



February 11, 2009

To: Citizen Advisory Committee
From: Kathi Wiederhold
Subject: Item 5: Public Participation Plan

Action Recommended: Report on the homework assignment regarding the evaluation table from the *Public Participation Plan*. Complete 2009 annual evaluation of the *Public Participation Plan*.

The purpose of this agenda item is to complete the 2009 annual evaluation of the *Public Participation Plan*, hereafter called the Plan. Policy 3.2 on page 10 of the Plan directs that the Plan shall be reviewed annually.

Approach to 2009 Evaluation

The Citizen Advisory Committee (CAC) began work on the 2009 annual evaluation of the Plan at the January 21, 2009 meeting. The CAC supported the staff recommendation that the committee use a more cursory approach for the 2009 evaluation, continue to work actively on implementing the 2008 recommendations, and conduct a more in-depth evaluation in 2010. The first annual evaluation, conducted in 2008, was extensive. Chair Dave Jacobson asked committee members to review Table 2, Evaluating Public Involvement Tools, in preparation for completing the annual review of the Plan at the February 18, 2009 meeting. Staff emailed a homework assignment requesting pre-meeting review of Table 2. The last section in this memo summarizes the homework assignment.

Draft 2009 Evaluation

The cover memo regarding the 2009 evaluation of the Plan in the January 21, 2009 agenda packet summarized the progress made to date on implementing the 2008 recommendations. The memo also suggested the following next steps for the CAC to consider as draft recommendations to MPC resulting from the 2009 evaluation of the Plan.

1. Continue to carry out the core public involvement for key MPO products as directed by the Plan.
2. Continue to work to implement the 2008 recommendations.
3. Establish ways to assess the evaluation measurements (see Attachment 1) in the Plan.

Background

Please refer to the cover memo for the *Public Participation Plan* agenda item at the January 21, 2009 meeting for additional background information on the 2008 evaluation of the Plan.

Homework Assignment

The emailed homework assignment asked for review and comment on the attached Table 2 from the Plan. Table 2, Evaluating Public Involvement Tools, on page 17 of the Plan lists evaluation measurements, performance objectives, and methods to meet the objective for each core public involvement tool specified in Table 1.

Background for Homework Assignment

In 2008, the CAC considered a number of pieces of information in conducting the evaluation of the Plan, including a summary report on how well the outreach over the initial year met the evaluation measurements, performance objectives, and methods to meet the objectives in the Plan.

The 2008 summary report assessed Table 2, Evaluating Public Involvement Tools, as follows:

Performance Objectives

Most of the performance objectives are not measurable with the information we have.

Methods to Meet Objectives

The public outreach conducted for the key MPO products used nearly all of the methods to meet the goals listed in Table 2. The only methods not used were a marketing/information campaign and creating an interactive website. The update of the Regional Transportation Plan was a limited one that did not involve policy. Such a limited update did not warrant an extensive public outreach campaign. A major update of our website is under way, which will expand our ability to use this method for public outreach.

Possible Next Steps to Improve Table 2

Staff provided the following suggestions to help focus CAC review and comment on Table 2, requesting that the CAC consider these as a starting point and not to feel limited by them.

- How can we assess the evaluation measurements in the Plan?
 - Collect data to establish a baseline for measuring changes in the performance measures.
 - Adopt a standard way, e.g. a form, to collect information about each outreach event.
- What are some qualitative ways to assess the performance measures? These tend to be difficult to get at.
- What are some quantitative evaluation measurements that would be easier to measure than the ones currently in Table 2?

Attachment

Table 2, Evaluating Public Involvement Tools, p. 17-18, *Public Participation Plan*