



LAWRENCE TRANSIT AND KU ROUTE REDESIGN COMMUNITY ENGAGEMENT PLAN 2021

COMMUNITY ENGAGEMENT GOALS

- *Inform* the community about the Study, including key phases and opportunities for engagement.
- *Consult & Involve* the community by obtaining feedback on current issues, alternatives, and recommendations, ensuring that concerns and objectives are consistently understood and considered.
- *Demonstrate* - that community input has influenced the decision-making and planning priorities by showing the connection between community input and the final result.
- *Build* partnerships with other agencies and stakeholders, recognizing the effect this effort has on the community, and that it complements other community initiatives.
- *Intentionally include* people and organizations who may face systemic barriers to engagement in the planning process, particularly Black, Indigenous, and people of color. To support equitable outcomes, we will regularly review the engagement process to identify gaps in participation and make changes accordingly.

VISION

- Route redesign will result in a safer, more connected, and convenient transit network.
- Route redesign will increase access to employment, schools, and services for all ages and abilities.
- Route redesign will provide economic benefits to individuals and businesses.
- The Study will build upon previous local and regional planning efforts to create a unified vision for transit service throughout Lawrence.

COMMUNICATION METHODS AND TOOLS

STEERING COMMITTEE



Members represent diverse community perspectives and advise the process, setting the direction for the study. Monthly steering committee meetings from Apr - Dec 2021 will ensure process remains on schedule. Members will guide public engagement process and review draft deliverables.

STAKEHOLDER FOCUS GROUPS



Focus groups with key stakeholders will explore unique project perspectives and help to further refine certain aspects of the plan.

VIRTUAL PUBLIC MEETINGS



Public meetings at three key project milestones will solicit public feedback on route redesign concerns & opportunities. Information presented and displayed at each meeting will be posted on the project website, allowing those who could not attend an opportunity to review the information and provide input.

SURVEYS



Surveys will provide insight into community needs & desires as they relate to route redesign. Surveys will be hosted at <https://lawrenceks.org/listens/surveys>

INFORMATIVE COMMUNICATION TOOLS

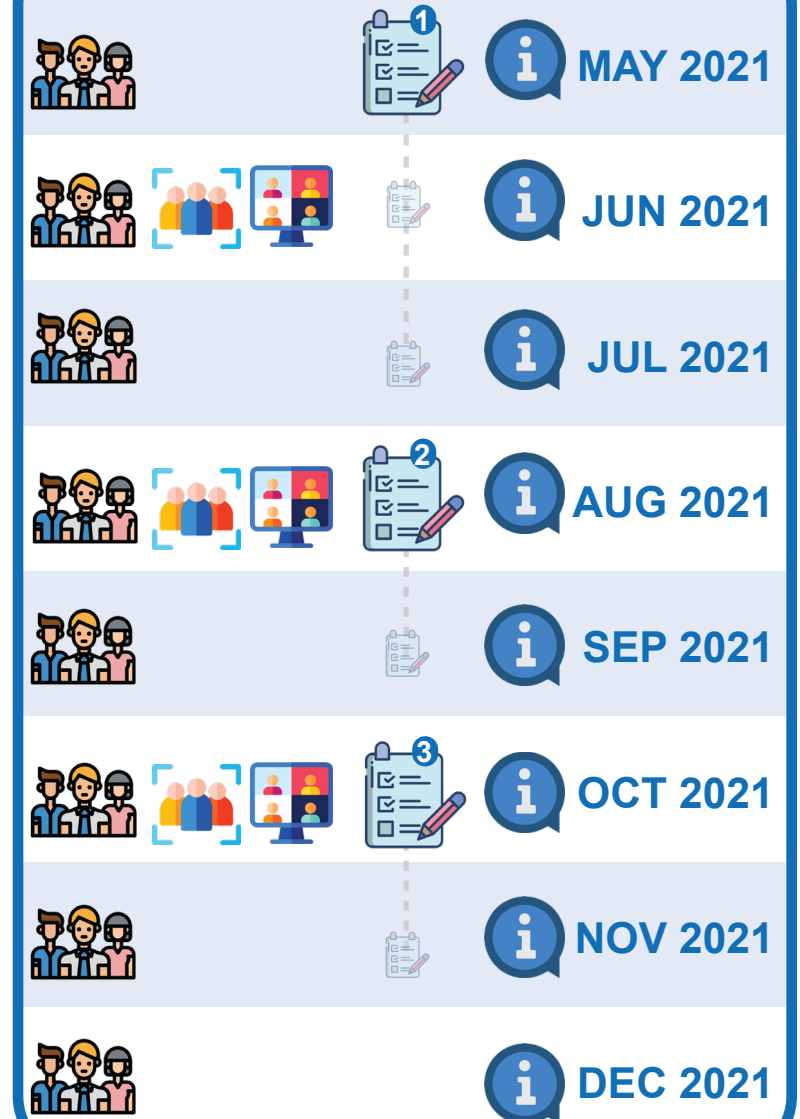


Informative communication methods will be used to get out information to the public and let them know where to go to receive more info and/or how to get involved. Informative communication tools will include:

- Notices & Flyers
- Email notifications
- Project website
- Press releases
- Social media



HOW & WHEN TO GET INVOLVED



PROJECT WEBSITE

www.lawrencetransit.org/transfer-facility/

Stay informed by signing up for Public Transit News at:
<https://lawrenceks.org/subscriptions>