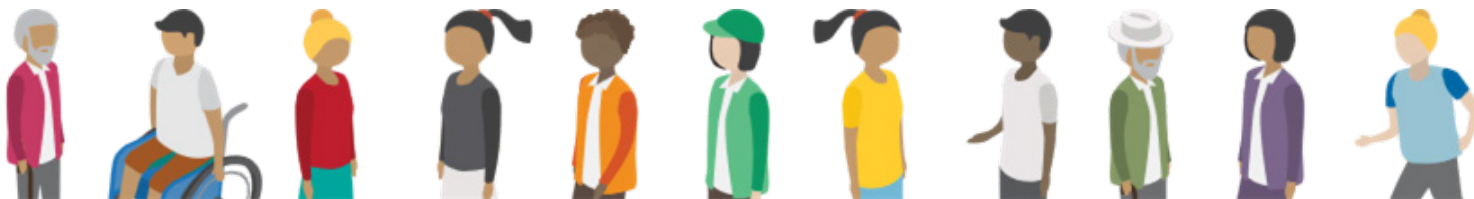




Community Engagement Approach



March 2023

Goals

- **Introduce the Route Redesign Study** to Southside neighbors.
- **Create broad awareness** about project and study.

Methods

Community Meeting (with dinner) at the Smith Williams Center

Hand out flyers and share information at Southside bus stops and C.K. Steele Plaza



April-June 2023

Goals

Participants share:

- **Their experiences with StarMetro**, including dial-a-ride service and Flex routes.
- **Where and when** they travel.
- **Preferences and priorities for different types of bus service**, such as shuttle services and on-demand transportation services.

Methods

Small group, focus group style research with high school students, older adults, and Southside neighbors. Meetings will be held at Rickards High School (students), the Smith Williams Center (older adults) and Jack McLean Center (neighbors).

- We will hold two rounds of hour-long meetings with each audience so we can talk in-depth about experience and ideas. Participants will be compensated for their time.

Stakeholder interviews with community leaders and important institutions in the Southside. Team will make sure stakeholders know about the project, listen to their experiences and preferences, and answer key questions.



Community Engagement Approach *(continued)*



August-September 2023

Goals

- **Broad awareness about the Southside Transit Center project** and proposed route changes
- **Collect feedback and ideas** from residents and neighbors about proposed changes.

Methods

Small group, focus group style research with high school students, older adults, and Southside neighbors. Meetings will be held at Rickards High School (students), the Smith Williams Center (older adults) and Jack McLean Center (neighbors).

- We will hold an additional round of hour-long meetings with each audience to share the draft plans for new routes and hear their feedback. Participants will be compensated for their time.

Roundtable meetings to share a preview of the draft plan for bus route changes. Meetings will be held with Southside community leaders and representatives from major institutions.

Hand out flyers and share information at Southside bus stops and C.K. Steele Plaza before the community meeting.

Attend Neighborhood Association Meetings to talk about the proposed changes to bus services in the Southside.



For more information, go to:

Talgov.com/ThinkTransit

