



METRO*Next*

METRO' s Regional Transit Plan

Progress Update

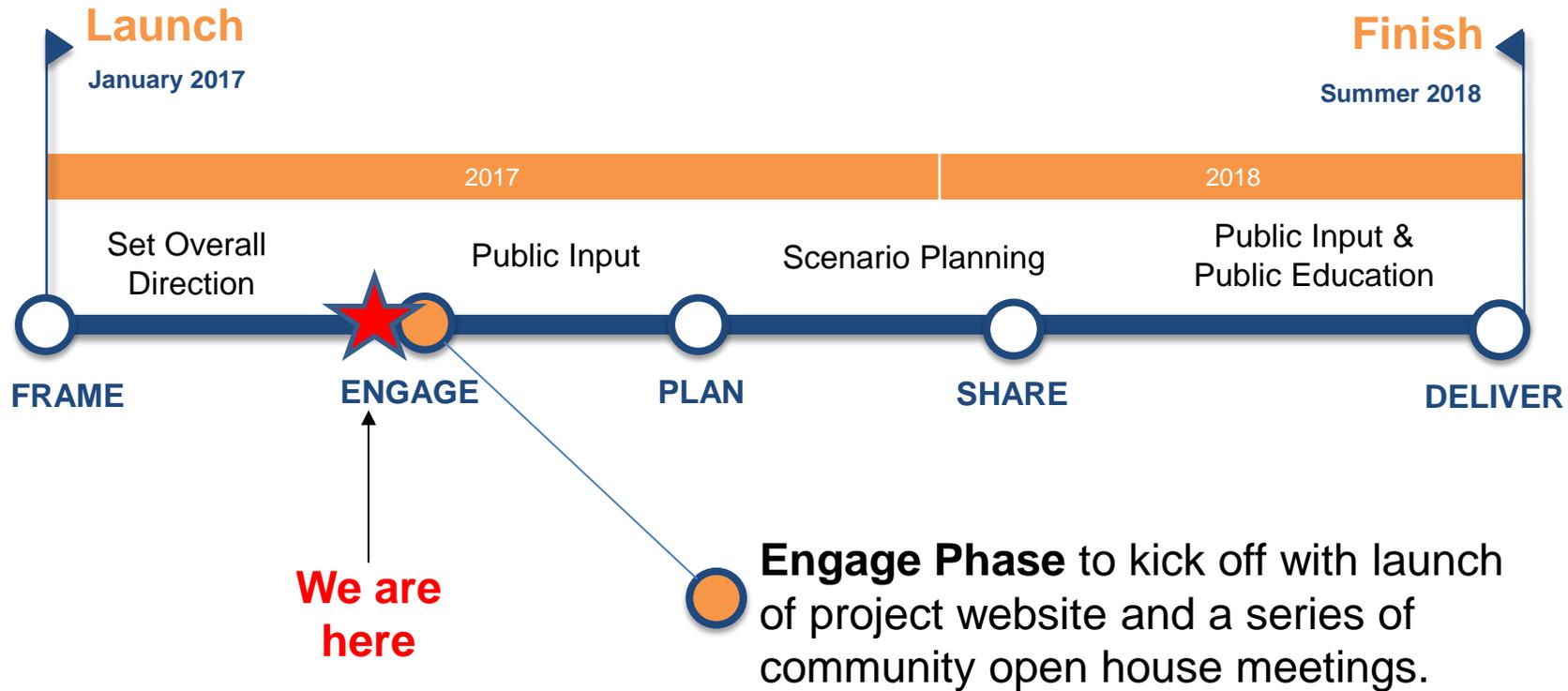
June 22, 2017

Today's Discussion

- Milestone schedule
- Progress
 - Plan Development & Public Involvement
- Core Message
- **“Engage”**: Phase 1 Public Input
- Community Open Houses July – August 2017
- Next Steps



Milestones



Progress

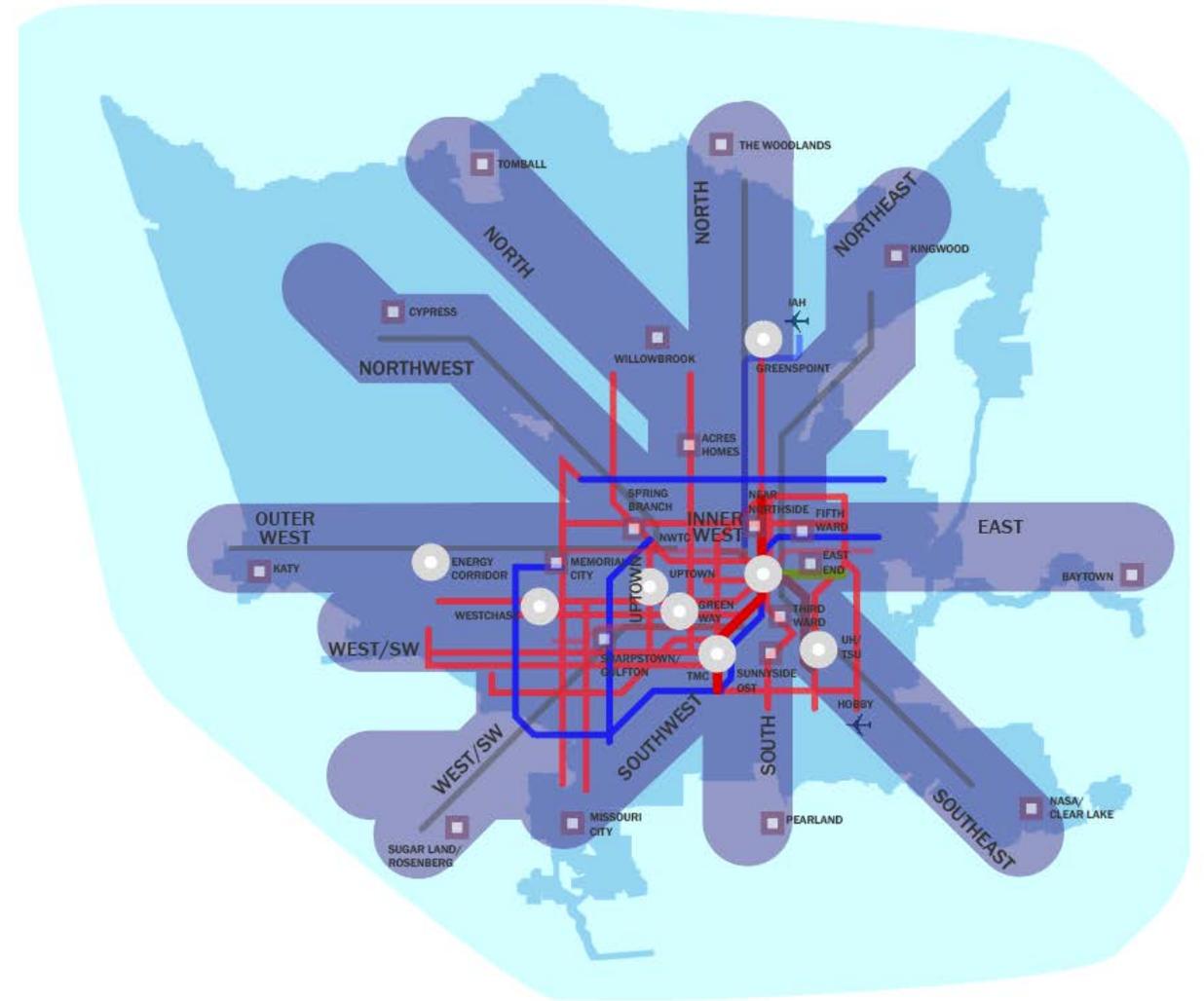
Preparation underway for technical analysis building off work to date

- Major investment corridors
- Potential for operational and access improvements
- Potential for service enhancements

Finalizing METRONext logo, brand, core message

Preparing for Community Open Houses

Responding to public comments through METRO webpage



Technical Analysis Focus Areas

Core Message

A critical plan for a changing region

The plan will define opportunities and priorities for how METRO can improve transit service for the Houston region.

We need your input!

The plan's success depends on strong community engagement and the ability to meet needs and capture opportunities.



Framework

Initial plan outreach framed around:

Then

METRO has adapted and evolved from its inception in 1978

Now

METRO continues to improve service but the growing region and changing development patterns present both new opportunities and challenges

Next

METRONext will help define a path forward to capture opportunities to address Houston's transportation needs



Engage: Phase 1 Public Engagement

Open House concept

- > Stations aligned with Then>Now>Next

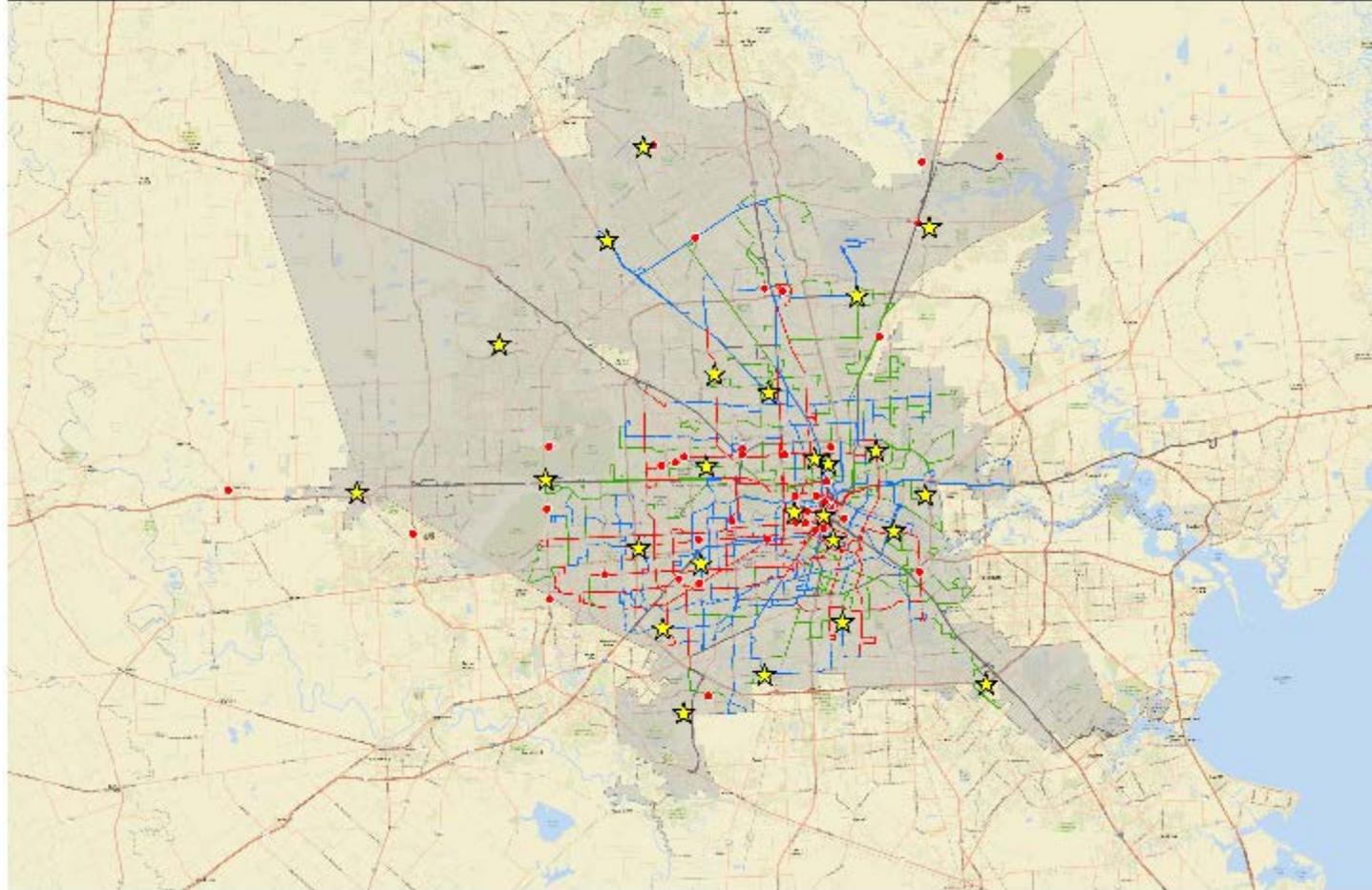


Purpose and Objectives

- Educate
- Create excitement and a call to action
- Present findings and opportunities from work to date
- Solicit ideas for METRO's next capital projects and service enhancements

Engage: Phase 1 Public Input

- 25 Community Open Houses
- Multi-Channel Community Notification
- Comprehensive Ad Buy
- Ongoing Community Engagement



Engage: Phase 1 Public Input

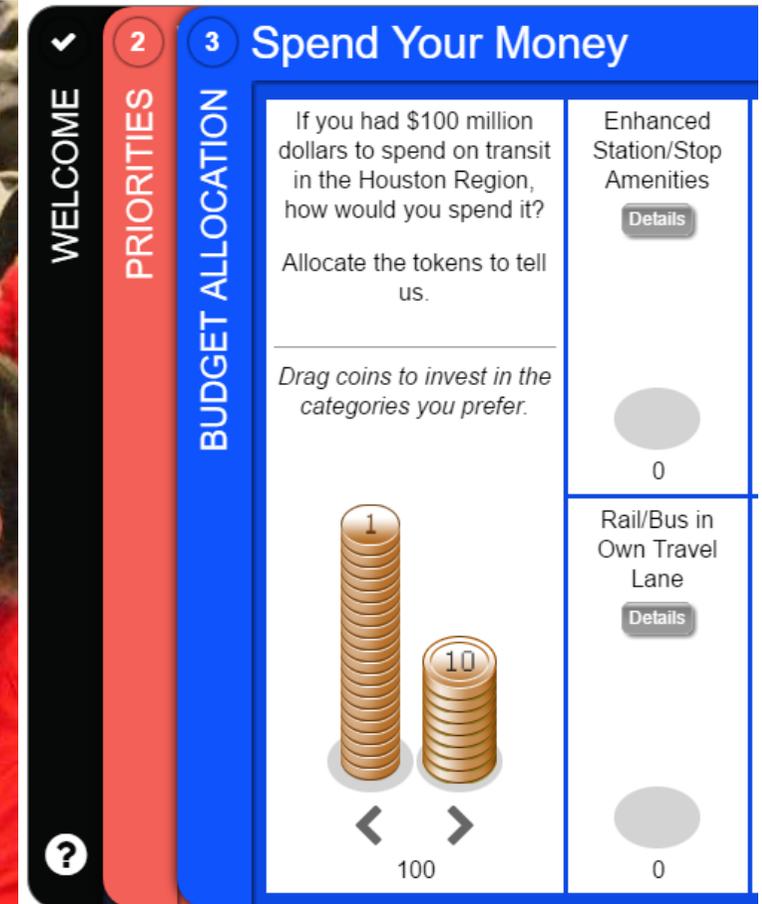
Reimagining Stakeholder Task Force Meeting

Strategies for Outreach

- > Community Involvement Committee
- > Technical Advisory Stakeholders
- > Key Outreach Tools
 - > Website
 - > Survey
 - > Video
 - > Printed and electronic materials
 - > Email and other notification process



Interactive Survey



Next Steps

Stakeholder Engagement

- Open house meetings
- Website and survey launch
- Community stakeholders
- Technical advisory

Technical Analysis

- Major investment corridors
- Operational and access improvements
- Service enhancements