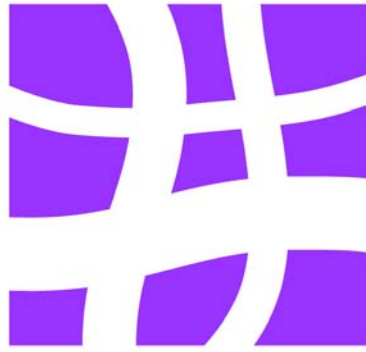


CENTRAL LANE



**PUBLIC
PARTICIPATION
PLAN**

MPO

DRAFT

PUBLIC PARTICIPATION PLAN

CENTRAL LANE METROPOLITAN
PLANNING ORGANIZATION

MPC REVIEW DRAFT

JULY 13, 2006

ACKNOWLEDGEMENTS

The Citizen Advisory Committee for the Metropolitan Planning Organization (MPO) guided the development of the Draft Public Participation Plan. The Citizen Advisory Committee was formed by the Metropolitan Policy Committee in 2005 to involve the public in transportation planning and to inform decision making in the MPO area. The committee makes advisory recommendations to the Metropolitan Policy Committee in its role as the policy body for the MPO. The Metropolitan Policy Committee considers recommendations from the committee along with input from other members of the public during decision making.

The committee has 10 to 15 voting members and vacancies are advertised widely. The Metropolitan Policy Committee makes appointments to the committee, basing selection on achieving a broad cross section of interests. The Metropolitan Policy Committee tries to seek out and include those traditionally underserved by existing transportation systems when making appointments.

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PREFACE

In the “Hitchhiker’s Guide to the Galaxy”, Douglas Adams writes of the building of a hyperspatial express route through the Earth’s star system, a project which “regrettably” requires the demolition of Earth. The demolition crew has little sympathy for the people of Earth as all the plans and demolition orders have been on display for fifty years in the local planning department—on Alpha Centauri. Blaming the people of Earth for not bothering to take an interest in local affairs (Alpha Centauri is only 4 light years away), the planet is demolished and the demolition crew continues on its way.

This story humorously relates a problem typical in most long-range planning efforts—little input is received on plans and programs until they are ready to be implemented. The State of Oregon in general and the Eugene-Springfield area in particular are both known not only for their extensive public involvement programs, but also (and more importantly), for the many community members who show a strong interest in the planning process.

Meaningful citizen participation in transportation planning is challenging in that there are multiple layers of plans, complex financial, procedural and environmental issues, and various time lines that are controlled by local, state and federal agencies.

I. INTRODUCTION

This chapter introduces the **Public Participation Plan**, explains the need and purpose for the plan, describes the decision making authority, addresses consistency with state and federal regulations, and lists the target audiences to be reached. Chapter II contains the goals, objectives, and policies. Chapter III lists the key products of the Metropolitan Planning Organization and the public involvement for each. Chapter III also tells how and when the public can provide input and how public input will be incorporated into plans and projects. Chapter IV describes the evaluation process and measures.

Overview of the Public Participation Plan

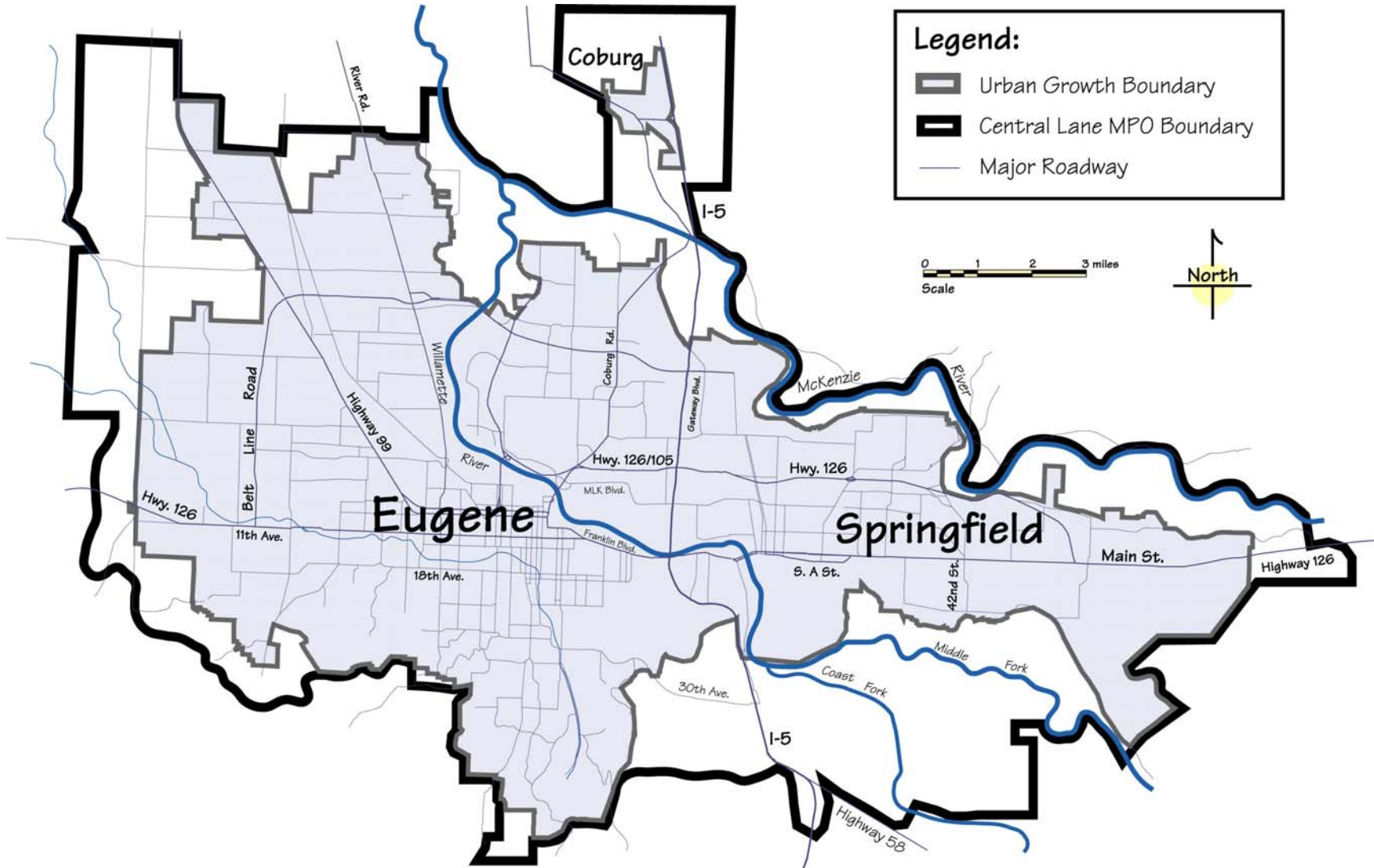
The **Public Participation Plan** is an adopted document of the Central Lane Metropolitan Planning Organization (MPO). Lane Council of Governments (LCOG) is the Central Lane MPO acting within an area which consists of Eugene, Springfield and Coburg within their urban growth boundaries, and the portion of Lane County that surrounds Eugene/Springfield and connects the metropolitan area to Coburg (Map 1). The purpose of the plan is to ensure broad public participation during the development, review, and refinement of regional transportation programs. The over-arching goal is two-way communication with citizens, open decision making, and responsiveness to citizen input.

Transportation planning is a complex web of project development, research, and decision making over long timelines. Plans at different geographic scales and areas are developed by different agencies at different times and are routinely integrated to guide system decisions at the regional and state levels. Further, plans and prioritization of projects are updated cyclically.

Public involvement incorporates public concerns, needs, and values into governmental decision making. It is two-way communication, with the overall goal of better decisions that have public support. Public involvement goes beyond just informing the public through one-way communication, although that is an essential component. Public involvement also includes two-way communication that solicits the public's ideas, issues, and concerns.

Federal legislation requires an MPO to develop and implement a continuing, cooperative, and comprehensive transportation planning process. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU, Public Law 109-59, August 10, 2005) requires the MPO to develop and use a Public Participation Plan that is developed in consultation with all interested parties and provides reasonable opportunities for all interested parties to comment on all aspects of the MPO transportation planning process.

Map 1 - Central Lane Metropolitan Planning Organization



The public involvement processes must be proactive and provide complete information, timely public notices, full public access to key decisions, and the opportunity for early and continuing involvement. This plan complies with the requirements of TEA-21 and SAFETEA-LU.

Purpose of the Public Participation Plan

The purpose of the Public Participation Plan is twofold. The first is to ensure that all MPO regional transportation plans, programs, and projects include adequate public involvement prior to action by the Metropolitan Policy Committee. The intent is to involve the public early on in the transportation planning process and include public involvement opportunities beyond formal hearings of the Metropolitan Policy Committee. Table 2 in Chapter IV of this document lists ways to evaluate public involvement tools—measurable ways to determine whether public involvement is “adequate”. The second purpose of the Public Participation Plan is to explain and describe how the public can be involved in the transportation planning process.

Decision Making Authority

The decision making body of the Central Lane County MPO is the Metropolitan Policy Committee. The Lane Council of Governments Board delegated its decision making authority for the Central Lane MPO to the Metropolitan Policy Committee, which is comprised of elected officials from Eugene, Springfield, Lane County, and Coburg, and representatives from the Lane Transit District and the Oregon Department of Transportation. The MPO brings recommendations on regional transportation programs and issues to the Metropolitan Policy Committee for adoption. Prior to taking action, the Metropolitan Policy Committee releases products for public review, holds a public hearing, and considers comment received. Decisions made by Metropolitan Policy Committee have a substantial effect on the transportation systems of the region.

Policy Framework

Transportation is one of the key contributors to the Eugene-Springfield region’s quality of life and economic viability. Generally, the need for transportation stems from our need to access goods, services, and other people within and beyond the region. The ease by which we are able to get from home to school, to a job, to medical services, to shopping and back again is dependent upon the efficiency and effectiveness of the region’s transportation system.

The Regional Transportation Plan is an adopted document that contains a broad set of goals, policies, and objectives to guide transportation planning in the Eugene-Springfield-Coburg metropolitan area that are consistent with state and federal law. A basic assumption in the policies of the Regional Transportation Plan is that transportation systems do more than meet travel demand; they have a significant effect on the physical and socioeconomic characteristics of the areas they serve, including public health and safety. Transportation planning must be viewed in terms of regional and community goals and values such as protection of the environment, affect on the regional economy, and maintaining the quality of life that area residents enjoy.

The goals, policies, and objectives in the Regional Transportation Plan are consistent with the region’s overall policy framework for regional planning as set forth in the Metro Plan, the basic guiding land use policy document.

Consistency with Applicable Regulations

Federal and state regulations require that a public involvement process be a part of any transportation planning program or project within Oregon. The Public Participation Plan is consistent with all applicable federal and state regulations.

Federal

Under Federal Highway Administration, Department of Transportation regulations (Appendix 1), the public must be involved in transportation planning and decision making at both the state and regional levels. The Metropolitan Planning Organization is responsible for ensuring that the public is involved in regional planning programs and projects.

Title VI of the Civil Rights Act requires that Federal-aid recipients prevent discrimination in all programs whether these programs are federally-funded or not. The MPO is thus required to implement strategies that ensure that there are no barriers to citizen involvement and that minority and low-income populations are engaged in transportation decision making. The federal term for these requirements is “environmental justice”.

A 1994 Presidential Executive Order directed every federal agency to make environmental justice part of its mission by identifying and addressing the effects of programs, policies, and activities on minority and low-income populations. This executive order is a follow-up to Title VI of the Civil Rights Act of 1964, which states that “No person in the United States shall, on the ground of race, color, or national origin be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” The MPO receives federal monies and as a result is subject to federal environmental justice requirements.

The purpose of considering environmental justice in the transportation planning and decision making process is to:

Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations.

Ensure the full and fair participation by all potentially affected communities in the planning and decision making process.

Prevent the denial of, reduction in or significant delay in the receipt of benefits by minority and low-income populations.

Direction from federal agencies regarding implementation of environmental justice in transportation planning states that MPOs must:

Enhance their analytical capabilities to ensure compliance with environmental justice.

Identify residential, employment, and transportation patterns of minority and low-income populations in order to identify needs and determine if the benefits and burdens of transportation investments are fairly distributed.

Evaluate and, where necessary, improve public processes to engage minority and low-income populations in decision making.

State

While the MPO transportation system planning process is not subject to the requirements of the statewide land use planning system, it is consistent with those requirements. The Transportation Planning Rule, which implements Statewide Planning Goal 12 (Transportation), requires regional transportation system planning to include a process for citizen involvement if the project development involves land use decision making. Statewide Planning Goal 1 (Citizen Involvement) requires the development of a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process. (Refer to Appendix 1 for the text of the Transportation Planning Rule, and Statewide Planning Goals 1 and 12.) These requirements are very similar to the federal requirements for public involvement – “The public involvement processes must be proactive and provide complete information, timely public notices, full public access to key decisions, and the opportunity for early and continuing involvement”. For this reason, the Public Participation Plan is consistent with state requirements.

The Oregon Public Meetings Law (Appendix 1) requires that: all meetings of governing bodies covered by the law (which include the Metropolitan Policy Committee and the Citizen Advisory Committee) are open to the public; that the public be given notice of the time and place of the meetings; that meetings be accessible to everyone, including people with disabilities; and that minutes be made available to the public within a reasonable time that indicate the substance of the deliberations, decisions, and reference any information upon which such decisions are made.

Who Are the Publics to be Reached?

The MPO actively targets outreach to those most directly affected by transportation planning actions and also conducts a broader outreach campaign to the general public. Public involvement includes outreach to:

- General public
- Directly affected public
- Elected officials
- Affected public agency staff –e.g., U.S. Environmental Protection Agency, Oregon Department of Environmental Quality, Oregon Department of Land Conservation and Development, Lane Regional Air Pollution Authority, Oregon Department of Transportation, and Public Works Departments of MPO partners
- Property owners, including those of abutting properties and those in the vicinity of a proposed project
- Freight shippers, providers and users of freight transportation services – via rail, air and highway routes.
- Providers and users of private transportation services, e.g., taxis, shuttle buses, limousines, and van pools.
- Providers and users of public transportation services, e.g., bus, airlines, and train
- The business community (retail, services, aggregate industry, etc.)

- Advocacy groups – e.g., neighborhood groups, Chambers of Commerce, homeowner’s associations, public interest groups for bicycle use and pedestrians, civil rights groups, and senior citizen organizations
- Traditionally underserved communities such as people with disabilities, children and youth, elderly, low-income, and racial and ethnic minorities
- Non-English speaking public
- Emergency service providers and users

II. GOALS, OBJECTIVES, AND POLICIES

This chapter defines the goals, objectives and policies that govern the implementation of public involvement for MPO transportation planning. These document the commitment on the part of the MPO to pursue courses of action that will ensure effective and continuing public involvement. The suite of techniques that may be called upon to implement the policies are discussed later in this document.

Chapter IV of this document deals with evaluation—objective ways to measure whether public involvement tools meet the objectives under each goal. The Public Participation Plan will be reviewed annually using the measures in Chapter IV.

Goal: Citizen Involvement in Regional Transportation Issues

Establish widespread understanding and support for regional transportation programs through development of an environment in which citizens, agencies and other interested parties in the metropolitan area are actively involved in meaningful and effective dialogue.

Definition/Intent: Transportation infrastructure and services exert a large effect on the community through land use, mobility of citizens and goods, and expenditure of large amounts of public funds. Decisions made at all levels of government (city, county, state and federal) are often coordinated by the MPO in resolving issues and developing infrastructure in the region. The process can be quite complex, and timelines can vary from one to 20 years. Citizens who are educated and knowledgeable about transportation issues are better able to provide guidance on the relative importance and priorities of proposed transportation system changes. Further, an effective two-way communication between policymakers and the public will enhance the credibility of plans and will lead to both citizen and legislative support of proposed programs. An effective public involvement process also will ensure that no one group of citizens is adversely affected.

References: Based on SAFETEA-LU (Public Law 109-59), TEA-21 (23 CFR 450), Title VI Program, OTP Policy 4N, Statewide Planning Goals 1 and 12, Oregon Public Meetings Law, Eugene-Springfield Metropolitan Area General Plan, Regional Transportation Plan (TransPlan).

Objective 1: Provide citizens with information to increase their awareness of transportation issues, encourage their involvement in resolving the issues, and assist them in making informed transportation choices.

Definition/Intent: This objective supports and stresses the need for early and continuing public participation in transportation planning, programming, and implementation. It also supports a proactive public involvement process that provides complete information, timely public notice, and full public access to key decisions. To understand and support transportation policies, residents need reliable information and opportunities to participate in the further development and implementation of the various plans. Achievement of this objective ensures compliance with federal requirements and also

makes the MPO process consistent with Statewide Planning Goal 1, Citizen Involvement. This objective is a part of the MPO Regional Transportation Plan.

Policy 1.1. Ensure that information describing transportation planning processes is readily and publicly accessible. Make available contact information, calendars, news announcements, meeting agendas, publications and work products electronically on a web site, at the MPO office, at public libraries, and, upon request, by mail.

Policy 1.2. Hold public meetings, whenever feasible, at a site convenient to citizens and other interested parties potentially affected by a transportation planning action. Have staff available to provide general and project-specific information at a central location at the request of community groups.

Policy 1.3. Ensure that broad cross-sections of the public, including traditionally underserved households such as minority, non-English speaking, and low-income, are notified when opportunities for public input are approaching. Maintain a minimum contact list and expand that list to include specific target audiences, when appropriate to the planning action. Use a facilitator or translators as needed to ensure that all populations have a voice.

Policy 1.4. Provide adequate public notice of opportunities for public involvement. Publish and update a timeline with clearly indicated decision points, priority actions, and milestones of each MPO transportation planning activity for which public input is desired. Make this timeline available both on the web site and upon request by mail or email to a list of interested parties. Explain the basis for decisions, such as criteria or policies. Public notice shall be made as far in advance as feasible in each situation.

Policy 1.5. Inform the public and other interested parties whenever feasible through the MPO web site and electronic email database of opportunities for public participation in transportation planning activities of other city, county, or state agencies that affect regional transportation planning. Use visualization techniques such as an interactive map on the MPO website to describe plans and programs, and demonstrate the relationship among projects, plans, and regional transportation planning.

Policy 1.6. Maintain updated information about MPO programs and projects through a web site that is coordinated with other MPO partners, such as KeepUsMoving.info.

Objective 2: Ensure that the decisions made in the MPO transportation planning programs are consultative, and are clearly explained and documented in a manner accessible to all interested public.

Definition/Intent: This objective expresses the intent to foster a meaningful public process in which citizens' input is considered along with staff recommendations. The process by which public input is given and accepted will be defined and provide reasonable time to allow for consideration by the public. The decision making process is to be transparent in that staff will respond to all public comments, and the reasons for the

decisions will be clearly explained and documented. The intent of this objective is that the process exceed the requirements of the Oregon Public Meetings law.

Policy 2.1. Solicit citizen input through public hearings, public meetings, and through written, email, or faxed communication submitted during public review and comment periods.

Policy 2.2. Give explicit consideration of all significant written and oral comments gathered through the public involvement process and interagency consultation. Make this testimony and response publicly available in a timely fashion to inform and provide opportunities for further citizen response. For the Regional Transportation Plan and Transportation Improvement Program, include a summary, analysis, and report in the final plans. Provide a time period between the end of the public comment period and the meeting at which the Metropolitan Policy Committee makes a decision on the product sufficient for input to be discussed and revisions to be made prior to adoption.

Policy 2.3: Comments received from the public during a formal public comment period will be forwarded to the MPO policy board.

Policy 2.4: Comments addressed to the MPO received outside a formal public comment period will be reviewed by staff, who will respond as appropriate. These comments will be posted to the MPO website and notice will be provided to the MPO policy board, the Citizen Advisory Committee, and/or the Transportation Planning Committee.

Policy 2.5. All meetings of the MPO policy board, Citizen Advisory Committee, and the Transportation Planning Committee are open to the public. Make available to the public all records pertaining to the decisions made by these bodies through: the MPO web site; by mail upon request (at cost); or, when appropriate, for review in public buildings such as public libraries, city and county planning offices, Chambers of Commerce, and recreation centers.

Policy 2.6. Schedule meetings and hearings of the MPO policy board, Citizen Advisory Committee, and Transportation Planning Committee to allow the best opportunity for attendance by the public.

Objective 3: Ensure that the public involvement process provides full and open access to MPO decision making.

Definition/Intent: This objective expresses the need to ensure that the methods and techniques used to involve the public in regional transportation planning issues are effective in that all groups of citizens and, in particular, those who may be affected by the proposed actions, are represented during the planning process. This objective recognizes that different techniques are needed to reach different groups of citizens, and that techniques currently used to promote and encourage citizen involvement may not always

work. By tracking various performance measures the best techniques for attracting and involving citizens can be determined.

Policy 3.1: Annually evaluate the response to public involvement techniques including analysis of population, income, language preference, ethnic status, and other demographic factors Adjust strategies to improve performance.

Policy 3.2: Review the Public Participation Plan annually and adopt revisions if necessary. A 45-day comment period shall be provided before adoption or revision of the plan. Provide public notice as far in advance as feasible in each situation.

Policy 3.3: Ensure the full and fair participation by all potentially affected communities in the MPO decision making process.

III. PROVIDING INPUT

This chapter describes the core public involvement opportunities for the key MPO work products: the Public Participation Plan, the Regional Transportation Plan, the Air Quality Conformity Determination, the Metropolitan Transportation Improvement Program, and the Unified Planning Work Program. Also in this chapter are descriptions of the core public involvement opportunities and an explanation of the process for developing a public outreach strategy for each key product. Table 1, Summary Table of Public Involvement, indicates which core public involvement tools the MPO will use for each key product. Lane Transit District, Eugene, Springfield, Coburg, and Lane County each follow their own public involvement processes when developing or updating local plans. The MPO will advertise on its web site these opportunities for public involvement.

A specific public outreach strategy will be developed for the update of each work product that will include details, such as location and timing, about the core public involvement tools for the specific update as well as any additional tools as appropriate and affordable. The public outreach will be tailored to the unique aspects of the process depending on the geographic scope, the type of projects included, the characteristics of affected communities, and the level of public interest. The intent is to provide public notice as far in advance of MPC decisions as feasible in each situation to give citizens as much time as possible to provide well-thought out comments.

Appendix 2 describes a wide array of public involvement tools that could be used to design a public outreach strategy. An example of an additional tool that could be used for a specific public involvement strategy is to form a core group of key community opinion makers and communicators to function as a sounding board for the update and help get the word out to the public. Other examples of additional tools include e-mail updates, speaker's bureau, focus groups, direct mailings, automated phone messages, video kiosks, and radio spots.

Core Public Involvement Opportunities

The MPO gathers public comment on each key work product and forwards the comment to the Metropolitan Policy Committee for consideration as part of the decision making process. Table 1, Summary Table of Public Involvement, describes the products and shows the core public involvement tools for each key work product and some of the special work products of the Central Lane MPO. The core techniques form the framework for public involvement for each key MPO product.

TABLE 1 – Summary Table of Public Involvement

	MPO Product	Description	Decision Making Process	Core Public Involvement Tools							
				Public Comment Period	Public Hearing	Open House	Newspaper Display Ad	Notice to Interested Parties	Web Notice	Interior Bus Poster	
Key MPO Work Products	Public Participation Plan	Policy & procedures for MPO public	<ul style="list-style-type: none"> Adopted by Metropolitan Policy Updated as needed 	✓	✓			✓	✓		
	Regional Transportation Plan	20-year long range plans with policies & projects	<ul style="list-style-type: none"> Adopted every 3-5 yr. by Metropolitan Policy Committee 	✓	✓	✓	✓	✓	✓	✓	
			<ul style="list-style-type: none"> Amended as needed 	✓	✓	✓	✓	✓	✓		
	Air Quality Conformity Determination	Demonstration of conformity with national air quality standards	<ul style="list-style-type: none"> Required for Regional Transportation Plan and Transportation Improvement Program amendments of updates. Adopted by MPC 	✓	✓			✓	✓		
	Metropolitan Transportation Improvement Program	3-5 year schedule of projects	<ul style="list-style-type: none"> Adopted every 2 yr. by Metropolitan Policy Committee 	✓	✓	✓	✓	✓	✓	✓	Varies
			<ul style="list-style-type: none"> Amended 2-3x/yr. by Metropolitan Policy Committee 					✓	✓		
Unified Planning Work Program	Annual work program	Adopted annually by Metropolitan Policy Committee					✓	✓			
Special MPO Work Products	Setting Priorities for Statewide Transportation Improvement Program & other state funding programs	MPO priorities for projects on state system	Adopted by Metropolitan Policy Committee as needed	✓	✓			✓	✓	Varies	
	Special Projects*	Examples include review of state policies & plans, refinement plans, corridor studies, etc.	MPO reviews & provides feedback to state agencies as needed	Varies		Varies	Varies	✓	✓	Varies	

* Special projects are not federally required.

Public Comment Period

A formal public comment period for submission of written comment via mail, email or fax, is held prior to the adoption of the transportation plan or program or to the adoption of amendments to the plan or program. Table 1 indicates which key MPO products have a public comment period, which is 45 days for the Public Participation Plan and generally is 30 days for the other key MPO products. The Metropolitan Policy Committee can decide to extend the public review period. Notice of the public review period will be issued prior to the end of the public comment period by placement of an advertisement in the Register-Guard newspaper and on the MPO website. In addition, the MPO may advertise notice in other publications and send news releases and media alerts.

Metropolitan Policy Committee Public Hearings

Public hearings are elected official meetings to receive public testimony and typically consist of a formal staff presentation followed by a period for formal public comment. Each person who wants to provide testimony is given an opportunity to do so, although the chair may limit the time each person has to testify. Citizens testifying have the option of also submitting their comments in writing. The Metropolitan Policy Committee holds public hearings prior to the adoption or amendment of the key MPO work products. All comments received are part of the public record on the decision and are provided to the Metropolitan Policy Committee in full or summary prior to action by the Metropolitan Policy Committee, along with the staff response. Public hearings of the Metropolitan Policy Committee are open to the public and are subject to the Oregon Public Meetings Law. Notice of the time, date, location, and agenda is provided through notice to the media and posting on the MPO website.

Public Workshops/Open Houses

These are public meetings that are generally open and informal, with information displays, handouts, and project team members interacting with the public on a one-on-one basis. Usually set up on a drop-in basis, but may include short presentations. Public workshops are used for all key MPO work products, except the Unified Planning Work Program. The purpose of the workshop is to provide information to the public and to solicit public comment. An attendance record is kept and attendees are given the opportunity to sign up for the mailing list.

Getting the Word Out About Upcoming Public Involvement Events

The MPO uses four ways to get the word out about upcoming public comment periods, public hearings, and public workshops. Table 1, Summary of Public Involvement, lists core public involvement tools that the MPO uses to let the public know about public involvement opportunities for a particular product. The public can find out about the upcoming event through:

Newspaper Display Ad

Notice to Interested Parties

The public can sign up to receive email notice of public outreach events on the MPO website, sign up sheets at public workshops, or by submitting written comment.

MPO Website (www.TheMPO.org)

Interior Bus Poster

IV. Evaluation of Public Participation Plan

This chapter deals with evaluation—objective ways to measure whether public involvement tools meet the objectives under each goal. Establishing evaluation measures and performance objectives provides a framework for assessing the effectiveness of public involvement activities. The evaluation provides information to use in improving the public involvement program, such as discontinuing activities that are ineffective, modifying activities, and adding new activities to the MPO program. The Public Participation Plan will be reviewed annually using the measures in Chapter IV. Initial baseline information will need to be gathered to enable measurement of some of the performance objectives.

Table 1 in Chapter III summarizes the core public involvement tools for the key MPO products and special MPO products. Appendix 2 describes an extensive list of public involvement tools that can be used by the MPO to design a public outreach strategy for the update of each key product. Table 2 (in this chapter) lists evaluation measures and performance goals for the public involvement tools in Table 1. The last column in Table 2 identifies methods to meet the performance goals – these are ways to improve the public involvement program to meet the performance goals. Table 2 lists objective ways to measure whether public involvement tools meet the objectives under each goal in Chapter II.

Evaluation is an integral part of the public involvement activity — after completion of the activity, at milestones during an activity, or periodically for on-going activities. The design of the evaluation should fit the activity. For small, informal activities, the evaluation can occur at the staff team level by noting what worked well and what should be done differently next time. Evaluation questions can be incorporated into public comment forms distributed at events such as public workshops. Surveys are a way to get evaluation feedback on either an event or an ongoing program from a targeted or randomly selected group. Surveys can be conducted using a statistically valid method or can be more informal questions posed to gather a sounding from the public. Surveys can be conducted in person, by phone, mail or e-mail.

TABLE 2 - Evaluating Public Involvement Tools

Public Involvement Tool	Evaluation Measurement	Performance Objective	Methods to Meet Objective
MPO Web Site	Number of hits for each event	Increase number of hits	<ul style="list-style-type: none"> • Include website address in all MPO materials. Use other public involvement tools to increase advertisement of the web site, e.g. fact sheets, bookmarks. • Develop a more user-friendly web site, e.g., following the Commuter Solutions model, with links to other groups interested in the public arena.
Newspaper Display Ad	Number of attendees/commenters who saw the ad	Increase the percentage of those who saw the ad	<ul style="list-style-type: none"> • Pursue publication in a prominent location in the paper. • Increase the size or modify the layout to make ads more visible. • Place in more publications, where appropriate. • Change text to emphasize real-life importance of participating.
Interior Bus Posters	Number of attendees/commenters who saw the poster	Increase the percentage of those who saw the poster	<ul style="list-style-type: none"> • Design the posters to be visually appealing, colorful, and easy to read and understand. • Make the posters multi-lingual where appropriate. • Seek placement of the posters on bus routes throughout the MPO area.
Open Houses/Public Workshops	Attendance, comment forms	Increase number of attendees, number of comment forms received, and number of contacts received (phone, email, in person, mail)	<ul style="list-style-type: none"> • Schedule at convenient times and locations. • Hold multiple workshops. • Use other tools to increase awareness, e.g., press releases, feature article. • Conduct information campaign to advertise open houses as a tool for all key MPO products. • Go to where scheduled meetings are already planned – neighborhood groups, chambers of commerce, home shows, festivals, etc.

Table 2 - Evaluating Public Involvement Tools (continued)

Public Involvement Tool	Evaluation Measurement	Performance Goal(s)	Methods to Meet Goal(s)
Interested Party Notification (e-mail or direct mail)	Number of persons on distribution list	Increase number of subscribers.	<ul style="list-style-type: none"> • Increase list size by advertising the availability of e-mail announcements using other public involvement tools. • Marketing/information campaign to advertise to the public.
Public Hearings	Number of testifiers	Increase number of different testifiers. Increase number in the audience. Improve quality of the comments.	<ul style="list-style-type: none"> • Increase advertising. • Produce fact sheets with involvement opportunities and tips on testifying and commenting.
Comment Period	Number of responses (calls, letters, email)	Increase number of responses. Improve quality of the comments.	<ul style="list-style-type: none"> • Increase advertising, e.g. e-updates. • Create interactive website for submitting comments.