

The Public Involvement and Stakeholder Engagement Effort for the East – West Mobility Study

The public involvement and stakeholder engagement effort will occur over two phases. Phase I will occur midway through 2022 and focus on conveying information and soliciting feedback on transit recommendations. Phase II will occur at the end of 2022 or beginning of 2023 and focus on conveying information and soliciting feedback on roadway and active transportation recommendations.

The goal of the public involvement and stakeholder engagement effort is to give the public a meaningful way to participate in the study recommendation process and to provide FAMPO staff and decision-makers with useful public and stakeholder feedback they can use to adjust and evaluate study recommendations.

FAMPO staff will conduct the following outreach work for Phase I and Phase II. (COVID concerns and other unforeseen circumstances may limit outreach activities.)

1. There will be a series of stakeholder meetings for the study. These meetings will be open to the public. Stakeholder group members will include representatives from the FAMPO Citizens Transportation Advisory Committee and people who advocate for traditionally underserved and underrepresented populations.
2. Staff will create an online survey to collect public feedback on the proposed recommendations. The survey will be offered in English and Spanish. Paper copies of the survey will be provided upon request.
3. Staff will develop flyers/brochures to explain proposed recommendations and convey how to submit feedback on the recommendations. Staff will distribute flyers/brochures to the stakeholder group, FAMPO advisory committee members, FAMPO area libraries, and to Fred Transit.
4. Staff will create and distribute a press release, mass email, and social media posts about the opportunity for the public to provide feedback on the proposed recommendations.
5. Staff will request that transit agencies serving the FAMPO area, FAMPO committee members, and FAMPO localities, help distribute the public participation opportunity.
6. Staff will offer at least one public meeting where the proposed recommendations will be presented and there will be a time for public comment. Staff will offer in-person and virtual attendance options, if possible. The public meeting may be separate from, or occur during, a stakeholder meeting or FAMPO committee meeting.
7. Staff will develop and maintain a webpage with information on the East – West Mobility Study and related public meetings and participation opportunities.

Estimated cost of outreach efforts per phase:

- 40-80 hours of staff time creating materials; preparing for, hosting, and presenting at meetings; virtual advertising and outreach (social media work, emails, press releases); survey development, distribution, and reporting; webpage creation and maintenance.
- Survey application \$100
- Paper and printing \$40