



# COMMUNITY EDUCATION AND ENGAGEMENT PLAN (CEEP)

Public Transit Department, City of Phoenix



September 2022



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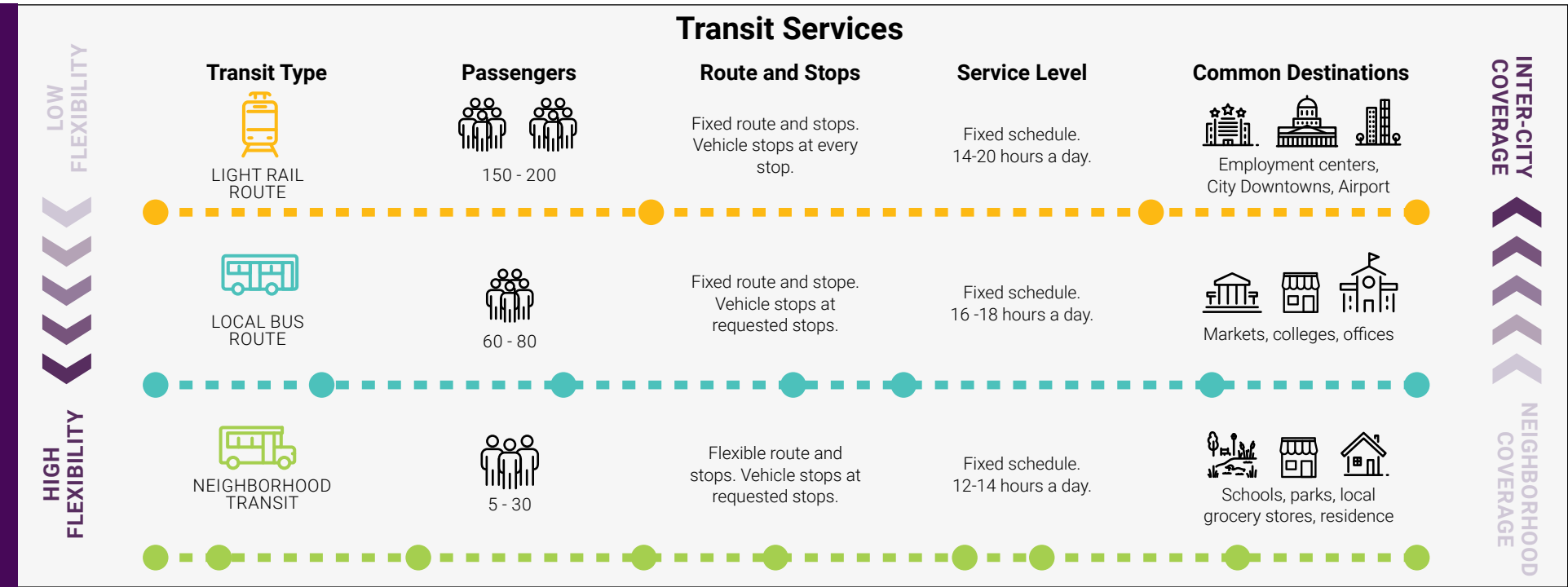
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# 1 WHAT IS NEIGHBORHOOD TRANSIT?

Neighborhood transit service provides a way to easily get around neighborhood areas and connect to local buses and light rail. The existing neighborhood transit service in Phoenix are circulators and Dial-a-Ride. Circulators in Phoenix include the **DASH** (Downtown Area Shuttle), **MARY** (Maryvale Area Ride for You), **SMART** (Sunnyslope Multi Access Residential Transit), and the **ALEX** (Ahwatukee Local Explorer). Like existing circulators, neighborhood transit assists in connections to the greater transit network such as local bus service, express bus service, and light rail.

- Some benefits of neighborhood transit can include:
-  Access to local destinations such as grocery stores, schools and parks
  -  Smaller vehicles that can go through neighborhood streets
  -  Potential for more flexible fixed routes and ability to request stops
  -  A solution to connect riders to the nearest local bus route
  -  Online trip planning and real time arrival information





## 2 STUDY BACKGROUND

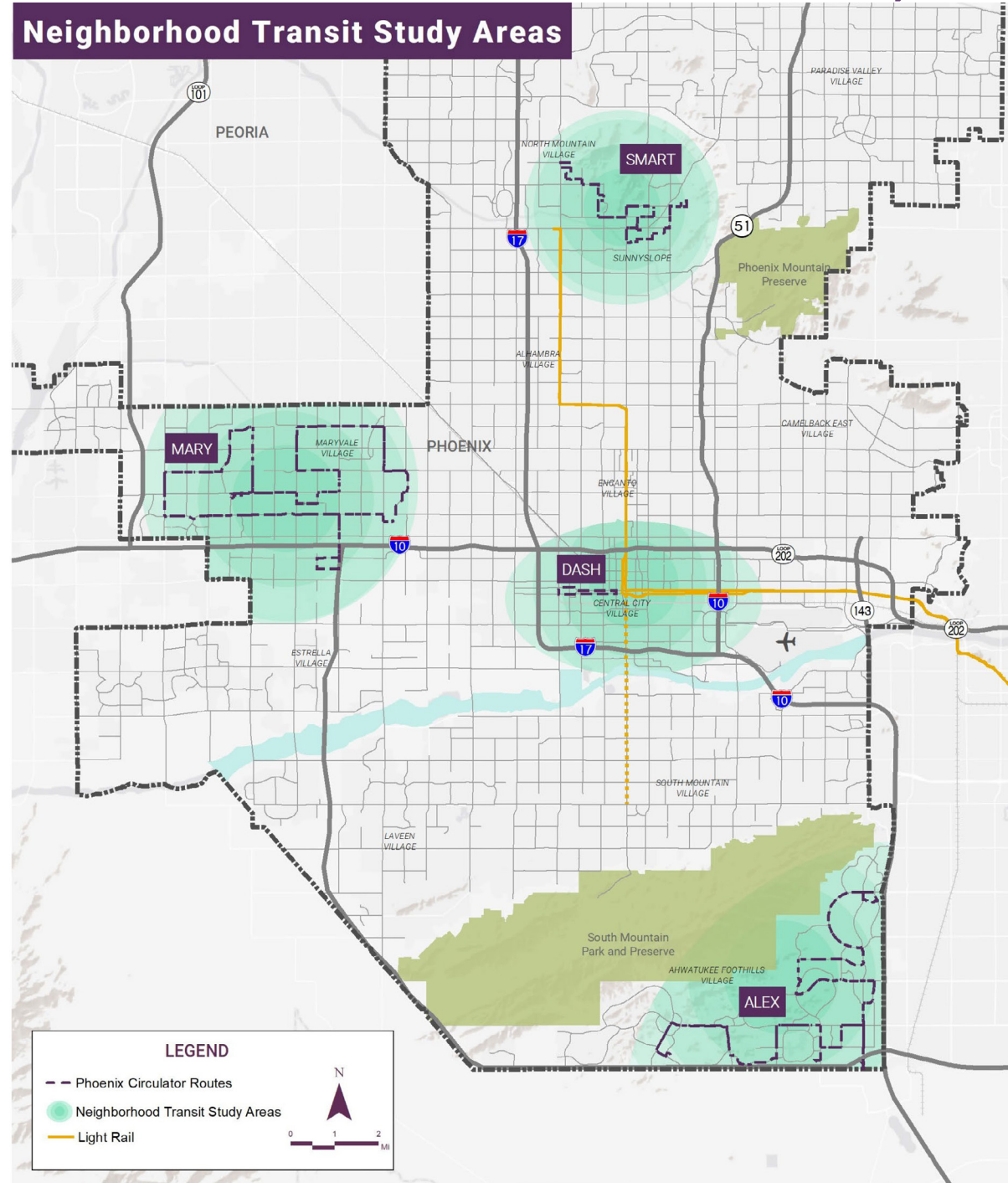
The Neighborhood Transit Study (NTS) is an important component of the **T2050 program** to continue expanding and improving Phoenix’s neighborhood circulator routes. Current circulators loop through Phoenix neighborhoods and connects passengers to schools, businesses, and other bus services in downtown Phoenix, Ahwatukee, Maryvale, and Sunnyslope communities.

Since the NTS is part of T2050, it will not only review the existing neighborhood transit circulators and make improvements to it, but also plan for future growth. The NTS will first explore the role of existing circulators and understand how these can be improved to serve our existing system. The study will help identify neighborhood transit needs - especially those needs in communities that don’t have circulators. Ultimately, the goal is to provide you with various neighborhood transit options/solutions.

Goals

- 1 Educate about neighborhood transit service and its benefits.
- 2 Explore the role of neighborhood transit and how it can be improved to serve our existing system.
- 3 Understand neighborhood transit needs - especially communities that don’t currently have circulators.
- 4 Determine neighborhood transit service type based on community needs.

### Neighborhood Transit Study Areas



# 3 CEEP PURPOSE AND OBJECTIVES

## Purpose

Effective education and engagement supports community contribution and enables meaningful input that helps projects best serve community needs and desires. The purpose of the Community Education and Engagement Plan (CEEP) is to identify the techniques and activities to educate the community about the NTS and engage the community in the development of various neighborhood transit options/solutions.

- This CEEP is designed to answer the following questions:
- ❓ What transportation needs does neighborhood transit address?
  - ❓ What are the benefits of neighborhood transit?
  - ❓ How is neighborhood transit different from other transit services?
  - ❓ How can I get involved?
  - ❓ How does the community feedback inform the service options?

## Objectives

- Provide convenient education and community input opportunities
- Accommodate needs of non-English speakers and traditionally underserved populations
- Coordinate with other city departments and agencies on related ongoing efforts
- Link outreach activities to service options
- Develop viable options that meet community needs



# 4 PLAN OVERVIEW

The plan describes the community education and engagement efforts for the NTS and the technical planning process to support it. The process features three phases and is designed to remain consistent for each NTS area to ensure community education and engagement efforts remain equitable.

The phases are designed to coincide with the technical planning efforts as shown in the graphic below. The phases will serve as the checkpoints for meeting public engagement needs and inform the respective public engagement summaries for each phase.

## NTS Overall Process



**PHASE I - Understand Needs**

**Phase 1** is intended to raise awareness about the NTS and solicit feedback from the community on the existing service. Key educational messaging will be introduced to explain the decision-making process for this study and highlight neighborhood transit service options that exist in other U.S. cities. Introducing educational messaging early on is critical for the community to provide informed input. The emphasis will be placed on soliciting feedback on transit needs and priorities.

**PHASE II - Recommended Service Options**

During **Phase 2**, key findings from the inputs obtained during Phase 1 and the service options will be presented to the community. Details about the evaluation methodology to rank and prioritize the service options and to select a preferred service option will also be made public. The emphasis will be placed on soliciting feedback to help inform the preferred service option.

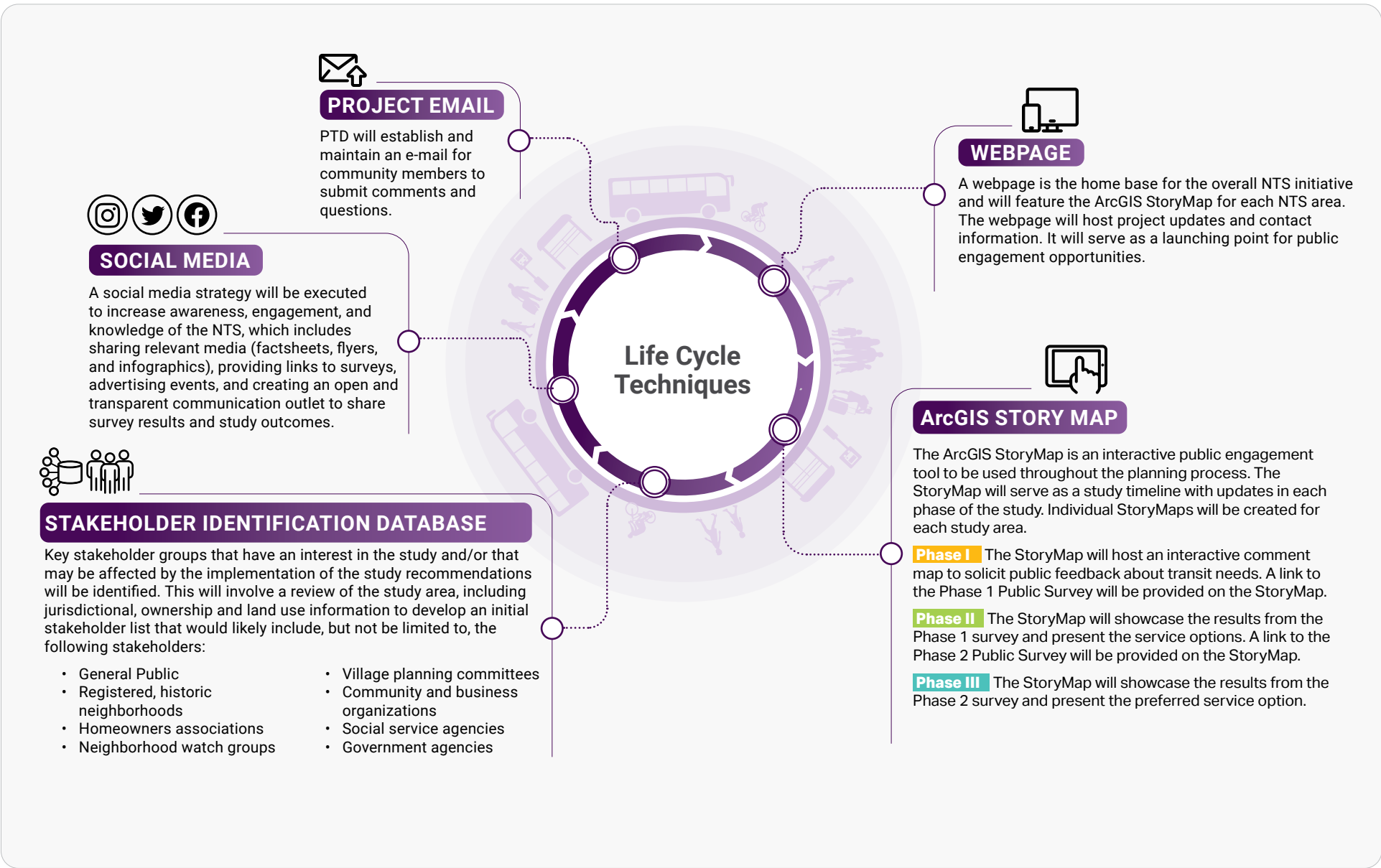
**PHASE III - Preferred Service Option**

As part of **Phase 3**, the preferred service option will be presented to the community. To share how the preferred service option was ultimately selected, the key findings from the inputs obtained during Phase 2 and the results from the evaluation performed on the service options will be made public.



# 5 COMMUNITY EDUCATION AND ENGAGEMENT TECHNIQUES

The following techniques will be used to educate and engage with the community. The techniques are categorized as follows:



# PHASE TECHNIQUES

Phase techniques will be used at specific points in the study to ensure the greatest opportunity for feedback. Some of these techniques apply to one or multiple phases.

Phase Techniques	PHASE I	PHASE II	PHASE III
Survey			
Public Meetings			
Stakeholder Outreach			
Targeted Notification			
Transit Rider Engagement			

PHASE 1 PHASE 2 **SURVEYS**

Surveys will be a key component in the community education and engagement process and will be implemented in Phase 1 and 2. Surveys will be bilingual, English and Spanish, and distributed in an electronic format through a SurveyMonkey link. If necessary, hardcopies will be distributed at community events and to onboard transit riders to increase exposure.

**PHASE - I**

- Attitudes and perceptions about the current circulator system.
- Feedback about neighborhood transit needs and concerns.
- Thoughts about potential service improvements

**PHASE - II**

- Thoughts about the recommended service options.
- Ranking of recommended service options.

PHASE 1 PHASE 2 **PUBLIC MEETINGS**

The public meetings will be scheduled to educate the public about the NTS and engage to identify neighborhood transit options/solutions. The study will offer public meetings virtually to enable participation at personal convenience and to expand the reach of engagement. The information that will be presented during this meeting will be made available on the NTS webpage after the meeting.

**PHASE - I**

The first public meeting is to introduce the NTS process and timeline, present preliminary results from field and bus driver surveys, and solicit input to inform the existing conditions in the form of written or verbal comments.

**PHASE - II**

The second public meeting is to present the draft service options and provide a platform for feedback. Additionally, key findings from the public input obtained during phase 1 will be presented.



PHASE 1 PHASE 2 PHASE 3 **STAKEHOLDER OUTREACH**

Key stakeholders will be provided project updates and notified about engagement opportunities through email communication. Additionally, representatives from the stakeholder groups will be invited for public meetings to voice their group’s needs and concerns.

PHASE 1 PHASE 2 PHASE 3 **TARGETED NOTIFICATION**

A targeted notification effort will first identify the stakeholder groups that advocate for Title VI and underserved populations in the study area. This will engage populations that may not otherwise be aware of the study and/or have access to project information and resources. The representatives from these stakeholder groups will raise awareness through posters at dedicated facilities or events and encourage their members to participate.

PHASE 1 PHASE 2 PHASE 3 **TRANSIT RIDER ENGAGEMENT**

As a “go to the people” approach study posters will be posted at bus stops which will direct the transit riders to the study webpage and survey. If necessary, hardcopies of the survey will be distributed to onboard transit riders to increase exposure.





# 6 INCORPORATING PUBLIC FEEDBACK

Community education and engagement activities will include consistent procedures for recording and responding to community comments, and for relaying comments to key project team members and decision makers. All comments will be recorded as part of the permanent record.

To validate community contributions, build trust, and create a feedback loop, the project team will:

- Post public meeting summaries, including all comments received, on the program website following each public meeting.
- Clearly communicate how the public can participate, and how feedback will be incorporated into the program and/or corridors.
- At each public meeting, present the input received at the previous meetings and how it was incorporated into the program and/or corridors (what we heard and what we did).



# 7 COMMUNITY ENGAGEMENT AND FEEDBACK SUMMARY

After each NTS phase, a document summarizing the engagement activities and community feedback will be prepared to provide a snapshot of overall activities and any emerging issues. The summary from each phase will be combined into a single comprehensive document outlining all education and engagement activities, as well as realized and expected results for each NTS area.

## RESOURCES

### For program information:

#### Website

[phoenix.gov/neighborhoodtransit](http://phoenix.gov/neighborhoodtransit)


#### Email


[neighborhoodtransitstudy@phoenix.gov](mailto:neighborhoodtransitstudy@phoenix.gov)


### For media inquiries

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