

**Ontario County CATS Fixed-Route Analysis and Service Improvement Plan
Public Involvement Plan –DRAFT**

**PROJECT PHASE I: Understand community needs for public transit services
Gain insights into successful and unsuccessful elements of existing service
Increase awareness and understanding of CATS service and planning study**

| Target Market | Outreach Methods | Tentative Schedule* |
|----------------|---|---|
| Transit Riders | On-Board Surveys (Use survey to collect email addresses and develop mailing list) Project web-page Stakeholder interviews | Week of 4/20 Available before 4/20 On-going starting 3/31 |
| Non-Riders | Attend Eastview Mall job fairs Hold community meeting Set up project web-page with non-user survey | Tuesday 4/28 Wednesday 4/29 Available before 4/27 |
| Stakeholders | Stakeholder interviews Hold medical provider transportation roundtable Use interviews to develop email list for project announcements | On-going starting 3/31 Late April/early May |

** Study team anticipates all phase I outreach methods will be completed by May 15, 2009*

**PROJECT PHASE II: Explain proposed service changes to members of public
Encourage public to review and consider potential changes
Receive feedback and input on potential changes (users & non-users)
Increase awareness and understanding of CATS service and planning study**

| Target Market | Methods |
|----------------|---|
| Transit Riders | Present proposed changes at Community Meeting Set up "table" at key transit transfer points during peak periods Distribute On-Board "ballot" describing changes and link to web-site Announce transit blog through email list Set up "Transit Blog" on project web-site |
| Non-Riders | Email stakeholders when transit blog is available Announce public meeting and transit blog through advertisements in media outlets, at public forums and community facilities |
| Stakeholders | Announce public meeting and transit blog through advertisements in media outlets, at public forums and community facilities |

**Outreach work not yet scheduled*

PROJECT PHASE III: Present study findings and results

- Present study findings at Board of Supervisors meeting
- Announce meeting data and agenda using outreach methods identified as part of study