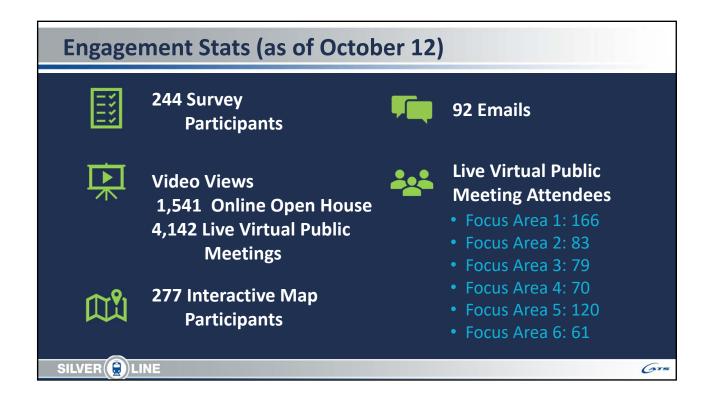


#### **Public Engagement Go Online Get Involved Contact Us Live Virtual Public** Online Open House Contact Team Directly - Project Videos Meetings **Email** - Interactive Comment → September 15, 16, 17, **Phone** Map 22, 24, 29 Mail Public Survey **Stakeholder Meetings** Download Materials Community/ **Organization Meetings** SILVER ( LINE GIS



## **Public Engagement (Early Scoping)**

- Presentation videos played on GovChannel throughout September
- 20,000 printed hanging rider alerts throughout CATS system vehicles
- · 40,000 direct mailers sent
- Rider Alerts/e-blasts sent to stakeholders, businesses, neighborhoods, chambers, other parties along corridor

- Media Coverage
  - 54 "reports/mentions" in TV news
- **Next Door** posts to 265,454 CLT residents.
- Social Media
  - 41,107 Impressions
  - 763 Engagements
  - 361 Link Clicks
- #AskCATS Sept 10 webinar:
  - 277 Views

\*(Data from August 31, 2020 - October 12, 2020

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### **Public Survey**



91% of participants strongly agree or agree with purpose and need statement



66% of participants would use the LYNX Silver Line monthly, weekly, or daily

Top 3 ways participants heard

#### **Top project concerns:**



- Ridership & Travel time
- Neighborhood & community facilities/services
- Cost
- Visual & Aesthetics

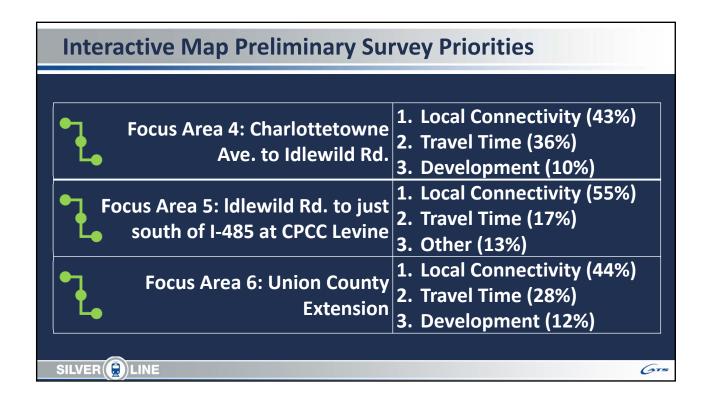


- about the survey :Postcard/Mailer
- Social Media
- Email





| Interactive Map Preliminary Survey Priorities |                                |                             |
|---|--------------------------------|-----------------------------|
|   |                                |                             |
|   |                                | 1. Local Connectivity (35%) |
| Focus Area 1: Belmo                           | Focus Area 1: Belmont to I-485 | 2. Travel Time (30%)        |
|   |                                | 3. Cost (18%)               |
|   | Focus Area 2: I-485 to I-77    | 1. Travel Time (37%)        |
|   |                                | 2. Local Connectivity (29%) |
|   |                                | 3. Development (27 %)       |
| 1   | Focus Area 3: Center City      | 1. Local Connectivity (63%) |
|   |                                | 2. Travel Time (23%)        |
|   |                                | 3. Development (8%)         |
|   |                                |                             |
| SILVER LINE Grant                             |                                |                             |



# **Next Steps-Alignment Refinement**

- Focused neighborhood outreach- ongoing
- Silver Line TOD Update to TAP- October 26, 2020
- Silver Line Design Update to TAP- November 12, 2020
- Targeted Council Outreach- December 2020/ January 2021
- Public Meeting Round #3- Mid-January 2021
  - Present Refined Locally Preferred Alternative (LPA) for public feedback
- Future Council presentation- January 2021/ February 2021
- MTC Information Item presentation- February 2021
- MTC Action Item presentation- March 2021
  - Present Refined LPA for adoption

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