



**Board Report**

**File #:** 2017-0644, **File Type:** Informational Report

**Agenda Number:** 13.

**PLANNING AND PROGRAMMING COMMITTEE  
NOVEMBER 15, 2017**

**SUBJECT: PUBLIC PARTICIPATION PLAN FRAMEWORK  
FOR THE LONG RANGE TRANSPORTATION PLAN  
UPDATE**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

RECEIVE AND FILE the Public Participation Plan framework for the Long Range Transportation Plan Update, included as Attachment A.

**ISSUE**

This Public Participation Plan outlines an approach and strategy for community and stakeholder engagement for the Long Range Transportation Plan (LRTP) Update.

**DISCUSSION**

**Background**

At the September 2017 Board meeting, staff presented an introduction to the 2009 LRTP Update which included a schedule in the Summary Work Plan (Attachment B) identifying the release of a Public Participation Plan in fall 2017.

The modular, comprehensive and dynamic approach of the LRTP will provide a clear, comprehensive vision for Metro’s role in improving the lives of those we serve and how to make it happen. One of the four guiding themes for the LRTP is public engagement, acknowledging the critical role of a broad and strategic public engagement process reflecting our diverse communities and stakeholders. Decision-making will be guided by input received through the engagement process.

Depending on the module topic and the audience, outreach will either expose, educate, or engage the public and Metro stakeholders. Expose refers to generating awareness. Educate refers to providing a foundational understanding to facilitate effective and informed engagement. Engage refers to actively listening, learning and responding, either at the outset or in response to a proposal.

**Approach to Public Participation**

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The purpose of the Public Participation Plan is to guide engagement with stakeholders and the public while garnering meaningful input in preparing the LRTP Update and educating about Metro. The goals of the Plan consist of inclusive outreach activities that will meet the following guiding principles:

- Provide outreach materials that are **relatable** to the target audiences;
- Ensure opportunities for **inclusive** public input;
- Tailor outreach that is **creative** and **customized** for the target audiences;
- **Reach out** in a comprehensive manner, to ensure broad representation across all regions, ethnicities, and socioeconomic groups, including the low-income and/or historically-underserved communities; and
- Engage the public in a **transparent** manner.

The strategy for public participation will include four rounds of public engagement, including:

- Round 1 - Baseline understanding, to be conducted in spring 2018
- Round 2 - Values framework, to be conducted fall 2018
- Round 3 - Alternative investment scenarios, to be conducted winter 2019
- Round 4 - Final LRTP, to be conducted winter 2020

In addition to these formal rounds of public engagement, outreach will continue online and via other media channels throughout the development of the LRTP.

### Concurrent Coordination

Public engagement on the LRTP Update will be coordinated with concurrent, related agency-wide initiatives, including the NextGen Bus Study/Plan and the Countywide Bus Rapid Transit Study/Plan. Effective public engagement on a project of this scope and in a county this large and diverse takes time and an innovative approach.

### NEXT STEPS

Staff will procure consultant support services to further develop and implement the Public Participation Plan in early 2018. Staff will also continue to keep the Board informed of the status of the LRTP by returning quarterly, as identified in Attachment B.

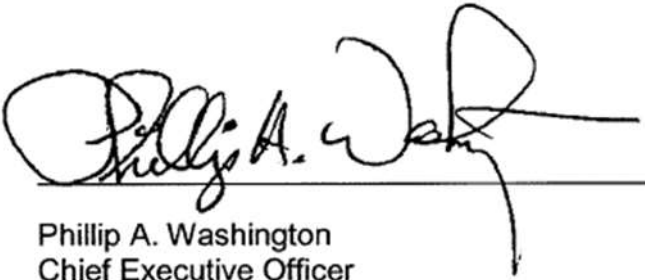
### ATTACHMENTS

Attachment A - Public Participation Plan Framework

Attachment B - Summary Work Plan, Key Deliverables and Schedule

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Phillip A. Washington  
Chief Executive Officer

# Attachment A

## Public Participation Plan Framework

### PURPOSE

The purpose of the Public Participation Plan for the Long Range Transportation Plan Update (LRTP) is to guide engagement by Metro with stakeholders and the public to garner meaningful input in preparing the LRTP Update, while educating about Metro.

### BACKGROUND

The LRTP will be a comprehensive, long-term plan to guide Metro's investments and decision-making to plan, design, build, operate and manage a regional transportation network for Los Angeles County that supports and integrates the county's complementary planning efforts, and addresses the needs and wants of its communities and partners.

### GUIDING THEMES

To ensure the LRTP process is inclusive of Los Angeles County's diverse needs and aspirations, Metro has established guiding themes for the LRTP, which reinforce consistency and continuity across all of its modules. These themes are as follows:

1. Public Engagement and Analytical Rigor
2. Equity, Environment and Health
3. Financial Discipline and Economic Development
4. Innovations, Resiliency and Adaptability

### GOALS

With the passage of Measure M, Metro is committed to ensuring transparency in the delivery of projects and programs, as well as how we engage and relate with the public. The following sections identify and describe the goals of the Public Participation Plan, the tools and outreach activities necessary for inclusive public participation, and a customized implementation strategy for this engagement process.

The goals of the Public Participation Plan consist of inclusive and creative outreach activities that will:

1. Engage the public at all levels and throughout the development of the LRTP.
2. Ensure the guiding themes are integrated to ensure inclusive public input.
3. Ensure comprehensive engagement is broad across all regions, ethnicities, and socio-economic groups, including the low-income and/or historically-underserved communities.
4. Enhance relationships with local governments, agencies, and stakeholders to develop a comprehensive plan reflective of the transportation needs of LA County.
5. Ensure coordination with overall Metro messaging and that outreach is supportive of and coordinated with other agency initiatives including NextGen Bus Study and other studies.

### MODULAR APPROACH

The LRTP will be modular comprised of key building blocks consisting of a closely related group of public engagement activities, tasks, deliverables and milestone check-ins with the Board of Directors.


Milestone check-ins with the Board allow for direction and decisions at key points in the process that are needed to guide how the effort of preparing the LRTP moves forward. Work on the modules will occur in a methodical manner over a temporal continuum, yet be iterative across all modules until a final LRTP is adopted by the Board, which then solidifies them into a cohesive whole.

# Attachment A Public Participation Plan Framework

## PUBLIC ENGAGEMENT STRATEGY, TIMELINE AND ACTIVITIES

Depending on the module topic and the audience, our outreach will expose, educate, and engage the public and Metro stakeholders. Expose refers to generating awareness. Educate refers to providing a foundational understanding to facilitate effective and informed engagement. Engage refers to active listening, learning and demonstrating responsiveness, either at the outset or in response to a proposal. To complement the four rounds of public engagement described below, Metro continuously will engage the public via online and other digital media throughout all stages of the development of the LRTP.

### Timeline of Public Engagement

Public Engagement Rounds	Spring 2018	Fall 2018	Winter 2019	Winter 2020
<b>Continuous public engagement via online and other digital media during LRTP development</b> 				
Round 1: Baseline Understanding				
Round 2: Values Framework				
Round 3: Alternative Investment Scenarios				
Round 4: Final LRTP				

### Spring 2018: Round 1

#### Baseline Understanding

The first round of public engagement will consist of listening and learning from our stakeholders about their needs, challenges, and opportunities as they pertain to developing a sustainable and practical transportation network that will work for them over the long term. To achieve this goal, we will engage the public and a diversity of stakeholders through a variety of communications tools and methods, such as subregional meetings, online engagement and telephone town hall discussions, social media postings and awareness ads. During this engagement round, Metro will present and describe our existing conditions and future commitments based on adopted plans, programs, practices and key financial assumptions. This will explain what Metro has now, or has committed to having in the future, and the impact those baseline commitments exert on available resources and other needs that may be identified. After conducting this engagement round, we will compile the input received and prepare a Public Engagement Report that will be presented to the Board for their consideration.

### Fall 2018: Round 2

#### Values Framework

The second round of public engagement will be based on what we learned from Round 1 of our public engagement process. Key questions raised in previous modules will begin to be answered in this module, as part of an ongoing, dynamic process. Also, we will engage our diverse stakeholders to explore the guiding themes in depth to refine and further characterize how we proceed with the development of the LRTP. This module will serve as a guide to the outcomes that will be identified as the Transportation Network and Management Plan module. As in the previous round, our engagement will consist of a variety of communications tools and methods such as subregional meetings, online engagement and telephone town hall discussions, social media postings and awareness ads. After

## **Attachment A**

### **Public Participation Plan Framework**

conducting this engagement round, we will compile the input we received and prepare another Public Engagement Report that will be presented to the Board for their further consideration.

#### **Winter 2019: Round 3**

##### **Alternative Investment Scenarios**

During this round, we will engage our stakeholders to seek their input on various future investment scenarios on what our transportation network may look like and on how Metro will manage its assets into the future. Because the final adopted plan must be fiscally constrained, these investment scenarios must be fiscally pragmatic and balance resources against various needs and priorities. As a result, the scenarios are more than “spending plans”—they will represent alternative “investment plans”, where the investments should reflect the range of priorities and choices identified in the previous modules of Understanding and the Values Framework. In addition, each investment scenario should support a connected transportation system of facilities and uses, inclusive of transit, highways, local streets, first/last mile network, active transportation, shared mobility and goods movement. We will use the existing system as a baseline, and investment resources will need to be distributed to operating, maintaining, and sustaining the foundational system, in addition to any expansion. From the scenarios created and analyzed in this module, a recommended plan will be identified in the work undertaken in the next module during Round 4. This Plan will also allow for the consideration of tradeoffs, among choices and priorities.

Furthermore, we will seek input by hosting alternative investment scenario concept sessions across the subregions and at the community level as well as continue our online and social media outreach activities to expose and educate the public throughout the county. After conducting this engagement round, we will compile the public input we received and prepare another Public Engagement Report that will be presented to the Board for their review and consideration.

#### **Winter 2020: Round 4**

##### **Final LRTP**

During this final round, we will engage our stakeholders to seek their input on a recommended investment plan, from the range of alternatives that were evaluated in Round 3. The recommended investment plan will be presented to the Board, to assist them in adopting a final Long Range Transportation Plan. The final LRTP will not only address capital and financial programming necessary to operate, maintain, and build the physical transportation network, but will importantly articulate system priorities and performance metrics that the adopted system investments are intended to deliver to the public.

We will seek input from our stakeholders across the subregions and at the community level by hosting meetings, as well as continue our online and social media outreach activities to expose and educate the public throughout the county. After conducting this engagement round, we will compile the public input we received and prepare another Public Engagement Report that will be presented to the Board for their further consideration.

##### **Ongoing Engagement Following Board Adoption of LRTP**

Metro will continue to engage, expose and educate the public and other stakeholders of the Board-adopted LRTP. Hard copies and digital copies of the LRTP will be distributed to stakeholders to ensure a comprehensive and geographical awareness of the future investment in transportation as identified in

## Attachment A Public Participation Plan Framework

the LRTP. In addition, Metro will forward the LRTP to our local, regional, state, and federal partners to ensure our plans for the future are incorporated into the relevant plans for future funding from the state and federal governments.

Furthermore, Metro is committed to annual reporting on the ongoing implementation and effectiveness of the LRTP, emphasizing measurement against the performance metrics. This will be linked to the five- and ten-year assessments required of Measure M and SCAG's Regional Transportation Plan/Sustainable Communities Strategy along with updates to Metro's Strategic Plan. This approach promotes institutionalizing the LRTP in Metro's daily administrative and discretionary activities to ensure consistency and fidelity with the LRTP.

### AUDIENCES

Metro will engage and inform a diversity of stakeholders with particular care to include community based organizations and groups who serve the underserved populations in LA County. This would ensure a broad reach as well as obtaining the most comprehensive input possible from our stakeholders. The following categories will be included in this process of identifying the appropriate audiences we need to be reaching out to:

1. General public
2. Transit system users (Metro, Municipal Operators, DASH, and others)
3. Community based organizations, including faith-based groups
4. Social equity and environmental justice groups
5. Advocacy organizations
6. Educational institutions (high schools, community colleges, trade schools, colleges, universities, professional schools)
7. Business associations
8. Metro advisory groups (TAC, PAC, CAC, Metro Service Councils, TBAC)
9. Transit providers (regional rail, paratransit, municipal)
10. Jurisdictions and elected officials (federal, state, county, city)
11. Partner/Governmental agencies (regional and local organizations)
12. Regional transportation facilities (airports, ports, rail yards, distribution centers)
13. News media (print, broadcast, web, social)

### KEY COMMUNICATION TOOLS

A variety of communication tools will be employed to expose and educate the diversity of stakeholders, as well as to receive their input. These communication tools will be designed so the LRTP is relatable to the above audiences, using a creative and customized approach. Below is a description of these tools.

1. **Printed Informational Materials** outlined below will be printed and distributed countywide to provide accessible information about the LRTP in multiple languages. The printed materials below will be utilized and be distributed to stakeholders at meetings and events to inform and educate them about the LRTP.
  - a. Fact Sheets in Multiple Languages
  - b. Take-One Brochures Distribution on Buses and Trains
  - c. Frequently Asked Questions (FAQs)
  - d. Comment Cards
  - e. Project Information Boards
  - f. Onsite Signage

## Attachment A Public Participation Plan Framework

2. **Online Communications** outlined below will provide daily access to the public 24 hours a day. Online and social media tools and platforms allow for easy public input and public surveys.
  - a. LRTP Webpage
  - b. Online Portal for Public Input
  - c. Agency Blogs
  - d. Digital Media: Facebook, Twitter, Service Alerts, Paid Advertisements
  - e. Online Outreach Toolkit (online/cloud-based platforms)
  - f. Electronic Newsletter
  - g. Opinion Polls and Online Surveys (e.g., for Scenario Testing)
3. **Broadcast and Print Media** identified below will further increase public participation by publishing LRTP information through a variety of media outlets to inform and educate large groups of communities in LA County.
  - a. The Source and El Pasajero Posts
  - b. Telephone Town Halls
  - c. Media Events, Alerts, and Toolkit
  - d. Press Releases, Press Conferences
  - e. Display Ads in Multiple Languages
4. **Enhancing Metro stakeholder databases** representing the diverse interests across LA County, including but not limited to the audiences identified in the previous section. These databases will allow Metro to provide information directly to individuals representing a cross-section of the diverse population of LA County.
5. **Public engagement in various settings** will permit Metro to engage the public directly to provide LRTP information as well as receive their input on a one-on-one basis. The following outlines the kinds of meetings and events Metro is committed to participating.
  - a. **Public and Targeted Meetings**
    - Telephone, in-person public meeting and/or webinar format
    - Engage the public attending other Metro-sponsored events and non-Metro events where we are represented
    - Attendees include elected officials, partner agencies, local organizations, faith-based organizations, grassroots community groups, residents, etc.
    - Invitation via residential door-drops, public meeting notices, e-blasts to stakeholders, social media, and online publications
  - b. **Community Events and Pop Ups**
    - Health fairs hosted by health care organizations and/or local health clinics
    - Community events hosted by community based organizations as well as city sponsored events
    - Sporting events/tournaments hosted by various sports leagues (adult/youth)
    - Farmers markets/swap meets and grand openings at shopping centers
    - Transit centers/stations
    - School events and registration events for preschool/kindergarten programs
  - c. **Policy Advisory Council (PAC) Meetings or PAC Working Groups**
    - One or two per Engagement Round
    - In-person meetings, scheduled regularly
    - Attendees include established PAC members and general public



## Attachment A Public Participation Plan Framework

- d. **Elected Official Briefings**
  - Inform elected officials from the local, state, and federal jurisdictions
- e. **Additional Engagements**
  - Metro Advisory Groups, Councils of Governments, Business Associations
  - As requested by local groups

DRAFT

## ATTACHMENT B – Summary Work Plan, Key Deliverables and Schedule Long Range Transportation Plan Update

PERIOD	BOARD DELIVERABLES & MILESTONES
Fall 2017	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> introduction to LRTP Update and project work plan</li> <li>• Board <b>receive and file</b> Public Participation Plan</li> </ul>
Winter 2018	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> draft Orientation and Context module</li> <li>• Potential Board Workshop: <b>visioning session</b></li> </ul>
Spring 2018	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> topical policy papers</li> <li>• Board <b>receive and file</b> draft Vision module</li> <li>• Board <b>action</b> on Short Range Transportation Plan (SRTP)</li> </ul>
Summer 2018	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> draft Baseline Understanding module</li> </ul>
Fall 2018	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> draft Values Framework module</li> </ul>
Winter 2019	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> thematic scenario concepts (<i>fiscally constrained variations of the investment and financial plans</i>)</li> </ul>
Spring 2019	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> preferred scenario</li> <li>• Board <b>receive and file</b> draft Transportation Network and Management Plan module</li> </ul>
Summer 2019	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> preferred scenario modeling results</li> <li>• Board <b>receive and file</b> draft Implementing the Plan module</li> </ul>
Fall 2019	<ul style="list-style-type: none"> <li>• Board <b>receive and file</b> financial plan</li> <li>• Board <b>receive and file</b> draft Enduring Relevance module</li> </ul>
Winter 2020	<ul style="list-style-type: none"> <li>• Board <b>action</b> on LRTP</li> </ul>

# Long Range Transportation Plan Update: Public Participation Plan Framework

*Planning and Programming Committee*

*November 15, 2017*



Metro

# Key Principles to Guide Genuine Engagement

- Relatable
- Inclusive
- Creative and customized
- Reach out
- Transparent



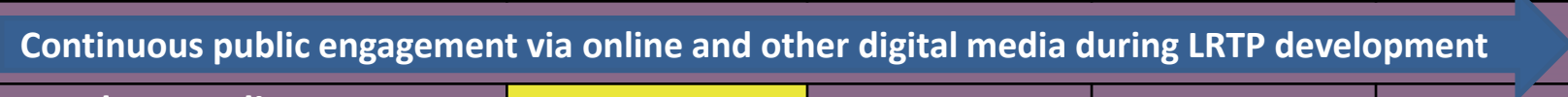
# Goals for Public Engagement

## Inclusive and creative outreach to:

- Engage the public at all levels, always
- Ensure guiding themes are part of the engagement process
- Undertake broad-based engagement
- Enhance relationships with local stakeholders
- Coordinate with related, concurrent Metro initiatives

# Modular Strategy and Timeline for Public Engagement

*Expose, Educate & Engage*

	Spring 2018	Fall 2018	Winter 2019	Winter 2020
Public Engagement Rounds				
				
Round 1: Baseline Understanding				
Round 2: Values Framework				
Round 3: Alternative Investment Scenarios				
Round 4: Final LRTP				

# Many Audiences

- Engage a diversity of stakeholders and ensure underrepresented populations are included
- Examples:
  - General public
  - Transit system users
  - Advocacy organizations
  - Educational institutions
  - Business associations
  - Metro advisory groups
  - Transit providers
  - Partner governmental agencies and elected representatives

# Numerous Communications Tools

## To inform and educate stakeholders:

- **Printed Information in multiple languages**
- **Online Communications and social media**
- **Public engagement in various settings**
  - Public and Targeted Meetings
  - Community Events and Pop Ups
  - Policy Advisory Council Meetings and/or Working Groups
  - Additional Briefings
- **Broadcast and Print Media**
- **Enhancing Metro stakeholder databases**





# Policy Advisory Council Input

Generally, liked Metro's approach to genuine engagement and encouraged Metro to:

- Make time to listen
- Take advantage of PAC networks
- Be understandable
- Reach out to users dependent on transit



# Long Range Transportation Plan Update: Public Participation Plan Framework

*Questions & Discussion*



Metro