



January 12, 2012

To: Citizen Advisory Committee

From: Kathi Wiederhold

Subject: Item 5: Annual Review of MPO Public Involvement Program

**Action Recommended: Agree on the scope and timeline for the 2012 Annual Review of the MPO Public Participation Program, including the Public Participation Plan. Appoint a special subcommittee to conduct the review.**

### **Issue Statement**

This memo recommends a scope and timeline for the 2012 Annual Review. It also provides background on the 2008, 2009, 2010, and 2011 Annual Reviews.

### **Background**

Policy 3.2 on page 10 of the Public Participation Plan (PPP) directs that the PPP shall be reviewed annually. Since 2008 the CAC has conducted three annual reviews, described as follows.

#### 2008 Annual Review

The Citizen Advisory Committee conducted an extensive first annual evaluation in 2008, struggling with the broader question of how to reach more members of the public about transportation planning. The MPC adopted the 9 recommendations made by the CAC.

#### 2009 Annual Review

The 2009 review took a more cursory approach. Minor amendments to the PPP resulted:

- Add the CAC as a core public involvement tool in Table 1;
- Include measures to assess the success of the CAC as a public involvement tool; and
- Add a description of social media to Appendix 2, Public Outreach Tools.

Also as part of the annual review, the CAC:

Made five general recommendations

Decided to continue to work actively on implementing the 2008 recommendations

Planned to conduct a more in-depth evaluation in 2010

Participated in the development of the [Title VI Plan](#)

#### 2010 Annual Review

The 2010 review was in-depth and included review of the Title VI Plan. A subcommittee chaired by Sarah Strand with members Diana Alldredge, Bill Morganti, and Edward Winter, reviewed the public outreach conducted for the CAC Recruitment in fall 2009,

public outreach conducted for MPO planning activities during the past year, and CAC recommendations from the 2008 and 2009 Annual Reviews.

The CAC agreed on the following conclusions regarding the annual review:

- The MPO is headed in the right direction with its public involvement program.
- Many of the outreach tools and strategies used by the MPO work well, but the MPO should use some additional new methods to reach a broader group.
- The CAC recruitment outreach and process worked well but the MPO should actively look for ways to broaden its outreach.
- The MPO Public Participation Plan was followed when conducting public outreach for the Regional Transportation Plan.

The review resulted in MPC adopting four amendments to the Summary Table (Table 1) in the PPP. The effect of the changes was to increase public involvement earlier on in the regional transportation planning process. The amendments responded to input the CAC has received and are consistent with recommendations resulting from the 2008 review of the PPP to reach out to the public at the earliest stages, where public input can make the most difference. The CAC also made three general recommendations and four continuing recommendations.

The MPO did not complete a PPP Annual Review in 2011, due to the timing of the update of the Regional Transportation Plan. The CAC had recommended a more cursory review for 2011 to focus on the MPO public participation program, which includes the PPP, and the Title VI Plan.

## **Staff Recommendation**

### Scope

The Citizen Advisory Committee (CAC) has taken an alternating year approach to the annual review—an in-depth review one year followed by a more cursory review the following year. Following this pattern, staff recommends an in-depth review for 2012, continuing the broad focus on the MPO public participation program, which includes the PPP, and integrating with the annual review of the Title VI Plan.

Staff has flagged the following items to consider during the annual review:

- What progress has been made towards carrying out recommendations from previous annual review?
- How effective was the public outreach conducted since the last annual review?
- Provide input to goal setting for the Title VI Plan
- Do we need a short friendly version of the PPP to use for public outreach?
- Develop a consultation process for updating the PPP
- Should the Citizen's Guide be updated?
- Review the PPP to:
  - Ensure integration with the Title VI Plan
  - Address the need for MPC to waive as needed the public involvement tools directed in the PPP for an update of a MPO document
  - Formalize the process for how the MPO responds to public comment

- Require time separation between the release of the draft, public hearing, and MPC decision for an update of a MPO document
- Consider alternatives to an open house as a public outreach tool

Process

Staff recommends that the Chair appoint an Annual Review Subcommittee to conduct the 2012 review and designate a subcommittee chair. Staff will work with the subcommittee to prepare recommendations for the CAC to consider. CAC will forward recommendations to MPC for adoption.

Timeline

The PPP does not specify a timeline for the annual review, other than to say it must be conducted annually. The annual Title VI evaluation is due to the State in August.

Staff suggests that the CAC consider the following annual review timeline for 2012:

January	CAC appoints Annual Review Subcommittee
Feb. – March	Annual Review Subcommittee develops recommendations
April – May	CAC reviews subcommittee recommendations and makes recommendations to MPC
July	MPC adopts recommendations on the Annual Review

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