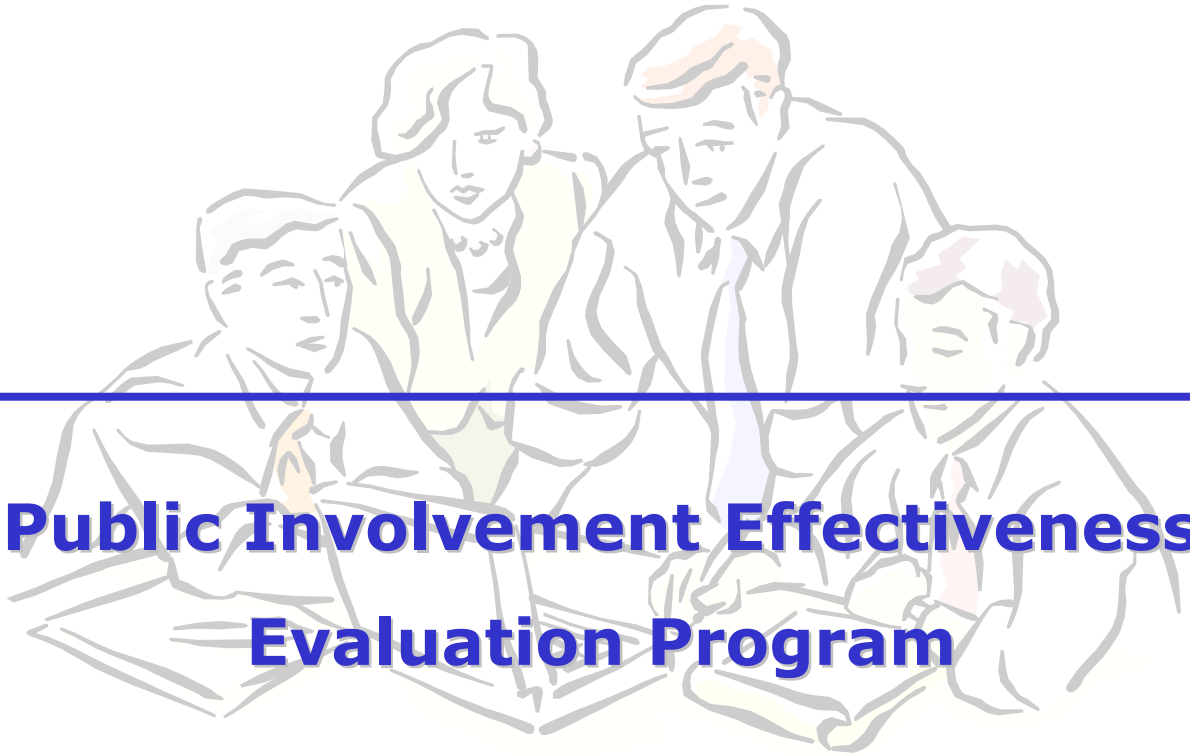

Public Involvement Effectiveness Evaluation Program

Prepared for:

The Metropolitan Planning Organization for
the Miami Urbanized Area

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Prepared by:

Gannett Fleming

In association with:

Civil Works, Inc.

TABLE OF CONTENTS

INTRODUCTION **1**

SCOPE OF STUDY **2**

OVERVIEW 2
PUBLIC INVOLVEMENT IN THE DEVELOPMENT OF THE PUBLIC INVOLVEMENT EFFECTIVENESS EVALUATION PROGRAM AND PROCESS 2

PROGRAM DEVELOPMENT **3**

ADOPTED PUBLIC INVOLVEMENT PROCEDURES 3

LITERATURE REVIEW **5**

EFFECTIVENESS EVALUATION PROGRAMS 5
PUBLIC INVOLVEMENT TOOLS 6

DEVELOPMENT OF PUBLIC INVOLVEMENT GOAL **14**

REVIEW OF EXISTING PUBLIC INVOLVEMENT GOALS 15
RECOMMENDED PUBLIC INVOLVEMENT GOAL 15

DEVELOPMENT OF EVALUATION MEASURES **17**

PERFORMANCE INDICATORS AND TARGETS 17

RECOMMENDATIONS **17**

EVALUATION OF THE PUBLIC INVOLVEMENT PROGRAM 18
EVALUATION OF PUBLIC INVOLVEMENT TOOLS 21
IMPROVEMENT STRATEGIES 24

PROCESS DEVELOPMENT **24**

DEVELOPMENT OF A PROJECT PUBLIC INVOLVEMENT PLAN **30**

REVIEW OF PREVIOUS PUBLIC INVOLVEMENT PLANS 30
IDENTIFICATION OF PROJECT CHARACTERISTICS 30
IDENTIFICATION OF APPLICABLE PERFORMANCE INDICATORS AND TARGETS 30
DATA REQUIREMENTS AND COLLECTION 30

PROJECT PUBLIC INVOLVEMENT PLAN EVALUATION **32**

EFFECTIVENESS EVALUATION SCHEDULE **32**

GENERAL INFORMATION 34
REQUIRED WORK PRODUCTS 34
SPECIAL PROJECTS 34

Introduction

The Metropolitan Planning Organization for the Miami Urbanized Area (Miami-Dade MPO) is the designated Metropolitan Planning Organization for all of Miami-Dade County. It is the goal of the Miami-Dade MPO to provide a transportation planning process in which public participation plays a defining role in the transportation decision-making process.

The Miami-Dade MPO is the state and federally recognized organization for the metropolitan transportation planning process, fulfilling federal and state mandates that require a regional planning organization as a condition of funding. The Miami-Dade MPO is an organization of local governments and public agencies within Miami-Dade County. Its 2001 membership includes all thirteen (13) members of the Miami-Dade County Board of County Commissioners; representatives from the City of Miami Beach, City of Hialeah, City of Miami and City of North Miami; representative from the Dade League of Cities; representative of the Miami-Dade County Expressway Authority and a non-elected citizen representative.

The Transportation Equity Act for the 21st Century (TEA-21), passed in 1998, continues to recognize the important role of public involvement in the transportation planning process initially established in the Intermodal Surface Transportation Efficiency Act (ISTEA). Identifying those components necessary for an effective public involvement process, TEA-21 calls for a "proactive public involvement process that provides complete information, timely public notice, full public access to key decisions and supports early and continuing involvement in developing plans."

These key elements of an effective public involvement process form the basis for public involvement in the Miami-Dade MPO's activities. The MPO has an adopted *Public Involvement Procedure*, which identifies the goal of the public involvement process for transportation planning in Miami-Dade as the distribution of information to the general public regarding MPO transportation plans and programs, the consideration of comments and incorporation of agreed upon modifications prior to the adoption of transportation plans. The *Public Involvement Procedure* recognizes that public involvement shall be a two-way exchange of information.

Scope of Study

Overview

The Miami-Dade MPO directed that a process to evaluate its existing and future public involvement activities be developed to better gauge the level of success of its public involvement outreach. The purpose of this study is twofold:

1) To review and update the current PIP goals where appropriate.
2) To develop and implement a systematic process to evaluate the effectiveness of the PIP.

The Public Involvement Effectiveness Evaluation Program will identify:

- goals applicable to the public involvement activities of the Miami-Dade MPO;
- performance indicators and performance targets against which the public involvement activities of the MPO will be evaluated; and,
- strategies to be applied to improve the performance of public involvement activities determined not to meet the established performance targets.

The Public Involvement Effectiveness Evaluation Process will guide the MPO in the development of successful project specific public involvement plans based on the established goals, performance indicators and performance targets applicable to the project. The Process will also identify when public involvement activities should be evaluated and how improvement strategies can be incorporated into ongoing and future public involvement efforts.

Public Involvement in the Development of the Public Involvement Effectiveness Evaluation Program and Process

Development of the Public Involvement Effectiveness Evaluation Program and Process for the Miami-Dade MPO was guided by the MPO's Citizens' Transportation Advisory Committee (CTAC). A Study Advisory Committee made up of interested members of the CTAC was established to participate in the development of goals for the MPO's public involvement efforts and the establishment of performance indicators and performance targets against which public involvement efforts will be evaluated. During development of the PI Effectiveness Evaluation Program, the Study Advisory Committee's recommendations were presented to the CTAC for

information and additional comment. The final recommendations were presented to the CTAC for recommendation to the MPO Governing Board.

Program Development

Adopted Public Involvement Procedures

The Miami-Dade MPO has an adopted Public Involvement Procedure (PIP) that guides its current public involvement activities. The adopted PIP includes the MPO's stated goal and objectives for public involvement:

GOAL

The main goal of the proposed process is to distribute information to the general public regarding MPO transportation plans and programs and to consider all comments and incorporate the agreed upon modifications prior to the adoption of the plans. This is a two-way exchange of information.

OBJECTIVES

1) *To develop effective citizen participation, by attracting a larger number of interested citizens and organizations which will provide decision-makers with reliable community input.*
2) *To achieve adequate support for transportation related plans by providing timely and reliable information to the public.*
3) *To create a process tailored to local circumstances.*
4) *To establish an adequate mechanism to evaluate the openness, fairness and responsiveness of the process.*

The adopted PIP identifies tools that support general public involvement, where the goal is to increase public awareness of the MPO, its role in transportation planning and the identification of opportunities for general public involvement. The PIP also identifies tools used to involve the public in specific projects. General public involvement tools include the MPO's Webpage, brochures about transportation programs administered by the MPO and newspaper inserts that summarize the MPOs activities. Project specific public involvement tools include community meetings, direct mailings, fact sheets, newspaper advertisements that are specific to a project, and project links/buttons on the MPO's WebPage.

An understanding of the current public involvement tools used by the Miami-Dade MPO is necessary to the development of an appropriate evaluation process. **Table 1. Summary of Public Involvement Tools** identifies the tools currently used by the Miami-Dade MPO for general public involvement, mandated work products and select special projects.

Table1. Summary of Public Involvement Tools- Miami-Dade Metropolitan Planning Organization

	Target Audience			PUBLIC INVOLVEMENT TOOLS															
	Citizen	Technical	Business	MPO Master Mailing List	Committee Mailing List	Project Specific Mailing List	MPO WebSite	Legal Notice	Agency Distribution	Display Ads/Inserts	Newspaper Ads- Underserved	Brochures/Maps	Public Access TV Calendar	Meetings - Public Access TV	Meeting - TV Call-In	Meetings - Alt. Locations	CTAC Workshops	Quarterly MPO Newsletter	Public/University Libraries
Citizen Committees																			
Citizens' Transportation Advisory Committee	X				X			X		X			X	X	X	X			
Transportation Aesthetics Review Committee		X			X			X											
Bicycle/ Pedestrian Advisory Committee	X	X			X													X	
Required Work Programs																			
Public Information/Outreach	X		X	X			X			X		X						X	
Unified Planning Work Program (UPWP)	X	X						X	X										
Transportation Improvement Plan (TIP)	X	X			X		X	X	X	X							X		X
Long Range Transportation Plan (LRTP)	X	X			X		X	X	X	X	X	X	X					X	X
Special Projects																			
Downtown Master Plan	X	X	X		X	X	X	X		X									
Bicycle/Pedestrian Plans	X				X	X	X	X	X			X							

Literature Review

A literature search and survey of Metropolitan Planning Organizations (MPOs) throughout Florida and the United States (US) was conducted to determine the extent to which evaluation measures have been adopted and implemented by other MPOs. MPOs surveyed that have not implemented evaluation measures were asked to identify current public involvement activities that were believed to be the most effective and the reason each was believed to be successful.

The literature research included examining MPOs' websites found through search engines and on the Association of Bay Area Governments' (ABAG) Website (http://www.abag.ca.gov/abag/other_gov/rcg.html), which included a comprehensive list of MPOs throughout the US. Based on recommendations from FHWA and investigation of MPO websites, ten MPOs were contacted by telephone; eight were reached successfully. In addition, an e-mail survey was sent to forty-four (44) MPOs chosen from the ABAG website on the basis of indicators of a comprehensive public involvement plan. Four of these surveys were returned. A summary of the literature search and survey is provided in **Appendix A**.

Effectiveness Evaluation Programs

Most MPOs contacted did not have an effectiveness evaluation program or process in place to measure the success of their public involvement efforts. Of the MPOs contacted by telephone, four indicated that they currently have or are developing effectiveness evaluation criteria:

- Atlanta Regional Commission
- Brevard County MPO
- Hillsborough County MPO
- First Coast MPO

The adoption of effectiveness evaluation measures by MPOs contacted in all cases is very recent. At the time of the survey (early 2001), only the Hillsborough County MPO had implemented evaluation measures. The Hillsborough MPO had applied its effectiveness evaluation measures once. The Hillsborough MPO identified that while guidance for improvement was provided by the evaluation results, additional evaluations will be required to determine the value of the particular performance measures adopted in shaping a more effective public involvement program.

Table 2. *Public Involvement Evaluation Measures* summarizes the evaluation measures developed by the above MPOs, the Transportation Research Board (TRB) and the FHWA.

Public Involvement Tools

Table 3. *Public Involvement Strategies* summarizes the current public involvement tools used by select MPOs throughout the country as well as those recommended by the International Association for Public Participation (IAP) and FHWA. Public involvement tools are divided into two areas of application: general public involvement/information exchange and project specific public involvement. Some public involvement tools identified are used in both areas of application. While there are various public involvement tools to consider, each MPO identified those they perceived to be the most successful. **Table 4. *Public Involvement Tools Perceived as Successful*** summarizes the responses by MPO.

There is a consensus among the MPOs surveyed by telephone that attending existing community meetings (civic associations, homeowners associations, neighborhood groups, etc) is more successful than establishing meetings specifically for the purpose of presenting transportation issues. Presenting information at existing community meetings has been successful in minimizing the amount of disruption to an individual's life while reaching people who would not normally attend a "transportation" meeting. MPOs that use this tool identified that the smaller meetings allow for specific questions to be answered and for more one-on-one interaction to occur between MPO staff and individuals.

By tracking "hits" to the MPO website and surveying the participants of community meetings as to their sources of transportation information, MPOs surveyed identified an increase in the number of people that obtain information regarding specific projects and meeting dates from the MPO website. Links to project websites were identified as successful in reaching the public.

Direct mailings to individuals and organizations included in master mailing lists that are developed and maintained over time was identified as an effective public involvement tool.

Newspaper advertisements that exceed the legal requirement in size and are located outside the legal section of the newspaper were identified by several MPOs as a successful tool in increasing public involvement by providing adequate space for project explanations and graphics.

Table 2. Public Involvement Evaluation Measures
Transportation Research Board and Select MPOs

Measure	TRB	ARC	Brevard	Hillsborough	First Coast
Timing and Focus of Public Involvement (During what project phase was the public consulted?)	✓				
Public's Influence on Decisions & Process/ Documented revisions to plans based on citizen input	✓	✓		✓	
Proportion of Number Stakeholders Groups Involved to Total Number of Stakeholder Groups	✓				
Community Groups Represented					✓
Extent of Coverage of Atlanta Region		✓			
Meeting Convenience (ex. Time of day, child care provided, location)	✓				
Frequency of Events	✓				
Opportunities for Input	✓				
Information Exchange	✓				
Shared Decision Making	✓				
Reprioritization	✓				
Documentation	✓				
Number of MPO Newsletters and Other Handout Materials Distributed				✓	
Number of Meeting Notices Distributed		✓			
Quantity of Educational Material Available		✓			
Time between Decisions to Implementation (more public participation= less conflict for the project)	✓				
Duration of Decision Process	✓				
Process Costs	✓				
Controversial Nature of Decision	✓				
Stakeholder Response	✓				
Media Participation- Coverage	✓				
Media Coverage- Mix of Types	✓				
Media Coverage- Balance and Neutrality	✓				
Number of Newspaper Advertisements and Public Notices				✓	
Number of Display Ads in Newspapers		✓			
Quantity of Media coverage		✓			
Decision Implementation by Governing Board	✓				
Stakeholder Perspective (Stakeholder feels ownership for the project)	✓				
Degree of Compromise	✓				
Level of Contact (among all participants- stakeholders and decision makers)	✓				
Verbal Exchanges	✓				
Transformation	✓				

Table 2. Public Involvement Evaluation Measures
Transportation Research Board and Select MPOs

Measure	TRB	ARC	Brevard	Hillsborough	First Coast
Required Commitment	✓				
Appropriateness (time spent on entire process/specific tasks)	✓				
Other Public Involvement	✓				
Continued Involvement	✓				
Participating Officials	✓				
Number of MPO public forms, workshops or meetings sponsored		✓		✓	
Number of Listening Sessions/Focus Groups		✓			
Number of Addresses on Mailing List		✓			
Number of Planning Partners Actively Involved		✓			
Number of languages uses		✓			
Number of Environmental Justice Sessions		✓			
Coverage of Environmental Justice Area		✓			
Number of Avenues used to reach the Elderly and Disabled		✓			
Public Understanding of TIP Process		✓			
Understandability of TIP Information		✓			
Availability of Educational Opportunities		✓			
Public Awareness of Plan Changes		✓			
Request to add to mail list		✓			
Website Hits		✓	✓	✓	✓
Number of Comments/ Calls/ Hotline Calls/ Letters/ Email Messages/ Newsletter Questionnaires Received		✓	✓	✓	✓
Advertising (Legal Notice, Press Release, Fliers, Newsletters, Postcards)		✓			
Number of Articles and list in which they appeared		✓			
Number of meeting attendees/survey respondents that saw printed, electronic, or television outreach materials.			✓		
Attendance (Project Specific Open Houses/Workshops, Citizen Advisory Committees, Public Hearings, etc)		✓	✓		✓
Current Attendance and Attendance at previous meetings		✓		✓	
Stakeholder	✓				
Continued Participation	✓				
Number of Meetings Broadcast on Public TV				✓	
Estimated number and demographic make-up of readers and viewers				✓	
Nature of Comments/ Calls (LRTP, TIP, PIP, etc)					✓
Number of Completed Comment Cards Received/ Returned Mailings					✓
Number of positive/negative comment forms/ meeting evaluation forms					✓
Number and nature of comments received from website/ email messages					✓

Table 2. Public Involvement Evaluation Measures
Transportation Research Board and Select MPOs

Measure	TRB	ARC	Brevard	Hillsborough	First Coast
Number of positive/negative letters received from website/ newsletter questionnaires/ email messages/ calls					✓
Time spent to follow-up/handle requests from website/ email messages/ citizen letters/ calls		✓	✓		
Number of Completed Surveys Received		✓	✓		
Survey/ Questionnaire Results/Totals					✓
Survey Results by Minority Group, Low-Income group, Zip Code					✓
Participant Evaluation Responses/ Comment Forms Returned (by gender, age, race)		✓		✓	✓
Qualitative					
Impressions on location and timing		✓			
Impressions on attendance		✓			
Impressions on tone of meeting (did it meet expectations, impressions of comments/questions, were question/comments relevant/focused)			✓		
Were questions/comments adequately addressed/ Percentage of comments responded to within two working days		✓		✓	
How Public Concerns were Addressed		✓			
Type of Follow-up required from calls/ letters/ website comments/ email comments received					✓

1. Transportation Research Board, Committee on Public Involvement in Transportation. *Assessing the Effectiveness of Project-Based Public Involvement Processes: A Self-Assessment Tool for Practitioners* . January, 1999.

2. United States Department of Transportation, Federal Highway Administration. What are the indicators of an effective public involvement process? http.//www.fhwa.dot.gov////environment/pub_inv/q3.htm

3. Atlanta Regional Commission. *Transportation Improvement Program FY 2002-2004, Public Involvement Plan* . Atlanta, GA: December, 2000.

4. Atlanta Regional Commission. Update to the Atlanta Regional Commission Transportation Public Improvement Plan. 3 Jan. 2001. www.atlntaregional.com/download/arc_tpip.pdf.

5. Brevard MPO. *Public Involvement Plan* . November, 2000.

6. Hillsborough MPO. *Public Involvement Plan Measures of Effectiveness- From July 1, 1999 to June 30, 2000* . August, 2000.

7. First Coast Metropolitan Planning Organization. *Public Involvement Plan Draft* . Jacksonville, FL: December, 2000.

Table 3. Public Involvement Strategies
Frequency of Use by Select MPOs

Tool/Strategy	Atlanta	Brevard	Hillsborough	Jacksonville[1]	Metropolitan Washington	Pinellas	Richmond	S CA Assc of Gvts	Durham, Chapel Hill, Carrboro	WILMAPCO	NC Texas COGs	Toledo	IAP	FHWA- EJ
General Tools														
MPO Newsletter	✓	✓	✓	✓	✓	✓	✓[4]	✓	✓	✓	✓		✓	✓
Posters/Flyers/Brochures	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
MPO Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Surveys	✓	✓	✓	✓	✓	✓	✓		✓	✓			✓	✓
MPO Master Database/Direct Mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓
Attending Existing Community Meetings	✓	✓	✓	✓	✓	✓	✓			✓				✓
Newspaper Ads (above required standards)		✓	✓	✓			✓	✓	✓	✓	✓		✓	
Traveling Exhibit/Public Displays	✓	✓		✓		✓			✓	✓				
Public Meetings	✓	✓	✓	✓			✓							✓
Newspaper Inserts/Articles	✓	✓				✓[3]				✓			✓	
Press Releases/News Conferences	✓	✓		✓					✓				✓	
Public TV/TV Message Board Scripts	✓	✓	✓			✓							✓	
Fact Sheets	✓	✓		✓		✓							✓	
Telephone Hotline	✓		✓	✓									✓	✓
Public Hearings	✓	✓	✓	✓									✓	
Focus Groups	✓				✓				✓				✓	✓
Comment/Response Sheets	✓	✓	✓	✓									✓	
Speakers Bureau	✓			✓		✓[2]					✓			
Radio		✓					✓			✓				
Task Forces	✓												✓	✓
Summary/Technical Reports	✓												✓	✓
Special Events/Community Fairs						✓				✓			✓	
Information Repositories	✓												✓	✓
E-mail Announcements/Internet Message Boards	✓	✓												
Public Service Announcements	✓					✓								
Educational Programs			✓							✓				
Stakeholder Group	✓												✓	
Open Houses		✓											✓	

Table 3. Public Involvement Strategies
Frequency of Use by Select MPOs

Tool/Strategy	Atlanta	Brevard	Hillsborough	Jacksonville[1]	Metropolitan Washington	Pinellas	Richmond	S CA Assc of Gvts	Durham, Chapel Hill, Carrboro	WILMAPCO	NC Texas COGs	Toledo	IAP	FHWA- EJ
Review and Comment Periods	✓				✓									
Video Tapes	✓												✓	
Interviews with Key Contacts/Stakeholders						✓							✓	
Information Center/Field Offices	✓												✓	
MPO Logo		✓												
Electronic Town Forums								✓						
Bill Stuffer													✓	
Billboards				✓										
Central Information Contact													✓	
Task Forces												✓		
Retreats/Working Sessions	✓													
Coffee Klatches (Meeting at community member home)													✓	
Evaluation of Comments/Responses														✓
Briefings													✓	
Expert Panels													✓	
"Prizes"						✓								
Technical Assistance													✓	
Simulation Games													✓	
Field Trips													✓	
Vision Planning Process														✓
Project Specific Tools														
Project-Specific Newsletters/Informational Materials	✓	✓	✓	✓		✓		✓					✓	✓
Surveys	✓	✓	✓	✓		✓	✓						✓	✓
Small Group Meetings/Focus Groups/Listening Sessions	✓	✓	✓	✓		✓					✓		✓	✓
Project Workshops/Open-House		✓	✓	✓			✓	✓			✓		✓	
Posters/Flyers		✓	✓	✓	✓								✓	✓
Project-Specific Website	✓	✓	✓										✓	✓
Comment/Response Forms	✓	✓	✓	✓									✓	
Email Announcements/Internet Message Boards		✓											✓	✓

Table 3. Public Involvement Strategies
Frequency of Use by Select MPOs

Tool/Strategy	Atlanta	Brevard	Hillsborough	Jacksonville[1]	Metropolitan Washington	Pinellas	Richmond	S CA Assc of Gvts	Durham, Chapel Hill, Carrboro	WILMAPCO	NC Texas COGs	Toledo	IAP	FHWA- EJ
Direct Mailings		✓	✓										✓	
Advisory Committees/Task Forces/Panels												✓	✓	✓
Manuals	✓												✓	✓
Design Charrettes												✓	✓	
Study Teams												✓		
Visual Preference Surveys														✓
Community Facilitators													✓	
Mediation/Negotiation													✓	
Consensus Building Techniques													✓	
Citizen Juries													✓	
Role Playing													✓	
Electronic Democracy													✓	
Samoan Circle													✓	
Deliberative Polling													✓	

Shaded- MPO identified as most successful tool.

1. Based on revised Public Involvement Plan, Draft December 18, 2000.
2. Speakers Bureau organized through Public Affairs; MPO actively participates in the Speakers Bureau.
3. Annual Report highlighting planning initiatives and project of the prior year, inserted in the St. Petersburg Times.
4. Do not produce own newsletter; list MPO activities within the Planning Commission newsletter distributed quarterly.

Table 4. Public Involvement Tools Perceived as Successful - Select MPOs

Tool	MPO	Location	Explanation
Attending Existing Meetings/ Small Meetings	Atlanta Regional Commission	Atlanta, Georgia	Allows specific questions to be answered.
	First Coast MPO	Jacksonville, Florida	Reaches people during their daily normal lives causing less inconvenience.
	Pinellas County MPO	Clearwater, Florida	Allows specific questions to be answered.
	Southern California Association of Governments	Los Angeles, California	Workshops allow good dialogue exchange.
	Wilmington Area Planning Council	Newark, DE	Involves people who may not usually attend a transportation meeting.
	North Central Texas Council of Governments	Arlington, TX	Listening Sessions successful due to heavy advertising in targeted areas.
Website	Brevard County MPO	Viera, Florida	Increasing in citizen popularity and use.
	Hillsborough County MPO	Tampa, Florida	Very Interactive.
	Wilmington Area Planning Council	Newark, DE	Frequently praised.
Direct Mailings	Brevard County MPO	Viera, Florida	Provides information directly to interested parties.
	Durham-Chapel Hill-Carrboro MPO	Durham, NC	
Accessible and easy to understand materials	Hillsborough County MPO	Tampa, Florida	LRTP fold out map of projects easy for average person to understand.
Increased Advertisement	Richmond Area MPO	Richmond, Virginia	Larger newspaper ads and radio advertisements reached larger audience.
	Durham-Chapel Hill-Carrboro MPO	Durham, NC	
	Wilmington Area Planning Council	Newark, DE	Newspaper articles promote events.
Surveys	Pinellas County MPO	Clearwater, Florida	Allows the MPO to measure their progress
	Richmond Area MPO	Richmond, Virginia	Survey sent to Social Service Agencies provided valuable information regarding the underserved populations.
Study Teams/ Task Forces	Toledo Metropolitan Area Council of Governments	Toledo, Ohio	Allows for good dialogue and communication.
Act as Clearing House	Metropolitan Washington Council of Governments	Washington, D.C.	Directs individuals to the appropriate local decision maker.

Survey of Select MPOs, January, 2001

Advertising in several alternative newspapers is used by most MPOs surveyed to target specific, traditionally underserved populations.

Increasing the involvement of the traditionally underserved populations (minority, low-income, disabled and the elderly) is a common goal among the MPOs. In addition to advertising in alternative newspapers, targeting religious institutions (churches) for the distribution of notices and the development of one-on-one relationships with religious leaders in the community was identified by multiple MPOs as an effective tool. Providing information on public meeting dates and locations and project status updates to community churches for inclusion in church bulletins was identified as a successful public involvement tool. Of those MPOs surveyed by telephone, 2 identified that creating a direct relationship with community leaders (ministers, etc.) to provide education about transportation planning and public involvement opportunities has led to more accurate information being delivered to the community.

The Charlotte County/Punta Gorda Metropolitan Planning Organization developed a methodology for actively identifying communities that have been traditionally underserved in the transportation planning process for use in performing a Community Impact Assessment for its 2020 Long Range Transportation Update. A summary of the methodology is provided in **Appendix B.**

Development of Public Involvement Goal

The purpose of evaluating the success of the Miami-Dade MPO's public involvement activities is to identify which public involvement activities employed by the MPO are effective in meeting the goals for public involvement established by the MPO. Public involvement activities that are determined not to be effective can be improved to be more effective or may be eliminated as a public involvement activity employed by the MPO. There are four components to the development of evaluation measures for public involvement for MPO projects:

1) Review of the existing goal in the MPO Public Involvement Procedures to identify if adequate guidance is provided to support effectiveness evaluation.
2) Identification of Performance Indicators to evaluate the MPO's public involvement goal(s).
3) Identification of Performance Targets for the Performance Indicators established.

4) Identification of the applicability of each Performance Indicator to the types of public involvement employed by the MPO: general information, required work product or special project.

Review of Existing Public Involvement Goals

The Miami-Dade MPO's adopted *Public Involvement Procedure* identifies a single goal:

"The main goal of the proposed process is to distribute information to the general public regarding MPO transportation plans and programs to consider all comments and incorporate the agreed upon modifications prior to the adoption of the plans. This is a two-way exchange of information."

This goal seeks to achieve the following:

- The distribution of information to the general public;
- To recognize the comments received from the general public; and
- To establish two-way communication between the MPO and the general public.

Table 5. *Public Involvement Evaluation Goals* identifies public involvement goals as suggested by the Transportation Research Board, Federal Highway Administration and those adopted by the surveyed MPOs.

Recommended Public Involvement Goal

The goal adopted by the Miami-Dade MPO for its Public Involvement Procedures is general, providing little guidance to the MPO and its staff in the development of effective public involvement plans and strategies. The adopted goal does not recognize the need for the MPO to be proactive in its pubic involvement efforts.

The recommended goal for the public involvement efforts of the Miami-Dade MPO, consistent with the emphasis established in TEA-21, is:

The Miami-Dade County Metropolitan Planning Organization shall develop and implement a proactive public involvement process which provides complete and easily understood information under timely public notice, full access to key decisions and processes, and supports an early and continuing involvement of the public in the development and implementation of transportation plans and programs that affect the citizen's of the Miami-Dade Urbanized Area.

Table 5. Public Involvement Evaluation Goals - FHWA, TRB and Select MPOs

Miami[1]	Transportation Research Board[2]	FHWA[3]	Brevard County MPO[4]	Hillsborough County MPO[5]
	Public's Accessibility to the Decision Making Process	Public meetings are well attended		
	Diversity of Views Represented	Public forums where a broad representation of diverse interests is in attendance		
	Opportunities for Participation	Plans, TIPs, MIS alternatives, and project designs which reflect an understanding and		Give the Public the Opportunity to Participate Obtain Input and Feedback
Consider all comments and incorporate the agreed upon modifications prior to the adoption of the plans	Integration of Concerns			Result of Public Input
Distribute Information to the General Public Regarding MPO Transportation Plans	Information Exchange	Frequent news coverage on transportation issues	To Provide the Public with Thorough Information in Convenient and Timely	Make Information Clear/Improve Understanding Make the Public Aware
	Project Efficiency			
	Project/Decision Authority			
	Mutual Learning			
	Mutual Respect			
	Cost Avoidance			
	Indirect Cost of Time			
	Indirect Opportunity Costs			
	Indirect costs Associated with Authority and Influence			
	Indirect Costs Associated with Emotional Issues			

1. Miami Dade MPO. *Prospectus for Transportation Improvements- Public Involvement Procedure* .

2. Transportation Research Board, Committee on Public Involvement in Transportation. *Assessing the Effectiveness of Project-Based Public Involvement Processes: A Self-Assessment Tool for Practitioners* . January, 1999.

3. United States Department of Transportation, Federal Highway Administration. *What are the indicators of an effective public involvement process?* http.//www.fhwa.dot.gov////environment/pub_inv/q3.htm

4. Brevard MPO. *Public Involvement Plan* . November, 2000.

5. Hillsborough MPO. *Public Involvement Plan Measures of Effectiveness- From July 1, 1999 to June 30, 2000* . August, 2000.

Development of Evaluation Measures

Performance Indicators and Targets

A minimum of one performance indicator was developed for each component of the Miami-Dade MPO's public involvement goal. Performance indicators are:

- Measurable - A quantitative translation of the desired goal. Qualitative performance indicators may be identified, but should not be the sole indicator for a goal.
- Verifiable - Multiple, independent observers should be able to agree upon the results.
- Cost Effective - The benefits gained from using an indicator should exceed the costs associated with tracking it.

Of the MPOs surveyed, only Hillsborough County ties its evaluation measures to specific public involvement goals. The Transportation Research Board (TRB) also directly ties their evaluation measures to specific public involvement goals. The remaining MPOs and the Federal Highway Administration (FHWA) do not tie goals directly to specific evaluation measures.

A performance target for each performance indicator was established to permit the tracking of improvement over time. Performance Targets are based on:

- Public Expectations;
- Past Performance; and
- Performance of other MPOs.

Recommendations

The MPO's adopted PIP recognizes that an effective public involvement program consists of two parts: 1) the program and 2) the tools used to implement the program.

The program component addresses the structure of the public involvement: when will public involvement start, at what project milestones will the public be involved, which stakeholders should be reached with the public involvement activities, what information is made available and in what format and how information is disseminated.

The tools implement the program, bringing information to the public on the schedule established, in the formats chosen and targeting the stakeholders identified for inclusion.

Both components of a public involvement program must be evaluated to determine the effectiveness of the overall public involvement activity. For example, meetings that are heavily attended but that do not provide information that is timely, i.e. in enough time to allow public understanding and comment prior to action by the MPO, may be considered a successful tool but an unsuccessful program.

Evaluation of the Public Involvement Program

The recommended Public Involvement Goal for the Miami-Dade County MPO can be broken down into five components:

- Public Involvement is Proactive
- Complete Information is Available to the Public
- Information is Made Available in a Timely Manner
- The Public has Full Access to Key Decisions and Processes
- Involvement Commences Early and is Continuing

Table 6. Evaluation of Public Involvement Program identifies the performance indicators and performance targets for each of the five Program goals identified. Multiple Performance Indicators are identified for three of the Program goals, reflective of the complex nature of the Program goal to be evaluated. Recognizing the lack of baseline performance data, Performance Targets are identified as Interim and Final. The MPO will implement the PI Effectiveness Evaluation Program to develop baseline data and reevaluate the Performance Targets at the end of the first year's implementation period. Interim Targets are recognized as minimum targets; Final Targets may be adjusted in light of baseline data results.

Performance Indicators apply to all Required Work Product and Special Project public involvement activities. Performance Targets vary in their application to the two types of public involvement activities undertaken by the MPO based on the ability to identify and reach stakeholders. Performance Targets for Special Projects that affect a specific geographic area of the Miami-Dade Urbanized Area are higher, recognizing that stakeholders can be more readily identified. Interim Performance Targets for Required Work Products, which affect the general

Table 6. Evaluation of Public Involvement Program

GOAL	PERFORMANCE INDICATOR	PROJECT TYPE	INTERIM PERFORMANCE TARGET	FINAL PERFORMANCE TARGET
Public Involvement Program is Proactive	General information about the MPO's role in transportation planning and timely project specific information is presented to the public on an ongoing basis.	Req'd WP	A minimum of one presentation/exhibit is scheduled each quarter in a location where the public already gathers.	A minimum of one presentation/exhibit is scheduled each month in a location where the public already gathers.
	Participants/stakeholder groups that have participated in previous phases, previously indicated an interest (request) or resides within the study area are contacted directly at project initiation.	All	All stakeholder groups or individuals that participated in project review in prior years or have provided notice to the MPO of interest in future participation are contacted individually to encourage participation.	Participation representation resembles the make-up of the entire county including: geographic and ethnic diversity.
		Special	Residents and businesses within the study area are contacted individually or through existing community associations to encourage participation.	Participation is highly diverse including: geographic diversity, ethnic diversity (to include representation of ethnic groups that make up 20% of the study area), community groups, business groups and special interests.
Complete Information is Available to the Public	Number of mechanisms used to distribute information.	All	N/A	At each project milestone, information is distributed at each project milestone in written, oral and electronic format.
	Number of alternate formats used to provide information.	All	N/A	Information is available in alternative formats (Braille, large print, on-tape) within 5 days of request.
	Number of languages used to convey information.	All	N/A	Information is provided in English, Spanish and Creole.
	Percent of participants/ Stakeholder groups with increased understanding of the issue/project.	All	50 percent of project participants/ stakeholder groups exhibit increased understanding of the project.	75 percent of project participants/stakeholder groups exhibit increased understanding of the project.
Information is Made Available in a Timely Manner	Information is available in sufficient time to review, prior to final action/milestone.	All	N/A	Recommendation for final action is provided at least 30 days prior to MPO action.

Table 6. Evaluation of Public Involvement Program

GOAL	PERFORMANCE INDICATOR	PROJECT TYPE	INTERIM PERFORMANCE TARGET	FINAL PERFORMANCE TARGET
The Public has Full Access to Key Decisions and Processes	Meeting location is convenient to the participants.	Req'd WP	A minimum of one meeting is held in each of the 6 Planning Districts.	Meetings are held in each of the 6 Planning Districts at each project milestone.
		Special	N/A	Meetings at project milestones are held within the study area boundary.
	Number of affected participants represented.	Req'd WP	Individual meeting/workshop attendance exceeds 20.	Individual meeting/workshop attendance increases by 10 percent per year.
		Special	Total meeting attendance is 3 to 5 percent of the study area population.	Total meeting attendance is 10 percent of the study area population.
	Percent of Project Stakeholder groups represented.	All	50 percent of identified project stakeholder groups are represented through the course of the project.	75 percent of identified project stakeholder groups are represented through the course of the project.
	Number of comments received.	All	25 percent of meeting participants provide written or oral comment.	50 percent of meeting participants provide written or oral comment.
		All	10 percent of questionnaires/surveys are completed and returned.	30 percent of surveys/surveys are completed and returned.
Involvement Commences Early and is Continuing.	Number of project milestones at which information is provided.	All	N/A	Information is provided at all project milestones.
	Percentage and number of participants that continue involvement throughout project.	All	25 percent of participants attend all scheduled meetings/workshops.	Increase percentage of participants that attend all scheduled meetings/workshops by 5 percent a year, with a goal of 50 percent over 5 years.

Req'd WP: Required Work Product (TIP, UPWP, LRTP)

population of the Urbanized Area, appear to accomplish less, yet are harder to achieve because of the diversity of the population represented by the MPO. Final Performance Targets for Required Work products raise the level of performance to that of the Special Projects, requiring geographic and ethnic diversity in public involvement participants.

Some General Information Public Involvement activities require a separate approach to effectiveness evaluation. General Information PI activities like the annual newspaper insert and general information brochures that are distributed in public locations require that effectiveness be measured by survey. General Information PI activities performed using tools for which Performance Indicators and Targets have been identified should be evaluated using the Performance Indicators and Targets identified for the tools employed.

Evaluation of Public Involvement Tools

The MPO employs many public involvement tools to implement its public involvement programs. There are numerous public involvement techniques, none of which can reach all segments of the study population alone. In order to have a successful public involvement outreach plan for a particular project, a combination of tools should be employed. **Appendix C** outlines many of the public involvement tools available.

The public involvement tools currently employed by the Miami-Dade MPO have been associated with a particular component of the overall public involvement goal to provide guidance in the selection of the combination of tools to be employed in a project public involvement plan. A public involvement tool may be applicable to more than one goal component; individual project public involvement plans will recognize the specific applicability to the project in effectively reaching the targeted stakeholders.

A successful public involvement program requires that the specific tools employed be evaluated for success. **Table 7. Evaluation of Public Involvement Tools** identifies the Performance Indicators and Performance Targets applicable to the public involvement tools currently employed by the Miami-Dade MPO.

Table 7. Evaluation of Public Involvement Tools

GOAL	MPO TOOLS	PERFORMANCE INDICATORS	PERFORMANCE TARGETS
Public Involvement Program is Proactive	Master Database/Project Database	Regular updates.	Quarterly update.
	Project Specific Newsletter	Number of meeting attendees/survey respondents that receive newsletter.	Minimum 25 percent of meeting attendees/survey respondents received newsletter.
	MPO Newsletter	Number of returned items.	Maximum 2 percent return rate per mailing.
	Focus Groups	Percent of participants providing comment.	90 percent of focus group participants provide comment.
	Interviews with Key Stakeholders	NA. Targeted or Requested interviews.	NA
Complete Information is Available to the Public	MPO Website	Number of hits.	50 hits per month: increase by 10% per year.
	MPO Master Database	Number of returned items.	Maximum 2 percent return rate per mailing.
	MPO Newsletter	Number of returned items.	Maximum 2 percent return rate per mailing.
	Project Specific Newsletter	Number of meeting attendees/survey respondents that receive newsletter.	Minimum 25 percent of meeting attendees/survey respondents received newsletter.
	Project Specific Website	Number of hits.	30 hits per month. Increase of 20 percent per month.
	Posters/Flyers/Brochures	Percent of survey respondents reached with each tool.	25 percent of survey respondents/ meeting participants indicate receiving information from each tool utilized.
	Display Advertisements (newspaper)		
	Newspaper Inserts		
	Press Releases		
	Public TV Message Board Scripts		
	Fact Sheets		
	Public Service Announcements		
	Billboards		

Table 7. Evaluation of Public Involvement Tools

GOAL	MPO TOOLS	PERFORMANCE INDICATORS	PERFORMANCE TARGETS
The Public has Full Access to Key Decisions	MPO Website	Number of comments/requests for information.	25 comments/requests per month.
	Project Specific Website	Number of comments/requests for information.	10 comments/requests per month.
	Telephone Hotline	Number of calls.	25 calls per month.
	Focus Groups	Percent of participants providing comment.	90 percent of focus group participants provide comment.
	Open Houses	Percent of affected population in attendance.	3- 5 percent of affected population in attendance; Not applicable to projects of Countywide interest.
	Project Meetings/Workshops	Percent of affected population in attendance.	3-5 percent of affected population in attendance; Not applicable to projects of Countywide interest.
	Interviews with Key Stakeholders	NA. Targeted or Requested interviews.	NA
	Virtual Town Meetings	Number of e-mails/call-ins.	20 e-mails/call-ins per meeting.
	Vision Planning Process	Number of participants.	5 percent of affected population in attendance.
		Number of stakeholder groups represented.	50 percent of stakeholder groups represented.

Improvement Strategies

The determination that the performance of a portion of the public involvement program is below the applicable Performance Target indicates that improvement is required. **Table 8. Improvement Strategies to Address Underperforming Program Elements** identifies the improvement strategies to be applied to program deficiencies. **Table 9. Improvement Strategies to Address Underperforming Public Involvement Tools** identifies the improvement strategies to be applied to deficiencies in performance of specific public involvement tools.

The following are specific improvement strategies intended to increase participation in the transportation planning process by those groups that are traditionally under-represented. These strategies should be reviewed prior to the development of a project public involvement plan:

- Identify and contact community leaders
- Identify existing Neighborhood/Community Organizations
- Contact leaders of Religious Organizations
- Provide information in languages other than English
- Understand Culture/Customs of the targeted groups
- Place announcements in minority or ethnic news media
- Provide financial and/or other incentives
- Provide transportation to the meetings
- Provide day care and other needed services during the meeting

Process Development

Development of a successful project public involvement plan is based on recognition of the applicable performance indicators and targets: the choice of public involvement tools to be employed is based on the stakeholders to be reached and the minimum number of meetings to be scheduled is based on the number of project milestones identified for the project. The time and location of meetings is also dependent on the stakeholders to be reached.

Evaluation of a project public involvement plan serves to identify deficiencies in order to direct improvement. Improvement strategies are implemented and increases in performance are measured and integrated to guide future public involvement efforts.

Table 8. Improvement Strategies to Address Underperforming Program Elements

Goal	Deficiency	Strategy
Public Involvement Program is Proactive	Geographic diversity does not meet established performance target.	Schedule meetings throughout the county at each milestone.
		Identify specific organizations within the target area; provide direct contact via mailings and phone calls; attend regularly scheduled organizational meetings.
	Ethnic diversity does not meet established performance target.	Identify and target community organizations that represent targeted ethnic groups including churches.
Complete Information is Available to the Public	Information was not made in a variety of formats within five days of request.	Establish an ongoing contract with a vendor that is able to meet the request on short notice.
	Insufficient number of participants displayed an increased understanding of the project.	Conduct a peer evaluation of all materials for ease of understanding prior to distribution.
		Provide information in a variety of formats (graphic and written).
The Public has Full Access to Key Decisions and Processes	Number of participants at project meetings fail to meet established performance targets.	Increase outreach efforts.
		Review meeting locations, times and dates for convenience to the targeted stakeholders.
		See Workshop/Meeting Improvement Strategies
	Number of stakeholder groups represented fails to meet established performance target.	Send out direct mailings or phone calls to identified stakeholder groups.
	Sufficient number of participants failed to provided written or oral comment to meet established performance target.	Meetings should include a interactive component.
		Allow for sufficient amount of time for public comment at each meeting.
		Provide comment cards at each meeting.
	Insufficient number of questionnaires/surveys are returned.	Use other media to increase awareness of the importance and remind the public of the questionnaire/survey.
		Send follow-up cards requesting questionnaires/surveys be completed and returned.
Involvement Commences Early and is Continuing.	Insufficient number of participants attend all scheduled meetings/workshops.	Survey people in attendance for recommendations on how to retain participants.
		Provide follow-up mailing or phone calls to previous participants/stakeholders.

Table 9. Improvement Strategies to Address Underperforming Public Involvement Tools

Tool	Deficiency	Strategy
Public Hearings	Insufficient time allotted for public comment.	Schedule public comment periods throughout long meetings.
		Allow for comments on specific items at the conclusion of an item.
	Public did not receive adequate answer to questions.	Follow-up on comments: Use comment cards to identify speakers and the issues raised; follow-up on questions/issues by phone, e-mail or correspondence as applicable.
	Increased public awareness was not sufficient to meet established target.	Introduce technical issues in layman's terms and with sufficient background and detail to include the audience.
		Employ graphics to explain complex issues/topics.
	Meeting materials were not available prior to the meeting.	Provide the agenda and support materials prior to the scheduled meeting through the MPO Website or upon request.
		Announce the availability of meeting materials for future meetings at each meeting.
	Insufficient meeting notice.	Provide notice of meetings in alternative sources: minority/community newspapers or newsletters, church bulletins, radio, public television, etc.
Meetings (Open Houses, Project Workshops, Visioning Sessions, etc.)	Meeting times were inconvenient.	Hold meetings at times that are convenient to the target audience: elderly may be able to meet during the day; project workshops targeted at the general public should be held after 6, allowing citizens to travel from work.
		Make presentations as part of an existing meeting agenda (community association, chamber of commerce, etc.).
		Meeting locations should be perceived as safe to exit at the time the meeting is scheduled to end.

Table 9. Improvement Strategies to Address Underperforming Public Involvement Tools

Tool	Deficiency	Strategy
Meetings (Cont.)	Insufficient meeting attendance.	Mail or e-mail meeting notices to persons that have participated previously in the same study.
		Place information about transportation planning projects and meetings where people already gather.
		Meeting locations should recognize the need to access meetings by transit.
		Meeting locations should have adequate parking and be easily located if persons are traveling from outside the area (maps should be provided with newspaper notices).
		Provide notice of meetings in alternative sources: minority/community newspapers or newsletters, church bulletins, radio, public television, etc.
		Target specific stakeholders, particularly those traditionally underserved in transportation planning: host small meetings that target stakeholder within their community.
		Use community institutions (church groups, community business associations, small business owners within the community, etc.) to identify community leaders that will facilitate communication.
		Provide day care.
		Provide free transit/parking to meeting attendees.
	Insufficient public input.	Encourage comments by providing comment forms at each meeting.
		Identify phone numbers and e-mail addresses to which additional comments may be directed.
		Allow sufficient time at each meeting for public input/comment.
	Public participation throughout process is not continuous.	Increase continued participation by establishing and maintaining a meeting schedule and meeting agendas at the initiation of the project.
		Identify all subsequent meeting dates at each meeting held on a project.
		Telephone or send out reminders to all those who attended previous meetings .

Table 9. Improvement Strategies to Address Underperforming Public Involvement Tools

Tool	Deficiency	Strategy
Mailing Lists or Master Database	Mailing list is not up-to-date.	Use meeting sign-in sheets as a cross reference to update the database.
		Delete names based on returned mailings.
		Assign the task of updates to an individual in the MPO to insure regular review.
Websites	Contact information not easily obtained.	Review the Website for ease in locating contact information.
		Provide contact phone numbers in addition to e-mail addresses.
		Provide contact information in each link.
	Information not available for children.	Create a "Kid Zone" that is targeted at children's understanding of transportation issues; introduce games and interactive segments.
	Inadequate maintenance of the Website.	Provide a complete and up-to-date Calendar of Event for the MP's activities.
		Keep all information current.
		Update Website on a regularly scheduled basis.
	Inadequate use of the Website.	Provide links to project Websites and other transportation sites.
		Announce the address at all opportunities.
		Encourage use of the site to request information.
		Create reminders for distribution such as magnets, stickers, cards that identify the MPO's Website address.
		Promote links to your Website from other related Websites.
Public Information Materials	Information provided is not clear or easy to understand.	Technical information should be provided at the level of the audience's understanding.
		Decisions and relevance should be placed in context.
		Provide information in written, oral and graphic form.
		Provide information in a variety of media: radio, television, newspapers, internets, mailings, etc.
		Information should be provided in sequence to build participants understanding of complex topics.
		Provide information in English, Spanish and Creole.

Table 9. Improvement Strategies to Address Underperforming Public Involvement Tools

Tool	Deficiency	Strategy
Public Information Materials (Cont.)	Information does not capture a large audience.	Provide brochures, flyers, meeting materials at a variety of locations where the public gathers: restaurants, stores, community newsletters, grocery stores, sporting events, etc.
		Use large notices to increase visibility and provided more information.
		Include color graphics.
		Place display advertisements in prominent locations within the newspaper.
		Place notice in alternative newspapers.
		Schedule public service announcements during peak hours.
	Information not provided early in the process.	Develop and distribute information commensurate with project milestones such that participants are aware of the issues/decisions in a timely manner.
	Information not advertised by the media.	Develop press contacts.
		Provide camera ready/formatted material in timely manner.
		Understand applicable deadlines and news cycles.
Surveys	Insufficient number returned.	Send out reminder cards requesting that the survey be completed.
		Use alternative advertising to promote the importance of the survey.

The schedule of evaluation is based on the type and duration of the project, emphasizing that the evaluation must be performed in sufficient time to increase performance if indicated, but not so frequently as to impede the progress of the project.

Development of a Project Public Involvement Plan

The process for developing a successful Project Public Involvement Plan is identified in **Figure 1. Process for Development of Project Public Involvement Plan.** The process includes:

Review of Previous Public Involvement Plans

If the project is a Required Work Product of the MPO (TIP, UPWP or LRTP Update), there is a history of successful and not-so-successful public involvement activities. As the PI Effectiveness Evaluation program is implemented, the record of successful activities represents the first source of information about the public involvement plan to be developed. If the project is a Special Project with multiple phases, previous successful activities also provide insight into developing a successful public involvement plan for the proposed phase of the project.

Identification of Project Characteristics

Identification of the project stakeholders and milestones supports a successful development of a successful public involvement plan. Identification of stakeholders can assist in the choice of public involvement tools to be employed and establish appropriate meeting times and locations. Project milestones direct the identification of meeting dates.

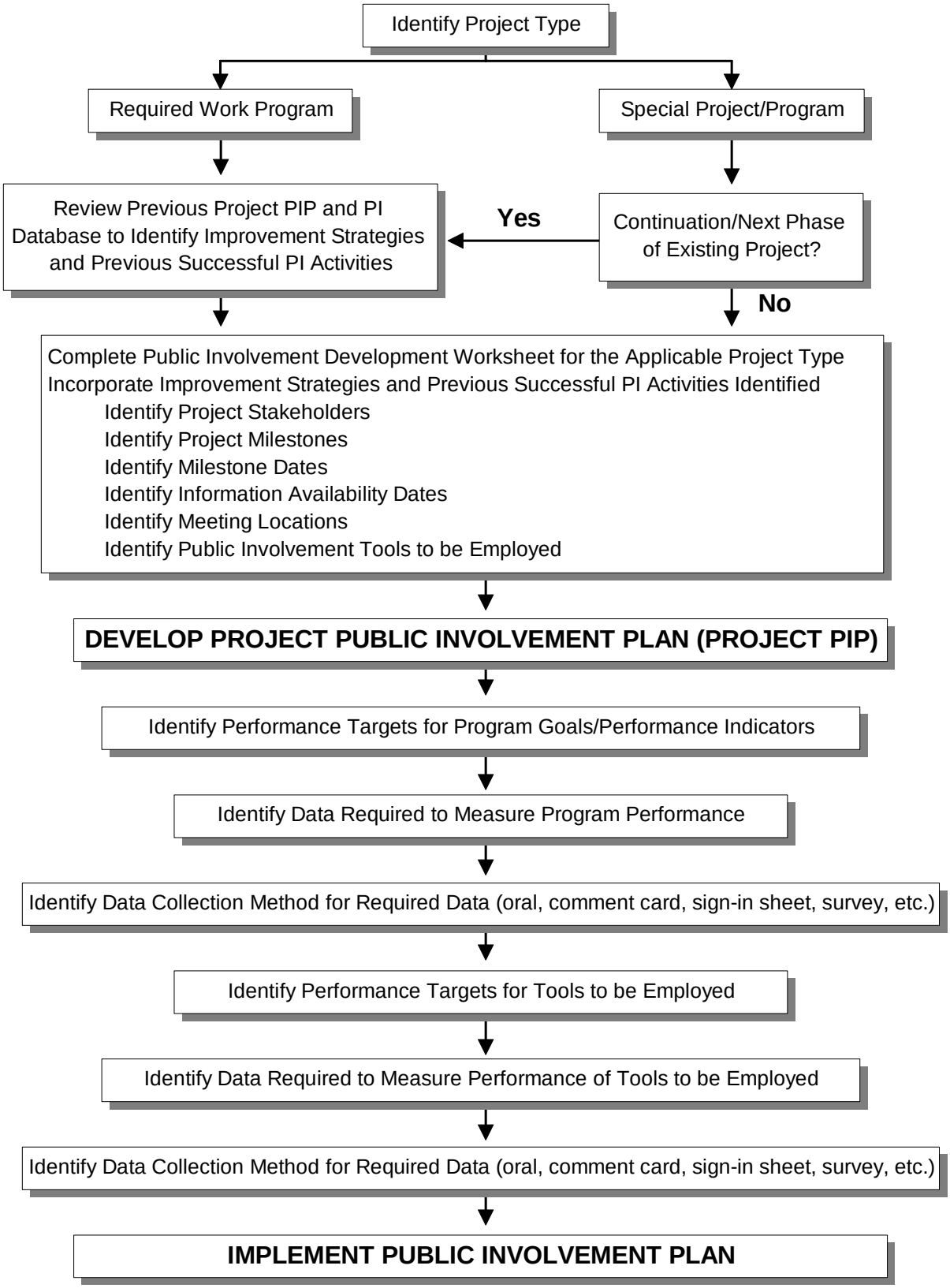
Identification of Applicable Performance Indicators and Targets

Recognition of the "grading scale" against which a successful public involvement plan will be measured is critical. An understanding of the standards for performance at the time the PI plan is developed also guides the choice of public involvement tools to be employed.

Data Requirements and Collection

Data points will be required to be collected during the implementation of the PI plan. Understanding the methods for data collection, and the formats and units that will allow for easy analysis facilitates the final evaluation of performance. Forms to facilitate the MPO's development of a successful Project Public Involvement Plan are included in **Appendix D**.

Figure 1. Process for Development of Project Public Involvement Plan



Project Public Involvement Plan Evaluation

Following the development of project public involvement plan is the process for evaluation during and after implementation as depicted in **Figure 2. Process for Public Involvement Plan Evaluation**. Data is collected and used to measure performance. If the performance is determined to be below the applicable Performance Target, the effectiveness evaluation includes review of improvement strategies to increase performance. If there are additional milestones prior to project completion that would benefit from the improvement strategy or strategies identified, the Project PI Plan is revised to incorporate applicable improvement strategies. If the project is complete, or there are no subsequent milestones that would benefit from the identified improvement strategies, the results of the effectiveness evaluation are recorded in a database to be developed by the MPO to track performance and leverage the implementation of successful activities in future public involvement activities.

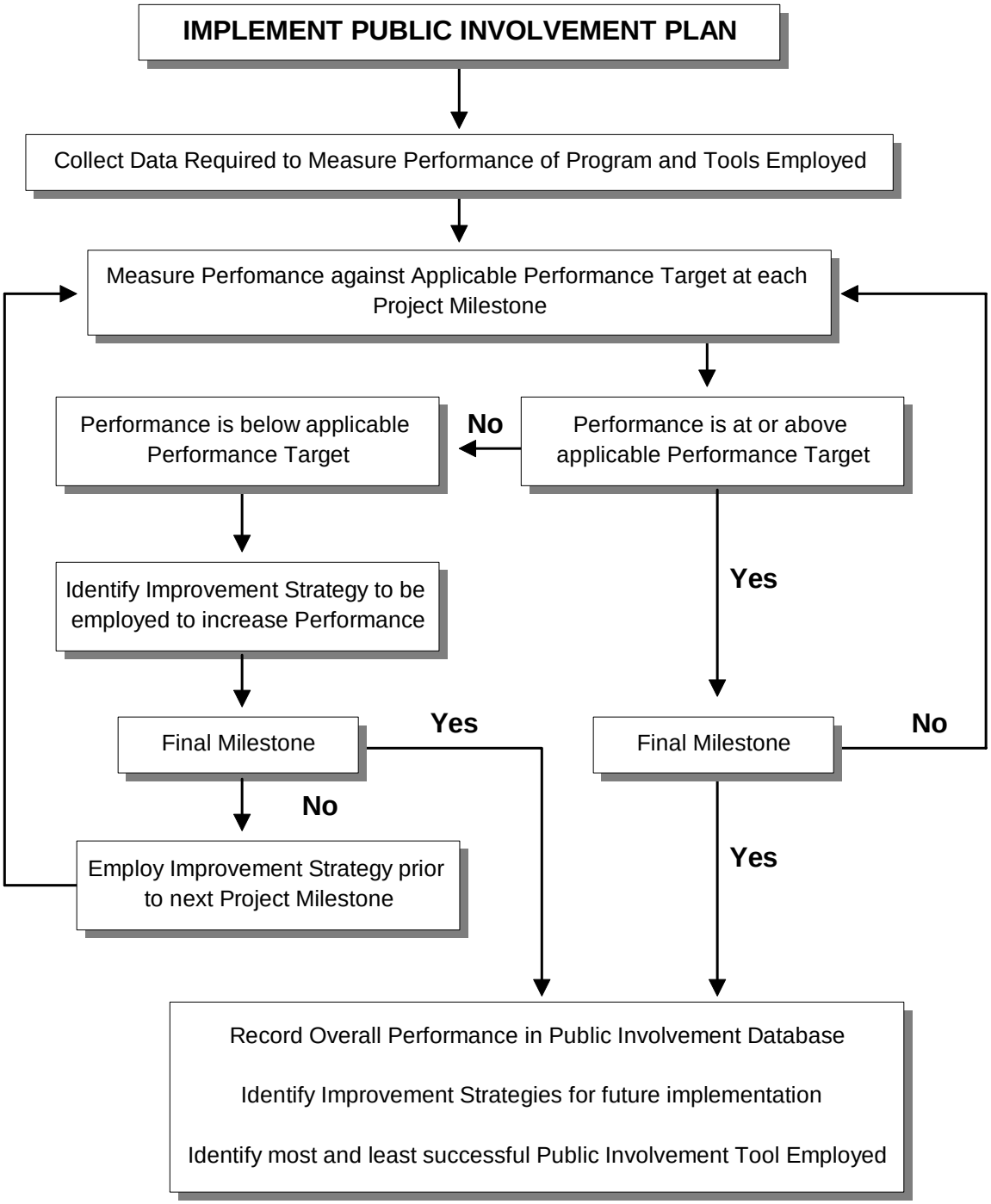
Appendix E includes forms to facilitate the MPO's evaluation of the effectiveness of a Project PI Plan. Examples of comment cards and sign-in sheets that address data collection needs are provided in **Appendix F**.

Effectiveness Evaluation Schedule

The Miami-Dade MPO uses public involvement activities for two purposes: to communicate information about the MPO itself and to facilitate the exchange of information about projects the MPO undertakes. Each serve the MPO to better represent the citizen's of the Miami-Dade Urbanized Area:

- General Information- the distribution of general information about the MPO and its role in transportation planning, including providing information about its ongoing and future plans and projects helps the citizen's of the Miami-Dade Urbanized Area understand general transportation planning concepts and the overall goals within Miami-Dade County. This public relations activity assists the MPO in raising the public's consciousness about transportation needs and build support for local funding of transportation improvements.
- Project Information-
    - Required Work Products- the MPO is required to prepare certain documents. Annually the MPO prepares the Unified Planning Work Program and the TIP. Every three years the MPO formally updates its Long Range Transportation Plan.

Figure 2. Process for Public Involvement Plan Evaluation



- Special Projects- the Unified Planning Work Program identifies special projects that the MPO will undertake in a given year. Examples of special projects are the Bicycle and Pedestrian Plans, the Downtown Miami Transportation Master Plan, School Zone Traffic Congestion Study and the Short-Range Truck Traffic Study.

The schedule and frequency of effectiveness evaluation differs for each of the above.

General Information

The communication of General Information is ongoing throughout the year. The budget for General Information public involvement activities for the upcoming year occurs at the time the UPWP is developed. The schedule for effectiveness evaluation of General Information PI activities should occur in the third quarter of the fiscal year to allow the results to be incorporated into the development of the activities and budget for the upcoming year.

Required Work Products

Public involvement activities for the Transportation Improvement Program (TIP) and the Unified Planning Work Program (UPWP), two of the three Required Work Products, should occur in the month following adoption by the MPO Governing Board. Public Involvement for both of these programs is concentrated in a few months prior to adoption and both represent technical products based on data gathered primarily from agency and technical sources. Adopted annually, the effectiveness evaluation of public involvement for both programs is recognized as ongoing, with improvements made to each subsequent years' public involvement plan.

Special Projects

Public involvement activities for the Long Range Transportation Plan Updates that occur every three years require effectiveness evaluation during the project. Evaluation of performance should be scheduled monthly during the LRTP Update and improvement strategies incorporated prior to subsequent months' public involvement activities. Effectiveness evaluation of the overall public involvement efforts undertaken for an LRTP Update should occur in the month following adoption by the MPO Governing Board. Successful strategies and activities should be documented for incorporation into the MPO database of Public Involvement Effectiveness.

The schedule and frequency of effectiveness evaluation for Public Involvement activities for Special Projects is based on the number of project milestones prior to action by the MPO Governing Board:

Special Projects with greater than two milestones- Effectiveness Evaluation should occur immediately following any public involvement activity to allow for incorporation into subsequent public involvement activities for the project. Immediately may be construed to mean the next day when public meetings or deadlines dictate that changes be implemented as soon as possible.

Special Projects with fewer than two milestones- Effectiveness Evaluation should occur after action by the MPO Governing Board and any improvement strategy recommendations made available to all MPO Project Managers to assist in the development of Public Involvement Plans for similar Special Projects.

Appendix A

Appendix A. Literature Search Summary

Annotated Bibliography

Association of Metropolitan Planning Organizations Awards Page- Award Winner: Outstanding Overall Achievement for an MPO over 200,000 in Population. Association of Metropolitan Planning Organizations. 1 Jan. 2001 <http://www.ampo.org/activities/awards/past_winners.html>

The Pima Association of Governments (PAG), Tucson Arizona, was awarded the 1998 award for outstanding overall achievement for an MPO with a population over 200,000. Their public outreach program included going to places where people were already gathered such as the mall, in order to increase public input. They also co-sponsored a number of target events for key transportation interest groups such as the Tucson Urban League and the Chamber of Commerce. In addition to encouraging public input regarding specific projects, the PAG also stressed the reality of financial constraints and forced the public to take those real constraints into consideration. Due to the increased public involvement efforts, the LRTP had a more diverse split among transportation modes (at the request of the citizens) as well as a variety of new revenue sources such as a statewide gasoline tax and sales tax (reflecting the citizens' desires to make the user pay). The PAG also aggressively encouraged community groups to apply for State Enhancement funding intended to improve the compatibility between transportation facilities and their surroundings. Citizens groups received funding for two Enhancement projects for traffic calming and landscaping, empowering citizens' groups to proactively address their concerns. Finally, programs such as the PAG's Art by Youth program which incorporates public art into transportation projects while providing employment and training to disadvantages youth positively benefits youth in the area while increasing PAG's public image. The projects are designed collectively by student groups and are intended to humanize the roadway systems and preserve the unique characteristics of individual communities.

Atlanta Regional Commission. Transportation Improvement Program FY 2002-2004 Public Involvement Plan. Atlanta, Georgia: 2000.

The Public Involvement Plan (PIP) list the various meeting types and public resources in addition to a list of quantitative and qualitative evaluation measure to be used in the evaluation report prepared at the completion of the TIP planning process. Environmental Justice is specifically identified; special attention, such as conducting listening sessions/focus groups and tailored information, will be provided to typically underrepresented communities.

Atlanta Regional Commission. Update to the Atlanta Regional Commission Transportation Public Involvement Plan.

The document contains a list of public involvement goals and objectives as well as a description of typical public involvement activities for Regional Transportation Plans and Transportation Improvement Programs. The PIP also includes a list of possible quantitative and qualitative measures useful in determining if there are sectors of the region where involvement efforts should be enhanced.

Bunnewith, Denise. Telephone Interview. First Coast MPO. 21 Dec. 2000.

The First Coast MPO is currently in the process of completely revising their public involvement plan to include evaluation measures and to emphasize participation by environmental justice groups, particularly low-income and minority populations. Once the new PIP is adopted, the evaluation process will be implemented on an annual basis and most likely at the end of the LRTP process. Ms. Bunnewith indicated that the most successful way to get the public involved was by going to existing public meetings (particularly the CAC meetings) rather than waiting for the public to come to their meetings. The MPO currently advertises in 7 newspapers, 3 of which are targeted towards minority community. They also intend to do more advertising on the radio to target minority groups particularly during morning drive time as the current newspaper ads do not appear to be successful in getting people involved in the planning process.

Burris, Alice. Electronic Survey. The Wilmington Area Planning Council (WILMAPC). 15 Dec. 2000.

WILMAPC attempts to inform people and get public input without disrupting their daily lives. In addition to receiving compliments on their website, they also encourage the newspaper to write articles promoting events as well as attending existing locals meetings in order to get people involved. Often meeting/event attendees indicate they found out about the meeting on the radio or in the paper. WILMAPC performs an annual public opinion phone survey to see if people are familiar with WILMAPC (average 35%). WILMAPC would like to increase the awareness rate to 50%. They have recently implemented a program geared towards school children aimed at teaching children alternatives to driving and the consequences of sprawl (if successful, they would like to promote it region-wide). They also survey people at events to determine the best way to contact them; email is gaining in popularity. In order to keep their name in the public they host an event once or twice a year where a national speaker is invited to discuss a relevant topic. They also sponsor display tables at local conferences and transportation events promoting the most current issues. While they are moderately successful at reaching the public, Ms. Burris feels that they need to make a greater effort to reach legislators.

Current Practices in Statewide Planning and Statewide Transportation Improvement Program. Western Association of State Highway Transportation Officials. 11 Jan. 2001. <http://www.wfc.fhwa.dot.gov/BODY.HTM>

Survey sent the States, metropolitan planning organizations, and FHWA and FTA planners regarding their approaches to programming, including public involvement practices. Found that most find it hard to have meaningful public involvement unless it is regarding a project that directly affects an individual. A common element was that public involvement needs to be proactive and attend forums and locations at the community level that general public frequents (existing community meetings, county fairs, public schools, malls, etc). Survey found that few States and MPOs have evaluated or measured the effectiveness of their public involvement process. In the instances where evaluation has taken place it was in the form of customer surveys or questionnaires. Generally States and MPOs consider public involvement a success based on: attendance, amount of comments generated, number of letters received, and the number of hits on their website.

Dobbs, Kama. Telephone Interview. Brevard County MPO. 12 Dec. 2000.

Ms. Dobbs indicated that the most successful public involvement tools utilized were their direct mail postcards and the website. A direct mail postcard is sent to all people on the newsletter mailing list when the issue or information is general. During corridor studies, direct mail postcards are sent all property owners plus residents within the effected area. The postcards indicate the time, date, etc. of each meeting. The website is increasing in popularity as more people indicated that they are getting information regarding meeting times and project status off the internet site. While these tools have not been evaluated formally, there is a general perception that they are getting people to come to the meetings as well as calling to ask for more information. Environmental Justice groups are generally reached based on a corridor-by-corridor basis (i.e. when a corridor study is conducted). In addition, they have found that educating the ministers and leaders of the minority churches is a successful way to reach the minority populations. The MPO recently adopted an evaluation handbook to formally evaluate their public involvement plan.

Dover, Judy. Telephone Interview. Atlanta Regional Commission. 3 Jan. 2001.

Ms. Dover indicated that the most successful public involvement tool was the one-on-one meetings held between staff members and interested individuals or small groups. The Commission receives calls frequently requesting such meetings. There are several reasons for why the Commission is largely recognized by the public: recently the local newspaper has featured several articles on the Commission; they actively seek meeting with civic groups (Kiwanis Clubs, Housing Authority, Homeowners associations); keep up to date contact information on all individuals who call requesting information in order to keep them up to date on current activities; informational website; use community leaders to pass information along; have many endeavors, particularly involving refugee population, aging community and the jobless community therefore their name is familiar; recently underwent a very large community visioning effort which engaged the public; and the local newspaper features a section known as the Horizon every Monday that is dedicated to various planning endeavors. They are currently implementing evaluation measures, both quantitative and qualitative to track the success of their public involvement efforts.

<u>Environmental Justice, Public Involvement Tools</u>. Federal Highway Administration. 2 Jan. 2001 <http://www.fhwa.dot.gov/// environment// ejustice/lib/lib_pubinvtools.htm>

Lists a variety of possible public involvement techniques including their pros and cons by level of participation: passive public information, active public information, small group public input, large group public input, small group problem solving and large group problem solving.

Everett, Linda. Telephone Interview. Pinellas County MPO. 18 Dec. 2000.

Ms. Everett indicated that the most successful tools are the public involvement surveys currently being conducted and the public contact at the events and community requested meetings. Ms. Everett feels that the survey is successful because it will allow the MPO to measure the progress of their public involvement effort. However, as of December 2000, only about 40 surveys have been completed (surveys distributed through direct mailings and have been available on the

internet since June). The community requested meetings are successful because they give the residents the opportunity to speak and get answers to their specific questions.

Federal Highway Administration & Federal Transit Administration. Public Involvement Techniques for Transportation Decision-Making. U.S. Department of Transportation, 1996.

A guide for developing an effective public involvement program based on five basic principles. The guide identifies possible stakeholders who should be included in the process, communication methods, types of meetings and special techniques to enhance participation such as special events and non-traditional meeting places (i.e. mall, fairs, sporting events). The guide also includes techniques to increase participation among the underserved populations such as:

- meeting with community organization and their leaders;
- presenting information at existing community group meetings;
- communicating with religious organizations;
- providing information in appropriate languages;
- understanding the cultural differences and traditions;
- providing financial incentives;
- providing free daycare and transportation to meetings; and
- holding smaller meetings.

American Indian Tribal governments are considered domestic sovereign nations that require a direct and special relationship with the federal government. Expert guidance, such as members of the Governor's Interstate Indian Council, should be sought in developing relationships with tribal governments.

FHWA/FTA Questions and Answers on Public Involvement in Transportation. Federal Highway Administration. 2 Jan. 2001 <http://www.fhwa.dot.gov/// environment/pub_inv/q3.htm>

The FHWA website lists several indicators of an effective public involvement process including: meetings that are well attended, news coverage, projects which reflect an understanding and consideration of public input and public forums with a broad representation of diverse interests and plans.

FHWA/FTA Questions and Answers on Public Involvement in Transportation. Federal Highway Administration. 11 Jan. 2001 <http://www.fhwa.dot.gov/// environment/pub_inv/q11.htm>

Active involvement of Tribal Governments in transportation planning is necessary. Because Tribal Governments should not be treated as other minority groups but treated as independent government bodies. MPOs should work proactively with the Federal Lands Agencies and Indian Tribal Governments to gain an understanding of procedures regarding the development of each agency's Transportation Improvement Programs.

Florida Department of Transportation, Office of Policy Planning. Public Involvement Toolkit. Tallahassee, FL: Florida Department of Transportation, 1998.

Public involvement toolkit containing information on how to: develop a Public Involvement Plan, identify and reach the right people, create effective communication materials, plan and implement effective public meetings, handle public comment and deal effectively with people. The "how to develop a PIP" includes a list of questions that should be asked periodically to evaluate the effectiveness of the public involvement activities:

- is the entire project community participation in the public involvement activities;
- is there continuity among participants, are the appropriate communications techniques being employed;
- are the comments received from the community relevant to the project and are they realistic; and
- are there significant unresolved issues on the project.

An effective meeting is defined as one in which the purpose is achieved. Survey/evaluation forms, project team opinions/impressions and participation level (number of attendees, number of surveys/comment cards collected, number of community groups represented and adequacy of comments received) are all methods to evaluate public meetings. A list of evaluation questions to determine whether or not the right people were reached is also included:

- do the participant participate;
- do the participants have an interest in the public involvement process;
- do the participants effectively represent their organization;
- are the participants "stakeholders"; and
- are all the affected parties represent.

The Toolkit also provides sample forms such as evaluation and comment forms, meeting checklists and comment logs.

Fuentes, Al. Telephone Interview. Southern California Association of Governments. 12 Dec. 2000.

While it is hard to judge what tools will be successful, in the past, workshops have been well attended and produced good dialogue between staff and citizens. To continue to improve citizen input, the Southern California Association of Governments (SCAGs) intends to schedule presentations with existing organizations in addition to having their own public involvement events and meetings. All public outreach done by SCAGs is related to policy planning; operating agencies conduct project related outreach.

The IAP2 Public Participation Spectrum. The International Association for Public Participation. 2 Jan. 2001 <http://www.pin.org/spectrum.pdf>

A matrix listing various levels of public involvement (from informing the public to empowering the public), objectives under each level of public involvement and examples of tools to reach that level of public involvement.

<u>The IAP2 Public Participation Toolbox</u>. The International Association for Public Participation. 2 Jan. 2001 <http://www.pin.org/toolbox.pdf>

Matrix listing examples of tools and techniques and their pros and cons for the following public participation techniques: passive public information, active public information, small group public input, large group public input, small group problem solving and large group problem solving.

Malaby, Elizabeth. Telephone Interview. Hillsborough County Metropolitan Planning Organization. 14 Dec. 2000

Hillsborough County developed a fold out map depicting the projects on the LRTP which has been used extensively and provides a summary of information that an average person can understand. In addition, the Hillsborough County website is very interactive and offers a variety of information. As part of their latest certification review, they were told to cultivate the use of their website and encourage other websites to have a link to the Hillsborough County MPO website. Hillsborough County performs an annual evaluation of their general public involvement program. In addition, they distribute comment cards for any contact with the public to evaluate the quality of information/assistance received. The majority of public involvement programs are project specific; during these meetings the MPO takes the time to state who and what they are. The Hillsborough MPO is currently making changes to their public involvement plans, specifically to their LRTP public involvement in which they intend to conduct a statistical survey and introduce a visual preference survey.

<u>MPO Best Practice Central 1 Page: BPO Successfully manages Unique Cross-Cultural Collaboration in Regional Planning Efforts.</u> Association of Metropolitan Planning Organizations. 1 Jan. 2001 <http://www.ampo.org/programs/ best _ practices/ state_bp/~mid.html.>

A large portion of the Bannock Planning Organization Southeast Idaho Council of Governments (BPO) boundary includes Fort Hall Indian Reservation land presenting a unique cross-cultural challenge. BPO staff took steps to incorporate the region's Shoshone Bannock Indian tribes in the long range transportation planning process and established a Program for Community Problem Solving (PCPS) as a forum for cross-cultural education and cooperative skills development. The PCPS included a cross-cultural workshop, a training session on collaborative planning and preliminary negotiation sessions.

Morris, Cathy. Electronic Interview. North Central Texas Council of Governments. 15 Dec. 2000.

Recently hosted a series of listening sessions that were successful. The targeted areas were heavily advertised in the papers. The meetings that were well attended were in areas that had an active city public information officer that was able to disseminate the information to the public about the meeting. Ms. Morris also finds that contacting city staff and chambers to post flyers about upcoming meetings is a successful way to disseminate information. Currently they do not have any formal measurement tool to evaluate the success of their public involvement efforts (the only indicator is the attendance at meetings). Ms. Morris would like to make additional literature (newsletters, brochures) available to the public.

Rudge, Dan. Telephone Interview. Richmond Area Metropolitan Planning Organization. 12 Dec. 2000.

In addition to the legal requirements for public notice, the Richmond Area MPO placed two quarter page advertisements for the LRTP (one targeted to the minority community). The large advertisements permitted more explanation than legal advertisements alone. The quarter page advertisements contributed to a "ripple effect": the local talk radio station saw the advertisement and used the topic (LRTP update) as a question in their afternoon drive time slot allowing people to express their opinions on the LRTP. Based on the radio coverage, the local news station did a morning remote program during three morning timeslots on the LRTP. In addition to the newspaper ads, a survey was conducted for the LRTP. Surveys were available on the website and information on how to request a survey was included in the newspaper ads. They were also sent out to over 200 social service agencies primarily serving low income and minority populations. The surveys sent to the social service agencies were successful (50% return rate) in that they provided information regarding the needs of the low income and minority populations. In response to their certification review, the MPO now targets the underserved populations (particularly minority communities) by providing information to all the churches and requesting they include the information in their bulletins. The minority churches have responded favorably. The MPO works closely with the Chamber of Commerce, which holds an annual meeting to determine the top ten priority issues. Once the top ten issues have been determined by the citizens and meeting attendees, the Chambers holds individual meetings to gain more feedback on the issues.

Swanson, John. Telephone Interview. Metropolitan Washington Council of Governments. 18 Dec. 2000.

An evaluation of their public involvement effort was conducted in 1998 that focused primarily on the composition and effectiveness of their Citizens Advisory Council. At the conclusion of the study, the CAC was restructured and their PIP was revised to include specific goals. Mr. Swanson believes the role of the MPO should be to act as a clearinghouse to connect citizens with the correct decision makers (due to the large geographical coverage, D.C., Maryland and Virginia, many of the decisions are made in the local arenas without public involvement). A copy of the MPOs evaluation measures was requested however they no longer have any available copies for the public.

Suanders, Tim. Electronic Survey. Durham-Chapel Hill- Carrboro Metropolitan Planning Organization. 18 Dec. 2000.

The MPO does not have a specific evaluation procedure in place. Mr. Suanders feels that the mailing to the groups and individuals collected over the years and newspaper ads are the most successful tools based on the number of attendees and comments/responses received.

Transportation Research Board, Committee on Public Involvement in Transportation. <u>Assessing the Effectiveness of Project-Based Public Involvement Processes: A Self-Assessment Tool for Practitioners Draft</u>. Transportation Research Board, 1999.

The TRB guide provides fourteen (14) indicators of a successful public involvement program. Each indicator has two or more metrics, or measures, and a point scale ranging from one (1) to five (5). The indicators expand beyond the typical indicators of success (i.e. the number of

meeting attendees, the number of comments received, etc.) and include the accessibility and opportunities available to the public participation process, the integration of concerns into the decision making process, the availability and clarity of information provided, level of mutual learning and respect as well as the cost associated with the process (indirect cost of time and opportunity costs). While specific measures and scales are provided for each indicator, the measure themselves are subjective.

Tribal Consultation and Cultural Resources Assessment. Arizona Department of Transportation. 11 Jan. 2001 <http://www.fhwa.dot.gov/environment/ejustice/case/az.pdf>

Case study documenting the outreach efforts between transportation officials and Native American Tribes. Because Tribes are sovereign governments, interactions between transportation officials and Tribal Governments should be structured as an agency to agency relationship. Tribal Governments should be formally invited to participate in planning activities and all correspondence should be documented. Tribal Governments should receive regular contact and update information creating opportunities to enhance the awareness of tribal concerns and customs by transportation agencies.

Email Survey

Miami-Dade MPO is investigating successful ways other MPOs evaluate their public involvement efforts and would like your help. This investigation is in response to comments received from FHWA and FTA during certification. You are asked to assist the Miami-Dade MPO in the development of performance measures by answering the following questions:

1. What public involvement strategies do you have that are successful?

2. Why do you think those strategies in particular are successful?

3. Do you have specific evaluation criteria in place to measure the success of your public involvement efforts?

Certain MPOs have been contacted by telephone to complete a more lengthy survey, a copy of which is attached. You are invited to complete the survey and include your responses in an email to:

Please respond to the above questions or the survey by December 31, 2000. Your participation is appreciated.

Miami-Dade Public Involvement Effectiveness Evaluation Program Analysis

MPO Interview Form

MPO Name: _____
MPO Location: _____
Date of Interview: _____
Interviewee name: _____

Introduction:
I'm with Gannett Fleming and we are working with Miami-Dade MPO investigating successful ways other MPOs get the public involved. We know all MPOs are charged with public involvement and we would like to find out about the type of tools your MPO uses to reach the public and which tools you think are successful.

1. MPOs use a variety of tools to inform and engage the public. Could you identify if you use any of these approaches? **Utilized (Y/N)**

    - Web page (ask for address)
    - Brochures
    - Advertisements in the newspaper that are in addition to the required notices. (for example – ads in alternative papers that target an audience)?
    - Publications in the newspaper (inserts?) in addition to the required advertisements for meetings.
    - Newsletters
    - Educational programs with school system (such as career day)
    - Do you use the Public T.V. (cable) to televise any of your meetings?
    - Focus groups/surveys
    - Interactive displays – in the mall, at transit stations?

2. What other techniques do you use that I did not mention? (i.e. Speakers Bureau- to talk before business or citizens groups, etc)
   *

3. What do you believe to be your most successful tools?
   Which do you think are the most successful- If you had to choose two or three?
   *

4. Why do you think those tools are the most successful?
   *

   When you say they are successful, what are you using to make that judgment? Do you have any specific indicators to measure the successfulness of those Public Involvement tools? Things like the number of hits to your web page? If so, how? (i.e. web page by the number of visitors; meeting by the number of attendees)
   *

   If you don't measure the success quantitatively, what qualitative indicators make you identify those particular tools as successful?

5. Who are you trying to reach with these public involvement tools (in general there are three different focus groups- agencies, businesses, general public)? Are these techniques all targeted to the same group? Or do you use different approaches to reach the different audiences, like presentations to businesses?
   *

   Do you meet with or include any other agencies such as the technical advisory committee? Do you meet with/coordinate with agencies other than in the tech committee forum?

   Do you consider economic development/business concerns?
   *

6. In addition to the public involvement required for a project, do you also perform more general informational activities?
   (The Miami MPO has public involvement efforts that are targeted to specific projects, like the development of the LRTP or Bicycle Pedestrian Plans. They also perform general "marketing" activities where they provide an insert in the newspaper once a year that describes who they are, what projects are current or exciting over the last year).

7. For the public involvement projects that you do to support a specific project, is there coordination of Public Involvement efforts between individual projects? How? (Do the different project managers involved in public involvement efforts ever talk to each other? Formally or informally?)

*

8. Does your MPO have a budget for their Public Involvement efforts in the Unified Plan Work Program or is it part of the budget for individual projects?
   *

9. Does your MPO do all Public Involvement efforts in house or do you receive assistance outside the department (do you use a consultant? Use other departments in your organization, etc)? What kind of assistance do you receive?
   *

10. Finally, you've said that ___ are your most successful tools. Are you satisfied with your public involvement efforts?
    *

    Do you think your techniques reach your target audience?
    *

    Are there any changes you would make or like to see included in your program?
    *

11. Do you publish a PIP? Can we get a copy?
    *

    Do you have a web page? If so, what is the address? How often is it updated?
    *

Supplemental Citizen Advisory Questions:

We assume you have citizens advisory committee- what is it called?

When does it meet? On a regular basis or just when there is a "need" for public input on a specific issue?

Do you use them for specific project review/input? Do you also use your CAC to educate about issues, provide general information about the MPO?

Appendix B

Appendix B. Community Impact Assessment Methodology

Charlotte County-Punta Gorda
Methodology for Identification of Transportation Planning Stakeholders
Developed for the Community Impact Assessment and Environmental Analysis
Long Range Transportation Plan 2000

To facilitate Community Impact Assessment for the long-range transportation plan, the Charlotte County-Punta Gorda MPO conducted a Community Impact Assessment (CIA) study. Community Impact Assessment (CIA) is a suite of methodologies used to determine transportation priorities and concerns, focusing on the neighborhood or community level. Methodologies to increase stakeholder participation include: standard public participation techniques, neighborhood level investigations and technical methods such as GIS analysis.

The foundation for CIA is the concept of environmental justice, recognizing that transportation improvements can adversely affect communities and neighborhoods that are underrepresented in the transportation planning process. Charlotte County defined its CIA process as community based public participation process that was primarily grounded in neighborhood participation. Charlotte County defined "community" from three perspectives:

- Demographic community;
- Organization community (church or service club); or
- Geographic community (neighborhood).

Charlotte County implemented the following approach to identify transportation planning stakeholders.

<u>Identification of Underserved/Underrepresented Stakeholders</u>
The MPO used two surrogates for the identification of individuals that are traditionally underserved/underrepresented in transportation planning: the location of low-income neighborhoods and the home addresses of transportation disadvantaged clients. First, 1990 Census data was used to identify minority and low-income neighborhoods. To identify other potential low-income neighborhoods, the MPO used the Property Appraiser's Assessment data to map the value of single-family homes in Charlotte County. Locations with a concentration of single-family home where the housing structures values were less than $25,000 were mapped and local knowledge was used to establish the corresponding neighborhood boundary. An additional analysis of the distribution of Transportation Disadvantaged clients by address was performed to identify low-income neighborhoods. The additional analysis did not identify additional neighborhoods over those located using PA data and the 1990 Census.

Contacts for neighborhoods identified in this analysis were identified from several sources:

- An individual within one of the identified areas that previously requested information;
- CRA within one of the identified areas;
- Conclusion from previous public involvement efforts within one of the defined areas;
- Community League within one of the defined areas;

- Englewood Area Planning Advisory Board whose jurisdiction included one of the defined areas;
- Neighborhood association within one of the defined areas.

Community Contact

The MPO prepared its community outreach program more than a year prior to the date participation was initiated for the identified project (LRTP Update). The MPO obtained the most recent mailing lists of civic associations and organizations from the County Community Development Department and the Chamber of Commerce. Letters were sent to the mailing list providing information about the MPO in general and identifying that the MPO Director was available to speak at scheduled meetings. The mailing included a request for identification of neighborhood boundaries on an enclosed map. Several organizations requested the MPO make a presentation at their meeting. At the conclusion of each meeting, a meeting summary was prepared identifying the association name and contact information, meeting date, the number present, priorities raised at the meeting, and actions to be taken as a result of the priorities. The neighborhood boundary was verified at each meeting. Civic associations and organizations were identified based on the following three classifications.

Geographic Communities:

Neighborhood boundaries were transferred to a geographic information system file. Sources for neighborhood identification included the Community Development Department, Sheriff's Office (neighborhood watch groups), a staff individual who managed civic association lists and maps for West County and the results of the community outreach program (above). Sub-areas based on the county's comprehensive planning and concurrency programs were also mapped. Other geographic boundaries were identified: Commission Districts, Election Precincts, and Municipal Service Benefit Units. Identification of geographic communities varied from sub-areas of the County to identification of individual neighborhoods. For transportation planning purposes, the MPO concluded that the neighborhood, as represented by neighborhood associations, is the best definition of geographic communities (neighborhood associations include civic organizations, home owners associations and community leagues).

In order to effectively obtain participation from residents within the identified neighborhoods, the Charlotte County MPO identified active neighborhood association(s) or church group(s) within the identified neighborhoods. Large populated areas that were not represented by a neighborhood organization were identified. Smaller condominium associations were coded in these larger areas.

Demographic Communities:

Demographic communities were defined as groups that share common characteristics or interests. Examples include the elderly, disabled, business groups, cycling groups, etc. Each was targeted for involvement in the LRTP for their various expertise/interest. Those active organizations that were easily identified were asked to participate (all organizations contacted were already active in the LRTP process except the Zoomers Club): Our Charlotte Elder Affairs Network (OCEAN), Visually Impaired Persons (VIP), Council of the Blind, Charlotte County Chamber of Commerce, Englewood area Chamber of Commerce and the Zoomers Club.

Organizational Communities:

Organizational Communities are based on common beliefs/experiences rather than on a geographical boundary. Organizational Communities included churches and social clubs.

Churches were found to be particularly useful for reaching minority populations. The yellow pages were used to identify churches and addresses were used to map the distribution of churches within the County. Churches were mapped and treated as neighborhood association with regards to notices.

Appendix C

Appendix C. Public Involvement Tools

Public Hearings

Formal meetings that gather community comments and positions from all interested parties for public record and input into the decisions. Hearings are required by the Federal government for most transportation projects and require public notices in a general circulation newspaper that cite the time, date and place of a hearing.

Open Houses

An informal setting in which people receive information regarding a project or plan. No formal agenda, discussion or presentations take place however information is provided in the form of displays and exhibits with the opportunity to talk one-on-one with MPO staff.

Project Workshops/Meetings

Relatively small, task-oriented meeting usually organized around a particular plan or project. Workshops usually last three to four hours and follow a specific agenda.

Focus Groups

Focus groups are small group discussions lead by a professional to gauge public opinion on a specific topic. Participants are carefully selected, either randomly to assure representation of the entire study population or non-randomly to elicit a particular position or point of view.

Vision Planning Process

Visioning sessions usually consist of a series of meeting that are focused on long-term issues resulting the creation of goal statements. Visioning sessions results in long range plans with strategies to achieve the defined goals as well as establishing priorities and performance standards.

Interviews with Key Stakeholders/People

A one-on-one interview with an individual that is recognized or designated a community leader to discuss a specific topic or issue. The main goal is to elicit the interviewee's reactions and suggestions and to lean about the person's views and constituency.

Virtual/Electronic Town Meetings

Meetings, presentations or panel discussions that are held in a central location with an audience while a TV crew records and broadcasts the proceedings over local cable. In many cases, the home viewers are able to phone in questions for discussions leaders to answer, similar to a talk radio program. Interactive television allows for a larger number of people to participate because they are able to do so directly from their homes.

MPO and Project Specific WebSites

Websites provided on-line information accessible twenty-four hours a day. Websites have the ability to provide a wide range of information including general information on the MPO, project specific information, calendar of events, links to specific documents and plans, etcetera. They also allow people to post their opinions and comments regarding specific projects and plans.

Telephone Hotline

Used to obtain and receive information from the public. Hotlines typically have a staff person or a recording to answer questions regarding a specific project or program. Hotlines also provide a way to receive feedback from the public.

Project/Plan Mailing Lists or Master Database

Database containing the name, address, phone numbers, etcetera of interested people allowing the MPO to keep them informed of future meetings, plans, programs and/or project. The database can also identify the "key interests" of listed individuals to help identify or target various groups as necessary. The database should be updated and expanded on a regular basis and attendees at MPO or community meetings should always be invited to be place on the mailing list.

Public Information Materials

Public information materials are materials that provide information about a transportation project or plan that is currently underway or in the planning stage. Public information materials summarize large amounts of information in a simple straightforward manner thereby communicating information quickly. Materials can be geared to specific target groups or intended to reach a mass audience. Examples include:

Fliers	Fact Sheets	Public TV Message Board Scripts
Posters	Billboards	Display Advertisements- Newspaper
Brochures	Press Releases	Public Service Announcements
Newsletters	Display Boards	Project Specific Newsletters
Newspaper Articles/Inserts		Announcements (paper, video, radio)

Conferences/Retreat

Used to focus the attention of the participants on a specific subject or objective, conferences and retreats can be used to educate elected officials and their staff about complex transportation planning issues and trends. Conferences and retreats build relationships that can be important to the success of controversial or complex projects.

Briefings

Individual briefings for elected officials and/or their staff, agency leaders and other individuals that influence transportation planning decisions are effective when the issues are complex or time is limited.

Speaker's Bureau

The availability of skilled speakers to attend meetings of public and private organizations increases the general awareness of current and future transportation issues. Advertising the resource represented by a Speaker's Bureau to organizations that influence transportation decisions or have identified an interest in transportation planning will maximize its use. The creation of standard presentations on current or upcoming transportation issues reduces the burden on individual speakers.

Surveys

A tool for gauging the opinions of the public that would not be otherwise reached through public involvement activities or to gauge the effectiveness of public involvement activities, surveys are a significant investment in time and resources to develop, administer and interpret the results. Surveys should be employed only when other methods have proved unsuccessful.

Transportation Fairs

The assembly of information about all aspects of transportation services, from planning to transit service, introduces participants that are interested in one aspect of the represented services to other aspects of the services. The "one-stop shopping" approach maximizes the time contributed by the participants and can provide for cost savings to the represented service providers. Transportation Fairs should be well advertised and the location and time evaluated as to convenience to the targeted audience.

Appendix D

Miami-Dade Metropolitan Planning Organization
Public Involvement Development
Required Work Program

☐ TIP _____ Date PIP Prepared: _____

☐ UPWP _____ Prepared by: _____

☐ LRTP _____

Goal: Public Involvement Program is Proactive

A.	**Identify Project Stakeholders**	**Prior Participation (Y/N)**
	Citizens Technical Advisory Committee	Yes

Goal: Complete Information is Available to the Public

A. Distribute information at each project milestone in written, oral and electronic format.
B. Make Information available in alternative formats within 5 days of a request.
C. Make information available in English and Spanish.
D. Prepare a comment card for distribution at project meetings/ where information is available to identify project understanding.

Goal: Information is Made Available in a Timely Manner

A.

	Identify Project Milestones	**Date**
1		
2		
3		
4		
5	MPO Action	

B. Identify date 30 days prior to milestone at which time information will be available to all stakeholders.

	Project Milestones	**Public Involvement Tools Utilized**
1		
2		
3		
4		
5		

C. Identify stakeholders that are targeted by each tool.

	Public Involvement Tools Utilized	Stakeholders
1		
2		
3		
4		
5		

Goal: The Public has Full Access to Key Decisions

A. Identify location within each of the Six Planning Districts where meetings will be held.

	Location	Date
1		
2		
3		
4		
5		
6		

B. Record meeting attendance.

C. Prepare and collect comment card at each meeting that identifies stakeholder association. Survey all calls received to identify stakeholder association.

D. Record percent of meeting participants that provide oral or written comments at the end of each meeting. Record number of phone calls received.

Goal: Involvement Commences Early and is Continuing.

A. Identify the number of project milestones at which information is to be provided. Describe the information to be provided.

	Milestone	Type of Information
1		
2		
3		
4		
5		

B. Maintain a list of participants/meeting attendees and identify continuing attendance.

Miami-Dade Metropolitan Planning Organization
Public Involvement Development
Special Projects/Programs

Project Name: _____ Date PIP Prepared: _____

Project Boundaries: _____ Prepared by: _____

Brief Description: _____

Goal: Public Involvement Program is Proactive

A. **Identify Project Stakeholders** — **Prior Participation (Y/N)**

All Residents within Project Boundaries _____ _____

Community Groups within Project Boundaries:

_____ _____

_____ _____

_____ _____

Business/Economic Development Groups within Project Boundaries:

_____ _____

_____ _____

Goal: Complete Information is Available to the Public

A. Distribute information at each project milestone in written, oral and electronic format.
B. Make Information available in alternative formats within 5 days of a request.
C. Make information available in English and Spanish.
D. Prepare a comment card for distribution at project meetings/ where information is available to identify project understanding.

Goal: Information is Made Available in a Timely Manner

A. **Identify Project Milestones** — **Date**

1 _____ _____
2 _____ _____
3 _____ _____
4 _____ _____
5 MPO Action _____ _____

B. Identify date 30 days prior to milestone at which time information will be available to all stakeholders.

Project Milestones — **Public Involvement Tools Utilized**

1 _____ _____
2 _____ _____
3 _____ _____
4 _____ _____
5 _____ _____

C. Identify stakeholders that are targeted by each tool.

	Public Involvement Tools Utilized	Stakeholders
1		
2		
3		
4		
5		

Goal: The Public has Full Access to Key Decisions

A. Identify location within study boundaries where meetings will be held.

	Location	Date
1		
2		
3		

B. Record meeting attendance.

C. Prepare and collect comment card at each meeting that identifies stakeholder association. Survey all calls received to identify stakeholder association.

D. Record percent of meeting participants that provide oral or written comments at the end of each meeting. Record number of phone calls received.

Goal: Involvement Commences Early and is Continuing.

A. Identify the number of project milestones at which information is to be provided. Describe the information to be provided.

	Milestone	Type of Information
1		
2		
3		
4		
5		

B. Maintain a list of participants/meeting attendees and identify continuing attendance.

Appendix E

Miami-Dade Metropolitan Planning Organization
Public Involvement Evaluation Form
Evaluation of Program

Evaluation of: _____

Project Description: _____

Goal	Target	Actual	Improve (Y/N)
Public Involvement Program is Proactive	All stakeholder groups/individuals previously involved were individually contacted.		
	Special Projects: Residents/ businesses within the study area are contacted individually or through existing community associations.		
Complete Information is Available to the Public	Information is distributed in written, oral & electronic format.		
	Information is available in alternative formats (Braille, large print, on-tape) within 5 days of request.		
	Information is provided in English and Spanish.		
	50 percent of project participants/ stakeholder groups exhibit increased understanding.		

Public Involvement Evaluation Form

Evaluation of Program

Goal	Target	Actual	Improve (Y/N)
Information is Made Available in a Timely Manner	Recommendation for final action is provided at least 30 days prior to MPO action.		
The Public has Full Access to Key Decisions	Mandated projects: a minimum of one meeting is held in each of the 6 Planning Districts.		
	Special projects: Meetings at project milestones are held within the study area boundary.		
	Mandated projects: individual meeting/workshops attendance exceeds 20.		
	Special Projects: Total meeting attendance is 3 to 5% of the study area population.		
	50% of project stakeholder groups represented through course of project.		
	25% of meeting participants provide comment.		
	10% of questionnaires/ surveys sent returned.		
Early and Continuing Involvement	Information is provided at all project milestones.		
	25% of participants attend all scheduled meetings/ workshops.		

Miami-Dade Metropolitan Planning Organization
Public Involvement Evaluation Form
Evaluation of Tools

Evaluation of: _____

Project Description: _____

Public Involvement Tools Employed:

_____ _____ _____

_____ _____ _____

_____ _____ _____

_____ _____ _____

Tool	Target	Actual	Improve (Y/N)
MPO Master Database	Max 2% return rate per mailing		
	Quarterly Update		
MPO Website	50 hits per month: increase by 10% per year.		
	25 comments/requests per month		
MPO Newsletter	Max 2% return rate per mailing		
Project Specific Newsletter	Min 25% of attendees/ respondents received newsletter		
Project Specific Website	30 hits per month. Increase of 20% per month.		
	10 comments/requests per month		
Telephone Hotline	25 calls per month		

Miami-Dade Metropolitan Planning Organization
Public Involvement Evaluation Form

Tool	Target	Actual	Improve (Y/N)
Posters/Flyers/Brochures	25% of survey respondents/ meeting participants indicate receiving information from each tool utilized.		
Display Advertisements (newspaper)			
Newspaper Inserts			
Press Releases			
Public TV Message Board Scripts			
Fact Sheets			
Public Service Announcements			
Billboards			
Focus Groups	90% of participants provide comment.		
Open Houses	3-5% of affected pop in attendance. NA to Countywide projects.		
Project Meetings/Workshops	3-5% of affected pop in attendance. NA to Countywide projects.		
Interviews with Key Stakeholders	NA. Targeted or requested interviews.		
Virtual Town Meetings	20 e-mails/call-ins per meeting.		
Vision Planning Process	5% of affected population in attendance.		
	50% of stakeholder groups represented.		

Appendix F

Project:

Meeting Location:

Date:

Name	Address	Zip Code	Phone #	How did you hear about this meeting?	Would you like to be added to our mailing list?

Project: _____ **Meeting Location:** _____
Date: _____

Thank you for your participation in today's meeting. In order to continually improve our public involvement efforts, please take a few minutes to provide us your input on how we are doing and how we can improve.

Do you represent any community organization/group? ☐ Yes ☐ No

If yes, what is the name your organization/group? _____

Is your group interested in transportation planning issues? ☐ Yes ☐ No

May we contact you or your organization to provide additional information? ☐ Yes ☐ No

Contact information _____

_____

Did tonight's meeting increase your understanding/awareness of the project? ☐ Yes ☐ No

Were you able to understand the materials distributed at the meeting? ☐ Yes ☐ No

Was the meeting time and location convenient? ☐ Yes ☐ No
If no, when and where would you suggest future meetings be held? _____

_____

Was there a sufficient amount of time to have your questions answered? ☐ Yes ☐ No

Would you find it useful to have information regarding the project on the internet? ☐ Yes ☐ No

Any other comments/suggestions to improve our public involvement efforts:

_____

_____

Project: _____ **Meeting Location:** _____
Date: _____

Thank you for your participation in today's meeting. In order to continually improve our public involvement efforts, please take a few minutes to provide us your input on how we are doing and how we can improve.

Do you represent any community organization/group? ☐ Yes ☐ No

If yes, what is the name your organization/group? _____

Is your group interested in transportation planning issues? ☐ Yes ☐ No

May we contact you or your organization to provide additional information? ☐ Yes ☐ No

Contact information _____

_____

Did tonight's meeting increase your understanding/awareness of the project? ☐ Yes ☐ No

Were you able to understand the materials distributed at the meeting? ☐ Yes ☐ No

Was the meeting time and location convenient? ☐ Yes ☐ No
If no, when and where would you suggest future meetings be held? _____

_____

Was there a sufficient amount of time to have your questions answered? ☐ Yes ☐ No

Would you find it useful to have information regarding the project on the internet? ☐ Yes ☐ No

Any other comments/suggestions to improve our public involvement efforts:

_____

_____