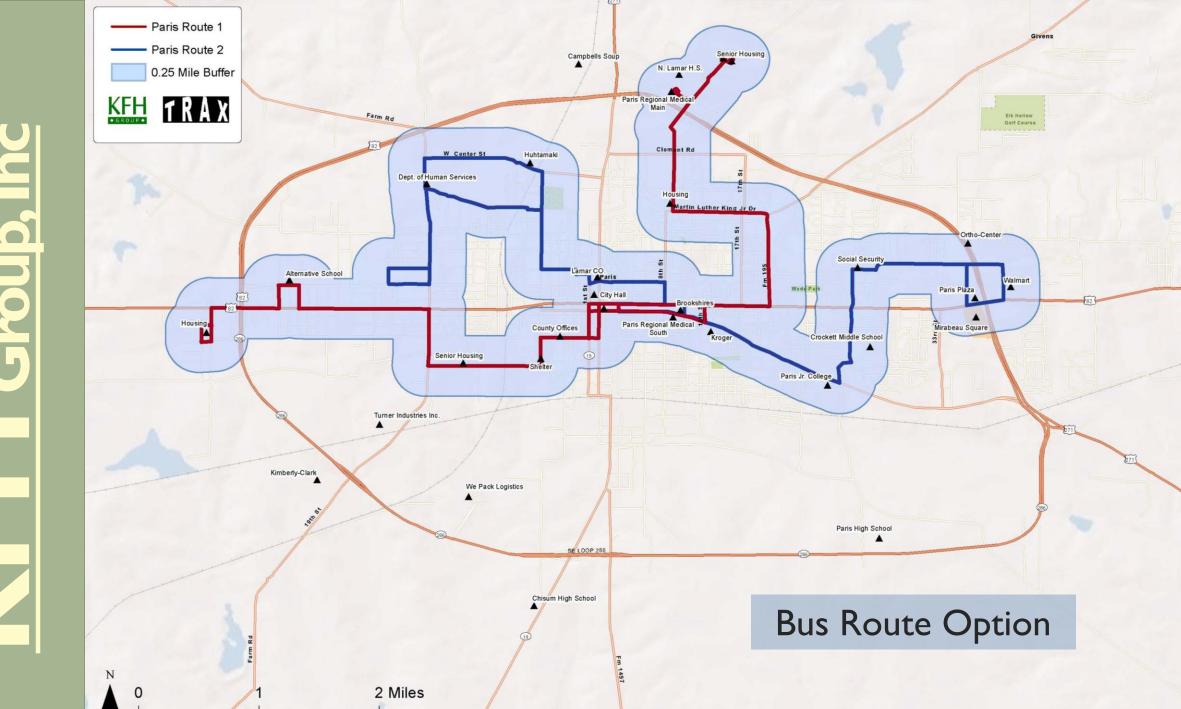




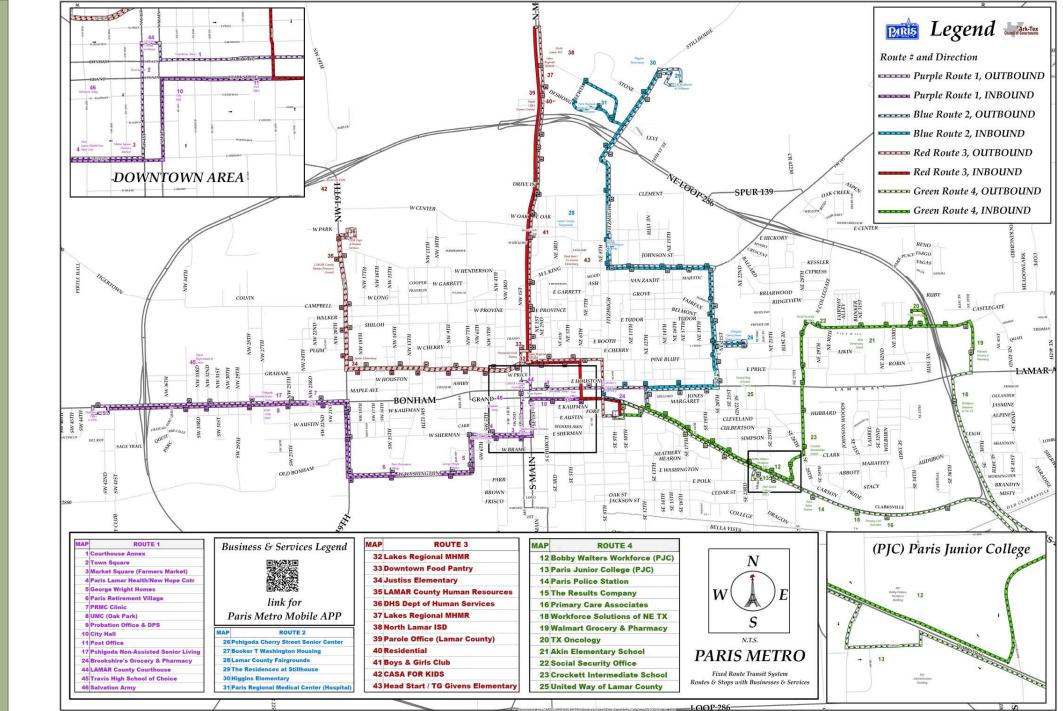


Paris Texas – Groundswell of Community Support for a Bus Service





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These routes were not the City's proposal or the consultant recommendations. These were the routes the **public designed**. They had agency to design the system. They owned these routes.



What's in a Brand? (Marketing and Branding)

"There's a bus service here? I lived here all my life and didn't know there was a bus."





Branding: Looking Good!



- Your vehicles are rolling billboards they reflect on your service
- Avoid institutional white
- Attractive logo, design

Everyone in the service area should know the system!











Branding: Being Noticed in a Good Way!



After the re-branding, ridership went from **100 trips per month to 600 per month.**

They "didn't know there was a transit system here."



Branding: What's in a Name?

Just because you can pronounce an acronym, doesn't mean you should use it. For example: CUATS, ETHRA, SCAT

A name should mean something and instantly recognizable as the local transit system. It should be reflective of the community and/or the service, catchy, simple, and easy to remember.

Examples: El Paseo, The Blue Bus, Paris Metro, The Hop, The Wave, and Hopi Senom Transit.



Activity Centers

Farmers Markets COLUMN TWO

THE OWNER WAS

100

Swap meet

County Fair, etc. Tak



Maps

Surveys

Dot Democracy

One-on-One conversations

Allows People to Get Comfortable with the Service and Vehicles





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Roundtable Discussion

What are you doing well? (What is Working)	What are you struggling with? (What is not Working)	What are some things you'd like to try?	Are there any activities you are afraid to try?