



Public Participation Plan Update

Cultivating engagement at SNHPC

What's in a PPP?



1. Introduction

What is public participation?
How we're meeting federal
and state requirements

2. Goals & Strategies

Our vision for how we will
achieve accessible, inclusive,
meaningful participation

3. Approaches

Techniques and strategies we
will use to enhance
engagement

4. MPO Planning Process

How we'll integrate PPP into
Metropolitan Transportation
Plan, TIP, CMP, etc.

5. Performance Measures

How we will track, evaluate, and
improve our PPP efforts

What's in a PPP?



1. Introduction

What is public participation?
How we're meeting federal
and state requirements

2. Goals & Strategies

Our vision for how we will
achieve accessible, inclusive,
meaningful participation

3. Approaches

Techniques and strategies we
will use to enhance
engagement

4. MPO Planning Process

How we'll integrate PPP into
Metropolitan Transportation
Plan, TIP, CMP, etc.

5. Performance Measures

How we will track, evaluate, and
improve our PPP efforts



Revised Goals and Strategies

What resonates most for you?

What are the highest priorities for
our region?

Goal 1

Expand access to inclusive public engagement opportunities

- Collaborate with a wide variety of individuals and groups to effectively capture the **diverse perspectives** of the region's constituents.
- For each project, **scale public engagement efforts appropriately** to account for community needs and potential local impacts.
- Offer a **variety** of opportunities to engage, both **in-person and virtually**.
- Ensure outreach efforts include **traditionally underserved communities** and **remove barriers to engagement** related to language, disability, transportation and computer access, and more.
- **Meet people where they are** by dovetailing outreach efforts with existing programs, committee meetings, and community events.



Goal 2

Grow public awareness of regional planning priorities

- Refine the **SNHPC brand** and reinforce familiarity via cohesive messaging and design standards.
- Review public-facing materials for **accessibility and legibility**. Simplify language and minimize jargon.
- Develop a **communications strategy** for priority initiatives. Identify key talking points and outreach methods to prioritize and develop compelling, highly visual materials.
- **Activate community resource networks** (e.g. libraries, Town newsletters, transportation providers) to facilitate widespread public outreach.
- Experiment with **creative outreach approaches**. Test new ideas for on-site pop-up activities, social media polls, short videos, and more.



Goal 3

Strengthen stakeholder partnerships and ensure their input is reflected in plans and projects

- Strengthen relationships with key stakeholders and identify **local leaders to champion projects and plans.**
- Recruit and convene **active, engaged advisory committees** to leverage local knowledge and expertise.
- Expand participation from **representatives of traditionally underserved communities.**
- Develop compelling, **user-friendly materials that partners can readily adapt and share** with their own networks (e.g. sample social media posts)



Goal 4

Assess "How are we doing?" Evaluate and refine public participation approaches

- **Solidify public participation performance measures** and share with stakeholders, agency partners, and SNHPC Commissioners.
- Use these performance measures to regularly **track and report on the effectiveness** of public participation efforts.
- Explore **new avenues for inviting and receiving public feedback** (e.g. via website forms, exit questionnaires, surveys, and 1:1 conversations).
- **Embrace flexibility.** Pivot approaches as needed in response to emerging concerns and/or new opportunities.





Revised Goals and Strategies

What resonates most for you?

What are the highest priorities for
our region?



Engagement Approaches

A strategic framework for
understanding PPP activities

Many techniques...

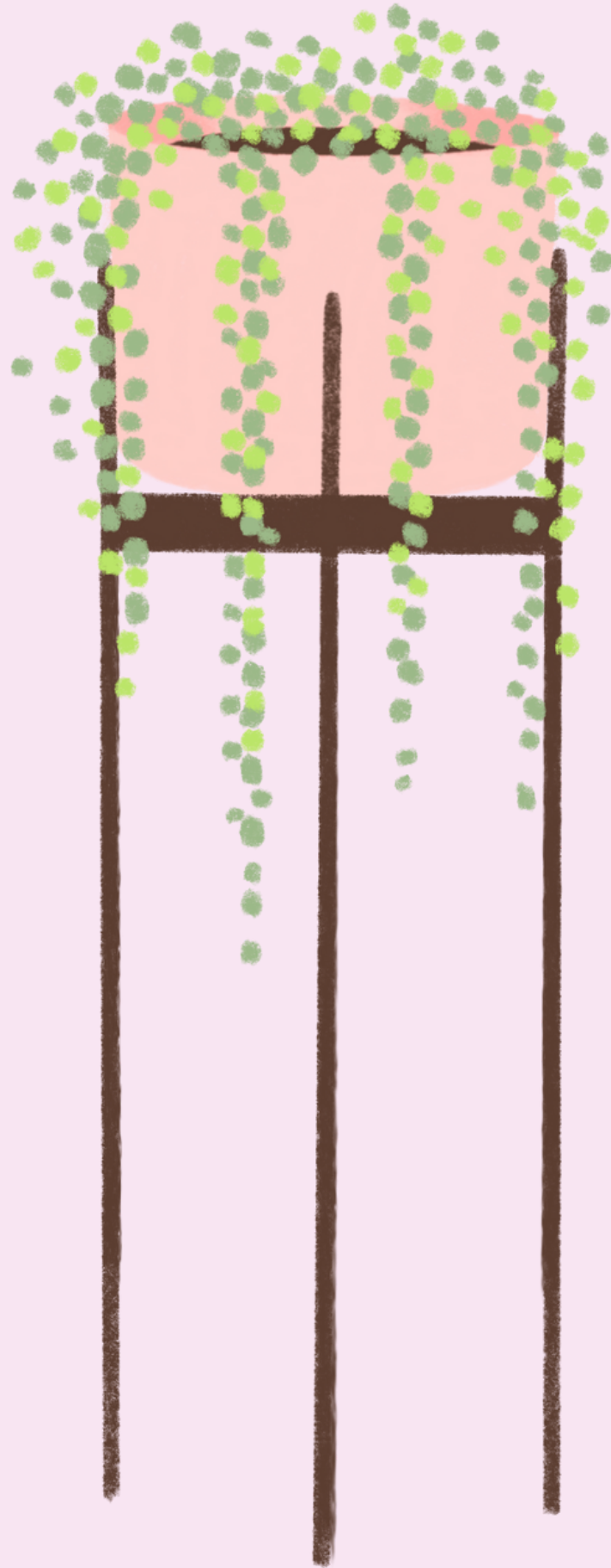
- Newspaper notices
- MPO and TAC meetings
- Virtual public meetings & public hearings
- Advisory and Ad Hoc committees (project-specific)
- Public forums and workshops
- Focus groups
- Tabling / pop-ups at local events
- Surveys
- SNHPC Website
- Newsletters / media blasts
- Local newspapers, TV, radio
- Social media
- Visualization techniques (e.g. interactive GIS maps)
- Translation and interpretation services
- ADA accessibility

SNHPC's Spectrum of Public Participation

>> >> >> *Increasing stakeholder influence on decision-making* >> >> >>

	Inform	Consult	Involve	Collaborate	Empower
Opportunity	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into the planning process	Support community capacity to play a leadership role in decision-making	Foster democratic, community-driven decision-making and implementation
Promise to stakeholders	"We will keep you informed"	"We care about what you think"	"We will ensure your concerns and aspirations are reflected in the plan"	"We value diverse perspectives and expertise, which are critical to understanding this issue"	"We have collective power and capacity to address this issue"
Approaches	<ul style="list-style-type: none">• Newspaper notices• Website resources• Newsletters & media blasts• Social media	<ul style="list-style-type: none">• Surveys• Public comment periods• Public hearings	<ul style="list-style-type: none">• Public workshops & forums• Focus groups• Public outreach events	<ul style="list-style-type: none">• Stakeholders advisory groups & ad hoc committees• Committee participation by SNHPC	<ul style="list-style-type: none">• Regional leadership bodies (MPO, Executive Committee, TAC, RCC)• Legislative outreach

SNHPC developed this graphic with inspiration from the International Association for Public Participation and the Interdisciplinary Association for Population Health Science.



Performance Measures

Indicators that help us track, evaluate, and improve our PPP efforts

Performance Measures

A. Systematic efforts

Activities that are regular occurring and integrated into larger state, regional and local systems

- **Attendance** tracking at standing monthly meetings (MPO, TAC, EC, RCC)
- Number of **committees** regularly attended by SNHPC staff
- Instances of SNHPC participation in **legislative hearings**, including letters submitted as testimony



Performance Measures

B. Tailored outreach activities

Activities that we strategize independently to address specific project needs and/or broader PPP goals

- Number and type of **public outreach events**
- **Number of participants** and public outreach events
- Number of meetings and outreach events targeting traditionally underrepresented stakeholders and advocacy groups
(**Environmental Justice / Title VI**)



Performance Measures

C. Surveys

All surveys implemented by SNHPC, including in collaboration with other orgs

- List of surveys conducted and **number of responses**



Performance Measures

D. Publications

Electronic and analog media featuring SNHPC's work, either released directly by SNHPC or published externally

- List of **publications & media coverage**
- Number of materials **translated** for LEP (limited English proficiency) stakeholders
- Number of people on SNHPC **email list**; average open rate



Performance Measures

E. Website & social media

Data analytics from our website, Facebook, and YouTube

- Number of unique **visitors to snhpc.org**
- Various **social media stats**:
 - # of followers
 - # of posts
 - # of YouTube views

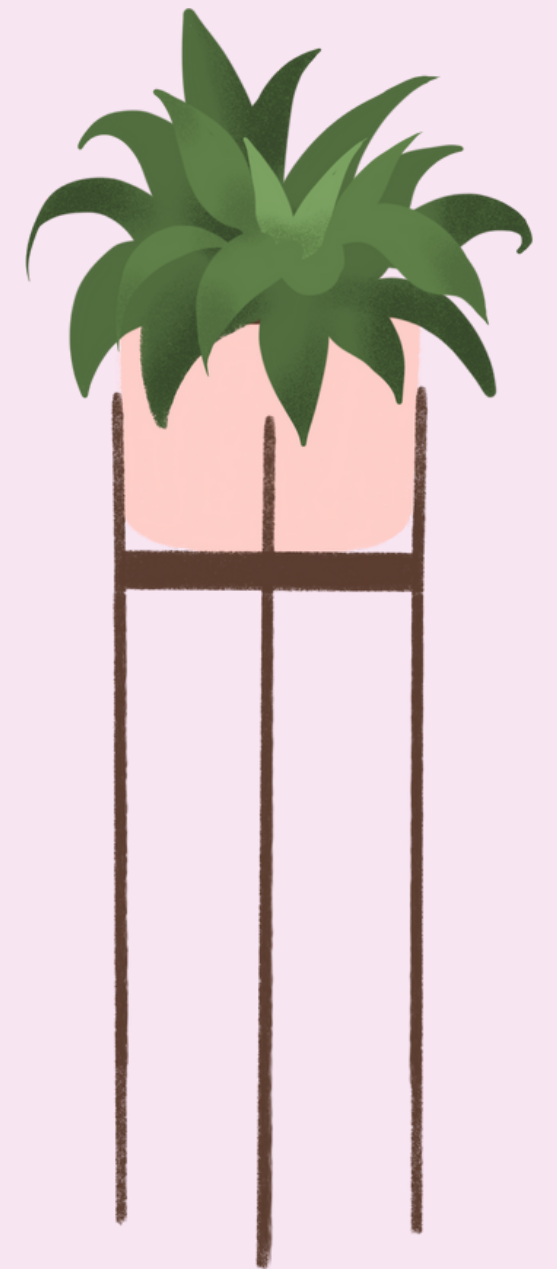


Performance Measures

F. Mobility Management

Select **MM** indicators that align with our PPP goals

- Number and type of **mobility management outreach events**
- Number of **community transportation referrals** (e.g. "I need a ride" form)





Thank you!

