

### Public Outreach Strategy

DRAFT April 14, 2011

**MPO Project**     ***Regional Transportation Plan Update***

**Description**     *This update will extend the plan horizon to 2035 to maintain a minimum 20-year planning horizon. This mainly will involve: modernizing the goals and objectives; adjusting the population, employment, land use, and transportation assumptions and forecasts; adjusting the project lists; and updating the project costs from a 2007 basis to a 2011 basis. The update will reflect SAFETEA-LU (the federal transportation act) requirements and replace the Congestion Management System element in the RTP with the new Congestion Management Process documentation.*

**Will the product result in policy changes?**      Yes      No

**Estimated Metropolitan Policy Committee Adoption Date**     November 2011

**Public Outreach Budget**     \$5,000 - \$8,000 for direct costs

**Scope of outreach**     Limited      Full Update

**Overall goal of outreach**

- Gauge attitudes and opinions
- Inform
- Get Feedback
- Persuade/gain support
- Other
  - Build community contacts and interest
  - Educate and inform—a first step that will lead to a future more extensive RTP Update

**Key Questions**

- How should the goals and objectives be modernized to reflect trends and issues emerging for the next 20 years? The CAC will have a May agenda item specifically on the draft updated RTP Goals & Objectives language.
- Do you have any comments about the Draft Project Lists?
- Are there any changes to the Draft Project Lists that should be considered, if there were a projected decrease in future revenue sources?

**How will the outreach address Environmental Justice?**

- Send notice to Environmental Justice contact list ■
- Provide outreach materials in Spanish ■
- Other: Bus posters in Spanish, presentations to underrepresented community groups ■

**Core outreach (including environmental justice):**

- Regional Clearinghouse public involvement calendar(s), document posting, other online outreach as needed
- Public comment period (minimum 30 days)
- Public hearing
- Open house
- Newspaper display ad
- Notice to interested parties
- Web notice,
- Bus posters
- Citizen Advisory Committee review and discussion

| <b>Stakeholder/<br/>Targeted Audience</b>   | <b>Message</b><br>(What is the benefit or desired change in behavior?)  | <b>Where and When</b><br>...will the audience be most receptive to the message?   | <b>Outreach Tool</b>  | <b>Time Frame</b>  |
|---|---|---|---|--|
| General public, including Environmental Justice   | <ul style="list-style-type: none"> <li>The MPO does transportation planning and it has a big effect on your life.</li> <li>Here's what the Plan does and what the Update includes.</li> <li>How should the goals and objectives be modernized to reflect emerging trends and issues for the next 20 years?</li> <li>It's how we get there that matters.</li> <li>We appreciate your input—it makes a difference.</li> </ul> | <ul style="list-style-type: none"> <li>Hold open house to present full review draft at a central location.</li> <li>Staff tables at community events and meetings for other regional transportation projects at varied times and at places where people go anyway.</li> </ul> | <ul style="list-style-type: none"> <li>Website</li> <li>Display ads</li> <li>Open house</li> <li>Public comment period</li> <li>Public hearing</li> <li>Bus posters</li> <li>Email notice</li> <li>Press release</li> </ul> | September 2011—<br>Open House<br><br>Sept.– Oct. 2011—<br>Online questionnaire |
| Environmental Justice   | Same as above.  | <ul style="list-style-type: none"> <li>Meetings of community groups.</li> <li>Community gathering places.</li> </ul>  | <ul style="list-style-type: none"> <li>Presentation</li> <li>Email notice, bus posters, flyers</li> </ul>   | May – Aug. 2011<br>Sept. – Oct. 2011   |
| Key Interested Parties <ul style="list-style-type: none"> <li>Community leaders</li> <li>Interest groups</li> <li>Neighborhood groups</li> <li>Key communicators</li> </ul> | <ul style="list-style-type: none"> <li>The MPO is updating the Regional Transportation Plan.</li> <li>Here's what the Update includes</li> <li>How should the goals and objectives be modernized to reflect emerging trends and issues for the next 20 years?</li> <li>This is a first step that will lead to a more involved update.</li> <li>Your suggestions will inform the next update.</li> </ul>                     | <ul style="list-style-type: none"> <li>Presentations at already-scheduled meetings of neighborhood groups, the Chamber, etc.</li> <li>Articles in group newsletters, network through email to groups' mailing lists</li> </ul>  | Speakers Bureau   | May – Aug. 2011  |