Measuring Public Participation Methods

CS Amy Martin Transportation Planner Valdosta-Lowndes MPO



Renefits of Public Participation

Reasuring Public Participation Methods

R Lessons Learned

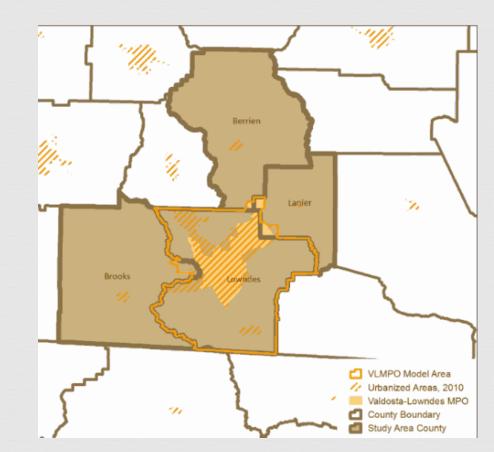
Rext Steps

Valdosta-Lowndes MPO Area

Lowndes County and portions of Berrien, Brooks, and Lanier Counties

R Population of approximately 158,000

R Includes 4 cities and one town



Public Participation

A process that allows for the integration of views, concerns, and issues of the public into the decisionmaking process

Rederally required in transportation planning among other planning areas

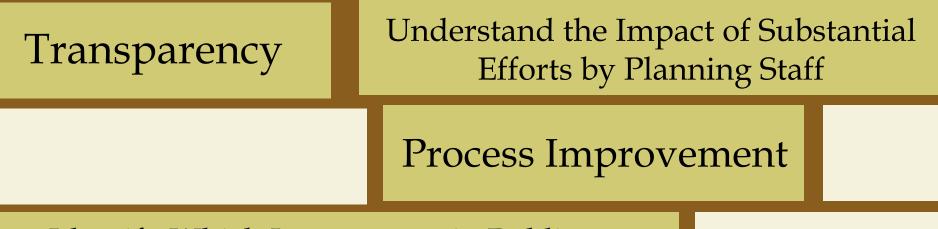
Public Participation Benefits

- Ability to build community support for a project and to improve stakeholder relationships



○ Often does not include measuring requirements or provide methods to measure an agencies public participation efforts.

Why Measure Public Participation Methods?



Identify Which Investments in Public Engagement Produce the Best Results

Accountability

What Did We Implement Along with the Public Participation Measures

₩ What participation goals are we accomplishing with each method

Reasures - for Quantitative and Qualitative Measures

Quantitative + Qualitative

Measures

Quantitative Measures

Can be Implemented from Staff Observation

Number of Participants Were our engagement methods <u>cost</u> <u>effective</u>?

Qualitative Measures

Were Community Members <u>Educated</u> by the Process?

Were Activities <u>Accessible</u> to Participants?

Were Stakeholder <u>Relationships</u> formed or Strengthened?

Impact of Comments on the Project/Plan?

Participation Plan Guidelines and Checklist

Appendix F: VLMPO Meeting and Event Notice Guidelines VLMPO Meeting and Event Guidelines

Staff Review Sheet Outlining Requirements of the Participation Plan

Event	Timeline	Who/Where					
Policy, Technical, & Citizen's Meeting Notification (Meeting Agenda and/or Notice)	2 Weeks Prior to Meeting	Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List					
Special Called Meeting (Agenda)	24 Hours Prior to Meeting	Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List					
Public Meeting or Open House (Notice)	2 Weeks Prior to Meeting	Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List					
Request for Accessibility Aids	Must Be Received At Least 1 Week Prior to Meeting or Event						
Public Review Period (TP, TIP and Other documents)	At Least 30 Days	Committees, Social Media, Traditional Media, VDT Legal Notice, SGRC Office, Agenda Mailing List, Local Gov't & Libraries					
Public Review Period (PP)	At Least 45 Days (In Accordance with Federal Law) *Any changes and/or amendments after adoption require an additional 45 day public review period.	Committees, Social Media, Traditional Media, VDT Legal Notice, SGRC Office, Agenda Mailing List					
Legal Notice to Newspapers	At Least 2 Weeks Prior to Requested Publishing Date, and at least 2 weeks prior to meeting/event	Public Review Periods Required (Public Meeting or Open House may substitute commercial advertising)					

Appendix G: VLMPO Participation Plan Checklist

VLMPO Participation Plan Checklist Staff Checklist Used to Plan Public Review Periods and Outreach Efforts

Project:

Policy Committee Adoption Date:

Partner Review Period: to Public Review Period:

to

Participation Plan Strategy/Tool	Method Used (Yes/No)	Deadline Date(s)
SGRC Transportation Website		
Project Specific Websites		
MPO Mailing List		
Resource Agency Mailing List		
Committee Agenda Mailing List		
MPO Committee Mailing List		
Targeted Direct Mailings		
Commercial Advertisement		
Legal Notice		
Social Media Posting		
Newsletter Articles		
Press Release		
Metro 17 Message Board		
Small/Focus Group Meetings		
Civic Group Presentations		
Public Meetings/Open Houses		
Comment Forms		
Survey		
Posters/Flyers		
Visualization Techniques		
Stakeholder Interviews		

Project:	VISION2045 -LF		er Review Period	4/15/2020	to	5/15/2020		Staff Comp	leting Form:	
Policy Committee Adoption Date: Participation Plan Techniques Use		Pub	lic Review Period Plan Goals	: 6/25/2020 Target	to Actual	7/26/2020	1		and Amy	
Used		rticipati	on Pla	n Per	forn	nanc	e Moni	itorin	g Matr	ix (P3M2)
Pro	ject:	VISION2045 -LR		_	_	w Period:	4/15/2020	to	5/15/2020	Staff Completing Form:
Policy Committee Adoption Date:		5-Aug-20	-	Publ	ic Review	w Period:	6/25/2020	to	7/26/2020	Corey and Amy
Participation Plan Techniques	Meth Used		Part	icipation I	Plan Goo	als	Target	Actual	%	Measure
Public & Stakeholder Meetings	_						-			
peaking Engagements (requested)	Yes	7/23/2020	1 <u>X</u> 2 <u>X</u>	3 4	4 5	6	2		0%	# of staff speaking engagements
MPO Public Meetings/Open Houses	Yes	7/23/2020	1 <u>X</u> 2 <u>X</u>	3 4	4 5	6 <u>X</u>	40	·	0%	# of attendees at public meetings
MPO Committee Meetings	Yes	8/5/2020	1 <u>X</u> 2 X	3 <u>x</u> 4	4 5	6 <u>X</u>	6		0%	# of committee meetings held
Other Community Meetings (non-MPO)	-		1 2	3 4	4 5	6	1.		#DIV/0!	# of non-MPO community meetings
Small/Focus Group Meetings	Yes	8/30/2019	1 <u>X</u> 2 X	3 4	4 <u>X</u> 5	6 <u>x</u>	15		0%	# of attendees at meetings
ssue/Project Specific Committee	Yes		1 <u>X</u> 2	3 <u>x</u> 4	4 5	6 <u>x</u>	50	14	28%	# of attendees at all meetings of project committee
Stakeholder Interviews/Meetings	Yes	6/5/2019	1 <u>X</u> 2 <u>X</u>	3 <u>X</u>	4 5	6 <u>x</u>	35	30	86%	# of attendees at meetings
Public Comment Period	Yes		1 <u>X</u> 2 X	3 <u>X</u>	4 5	6 <u>x</u>	5		0%	# of comments addressed/ projects in final document
Social Media Posting Ye	1/28/2019	1 2 2 2 3 2	4 3 <u>x</u> 6 <u>x</u>	70	20	29%	# of new posts abo	out project		
Community & Media Relations		<u> </u>		1		<u> </u>				
egal Notice	Yes	6/11/2020	1 <u>X</u> 2	3 4	1 5	6 <u>X</u>	1	-	0%	# of legal notices published
aid Commercial Advertising	Yes	2/28/2019	1 <u>X</u> 2 <u>X</u>	3 <u>x</u> 4	1 5	6	8	5	63%	# of ads paid for
ress Release	Yes		1 <u>X</u> 2	3 <u>X</u> 4	1 5	6	7	2	29%	# of press releases ran in local newspapers
taff Media Interviews	Yes	- 1	1 <u>X</u> 2	3 <u>x</u> 4	1 5	6	10	1	10%	# of media (TV, radio, print) about project
lewsletter Articles	Yes		1 <u>X</u> 2	3 <u>X</u> 4	1 5	6	6	1	17%	# of newsletter articles about project
Netro 17 Message Board	Yes		1 X 2	3 X 4	1 5	X 6	4	4	100%	# of slides produced about project
Vebsites and Social Media						-1				
GRC Transportation Website Posting	Yes	2/28/2019	1 <u>X</u> 2	3 <u>X</u> 4	4 5	<u>x</u> 6 <u>x</u>	5	5	100%	# of website postings about project
Project Specific Websites	Yes		1 <u>X</u> 2 <u>X</u>			X 6 X	1	1	100%	# of websites created for project lifecycle
ocial Media Posting	Yes		1 <u>X</u> 2 <u>X</u>	Contra la			70	20	29%	# of new posts about project
ocial Media Live/Recorded Video	Yes		1 X 2 X			X 6 X	30	20	0%	# of viewers of video within 10 days after project completion
Affected Parties (EJ, LEP)	1 103							1		
EJ - Qualitative Demographic Surveys Ye	\$ 7/25/2020	1 2 2 2 3 2	4 1 5 2 5 2	10	35	350%	# of qualitative de	mographic surve	eys returned	zip code on survey, continued throughout process
Targeted LEP Outreach Ye	s 8/30/2019	<u>1 x 2 x 3 x</u>	4 <u>x</u> 5 <u>x</u> 6 <u>x</u>	1000		0%	# of persons targe	Open House Meeting with providing access to crowndsource poll in appropr		
Disability Needs (other ADA) Ye	: 7/25/2020	1 <u>x</u> 2 <u>x</u> 3	4 <u>x</u> 3 6 <u>x</u>	13		0%	# of meetings held	t at accessible lo		
Other EJ/LEP Outreach Techniques Ye	5 7/25/2020	1 2 <u>X</u> 3 <u>X</u>	4 <u>x</u> 5 <u>x</u> 6 <u>x</u>	10		0%	Varies depending	on technique us	ed	10 social media posts in spanish

Lessons Learned

Start Small Be Consistent

Proje	ct: FY18-21 TIP				2	Performance Measures																
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Integrate Expectations

Include Equitable and Inclusive Methods

Differentiate Outputs from Outcomes



Track Results Over Time

Always Stay Flexible

