



May 13, 2010

To: Citizen Advisory Committee

From: Kathi Wiederhold and Stacy Clauson

Subject: Item 5: Annual Review of Public Participation Plan (PPP) and Title VI Plan

Action Recommended: Continue the 2010 Annual Review of the PPP and the Title VI Plan.

Background

Policy 3.2 on page 10 of the PPP directs that the PPP shall be reviewed annually but does not specify a date by which it must be conducted each year. The Title VI Plan also requires an annual review, which must be submitted to the State by August 15th. The CAC recommendations on the Title VI Annual Review are scheduled for action by the Metropolitan Policy Committee at their July 8, 2010, meeting. The CAC recommendations on the PPP Annual Review will be scheduled for action on October 14, 2010. Please refer to the Timeline section of this memo for more detail.

The PPP/Title VI Annual Review Subcommittee consists of Sarah Strand, serving as chair, Diana Alldredge, Bill Morganti, and Edward Winter. The subcommittee agreed on a high level review of the MPO public outreach program at their meeting on April 6, 2010. The CAC began the review at the April 15, 2010 meeting, focusing on goals by addressing the broad question: Are we headed in the right direction? The CAC concluded that we are headed in the right direction and made several specific comments that will be forwarded to the subcommittee.

Staff suggests that the CAC finish discussion of the annual review for both the PPP and Title VI under agenda item 5 and take separate action on just the Title VI recommendations, which we anticipate to be more straightforward, under agenda item 6. We suggest deferring action on the PPP recommendations, which we anticipate to be more involved, to a later meeting to allow the subcommittee time to develop a draft.

Continue Discussion of the 2010 Annual Review

Staff suggests that the CAC use the remaining 2 key questions (from the agenda materials in the April agenda packet) as a framework to identify strengths and weaknesses of the MPO public outreach program. As a last step, we will ask the CAC to choose those weaknesses they wish to target as priorities for the next year. This discussion can deal with both the PPP and Title VI Plans, then staff will funnel the applicable information into the recommendations for the Title VI annual review.

The recommended approach is purposely broad, to allow us to get our arms around the evaluation of the program without getting bogged down in the details. It will give us a big picture view and a sense of how we are doing. After answering the key questions, the review can move on to details such as changes needed, for example, to update the documents to keep them current, ensure we are using up-to-date tools, and include additional methods to reach out to Title VI populations.

Objectives

Our focus at the April 15th meeting was to check-in and see if there was common agreement among CAC members about the desired outcomes of the MPO public outreach program. Now, we need to focus on whether we are using the right tools in order to achieve those outcomes. The April 15th materials listed a number of core public involvement tools that are presently used in our outreach efforts, including the CAC, Public Comment Periods, MPC Public Hearings, Open House Events, Display Ads, Notices, Website, and Interior Bus Posters. Reviewing this list of tools, please consider:

- **Key Question: Are we using the right tools and strategies?**
Objectives: An attainable target that the community attempts to reach during the process of striving to meet a goal. An objective may also be considered as an intermediate point that will help fulfill the overall goal.
 - Do they help us meet our goals?
 - Are we getting the word out?
 - Are they appropriate for community members affected by a decision?
 - Are they cost effective?
 - Do they reach out to a broad cross-section of the community?
 - Are we staying current?
 - Are there other tools that we should use?

Actions

When outlining a plan for action, it is important to consider what the measures of success will be. This basically boils down to answering the question: *How we will know we did a good job?* This is traditionally part of the annual review process. In the past,

we have looked at various benchmarks, such as the number of people who accessed the MPO website, to help us to answer this question. Table 2 on page 17 of the [Public Participation Plan](#) (see Attachment 1) outlines the evaluation measurements that we are currently using to assess our implementation of the core public involvement tools. The PPP/Title VI Annual Review Subcommittee will be reviewing the details addressing each of the evaluation measurements. In preparation for this work, CAC input is desired to determine:

1. Are we using the right measurement tools (see the Evaluation Measurement column in Attachment 1); and
 2. Are we focusing on the right methods to meet our objectives (see The Methods to Meet Objectives column in Attachment 1)?.
- **Key Question: Are we doing a good job?**
Actions: Provide a specific course of action moving the community towards attainment of its goals.
 - Citizen Advisory Committee
 - Public Comment Periods
 - MPC Public Hearings
 - Open Houses/Events
 - Display Ads
 - Notices
 - Website
 - Identification of affected community members
 - Outreach to Title VI Populations

Timeline

The following proposed timeline aims to complete the CAC work on the Annual Review in time for MPC adoption of recommendations regarding the Title VI Plan by July 2010, to meet the State requirements. The timeline also allows adequate time for the CAC subcommittee to develop draft recommendations and for the CAC to consider and take action on the recommendations.

February 18, 2010	CAC received Introduction to the 2010 Annual Review.
April 6, 2010	Subcommittee agreed to the high level approach to review the whole MPO public outreach program recommended by staff.
April 15, 2010	CAC began discussion on the Annual Review, focusing on the goals.
May 20, 2010	CAC continues discussion on the Annual Review and makes recommendations to the MPC on the Title VI Annual Review.

May-June, 2010	Subcommittee reviews CAC comments and develops draft recommendations.
June	CAC Field Trip
July	MPC takes action on CAC recommendations on the Title VI Annual Review.
August	CAC recess (<i>tentative</i>)
September	CAC makes recommendations on the PPP Annual Review to MPC.
October 14, 2010	MPC acts on CAC recommendations regarding the PPP Annual Review.

Attachments

1. Table 2 – Evaluation Public Involvement Tools (page 17, Public Participation Plan)