



# Ogden/WSU BRT TOD Study

## Public Engagement and Communications Plan

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# 1. Purpose

The purpose of the Public Engagement and Communications Plan (the Plan) is to outline and describe the roles, responsibilities, tools, and timeline for community involvement activities that will inform the Ogden BRT Corridor/TOD Study (the Study). This Plan details the key outreach strategies, methods and tools and matches them with the target audiences. The Plan also describes the roles that UTA, the City of Ogden and the MIG consultant team will play to implement the outreach tasks. The Plan is designed to accomplish the following:

- Identify the range and role of stakeholders who will facilitate and provide input into the planning and analysis process;
- Describe communication, outreach, education and engagement methods that will ensure that a broad spectrum of stakeholders and the general public have access to, influence in, and a feeling of ownership of the process; and
- Identify the timing and sequence of engagement activities in relation to the planning and analysis work.

# 2. Background

Transit-Oriented Development (TOD) is about creating an environment where housing is accessible and affordable, and where everyone can walk or ride safely to the park, to school, work or shopping without getting in a car. Achieving this for the Ogden/Weber State Corridor requires a vision that inspires local leaders, developers and neighbors to think creatively about the possibilities of what the corridor can become and what roles BRT and TOD can play in its transformation.

## About the Study

The Ogden/Weber State University Transit Project Study (2015) identified a Locally Preferred Alternative (LPA) for Bus Rapid Transit (BRT) connecting the Ogden Intermodal Transit Center and Downtown Ogden with Weber State University.

To support Transit Oriented Development (TOD) along the corridor in which BRT has been identified, the Ogden BRT Corridor/TOD Study will examine the BRT Corridor for future TOD opportunities, that include:

- Preserving a mix of equitable housing;
- Enhancing access to essential services;
- Creating well-designed and welcoming stops and station areas; and
- Providing improved active transportation connections and greater connectivity to the regional transit system.

Getting information to the community about this project and receiving valuable input about future ideas takes a concerted effort. Creating a Public Engagement and Communications Plan provides the framework for the engagement process and highlights ways that specific outreach activities will seek out, engage and consider the viewpoints of a wide cross-section of the Ogden community.

In November 2017, the Utah Transit Authority (UTA) entered into an agreement with the consultant team, MIG, to provide planning and analysis services for the Ogden BRT Corridor/TOD Study. The planning and analysis work consists of a sequence of five phases, from November 2017 through December 2018.

- **Phase 1: Project Kick-off and Foundation** (November – December 2017)
- **Phase 2: Project Buzz and Public Launch** (December 2017 – December 2018)
- **Phase 3: Baseline Analysis** (January 2018 – June 2018)
- **Phase 4: TOD Vision and Recommendations** (May 2018 – September 2018)
- **Phase 5: Implementing TOD** (August 2018 – December 2018)

“A goal of this project is inclusive participation, to provide multiple and varied opportunities for a wide range of community members, property and business owners, developers and transit users to provide meaningful input.”

### 3. Goals

The Plan outlines opportunities for the public, underserved communities, key community, business and civic leaders, as well as City staff and elected officials to be involved in the planning and analysis work to inform the Study. The Plan highlights ways that specific outreach activities will seek out, engage and consider the viewpoints of a wide cross-section of the Ogden community. The approach includes the following goals:

1. **Continue to Build Relationships in Ogden.** Building on the BRT process, this Study will continue the conversations with the people of Ogden and create opportunities for stakeholders and the general public to meet and engage with others interested in public transit and development along the Ogden BRT Corridor.
2. **Ensure clarity and transparency.** This Study will continue the momentum and conversation from the Transit Project Study (2015) around public transportation, development and change along the corridor, with a focus on easy-to-understand and accessible information.
3. **Create Opportunities for Inclusive Participation.** Provide multiple and varied opportunities for a wide range of community members and partners to provide meaningful input.

4. **Collaborate and Inform Decision-Making.** Collect useful and relevant public input that reflects local expertise and values and informs decision-making related to the Study.
5. **Build Long Term Capacity and Support for Public Transit and Transit-Oriented Development.** Build social capital and support those engaged through the process to stay involved and share not only concerns and issues, but also solutions and strategies necessary to implement the planning and analysis work of this Study.

## 4. Guiding Principles

These guiding principles will be integrated within the outreach methods of the Public Engagement Plan:

### INCLUSIVE AND FLEXIBLE

The Project Team – consisting of UTA, City staff and the Consultant Team – will proactively reach out and engage a full range of stakeholder groups across Ogden. The public participation process will accommodate engagement in a variety of settings, for both individuals and different size groups. For example, the outreach will include informational displays at community or campus events to ensure a higher number of interactions, including Spanish language materials where practicable.

### HIGH-TOUCH AND HIGH-TECH

Many people respond well to face-to-face communication. Pop-up events will allow the team to go out into the community and reach people in a comfortable setting. Many of these same materials will be adapted to the digital environment – through the opportunities mapping task. Adapting these tools to be accessible by iPad, smartphone and home computer will help reach many additional users, especially those who typically don't attend traditional meetings.

### CLEAR, FOCUSED AND UNDERSTANDABLE

Activities will have a clear purpose and use for the input, and will be described in language that is easy to understand.

### AUTHENTIC AND MEANINGFUL

The Project Team will support public participation activities as a meaningful investment that requires teamwork and commitment.

## 5. Targeted Objectives

The Public Engagement and Communications Plan will follow the targeted objectives outlined below:

1. **Accessibility.** The process should serve multigenerational and diverse ability needs.
  - A. Public events will be held in ADA accessible locations near public transit lines.
  - B. When feasible, public events will be scheduled at varying times to allow participation by people who have diverse work schedules.
    - i. Pop-up events will be held in a variety of locations and formats to accommodate hard-to-reach groups such as youth, seniors, immigrant communities, low-income families and people with disabilities.
    - ii. The City will attend other community sponsored meetings and events to engage the community. These meetings will be held in a variety of locations and formats.
2. **Extent.** The process should involve and inform as many members of the public as possible.
  - A. The Study's engagement opportunities will be publicized broadly using an array of partner agency communication channels, both online and in person.
  - B. Total number of participants will be tracked, tracking participation across all outreach activities.
3. **Inclusivity.** The process should engage a range of people that reflects the diversity of interests, ethnicities, incomes and special needs of the population along the corridor.
  - A. Outreach activities will routinely collect demographic data where practical to help assess how well we are reaching an ethnically and socioeconomically diverse population.
  - B. We will adjust the engagement plan if engagement activities are not resulting in diverse participation.
  - C. Populations of special concern include renters, foreign born residents, and residents who speak a language other than English at home.
4. **Impact.** The public outreach process should inform the decision-making process for the Study.

- A. Major themes and trends identified through the public engagement efforts will be presented to the Study’s Project Team, Technical Advisory Committee and Executive Committee for their consideration.

## 6. Target Audiences

The planning and analysis work is an opportunity for Ogden, UTA and partner agencies to continue building a network of an increasingly diverse engaged public audience to support BRT and its potential to connect Ogden, and form a collective vision for development along the BRT corridor. To this end, the following groups have been identified as target audiences for public engagement:

- Existing transit users (including Frontrunner)
- High school students
- Kids and families
- Young adults and WSU students
- Seniors and older residents
- People with disabilities and their advocates
- Foreign born residents
- Non-English speakers
- Residents, including renters
- Social service providers
- Housing organizations and advocates (Ogden Housing Authority and Weber County Community Action Program)
- Biking and walking advocates
- Neighborhood association representatives
- Ogden School District staff
- WSU staff
- McKay-Dee Hospital/Intermountain Healthcare staff
- Ogden-Weber Chamber, Downtown Alliance and local businesses
- Developers and investors
- Arts and cultural organizations including local artists
- Library users

## 7. Outreach Activities

The following activities represent the diverse ways in which the Project Team will be sharing information with various audiences throughout the development of the Study. The diversity of outreach activities reflect the diversity of Ogden’s many “publics” and is intended to make it easy for residents, businesses, stakeholders and other interested parties to engage in a meaningful way with development of the Study. When ready for the public, the project website will include a public schedule of upcoming public engagement events once the dates have been set.

## ADVISORY COMMITTEES

Throughout the Study process, two groups will provide project direction and serve as representatives from partner agencies: the Technical Advisory Committee (TAC) and Executive Committee. A primary function of both groups is to provide a forum for project partners and agencies to share their opinions, provide feedback and coordinate communication. The TAC will meet on a more frequent basis and provide more hands-on direction on the Study. The Executive Committee will meet less frequently and provide higher-level direction on key deliverables and project progress.

## PROJECT PORTAL AND PROJECT BRAND

MIG will develop an interactive, project website; a one-stop resource for project information and updates, continuing the momentum from the Transit Project Study. With the large number of project stakeholders and ongoing planning projects, our goal is to have a single, easily accessible resource for project participants to go for all project information. As part of this task, MIG will also develop a distinctive project identity to be used throughout the process and integrated with the website design.

## PROJECT POP-UPS

The Project Team will hold up to three “pop-up” events to build awareness, excitement and enthusiasm around the project. These place-based tactics engage people where they live, work, study or visit and ask them to share their needs and opinions surrounding future BRT and surrounding development. These events will also help the Project Team and UTA capture audience contact information and get to know them better with the goal of building and supporting relationships and communicating and engaging with them on future phases of this project or other, similar efforts. Project Team members will staff these events, with the potential to hold additional events with the help of student volunteers from WSU. We propose holding an event at WSU and McKay-Dee campuses as well as a city-wide event occurring near the corridor.

## SOCIAL MEDIA COMMUNICATIONS

The goal for social media is two-fold: drive traffic to the website so the public has the information they need about the project and to build awareness and cultivate interaction with the project through online engagement. The strategy for social media is to build and leverage a network of influencers, both individuals and organizations, in the Ogden area that can be conduits for project updates and outreach. This approach extends available resources by feeding the information in usable bites to those who are already connected to large portions of the community. Through strategic, compelling, and engaging content UTA and partner organizations can extend beyond the usual suspects to reach those typically underrepresented in more traditional meetings and settings. Partners could include WSU, McKay-Dee



Hospital, Ogden City and elected officials, community groups, media outlets and public opinion leaders. This task includes an editorial calendar designed around project milestones and timelines with weekly posts preferable, but at minimum bi-monthly updates across all social media platforms engaged by the project. Social surveys may be used to solicit input on individual potential streetscapes, specific needs associated with transit or targeted to identifying needs in one region of the project or for specific transit users. We may be able to leverage Weber State University to assist in developing the editorial calendar for social media or expanding our reach.

#### PUBLIC KICK-OFF EVENT

The Project Team will facilitate a public project kick-off event that introduces the project to the broader Ogden community and develops project goals and opportunities and constraints for the corridor and around specific station locations. We want to tie this kickoff to another event like a First Friday or other community event. Key outcomes of this event will include a summary of input that targets specific issues to address in future analysis, including potential implementation measures in the final plan.

#### FOCUS GROUPS/LISTENING SESSIONS

The Project Team will conduct a series of small-scale focus groups and one-on-one interviews with community groups and community leaders, representing community interests, public agencies, property owners, developers and other key stakeholders. These will provide a direct line of communication with stakeholders that are intimately knowledgeable about conditions facing the corridor, as well as those requiring more direct or one-on-one involvement. These conversations will help the team learn the terrain as we navigate diverse constituents toward a shared vision for the corridor. UTA and Ogden City will assist in identifying which stakeholders to interview.

#### FACILITATED SPEAKING EVENT

With assistance from UTA and consortium agencies, the Project Team will develop presentations and facilitate a speaking event that expands discussions from other outreach events. We suggest the Downtown Alliance, hospital employees and patrons, Weber State students and staff, neighborhood groups, the Transit Riders Union, City Council and Planning Commission, among others. This facilitated session will cover specific topics related to the corridor and TOD that is both informative and educational, eliciting information and questions about the future of the corridor, specifically discussing development within the local context and soliciting input via the online forum.

## EDUCATIONAL VIDEOS

The Project Team will create two short videos (about 30 seconds) that can be used in presentations, on the website or to distribute via social media to present the future of the corridor as a vibrant, lively and safe street that works for everyone. These videos will also be useful for project staff as they are talking to people who have questions about the project's goals and about TOD. Both videos would also direct viewers to share input and engage via the online forum. We recommend the following topics:

- **TOD Defined:** Describes TOD and conveys the economic, ecological and community benefits, showing precedents of how it has been successful in similar cities.
- **The Promise of the Street:** Highlight success stories of repurposing the public right-of-way for all modes and creating a positive land-use transformation adjacent to the corridor, while providing flexible space for commerce, gathering and play, and creating better places for living, not just driving.

## ONLINE OPPORTUNITIES MAPPING

To gain a more detailed understanding of existing opportunities and ideas, we will launch the online opportunities mapping tool through Mapita that will ask questions about perceptions and issues, access and use, needs and desires, and what it would take to make specific locations and the entire corridor better places. Mapita allows us to offer the highest quality interactive mapping solution available, providing a robust and user-friendly way for the public to provide specific, place-based input that feeds directly into a GIS data set. The software is optimized for easy use by the public, is based on familiar online mapping platforms and supported by social scientists and web technology experts. A link to the site will be advertised across all engagement activities, with opportunities to participate at in person events.

## CHARRETTE - TOD STATION AREA CONCEPTS

MIG will facilitate an intensive two-day charrette to create highly visual development concepts for each of the TOD locations identified later in the Study process. The charrette will include both public work sessions and time for the project team to create the station area plans that will include station design renderings, land use and urban design recommendations, and circulation network for non-motorized users as well as motorists. A portion of the charrette will also include corridor scale diagramming to convey potential, gateways, neighborhood connectivity, transit access strategies, station amenities, streetscape improvements related to the Transportation Master Plan, curbside management, other key linkages, nodes and segments to the BRT station areas.

The Project Team will develop a PowerPoint of the results that can be shared online to solicit local neighborhood and business interests for input. The charrette process

and market analysis outcomes will allow us to develop land use programs for the identified TOD sites that can be adjusted throughout the charrette based on community feedback, feasibility testing, and concept sketching.

#### HOUSING AND ESSENTIAL SERVICES MEETING

Our team will convene a roundtable of affordable housing and human service experts to review draft concepts and gather input about how they could be enhanced to better leverage affordable housing tools and strategies already in place or planned in the region.

#### DEVELOPER ROUNDTABLE

To provide a “reality check” for preliminary recommendations and as a follow-up to the initial meeting, the Project Team will conduct a developer roundtable meeting to present some of the draft strategies and gather further feedback on their practicality and responsiveness of the development community to them. Indeed, since it is developers who will ultimately build the TOD envisioned by the plan, their feedback is essential to ensuring that the plan’s recommendations are valid.

## 8. City Staff Engagement

Throughout the plan development process, the Project Team will engage the City of Ogden staff in a variety of ways to solicit their input and ensure that public outreach activities are well-coordinated with other on-going City initiatives, activities and celebrations. Specific members of the Ogden staff will be invited to participate in this work. This includes ensuring that all engagement activities are coordinated with City events and activities, as well as those sponsored by UTA.

In addition to involvement on the TAC and Executive Committee, the Consultant Team will provide routine project updates to the City through ongoing Project Team meetings. Through these updates, staff can be kept up to date on the process and be encouraged to review and provide feedback on project materials. Additionally, some staff will be invited to help with specific outreach opportunities including participating in pop-up events and public meetings.

## 9. Outreach and Target Audiences

| Target Audience                          | Advisory Committee Meetings | Project Portal and Brand | Project Pop-Ups | Social Media Communications | Public Kick-Off Event | Focus Groups/Listening Sessions | Facilitated Speaking Event | Educational Videos | Online Opportunities Mapping | Charrette | Housing and Essential Services Meeting | Developer Roundtable |
|--|-----------------------------|--------------------------|-----------------|-----------------------------|-----------------------|---------------------------------|----------------------------|--------------------|------------------------------|-----------|--|----------------------|
| Kids and families                        |                             | ●                        | ●               | ●                           | ●                     |                                 |                            | ●                  | ●                            | ●         |  |                      |
| Young adults and WSU students            |                             | ●                        | ●               | ●                           | ●                     |                                 | ●                          | ●                  | ●                            | ●         |  |                      |
| Seniors and older residents              |                             | ●                        | ●               | ●                           | ●                     | ●                               |                            | ●                  | ●                            | ●         |  |                      |
| People with disabilities                 |                             | ●                        | ●               | ●                           | ●                     | ●                               |                            | ●                  | ●                            | ●         | ●                                      |                      |
| Foreign born residents                   |                             | ●                        | ●               | ●                           | ●                     | ●                               |                            | ●                  | ●                            | ●         |  |                      |
| Non-English speakers                     |                             |                          | ●               | ●                           | ●                     | ●                               |                            |                    |                              | ●         | ●                                      |                      |
| Residents                                |                             | ●                        | ●               | ●                           | ●                     | ●                               |                            | ●                  | ●                            | ●         | ●                                      |                      |
| Public or community-based organizations  | ●                           | ●                        | ●               | ●                           | ●                     | ●                               | ●                          | ●                  | ●                            | ●         | ●                                      |                      |
| Advocacy groups                          | ●                           | ●                        | ●               | ●                           | ●                     | ●                               | ●                          | ●                  | ●                            | ●         | ●                                      |                      |
| Staff and employees                      | ●                           | ●                        | ●               | ●                           | ●                     | ●                               | ●                          | ●                  | ●                            | ●         | ●                                      |                      |
| Neighborhood association representatives |                             | ●                        | ●               | ●                           | ●                     | ●                               | ●                          | ●                  | ●                            | ●         | ●                                      |                      |
| Chamber/Downtown Alliance/Businesses     | ●                           | ●                        |                 | ●                           | ●                     | ●                               | ●                          | ●                  | ●                            | ●         | ●                                      | ●                    |
| Developers/Investors                     | ●                           | ●                        |                 | ●                           | ●                     | ●                               |                            | ●                  | ●                            | ●         |  | ●                    |

● = most suitable activity/event

## 10. Preliminary Outreach Task Schedule

Public engagement and communication will occur at different dates and times during the project, with some tasks spanning throughout the course of the study process. The task schedule below is intended to provide a general estimate of timing and dates may change. The project website will provide the most up-to-date information on all public engagement and communication events, activities and opportunities.

|  | 2017 |     | 2018 |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|  | Nov  | Dec | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Advisory Committee Meetings            |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Project Portal and Brand               |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Project Pop-Ups                        |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Social Media Communications            |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Public Kick-Off Event                  |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Focus Groups/Listening Sessions        |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Facilitated Speaking Event             |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Educational Videos                     |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Online Opportunities Mapping           |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Charrette                              |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Housing and Essential Services Meeting |      |     |      |     |     |     |     |     |     |     |     |     |     |     |
| Developer Roundtable                   |      |     |      |     |     |     |     |     |     |     |     |     |     |     |