



SNHPC

PUBLIC PARTICIPATION PLAN



Purpose

Involving the public in the transportation decision-making process is critical to serving the needs of the SNHPC MPO.

Reflecting the needs of the public must include the public throughout the transportation planning process. The goals of the 2019/20 plan update focus on specific efforts to improve public participation.

Federal requirements

§ 450.316 Interested parties, participation, and [consultation](#).

(a) The MPO shall develop and use a documented participation plan that defines a process for providing individuals, affected public agencies, representatives of public transportation employees, public ports, [freight shippers](#), providers of freight transportation services, private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program), representatives of [users of public transportation](#), representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process.

(1) The MPO shall develop the participation plan in [consultation](#) with all interested parties and shall, at a minimum, describe explicit procedures, strategies, and desired outcomes for:

(i) Providing adequate public notice of public participation activities and time for public review and comment at key decision points, including a reasonable opportunity to comment on the proposed [metropolitan transportation plan](#) and the TIP;

(ii) Providing timely notice and reasonable access to information about transportation issues and processes;

(iii) Employing [visualization techniques](#) to describe [metropolitan transportation plans](#) and TIPs;

(iv) Making public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;

(v) Holding any public meetings at convenient and accessible locations and times;

(vi) Demonstrating explicit [consideration](#) and response to public input received during the development of the [metropolitan transportation plan](#) and the TIP;

(vii) Seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;

(viii) Providing an additional opportunity for public comment, if the final [metropolitan transportation plan](#) or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues that interested parties could not reasonably have foreseen from the public involvement efforts;

(ix) Coordinating with the statewide transportation planning public involvement and [consultation](#) processes under [subpart B](#) of this part; and

(x) Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.



U.S. Department of Transportation
Federal Highway Administration

Federal requirements

- ❑ Defined Process providing all affected stakeholders, transportation providers, citizens, etc. opportunities for involvement.
- ❑ Providing timely Public Notices of activities and opportunity to comment at decision points.
- ❑ Using various media, visualizations, internet, and remote options for presenting technical information.
- ❑ Demonstrating consideration of provided input.
- ❑ Proactively seeking out and considering needs of underserved populations, minorities, low income, etc.
- ❑ Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.



Meetings



**Public Forums,
Workshops, &
Focus Groups**



**Public Outreach
Events**



Surveys



SNHPC Website



**Newsletters/
Mailing Lists**



**Media
Strategies**



**Visualization
Techniques**

Existing General Strategies

GOAL 1: Increased Access & Engagement Opportunities

- ☐ Create partnerships with organizations within the region to reach traditionally underserved communities
- ☐ Streamline best practices
- ☐ Utilize universal design standards



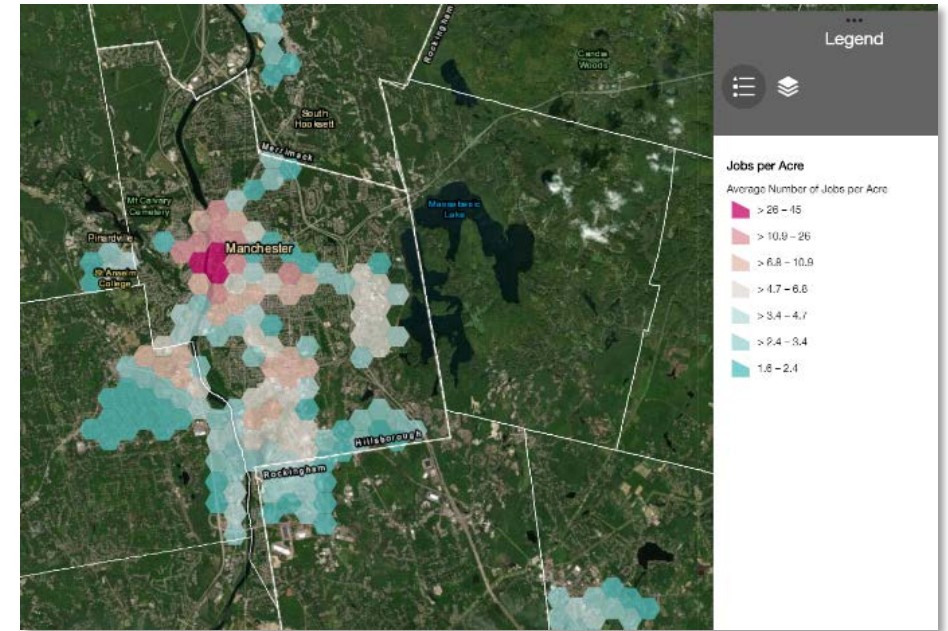
GOAL 2: Improved Visibility & Early and Often Notification



- ❑ Align the organization with regionally/ locally significant events to meet people “where they are”
- ❑ Prepare Pop-up engagement opportunities to be used universally increase awareness and allow for consistency

GOAL 3: Broadened and Increased Communication

- ❑ Utilize different visualization techniques to represent different planning concepts
- ❑ Develop and increase social media strategies targeting certain audiences
- ❑ Establish relationships with local news outlets both print and digital



GOAL 4: Resourcefulness & Compliance

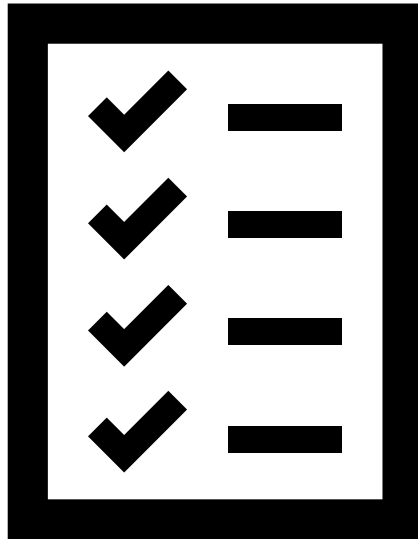


Strengthen relationships with key stakeholders and identify and work with regional leaders who can champion plans and projects.



Actively engage State and Federal partners as well as municipal members on their needs as related to plans and projects, as well as those who represent diverse communities.

Goal 5: Assess Effectiveness Performance of SNHPC Public Participation



- ❑ Track and assess the organizational success in public participation with baseline report (FY 19-20).
- ❑ Develop and post on the SNHPC website a schedule of upcoming and past engagement efforts throughout the region.

Performance Objectives



Increase in attendance at public hearings, meetings, focus sessions, and forums



Increase in the number of participants in surveys

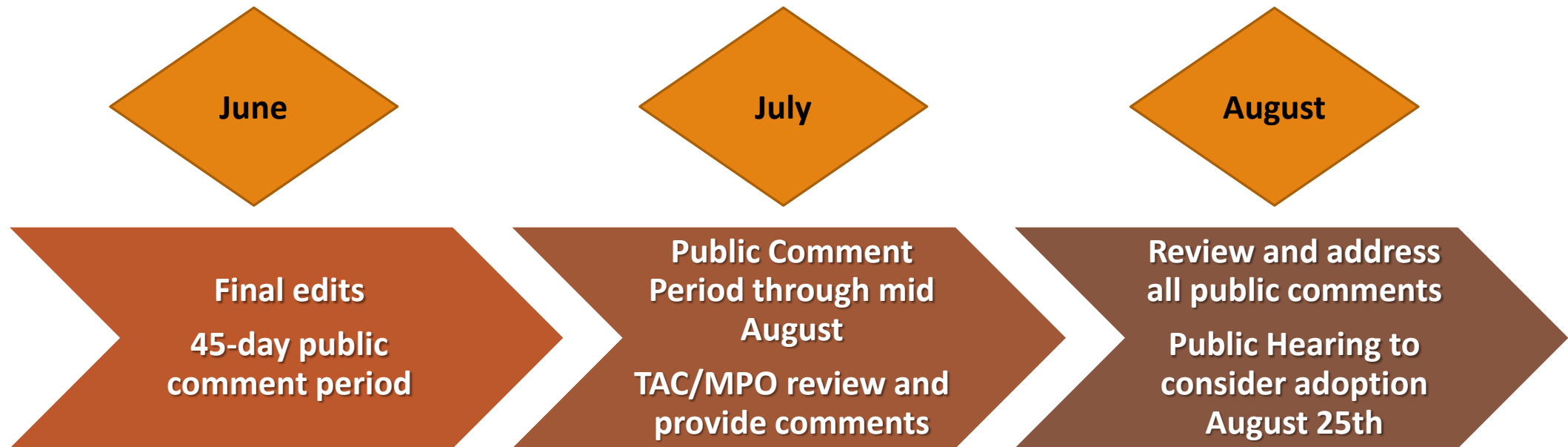


Zero Complaints



Increase public engagement through increase in the number outreach events

Timeline



QUESTIONS?



Carl Eppich

ceppich@snhpc.org