

ATTACHMENT 1

TABLE 2 - Evaluating Public Involvement Tools

Public Involvement Tool	Evaluation Measurement	Performance Objective	Methods to Meet Objective
<p>Citizen Advisory Committee</p>	<ul style="list-style-type: none"> • Number of meetings and field trips • Number of agenda items regarding key MPO products • Number of agenda items regarding public outreach • Number of times Citizen Advisory Committee provides comments/ recommendations to the Metropolitan Policy Committee • Number of changes in draft documents that resulted from Citizen Advisory Committee comments • Number of members of the general public attending and providing comments at CAC meetings. 	<ul style="list-style-type: none"> • Advise the Metropolitan Policy Committee on public outreach • Advise the Metropolitan Policy Committee on key MPO products 	<ul style="list-style-type: none"> • Brief the Citizen Advisory Committee to provide context on regional transportation planning issues. Use information items at meetings, primers, trainings, and presentations. Involve MPO partner staff. • Recruit as necessary to ensure 10 to 15 members as directed in the bylaws. • Conduct recruitment and outreach to try to reach traditionally underserved groups. • Provide options, e.g. concerning policy or project priorities, for the Citizen Advisory Committee to consider when making comment or recommendations to the Metropolitan Policy Committee. • Appoint a member of the Metropolitan Policy Committee to promote coordination and communication between the policy committee and the advisory committee. <p>Provide reports about Citizen Advisory Committee activities at regular meetings of the Metropolitan Policy Committee. When feasible, have one of the Citizen Advisory Committee officers present the report.</p>

Public Involvement Tool	Evaluation Measurement	Performance Objective	Methods to Meet Objective
MPO Web Site	<ul style="list-style-type: none"> Number of hits to website and for each special posting. 	<ul style="list-style-type: none"> Increase number of hits 	<ul style="list-style-type: none"> Include website address in all MPO materials. Use other public involvement tools to increase advertisement of the web site, e.g. fact sheets, bookmarks. Develop a more user-friendly web site, e.g., following the Commuter Solutions model, with links to other groups interested in the public arena.
Newspaper Display Ad	<ul style="list-style-type: none"> Number of attendees/commenters who saw the ad 	<ul style="list-style-type: none"> Increase the percentage of those who saw the ad 	<ul style="list-style-type: none"> Pursue publication in a prominent location in the paper. Increase the size or modify the layout to make ads more visible. Place in more publications, where appropriate. Change text to emphasize real-life importance of participating.
Interior Bus Posters	<ul style="list-style-type: none"> Number of attendees/commenters who saw the poster Number of buses and routes that displayed the poster. 	<ul style="list-style-type: none"> Increase the percentage of those who saw the poster. Increase the number of buses and routes that displayed the poster. 	<ul style="list-style-type: none"> Design the posters to be visually appealing, colorful, and easy to read and understand. Make the posters multi-lingual where appropriate. Seek placement of the posters on bus routes throughout the MPO area.
Open Houses/Public Workshops	<ul style="list-style-type: none"> Attendance, comment forms, survey forms that ask attendees whether/how their understanding of the issue had been increased. 	<ul style="list-style-type: none"> Increase number of attendees, number of comment forms received, and number of contacts received (phone, email, in person, mail). Increase the percentage of attendees who reported an increase in their understanding. 	<ul style="list-style-type: none"> Schedule at convenient times and locations. Hold multiple workshops. Use other tools to increase awareness, e.g., press releases, feature article. Conduct information campaign to advertise open houses as a tool for all key MPO products. Go to where scheduled meetings are already planned – neighborhood groups, chambers of commerce, home shows, festivals, etc.
Interested Party Notification (e-mail or direct mail)	<ul style="list-style-type: none"> Number of persons on distribution list. Number of traditionally underserved community members on list. 	<ul style="list-style-type: none"> Increase number of subscribers. Increase number of traditionally underserved communities on list. 	<ul style="list-style-type: none"> Increase list size by advertising the availability of e-mail announcements using other public involvement tools. Marketing/information campaign to advertise to the public.

Public Involvement Tool	Evaluation Measurement	Performance Objective	Methods to Meet Objective
Public Hearings	<ul style="list-style-type: none"> • Number of testifiers 	<ul style="list-style-type: none"> • Increase number of different testifiers. • Increase number in the audience. • Improve quality of the comments. 	<ul style="list-style-type: none"> • Increase advertising. • Produce fact sheets with involvement opportunities and tips on testifying and commenting.
Comment Period	<ul style="list-style-type: none"> • Number of responses (calls, letters, email). Number of changes in draft document that resulted from comment received. • Participation of traditionally underserved communities. 	<ul style="list-style-type: none"> • Increase number of responses. • Improve quality of the comments. • Increase participation of traditionally underserved communities. 	<ul style="list-style-type: none"> • Increase advertising, e.g. e-updates. • Create interactive website for submitting comments. • Lengthen public comment period.