

OUR TEAM



RENAISSANCE
PLANNING

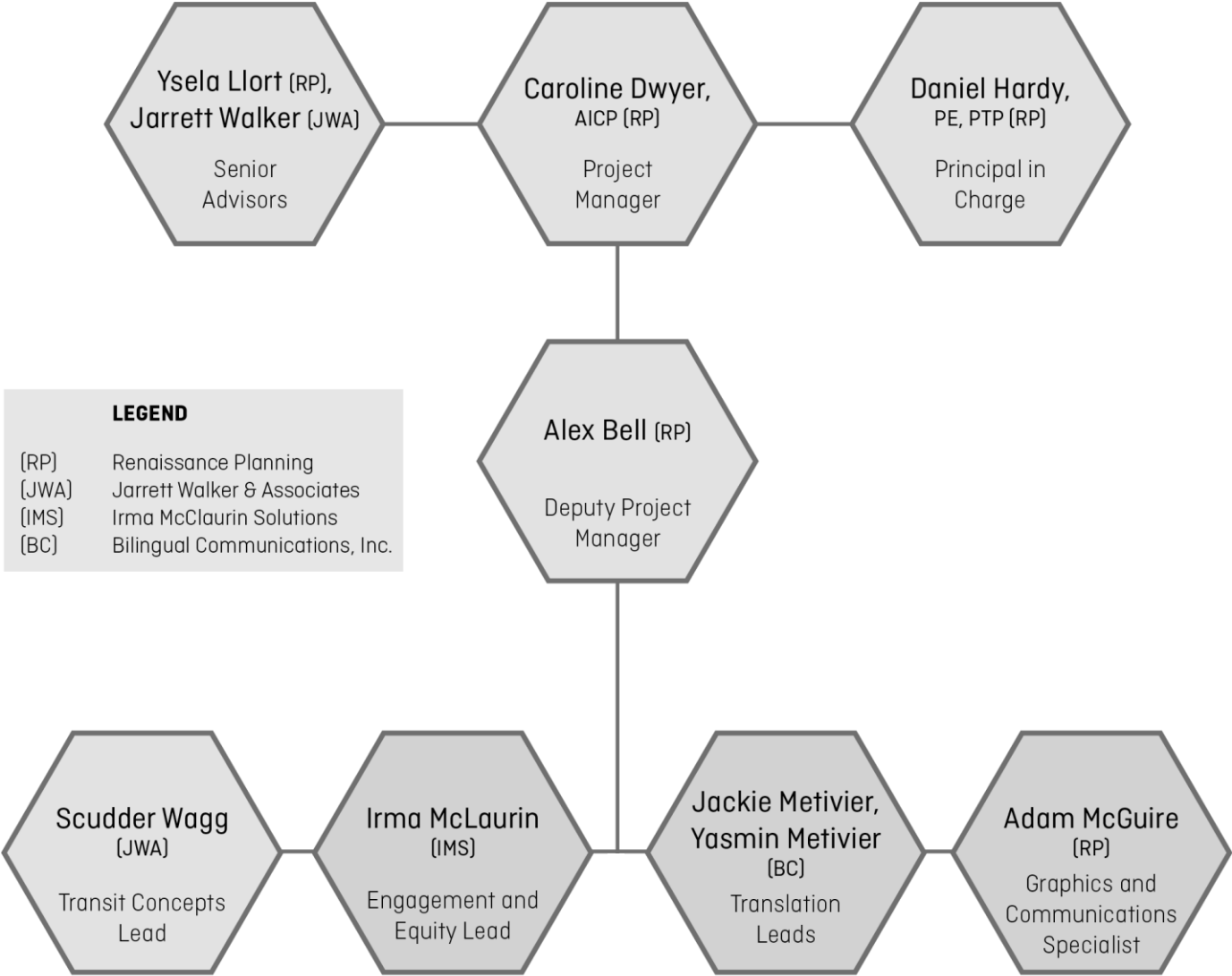
**JARRETT
WALKER**
+ ASSOCIATES
Let's think about transit

Irma McClaurin
SOLUTIONS



Bilingual Communications, Inc.

English / Spanish Translation • Interpretation • Video Voice-Over • Cultural Consultation



OUR TEAM



SIMILAR WORK



TO WHITE FLINT

TO DALE CITY

NETWORKS
VIR
MT/MT
EXPRESS/NOT
KEY TRANSFER STATION

Fairfax Countywide Transit Network Study (2016)

- Examined long term transit system expansion needs and concepts (alignments, modes, and station locations)
- Provided phasing and funding recommendations



Wake County Transit Investment Strategy (2015)

- Created a Recommended Transit Network Plan incorporating an expanded transit network (commuter rail; bus rapid transit; local and express bus network)
- Clarified key tradeoffs of transit choices and encouraged public discussion of choices



MEMPHIS, TENNESSEE

Draft Recommended Network

frequency (minutes between buses) at midday on a weekday

Memphis Transit Vision (2018)

- Process assessing and planning for short and long-term redesign of Memphis' public transit network
- Helped stakeholders and decision-makers understand why the existing network was not meeting their goals and felt irrelevant to the life of the city

PHASED APPROACH

Tasks by Phase		
Phase 1	T1	PSC Coordination
	T2	Transit Choices Brochure
	T2	Regional Connections Opportunities Report
	T3	Engagement Preparations
	T3	Engagement Wave 1
	T4	Conceptual Scenario Development
Phase 2	T5	Identify projects
	T5	Prioritization process development
	T5	Preferred Scenario
	T6	Engagement wave 2 prep
	T6	Engagement Wave 2
	T7	Revenue forecasting
	T7	Implementation Plan
	T8	Final Report

PHASE 1 Introduces key transit planning concepts and frames choices in terms of easy-to-understand values to generate alternative conceptual transit scenarios

PHASE 2 Identifies proposed projects, prioritization criteria, and available revenues to produce implementation recommendations through 2040.

KEYS TO OUR APPROACH



PUBLIC ENGAGEMENT

WAVE 1 (SUMMER 2020)

DESCRIPTION

Engage on trade-offs and values:

- Lead Development or Follow Development
- Ridership-focus or Coverage-focus
- Walking or Waiting
- Rush-hour or All-day, All Week
- Emphasis on Capital versus Operating

WAVE 2 (WINTER 2020)

DESCRIPTION

- Follows pattern set by the first wave
- Focus of the second wave is on vetting the balanced transit investment scenario considering other alternative conceptual scenario options
- Feedback informs the development of the preferred scenario
- The weighting of values implied in the project prioritization process is also reviewed during this wave of engagement

DELIVERABLES

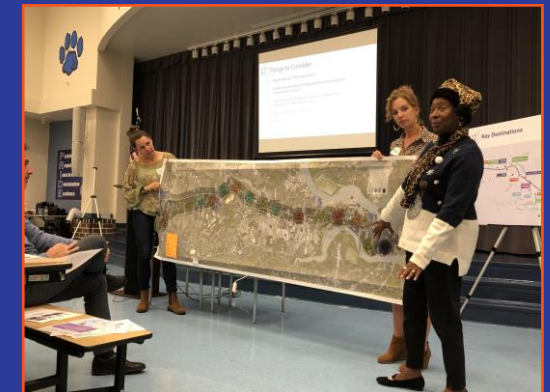
- Public Engagement Plan
- Website
- Transit Summit
- Virtual community engagement
- Summary of key themes

DELIVERABLES

- Transit Summit #2
- Virtual or in-person community engagement
- Survey
- Summary of key themes

OUTREACH & ENGAGEMENT

- Policy Steering Committee (PSC)
- Transit Summits (2)
- Elected Officials and Jurisdictional Status Updates
- E-mail Announcements
- Informational & Educational Materials (Transit Choices Brochure, Final Plan Executive Summary)
- Interactive Mapping
- Diversity, Inclusion, and Equity Strategies
- Media Relations
- Website
- Survey
- Social Media
- Email and Comments database



STAKEHOLDERS

GROUP

Local and Regional Governments and Councils

Transportation Agencies

Transportation System Users & Interest Groups

Cultural Interests

Recreational Interests

Business and Economic Development Interest Groups

Community Organizations

Schools, Universities & Community Colleges

General Public

Hospitals and Institutions

Social Service Providers

BRANDING

Color Ramps



Font Families

NEXA REGULAR

PERPETUA

Arial

Website Domain

www.octransit2020.com

Proposed Project Logo

