

Engagement Tactics

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May 5, 2021

Question:


Who has ever been to a public meeting for a transportation project and left frustrated about how issues were discussed by the community members present?



Do you think that meeting would have changed if other people had been a part of that conversation?



Changing our transportation system requires
changing how we talk to people about
transportation



How do we continue (or even start) the conversation about improving transportation beyond those who typically show up?

Real-time, direct engagement

- Connect with people as they go about their day to day life
 - Eg. while waiting at a bus stop
- Think of contact as the “anti-meeting”



Real-time, direct engagement

- Phone based, virtual, or face-to-face interactions
 - Eg. existing community or neighborhood meetings



Hacking your network

As a part of this committee, community members in your own right, and experts in your respective specialities, you have the ability to engage with your neighbors and contacts on important transportation projects

Question: Does anyone have ideas for where or with whom you could talk about transit projects?

How you go about engaging the public in a way that fits your needs, skills, and audience?

Developing a strategy

- Why are you engaging?
- Identify your audience
- Identify where to find your audience
- Create a timeline
- Develop the ask

Why are you engaging people?

- Sharing information with community on an issue or upcoming project?
- Collecting feedback to share with the City?
- Get people to be involved? Show up to an upcoming meeting or share feedback online



Identify your audience

- Who will be impacted by this project?
- Who is missing from the conversation?
- Who do you know, or may know those, that fall into these categories?

Identify where to find your audience

- People in your network
- Folks you work with
- Community spaces & events
- Groups, organizations, etc.
- Example: Bus riders at bus stops



Create a timeline

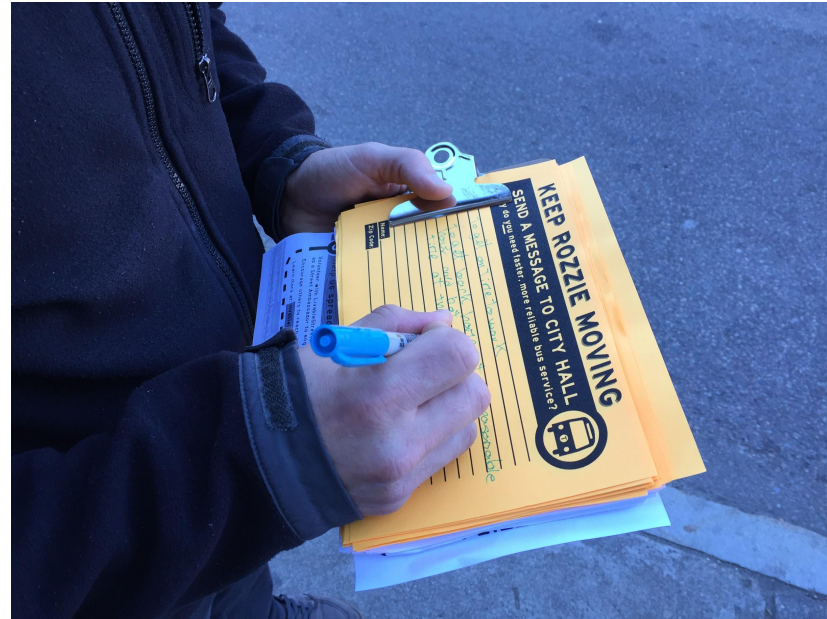


- By when do you have to engage people to be successful?
- Are there public meetings that need to include transit voices?
- Example: when is the next TAC meeting that will discuss this project?

Ask + Collecting Feedback

Ensure you answer some of these key questions:

- What do they need to know/ do
- Why should they care
- Collect their experience today and what do they think about the proposal
- How they can be involved



Example questions to ask

- What isn't working about your bus ride today?
- Why do you need faster, more reliable buses?
- Why don't you take the bus today?
- What is missing from this project?

Example conversation

Who wants to practice with me?

| Questions?

Next Steps:

1. **Before the next meeting:** please talk to 5 people about one of the projects presented on today.
2. Get into the habit of talking to community members + residents before each TAC meeting to better inform the conversation



Thank you!