

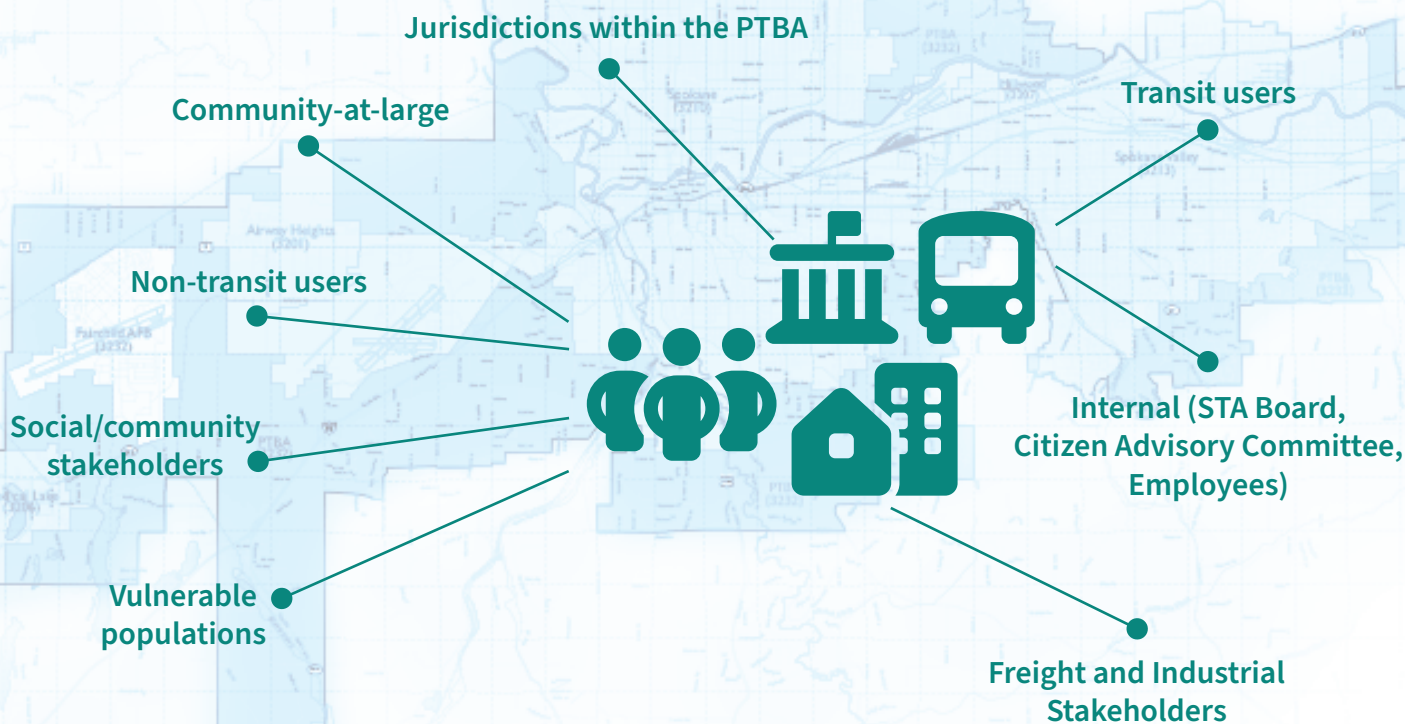
Connect 2035 articulates Spokane Transit’s strategic roadmap for bus, Paratransit, and Rideshare service through 2035, with a clear vision supported by goals and performance measures. STA is committed to meaningful, diverse, and inclusive public engagement throughout the planning process.

Phase 2 Public Process Goals

- 1 Communicate, be transparent and seek support of the strategic planning process
- 2 Gather input from the broadest representation of our community, especially those typically underrepresented to clarify our understanding of issues
- 3 Deliberate transit priorities and resource allocation to support thriving communities
- 4 Deliver a strategic plan that has broad support built on the foundation of Phase 1

Audience Groups

Hearing from diverse voices and perspectives will be essential for the project’s success. STA is focused on engaging vulnerable and overburdened communities throughout the planning process.



Engagement Strategies & Activities



- ✓ Rider Forums
- ✓ Community-based Organizations Outreach

- ✓ Plaza Activation
- ✓ Community Events



- ✓ Activated Community Member Outreach
- ✓ “STA in the Region” Events



- ✓ Public Open Houses
- ✓ Stakeholder and Partner Engagement



- ✓ Local Government Meetings

- ✓ Media Relations

- ✓ Survey

- ✓ Microsite



- ✓ Regular Board Updates

- ✓ Board Experiential Opportunities

- ✓ STA Employee Engagement



- ✓ Citizen Advisory Committee Meetings

Metrics

STA will track metrics to ensure the broader public is engaged and to achieve the engagement goals:

Number and demographics of participants for the following engagement activities

- Rider forums
- CBO engagements
- Plaza activations
- Community events
- Surveys
- “STA in the Region” events
- Open houses



Number of meetings with the following audiences

- CBO leadership
- Activated community members
- Social/community stakeholders
- Municipality and County staff
- Local elected officials
- Board members
- STA employees
- CAC members



Digital metrics

- Number of web visits to the microsite
- Number of surveys completed
- Earned media impressions
- Social media engagement

