SESSION #20

CAPITAL “T” STANDS FOR “TRUST”: Collaborative Outreach in Central Corridor Transit Service Planning

Karyssa Jackson
District Councils Collaborative of Saint Paul and Minneapolis

Jill Hentges
Metro Transit

May 23, 2013
The Transit Project

Service Network and Study Area

- **Study Area**
  - Routes in prominent bold colors are part of study
  - Non-Stop Service
  - To/From Downtown
  - Routes in faded colors are not part of study

Central Corridor Transit Service Study Existing Conditions Report

Metro Transit
Serving the Minneapolis/St. Paul Area
The Challenges

**Metro Transit** ensure that the overall transit service is maintained or improved for neighborhoods along the METRO Green Line (Central Corridor).

**District Councils Collaborative of Saint Paul and Minneapolis (DCC)** facilitates community involvement and engages underserved populations in Central Corridor issues that affect multiple neighborhoods and are best addressed through collaboration, sharing information, conducting research and coordinating advocacy on common concerns.
The DCC approached Metro Transit in 2011 to support community engagement around the transit study.

Metro Transit expressed a desire to better connect with hard to reach communities, particularly communities of color and immigrant populations.

Working in partnership the Trusted Advocate Model was identified as a strategy to connect with traditionally underrepresented groups.

Metro Transit offered to revise the planning process to solicit community input prior to development of the concept plan.
The DCC contracted with nine, trusted, transit literate community organizers from within the Transit Service Study Area who had previous experience in outreach and engagement.
Methods of Engagement

- Flexibility and freedom
- The term “engagement session” defined within the project as any strategy used to reach into the community, gather data and build relationships.
Trusted Advocate Project Success

- **103** community engagements by trusted advocates.
- **700** data points were collected by trusted advocates.
  - Community Gatherings
  - Door Knocking
  - Interviews
  - One-on-Ones
  - Kitchen Table
  - Bus Stop
  - Flyer Distribution
  - Publications
- **Ravoux Hi Rise Story**
Take-away Lessons Learned

Builds Trust

- Complimentary goals
- A trusted, internal advocates for deeper engagement for all partners
- Shared value for engagement between partners
- LONGstanding relationships with community
- Honesty

Erodes Trust

- Rushed timeline
- Missed deadlines
- Unclear expectations
- Controversy or strong emotional responses to the project itself
- Hidden agendas
Best of luck in your outreach endeavors!

- Metro Transit metrotransit.org
  Jill Hentges, Community Outreach  
  Jill.Hentges@metrotransit.org
- District Councils Collaborative (DCC) dcc-stpaul-mpls.org  
  Karyssa Jackson, Communications and Outreach 
  karyssa@dcc-stpaul-mpls.org