

Communications Strategies and Tactics

Conduct Rider Engagement Survey

- a. Design and print survey form including a web based version of the survey
- b. Stock vehicles with surveys and collect completed surveys over a one day period
- c. Publish brochure explaining survey and study process
- d. Tabulate survey results for review by Project Management Team and the public
- e. Deliverables:
 - i. Printed survey forms (up to 4000 copies)
 - ii. Web based survey
 - iii. Bus posters and a pre-recorded message for buses announcing the survey
 - iv. Bus stop notices
 - v. Project overview #1
 - vi. Tech Memo #2: Survey Results Summary Report

Define Public Involvement Process

- a. Prepare an **outreach plan** for the project that addresses the development of a contact database, development of public outreach materials and activities to inform and involve the community, riders, and businesses in the North Capitol Street Line study area and the formulation of recommended improvements for the corridor.
- b. Prepare a **contact database** for the project that includes riders, neighborhood organizations, business and civic groups and organizations, participants in previous transit and transportation planning projects in the corridor area, and other groups, organizations and individuals identified by the project stakeholders that are relevant for the North Capitol Street Line. The contact database will need to be continually updated over the course of the project.
- c. Design and implement a **public involvement process** that includes a series of three public meetings to be held over the course of the project in Northeast Washington. The process will be developed in coordination with representatives from District Department of Transportation Progressive Transportation Administration staff, WMATA Bus Planning and other staff, WMATA Riders Advisory Council (RAC) and other participating agencies and organizations as appropriate. Each of the series of three public meetings will be held in a location that is central to the corridor service area. Preparation for each of the series of three public meetings will include:
 - vii. Determine the location and a schedule of preparation activities for each of the meetings.
 - viii. Conduct outreach efforts to encourage participation at each of the meetings including mailed invitations, announcements at other community meetings, notices on buses, website, study overview, and advertising.
- d. Conduct the first **public meeting** early in the study process focused on identifying deficiencies and issues of concern to be addressed by the study. Key elements will include:
 - ix. Introduction of staff and participants
 - x. Description of process
 - xi. Problem identification based on evaluations of existing services, bus operations, traffic operations and the results of the survey
 - xii. Conduct discussions with meeting participants focused on identifying concerns and deficiencies relative to the North Capitol Street Line

- e. Conduct a second public meeting later in the study process focused on reviewing **alternative improvement concepts**. Key elements will include:
 - xiii. Review results of first public meeting including problems and issues to be addressed by the study
 - xiv. Description of process and what has been accomplished so far
 - xv. Describe the alternatives considered to address problems and deficiencies
 - xvi. Describe draft recommended improvements and rationale for selecting the improvements
 - xvii. Conduct discussion with meeting participants focused on understanding the recommended improvements and getting feedback and possible refinements to the recommended improvements from the participants

- f. Conduct a third meeting at the conclusion of the study process focused on reviewing a **draft set of recommendations** and the necessary process of approval. Key elements of the meeting will include:
 - xxiii. Review results of first two public meetings including problems and issues to be addressed by the study
 - xix. Description of process and what has been accomplished so far in the study
 - xx. Describe the alternatives considered to address problems and deficiencies
 - xxi. Describe draft recommended improvements and rationale for selecting the improvements
 - xxii. Describe the process for achieving approval of the recommendations and the role of meeting participants in that process
 - xxiii. Conduct discussions with meeting participants focused on understanding the recommended improvements and getting feedback and possible refinements

- g. Conduct **outreach to bus operators** on the North Capitol Street Line to gather their input on matters of service performance
 - xxiv. Introduce project with Public Meeting #1 presentation at Bladensburg Division safety meeting for bus operator information and opportunities for comment
 - xxv. Interview 6-12 recommended bus operators for specific service-related content in conjunction with Task 1 Transit Service Assessment
 - xxvi. Conclude study with Public Meeting #3 presentation at Bladensburg Division safety meeting to solicit bus operator comments and input on final recommendations

- h. Support WMATA staff presentations to Riders Advisory Council Metrobus Subcommittee with copies of relevant materials and information

Title VI – The New Sheriff in Town

During the study process, information will be collected to facilitate completion of a Title VI Assessment for the recommended improvements which will be due prior to the WMATA Board presentation of the project recommendations.