

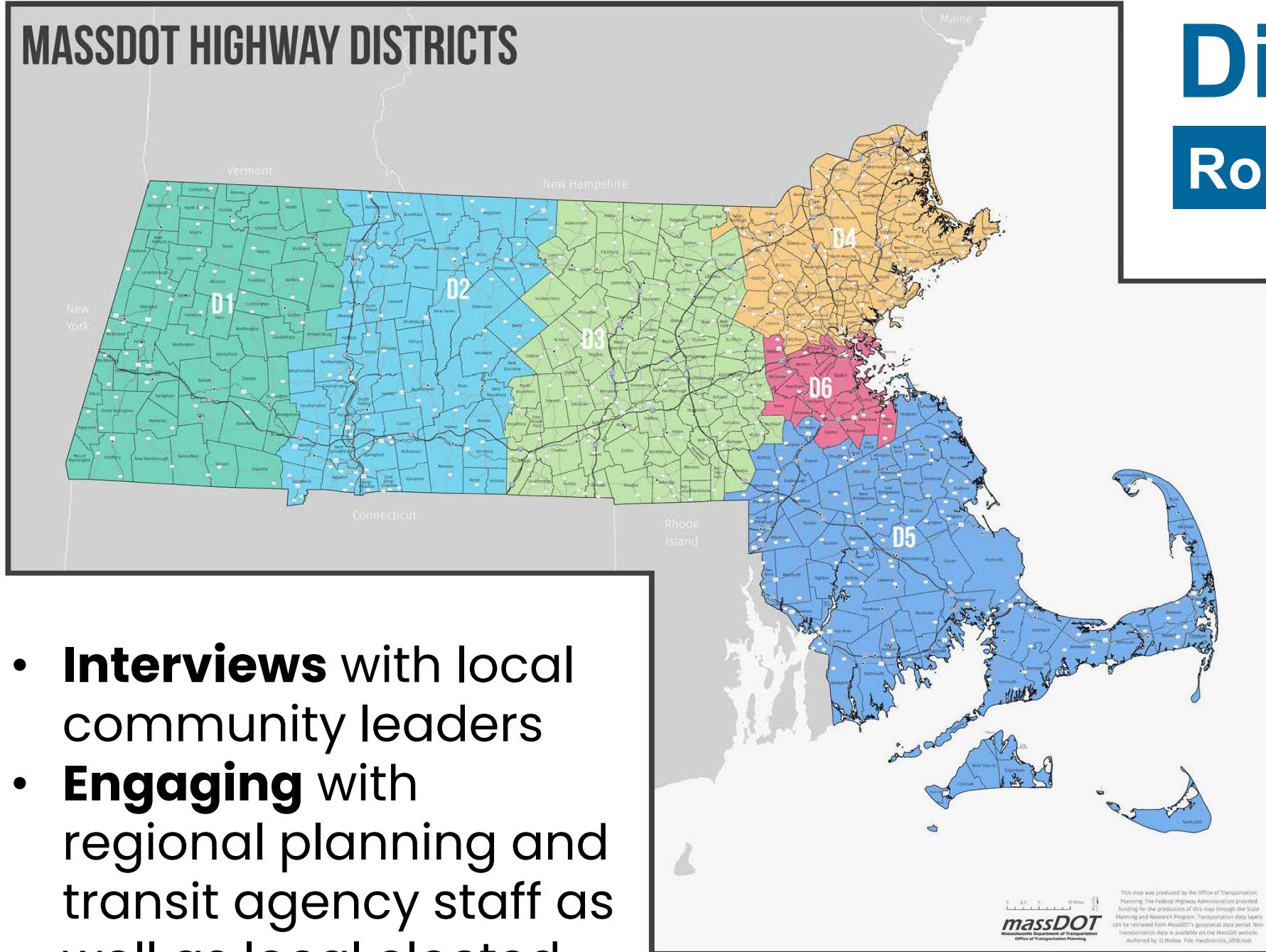
ESG Community Engagement and Public Outreach Overview

The ESG group leads and supports a range of projects aimed at gathering information and input from an array of stakeholder groups, including decision-makers, staff, and the general public. ESG staff are subject matter experts regarding the design, collection, and analysis of qualitative data that inform transportation planning and decision-making. ESG staff manage projects as well as provide advisory services and general support, such as attending community activations or public meetings.

Skillsets that ESG offers include:

- Survey instrument design, including question development and survey structure, across a range of data collection platforms including web-based and in-person
- Focus group prompt development and moderation
- Data analysis including the identification of key takeaways and trends
- Primary data collection including survey administration

The following slides offer examples of projects that ESG has managed, advised on, and provided general support for, in collaboration with a variety of MassDOT modal divisions and planning groups.



District Community Initiative

Role: Project Manager

- **Interviews** with local community leaders
- **Engaging** with regional planning and transit agency staff as well as local elected officials
- Helps MassDOT better **understand** the organizations' **relationships with transportation, barriers faced** by their served populations, and **effective communication methods** for addressing transportation issues and engaging communities.

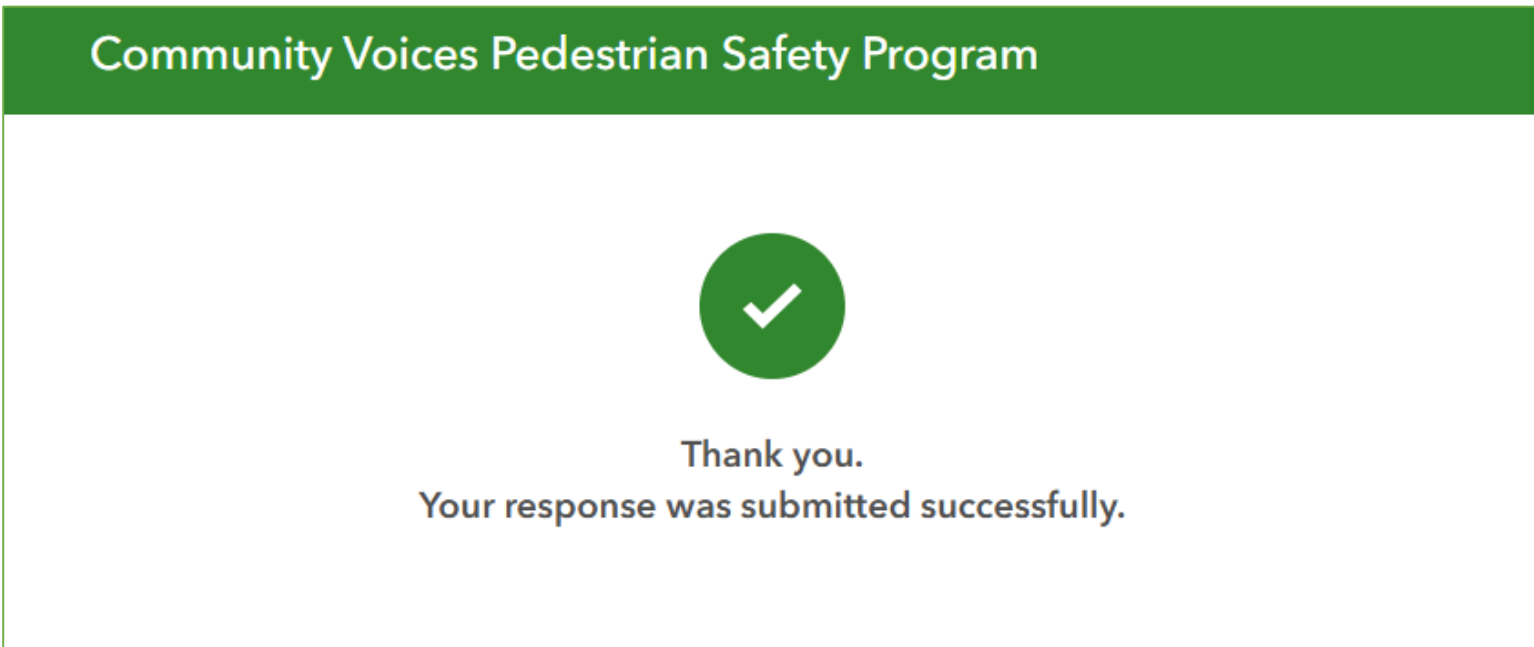
In an effort to better understand the lived experiences of the traveling public, the District Community Initiative gathers primary source data through conversations with representatives of community-based organizations and social service agencies throughout Massachusetts. The study is currently being conducted in MassDOT Highway District 3.

The qualitative and quantitative data gathered in the study inform MassDOT in how it can play a role in improving transportation strategies and planning, public outreach, and support to existing resources and networks.

Community Voices for Road Safety Role: Project Advisor

Community Voices for Road Safety is a community-driven public safety initiative led by MassDOT's Highway Division. The Environmental, Social, and Governance (ESG) team assisted with **creating and administering surveys** for the initiative's campaign in Chelsea.

You can learn more about the campaign in Chelsea [here](#) and [here](#).



- **Administered pre-campaign surveys** on streets throughout Chelsea, **engaging with community members**
- **Listened and logged thoughts** on pedestrian safety
- Provided the survey in **English and Spanish**
- ESG will conduct **post-campaign surveys** in Spring 2026

Water Transportation Study Outreach **Role: Project Support**

The Water Transportation Study will plan and design the next iteration of a fully accessible water transportation network that meets agency and Americans with Disabilities Act (ADA) standards. The study is led by MassDOT in coordination with the MBTA.

You can learn more about the Water Transportation Study [here](#).



The ESG team assisted with several public outreach opportunities as part of the study:

- **Engaged** current and prospective ferry riders by **explaining the project, answering questions, and handing out flyers** at open houses at ferry terminals, Commuter Rail stations, and in communities
- Assisted project team with **virtual community meetings**

Access and Mobility Working Group Role: Project Support

The Access and Mobility Working Group is an interagency group that is helping develop an implementation plan for a system of Regional Mobility Managers across Massachusetts. Regional Mobility Managers will be individuals assigned to regions of Massachusetts who can help people **navigate transportation options** and/or help bring organizations together to **collaborate to fill gaps in the transportation network**.

The working group is also an opportunity for practitioners from aging and disability services to learn from and connect with community transportation providers and discuss transit gaps and challenges.

The ESG team has assisted with the Access and Mobility Working Group meetings by **taking notes, connecting with working group members, and staffing in-person meetings**. The conversations the team has been a part of with the working group members have informed the ESG team's work and spurred potential future projects.

