

NEX Transit

ENGAGEMENT PLAN

APPENDIX C



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NEXTransit PRINCIPLES, GOALS AND OBJECTIVES

Port Authority of Allegheny County (Authority) has recently undergone exciting new changes. Under new leadership, the Authority is creating a new brand and has devised a tactical plan for system improvements, cost-saving initiatives, and funding strategies. True to its commitment to connecting people to jobs and resources, the Authority is embarking on a long-range visioning process to provide an action-oriented strategy for investments and enhancements to its system, called NEXTransit. In order to improve mobility and equity in the greater Pittsburgh area, we must meet the challenges and opportunities of a changing region with an efficient, visible, clean, and safe transportation system.

NEXTransit will guide the Authority, its planning partners, the public, and regional stakeholders in setting priorities for major transit investments through its horizon year of 2045. The objective is an improved transit system, which will attract more riders, enhance mobility for the County's residents, support community development and redevelopment initiatives throughout Allegheny County, all while promoting regional equity and sustainability. The geographic scope of NEXTransit consists of Allegheny County and approximately three miles into its neighboring counties.



The goals of the NEXTransit planning process are to:

Engage the public - listen and solicit input to ensure equitable planning for coordinated transit throughout the region.

Analyze system conditions and performance - build upon the system's current strengths while addressing weaknesses in connectivity, accessibility, ridership experience, and efficiency.

Provide transportation choices - identify and plan accessible transit that connects Allegheny County residents, visitors, and regional commuters to jobs, attractions, services, and to one another.

Evaluate economic changes - understand existing and future markets for transit in order to identify gaps and design a rider-focused system.

Prioritize future efforts - develop a set of priority investments and recommendations that enhance the region's mobility, take advantage of efficiencies, and foster equitable and sustainable transit-supportive community development.



NEXTransit ENGAGEMENT GOALS

The goals of the NEXTransit Engagement Plan are based on the belief that people whose lives are affected by planning and investment decisions have a right to be involved in the decision-making process and to influence the choices that are made. The plan is designed to directly engage the community in order to yield diverse voices and new ideas as well as give the public a sense of ownership in the developed solutions.

Successful implementation of the engagement plan will ensure that the affected public, stakeholders, customers, future customers, agency partners, and any other interested persons:

- Understand how to obtain **general and project specific information**, and **receive prompt accurate answers** to their questions;
- Have a wide **variety of opportunities to participate** in a meaningful and transparent process;
- Understand how **public contribution influences decisions**;
- Become **actively involved** in the development of the NEXTransit plan;
- Understand the **economic drivers** for undertaking this project;
- Understand the current and future **economic impacts transit has** on the region;
- Gain a better appreciation of the **long-term regional benefits** of public transit; and
- Show **support for the implementation** of the NEXTransit Long Range Transportation Plan

Note Regarding Stakeholder Engagement During the COVID-19 Pandemic

All outlined stakeholder involvement processes and outreach methods have the potential to be hosted through on-line engagement portals that would allow for input and collaboration while adhering to social distancing protocols and safety concerns.

The NEXTransit goals for engagement embody the principles mentioned in the previous section and include the following:



Inform and educate the public. Create a comprehensive, equitable, and inclusive engagement plan that includes a wide variety of techniques for interested parties to become involved.



Make and build connections. Identify opportunities and facilitate two-way conversations to build relationships between the Authority and stakeholders (public, special interests, and agencies) throughout the planning process.



Engage the public and encourage continued participation. Engage interested persons in 'regional' transportation issues by making them relevant, removing barriers to participation, and communicating in clear, compelling language and through visuals.



Use input to shape planning efforts and the final plan. Communicate how the public's contribution will influence decisions. Ensure that the public's contribution will influence decision-making.



Create support for implementation. Identify opportunities for the Authority to leverage and build public acceptance and ownership of the recommendations and projects outlined in the Long-Range Plan.

Engaging interested parties the NEXTransit planning team will work to engage and solicit feedback from:

- residents, riders, and non-riders
- local and state public agencies involved in and impacted by transportation decisions
- representatives of public transportation employee organizations
- private providers of transportation
- representatives of users of public transportation
- representatives of pedestrians and bicyclists
- representatives of persons with disabilities
- representatives of major employers
- representatives of major educational, medical and cultural institutions
- other interested parties



Ensuring Equity Within the Engagement Process

In order to ensure the NEXTransit plan is inclusive and sensitive to traditionally underrepresented or marginalized groups, engagement methods and opportunities are designed to connect to these communities in ways that are meaningful and equitable. This includes innovative ways of integrating feedback from SMS text questions, traditional phone surveys and mobile-friendly surveys, input request, project information pages to inform the public as well as solicit participation and concerns from communities of color and low-income communities. This consideration and proactive planning can be extended to include other constituencies that are traditionally underserved, such as people with disabilities, people with limited English proficiency, etc.

As public engagement needs shift throughout the remainder of 2020 and into 2021, strategies to ensure inclusion of underrepresented or marginalized groups will be integrated in planning community interactions, micro-engagements and participation in existing stakeholder and community meetings to ensure equitable engagement in these communities.



ENGAGEMENT LOGISTICS

For all engagement events, the planning team will identify locations to accommodate physical, visual, and other accessibility needs. Meeting spaces will also be selected that are geographically accessible with public transit within one half mile of the facility, and with convenient times for accessing transit trips before and after events and will also be virtual and held on online platforms. Additionally, meetings will be held at different locations, at different times, and on different days of the week so as to allow all citizens maximum opportunity to engage with the project around work and childcare schedules as they wish. Finally, food will be provided during meetings so that those who are able to participate do not have to choose between participation and mealtimes. The meetings will provide information to the public about the plan's direction and solicit feedback on key components of the plan. This plan will include interactive activities in all public meetings and open houses, including kid-friendly transportation activities and childcare for those who need it. There will be multiple ways to provide feedback during the meetings.



Involving Participants with Limited English Proficiency

The Authority will ensure accessibility to all populations. As part of the planning process this includes individuals who are considered limited English proficient (LEP). LEP persons are individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English. These individuals may be entitled language assistance. Interpreters and translating services should also be identified and readily available to serve the needs of this population. Tools will be used to help identify areas that predominantly speak other languages so they will have an equal chance to participate in planning discussions. These tools include the Modern Language Association Language Map and geographic mapping data available through the U.S. Census.



Disability Accommodations

Sections 501 and 504 of the Rehabilitation Act of 1973, as well as Title III of the Americans with Disabilities Act of 1990 (ADA) stipulates that public facilities must make reasonable modifications to avoid discrimination in their policies, practices and procedures, which includes ensuring that such facilities are physically accessible to people with disabilities. Planning training, meetings, and conferences that are accessible to people with disabilities involves focusing on the accessibility of all aspects of the meeting from choosing a site through promotion, registration, presentations, and handouts. The Rehabilitation Act and ADA provides to individuals with disabilities the same civil rights protections that apply to race, sex, national origin, and religion. Consequently, public meetings will comply with the provisions of the Act. This extends to materials that are developed for the project, both on-line and print. The planning team will work to ensure access to both the physical environment as well as access to the information which will be presented. Doing so will assure that any person with a disability will have full and equal access to the facility and the engagement activities. Hearing impaired and language interpreters and Braille documents will be provided for public meetings. For smaller stakeholder meeting, these resources will be available upon advance request.



Youth Engagement

The planning team will engage youth of all ages to promote life-long civic participation and education about transportation and regional cooperation. As part of each engagement opportunity both, online or in-person, the planning team will employ different types of activities for different age groups. Additionally, if the opportunity is available, the planning team will partner with existing youth programs to provide tailored engagement opportunities that promote the mission of those organizations. The planning team may hold contests to encourage the public, particularly the youth, to share perspectives about their transportation ideas in a fun and creative way.



Advertising / Media

The planning team will use a variety of channels to advertise engagement opportunities. These may include:

- Digital ad placement on various websites
- Promoted social media posts
- Radio spots
- Flyers on buses, rail cars, and at busway and T stations
- Print ads in regional and local newspapers
- Flyers posted on community bulletin boards (i.e. supermarkets, laundromats, coffeehouses, libraries, community centers)

Port Authority will be the media spokesperson for the project. The planning team will support media relations by drafting a news release and talking points prior to each round of public meetings and/or community engagement events. The Authority will be responsible for finalizing, formatting and releasing the information to its media contacts.



LEVELS OF ENGAGEMENT SPECTRUM

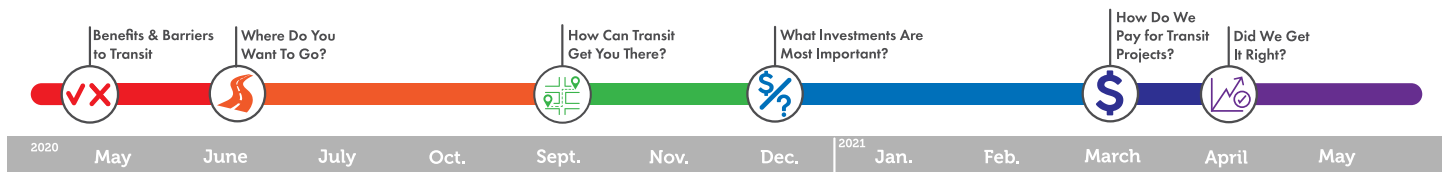
This plan integrates best practices for public participation outlined in the City of Pittsburgh Public Engagement Guide. Where applicable, the following strategies and techniques will be incorporated into public participation strategies. Each strategy and technique supports one or more goals of the Public Participation Plan. This includes implementing engagement activities and tools that:

- **Consult** – provides citizens with a balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.
- **Inform** – obtains public feedback on analysis, alternatives, and/or decisions.
- **Involve** – works directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Collaborate** – encourage partnerships with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.
- **Empower** – places final decision making in the hands of the public.



ENGAGEMENT STRATEGY

Engagements activities and tools will be messaged using the six Public Input Themes. The goal is to use different tools and techniques to accommodate different technical capabilities, schedules, and interests. Additionally, different types of content - including plain text and digital media - will be used to build interest and explain concepts in clear and interesting ways. An overview schedule for outreach by theme is as follows:



Project Framework

In order to implement a successful engagement program, there are several communications, activities, and tasks that help establish the project framework. Namely, developing a project identity, establishing an online presence and formulating stakeholder committees and/or groups.



Establishing a Website and Public Engagement Portal

The nexttransit.network webpage will serve as a resource for people to access information, share the plan schedule, see a summary of planning activities, make note of engagement opportunities, review background information (including relevant maps and data), make connections to social media pages, locate project contact information, subscribe to a mailing (contact) list, and access a comment form. The webpage will also include the launch of publicinput.com as a mechanism for public engagement.

Key steps of the online public engagement process:

- Reach beyond the self-selectors by using targeted outreach and census information.
- Lower the barrier to entry by meeting residents where they are – online or offline.
- Capture and analyze input by centralizing engagement.
- Close the feedback loop by easily following up with residents.
- Build trust through a cycle of engagement and re-engagement.



Establishing Steering Committee and Stakeholder Advisory Group

Our approach will be to establish two stakeholder groups (Steering Committee and Stakeholder Advisory Group) and to host meetings at key intervals. These groups will meet monthly and quarterly respectively. The tentative meeting schedules for these groups can found in future sections. Meetings will have a three-week preparation period, allowing time for the Authority to review all materials, for the consultant team to respond to those comments, and ensure that materials can be sent to the stakeholder groups one week before each meeting. Members will have the week before the meeting and the week after the meeting to comment and respond to information provided. Comments will be accepted at the meeting or in writing.



Project Identity

In order to define the project as unique and distinct from other transportation plans and efforts, the planning team created a "brand." This brand is a building block upon which other communications and outreach tasks are based.

The brand will include:

- **Logo and tagline**
- **Fonts, typeface and icons**
- **Templates (presentation, documents, letterhead, technical memorandums)**
- **Fact sheet(s) and collateral**
- **Social media**

COLORS

CMYK	0, 0, 0, 85	92, 47, 0, 56	73, 41, 0, 0	74, 1, 40, 0	0, 34, 97, 0
RGB	85, 85, 85	9, 60, 113	69, 150, 255	10, 182, 171	252, 177, 34
HEX	#555555	#093C71	#4596FF	#09B5AA	#FCB122
PANTONE	172-14C	534C	2191U	2412C	116C

PRIMARY LOGO



FONTS -- download from Adobe Creative Cloud

TITLE: MUSEO 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE: MUSEO SAN 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY: FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Title Here 28

Headline text 18

Subheading 14

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GRAPHIC ELEMENTS/ICONS



NEXTransit ENGAGEMENT THEMES

Broad engagement and support from the public in the development of the NEXTransit Plan will be sought throughout the project. The planning team will identify and solicit the engagement through community and advocacy organizations, diverse media outlets, speaking engagements, surveys and internet communications. If circumstances allow, local pop-up meetings will be held along key transportation corridors to allow opportunities for the public to comment on various aspects of the plan. Up-to-date information on the process will be provided on the plan's webpage, and other information sources as noted in this document.

The process for engagement and outreach is organized around six themes, each of which is tied to specific project deliverables:



Theme 1: Confirming and Focusing on the Benefits and Barriers to Transit.

Utilizing recent data commissioned by the Authority and drawing on national research and findings, engagements will focus on validating the barriers to transit, better understanding rider experience and mode choice, and prioritizing engagement geographies. This theme will focus on gathering information about big-picture needs in the region. Engagements will focus on soliciting input from the public and targeted stakeholders on their ideas and vision for how public transportation could be developed. The goal is to understand the community's values, aspirations and priorities for future transportation services.



Theme 2: Where Do You Want to Go?

This theme will focus on identifying transit gaps in Allegheny County--from places that are not currently served by transit to places that have transit but need additional service to meet daily needs of residents.



Theme 3: How Can Transit Get You There?

Engagements will focus on engaging the community in a series of exercises to construct and tell the story of transportation in the region, describe how the region is currently performing, and illuminate successes, goals, challenges and opportunities on the horizon. This theme will incorporate the gaps analysis of the previous theme and begin building proposals to fill those gaps.



Theme 4: What Investments Are Most Important?

Engagements will discuss the development of investment scenarios, refinements to opportunity corridors, and outlines for the types of investments that could happen within/between corridors and investments. The recommendations will be based on public and stakeholder input gathered in previous themes and test them using a variety of performance metrics.



Theme 5: How Do We Pay for Transit Projects?

Engagements will allow the public and stakeholders to assess the different alternatives for how the region could spend future transportation funding. The goal is to clearly and understandably illustrate the trade-offs involved in implementing new transit projects.



Theme 6: Did We Get It Right?

Engagements will gather feedback from the public and stakeholders on the recommendations presented in the Plan. The goal is to ensure the plan embodies public contributions, can receive public acceptance/ownership, and has calls to action for the public to support plan implementation.



PUBLIC INTERACTION

An effective way to educate people about transportation-planning activities and create opportunities for the public to get involved is to meet with them face to face. While unable to do so at the time this engagement plan was development, Port Authority will take the attitude of “meeting the public where they are” instead of expecting the public to always come to the Authority for opportunities for input. The following strategies and techniques enable face-to-face interaction with the public.



Information Displays and Pop-Ups

Port Authority will facilitate a series of locally-hosted pop-up ‘Your Plan’ info stations and/or workshops. These informal gatherings will display graphics that help introduce the project, planning process and the overall engagement process while asking a series of questions that will help unearth how neighbors understand and connect to Port Authority transit. Ideally, these events will be hosted as an info booth-type station at existing neighborhood events or locations. Though we can also design the questions as a series of stand-alone discovery murals/installations throughout the service area, where the questions are displayed in a coffee shop/cafeteria, library, bus stop, doctors office, grocery store, public space - or as a temporary art-type display at local multi-family housing complexes.

The overall goals of the ‘Your Plan’ pop-ups are to introduce the project, allow the public to meet the project team and ask questions in a comfortable setting (for the manned info pop-up stations), and distribute information about how neighbors can connect to the project through the online survey, social media, individual group feedback sessions, and community workshops.



Public Meetings

Public meetings are a great way to inform the public of the planning process and to solicit ideas, input and feedback. These meetings are generally large-scale and can have various formats such as workshops, charrettes or open house. This will be an opportunity to promote transparency and foster two-way communication with the public. Public meetings will be held at multiple locations throughout the region when dealing with region-wide issues, plans and programs. Locations should be on “neutral ground,” like libraries, community centers or schools. These locations will be accessible by transit and located at buildings that are compliant with the Americans with Disabilities Act. Meeting times will vary as to try and maximum number of attendees will be available. Hearing-impaired and language interpreters and Braille documents will be provided for public meetings. Advertising will include contact information for those needing these or other special accommodations.

Port Authority encourages the public to ask questions and voice their ideas and opinions about regional transportation activities at any time throughout the process through social media, attending meetings, email and/or via the project website.



Existing Stakeholder Meeting

Port Authority will partner with the Stakeholder Advisory Group (SAG) and other stakeholder groups to develop strong participation and awareness. Community members have identified that they are more willing to participate in transportation discussions when part of an organization meeting (e.g., YMCA, neighborhood association, community groups, etc.) rather than a more formal town hall meeting. To ensure participation of traditionally underserved populations, marketing and advertising campaigns are vital. This will include micro-engagements opportunities to gather information and input from the public. Port Authority will work directly with community leaders in the advertising process when applicable (community leaders know best how to reach and involve their own residents), and services may need to be provided (child care, food, etc.).

A summary of anticipated engagement and outreach activities is as follows: (Also available in Appendix 1)

What	Type	Led By	Frequency/Dates	Description	Tools/Resources	Locations	Target Audience
Website	Inform	NEXTransit Outreach Team	Throughout Project	Website will be used to share information, surveys, scheduled events, contact info, and interactive activities.	Staff, design of website, frequently updated information, surveys, event calendar, contact info.	Online	General public
Social media	Inform	NEXTransit Outreach Team	Throughout Project	Social media will be used to broadly share events, videos, links, information, stories/testimonials.	Staff, social media pages, followers, frequent posts/info/news/activities	Online	All social media users
Surveys	Consult/Involve	NEXTransit Outreach Team	Throughout Project	Surveys will be utilized at different phases of the project to collect input specific to a theme.	Staff, survey questions, survey software,	Website	General public
Stakeholder Advisory Group (SAG)	Collaborate/Empower	NEXTransit Outreach Team	Quarterly	Quarterly SAG meetings will be held with identified stakeholders by invitation. Meetings will focus on themes of the project. SAG members will be tasked with providing feedback and recommendations on specific topics.	Staff, space, equipment- projector, screen, tables/chairs, refreshments, presentations, handouts, graphics	Community buildings, parks, schools throughout County	Identified SAG members
Steering Committee Meetings	Collaborate/Empower	NEXTransit Outreach Team	Monthly	Monthly steering committee meetings will be held to discuss progress, schedule, and next steps. Steering committee members will be asked to provide input on designs, surveys, proposed meetings, and plans.	Staff, presentations, Meeting space	Virtual and in person	Steering committee members
Workshops/Charrettes	Involve/ Collaborate	NEXTransit Outreach Team	Theme 4	Workshops will introduce Theme 4 and will work with participants to visualize investments in new infrastructure.	Staff, meeting space, presentation, materials, refreshments	Virtual and in person as allowed	General public
Community Meetings/ Open House	Inform/Consult	NEXTransit Outreach Team	Theme 2, 4, & 6	Community meetings will be held at specific milestones in the project and will focus on themes 2 Where Do You Want to Go?, 4 What Investments are Most Important?, and 6 Did We Get it Right?	staff, meetings space, presentation materials, refreshments	Virtual and in person as allowed	General public
Meetings in a Box	Collaborate/Empower	SAG Members	Theme 5	SAG members will be provided materials in a Meeting in a Box format and asked to share with others/members at standing meetings	Staff to prepare materials, materials	Meetings will take place at various locations	SAG contacts
Videos/Testimonials	Inform	NEXTransit Outreach Team	Throughout Project	Testimonial videos will be produced to help spread the word about the project and/or potential key events or milestones such as the kick-off.	Staff, video equipment, talking points	TBD	General public
Micro engagements	Involve/ Collaborate	NEXTransit Outreach Team	Themes 3 & 5	Micro engagements will consist of small in- person contacts with people where they are such as riding a bus or the T, at a bus stop, or walking.	Staff, tablets, talking points/questions	Throughout Allegheny County	Riders and non-riders
Focus Groups/Key Leader Interviews	Consult/involve	NEXTransit Outreach Team	Theme 4	Interviews with key leaders will help to examine what and where new investment will be most effective.	Staff, talking points, tablet/technology	TBD	Key industry leaders



NEXTransit STAKEHOLDER GROUPS

The Authority serves a geographic area of just under 1 million people (within a county of over 1.2 million people) that include very diverse needs, perspectives, and opinions related to transportation. Through the NEXTransit process, the planning team will seek the involvement and participation of a variety of stakeholders in order to understand what issues are of regional importance.

In order to ensure that the NEXTransit planning process provides opportunities for an array of interests and to ensure compliance with federal requirements, this plan identifies the following key stakeholders and how they will be engaged throughout the process:



Steering Committee

Purpose

A Steering Committee will be comprised of Authority subject-matter experts and local and regional agency partners who will advise the project team throughout the planning process. The committee will help define the stakeholder groups to engage during the outreach process, serve as a liaison between staff and the agencies represented, as well as act as an oversight and review group as the final plan evolves. Members of the committee represent a diversity of disciplines and partners invested in the success of the Port Authority, such as the City of Pittsburgh DOMI and City Planning, SPC, and Allegheny County Economic Development.

Administration & Resources

The committee will be managed by the planning team and will utilize Microsoft Teams as a collaborative on-line project site. Committee members will have access to two channels within the NEXTransit Team: General and Steering Committee. The General channel will contain files that are final (plan deliverables and other reference documents). Consultant, Authority, and committee members have access to this channel, and chat posts made here will be visible by all. The Steering Committee channel is a place for just the Steering Committee members and the Project Management team. Files for reference and review will be posted here, as well as meeting materials. The committee will also have access to the chat feature that allows committee members to “chat” with one another as the chats are only visible to this group to allow for more candid discussions as needed.

Meetings

Generally, the committee will meet monthly at a location determined by the Authority. Committee members will also be able to participate via teleconference. A tentative topic list for the meetings is outlined in the following table: (also available in Appendix 3)

Meeting No.	Tentative Date	Topic(s)
1	April 2020	<ul style="list-style-type: none"> Review NEXTransit plan deliverables, milestones and timelines Discuss vision for transit in 2045 plan Review logistics and administrative functions Gain access and explore the NEXTransit plan workspace (Microsoft Teams) and initial NEXTransit website Provide input and feedback on the overall public participation strategy, timeline and NEXTransit plan “brand” Provide input on draft Stakeholder Advisory Group (SAG)
2	June 2020	<ul style="list-style-type: none"> Review what we know about Port Authority transit and how it’s currently perceived by the public (Task 3) Public engagement status update (launches for NEXTransit website, social media campaign; review SAG meeting #1) Input exercise – Where Do You Want to Go NEXT?
3	July 2020	<ul style="list-style-type: none"> Public engagement status update (NEXTransit website, social media campaign; planning public survey)
4	August 2020	<ul style="list-style-type: none"> Review technical memo (TM) on Market/Travel Analysis Public engagement status update (micro-engagements, planning charrette series 1; public survey results)
5	September 2020	<ul style="list-style-type: none"> Public engagement status update (micro-engagements, review results of charrette series 1; public survey results; recap SAG meeting #2) Input exercise – How Can Transit Get You There?
6	October 2020	<ul style="list-style-type: none"> Public engagement status update (micro-engagements, results/report charrette series 1; public survey results; planning SAG #3)
7	November 2020	<ul style="list-style-type: none"> Produce short videos of committee testimonials Public engagement status update (micro-engagements; public survey results; recap SAG #3)
8	December 2020	<ul style="list-style-type: none"> Discuss draft TM on New Investment Opportunities with Capital and Operating Cost, and Ridership Produce short videos of committee testimonials Public engagement status update (micro-engagements, meeting-in-a-box results)
9	January 2021	<ul style="list-style-type: none"> Public engagement status update (micro-engagements; public survey results; planning SAG #4) Input exercise: What Investments Are Important?
10	February 2021	<ul style="list-style-type: none"> Discuss draft TM Prioritizing Investments Discuss draft TM Recommendation of Financial Strategy Public engagement status update (micro-engagements; public survey results; planning SAG #4) Input exercise: How Do We Pay for Transit Projects?
11	March 2021	<ul style="list-style-type: none"> Discuss draft TM Recommendation of Financial Strategy Discuss draft Vision Plan Discuss draft Final Plan Input Exercise: Did We Get It Right?
12	April 2021	<ul style="list-style-type: none"> Public engagement status update (planning for Open Houses) Final review of draft Report and Action Plan



Stakeholder Advisory Group (SAG)

Purpose

The advisory group will be convened to bring knowledge of their respective organizations and are not expected to be experts on transportation. This group will be expected to share information about how to get involved in, provide input on, and stay up to date with the planning process with the organizations/stakeholder groups they represent. This advisory group will meet at key decision points throughout the process, likely on a quarterly basis.

Membership of the SAG will include organizations representing:

- **Chambers of commerce, business organizations and employers** – included in this category are city and county chambers, ethnic and regional chambers, economic development organizations, and major regional employers.
- **Civic groups** – Both regional and local civic groups have missions and goals focused on the region, the community and/or transportation goals. This includes council of governments.
- **Educational institutions, K-12 school leadership/parent organizations, community college and university leaders and students, and trade school leaders and students** – Educational groups are especially important to engage in long-range planning because they represent the workforce and leaders of the future.
- **Advocacy organizations** – There are many advocacy groups in the region that can provide a voice for transportation-disadvantaged populations or focus on expansion of mobility options that would support the communities they represent. There are also advocacy organizations that represent other special interests that may be related to transit.
- **Neighborhoods and community groups** – These groups provide a hyper-local perspective on transportation and community issues that local governments and transportation providers may not be aware of or cannot offer.
- **Social service providers and population-focused organizations** – This set of stakeholders includes representatives from social service agencies and advocacy groups that represent seniors, youth, people with disabilities, those with limited English proficiency (LEP), ethnic and racial minorities, and low-income populations.
- **MPO/transportation interested parties** – This set of stakeholders includes other transportation stakeholders, including public transit user representatives, public transit employee representatives, providers of freight transit services, private providers of transit, unions, public ports, and freight shippers - all of whom can provide unique perspective as users of the transportation system.

Administration & Resources

The committee will be managed by the planning and management team and will utilize Microsoft Teams as a collaborative on-line project site. Committee members have access to two channels within the NEXTransit Team: General and Stakeholder Advisory Group (SAG). The General channel will contain files that are final (plan deliverables and other reference documents). Consultant, Authority, and committee members have access to this channel, and chat posts made here will be visible by all. The SAG channel is a place for just the stakeholder members and the Project Management team. Files for reference and review will be posted here, as well as meeting materials. The committee will also have access to the chat feature that allows committee members to “chat” with one-another as the chats are only visible to this group to allow for more candid discussions as needed.

Communications and Meetings

The planning team will make presentations to the SAG quarterly to ensure engagement of groups early in the process and engage these stakeholders. In between meetings, representatives of these groups will receive regular updates through email and will be empowered to help the NEXTransit planning team in its outreach efforts by sending information about engagement opportunities to their respective memberships, networks, and employees. A tentative topic list for the meetings is outlined in the following table: (also available in Appendix 5)

Meeting No.	Tentative Date	Topic(s)
1	May 2020	<ul style="list-style-type: none"> • Review NEXTransit plan deliverables, milestones and timelines • Discuss vision for transit in 2045 plan • Review logistics and administrative functions • Gain access and explore the NEXTransit plan workspace (Microsoft Teams) and initial NEXTransit website • Provide input and feedback on the overall public participation strategy, timeline and NEXTransit plan “brand” • Review what we know about Port Authority transit and how it’s currently perceived by the public • Input exercise – Where Do You Want to Go NEXT?
2	August 2020	<ul style="list-style-type: none"> • Review TM on Market/Travel Analysis • Public engagement status update (micro-engagements, planning charrette series 1; public survey results) • Produce short videos of committee testimonials • Input exercise – How Can Transit Get You There?
3	November 2020	<ul style="list-style-type: none"> • Public engagement status update (micro-engagements, results for public charrette series 1; public survey results) • Discuss concepts for TM on New Investment Opportunities with Capital and Operating Cost, and Ridership • Produce short videos of committee testimonials • Input exercise: What Investments Are Important? and How Do We Pay for Transit Projects?
4	February 2021	<ul style="list-style-type: none"> • Update from SAG on Meeting-In-A-Box (meeting with content provided by the planning team but facilitated by the SAG. The planning team is not present) • Public engagement status update (micro-engagements, results for public charrette series 2, planning for public charrette series 3; public survey results) • Discuss concepts for draft TM Prioritizing Investments • Discuss concepts for draft TM Recommendation of Financial Strategy • Discuss concepts for draft Vision Plan • Input exercise: Did We Get it Right?
5	May 2021	<ul style="list-style-type: none"> • Participation in Public Open Houses



ONLINE ENGAGEMENT

Online engagement is an important method of communication with the general public about NEXTransit. The goals of online engagement are to increase the ability to reach a more diverse audience, generate more informed participation, invite a broader range of input, and set the stage for sustained participation. The Authority already has an extensive online presence and this plan will build upon those existing relationships/followers/contacts.



Website

A website will be created (<http://nextransit.network>) and maintained throughout the duration of the project. This website will serve as a resource for those interested in following project progress, participating in surveys, attending events, and providing input. The NEXTransit Outreach Team will work to get the project website up and running early in the project, so it is live no later than May 2020. At a minimum, key website content and design aspects will include:

- NEXTransit logo and color scheme
- Announcements of public meetings and other engagement opportunities
- Meeting materials and summaries
- Event calendar
- Survey links
- Background info on the plan's goals and objectives
- Kids Corner for activities to engage community members of all ages
- A "Contact Us" form to allow users to join the contact database and be notified of public meetings

It is anticipated the website will be updated at least monthly after project onset to update event calendars, information, surveys, and activities. The basic website framework can be found in Appendix 6.



Publicinput.com

We will integrate the main project information content on the website with interactive tools through use of publicinput.com, which will allow us to collect input from a variety of sources and track comments in a centralized system. It includes innovative ways of integrating feedback from SMS text questions, traditional phone surveys and mobile-friendly project info pages to solicit participation and concerns from communities of color and low-income communities. This platform will also allow us to integrate in-person feedback once it becomes possible to collect it again. Every interaction can be tracked and reported using a variety of metrics, ensuring we direct resources to the places that need them most in order to achieve the goals of the Authority's equity needs. Engagement statistics and reporting are discussed further in the Public & Stakeholder Engagement Plan, but examples include:

- Website impressions, video impressions
- Number of comments received from public via website, social media
- Summary / keywords from monthly input
- Demographics from participants (when available)
- Number of engagements
- Number of participants (stakeholder groups)



Project Videos

There will be a NEXTransit series of short videos about important regional topics that will influence the plan. These videos, which may cover topics such as new transportation technologies, social equity, transportation's impact on the economy and job access, will help connect people in a more compelling way and invite online discussion. The videos can be shared on the NEXTransit webpage, Authority website and through social media. Additional topics and timeline for the video series is outlined in Appendix 7.



Email

The planning team will use email as a way to provide a direct and ongoing form of participation and communication for individuals, organizations, agencies and others who desire increased participation in the planning process. The planning team will maintain multiple mailing lists that include the stakeholders groups required in of the consultation requirement. The planning team will issue a “updates” to all individual contacts registered on the mailing lists as part of the planning process. This notification will provide an overview of the planning process and will delineate the specific update timeline, outline general process activities, and describe public participation opportunities.

Interested stakeholders not currently included the transportation mailing list may request to be added by emailing info@nexttransit.network



Social Media



Facebook

Supplementing the webpage for this project, NEXTransit will create a Facebook page that the public can “like” to receive information about the plan and any engagement opportunities. This page will offer interested stakeholders and members of the public a place to discuss and share comments about elements of the plan. The consultant team will monitor this page daily and respond to questions that may be posed and share information as needed. The Facebook page is called @NEXTransit. Facebook Live will be used to engage the public in online information sharing and encourage on-line stakeholder interactions. These events will be promoted and used frequently throughout the process, in tandem with other engagement formats, such as public meetings, SMS text questions, and surveys. The Facebook platform also allows for targeted advertising of specific messages based on demographics, income, and other stated preferences. We have the ability to use these paid advertisements strategically in order to better achieve our outreach diversity goals.



Twitter

NEXTransit’s Twitter account will provide periodic updates in concert with the Facebook page and other channels of communication. The consultant team will monitor this account daily for questions, comments, and replies as necessary.



Instagram

NEXTransit’s Instagram account (@nex_transit) will provide periodic updates in concert with the Facebook page and other channels of communication. The consultant team will monitor this account daily for questions, comments, and replies as necessary.



YouTube

NEXTransit will use the Authority’s existing YouTube channel pghtransit to host videos. The planning team will regularly monitor this account.

Type	Frequency	Content
Twitter	2-3 times/week	<ul style="list-style-type: none"> Text updates about the process, events/meetings, and new info on website Automate text updates with cross-platform links to new content Polls and challenges using hashtags to engage in community conversation
Facebook	2-3 times/week	<ul style="list-style-type: none"> Create events to promote, share, and build community Polls to gather community input Focused participation in Facebook conversations on moderated Q&A style posts
Instagram	As content is available	<ul style="list-style-type: none"> Start with the logo and promo videos. Possibly share kid drawings and contest submissions here Most content here will come later as we have more graphic branding and products
YouTube	Bi-weekly according to video schedule	<ul style="list-style-type: none"> Promotional videos Public meeting videos or clips



NEXTransit ENGAGEMENT THEMES

Broad engagement and support from the public in the development of the NEXTransit Plan will be sought throughout the project. The planning team will identify and solicit the engagement through community and advocacy organizations, diverse media outlets, speaking engagements, surveys and internet communications. Local pop-up meetings will be held along key transportation corridors to allow opportunities for the public to comment on various aspects of the plan. Up-to-date information on the process will be provided on the plan's webpage, and other information sources as noted in this document.



Theme 1: Confirming and Focusing on the Benefits and Barriers to Transit.

The purpose of the Theme 1 outreach effort is to validate know barriers and benefits to help develop a vision for future ridership

Theme 1 outreach efforts will begin in May 2020 and continue through June 2020.



Potential questions to be answered:

- What are the big-picture needs for regional transit now and in the future?
- What are your transit goals for the region?
- What do you value about transit? What should we (as a region) value about transit?
- What are indicators that could confirm our transit values?
- What would make transit more accessible for you? For the stakeholders you represent?

Tentative outreach efforts include:

"Your Transit" conversations - Recognizing the COVID-19 impact, these "conversations" will be available on-line in both written and virtual meeting format. To gather written input, we will utilize the input module of publicinput.com through the NEXTransit website, SMS text and social media. There will also be virtual meetings for specific groups. The "Your Transit" conversations will begin at the highest level with Port Authority Board members as a facilitated values-and-goals-based conversation. Through an initial on-line survey, the Board will be asked similar questions to those outlined above along with a list of values-based terms with definitions for participants to use in prioritizing what they believe should be the values when planning transit for the region. Following this input, we will host and/or participate in an existing Board meeting to review, discuss the results and refine the list of value statements prior to conducting the exercise for other stakeholders.

Steering Committee and Stakeholder Advisory Group (SAG) – The Steering Committee and SAG will complete breakout sessions during regularly scheduled meetings in May and June respectively. The engagement exercises integrated into meetings will be in two parts:

- 1) during meeting # 1, we will to introduce the project and facilitate a values-and-goals-based conversations and
- 2) during meeting #2 or follow-up session, we will continue the values conversation and if available consider the information provided by the Board when prioritizing values and goals.

Additionally, we will use on-line surveys, SMS text surveys and possible a webinar-based public engagement exercises to introduce the project and facilitate a values-and-goals-based conversations. The survey and/or interactive exercises will allow group members to share their perspectives, beloved transit experiences, concerns, ideas for the future of transit and what the future transit values of the region should be.

Online questions/discussion – The values-based conversation will be paired with a series of public facing surveys and social media question, validating the Ridership and Customer Experience Study commissioned by Port Authority to validate benefits and barriers to transit. We will use the website and social media to focus on the theme's main questions, informed by highlights from Task 3's existing conditions technical memo. The goal with this effort is to get high-level comments and quotes that set the stage for the remaining themes. Validation of the importance of transit and its

existing local barriers will help to frame the discussion of solving problems and filling gaps by documenting a common foundation of issues. Questions such as:

- Over half of residents who don't ride with Port Authority say they have access to transportation that is more convenient than public transit. How could Port Authority make its transportation services more convenient for you to use regularly?
- Nearly 1 in 3 Port Authority riders say they typically travel for an hour or more, and we understand that this may discourage many residents from riding. Tell us about a trip you regularly take for which you could use Port Authority transit but choose not to because it takes too long. Where are you going? How do you typically get there? How long does it usually take? How long do you think it would take using public transit?
- Nearly 1 in 3 Port Authority riders experience at least one pass-up per month due to over-crowded vehicles and other issues. Tell us about a time when you experienced a pass-up. Where were you at? Where were you trying to go? What happened as a result?

- With the input from this Theme, we will create a values-based vision statement for the future of transit in the region as well as a baseline and/or understanding of the benefits and challenges for current transit through the voices and perspectives of its stakeholders.



Theme 2: Where Do You Want to Go?

The purpose of the Theme 2 outreach effort is to A) establish the transit needs of the region; B) evaluate and inventory the past and current transit planning initiatives; C) create opportunities for public to identify gaps in the current system

Theme 2 outreach efforts will begin in June 2020 and will continue through September 2020.



Potential questions to be answered:

- What critical challenges are facing, or will face, the region?
- What gaps in the transportation system need to be addressed?
- How is our transportation system performing relative to the current Authority standards and goals?
- What opportunities need to be considered and how should the region take advantage of them?

Tentative outreach efforts include:

- **Hosting first public meeting series** – Our approach to this meeting series will be to host 12 identical public meetings relative to meeting content. Given the current COVID-19 situation, the location / meeting format may be altered to address regulations on public gatherings. During this series of meetings, we will:

- Summarize background data.
- Create maps for participants to use to illustrate where gaps or shortcomings in the network exist.
- Utilize mapping to identify what the natural, economic, or socio-political barriers are for transit.

- **Implementing microengagements throughout the service area (community interviews, targeted stakeholder meetings)** – Our approach will be to utilize various methods to gather additional input on the vision and future of transit.

- Targeted engagements and one-on-one meetings – The planning team may reach out to organizations and leaders that represent and/or serve transportation-disadvantaged individuals (low income, minority, older adults, people who do not own a car, and people with disabilities). Through these meetings, the planning team will share information about the plan and solicit direct feedback. The planning team will work with these organizations and leaders to communicate directly with the people they serve. A list of potential targeted engagements and one-on-one meetings will be established after the initial SAG to address any gaps in representation as part of the planning process.

- **Launching of additional project materials** – Our approach will be to build on the initial project materials and information campaign launched during Theme 1.

- Project video series – The planning team will produce a series of short videos about important regional topics that will influence NEXTransit. These videos will occur throughout the development of the plan and include the SAG, the Authority staff, and the general public. The topics covered may include new transportation technologies, social equity, transportation’s impact on the economy and job access, and goals and processes of the NEXTransit plan. The goal of the video series is to help connect people in a more compelling way and invite online discussion around topics introduced in the video series.
- Media release – The planning team through the Authority’s Communications Division will issue media releases during the project to gain more exposure and interest in the plan. These releases will include milestones, forecasts, and statistics to pique the interest of local media. At a minimum, media releases will be timed to announce the kick-off and each outreach theme. They will also provide information about public engagement opportunities when they occur.
- NEXTransit general information – The planning team will continue to update project information and make this information available via the website, social media, and other electronic outlets.
- Transportation factsheet (PDF) – The planning team will draft a series of FAQs and other project fact sheets to educate the public on transit, the planning process, and the current public input needed for Theme 2.
- Summary of Performance Metrics Report (PDF and Story Map)

○ **Launching of first public survey / online input initiative** – Our approach will be to utilize publicinput.com to develop and launch a statistically-valid public opinion poll. We will conduct a public opinion survey to more scientifically measure attitudes, aspirations and values with regards to public transportation investments, as well as preferences for specific ideas. The survey is intended to be representative, so it will be structured to reach a statistically-valid number of households. The planning team expects that the survey will be administered by telephone using a combination of land line and mobile telephone numbers, via SMS text, and through the NEXTransit website. It is also likely that the survey will be administered with ‘quotas’ to ensure appropriate response rates are achieved across several different subgroups to be representative of the Authority’s ridership and non-riding public.



Theme 3: How Can Transit Get You There?

The purpose of the Theme 3 outreach effort is to A) create opportunities for the public to bridge the maps between Where You Want To Go and How to Get There; B) create a conceptual network of where people want to go and the associated impacts; and C) create opportunities for the public input on the vision for the future of transit.

Theme 3 outreach efforts will begin in September 2020 and will continue through December 2020.



Potential questions to be answered:

- What kind of network should we have to support your vision of transit?
- What are your transit goals for the region now and in the future?
- What do we value as it relates to transit’s role in overall mobility?
- How many people and jobs can we reasonably expect in our region by 2045?

Tentative outreach efforts include:



○ **Implementing microengagements throughout the service area (community interviews, targeted stakeholder meetings)** –

Our approach will be to utilize various methods to gather additional input on the vision and future of transit.

- Targeted engagements and one-on-one meetings. The planning team may reach out to organizations and leaders that present and/or serve transportation-disadvantaged individuals (low income, minority, older adults, people who do not own a car, and people with disabilities). Through these meetings, the planning team will share information about the plan and solicit direct feedback. The planning team will work with these organizations and leaders to communicate directly with the people they serve. The list of potential targeted engagements and one-on-one meetings will be modified following Theme 2 to address any gaps in representation as part of the planning process.

Launching of additional project materials – Our approach will be to build on the project materials and information campaign launched during themes 1 & 2.

Project video series – The planning team will produce a series of short videos about important regional topics that will influence NEXTransit. These videos will occur throughout the development of the plan and include the SAG, the Authority staff, and the general public. The topics covered may include new transportation technologies, social equity, and transportation’s impact on the economy and job access. The video series will help connect people in a more compelling way and invite online discussion.

NEXTransit general information – The planning team will continue to update project information and make this information available via the website, social media, and other electronic outlets.

Transportation fact sheet (PDF) – The planning team will draft a series of FAQs and other project fact sheets to educate the public on transit, the planning process, and the current public input needed for Theme 3.

Launching of second public survey / online input initiative – Our approach will be to utilize publicinput.com to develop and launch a statistically-valid public opinion poll. We will conduct a public opinion survey to more scientifically measure attitudes, aspirations and values with regard to public transportation investments, as well as preferences for specific ideas. The survey is intended to be representative, so it will be structured to reach a statistically-valid number of households. The planning team expects that the survey will be administered by telephone using a combination of land line and mobile telephone numbers, via SMS text and through the NEXTransit website.



Theme 4: What Investments Are Most Important?

The purpose of the Theme 4 outreach effort is to A) create opportunities for the public to develop investment scenarios and alternatives; B) evaluate critical system gaps and shortcomings; and C) educate the public on opportunity corridors of investments that could occur.

Theme 4 outreach efforts will begin in December 2020 and will continue through February 2021.



Potential questions to be answered:

- Which projects best respond to the overall vision and goals of the NEXTransit plan?
- Which projects fill transit gaps the best and create opportunities for the most people to access and use the network?
- Of the projects submitted, which ones are most important to the community?

Tentative outreach efforts include:

Hosting second public meeting series – Our approach to this meeting series will be to host 12 identical public charrettes relative to meeting content. Given the current COVID-19 situation, the location / meeting format may be altered to address regulations on public gatherings. During this series of meetings we will:

Utilize mapping to discuss critical system gaps and shortcomings alongside areas of travel-market demand, residential clusters and job centers to help identify prioritized corridors.

Refine the opportunity corridors and outline the types of investments that could happen between them.

Visualize new transit facilities/infrastructure in real-time and gauge the public’s level of interest.

Utilize mapping to identify what the natural, economic, or socio-political barriers are for new transit infrastructure.

Implementing microengagements throughout the service area (community interviews, targeted stakeholder meetings) – Our approach will be to utilize various methods to gather additional input on the vision and future of transit.

Targeted engagements and one-on-one meetings. The planning team may reach out to organizations and leaders that present and/or serve transportation-disadvantaged individuals (people with disabilities, people in poverty, minority race and ethnicity persons, households without vehicles, older adults, persons under age 18, persons with LEP, female householders). Through these meetings, the planning team will share information about the plan and solicit direct feedback. The planning team will work with these organizations and leaders to communicate directly with the people

they serve. The list of potential targeted engagements and one-on-one meetings will be modified following Theme 3 to address any gaps in representation as part of the planning process.

Launching of additional project materials – Our approach will be to build on the project materials and information campaign launched during the project.

Project video series – The planning team will produce a series of short videos about important regional topics that will influence NEXTransit. These videos will occur throughout the development of the plan and include the SAG, the Authority staff, and the general public. The topics covered may include new transportation technologies, social equity, transportation’s impact on the economy and job access, will help connect people in a more compelling way and invite online discussion.

NEXTransit general information – The planning team will continue to update project information and make this information available via the website, social media, and other electronic outlets.

Transportation fact sheet (PDF) – The planning team will draft a series of FAQs and other project fact sheets to educate the public on transit, the planning process, and the current public input needed for Theme 4.

Launching of third public survey / online input initiative – Our approach will be to utilize publicinput.com to develop and launch a statistically-valid public opinion poll. We will conduct a public opinion survey to more scientifically measure attitudes, aspirations and values with regard to public transportation investments, as well as preferences for specific ideas. The survey is intended to be representative, so it will be structured to reach a statistically-valid number of households. The planning team expects that the survey will be administered by telephone using a combination of land line and mobile telephone numbers, via SMS text and through the NEXTransit website.



Theme 5: How Do We Pay for Transit Projects?

The purpose of the Theme 5 outreach effort is to A) create opportunities for the public to evaluate and prioritize investment scenarios and alternatives.

Theme 5 outreach efforts will begin in March 2021 and will continue through April 2021.

Potential questions to be answered:



- How should regional transportation funding be focused to achieve the vision and goals in the NEXTransit plan while responding to driving forces like changes to climate, demographics, the economy, and technology?
- How does the package of projects in each investment scenario measure up to the vision and goals in the NEXTransit plan and perform as part of the future transportation system?
- What is the preferred investment scenario?
- How much funding will reasonably be available to fund future transportation projects?

Tentative outreach efforts include:

Implementing microengagements throughout the service area (meetings-in-a-box) – Our approach will be to utilize existing stakeholder network to gather additional input on the vision and future of transit.

Meetings-in-a-box – The planning team will distribute pre-packaged, themed materials to stakeholder and community groups to be used during their regularly schedule meetings to gather input. The activity would include survey materials, maps, pens and markers, post-its, and detailed instructions for how to conduct the exercise as well as how to return the completed materials. The effort will be designed to leverage social connections in already existing communities. The budgeting exercise will clearly illustrate the trade-offs involved in implementing new transit projects.

Launching of additional project materials – Our approach will be to build on the project materials and information campaign launched during the project.

Project video series – The planning team will produce a series of short videos about important regional topics that will influence NEXTransit. These videos will occur throughout the development of the plan and include the SAG,

Authority staff, and the general public. The topics covered may include new transportation technologies, social equity, transportation's impact on the economy and job access, will help connect people in a more compelling way and invite online discussion.

- NEXTransit general information – The planning team will continue to update project information and make this information available via the website, social media, and other electronic outlets.
- Transportation fact sheet (PDF) – The planning team will draft a series of FAQs and other project fact sheets to educate the public on transit, the planning process, and the current public input needed for Theme 5.



Launching of fourth public survey / online input initiative – Our approach will be to utilize publicinput.com to develop and launch a statistically-valid public opinion poll. We will conduct a public opinion survey to more scientifically measure attitudes, aspirations and values with regard to public transportation investments, as well as preferences for specific ideas. The survey is intended to be representative, so it will be structured to reach a statistically-valid number of households. The planning team expects that the survey will be administered by telephone using a combination of land line and mobile telephone numbers, via SMS text and through the NEXTransit website.



Theme 6: Did We Get It Right?

The purpose of the Theme 6 outreach effort is to A) create opportunities for the public to review the final draft plan; B) allow the public an opportunity to confirm recommendations evaluate and prioritize investment scenarios and alternatives; and C) provide calls to action for the public to support Plan implementation.

Theme 6 outreach efforts will begin in April 2021 and will continue through June 2021.



Potential questions to be answered:

- Does the plan align with the regional vision? Does it align with *your* vision?
- Does this plan respond to public and stakeholder feedback?
- How can the public become involved in implementation?

Tentative outreach efforts include:



Hosting final public meeting series – Our approach to this meeting series will be to host 12 identical meetings in open house format. COVID-19 protocols, if applicable, may be considered to address regulations on public gatherings. During this series of meetings, we will:

- Present findings from all the tasks completed during the project.
- Provide concrete examples of public input and how that input was integrated into the plan.
- Outline next steps for reporting the final Plan and how the public can continue to comment online as well as participate in implementation.



Launching of final project materials – Our approach will be to build on the project materials and information campaign launched during the project.

- Project video series – The planning team will produce a series of short videos about important regional topics that will influence NEXTransit. These videos will occur throughout the development of the plan and include the SAG, Authority staff, and the general public. The topics covered may include: new transportation technologies, social equity, transportation's impact on the economy and job access. This will help connect people in a more compelling way and invite online discussion.
- NEXTransit general information – The planning team will continue to update project information and make this information available via the website, social media, and other electronic outlets.
- Transportation fact sheet (PDF) – The planning team will draft a series of FAQs and other project fact sheets to educate the public on transit, the planning process, and the current public input needed for Theme 6.



NEXTransit ONGOING COMMUNICATION

This plan includes not only external strategies, but also methods to ensure effective communication internally. Internal communication includes project management activities, such as weekly project conference calls, coordination with other City agencies, and documentation of internal and external efforts.



Agency Coordination

The NEXTransit project is closely aligned with other regional recent/current planning projects in the City of Pittsburgh. The Steering Committee is purposefully made up of members of other agencies to ensure coordination and collaboration with these other planning efforts. Planning projects that are being considered include:

- Pittsburgh Downtown Partnership - Downtown Pittsburgh Mobility Plan
- City of Pittsburgh - 2070 Transportation Vision Plan
- City of Pittsburgh - Major neighborhood plans (Downtown, Oakland, and Strip District Mobility Plans)
- City of Pittsburgh - Comprehensive Plan
- SPC – SmartMoves (Regional Long-Range Plan)
- SPC – SmartMoves Connections (Regional Transit Plan)
- Allegheny Places Plan



Internal Communication / Document Management

The NEXTransit Project Management team will hold weekly progress/check-in meetings on Thursday afternoons at 3:30 p.m. These meetings may be in person or virtual. A draft agenda will be available in the Teams Project Management OneNote, and meeting notes will be shared the following day. The NEXTransit Outreach Team will hold weekly meetings on Wednesday afternoons at 1:00 p.m. to focus on immediate next steps, progress on assignments, and feedback from the PM team. A draft agenda will be shared the day of the meeting.



Public Involvement Documentation

The NEXTransit consultants Outreach Team will collect and document feedback at all public meetings, Steering Committee meetings, SAG meetings, workshops, interviews, surveys, and any other engagement activities as well as through the project website and social media. The final report will summarize all public involvement activities and recap how public input shaped the recommendations. An appendix will include meeting summaries, sign-in sheets, and meeting materials. The appendix will also include a log of emails, calls and/or letters, sample screen shots from social media posts, and website blog posts.



Evaluation / Measures of Effectiveness

The Authority, in conjunction with other interested parties, will continuously evaluate the effectiveness of the engagement program. Engagement methods and materials will be improved as needed. Actual outreach statistics will be compared to the Authority's Equity Index of Mobility Need to ensure efforts are targeted to places with high equity scores, and that resources are assigned to boost participation in these areas if existing efforts are not sufficient.

The following table identifies evaluation criteria, performance goals, and methods to reach the goals for each public engagement technique. There are several ways to determine whether or not those goals have been achieved. Short surveys of event participants and other members of the public can assess which outreach techniques are effective or ineffective, and why. Analyzing the time spent by the planning and management team on each technique and their

subsequent success rate can help guide decisions on how to improve outreach methods, or which methods are ineffective and should be discontinued.

Evaluation of the NEXTransit engagement program will utilize four major categories to measure the effectiveness of public participation:

- **Visibility & productivity:** Visibility corresponds to the initiatives and products the produced to engagement with the public. Productivity is the output of the tasks.
- **Participation opportunities:** Participation opportunities are the full extent of options the public has available to interact and participate in NEXTransit planning process. These opportunities range from in-person meetings to virtual meetings and surveys online. The measures the effectiveness for participation opportunities will not just in availability, but in whether the opportunities produced and events held are accessible, time-sensitive, understandable, and meaningful.
- **Public interest & feedback:** Public interest and feedback is collected through surveys, comment cards, website, SMS text messages, emails, phone calls, walk-ins, and other forms intended to provide a range of options for inclusion.
- **Input results:** Input results are the direct and indirect impacts that public feedback has on the NEXTransit plan and other activities.

Metrics		
Measuring Visibility and Productivity	Number of NEXTransit publications produced	Number of NEXTransit newsletters, fact sheets, web parts and brochures distributed.
	Number of website clicks/visits/return visits, social media followers, shares, likes and comments	All website site data and web analytics
Measuring Participation Opportunities	Number of public forums, workshops, and community meetings at which displays, presentations, discussions, and feedback occurred	Number and origin of participants at such public forums, workshops, and community meetings
	Number of participants at public forums, workshops and community meetings held in historically underserved areas or with such populations	Number of participation opportunities offered
	Number and origin of participants at Stakeholder and Committee meetings	Number of persons accepting position of groups; Attendance at meetings; On-going participation/assistance with engagement efforts to stakeholders
	Requests for information or updates	Number of persons on the mailing list receiving regular updates
	Number of opportunities for public to provide comments, ask questions and have access to planning documents throughout the process	Number of draft plans, reports, other preliminary documents, or surveys posted to website or otherwise made available for public comment
	Public Participation Efforts with Minorities, Low-Income Individuals, & Transportation Disadvantaged	Representative engagement for identified populations via any and all opportunities for input available
Measuring Public Interest & Feedback	Number of comments received	Number of verbal comments received at open forum discussions, public meetings, and at any other opportunities for public interaction
	Number of phone, website, social media, email, SMS text inquires, comments and/or responses	Number of written inquires, comments and responses received
Measuring Input Results	Number of issues identified through public input and responded to and/or incorporated into NEXTransit Plan	Documented revisions to plans based on citizen input



NEXTransit PUBLIC OUTREACH DELIVERABLES

- Monthly engagement statistics
- Project website with frequent updates
- Steering Committee meetings, and stakeholder/agency coordination
- Social media message development/distribution
- Major online survey efforts (publicinput.com)
- Microengagements (mobile mini-workshops at stations or aboard transit vehicles, field data collection and information posting, meetings-in-a-box)
- 36 public meetings (3 rounds of meetings with 6, two-part meetings in each round)
- Project video
- Public engagement summary at part of draft plan document materials



Appendices

- Appendix 1: Engagement Summary and Workflow
- Appendix 2: Steering Committee Members
- Appendix 3: Steering Committee Meetings
- Appendix 4: Stakeholder Advisory Group Members (SAG)
- Appendix 5: SAG Meetings
- Appendix 6: Draft Website Structure
- Appendix 7: Draft Project Video Strategy

Appendix 1 Engagement Summary and Workflow

What	Type	Led By	Frequency/Dates	Description	Tools/Resources	Locations	Target Audience	Developer	Reviewer
Website	Inform	NEXTransit Outreach Team	Throughout Project	Website will be used to share information, surveys, scheduled events, contact info, and interactive activities.	Staff, design of website, frequently updated information, surveys, event calendar, contact info.	Online	General public	1. NEXTransit Outreach Team will prepare outline, wireframe, and content. 2. NEXTransit Outreach Team will develop and post updated materials monthly.	PAAC PM will review and provide feedback within one week.
Social media	Inform	NEXTransit Outreach Team	Throughout Project	Social media will be used to broadly share events, videos, links, information, stories/testimonials.	Staff, social media pages, followers, frequent posts/info/news/activities	Online	All social media users	1. PAAC Communications will create social media pages linked to PAAC pages. 2. NEXTransit Outreach Team will develop social media plan/posts. 2. NEXTransit Outreach Team will post as frequently as noted in approved plan.	PAAC PM and Communications will review plan and proposed social media posts and provide feedback within one week.
Surveys	Consult/Involve	NEXTransit Outreach Team	Throughout Project	Surveys will be utilized at different phases of the project to collect input specific to a theme.	Staff, survey questions, survey software,	Website	General public	TBD	TBD
Stakeholder Advisory Group (SAG)	Collaborate/ Empower	NEXTransit Outreach Team	Quarterly	Quarterly SAG meetings will be held with identified stakeholders by invitation. Meetings will focus on themes of the project. SAG members will be tasked with providing feedback and recommendations on specific topics.	Staff, space, equipment-projector, screen, tables/chairs, refreshments, presentations, handouts, graphics	Community buildings, parks, schools throughout County	Identified SAG members	1. NEXTransit Outreach Team has submitted a draft SAG list and draft invitation. 2. NEXTransit Outreach Team will send out invitations 3 weeks prior to meeting. 3. NEXTransit Outreach Team will prepare meeting plan, agenda, handout materials, and presentations 2 weeks prior to meeting.	1. PAAC PM has provided feedback on list and invitation. 2. PAAC PM will provide feedback within 2 days of material drafts.
Steering Committee Meetings	Collaborate/ Empower	NEXTransit Outreach Team	Monthly	Monthly steering committee meetings will be held to discuss progress, schedule, next steps. Steering committee members will be asked to provide input on designs, surveys, proposed meetings, and plans.	Staff, presentations, Meeting space	Virtual and in person	Steering committee members	NEXTransit Outreach Team will prepare presentations and agendas 1 week prior to meeting.	PAAC PM will review and provide feedback within 2 days.
Workshops/Charrettes	Involve/ Collaborate	NEXTransit Outreach Team	Theme 4	Workshops will introduce Theme 4 and will work with participants to visualize investments in new infrastructure.	Staff, meeting space, presentation, materials, refreshments	Virtual and in person as allowed	General public	1. NEXTransit Outreach Team will identify and propose locations one month prior to meeting. 2. NEXTransit Outreach Team will prepare and share invitations/announcements of public meetings 3 weeks prior to meeting. 3. NEXTransit Outreach Team will prepare meeting plan, agenda, handout materials, and presentations 2 weeks prior to meeting.	PAAC PM and Communications will provide feedback within 2 days of receipt.
Community Meetings/ Open House	Inform/Consult	NEXTransit Outreach Team	Theme 2, 4, & 6	Community meetings will be held at specific milestones in the project and will focus on themes 2 Where Do You Want to Go? 4 What Investments are Most Important?, and 6 Did We Get it Right?	Staff, meetings space, presentation materials, refreshments	Virtual and in person as allowed	General public	1. NEXTransit Outreach Team will identify and propose locations one month prior to meeting. 2. NEXTransit Outreach Team will prepare and share invitations/announcements of public meetings 3 weeks prior to meeting. 3. NEXTransit Outreach Team will prepare meeting plan, agenda, handout materials, and presentations 2 weeks prior to meeting.	PAAC PM and Communications will provide feedback within 2 days of receipt.
Meetings in a Box	Collaborate/ Empower	SAG Members	Theme 5	SAG members will be provided materials in a Meeting in a Box format and asked to share with others/members at standing meetings	Staff to prepare materials, materials	Meetings will take place at various locations	SAG contacts	NEXTransit Outreach Team will prepare draft materials 2 weeks prior to distribution.	PAAC PM and Communications will provide feedback one week prior to distribution.
Videos/Testimonials	Inform	NEXTransit Outreach Team	Throughout Project	Testimonial videos will be produced to help spread the word about the project and/or potential key events or milestones such as the kick-off.	Staff, video equipment, talking points	TBD	General public	1. NEXTransit Outreach Team will provide list of proposed cameos. 2. NEXTransit Outreach Team will draft talking points one week prior to video taping.	PAAC PM and Communications will review list and talking points provide feedback within 2 days of receipt.
Micro engagements	Involve/ Collaborate	NEXTransit Outreach Team	Themes 3 & 5	Micro engagements will consist of small in person contacts with people where they are such as riding a bus or the T, at a bus stop, or walking.	Staff, tablets, talking points/questions	Throughout Allegheny County	Riders and non-riders		
Focus Groups/Key Leader Interviews	Consult/Involve	NEXTransit Outreach Team	Theme 4	Interviews with key leaders will help to examine what and where new investment will be most effective.	Staff, talking points, tablet/technology	TBD	Key industry leaders	1. NEXTransit Outreach Team will provide list of interviews and questions. 2. NEXTransit Outreach Team will schedule and hold interviews once approved.	PAAC PM and Communications will provide feedback on list and questions within 2 days of receipt.

Appendix 2 Steering Committee Members

Name	Organization
Amy Silbermann	Port Authority of Allegheny County
David Wohlwill	Port Authority of Allegheny County
David Huffaker	Port Authority of Allegheny County
Breen Masciotra	Port Authority of Allegheny County
Greg O'Hare	Port Authority of Allegheny County
Kelsey Shannon	Port Authority of Allegheny County
Mike Heidkamp	Port Authority of Allegheny County
Phillip St. Pierre	Port Authority of Allegheny County
Adam Brandolph	Port Authority of Allegheny County
Kim Lucas	City of Pittsburgh Department of Mobility and Infrastructure
Lance Chimka	Allegheny County Economic Development
Tom Klevan	Southwest PA Commission
Anthony Kobak	City of Pittsburgh Department of City Planning
Justin Miller	Michael Baker Intl.
Janai Smith	E. Holdings, Inc.
Aarion Franklin	Michael Baker Intl.

Appendix 3 Steering Committee Meetings

Meeting No.	Tentative Date	Topic(s)
1	April 2020	<ul style="list-style-type: none"> Review NEXTransit plan deliverables, milestones and timelines Discuss vision for transit in 2045 plan Review logistics and administrative functions Gain access and explore the NEXTransit plan workspace (Microsoft Teams) and initial NEXTransit website Provide input and feedback on the overall public participation strategy, timeline and NEXTransit plan "brand" Provide input on draft Stakeholder Advisory Group (SAG)
2	June 2020	<ul style="list-style-type: none"> Review what we know about Port Authority transit and how it's currently perceived by the public (Task 3) Public engagement status update (launches for NEXTransit website, social media campaign; review SAG meeting #1) Input exercise – Where Do You Want to Go NEXT?
3	July 2020	<ul style="list-style-type: none"> Public engagement status update (NEXTransit website, social media campaign; planning public survey)
4	August 2020	<ul style="list-style-type: none"> Review technical memo (TM) on Market/Travel Analysis Public engagement status update (micro-engagements, planning charrette series 1; public survey results)
5	September 2020	<ul style="list-style-type: none"> Public engagement status update (micro-engagements, review results of charrette series 1; public survey results; recap SAG meeting #2) Input exercise – How Can Transit Get You There?
6	October 2020	<ul style="list-style-type: none"> Public engagement status update (micro-engagements, results/report charrette series 1; public survey results; planning SAG #3)
7	November 2020	<ul style="list-style-type: none"> Produce short videos of committee testimonials Public engagement status update (micro-engagements; public survey results; recap SAG #3)

8	December 2020	<ul style="list-style-type: none"> • Discuss draft TM on New Investment Opportunities with Capital and Operating Cost, and Ridership • Produce short videos of committee testimonials • Public engagement status update (micro-engagements, meeting-in-a-box results)
9	January 2021	<ul style="list-style-type: none"> • Public engagement status update (micro-engagements; public survey results; planning SAG #4) • Input exercise: What Investments Are Important?
10	February 2021	<ul style="list-style-type: none"> • Discuss draft TM Prioritizing Investments • Discuss draft TM Recommendation of Financial Strategy • Public engagement status update (micro-engagements; public survey results; planning SAG #4) • Input exercise: How Do We Pay for Transit Projects?
11	March 2021	<ul style="list-style-type: none"> • Discuss draft TM Recommendation of Financial Strategy • Discuss draft Vision Plan • Discuss draft Final Plan • Input Exercise: Did We Get It Right?
12	April 2021	<ul style="list-style-type: none"> • Public engagement status update (planning for Open Houses) • Final review of draft Report and Action Plan

Appendix 4 Stakeholder Advisory Group Members (SAG)

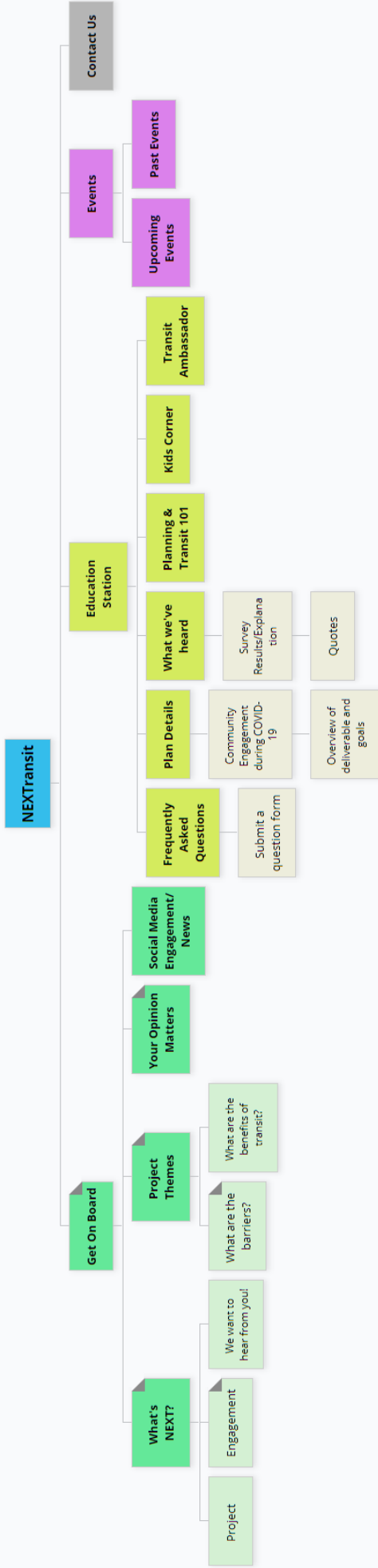
Organization Name	Type of Organization	Target Group
AARP	Advocacy	Age/Diversity
Action-Housing, Inc.	Advocacy	Housing
Age Friendly Pittsburgh	Advocacy	Age/Diversity
Airport Corridor Transportation Association	Advocacy	Transportation
All for All	Advocacy	Racial / Ethnic Diversity
Arise, Catholic Diocese of Pittsburgh	Advocacy	Youth
Asian Pacific American Advocates-Pittsburgh Chapter	Advocacy	Racial / Ethnic Diversity
Bhutanese Refugee Association	Advocacy	Racial / Ethnic Diversity
Bike Pittsburgh	Advocacy	Transportation
Casa San Jose	Advocacy	Racial / Ethnic Diversity
Committee for Accessible Transportation (CAT)	Advocacy	Disabilities/Special Needs
CONNECT	Advocacy	Municipalities
Healthy Ride	Advocacy	Transportation
Heritage Community Initiatives	Advocacy	Community
Hill Consensus Group	Advocacy	Community
Hispanic Community Center	Advocacy	Racial / Ethnic Diversity
Homewood Children's Village	Advocacy	Youth
Knoxville Community Council /South Side Community Council	Advocacy	Community
Mon Valley Initiative	Advocacy	Community
NAIOP Pittsburgh	Advocacy	Regional Development
Neighborhood Allies	Advocacy	Community
Operation Better Block	Advocacy	Community
Organization of Chinese Americans	Advocacy	Racial / Ethnic Diversity
Penn Environment	Advocacy	Environmental
Perry Hilltop Organization /Perry Hilltop Citizens Council	Advocacy	Community

Pittsburgh Community Reinvestment Group	Advocacy	Community
Pittsburgh Indian Community	Advocacy	Racial / Ethnic Diversity
Pittsburgh Interfaith Impact Network	Advocacy	Racial / Ethnic Diversity
Pittsburgh Metropolitan Area - Hispanic Chamber of Commerce	Advocacy	Racial / Ethnic Diversity
Pittsburgh Parks Conservancy	Advocacy	Community
Pittsburgh Urban Magnet Project	Advocacy	K-12
Pittsburghers for Public Transit	Advocacy	Transportation
Rainbow Coalition	Advocacy	Racial / Ethnic Diversity
Realtors Assoc. of Metro PGH (RAMP)	Advocacy	Housing
Sierra Club	Advocacy	Environmental
Sustainable Pittsburgh	Advocacy	Economic Development
Take Action Mon Valley	Advocacy	Community
Urban League of Greater Pittsburgh	Advocacy	Racial / Ethnic Diversity
West End P.O.W.E.R.	Advocacy	Community
Pittsburgh Metropolitan Area - Hispanic Chamber of Commerce	Advocacy	Racial / Ethnic Diversity
ACCESS	Agency	Disabilities/Special Needs
Allegheny County Airport Authority	Agency	Regional Development
Allegheny County Area Agency on Aging	Agency	Age/Diversity
Allegheny County Department of Human Services	Agency	Human Services
Allegheny County Health Department	Agency	Human Services
Allegheny County Transit Council	Agency	Regional Development
Carnegie Mellon University Traffic 21	Agency	Regional Development
Easterseals Western & Central Pennsylvania	Agency	Disabilities/Special Needs
Garfield Jubilee Association	Agency	Diversity
Greater Pittsburgh Community Food Bank	Agency	Community
Greater Pittsburgh Food Action Plan	Agency	Community
Housing Authority of City of Pittsburgh	Agency	Housing
OTMA-Oakland Transportation Management Association	Agency	Transportation
PennDOT, Bureau of Public Transportation	Agency	Transportation
PennDOT, District 11	Agency	Transportation
Regional Transportation Alliance	Agency	Regional Development
Travelers Aid	Agency	Commerce
United Way of Southwestern PA	Agency	Community
Urban Redevelopment Authority of Pittsburgh	Agency	Economic Development
YMCA	Agency	Community
African American Chamber of Commerce of Western Pennsylvania	Business Interests	Racial / Ethnic Diversity
Allegheny Conference on Community Development	Business Interests	Economic Development
CareerLinks	Business Interests	Commerce
Allegheny Valley North COG	Business Interests	Municipalities
Char-West COG	Business Interests	Municipalities
City County Task Force on Disabilities	Business Interests	Disabilities/Special Needs
Greater Pittsburgh Chamber of Commerce	Business Interests	Commerce
Greyhound	Business Interests	Transportation
Monroeville Area Chamber of Commerce	Business Interests	Commerce
Northside Leadership Conference	Business Interests	Commerce

Oakland Business Improvement District/Oakland Planning & Development Corp.	Business Interests	Commerce
Pittsburgh China Chamber of Commerce	Business Interests	Racial / Ethnic Diversity
Pittsburgh Cultural Trust	Business Interests	Tourism
Pittsburgh Downtown Partnership	Business Interests	Commerce
Pittsburgh North Regional Chamber of Commerce	Business Interests	Municipalities
Quaker Valley COG	Business Interests	Municipalities
South Hills Area COG	Business Interests	Municipalities
Steel Rivers COG	Business Interests	Municipalities
Turtle Creek Valley COG	Business Interests	Municipalities
Urban Land Institute	Business Interests	Commerce
Carlow University	Education	University
Carnegie Mellon University	Education	University
Chatham University	Education	University
Community College of Allegheny County	Education	University
Duquesne University	Education	University
La Roche College	Education	University
Penn State University - Greater Allegheny	Education	University
Pennsylvania Coalition of Public Charter Schools	Education	K-12
Pittsburgh Public Schools	Education	K-12
Pittsburgh Technical College	Education	University
Point Park University	Education	University
Robert Morris University	Education	University
University of Pittsburgh	Education	University
Amazon	Employers	Employer
BNY Mellon	Employers	Employer
Giant Eagle	Employers	Employer
Heritage Valley Health System	Employers	Community
Highmark Health	Employers	Employer
PNC Financial Services Group, Inc..	Employers	Employer
University of Pittsburgh Medical Center	Employers	Employer
VA Pittsburgh Health Care	Employers	Employer
Walmart	Employers	Employer
Western Penn, Allegheny Health Network	Employers	Employer
Pittsburgh Foundation	Foundation	Foundation
The Heinz Endowments	Foundation	Foundation
Port Authority ATU Local 85	Labor	Labor
Greater Pittsburgh Hotel Association	Tourism	Tourism
Visit Pittsburgh	Tourism	Tourism

Appendix 5 SAG Meetings

Meeting No.	Tentative Date	Topic(s)
1	May 2020	<ul style="list-style-type: none"> • Review NEXTransit plan deliverables, milestones and timelines • Discuss vision for transit in 2045 plan • Review logistics and administrative functions • Gain access and explore the NEXTransit plan workspace (Microsoft Teams) and initial NEXTransit website • Provide input and feedback on the overall public participation strategy, timeline and NEXTransit plan “brand” • Review what we know about Port Authority transit and how it’s currently perceived by the public • Input exercise – Where Do You Want to Go NEXT?
2	August 2020	<ul style="list-style-type: none"> • Review TM on Market/Travel Analysis • Public engagement status update (micro-engagements, planning charrette series 1; public survey results) • Produce short videos of committee testimonials • Input exercise – How Can Transit Get You There?
3	November 2020	<ul style="list-style-type: none"> • Public engagement status update (micro-engagements, results for public charrette series 1; public survey results) • Discuss concepts for TM on New Investment Opportunities with Capital and Operating Cost, and Ridership • Produce short videos of committee testimonials • Input exercise: What Investments Are Important? and How Do We Pay for Transit Projects?
4	February 2021	<ul style="list-style-type: none"> • Update from SAG on Meeting-In-A-Box (meeting with content provided by the planning team but facilitated by the SAG. The planning team is not present) • Public engagement status update (micro-engagements, results for public charrette series 2, planning for public charrette series 3; public survey results) • Discuss concepts for draft TM Prioritizing Investments • Discuss concepts for draft TM Recommendation of Financial Strategy • Discuss concepts for draft Vision Plan • Input exercise: Did We Get it Right?
5	May 2021	<ul style="list-style-type: none"> • Participation in Public Open Houses



NEXTransit (Homepage)

Get On Board

- What's NEXT**
 - Explanation of public involvement goals and objectives/ Why public input is important (Why your opinions matter)
- Project Themes**
 - What are the barriers and benefits of transit?
- Your Opinion Matters**
 - How to participate? How to engage others.

Education Station

- Frequently Asked Questions**
 - List of anticipated questions
- Plan Details**
 - Plan overview: Outline of process, approach, schedule
- What we've heard**
 - Past surveys
 - Quotes
- Planning & Transit 101**
 - Overview of PAAC transit (buses, T, incline) Who they are? Why we plan?
- Kids Corner**
 - Engagement activities, contests, questions.

Events

- List of upcoming/past events with times, date, locations. Link to Facebook event page if applicable.

Contact Us

- Contact form (Name, Phone, Email).
- Newsletter/Email information sign-up.

Port Authority Video Series – Topics & Interview Questions

2020.04.14

Thought Leadership Video

Thought leadership marketing is often considered a key practice for organizations looking to establish themselves as an authority figure within a certain niche. In order to be a thought leader, it's crucial to showcase the insights from a company's executive team.

Video allows you to capture key insights from your CEO while also maintaining an authentic connection with the audience. Here are a few interview questions that can help spark thought leadership around a specific topic (note that you can fill in the blank with any key topic related to your organization or its target audience):

- *For viewers who are unfamiliar with the Port Authority, can you describe the organization in the layperson's terms? Can you define public transit?*
- *Describe your position on the public transit.*
- *How does your organization address public transit in the Pittsburgh area?*
- *What should customers be aware of regarding the Port Authority?*
- *What steps can customers take to take advantage of the Port Authority's services?*

Organization Culture Video

A video of this style would feature the CEO talking about the organization and in particular, talking about his/her experience within the Port Authority. This is a key motivator if the CEO worked his/her way up through the ranks or if they recently joined the organization. In order to visually support the CEO's interview, the organization culture video could feature b-roll and other visuals captured in the organization's working environment, at bus stops, events, etc.

The other "flavor" of this type of video features several different speakers. These people work at all levels in the organization, from the new hire in the reception area to the highest positions of the Port Authority (bus drivers, planners, maintenance folks, etc). This type of video gives you an opportunity to talk about what the Port Authority offers people in terms of benefits, career advancement, and organizational culture - ultimately sharing a great story with viewers. The CEO, in this case, would be supplemented with content from a variety of employees.

Irrespective of the type of organizational culture video created, here are some key interview questions to spark comments from the CEO:

- *Describe why you enjoy being a leader within the Port Authority.*
- *What differentiates the people at the Port Authority?*
- *What do you look for when hiring a Port Authority employee?*
- *What types of employees excel here?*
- *If someone were debating between working at the Port Authority or a competitor, why should they choose this organization?*

Industry Trends Video

In contrast to the thought leadership videos referenced above, this type of video often focuses on what's trending now and how an organization is positioned for the future, perhaps focusing on an opportunity instead of a challenge. Rather than just providing a definition or opinion on a subject, a video touching upon an industry trend can highlight the CEO's vision for the future.

Here are some interview questions to support an industry trend video:

- *Can you describe the biggest trend within the _____ industry?*
- *What sparked this trend?*
- *How do you feel this trend will continue? Will it subside, become more prevalent?*
- *How has this particular trend impacted your organization?*
- *How is your organization positioned to capitalize on this trend?*

Project Introduction Video

Introducing a project is an important step to ensure that it gets off to a great start. A video from the CEO can be used to introduce the organization and the project, assist with any initial project goals and milestones, help people get started with finding information about the project, and provide an overall welcoming experience.

Example Questions:

- *What is the first thing a person should do in order to connect to this project?*
- *What is the biggest benefit of this project?*
- *Describe why this project was created.*
- *What does this project solve for users?*
- *What is your experience with long-range planning?*
- *Where can people go for help if they want to know more (on-line resources, SMS text stations at the bus stations and on the buses)?*
- *What other resources are available (i.e., community, knowledge base)?*

Port Authority Transit Vision Video

An organization's vision is perhaps the single most important thing to communicate, both internally and externally. For potential customers (external audience), it's important to communicate the vision of the Port Authority to help differentiate your entity and explain its value.

For example, if you're a public transit authority (like the Port Authority), people need to understand how you plan to launch/embrace new features, explore integrations and enhance the overall user experience. On the other hand, outlining the company's vision is important to employees. According to the Entrepreneurial Operating System, if your employees don't understand where you're going, how can they help you get there? A video led by a CEO helps everyone get on the same page.

Here are some interview questions you can use to capture the Port Authority's vision from the CEO:

- *How is the Port Authority different from other competitors?*
- *What are some of the areas of focus or innovation within the Port Authority?*
- *What are the biggest priorities for the Port Authority this year?*
- *What are some of the biggest changes you foresee within this industry?*
- *In what ways do you see this organization evolving in the next few years?*
- *What is the biggest problem you solve for your customers?*
- *Are there any updates or new features on the horizon?*
- *Can you describe the Port Authority's vision in a few sentences?*

FAQ Video

To capture answers to these FAQs, simply ask your CEO to answer each question on camera. Try to keep the answers short – less than one minute in length. In this case, it's not about creating a lengthy how-to video; these FAQ videos are simply there to provide guidance to the viewer and point them in the right direction.

Furthermore, if you're looking for a more direct way to connect with viewers, have your CEO look directly into the camera and answer the questions. By conducting the interview this way, your CEO has the ability to "look viewers in the eye" and provide authentic responses in a one-to-one setting.

Invite/Event Promotion Video

The use of live events is still a very effective strategy for organizations. But if you're going to invest a lot of time and resources in an event, you'd better get a solid list of attendees, right? Well, that's where your CEO comes in.

By featuring the CEO in an email invite or in a video promoting an event on a landing page, you can garner more interest from prospective attendees. Here are a few questions to use in order to generate a quick invite/event promotion video featuring your CEO:

- *Describe your role within the Port Authority.*
- *Tell us a little bit about this Port Authority event.*
- *When is the event and where will it be located?*
- *Who will be attending the event?*
- *What happens at the event?*
- *Why should you attend the event?*
- *Why is the Port Authority organizing this event?*
- *How does this event help attendees?*