

C. Public Participation

OBJECTIVE

Provide for a proactive two-way public involvement process that provides complete and accurate information and documentation, timely public notice, equal and full public access to public information and decision-making, and supports early and continuing involvement of the public in developing the Regional Transportation Plan and the Metropolitan Transportation Improvement Plan.

DISCUSSION

The public involvement efforts cover several work elements including the RTP update, MTIP updates and amendments, air quality, and refinement plans as needed to carry out public involvement activities required by SAFETEA-LU. The public involvement work program element is described as separate action items in the paragraphs that follow, each with its own tasks and products although we recognize that there is interconnection and overlap between the items. The public involvement action items for this two-year UPWP include the major work tasks of continued staffing of the Citizen Advisory Committee and carrying out ongoing public involvement activities. Other on-going public involvement action items for the two-year UPWP include the implementation and annual review of the Public Participation Plan, eMPO web application, and Title VI activities. Specific projects to be completed in the two-year UPWP include implementation of a Central Clearinghouse for transportation-related public involvement opportunities in FY 09-10 and expansion of the eMPO web application.

FY 09-10 ACTION ITEMS (LCOG)

1. Citizen Advisory Committee

The Citizen Advisory Committee (CAC) is advisory to the policy board, the MPC. A major component of the public outreach for the MPO, the CAC is tasked with advising the MPC on both key MPO products and public outreach. The CAC meets monthly and takes one or two field trips each year to various transportation facilities in the MPO area. The

work of staffing, coordinating, and support of the CAC are major tasks for the MPO.

Tasks

- Convene, facilitate, and support the Citizen Advisory Committee:
 - Provide staff support for monthly CAC meetings. Meet with CAC officers to prepare for meetings and to conduct follow-up;
 - Ongoing coordination with officers and staff to strategize and carry out CAC activities, including keeping a 9-month calendar of agenda items to sequence with MPC and TPC activities, and update of membership and distribution lists;
 - Report monthly to MPC on CAC meetings;
 - Ongoing support to address concerns, questions, as they come up between meetings.
- Fill vacancies and conduct recruitment of CAC members as needed:
 - Process appointment requests through the CAC and MPC to replace those leaving because their term ended or due to attrition;
 - Work with the CAC, TASC, and TPC to develop a recruitment plan to reach the targeted interests listed in the CAC bylaws and address Title VI requirements; and
 - Present to MPC the CAC recommendations that identify potential freight stakeholders for inclusion in MPO advisory committee processes.

Products

- Agenda packets, minutes, and support materials for Citizen Advisory Committee meetings.
- Recruitment materials in Spanish and English, including applications, flyers, advertisements, bus posters, press releases, and email messages.
- Monthly memorandums to MPC.
- Primers for new members.
- Briefing notebooks for new members.
- Nine-month calendars of agenda items.
- Updated membership and distribution lists.

2. Ongoing Public Involvement Activities

Ongoing public involvement activities form a key part of the core work of the MPO. The MPO carries out public

involvement activities on an ongoing basis to provide the public with easy access to basic information about regional transportation planning, key products, and current public outreach activities.

Tasks

- Conduct ongoing general Public Involvement activities, including:
 - Provide technical support to ensure opportunity for public review of transportation studies, plans, and programs. Include private providers of transportation service and private sector representatives.
 - Update the email distribution list on an ongoing basis to remove outdated contact information and add new ones.
 - Conduct annual update of distribution list to ensure adequate coverage of varied interests such as freight and to meet goals for environmental justice.
 - Conduct ongoing assessment of the eMPO website.
 - Design outreach materials that show how and by whom decisions are made, how investments achieve public goals, and describe the MPO.
 - Create fact sheets to describe key MPO products for use on the website and in other outreach.
 - Create executive summaries of each key MPO product.
 - Distribute and reprint the brochure—It's How We Get There That Matters, A Citizen's Guide to Transportation Planning to explain MPO transportation planning to citizens.
 - Make presentations to community groups including outreach to minority and low-income groups.
 - Be responsive to inquiries and comments from the public.
 - Televis and webcast MPO Policy Board meetings. Meetings are televised and also available for review on-demand via a webcast by MetroTV to maximize opportunities for the public to participate and be engaged in the process if they are unable to attend public meeting dates.
 - Ongoing coordination with TASC and TPC to exchange information about public outreach events.
- Provide ongoing development and maintenance of the MPO website:
 - Continue to make the MPO website more citizen-friendly;
 - Employ visualization techniques to describe plans;
 - Update the website to reflect status of key products and public involvement opportunities; and

- Continue to use the web site to provide information about transportation related meetings, plans and reports.
- Coordinate and support implementation of Commuter Solutions Transportation Demand Management programs with Eugene, Springfield, Lane County, LTD, LRAPA and ODOT.

Products

- Digital illustration of regionally significant and/or federally funded projects.
- Public outreach materials, including media notices, display ads, email messages
- Public information materials such as fact sheets, Citizen's Guide, and other graphics to explain the key products and activities of the MPO
- Informational materials to assist private providers understand the transportation planning process, public meetings and hearings.
- Archived and on-demand webcasts of MPC meetings.
- MPO website www.thempo.org

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3. Public Participation Plan

The Public Participation Plan (PPP) was adopted in January 2007 by MPC. It ensures broad public participation during the development, review, and refinement of regional transportation programs. The PPP meets the requirements in SAFETEA-LU. It includes policies, directs core public involvement to be used with each key MPO product, and has evaluation measurements to assess public outreach.

Tasks

- Continue implementing the Public Participation Plan adopted in January 2007. Conduct public involvement in conformance with SAFETEA-LU requirements.
- Conduct annual reviews of the Public Participation Plan with the Citizen Advisory Committee and the Metropolitan Policy Committee.
- Collect data to ensure policies are being followed and to assess evaluation measurements in the PPP.
- Develop and use comment forms at public outreach events to assess evaluation measurements from the PPP, such as participant satisfaction, level of understanding after attending the event, and how people found out about the event.
- Conduct evaluation assessments at the completion of public outreach for each key MPO product.
- Continue to work with the CAC and TPC to implement the CAC recommendations about public outreach that came out of the 2008 Annual Review of the PPP:
 - Designate a first point of contact for the public for transportation-related information in the area.
 - Communicate clear, consistent, easily understood steps.
 - Encourage jurisdictions to enhance their existing efforts in a transparent and accessible way at the earliest stages
 - Develop a multi-year calendar/timeline that identifies milestones in planning processes, decision points, and public involvement opportunities.
 - Encourage and assist staff of MPO and MPO partners to use language that is common across jurisdictional boundaries and reflects a regional perspective.

- Encourage jurisdictions to include the MPO and other MPO partners as a way to provide regional transportation information.
- Encourage the MPO and MPO member jurisdictions to collaborate on a regional transportation event.

Products

- Annual PPP Review Report
- Memorandum to the MPC
- Comment forms
- Evaluation measurements and data
- Evaluation assessments

3. Central Clearinghouse

Establish a central clearinghouse for information on all public involvement opportunities for transportation-related activities, plans, projects, and programs in this area being conducted by local, state, federal, and MPO entities. The Central Clearinghouse was one of 9 recommendations from the CAC that resulted from their 2008 Review of the PPP.

Tasks

- Create a web presence, including a domain (e.g. KeepUsInformed), home page, and links to MPO partner agencies, MPO and KeepUsMoving websites.
- Inventory existing web-based public involvement resources and provide direct links to existing websites regarding public involvement opportunities relating to transportation planning in the MPO area.
- Develop a web-based map similar to the existing on-line RTP map to facilitate public understanding of the projects in the MTIP.
- Develop, fund and implement a marketing plan to get the word out about the clearinghouse website.
- Develop a recommendation for implementing Phase II of the Central Clearinghouse based on priority goals and objectives.

Products

- Clearinghouse website
- Marketing plan
- Phase II Recommendations

4. eMPO Phase II Implementation

As part of an effort to employ visualization techniques to describe plans and projects the MPO has initiated an updated version of the MPO website; eMPO. The eMPO involves several inter-related electronic layers designed to provide a user-friendly public interface. It is also designed to catalyze more efficient communication and coordination between local planning staff by providing - a content management system (CMS) and integrated database driven outputs. The MPO also strives to increase accessibility and provide more interactive components for the public... Phase I of this program has been completed, resulting in conversion of the Regional Transportation Plan (RTP) to an interactive Google map interface, as well as a redesign of the MPO's website to provide a portal for multiple transportation plans and programs. Phase II addresses expansion of this effort to allow for full interactive mapping, completion of a regional database for the MTIP, and services related to communications plan implementation for specific projects.

Tasks

- On-going work to maintain existing web based application that provides a digital illustration of regionally significant and/or federally funded projects, including:
 - Complete periodic data updates
 - Develop new data fields or new minor functionality updates to the eMPO databases.
 - Evaluate navigation of website
 - Add/rotate current project photos to home page banner
- Design and implement a new web based application to provide a integrated map for MTIP projects
- Develop Dynamic Project Fact Sheets for RTP and MTIP
- Revisit Google integration with GIS centerline data
- Develop Content Management System protocol and staff training opportunity
- Coordinate eMPO with KeepUsMoving.info (KUMI)
- Develop visibility campaign for upgraded eMPO

Products

- ☐ SQL Server database containing MTIP project information for current MTIP.

- Web application to provide access to transportation project information, including staff content management and training.
- Integrated map of RTP and MTIP
- Accurate RTP and MTIP database and website content.
- Updated project Fact Sheets
- Evaluation of Google integration potential with GIS centerline data
- Compatible eMPO and KUMI dynamic websites
- Implemented visibility campaign

5. Title VI Plan

The Central Lane MPO is a recipient of Federal financial assistance and, as such, is required to comply with various nondiscrimination laws and regulations, including Title VI of the Civil Rights Act of 1964. In this role, the Central Lane MPO is committed to:

- Enhancing the MPO's analytical capabilities to ensure that the long-range transportation plan and the transportation improvement program comply with Title VI.
- Identifying residential, employment, and transportation patterns of low-income and minority populations so that their needs can be identified and addressed, and the benefits and burdens of transportation investments can be fairly distributed.
- Evaluating and – where necessary – improving the MPO's public involvement processes to eliminate participation barriers and engage minority and low-income populations in transportation decision making.

The Central Lane MPO is committed to preventing discrimination and to providing equal access to transportation decision-making, regardless of race, culture or income, so that all community members may fairly share in benefits and burdens and enjoy the same degree of protection from disproportionate adverse impacts.

The Title VI plan establishes responsibilities for developing and coordinating the implementation of the overall Title VI program and preparing required reports.

Tasks

- Create fact sheets to describe Title VI issues for use on the website and in other outreach.
- Investigate a range of techniques that more specifically target Title VI protected groups and make it easier for people to express their opinions within the transportation planning process, including, but not limited to:
 - Inventory existing public involvement resources and add any unrepresented free publications or other news outlets available to Title VI protected groups.
 - Inventory existing public involvement resources and add any underrepresented community organizations, leaders, and religious organizations that are engaged in issues affecting Title VI protected groups.
- Establish new criteria and revise bylaws for appointment to the CAC which addresses representation from Title VI protected groups.
- Develop a reporting mechanism that includes information on race, ethnicity and gender of those involved in MPO activities and plans (e.g. MPC, TPC, CAC, and members of the public attending meetings).
- Design evaluation criteria to assess long-range transportation plan and the transportation improvement program impacts on Title VI protected populations.
- Revise contract and intergovernmental agreements to include Title VI language.
- Design performance measures to evaluate public involvement and participation strategies to ensure adequate participation of impacted Title VI protected groups and address language needs as appropriate.
- Provide, assist to coordinate, or identify opportunities for Title VI Training for staff of the MPO and MPO partners, the CAC, and the MPC.
- Provide resources to facilitate participation for those whose primary language is Spanish.
- Conduct on-going general Title VI implementation activities, including:
 - Identify, investigate, and eliminate discrimination when found to exist in connection with Central Lane MPO program areas.
 - Process, investigate, and attempt to resolve Title VI complaints regarding Central Lane MPO and its sub-recipients, consultants or contractors that are received by the Central Lane MPO.

- Collect and analyze data to ensure policies are being followed and to assess evaluation measurements developed for participation of Title VI protected groups.
- Collect statistical data on the MPO constituency (e.g. race, color, sex, age, disability, and language proficiency) for use in planning.
- Monitor progress, implementation, and compliance issues.
- Periodically review the agency's Title VI program for effectiveness, including whether adequate resources are available to ensure compliance.
- Review important Title VI-related issues with the Metropolitan Policy Committee, as needed.
- Assess communications and public involvement strategies to ensure adequate participation of impacted Title VI protected groups and address language needs as appropriate.
- Prepare a yearly report of Title VI accomplishments and goals.

Products

- Information sheet describing Central Lane MPO's Title VI policy.
- Web information on Central Lane MPO website for general Title VI information and complaint form and process.
- Spanish language information and outreach pieces.
- Updated distribution list of interested parties.
- Updated distribution list to media outlets.
- Revised CAC bylaws,
- Revised contract and interlocal agreements.
- Evaluation criteria to assess long-range transportation plan and the transportation improvement program impacts on Title VI protected populations.
- Performance measures to evaluate public involvement and participation strategies to ensure adequate participation of Title VI protected groups and address language needs as appropriate.
- Title VI training resource materials.
- Title VI Annual Report.

FY 10-11 ACTION ITEMS (LCOG)

1. Citizen Advisory Committee

Tasks

- Continue ongoing staffing, facilitation and support for the Citizen Advisory Committee as outlined in the FY 09-10 work plan.
- Fill vacancies and conduct recruitment of CAC members as needed, as described in the FY 09-10 work plan.

Products

- Agenda packets, minutes, and support materials for Citizen Advisory Committee meetings.
- Recruitment materials in Spanish and English, including applications, flyers, advertisements, bus posters, press releases, and email messages.
- Monthly memorandums to MPC.
- Primers for new members.
- Briefing notebooks for new members.
- Nine-month calendars of agenda items.
- Updated membership and distribution lists.

2. Ongoing Public Involvement Activities

Tasks

Continue ongoing general Public Involvement activities outlined in the FY 09-10 work plan.

Products

- Annual PPP Review Report
- Memorandum to the MPC
- Comment forms

3. Public Participation Plan

Tasks

Continue on-going Public Participation Plan Implementation activities as described in FY 09-10 work plan.

Products

- Annual PPP Review Report
- Evaluation measurements and data
- Evaluation assessments

4. Central Clearinghouse

Tasks

- Ongoing maintenance of the website developed to implement the Central Clearinghouse recommendation (e.g. KeepUsInformed)
- Update links to existing web-based public involvement resources and existing websites regarding public involvement opportunities relating to transportation planning in the MPO area.
- Improve and maintain a web-based map similar to the existing on-line RTP map to facilitate public understanding of the projects in the MTIP.
- Continue to implement the clearinghouse website marketing plan.
- Work with the CAC and TPC to implement Phase II of the Central Clearinghouse based on priority goals and objectives.

Products

- Clearinghouse website
- Marketing plan
- Phase II implementation

5. eMPO Phase II Implementation

Tasks

On-going maintenance of eMPO web applications and database.

Products

- Digital illustration of regionally significant and/or federally funded projects.

6. Title VI

Tasks

- Enhance the MPO's analytical capabilities to evaluate long-range transportation plan and the transportation improvement program impact on Title VI protected populations.
- Continue on-going Title VI implementation activities as described in FY 09-10 work plan.

Products

- Model results showing accessibility by travel mode for various trip purposes.
- Evaluation of distribution of MPO's funds and projects in relation to Title VI protected groups.
- Title VI Annual Report.

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