

Measuring Public Participation Methods



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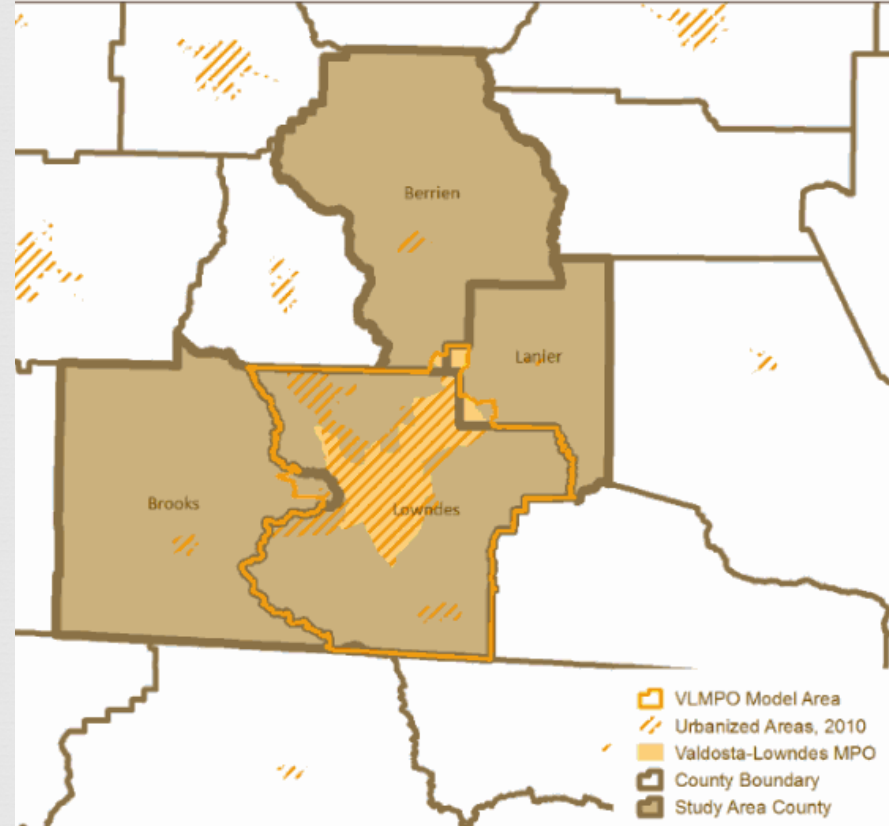
Road Map



- ❧ Valdosta-Lowndes MPO Area Overview
- ❧ Benefits of Public Participation
- ❧ Measuring Public Participation Methods
- ❧ Lessons Learned
- ❧ Next Steps

Valdosta-Lowndes MPO Area

- Lowndes County and portions of Berrien, Brooks, and Lanier Counties
- Population of approximately 158,000
- 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 decision-making process
- ❧ Federally required in transportation planning among other planning areas

Public Participation Benefits



- ❧ Ability to build community support for a project and to improve stakeholder relationships
- ❧ Improved public understanding of the agency's responsibilities
- ❧ Improved staff and community technical knowledge
- ❧ Improved agency credibility within the community
- ❧ Improved quality of decision-making by agencies

BUT.....



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

Why Measure Public Participation Methods?

Transparency

Understand the Impact of Substantial Efforts by Planning Staff

Process Improvement


Identify Which Investments in Public Engagement Produce the Best Results

Accountability

What Did We Implement Along with the Public Participation Measures



- ∞ Content Analysis - analyzed informational press releases, social media posts, website language
- ∞ Integrating expectations into the public participation methods
 - ∞ What participation goals are we accomplishing with each method
- ∞ Included Targets - for Quantitative and Qualitative Measures

Quantitative  Qualitative

Measures

Quantitative Measures

Can be
Implemented
from Staff
Observation

Number of
Participants

Were our
engagement
methods cost
effective?

Qualitative Measures

Were Community Members Educated by the Process?

Were Activities Accessible to Participants?

Were Stakeholder Relationships 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) <i>*Any changes and/or amendments after adoption require an additional 45 day public review period.</i>	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		

Participation Plan Performance Monitoring Matrix (P3M2)										
Project:	VISION2045-LRTP			Partner Review Period:	4/15/2020	to	5/15/2020	Staff Completing Form:		
Policy Committee Adoption Date:	5-Aug-20			Public Review Period:	6/25/2020	to	7/26/2020	Corey and Amy		
Participation Plan Techniques	Method Used?	Deadline Date	Participation Plan Goals			Target	Actual	%	Measure	

Participation Plan Performance Monitoring Matrix (P3M2)

Project:	VISION2045 -LRTP			Partner Review Period:	4/15/2020	to	5/15/2020	Staff Completing Form:		
Policy Committee Adoption Date:	5-Aug-20			Public Review Period:	6/25/2020	to	7/26/2020	Corey and Amy		
Participation Plan Techniques	Method Used?	Deadline Date	Participation Plan Goals			Target	Actual	%	Measure	

Public & Stakeholder Meetings

Speaking Engagements (requested)	Yes	7/23/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	2		0%	# of staff speaking engagements
MPO Public Meetings/Open Houses	Yes	7/23/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	40		0%	# of attendees at public meetings
MPO Committee Meetings	Yes	8/5/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	6		0%	# of committee meetings held
Other Community Meetings (non-MPO)			1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>			#DIV/0!	# of non-MPO community meetings
Small/Focus Group Meetings	Yes	8/30/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	15		0%	# of attendees at meetings
Issue/Project Specific Committee	Yes	1/31/2019	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	50	14	28%	# of attendees at all meetings of project committee
Stakeholder Interviews/Meetings	Yes	6/5/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	35	30	86%	# of attendees at meetings
Public Comment Period	Yes	7/26/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	5		0%	# of comments addressed/ projects in final document

Social Media Posting	Yes	3/28/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	70	20	29%	# of new posts about project
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Community & Media Relations

Legal Notice	Yes	6/11/2020	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	1		0%	# of legal notices published
Paid Commercial Advertising	Yes	2/28/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	8	5	63%	# of ads paid for
Press Release	Yes	1/31/2020	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7	2	29%	# of press releases ran in local newspapers
Staff Media Interviews	Yes	8/5/2020	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	10	1	10%	# of media (TV, radio, print) about project
Newsletter Articles	Yes	1/31/2020	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	6	1	17%	# of newsletter articles about project
Metro 17 Message Board	Yes	1/31/2019	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input type="checkbox"/>	4	4	100%	# of slides produced about project

Websites and Social Media

SGRC Transportation Website Posting	Yes	2/28/2019	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	5	5	100%	# of website postings about project
Project Specific Websites	Yes	1/31/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	1	1	100%	# of websites created for project lifecycle
Social Media Posting	Yes	3/28/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	70	20	29%	# of new posts about project
Social Media Live/Recorded Video	Yes	7/26/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	30		0%	# of viewers of video within 10 days after project completion

Affected Parties (EJ, LEP)													
EI - Qualitative Demographic Surveys	Yes	7/25/2020	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	10	35	350%	# of qualitative demographic surveys returned	zip code on survey, continued throughout process
Targeted LEP Outreach	Yes	8/30/2019	1 <input checked="" type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input checked="" type="checkbox"/>	5 <input checked="" type="checkbox"/>	6 <input checked="" type="checkbox"/>	1000		0%	# of persons targeted	Open House Meeting with providing access to crowdsourcing poll in appropriate
Disability Needs (other ADA)	Yes	7/25/2020	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	13		0%	# of meetings held at accessible locations	
Other EJ/LEP Outreach Techniques	Yes	7/25/2020	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input checked="" type="checkbox"/>	10		0%	Varies depending on technique used	10 social media posts in spanish



Lessons Learned

Start Small
Be Consistent

Integrate Expectations

Include Equitable and
Inclusive Methods

Differentiate Outputs from
Outcomes

And

Track Results Over Time

Always Stay Flexible

