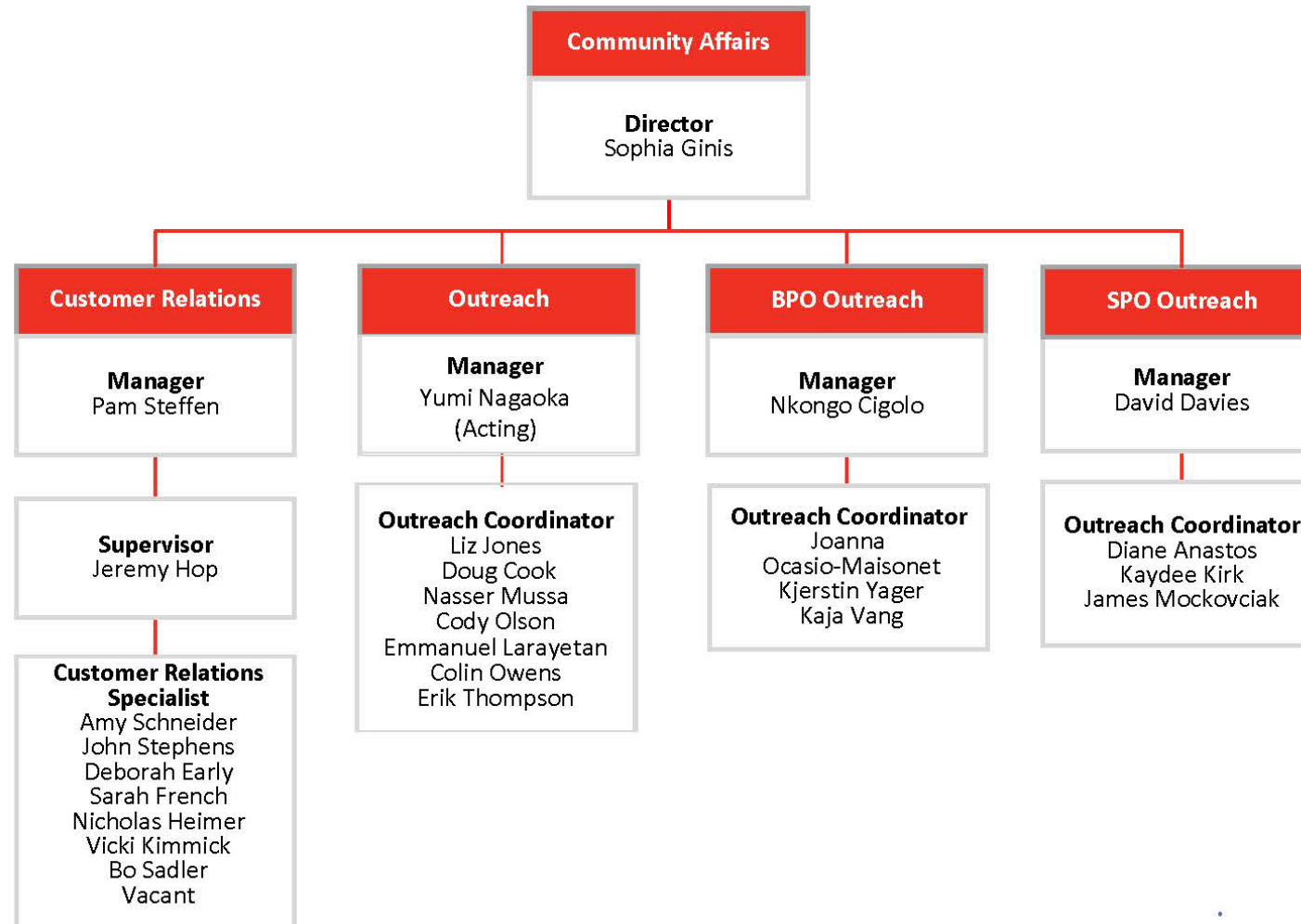




## Community Affairs

Sophia Ginis | Director of Community Affairs

# Community Affairs area



# Community Affairs

- The Community Affairs division builds relationships with stakeholders and community in support of Metro Transit's mission and projects.
  - We conduct public processes to ensure decisions are influenced by the needs of riders and stakeholders
  - We respond to community affairs issues raised by internal and external stakeholders and work cross-departmentally to find solutions and respond
  - We help ensure support for initiatives and bring greater understanding of Metro Transit work and decision-making



# Metro Transit's approach to customer relations

- Investigate issues raised by customers and community
- Seek solutions where issues persist
- Continually receive feedback and share what we are hearing for ongoing decision making
- Received information about an issue or idea?
  - Contact Pam Steffen



*Customer Relations Supervisor, Jeremy Hop listening to feedback*

## Metro Transit's engagement approach

- Develop ongoing, working relationships with project neighbors, riders, and community
- Strategies designed to ensure we hear diverse perspectives
  - Go to where people are
- Engage early and often
  - Ensure stakeholders are aware of project details and can be involved through all project stages
- Dedicated outreach coordinators



*Site visit with Bryn Mawr Station neighbors*



## Example activities

- Sharing information
  - Project hosted meetings, newsletters, social media, etc.
- Developing relationships
  - Community partnerships, ongoing collaboration, individual/group focus meetings, How to Rides
- Going to where people are
  - Door-knocking, pop-ups, attending events hosted by community



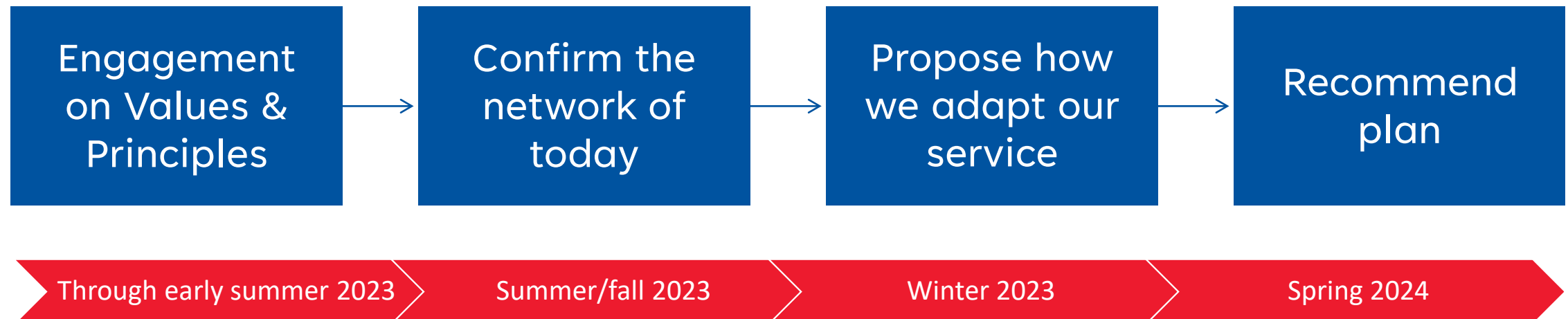
*Event with students at Century College*



*Gold Line tabling at Safe Summer Nights*

## Example activities: Network Now

- Project initiated with an engagement focus:
  - Project phases designed to keep the community informed and involved as decision-making advances
  - Engagement begins on the front end



# Example activities: Network Now

KMOJ Legacy Projects B.I.N.

**BET TO AIR 'THE BREAKFAST CLUB' STARTING APRIL 17**  
March 30, 2023

**SHA BE ALLAH**  
MARCH 30, 2023

Today, BET announced a partnership with iHeartMedia that will bring the award-winning hit morning show *The Breakfast Club* starring DJ Envy and Charlamagne Tha God from iHeartMedia New York's Power 105.1 to BET's 2023 programming lineup.

BET will televise a one-hour special edition of "The Breakfast Club" daily, Monday through Friday. These specials will feature unrivaled interviews and

**25-April-2023 SAINT PAUL, MN**  
@AMSTERDAM BAR & HALL  
GET TICKETS NOW

**We're building a transit system for the next 5 years.**  
YOUR FEEDBACK IS NEEDED!  
NetworkNOW

**Earn your bachelor's degree at Metro State**  
Explore 50+ options at

Ad on KMOJ's webpage



Community meetings

<p><b>Attention Transit Customers</b></p>	<p>Help us build a transit network that serves the metro's needs for the next five years. Scan this code to take a survey by May 15 and find out about community meetings at <a href="https://metrotransit.org/Network-Now">metrotransit.org/Network-Now</a>.</p> 
<p><b>Ceebtoom Rau Cov Neeg Yuav Pib Cajj Tsheb Npav/NqajHlaus</b></p>	<p>Pab peb tsim ib qhov kev npav sib txuas uas pab zej zog siv tau 5 xyoo tom ntej no. Xoo qhov code kom koj mus teb ib co lus nug uantej lub 5Hli tim 15 thiab xawb kom paub ntiv txog cov sijhawm teem zej zog tuaj sib ntsib thiab tham ntawm <a href="https://metrotransit.org/Network-Now">metrotransit.org/Network-Now</a>.</p> 
<p><b>Digniinta Macmiisha Gaadiidka</b></p>	<p>Naga caawi inaan dhiso shabakad gaadiid oo u daboosha baahiyaha Metro shanta sano ee soo socota. Iskaan ku samee koodhkan si aad u qaadata ra'yi uruurin ugu danbeyn Meey 15 kana ogoow shirarka bulshada barta <a href="https://metrotransit.org/Network-Now">metrotransit.org/Network-Now</a>.</p> 
<p><b>Atención clientes de Transit</b></p>	<p>Ayúdenos a tender una red de transporte que responda a las necesidades del metro para los próximos cinco años. Escanee este código para responder una encuesta antes del 15 de mayo y entérese de las reuniones comunitarias en <a href="https://metrotransit.org/Network-Now">metrotransit.org/Network-Now</a>.</p> 
<p><b>Khách Hàng Quý Cảnh Lưu Ý</b></p>	<p>Hãy giúp chúng tôi xây dựng mạng lưới vận chuyển phục vụ nhu cầu của tàu điện ngầm trong năm năm tới. Quét mã này để làm khảo sát chậm nhất là vào ngày 15 tháng 5 và tìm hiểu về các cuộc họp cộng đồng trên trang <a href="https://metrotransit.org/Network-Now">metrotransit.org/Network-Now</a>.</p> 

In-person rider alert



# Utilizing feedback and considering equity

- Stakeholder mapping
- Considering voices and needs even if they are not the loudest
- Impact and solutions-based approach



*METRO F Line outreach*

# Engagement results

- Results:
  - Adjustments such as:
    - Blue Line Extension routing options on 21<sup>st</sup> Street or between Target Field and West Broadway, Purple Line Arcade Station details
  - Greater understanding:
    - Awareness of construction plans: Green Line Extension, Gold Line, B Line
    - Network Now: increasing understanding of planning, challenges, and decision-making



*Blue Line Extension Community Workshops (bottom photos: hosted by Juxta)*



## Engagement & customer experience impact

- 2022: Nearly 1,000 meetings and events with public stakeholders
- Outreach coordinators and customer experience staff are well known in community and have established ongoing relationships
- Over 45,000 calls and 8,000 emails addressed (feedback received or issues investigated)

**Thank You!**

**Sophia Ginis**

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