

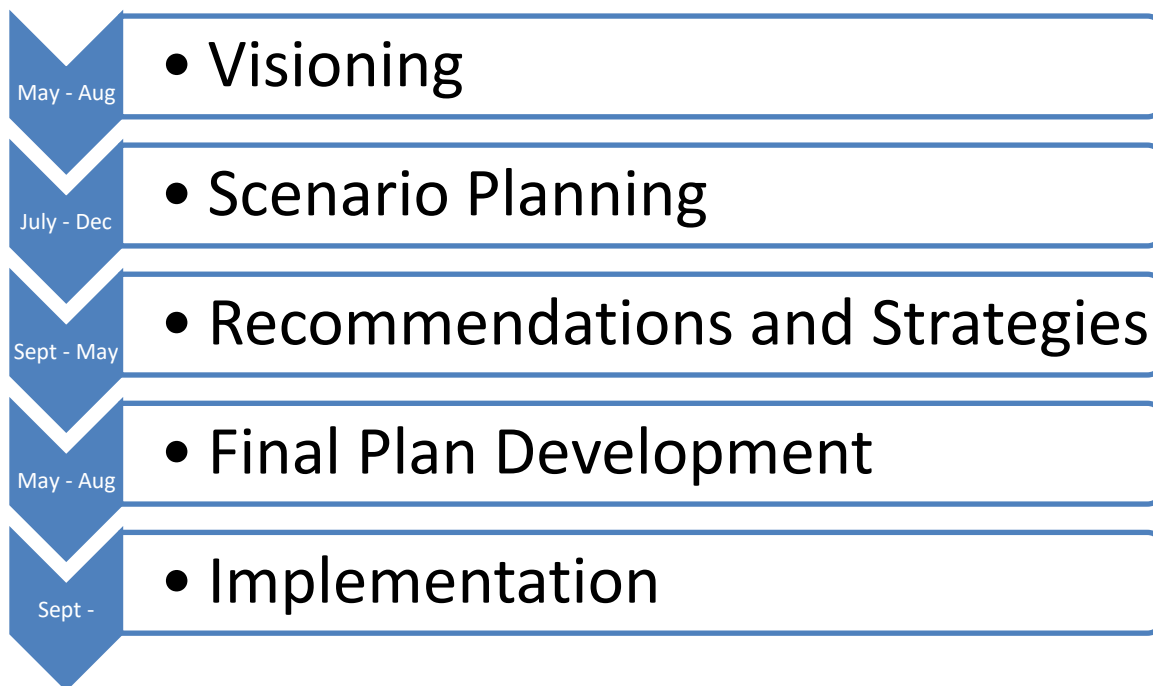
# Public Engagement Plan

## Context

The Greater Portland Council of Governments is embarking on a long-range visioning process for public transportation in Southern Maine which will result in an investment plan to strengthen public transportation. In order to create a useful document that best considers relevant trends, it is necessary to create a fully-inclusive process that is driven by stakeholder perspectives at every step of the way. The purpose of this Public Engagement Plan is to outline how we accomplish this.

Stakeholders in this process include but are not limited to: transit providers; municipal staff and elected officials; public transportation customers; neighborhood associations; major employers and small businesses; community-based organizations; medical and educational institutions; social service providers; and residents. This process is primarily driven by the Project Advisory Committee (PAC).

## Phases of Transit Tomorrow



## Phase 1: Visioning (May '19 – Aug '19)

The public engagement process begins with establishing a shared vision for public transportation in southern Maine. More details can be found in the attached Public Outreach Plan Matrix. We will gather input from a broad group of stakeholders and residents on their hopes and aspirations for the future public transportation network through the following activities:

- **Public Survey**
- **Bi-Monthly PAC Meetings**
- **Public Pop-up Sessions**
- **Community Meetings**
- **Transit Board Members' Visioning Workshop**
- **Transportation & Wellbeing Network Presentations**
- **In-Person Stakeholder Meetings (e.g. Chamber of Commerce, Maine DOT, Developers, Nonprofits)**

In addition, electronic resources will be used to help build the knowledge about public transportation and identify important trends to inform the PAC, key stakeholders, and the broader community. These include the following:

- **Recorded Subject-Area Webinars**
  - [Transit-Oriented Development](#)
  - [Travel Behavior](#)
  - [Impacts of New and Emerging Technology](#)
- **[Transit Tomorrow Webpage](#)**
- **[Email and Newsletter Project Updates to Municipal Staff and Elected Officials](#)**
- **Content (e.g. Articles) for Social Media Posts**
  - New Transportation Technologies
  - Mobility as a Service (MaaS)
  - First-Mile/Last-Mile Service Developments
  - Mobility Management
  - New Travel Behavior Trends
  - Growth of Transit-Oriented Development
  - Policy and Funding News

## Phase 2: Scenario Planning (July '19 – December '19)

The challenge we face when creating a 30-year vision for public transportation is uncertainty about the future. For example, if we crafted a 30-year transportation vision 120 years ago (ca. 1900), then much of it might have dealt largely with horses. However, a mere 15 years later, the automobile had transformed the streetscape, solving many problems – and introducing brand new ones.

This is where scenario planning comes into play. Scenario Planning is a technique to examine key uncertainties about the future in an effort to quantify potential opportunities and risks. The PAC will develop key questions about the future of southern Maine to guide this process. The feedback provided by the PAC will inform models of different types of land use development, population growth, travel behaviors, funding, and demographic changes.

**Easter morning 1900: 5<sup>th</sup> Ave, New York City. Spot the automobile.**



Source: IJS National Archives

**Easter morning 1913: 5<sup>th</sup> Ave, New York City. Spot the horse.**



Source: George Grantham Bain Collection.

Source: <https://www.businessinsider.com/5th-ave-1900-vs-1913-2011-3>

In brief, key activities with the PAC for the scenario development phase include:

- **Focus Groups with PACTS municipal staff and officials**
- **Scenario Planning Workshop #1**
- **Scenario Planning Workshop #2**

### Phase 3: Development of Recommendations and Strategies (September '19 – May '20)

The first two phases of this project allow the project team to gather information from the PAC, key stakeholders, and members of the public. Phase three focuses on using that input to drive recommendations and strategies for developing the final plan. The PAC in particular will be needed during this phase to provide input on the following:

- **Review and provide feedback on the final scenarios**
- **Develop strategies for achievement of the Public Transportation Vision in the context of the final scenarios**
- **Create a prioritized list of strategies**

The process of reviewing the scenarios, and developing and prioritizing strategies for realizing the region's shared vision, will be undertaken through regular PAC meetings every other month.

## Phase 4: Draft and Final Plan (May '20 – August '20)

After consultation with key stakeholders, the Final Plan will be released to the public online and in a series of public forums. The project team expects at least the following in-person presentations of the draft plan and its findings:

- 1. PAC Presentation of Draft Plan**
- 2. GPCOG/PACTS Board Presentations**
- 3. Presentations of Draft Plan at PACTS Subregional Meetings**
- 4. Meetings with Key Stakeholders**
- 5. Transit Partners Presentation (Including Representatives from FTA and State of Maine)**

This is an opportunity for the project team to provide information related to the plan's vision and strategies to realize that vision. Furthermore, the team will use these events to educate and create excitement about the opportunity that better public transportation and transit-supportive land use holds for southern Maine.

## Phase 5: Implementation (September '20 and Beyond)

The final ongoing phase of the plan is implementing the strategies that will realize the vision set forth by the plan. While specific outreach activities are yet to be finalized, some activities could include the following:

- **Transit Tours with Key Stakeholders**
- **Online Content Development (Webpage, Social Media, Newsletter)**
- **Periodic Transit Provider Retreats/Round Tables**
- **Periodic Customer Surveys**
- **Engagement with Key Elected Officials and Municipal Staff**
- **Press events and outreach**

Implementation requires a strong foundation, with significant stakeholder buy-in. This Public Engagement Plan outlines the ways in which the public, municipal officials, transit providers, and other key stakeholders will be engaged to ensure that a shared vision is realized and implemented.

# Public Outreach Plan Matrix

Project Phase	Date	Activity	Stakeholder Group	Activity Lead	Products
<b>Visioning</b>	Bi-Monthly (Ongoing)	PAC Meetings	Project Advisory Committee	GPCOG/AECOM	Agenda, PPT, Activities
	Ongoing	Status Updates	PAC, Key Stakeholders, Public at Large	GPCOG/AECOM	Website, Email, Social Media Posts, Printed Materials
	July-August, 2019	Online Survey	PAC, Key Stakeholders, Public at Large	GPCOG	Summary of Input
	June 2019	Visioning Pop-ups	PAC/Key Stakeholders	GPCOG	Summary of Key Findings
	Ongoing	One-On-One Engagement	Municipal Officials, Key Stakeholders (e.g. Major Employers)	GPCOG	List of Key Questions, Summary of Input
	September 2019	Transit Board Workshop	Transit Agencies	GPCOG/AECOM	Agenda, PPT, Activities, Summary of Input
	September 2020	Community Forum	South Portland, Portland	GPCOG/AECOM	Agenda, PPT, Activities, Summary of Input
<b>Scenario Planning</b>	September 2019	Scenario Planning Workshop #1	PAC	GPCOG/AECOM	Key Questions for Scenario Development
	December 2020	Scenario Planning Workshop #2	PAC	GPCOG/AECOM	Summary of Input on Draft Scenarios
<b>Recommendations and Strategies</b>	January 2020	PAC Recommendations Workshop	Project Advisory Committee	GPCOG/AECOM	Agenda, PPT, Activities, Summary of Feedback
	April 2020	Presentation of Recommendations	Project Advisory Committee, PACTS Committees	GPCOG/AECOM	Agenda, PPT, Activities, Summary of Feedback
<b>Draft and Final Plan</b>	June 2020	Presentation of Draft Plan	PAC/PACTS Policy Committee	GPCOG/AECOM	Agenda, PPT, Activities, Summary of Feedback
	September 2020	Presentation of Final Plan	PAC/PACTS Policy Committee	GPCOG	Agenda, PPT, Activities, Summary of Next Steps for Implementation
<b>Implementation</b>	September 2020 and Beyond	Plan Presentation, Workshops, and Periodic Updates, Press Event	PAC, Key Stakeholders, Public at Large	GPCOG	Agenda, Online Materials, PPT, Action Items