

Online Survey

Polco.us/MPTA

Two-minute survey related to the session's content.

Thank you for participating!

Tips for Communicating Transit Effectively Now and in the Future

A.T. Stoddard, LSC Transportation Consultants

Jill Brown, Jill C. Brown Public Relations

Jill Cahoon, AECOM

October 5, 2020


Workshop Agenda

- Needs and Challenges
- Opportunities and Constraints
- Developing and Tracking a Referral Network
- New Marketing Tools
- Looking for Opportunities to Tell Your Story
- Building and Maintaining and Stakeholder Network
- Continually Engaging the Community

2020 Context

Needs and Challenges

Opportunities and Constraints



Coronavirus Disease 2019 (COVID-19)

<https://www.startribune.com/second-daily-round-trip-train-between-twin-cities-chicago-expected-to-reality/572627321/>

Employee And Passenger Safety

CARES Act

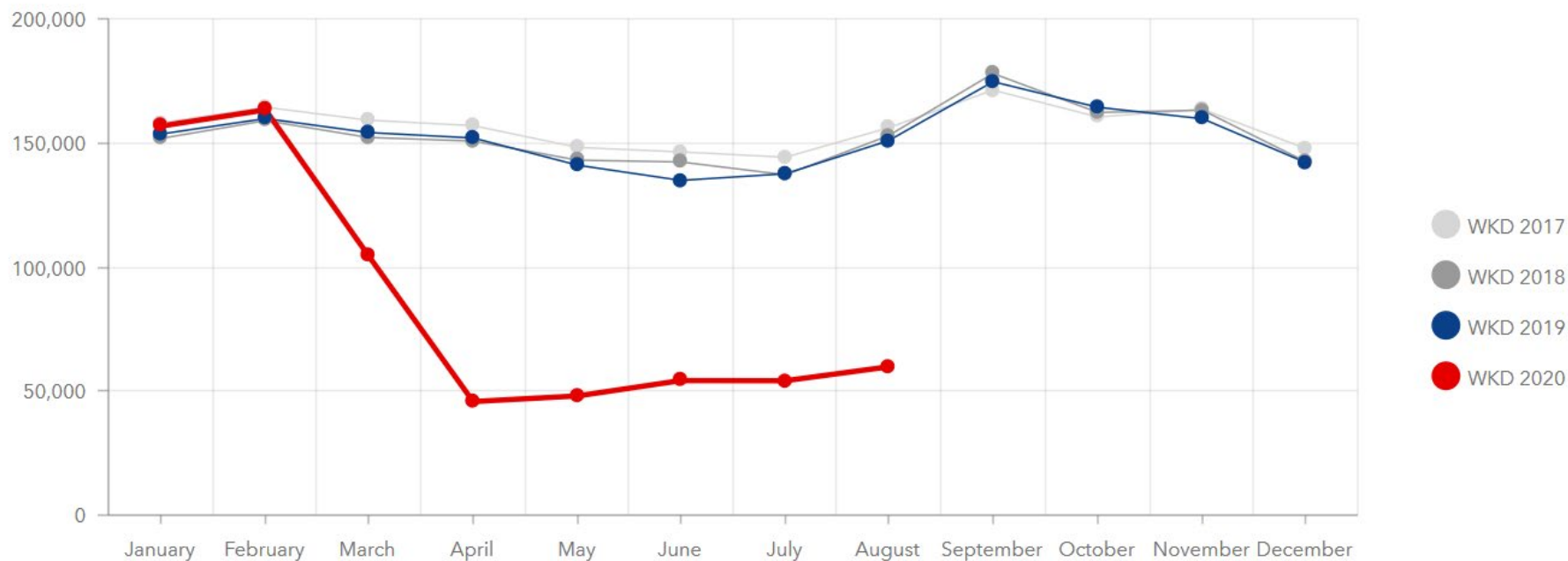


COVID-19 BUSINESS NEWS!

Check in with Polco Survey

Loss of Riders

Systemwide Average Weekday Boardings



Other Impacts

- Loss of Funding
- Capacity Limitations
- Olmstead Decision and Community-Based Services



Rural Transit Needs

- Medical Appointments
- Shopping (groceries, medications)
- Employment

Not Going Away!

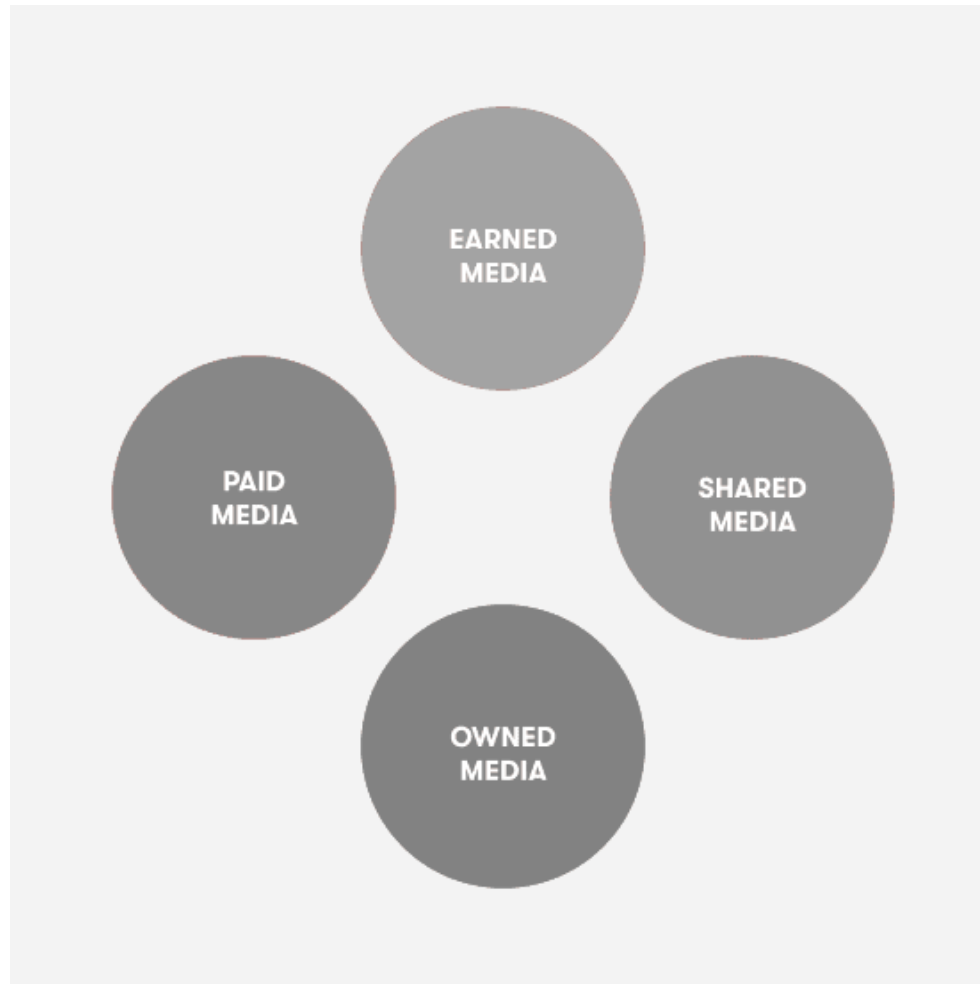
Communication

- What needs do passengers have?
- What concerns/fears do passengers have?
- How are you addressing their needs and concerns?

The PESO Model for Marketing:

Paid Earned Shared Owned

PESO Model



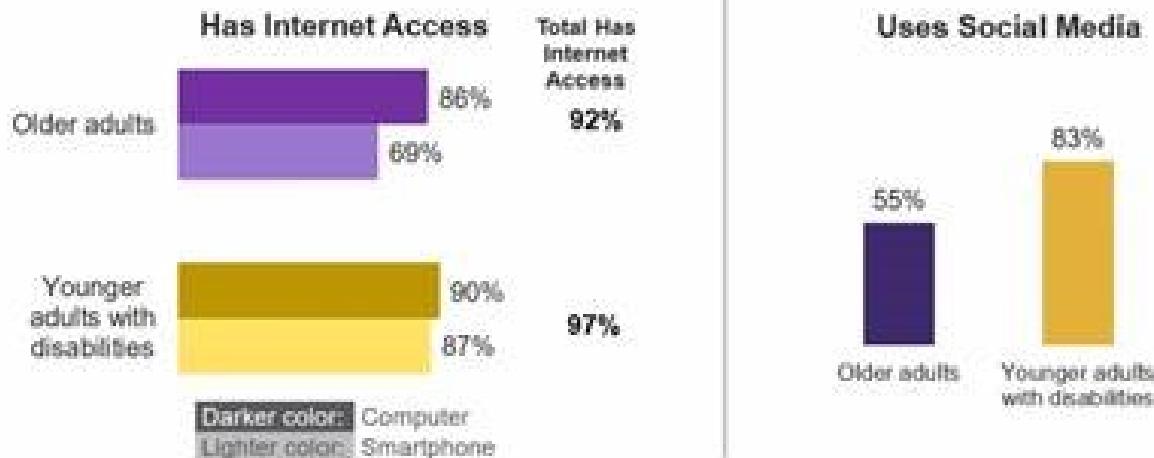
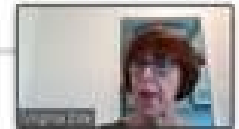
Today's Focus



- Newer **Marketing Tools**
- Looking For Opportunities To **Tell Your Story**
- Developing And Tracking A **Referral Network**

Polco Survey Check In Polco.us/MPTA

Most have internet access, and many—especially younger adults—use social media.



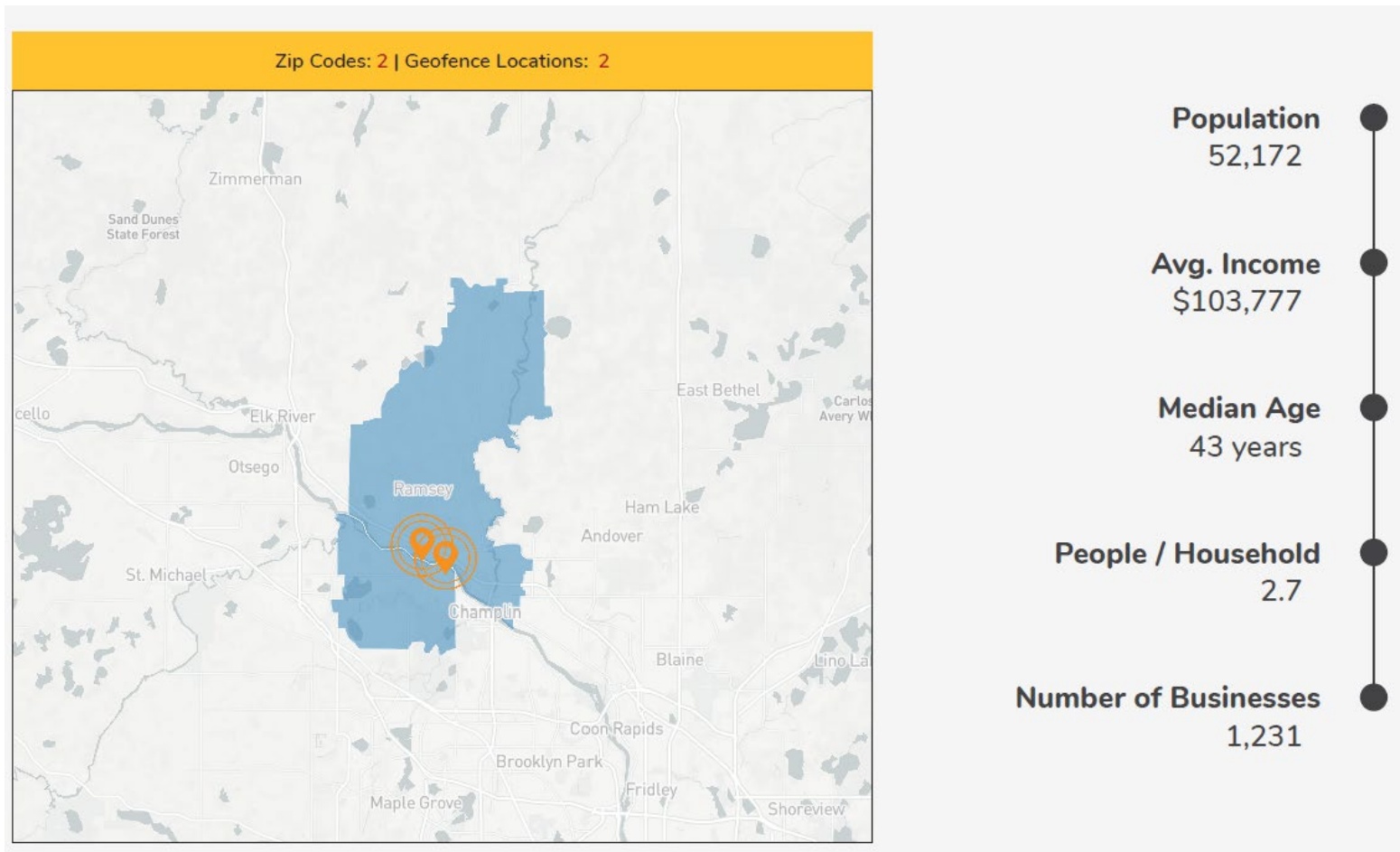
Q71: Do you use a computer with internet service? (Older adults, n=509 Younger adults with disabilities, n=513)

Q72: Do you have a mobile phone that allows you to use the internet, receive and send text messages, and use apps - sometimes called a "smart phone"? (Older adults, n=509 Younger adults with disabilities, n=513)

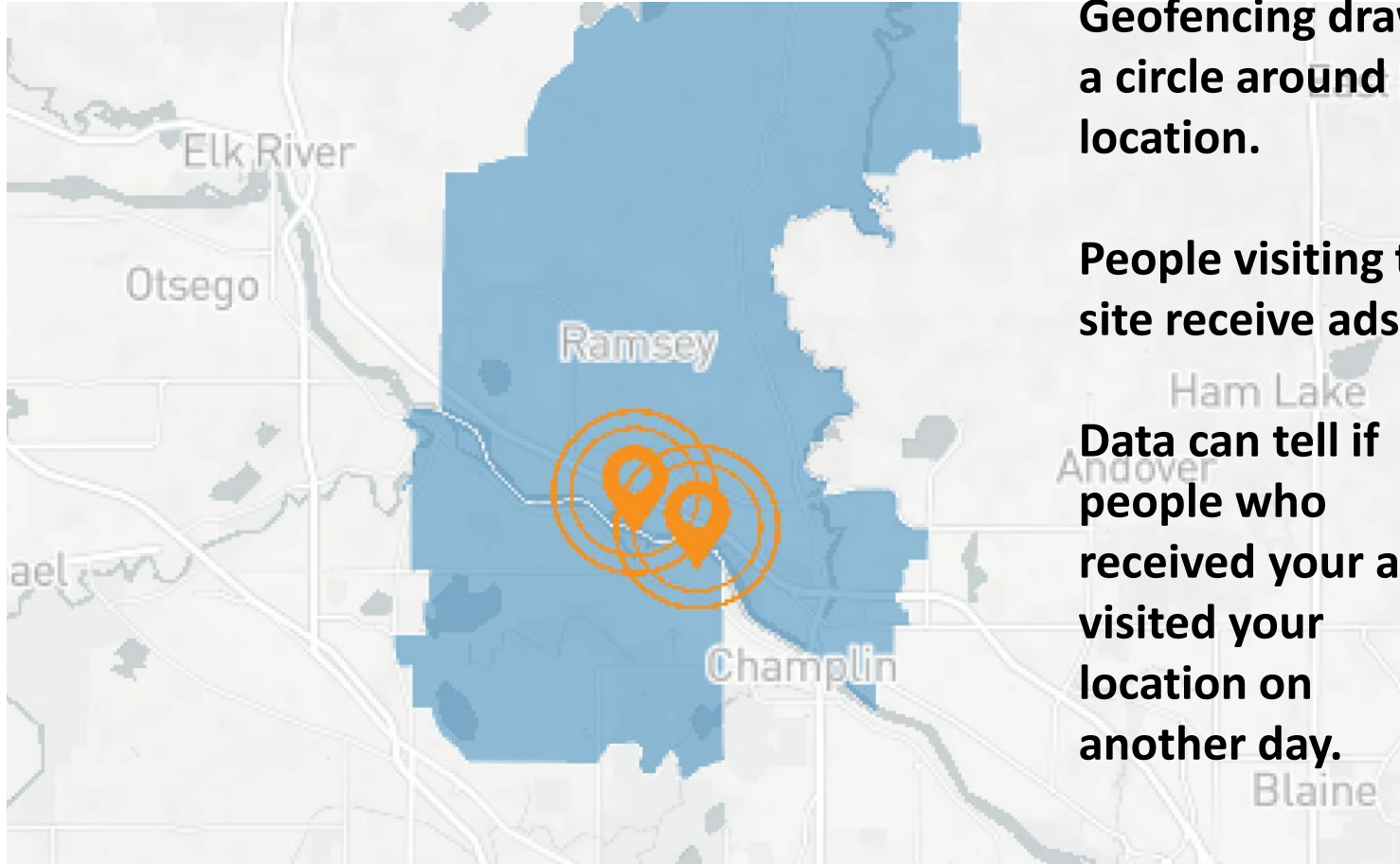
Q73: Do you use social media, such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (Older adults, n=509 Younger adults with disabilities, n=513)



Paid –Geofencing and Geotargeting Ads



Paid



Geofencing draws a circle around a location.

People visiting the site receive ads.

Data can tell if people who received your ad visited your location on another day.

Digital Advertising



TRUE TRANSIT

Connecting Communities.
Connecting People.

Dial-a-ride service for
Blue Earth, Nicollet &
Le Sueur Counties

Monday - Friday 8AM - 5PM
*Reservations required

\$3
each way

Book online at truetransit.org or call (507) 388-8783

What are people watching?

Connected TV Networks include....

News & Information

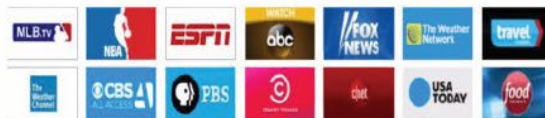
| | |
|------------------------------|--------------------------------|
| ABC News - US & World News | Fox News Channel |
| BBC News | MSNBC |
| Bloomberg | NBC NEWS |
| Business Insider | NEWSY |
| BuzzFeed | Reuters News |
| CBS NEWS | Spectrum News: Local Headlines |
| CHEDDAR | The New York Times |
| CNBC | The Washington Post |
| CNET | USA TODAY |
| CNN Breaking US & World News | VICE |
| FOX Business Network | Viceland |

Lifestyle

| | |
|---------------------|-----------------------|
| CNET | The Fitness Channel |
| Fashion Channel | The Gardening Channel |
| IGN Entertainment | The History Channel |
| Outside TV | Travel Channel |
| Smithsonian Channel | Wedding Channel |
| The Cooking Channel | Women Workout at Home |

TV & Movie

| | |
|----------------------------|--------------------|
| ABC | Nat Geo TV |
| Adult Swim | NBC |
| Amazon Prime Video | OWN |
| Animal Planet | PBS |
| CBS All Access | SCIFIFLIX |
| Comedy Central | Sony Movie Channel |
| Crackle - Free TV & Movies | Sundance TV |
| Discovery | SYFY |
| E! | TBS |
| FilmRise | TNT |
| Food Network | Univision |
| IFC | USA NETWORK |
| MTV | VH1 |



Sports

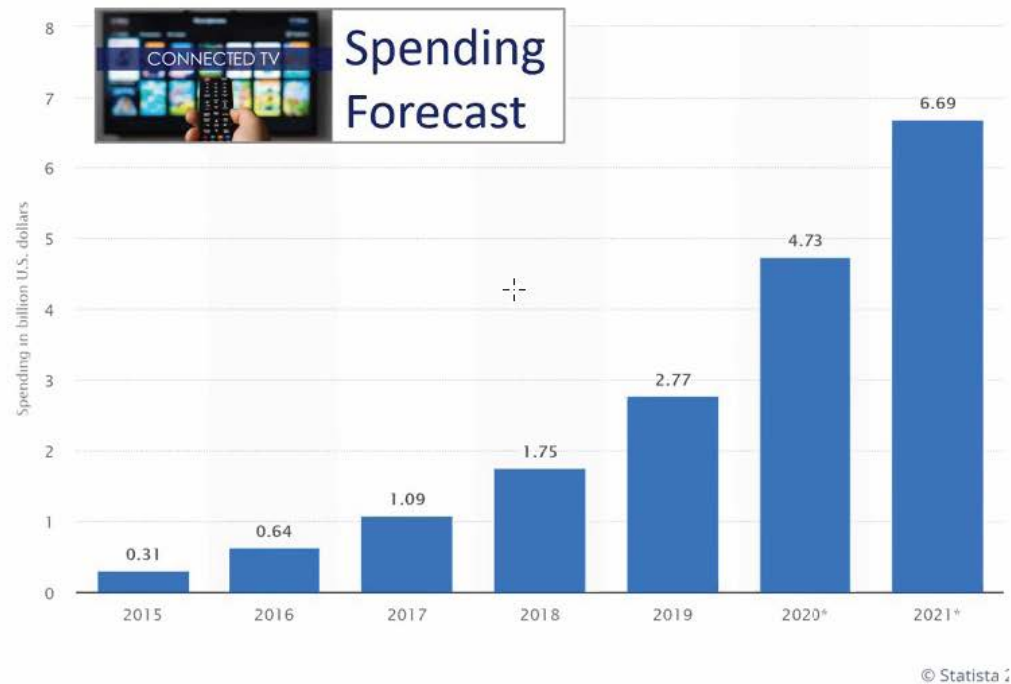
| | |
|------------------------|-----------------------|
| BBC Sport | NBC Sports |
| beIN SPORTS | NFL Network |
| Cycle world | NHL |
| ESPN | PGA TOUR |
| Fantasy Sports Network | Tennis Channel |
| Football Daily | The Golf Channel |
| FOX DEPORTES | USA Today Sports |
| Fox Sports | World Fishing Network |
| MLB | World Poker Tour |
| NBA | |

Weather

| |
|---------------------------|
| The Weather Channel |
| Weather News & Radar Maps |
| Weather Underground |
| WeatherNation |

Paid –Connected TV

- Time spent with CTV is up 81% YOY
- Only Way to Reach Cord Cutters watching TV
- Over 200M CTV Households – reaching 58% of US adults
- Video Completion Rates of 90%+
- Multi-Screeners Drives Web & Social Traffic



Paid—Revealio

- COVID has sped up the development of augmented reality technology. Retailers report 2 to 3 years ahead of schedule on some tools.
- Wow factor captures attention.
- New way to peak interest.
- Leave a positive impression.
- Costs start at \$27 per month for 1,000 impressions.
- Download free Revealio app onto phone.
- Learn more https://www.revealio.com/sales?aff_id=136_419

Watch as the message comes to life!



Earned – Media Relations

St. James Plaindealer

[Subscribe Now](#)

PAID AD
Alerts help you track important account...
By Wells Fargo - Member FDIC

St. James administration announces plan to move high school to distance learning, and Northside to keep same learning model

It takes 2 minutes.
Your voice matters. Now make it heard. [Register to vote](#)
ELECTIONS 2020

Tennis stays hot, tops Pipestone twice in 3-0 week

Smithfield.
Good food. Responsibly.®

820 12th Street North • St. James, MN 56081
507-375-3124

[CLICK HERE](#)

Take Me There Transportation Services rings in new bus to their fleet

POST-ACUTE REHABILITATION SERVICES

[CLICK HERE](#)

- All ages who no longer need hospital care
- 24-hour skilled nursing care
- Comfortable and supportive atmosphere
- Helping you recover as quickly and safely

Good Samaritan Society
The Evangelical Lutheran
In Christ's Love, Worldwide Ministries

MOST POPULAR

- 1 Landgren cartoon: Trump's peaceful transition
Sep 25 at 5:05 PM
- 2 Weatherford cartoon: Mail-in ballots



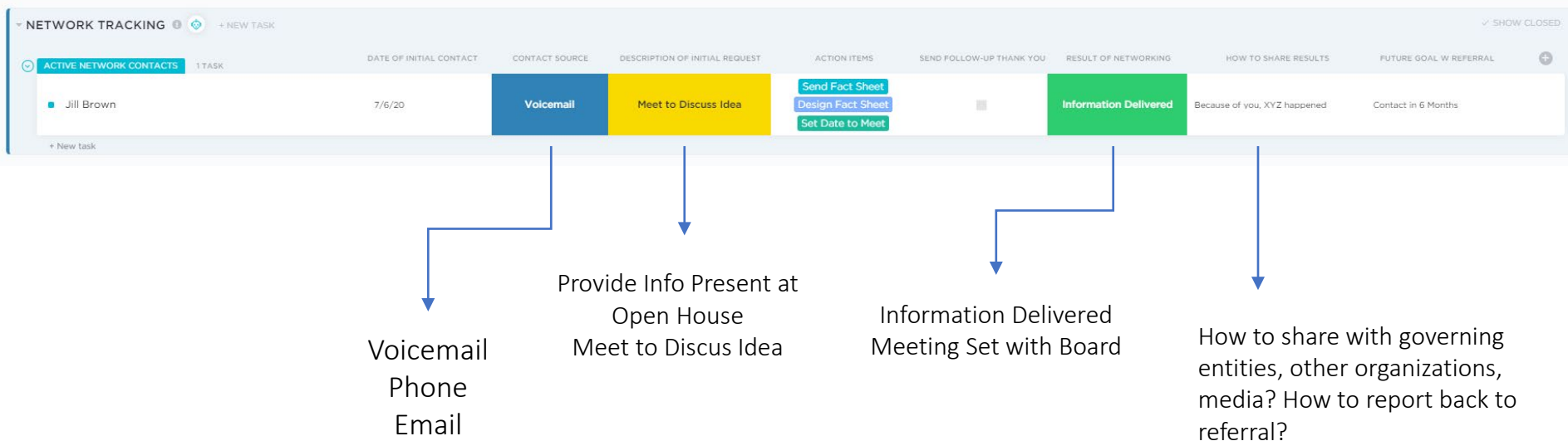
Check in with Polco Survey

- Referral tracking....
- Polco.us/MPTA



Earned -- Networking

Networking Is The Science Of Speeding Up Trust

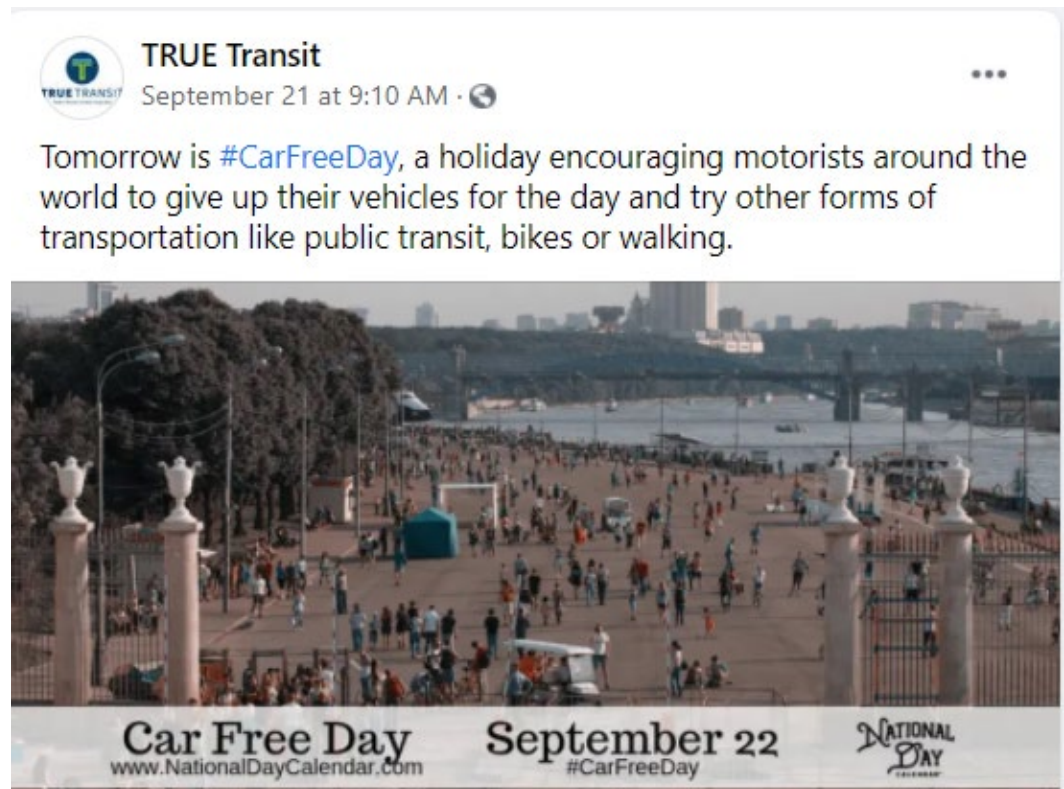


Check in with Polco Survey

- Social media presence
- [Polco.us/MPTA](https://polco.us/MPTA)

Shared – Social Media

- Content – Mix of conversation and selling – be human.
- Advertising –
 - Boost posts
 - Ads
 - Pixels



Check in with Polco Survey

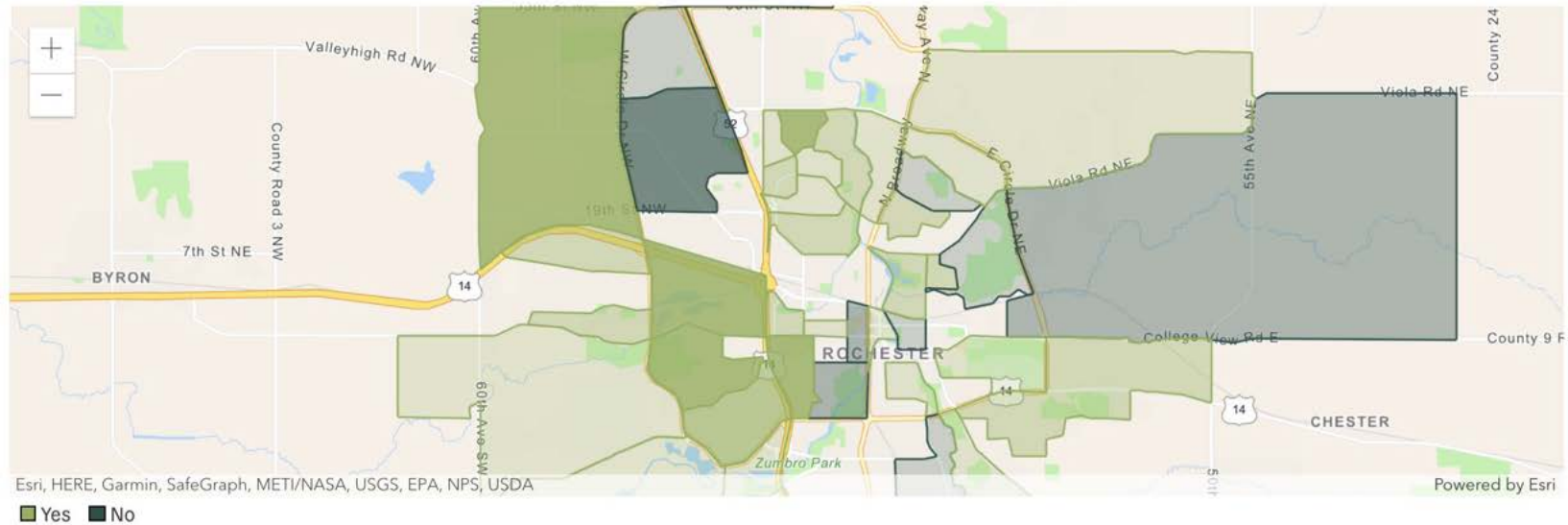
- Tools for engaging
- [Polco.us/MPTA](https://polco.us/MPTA)

Shared – Survey Information

- Engage community.
- Inform your board decisions.
- Fine tune your messages with targeted audiences.
- A newer tool is Polco (Polco.us).
- Some governmental units are using CARES Act dollars to upgrade from free accounts to engage with, listen to and build trust between them and their community as we plan to come out of COVID.

Q18: Should taller buildings be steered to Broadway on the rapid transit route, with heights stepping down closer to 3rd Avenue SE? ▾

Location



All Responses

All responses to this question.

All Responses



Verified

The subset of overall respondents that were verified using local voter files and other public data.

Registered Voters



Owned--Collateral

On Advertising Specialties in SW MN Pilot Program, MnDOT SAYS:

For the pilot marketing project that is funded solely with state funds, giveaway promotional items may be purchased provided the individual unit value is not more than nominal.

Nominal is defined for this purpose as
\$5 or less.

Projects funded with any combination of federal dollars must abide by 2 CFR 200.421, which disallows costs of promotional items and memorabilia, including models, gifts and souvenirs provided to customers or the public.



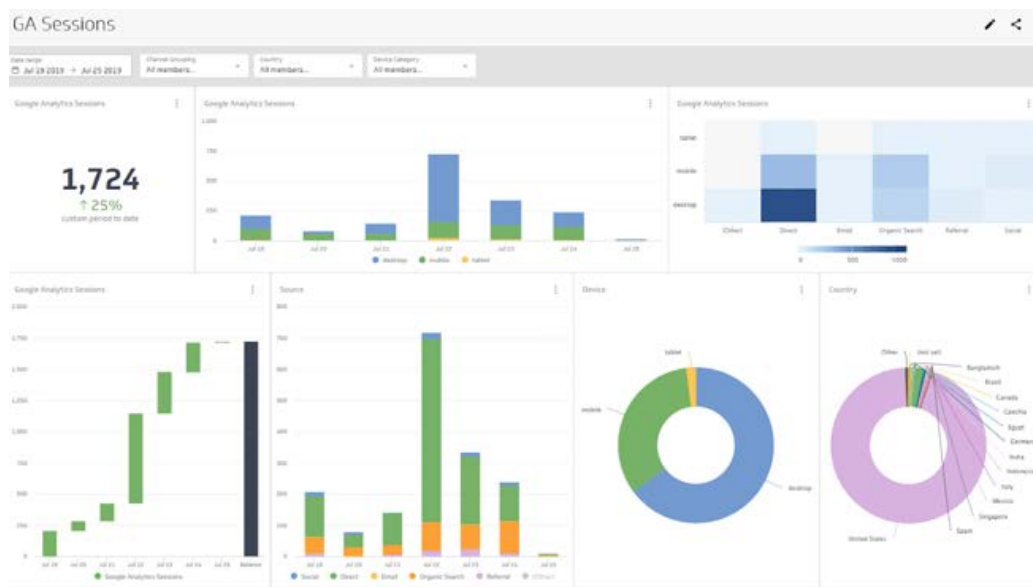
Owned – Your buses!

- Advertise your services in and on your bus.
- Consider selling or trading advertising in and on your bus.

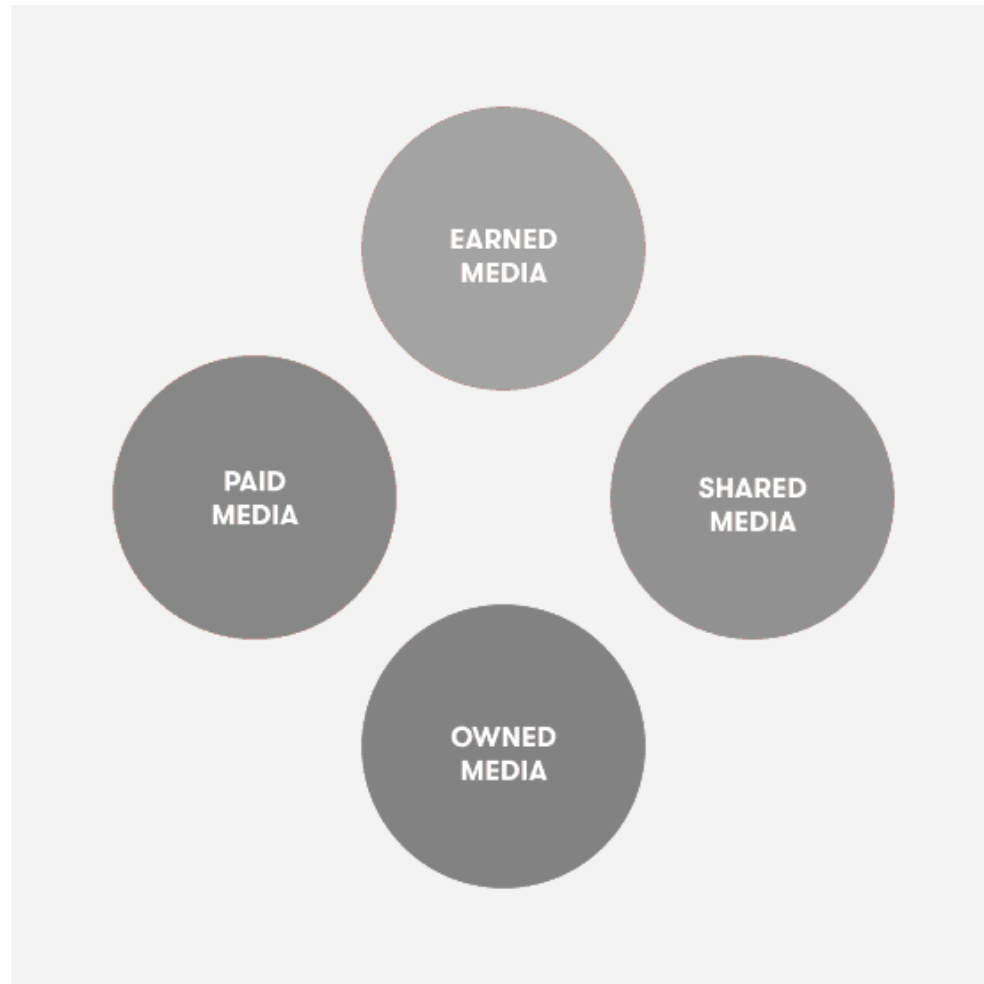


A Word on Evaluation in PESO

- What gets measured gets done.
- Thoughts on PESO evaluation:
 - Impressions vs leads.
 - Google analytics provides data on qualified leads.
 - Leads can take time.



PESO Model -- Recap

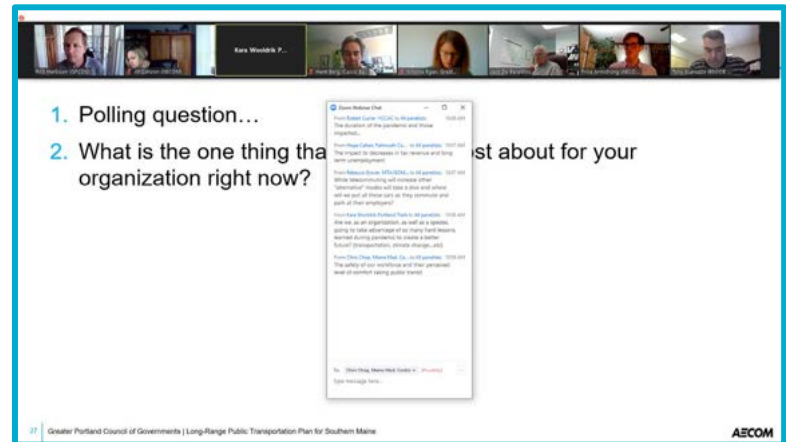
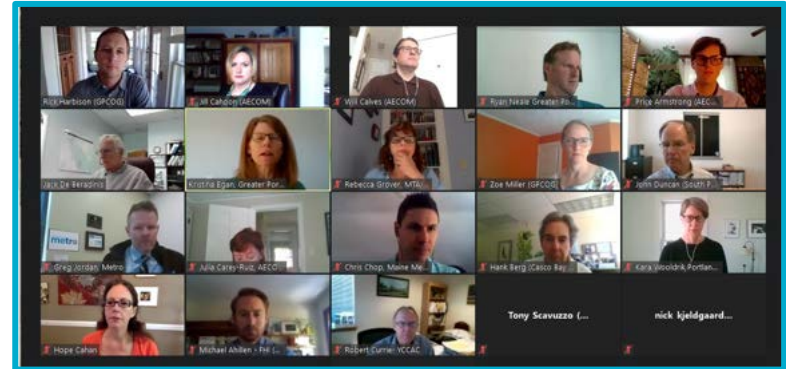


Building and Maintaining and a Stakeholder Network Continually Engaging the Community



Stakeholder Coalition or Network

- Purpose
 - Understanding community needs
 - Understanding and responding to change
 - Communicating change
 - Communicating success and solutions



Stakeholder Coalition or Network

- Format
 - Advisory committee
 - Network/coalition
- Representatives
 - Types of agencies/partners
 - Internal stakeholders
- Communications Schedule/Format
 - Meetings
 - Updates



Community Engagement

- *Community engagement is a bi-directional route!*
- Communicate success and solutions
 - Stakeholder network
 - Traditional & social media
 - Website
 - On buses/in transit facilities
 - At events
 - Newsletters

TARTA celebrates transit

Toledo Blade

SPONSORED BY TARTA

FEB 10, 2020

12:00 AM



Ten billion. That's how many people in the United States use public transportation to get where they need to go. For many, it's a lifeline. A connection to their communities that they otherwise wouldn't have. Others choose it to be environmentally conscious or to save money. Or perhaps, those who choose transit simply want to avoid the headache of navigating rush hour traffic and rather spend their time catching up on emails, reading a book or preparing themselves for the day ahead.

No matter the reason, public transportation moves people and local economies and it's time to educate and celebrate.

For the third year, transit agencies across the state will participate in an initiative called "Ohio Loves Transit," February 10-14, 2020. Local transit systems will be highlighting how their systems are enhancing mobility for all around the state and spurring economic growth through job access.

"The timing of Ohio Loves Transit is perfectly aligned as TARTA begins its evolution into the future. Public transportation intersects with economic development, workforce development, quality of life, affordable housing and accessibility issues," TARTA General Manager, Kim Dunham said. "Mobility freedom equates to opening doors of opportunity that allow access to jobs, medical services, doctor appointments, education, shopping, and

Example Newsletter

<http://catchthecometsc.gov/whats-new/the-comet-newsletters/>

IN THE SPOTLIGHT

The COMET announces the election of new officers to its Board of Directors

The COMET recently announced the election of new officers to its Board of Directors. The new officers were elected at the August 2020 meeting.



Col. (R) Roger Leaks
Board Chair



Derrick Huggins
Vice Chair



Andy Smith
Board Treasurer



Allison Terracio
Board Secretary



Lill Mood
BSN, MPH, Service Committee Chair

PROMOTIONS & DISCOUNTS



Free transit services + unlimited 45-minute Blue Bike SC rides

The COMET will continue running fare-free services to ease the financial burden of those who may have lost wages due to the pandemic. Additionally, all riders get unlimited, free 45-minute bike rides on Blue Bike SC — just ask your driver for a code to ride. Find a Blue Bike SC station at www.bluebikesc.com.



Newsletter 27 September 2020

CATCHTHECOMET.ORG
803-255-7100

[f](#) [t](#) [i](#) [o](#) [y](#) [in](#)

NEWS & UPDATES

MidlandsBiz COMET Chat with CEO John Andoh

On Sept. 1, we launched UofSC Transit powered by The COMET in partnership with the University of South Carolina. UofSC students and faculty are able to ride UofSC Transit powered by The COMET (formerly the Carolina Shuttle) free of charge. The general public will also be able to ride UofSC Transit powered by The COMET at the same fare as it costs to access The COMET services.



This month, we are launching two major initiatives designed to gather input from business leaders and the community we serve in order to ensure that our system meets the needs and exceeds the expectations of those who live and work in the Midlands.

Reimagine The COMET

Reimagine The COMET rolled out at the beginning of this month with a website launch and radio spots encouraging the public to let their voices be heard regarding improvements to the system including where and how often buses run. Let your voice be heard at reimaginethecomet.org.

THE COMET IN THE COMMUNITY

The COMET is launching two new mobility programs developed through a partnership with Able SC. Eligibility for both programs is available for people who are 65 and older and those with disabilities living outside The COMET service area but in the Columbia Urbanized Area. The funding for the mobility programs is made possible through a Federal Transit Administration grant.



The COMET Pick-Up Program (PUP)

With PUP, a taxi or rideshare service will be available 24-hours a day, seven days a week. The program provides a 50% discount up to \$50 per month. Once applicants have completed the required training, turned in their application, and DART eligibility, Half Fare Program participation, or age of 65 or older has been confirmed, they will receive a Taxi Voucher Card for use with any participating rideshare or taxi of their choice. All trips must begin or end in the Columbia Urbanized Area to receive voucher funds.



The Volunteer Transportation Reimbursement Program (V-TRIP)

For V-TRIP, a program participant will be given funds to pay his or volunteer driver in the form of a reimbursement for mileage according to the federal mileage reimbursement rate. Volunteer drivers can be a friend or a neighbor. All trips must begin or end in the Columbia Urbanized Area. Reimbursement is available up to 100 miles per month, per program participant to pay the volunteer driver.

DID YOU KNOW?

Individuals, families, communities and businesses benefit from public transportation. According to the American Public Transportation Association (APTA):

- In 2019, Americans took 9.9 billion trips on public transportation.
- People board public transportation 34 million times each weekday.
- Since 1995, public transportation ridership has increased by 28% — a growth rate higher than the 23% increase in U.S. population.
- Public transportation is a \$74 billion industry employing 436,000+ people.

Example Newsletter

<https://www.yubasuttertransit.com/newsletters>



August 2020

Volume 31 – Number 6



COVID-19 UPDATE NEW BUS DISINFECTION SYSTEM AND OTHER PROTECTIVE STEPS

Yuba-Sutter Transit and our service contractor, Storier Transit Systems, have worked proactively from early in the pandemic to help safe-guard passengers and employees alike. These efforts are continually adjusted and expanded over time as conditions and best-practices change. While some of these efforts are obvious to the public, others such as those that follow are conducted behind the scenes or after hours.

- Frequent intense cleaning protocols have long been in place, but we recently acquired electrostatic fogging machines (pictured above) to uniformly apply a commercial disinfectant each night to the interior surfaces of buses that were used that day.
- We retrofitted the HVAC systems on our commuter buses with high efficiency air filter fabric and we are researching similar approaches on our smaller buses.
- The standard air filters in our office HVAC system have been replaced with high efficiency filters.
- In-person health screenings are being conducted with all operating personnel as they report for duty each day.

For more information regarding our COVID-19 related policies and procedures, please call our Administrative Office at (530) 634-6880 or email us at info@yubasuttertransit.com.

FACE COVERINGS REQUIRED ON PUBLIC TRANSPORTATION

Yuba-Sutter Transit has long encouraged the use of face coverings while riding the bus, but California Department of Public Health guidance now states that "face coverings must be worn when waiting for or riding on public transportation". This guidance also applies to the drivers of public transit vehicles when passengers are on board.

While exemptions are available based on age and certain medical conditions and we are not currently refusing service for non-compliance, please wear a face covering every time you ride – for everyone's sake!



SUMMER MARKETPLACE TO CLOSE PLUMAS STREET TO VEHICLE TRAFFIC ON SATURDAY, AUGUST 8TH

The first Plumas Street Summer Marketplace event will be held from 10:00 a.m. to 5:00 p.m. on Saturday, August 8th in downtown Yuba City where you can explore Plumas Street in an outdoor setting, eat at outdoor patios and enjoy live music. For this free community event, Plumas Street will be closed to vehicle traffic from Church Street to Bridge Street from early that morning to allow time to set-up.

As a result of this closure, Yuba-Sutter Transit's local fixed route service will be re-routed from Plumas Street all day on August 8th. Route 1 buses will operate on Olive Street between Colusa Avenue and Forbes Street and Route 2 will operate on Shasta Street between Colusa Avenue and Bridge Street. The Plumas Street bus stops at Church Street and Bridge Street will not be in service during this time nor will the Route 1 bus stops at Forbes and Almond.

For more transit detour information including alternate stop locations, please call our Dispatch Office at (530) 742-2877. For more information on the Plumas Street Summer Marketplace, please call the Yuba City Downtown Association at (530) 755-1620.



LABOR DAY HOLIDAY NOTICE

Yuba-Sutter Transit will not be in operation and the Administrative Office will be closed on Monday, September 7, 2020 in observance of Labor Day. Regular service will resume on September 8th.



SUTTER COUNTY CENTER STUDENT SHUTTLE SERVICE SUSPENDED FOR THE FALL SEMESTER

Yuba-Sutter Transit will not be operating the Sutter County Center (SCC) Shuttle for the upcoming Fall 2020 semester because the Yuba Community College District has decided to move all classes at the SCC campus to on-line for this term. This free service has not been operated since on-campus classes were suspended in March due to the COVID-19 pandemic. It is next scheduled to operate during the Spring 2021 semester, but only if in-person instruction resumes for most classes at the SCC campus.

For more information, please call Yuba-Sutter Transit at (530) 634-6880, email info@yubasuttertransit.com or sign up for our service alerts at www.yubasuttertransit.com.

LIMITED STOP ROUTE 1 EXPRESS SERVICE STILL AVAILABLE

The limited stop Route 1 EXPRESS service that began in mid-June is still in operation to increase capacity and speed travel on this popular cross-town route. While all four regular Route 1 buses continue to operate as scheduled, two supplemental Route 1 EXPRESS buses also continue to operate during the peak boarding hours of approximately 9:00 a.m. to 4:00 p.m. each weekday. The EXPRESS buses operate in opposite directions stopping only at the following five bus stops every half hour between Yuba City and Linda.

Walton Terminal (Sam's Club)
Alturas & Shasta Terminal
Yuba County Government Center Terminal
D & 2nd Street (Habitat for Humanity)
North Beale Transit Center (Walmart)

Crosstown passengers on the Route 1 Express experience quicker and more direct service to these five stops where they can transfer to one or more of five other local fixed routes. The buses are identified by the "EXPRESS" destination sign and a list of stops posted on the side of the bus. The five bus stops also have Route 1 EXPRESS information posted inside the passenger shelters.

The Route 1 EXPRESS is an experimental demonstration service that is being operated as drivers and buses are available and the route and schedule may be adjusted with minimal or no notice as conditions change. Passengers should check their Yuba-Sutter Transit DoubleMap app or call (530) 742-2877 to confirm availability.

For more information, please call us at (530) 634-6880, email us at info@yubasuttertransit.com or sign up for our service alerts at www.yubasuttertransit.com.

GENERAL PUBLIC BUS PASSES ARE NOW JUST \$10 A MONTH

Yuba-Sutter Transit's basic monthly bus pass is now being discounted from the regular price of \$30 to just \$10 each month. The \$20 subsidy on the cost of each pass is being funded through the State Low Carbon Transit Operations Program (LCTOP) as a three-year demonstration program. These monthly passes are valid on Yuba-Sutter Transit's six local and three rural fixed routes.

With this exciting new program, the basic full fare pass is now equitably priced with the \$5 monthly pass for youth, seniors and persons with disabilities that has long been subsidized with local air quality district funds. As a result, most passengers will find that the best value by far is to purchase a monthly pass.

For more information, please call our Administrative Office at (530) 634-6880 or email us at info@yubasuttertransit.com.



CONNECT CARD SALES OUTLETS

Connect Cards can be loaded on-line or at the following local sales outlets or on the Connect Card website. Please note that the Sutter and Yuba County Libraries are currently closed for Connect Card transactions due to COVID-19. Cards can hold up to \$360 in cash value and/or passes for up to three months. Check with each location for current business hours as they may change without notice.

- Bel Air Market – Yuba City – (530) 755-3991
[Cash, Check, Credit or Debit]
- Yuba College Bookstore – Linda – (530) 741-6998
[Cash, Check, Credit or Debit]
- Yuba-Sutter Transit Administrative Office – Marysville
[Cash, Check, Credit or Debit]
- Connect Card Website – www.ConnectTransitCard.com
[Credit or Debit / Auto-load]

New full fare Connect Cards are available from any sales outlet, but new and replacement discount photo ID Connect Cards are only available during normal weekday business hours at the Yuba-Sutter Transit office in Marysville.

Call (530) 634-6880 for more information.

Yuba-Sutter Transit
2100 B Street
Marysville, CA 95901
Administration: (530) 634-6880
FAX: (530) 634-6886

Service Information: (530) 742-2877 / TTY 634-6889

Web Site: www.yubasuttertransit.com

Connect Card: www.connecttransitcard.com

General Comments/Questions: info@yubasuttertransit.com

Example Newsletter

<http://www.ridewta.com/types-of-service/paratransit/newsletter>

Paratransit NEWSLETTER

WTA
June 2020

For Everyone's Safety

WTA is not able to transport riders seeking drive-through testing for COVID-19.

If you suspect you have had COVID-19, or you have tested positive for COVID-19, please wait to book a ride until:

- You've had three days with no fever, and
- All of your symptoms have improved, and
- It has been at least 10 days since your symptoms first appeared

Travelling Safely on the Bus

Until further notice, wear a face covering any time you ride the bus. In order to ride, you'll need to be able to put on and take off your own mask. Or if you travel with a Personal Care Assistant, they could help you. Our drivers are not able to assist.

For those who don't have their own masks, we have a limited number we can provide. If you need a mask, please let your Customer Service Representative know when you call to book your ride.

Requests for paratransit trips are increasing. As this continues, we will do our best to maintain physical distance between you and other riders. During this time, our drivers will direct you to a seat, with the goal of maximizing physical distance between all those on the bus.

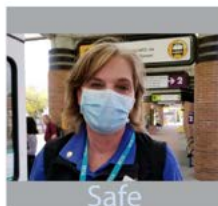


While we usually only transport people, for the past few months we've also been transporting food. In cooperation with the Food Bank and Whatcom Unified Command, WTA has been delivering food to families throughout the county.

Each Friday, two or three WTA buses arrive at a distribution center at Civic Field. Volunteers load boxes of perishables, non-perishables and meat which are then delivered to as many as 85 local families!

HAPPY 4TH OF JULY!
Independence Day is one of six holidays when our offices

are closed, and we don't offer bus service. Please mark your calendars for Saturday, July 4, as a "no bus service" day.



Safe



Reliable



Friendly

Community Engagement

- Collect feedback
 - Surveys
 - Voicemail
 - Flyers/QR codes
 - Text campaigns
 - Website form
 - Every Door Direct Mailers (EDDM) or post cards



Trailblazer Transit Community Survey

WE NEED YOUR HELP!

Trailblazer Transit is in the process of developing a five-year transit system plan that will help to guide the organization through 2025.

HELP US UNDERSTAND:

- How well do you like the transit service – any suggestions?
- Where do you want to go on the bus?
- When do you want to use the bus?
- How do you want the transit service in Sibley, McLeod, and Wright Counties to operate in the future?

We appreciate your feedback!

TAKE THE ONLINE SURVEY!

GO TO OUR WEBSITE
www.trailblazertransit.com

OR SCAN: 

Paper copies of the survey will be available by contacting Trailblazer Transit at:
1-888-743-3828



Example EDDM



**WANT TO RIDE
the WAVE
YEAR-ROUND?**

NRTA Year-Round Bus Service Study
CHECK IT OUT AT www.surveymonkey.com/r/NRTAbus OR SCAN THIS CODE! →



**The NRTA WAVE is conducting a study to determine
the feasibility of year-round bus service.**

Your input is a crucial part of this process. We need to hear from YOU! By learning more about your transportation needs, we will develop a series of year-round service scenarios for the NRTA WAVE. There are two ways for you to participate in this process:

ONLINE SURVEY

GO TO: www.surveymonkey.com/r/NRTAbus **OR SCAN:**
The survey will be open until 1/15/16.



PUBLIC INPUT SESSIONS

Please attend one of our Open-House Style Interactive Public Workshops:

- Monday, January 11, 2016; 6:30 PM – 8:30 PM
- Tuesday, January 12, 2016; 11:00 AM – 1:00 PM

Location: Boys & Girls Club, 61 Sparks Avenue

If year-round service is determined to be feasible, an implementation plan will be developed and presented to the public in February 2016.

PRSR
U.S. POSTAGE
PAID
EDDM RETAIL

Local
Postal Customer

Virtual Engagement Best Practices

- Be deliberate in messaging/purpose of meetings and engagement
 - *What exactly do you want to learn or share?*
 - *How will you use what you learn/how will others use what you share?*
- Offer both internet-based and lower-tech participation options
 - **Virtual meeting?** Also offer a local or toll-free call-in number
 - **Online survey?** Make sure it can also be taken on a Smartphone. Make paper copies available at senior centers, community centers, libraries, etc.

Virtual Engagement Best Practices

- Ensure equal access to information/opportunity for feedback
 - **Language**: virtual engagement needs to be available in multiple languages too; utilize online translation options
 - **Visual/hearing impaired**: virtual engagement needs to be sensitive to people with visual and hearing impairments; utilize online screen readers and make sure documents are accessible
- Give opportunities for **feedback** – polling, chat, active dialogue

Questions and Discussion

Presenter Contact Information

- A.T. Stoddard
- LSC Transportation Consultants
- atstoddard@lsctrans.com
- 719-633-2868
- Jill Cahoon
- AECOM
- Jill.Cahoon@aecom.com
- 603-289-3531
- Jill C. Brown Public Relations
- JILLCBROWN@msn.com
- 612-889-2611