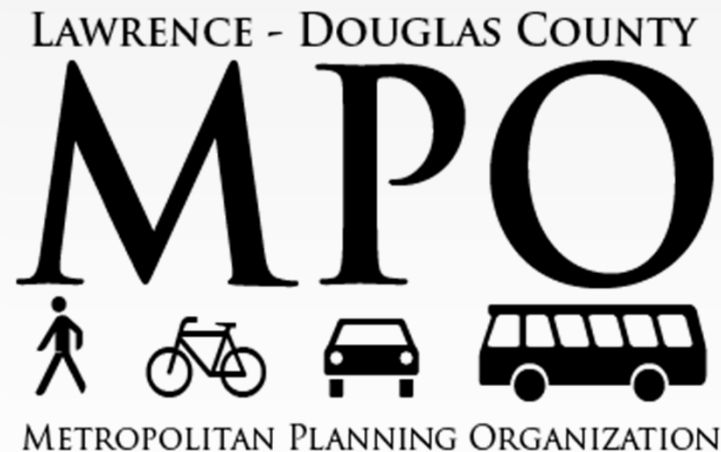




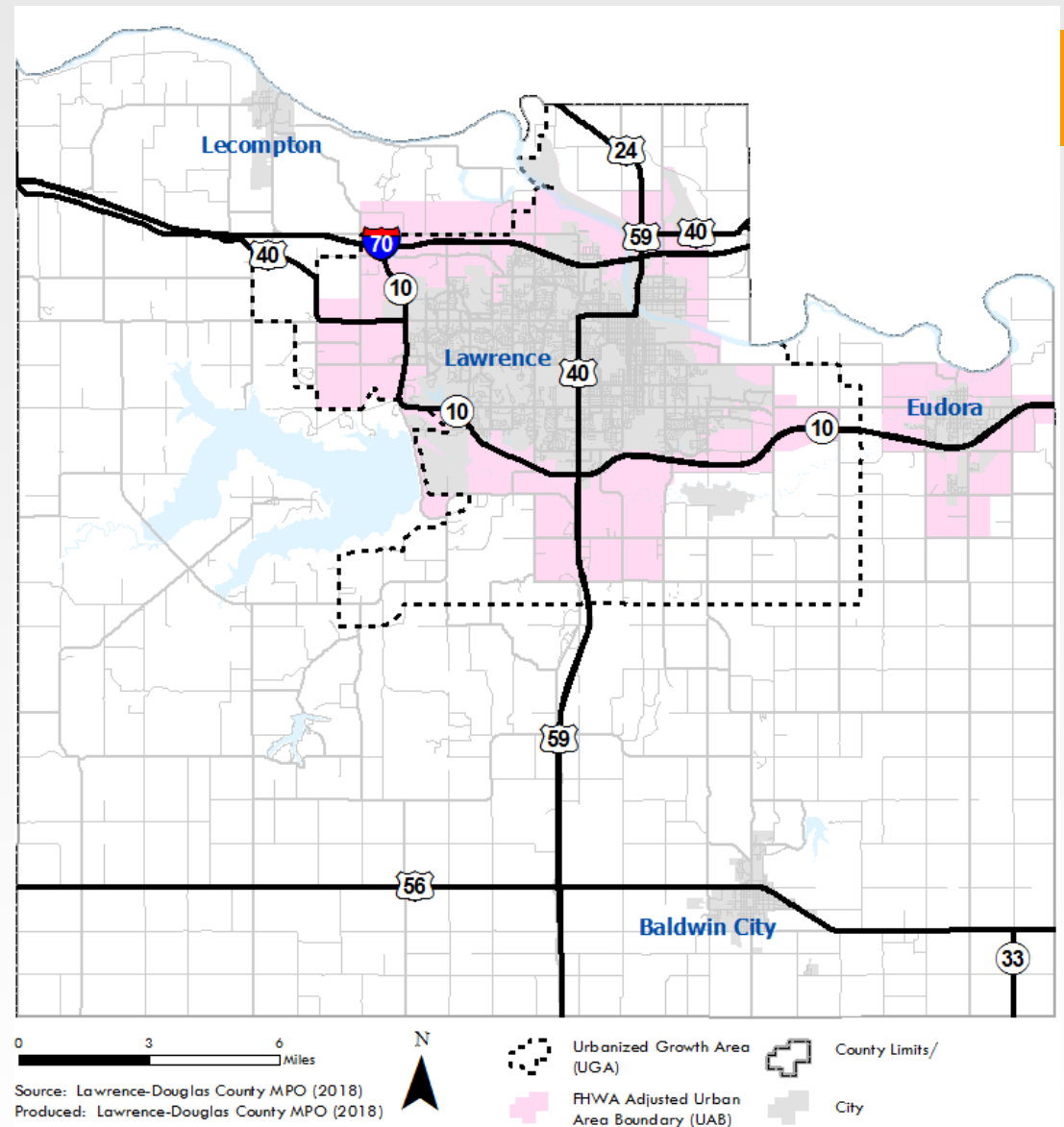
Public Engagement Successes & Failures



Missouri Statewide Planning Partner Meeting
January 23, 2020

Who we are

- Douglas County
 - ~ 121,436
- Lawrence
 - ~ 97,286
- Staff of 2 + 2 interns
- Do most work in house



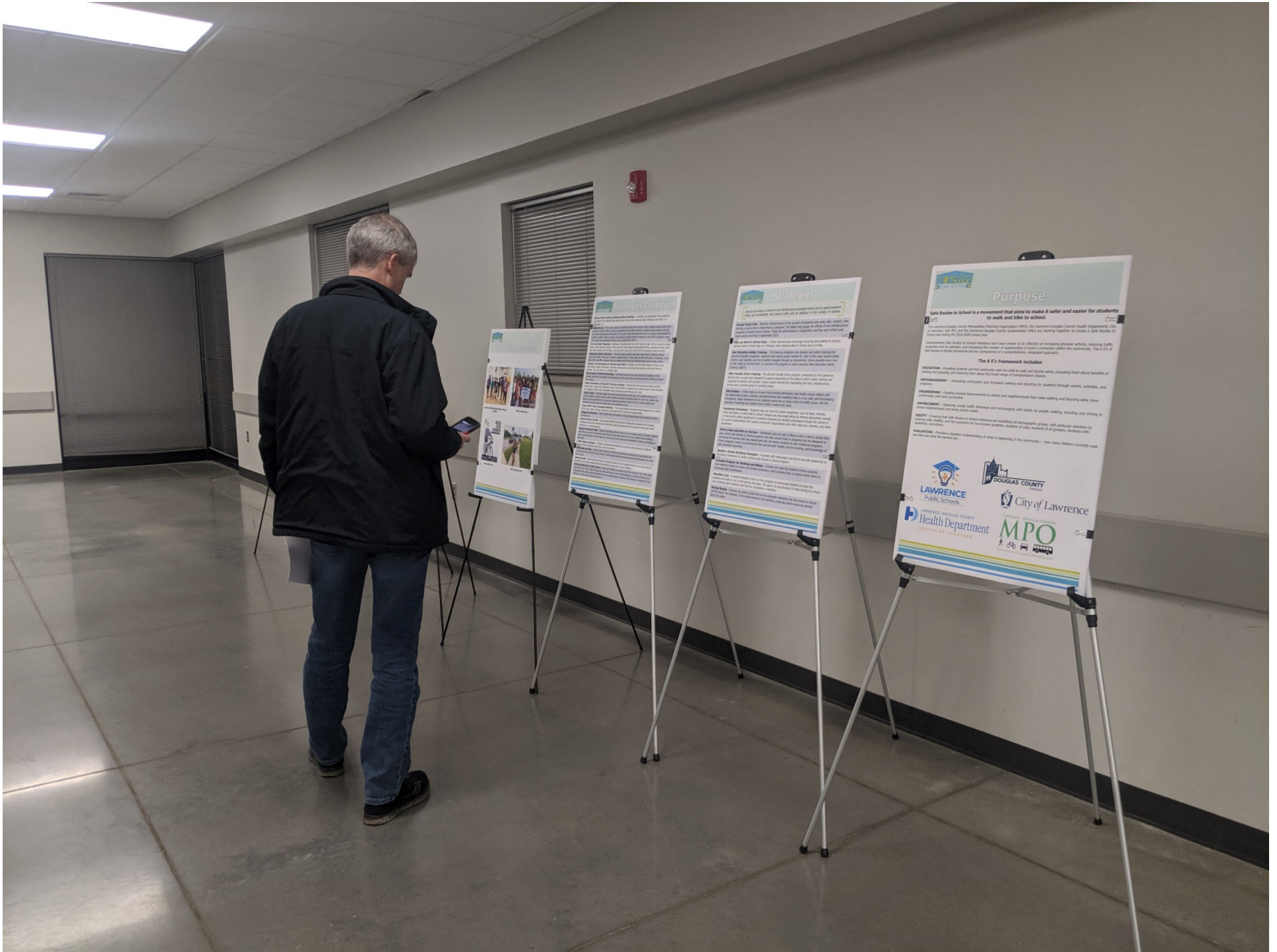


We've all been there...









Introduction

Safe Routes to School is a movement that aims to make it safer and easier for students to walk and bike to school.

The Lawrence-Douglas County Metropolitan Planning Organization (MPO), the Lawrence-Douglas County Health Department, City of Lawrence, and the Lawrence-Douglas County Sustainability Office are working together to create a Safe Routes to School plan for the 2018-2020 school year.

Lawrence-Douglas County Schools and the Lawrence-Douglas County Health Department have been able to be effective at increasing physical activity, reducing obesity, and increasing the number of opportunities to build a connection with the community. The 8 E's of Safe Routes to School are the key components of a comprehensive program plan.

The 8 E's framework includes:

- EDUCATION** - Providing students and the community with the skills to walk and bike safely, reducing their overall benefits of walking and biking, and teaching them about the broad range of transportation choices.
- ENCOURAGEMENT** - Generating enthusiasm and increased walking and biking for students through events, activities, and campaigns.
- ENFORCEMENT** - Creating physical environments to create and neighborhoods that make walking and bicycling safer, more convenient, and more consistent.
- ENGAGEMENT** - Encouraging positive health behaviors and encouraging safe habits for people walking, bicycling and driving in neighborhoods and along school routes.
- EQUALITY** - Ensuring that Safe Routes to School initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy and fun options for low-income students, students of color, students of all genders, students with disabilities, and others.
- EVALUATION** - Providing a baseline understanding of what is happening in the community — how many children County walk and bike to school and the reasons why.

Strategies

Strategies are a set of actions that can be taken to address the barriers to walking and biking to school. These strategies are designed to be implemented in a way that is consistent with the overall goal of the plan and the 8 E's framework.

Strategic Goal 1: Increase the number of students who walk or bike to school.

Strategic Goal 2: Increase the number of students who walk or bike to school with a parent or guardian.

Strategic Goal 3: Increase the number of students who walk or bike to school with a friend.

Strategic Goal 4: Increase the number of students who walk or bike to school with a pet.

Strategic Goal 5: Increase the number of students who walk or bike to school with a stroller.

Strategic Goal 6: Increase the number of students who walk or bike to school with a backpack.

Strategic Goal 7: Increase the number of students who walk or bike to school with a bicycle.

Strategic Goal 8: Increase the number of students who walk or bike to school with a skateboard.

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Purpose

Safe Routes to School is a movement that aims to make it safer and easier for students to walk and bike to school.

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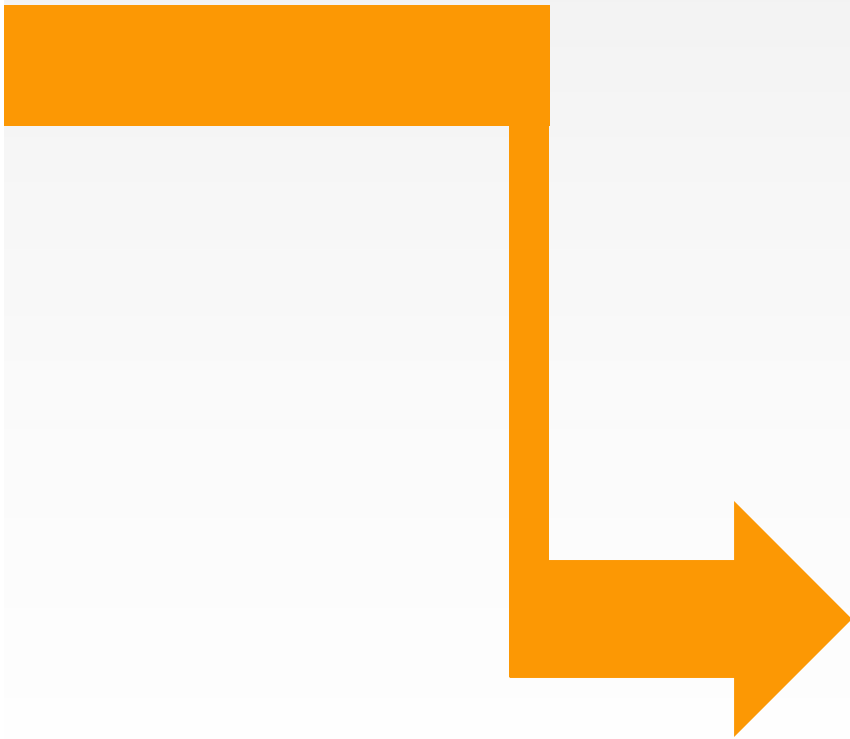
Logos: LAWRENCE Public Schools, DOUGLAS COUNTY, City of Lawrence, LAWRENCE-DOUGLAS COUNTY Health Department, LAWRENCE-DOUGLAS COUNTY MPO



What happened...

- More staff than attendees
- Location, time, and notification really matter

Lessons Learned





Go to the people





1/28/2020

10



1/28/2020



11



1/28/2020

12



LAWRENCE - DOUGLAS COUNTY
MPO
METROPOLITAN PLANNING ORGANIZATION



THE NAWK SHOP

AIR-ROASTED

WOMEN

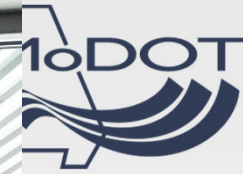
ORDER





Develop pitch besides –
“Do you want to take our survey?”





BALDWIN CITY LIBRARY

RULES OF THE ROAD

1. Follow the Law
2. Be Predictable
3. Be Visible
4. Think Ahead
5. Ride Ready

BE SMILE AS ABC

LOCKING YOUR BIKE



Your Turn...



**SUMMER
READING
FUN
11 AM
TU ES DAYS
STORYTIME
WED 10AM**

LAWRENCE - DOUGLAS COUNTY
MPO
METROPOLITAN PLANNING ORGANIZATION









Survey design





Ask questions people can answer

- Most Public Engagement is Worse than Worthless by Ruben Anderson, August 6, 2018.
- <https://www.strongtowns.org/journal/most-public-engagement-is-worse-than-worthless>

“I think most public engagement is *beyond* worthless. I think it actually corrodes the relationships we need in order to build a strong town. Most public engagement, as it is currently conducted, makes our cities worse places.”



Paper vs. Online Surveys

- Safe Routes to School Parent Survey
 - 2014 – paper survey home with all kids – 1,670 responses
 - 2019 – online survey only – 216 responses
- When you don't have the time/availability to table and directly ask people to take the survey – paper versions may be a better way to receive more responses.







Catch people as they wait in line











Activities besides surveys

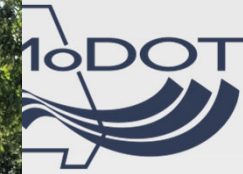
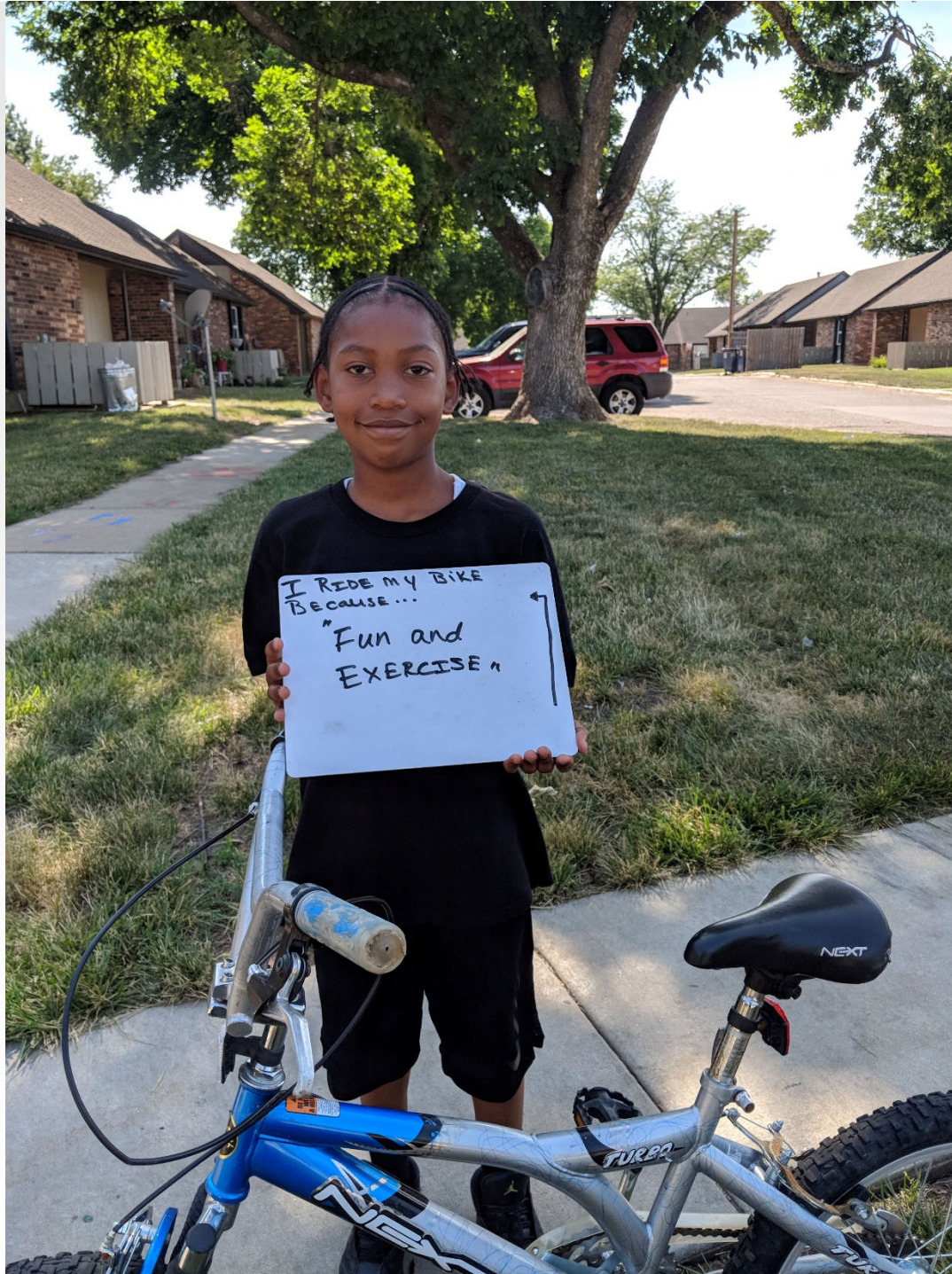






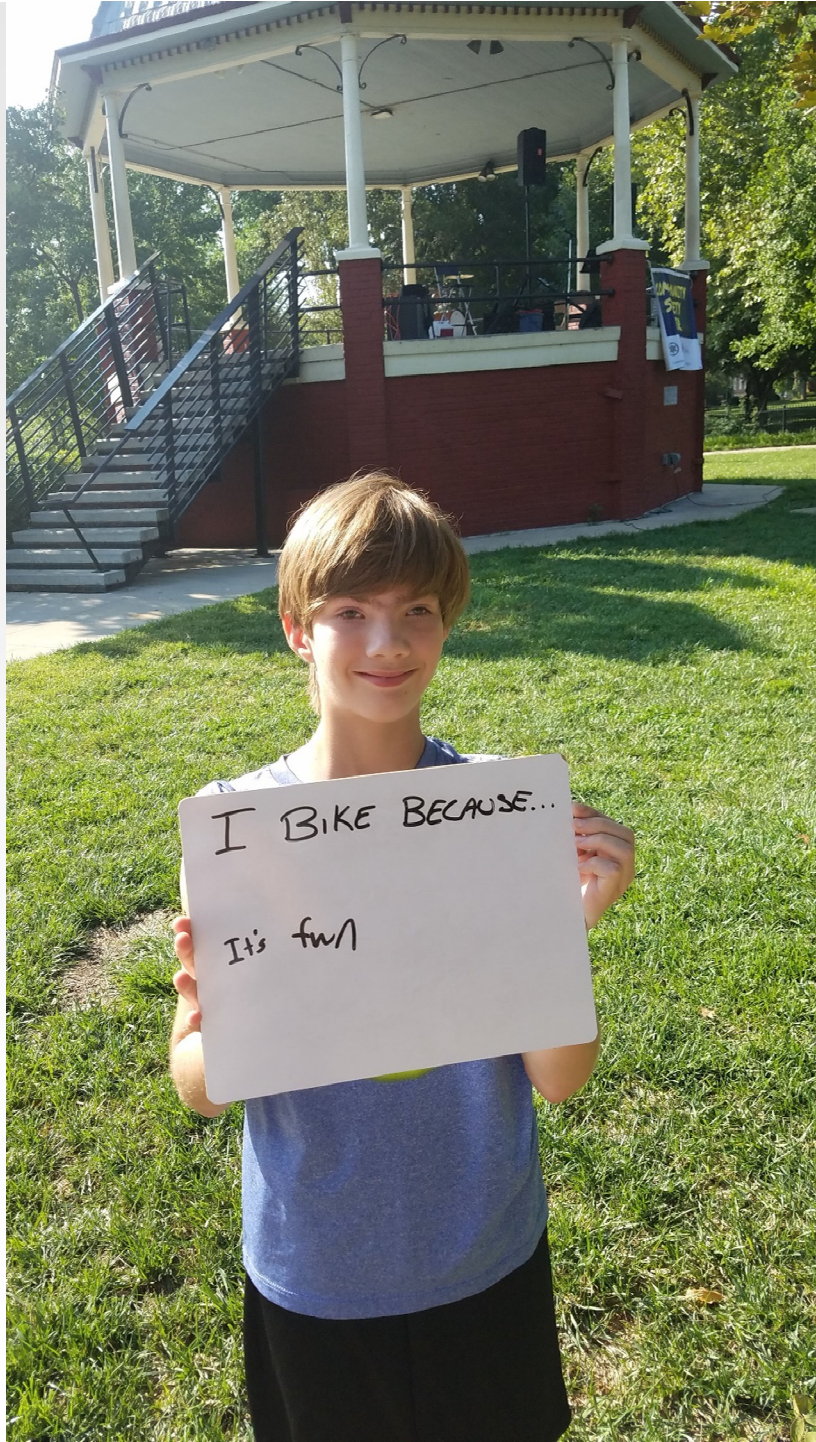
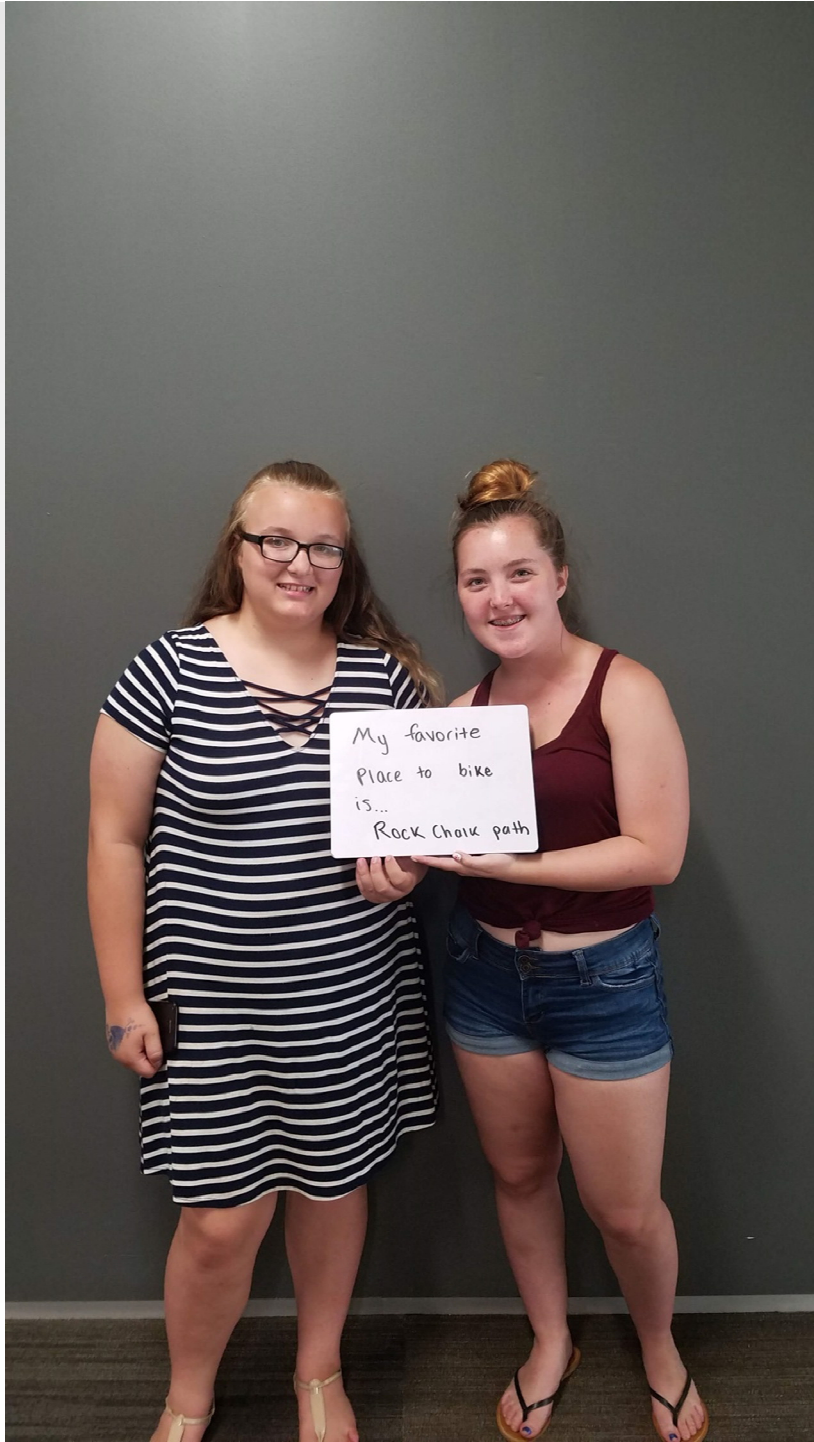


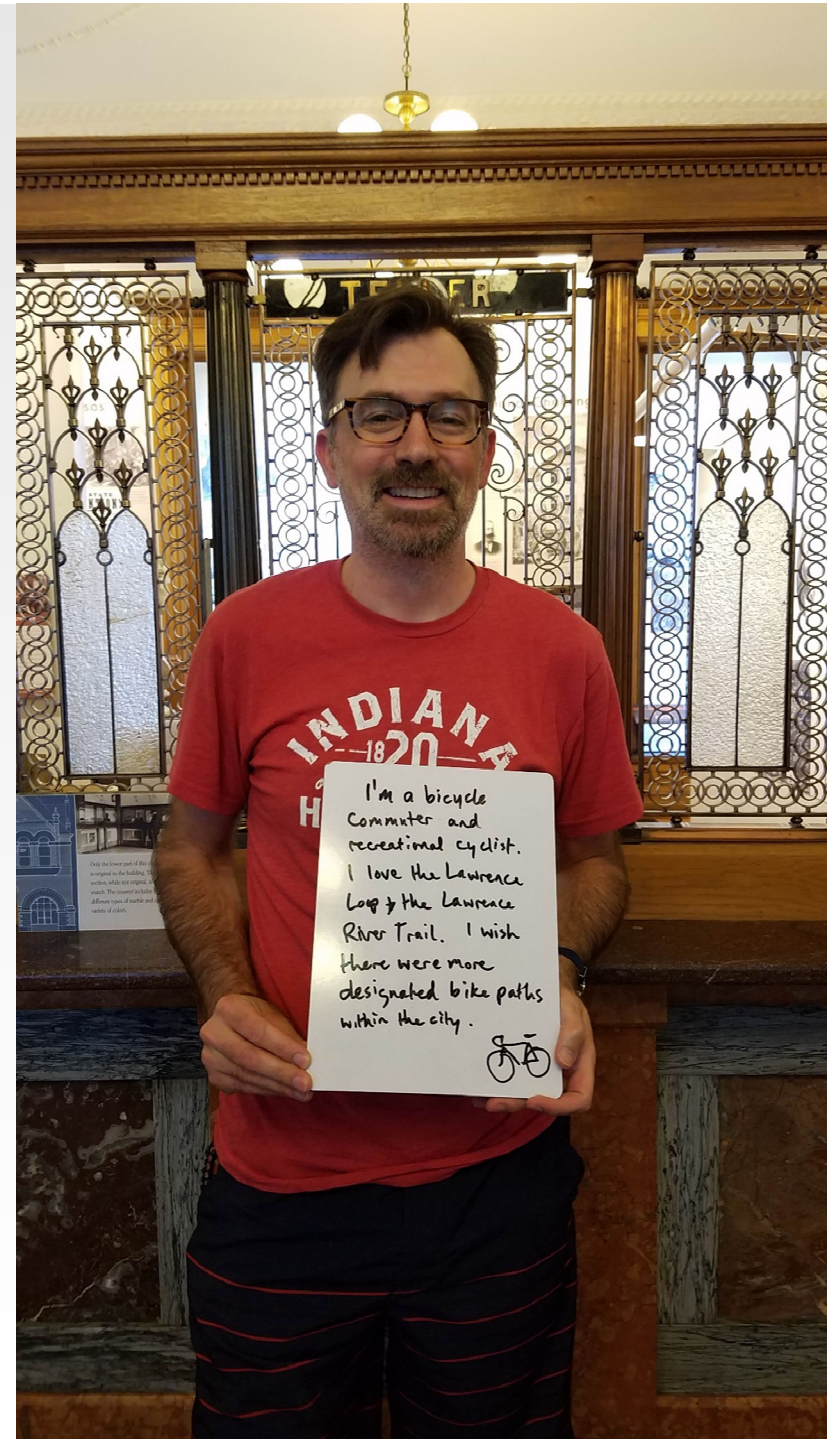
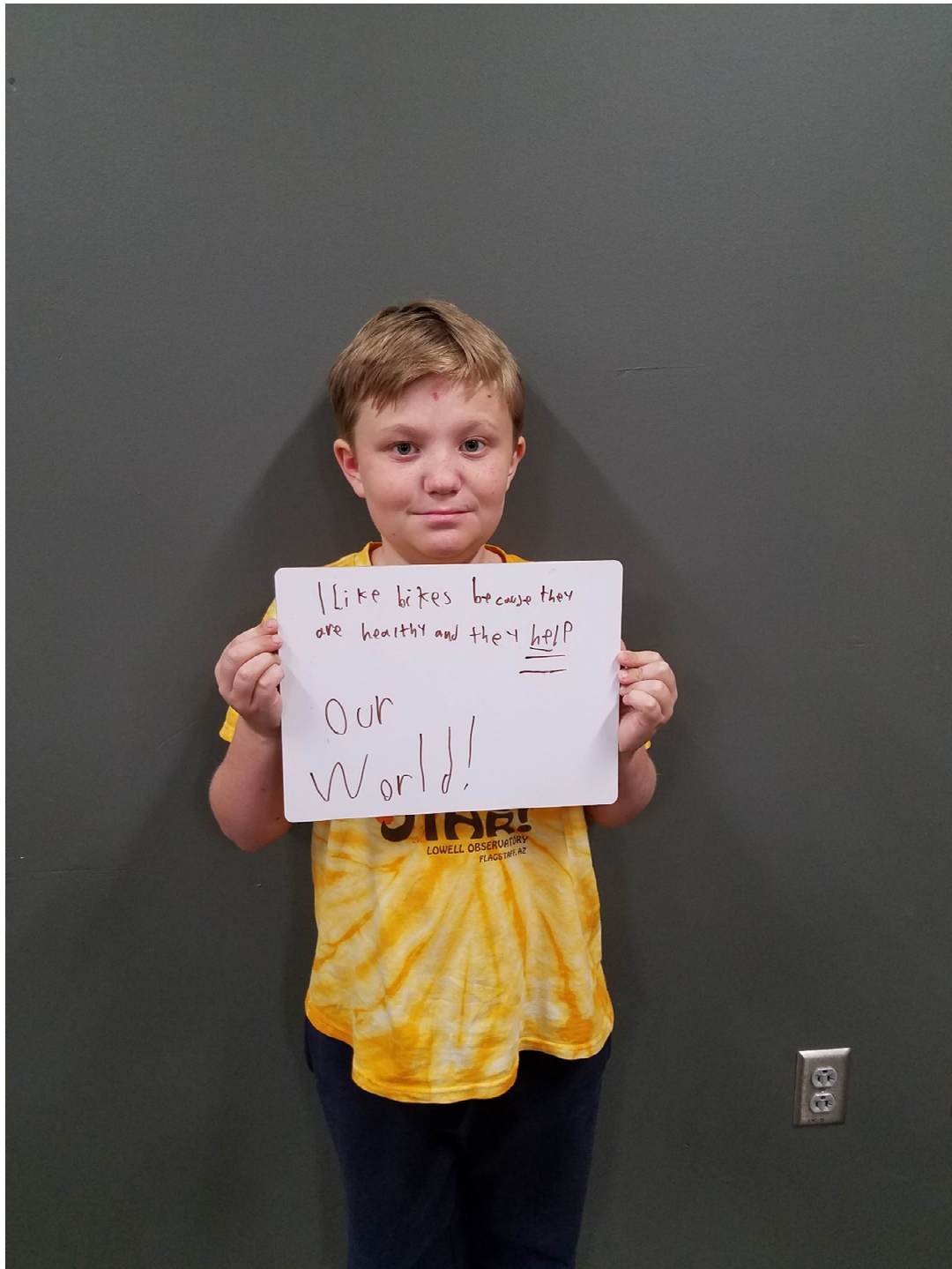


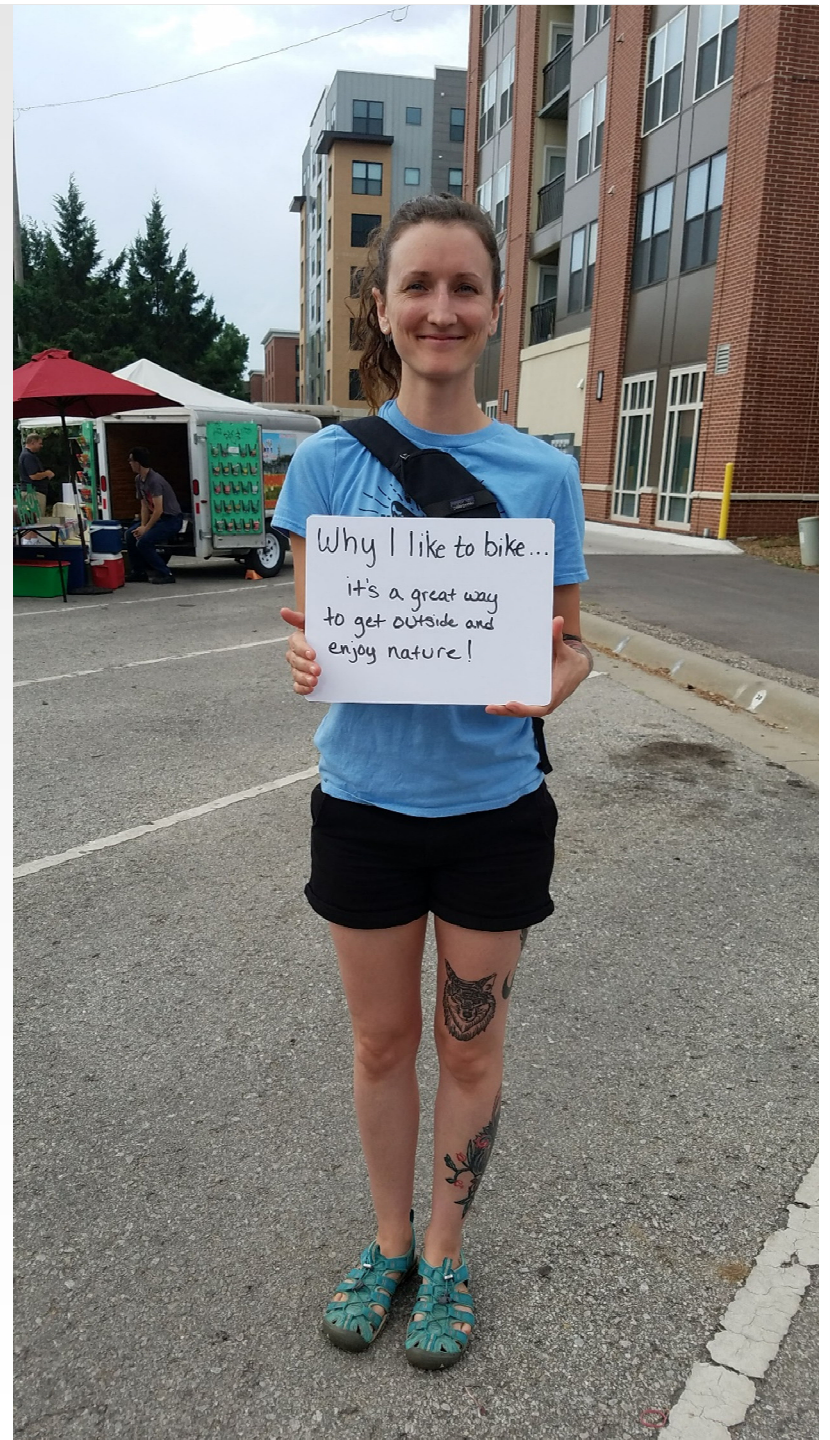
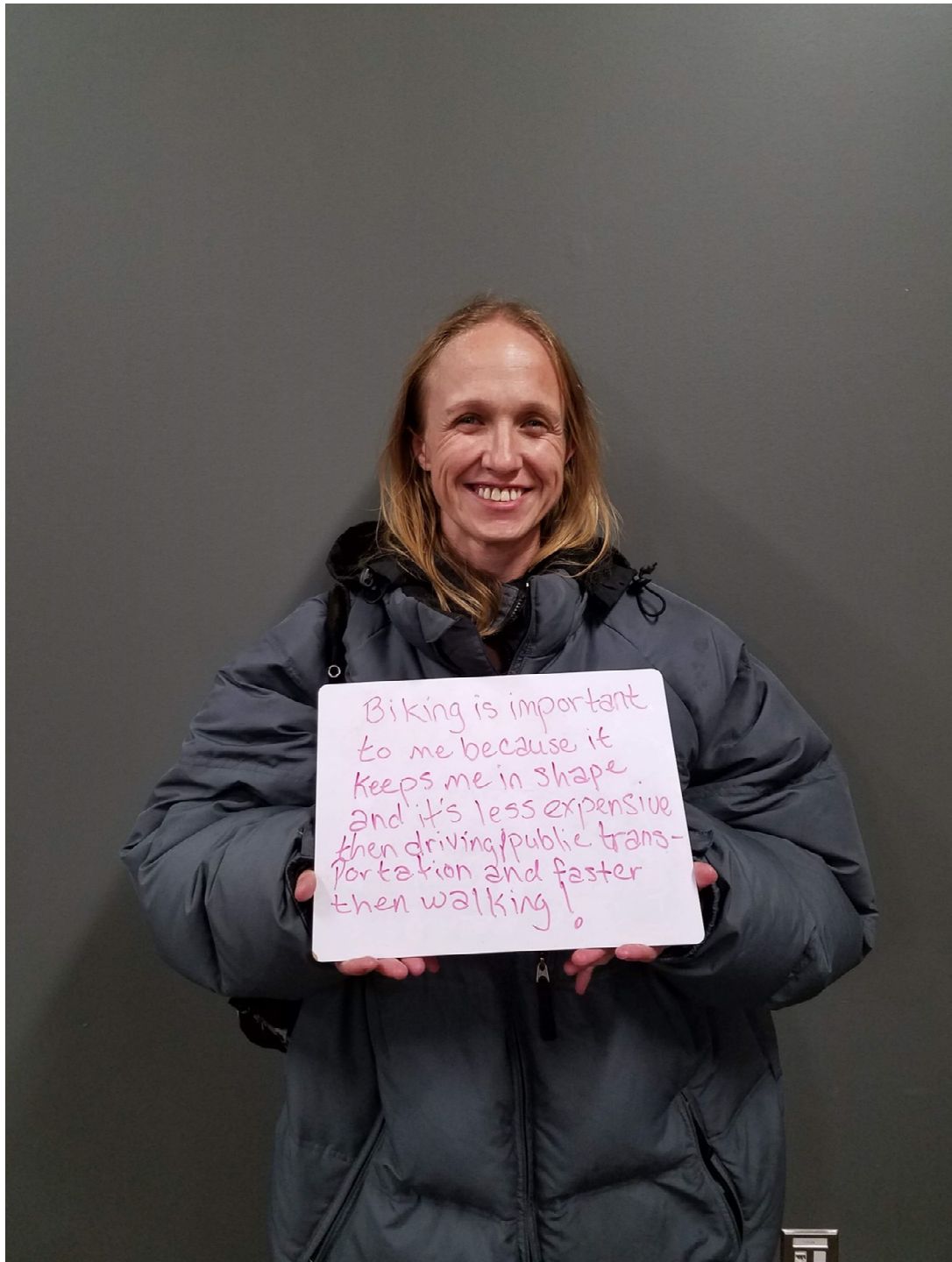


1/28/2020

34







Priorities for the Region

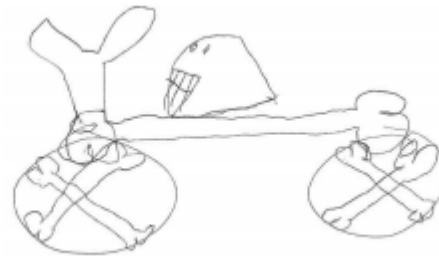
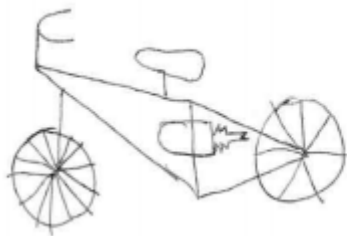
What do you consider to be the most important priority?
Place your dots by a written priority or write a new priority.

To move people	To create jobs
<ul style="list-style-type: none"> 1. Maintain existing roads, sidewalks, and bikeway 2. Maintain transit efficiency 3. Reduce crashes 4. Maximize the capacity of existing infrastructure 5. Reduce travel time 6. Provide healthy, active transportation choices (i.e. biking, walking, etc.) 	<ul style="list-style-type: none"> 1. Improve access to future employment centers 2. Improve access to current employment centers 3. Improve truck and rail access to businesses in the region 4. Improve freight access to help businesses to serve larger markets (K-10, etc.)

To strengthen neighborhoods	To protect the environment
<ul style="list-style-type: none"> 1. Improve safety 2. Minimize neighborhood cut through traffic 3. Provide streets/sidewalks that are comfortable for bicyclists and pedestrians 4. Create better connections to schools, parks, and nature 	<ul style="list-style-type: none"> 1. Protect air quality 2. Minimize impact to habitat and open spaces 3. Reduce reliance on fossil fuels 4. Protect water quality and resources

More activities (without pictures)

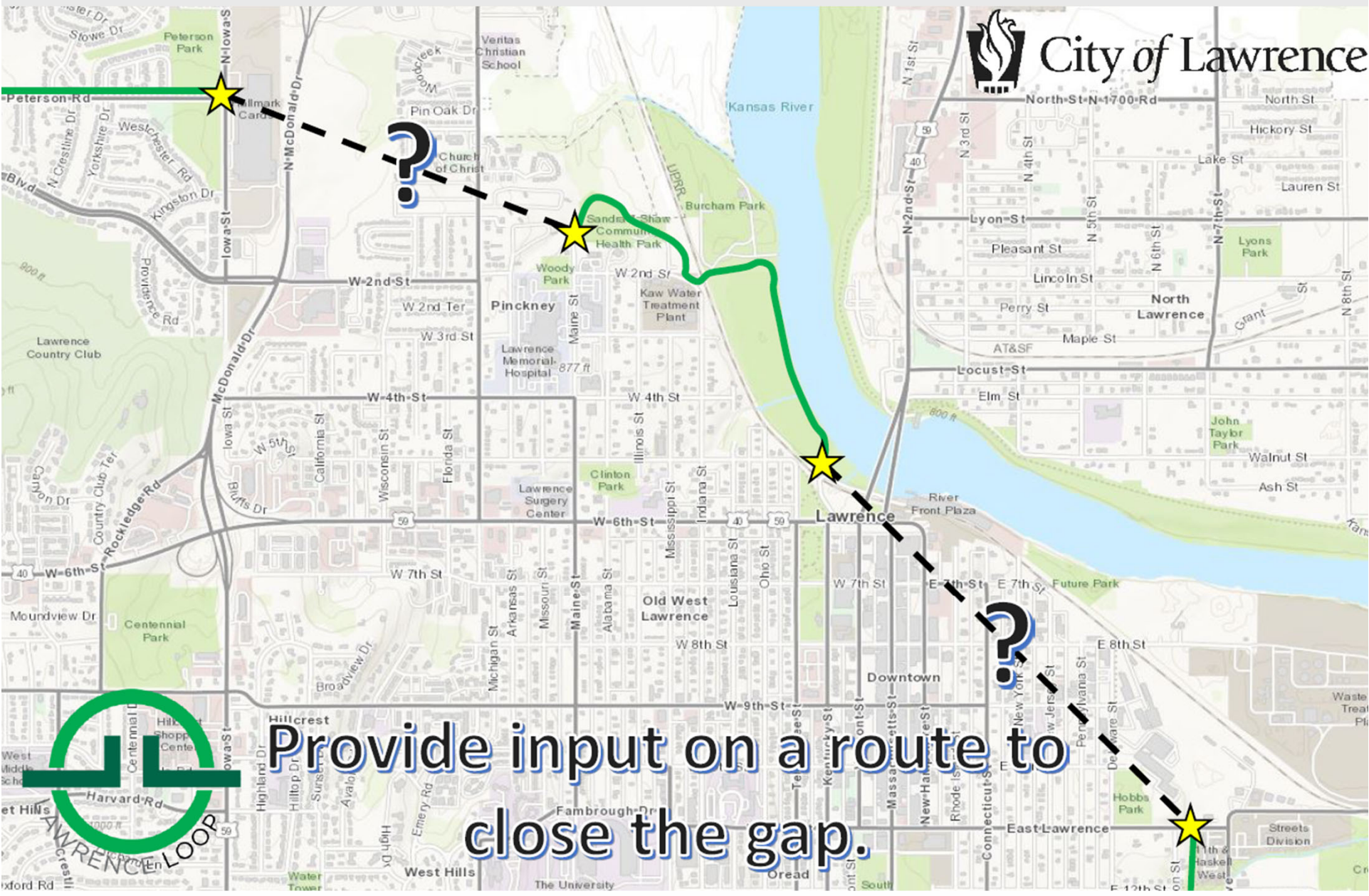
- 4th graders conducted a walking audit to discuss currently established Safe Routes to School with their PE teacher.
- Rode paratransit vehicles when conducting a survey to administer it and talk to the people about their experience.





Direct mailer (if you have the
resources/type of plan which
accommodates it)





Provide input on a route to close the gap.

BG Consultants, Inc. on behalf of the City of Lawrence is studying potential alignments for the incomplete sections (shown on the map) of pedestrian and bicycle path to complete the Lawrence Loop.

Provide your input for potential **Lawrence Loop alignments** at our **Open House**:

June 12th, 2017

5:30 pm to 7:30 pm

Lawrence Public Library Auditorium

707 Vermont Street

There will be no formal presentation so please feel free come at your convenience between these times. If you are unavailable to attend and wish to provide input please contact David Hamby at (785) 749-4474 x2106.

Visit www.lawrenceks.org/loop for more information.





YOU'RE INVITED!

East 23rd Street Corridor Study Engagement Events

*Join us to share your vision for the future of
East 23rd Street (Haskell Bridge to O'Connell Road)*

Visioning Session | Tuesday, June 25 | 8:00 am - 12:00 pm

Open House | Wednesday, June 26 | 5:00 pm - 7:00 pm

Douglas County Fairgrounds (2120 Harper St) | Flory Meeting Hall

*For more information or to take the survey, visit:
lawrenceks.org/mpo/23rd-st-corridor-study*



City of Lawrence



When holding an open house –
have it at a location people go by
doing normal activities. Have staff
outside room to draw people in.











Trial and error – try something else

- We are going back to our “Go to the people” motto.
 - Attending Site Councils or Parent Teacher Association/Organization meetings at each of the 14 elementary schools and 4 middle schools



Other good things to have at meetings

- Offer childcare
- Offer bus passes
 - (Offered, but no one requested a bus pass for the SRTS open house.)
- Snacks
 - Apples, granola bars, water, popcorn



Summary

- Go to the people.
- Develop pitch besides – “Do you want to take our survey?”
- Survey design – Make sure to ask people questions they can actually answer. Tablet rather than paper for ease of analysis.
- Catch people as they wait in line.
- Direct mailer (if you have the resources/type of plan which accommodates it).
- Have activities besides surveys.
- When holding an open house – Have it at a location people go by doing normal activities. Have staff outside room to draw people in.
- Trial and error – Try something else.

Public engagement by the numbers

- Transportation 2040
(1.5 year process)
 - **36** Stakeholder Interviews
 - **38** Mobile Meetings
 - **9** Open Houses
 - **1,600+** Survey Responses (2 surveys)
- Lawrence Bikes
(1.5 year process)
 - **21** Mobile Meetings
 - **3** Open Houses
 - **1** Guided Bicycle Ride
 - **995** Survey Responses (2 surveys)



Key message –
Good engagement takes time,
but it pays off when you have
the buy-in to implement the plan.



Thank you!

Ashley Myers

amyers@lawrenceks.org

Lawrence-Douglas County MPO

<https://lawrenceks.org/mpo>

