

Cheyenne Metropolitan Planning Organization

Public Participation Plan

2021

Cheyenne Metropolitan Planning Organization

2021 Update

Public Participation Plan (PPP)

Introduction

Citizen participation affirms the rights of the community to be informed and to provide comments to and receive responses back from the local government. It also provides a mechanism to express needs and meet goals for civic involvement.

A successful public participation process provides citizens the information and the opportunity they need to make informed ideas and opinions about planning issues.

Background

With the Federal Aid Highway Act of 1962, Congress passed legislation making urban transportation planning a condition for receipt of federal highway funds in urban areas. This legislation encouraged “a *Continuing, Comprehensive* transportation planning process carried on *Cooperatively* by the states and local communities”, thus, the “3-C” planning process evolved.

An array of subsequent and current highway bills further increased the need for the transportation planning process. These bills were/are:

- Federal Highway Act of 1970
- FHWA/Urban Mass Transportation Administration Joint Regulations (UMTA) (1975)
- Federal Aid Highway Act of 1982
- Revised FHWA/UMTA Joint Regulations (1983)
- Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA)
- Transportation Equity Act of the 21st Century (TEA-21) 1998
- Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) 2005
 - As part of the Federal SAFETEA-LU transportation bill all MPOs must develop and use a documented Public Participation Plan. The affected agencies, citizens and groups, that the plan is intended to reach, should also have a say in putting the plan together.
- Moving Ahead for Progress in the 21st Century Act (MAP-21) 2012
 - MAP-21 requires the Metropolitan Planning Organizations (MPOs) to provide for consideration of projects and strategies that will serve to implement six (6) transportation planning factors as follows:
 - *Strengthens America’s Highways*
 - *Establishes a Performance-Based Program*
 - *Creates Jobs and Supports Economic Growth*
 - *Supports the Department of Transportation’s (DOT) Aggressive Safety Goals*
 - *Streamlines Federal Highway Transportation Programs*
 - *Accelerates Project Delivery and Promotes Innovation*

- Fixing Americas Surface Transportation Act (FAST) – 2015
 - This bill establishes a new National Highway Freight Program
 - MPOs must provide for the development and integrated management of “intermodal facilities that support intercity transportation, including intercity buses and intercity bus facilities, and commuter van providers.”
 - Public Transit representatives shall have same authority as other MPO committee members
 - MPOs are encouraged to consult with State agencies that plan for tourism and natural disaster reduction
 - New planning factor: mitigate stormwater impact on surface transportation
 - MPO Plans shall identify public transportation facilities and intercity bus facilities

The Cheyenne MPO PPP is a living document and will be continually reviewed for possible changes and/or updates.

Cheyenne Metropolitan Planning Organization Designation

The Cheyenne Metropolitan Planning Organization (MPO) was officially established in October 27, 1981 and was formerly known as the Cheyenne Area Transportation Planning Process, or ChATPP. The MPO is responsible for ensuring that Federal funds for transportation projects in the urban area are spent in compliance with local government development guidelines and Federal regulations.

The MPO is also responsible for developing transportation policies and coordinating the various federal, state, and local agencies involved in long-range transportation and coordinated land use planning efforts for the Cheyenne Urban Area.

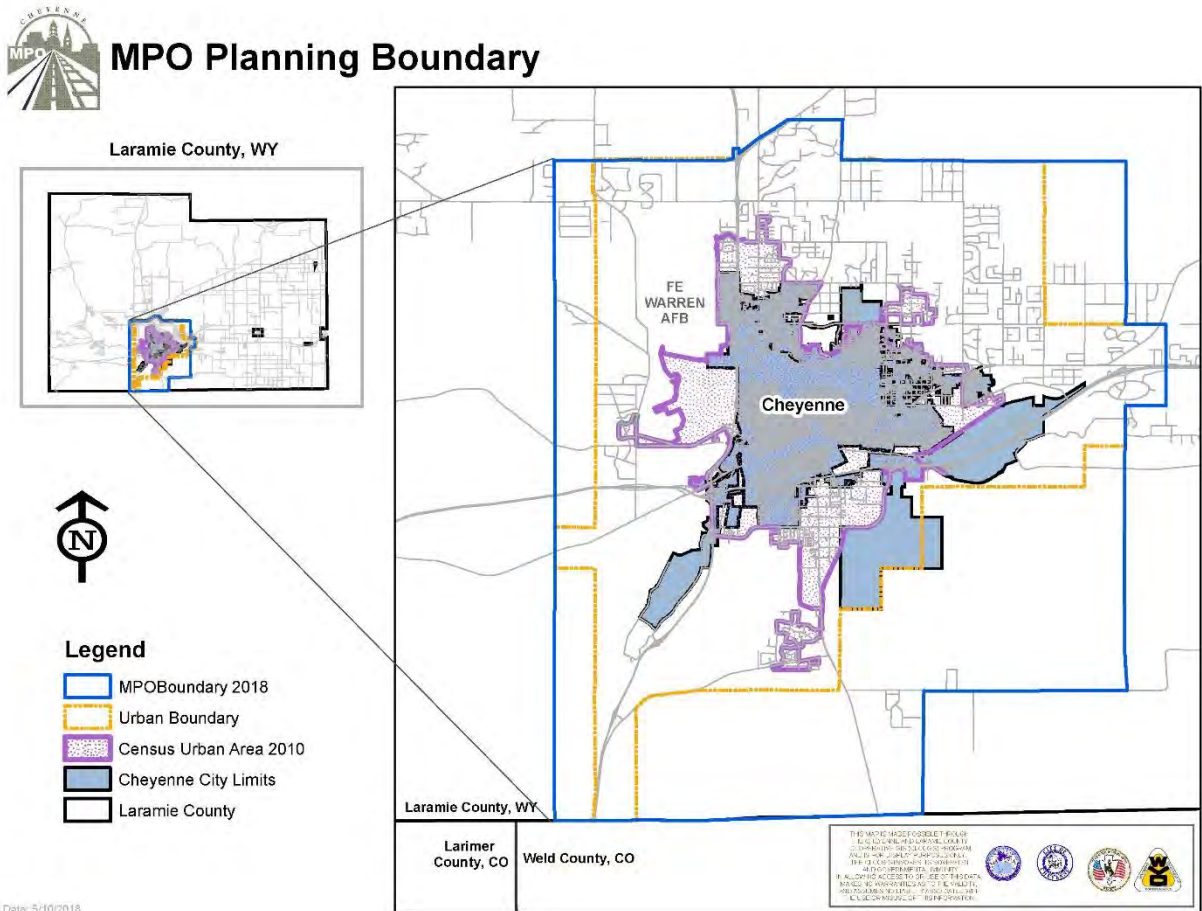
I. Committees

1. **Policy Committee** – This group guides the direction of the MPO and sets policies. This committee decides and recommends how federal planning funds (PL), highway construction and Transit 5303 planning funds are spent, in cooperation with federal and state agencies. The recommendations made by the Citizens Advisory Committee and the Technical Committee serve as a guide and recommending committees to the Policy Committee. This committee’s makeup is comprised of three voting members: the Mayor of Cheyenne, a Laramie County Commissioner, and the District Engineer from the Wyoming Department of Transportation. The Policy Committee reviews and approves the MPO budget and planning priorities.
2. **Technical Committee** - Engineers, planners, and numerous technicians from Wyoming Department of Transportation, Laramie County, the City of Cheyenne, and other local agencies or companies including the school district, freight movers, rail providers, the airport, and F.E. Warren Air Force Base make up the membership of the Technical Committee. Groups and agencies such as utility companies and development organizations involved in the growth of the community are also invited to participate. This committee recommends to the Policy Committee the adoption of plans and projects.

3. **Citizens' Advisory Committee** - The Citizens' Advisory Committee for transportation is comprised of individuals who have an interest in the overall transportation system for the Cheyenne Urban Area. Elected officials are not eligible to serve on the committee. Members may have special interest in a particular mode or generally have an interest to assist the MPO in achieving its goals and objectives. This committee recommends to the Policy Committee the adoption of plans and projects.

II. Planning Boundary

The Cheyenne MPO planning area encompasses the entire City of Cheyenne plus the surrounding area in Laramie County that falls within the MPO Planning Boundary. The population within the planning boundary as of 2019 was 89,429. The northern boundary of the Planning Area is approximately one mile north of Horse Creek Road/Iron Mountain Road, with the central portion jogging north to encompass the North Star Ranch subdivision south of US 85. The Planning Area generally extends two miles west of Round Top Road. The southern boundary follows the Wyoming state line and jogs up to Chalk Bluff Road east of US 85. Its eastern boundary extends northward from Chalk Bluff and includes the Archer Complex area.



III. Responsibilities

To carry out the regional transportation planning process, each urbanized area with a population of 50,000 people or more has an MPO which acts as a liaison between local communities, their citizens, and the state and federal departments of transportation. MPOs are important because they direct how and where available state and federal dollars for transportation improvements will be spent. The primary functions of the MPO are to perform the major tasks listed below:

- a. Establish the goals, objectives and policies governing transportation planning in the region
- b. Approve an annual Unified Planning Work Program (UPWP) and budget
- c. Direct the preparation of, and adopt a Long-Range Transportation Plan (LRTP) including both long-range and short-range strategies for improving the region's multimodal transportation system
- d. Recommend projects for implementation through the adoption of the Transportation Improvement Program (TIP)

Public Participation Process

This public participation plan contains policies, goals, objectives, and techniques that will be used by the MPO for public involvement as appropriate. The PPP is intended to provide direction for public involvement activities to be conducted by the MPO, its agents or hired consultants who will:

1. Provide timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agencies, private providers of transportation, other interested parties and segments of the community, affected by transportation plans, programs and projects (including, but not limited to, local jurisdiction concerns).
 - a. Public notification of all meetings of the Cheyenne MPO Policy, MPO Technical Committee, and MPO Citizens Advisory Committees will be provided at least seven (7) days prior to each meeting. At a minimum, agendas for each of these meetings will carry the date, time and location of the next meeting.
 - b. Meeting notices will be published on the Cheyenne MPO's website, www.plancheyenne.org.
 - c. All meetings are open to the public and comments will be taken by members of the public at the end of the agenda.
2. Provide reasonable and easy public access to technical and policy information used in the development of the LRTP, the TIP, and the PPP, as well as other appropriate transportation plans and projects, and conduct open public meetings where matters related to transportation programs are being considered.

- a. The Cheyenne MPO will make copies of Plans and Programs available at the Laramie County Library, and other public locations, for public inspection.
 - b. The Cheyenne MPO will keep its documents, publications and other pertinent material on file for public inspection and use.
 - c. The Cheyenne MPO will make electronic copies of publications available on the Cheyenne MPO's website, www.plancheyenne.org.
 - d. The Cheyenne MPO will use social medium to communicate information and data as needed.
3. Give adequate public notice of public participation activities and allow time for public review and comment at key decision points, including, but not limited to, approval of the LRTP, the TIP, and other transportation plans and projects. If the final draft of any transportation plan differs significantly from the one available for public comment by the MPO and raises new material issues, which interested parties could not reasonably have foreseen, an additional opportunity for public comment on the revised plan shall be made available.
 - a. As part of these efforts, the Cheyenne MPO will seek out and consider the needs of people traditionally under served by transportation systems. Explicit consideration and response will be given to public input received during the development of the Long -Range Transportation Plan (LRTP) and the Transportation Improvement Plan (TIP). This will be done through written documentation and included in the respective plans. If numerous comments are received on draft plans as a result of public input, then a summary, analysis, or report on the disposition of comments will be made and included in the final LRTP and/or TIP documents and other MPO plans.
 - b. Consistent with these procedures and the philosophy of this Public Participation Plan, the Cheyenne MPO will establish a public participation process for each of its key decisions. This process will include a specific public review period of at least 30 days for review of key decision documents, between the release of a draft and final action. Copies of written comments received during this time will be made available to members of the body taking final action.
4. Solicit the needs of those under-served by existing transportation systems including, but not limited to, the transportation disadvantaged, minorities, elderly, persons with disabilities, and low-income households. MAP-21 requires that the MPO shall provide reasonable opportunities for affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, 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 a reasonable opportunity to comment on the transportation

planning process via 23 U.S.C. 104(d)1. FAST Act adds intercity bus operators and commuter vanpool providers to interested parties list.

5. The MPO will provide assistance to ensure that persons with disabilities have access to all programs, services, activities, and information, offering full opportunity to participate in the public involvement process, in accordance with the Americans with Disabilities Act (ADA) (42 USC 126). The public involvement process will provide assistance to Limited English-Proficient (LEP) persons so that they can meaningfully engage with the MPO public participation process, consistent with Title VI of the Civil Rights Act of 1964 and Executive Order 13166.
 - a. The Cheyenne MPO will conduct workshops, open houses, and pop-up events in limited-English-speaking neighborhoods, as appropriate, to provide public opportunities for comment, suggestions, ideas and concerns.
 - b. The Cheyenne MPO will encourage public comment and participation through advisory committees, presentations to civic groups, and other efforts as appropriate.
6. MAP-21 requires that the MPO follow a performance-based planning approach. Therefore, public involvement, both educational and solicitation of input shall be outcome based to the best extent possible. The process shall begin with the establishment of goals and objectives with respect to public involvement and outreach. Success in the public process shall be measured by the achievement of consensus between stakeholders and the determination of a recommended and accepted course of action.
7. State Statute § 15-1-505-507, governs the guidelines for Master Plans and documents that are intended to be adopted as amendments to the MPO Master Transportation Plan. Therefore, the advertising and subsequent public comment period will be not less than 30 calendar days prior to adoption of these Plans.
 - a. Notice of the comment period will be advertised in a newspaper of general circulation and various other publications prior to the commencement of the 30-day comment period. Notice will also be posted on social media and website.
8. For other planning studies such as corridor plans, sub-area/neighborhood plans and special study plans the Wyoming Administrative Procedure Act §16-1-101, will take precedence therefore, the comment and advertising period shall be not less than 14 calendar days.
9. Coordinate the public participation process with statewide public participation processes wherever possible to enhance public consideration of the issues, plans and programs, in order to minimize redundancies and costs.
 - a. The Cheyenne MPO and the Wyoming Department of Transportation have common objectives when soliciting input for their yearly updates for respective Transportation Improvement Programs. Conversations are initiated to understand each agency's needs, and input is gathered on programs before finalization. Public involvement

opportunities are shared and when possible, joint project open houses are conducted. All invitations to events and virtual open houses are shared.

Goals & Objectives of the Public Participation Plan

- A. Inform and Educate the Citizens of the Cheyenne Metropolitan Area**
- B. Create Outreach and Connection Building Opportunities**
- C. Engage the Public and Encourage Participation**
- D. Solicit Input to Shape Policies, Plans, and Programs**
- E. Evaluate / Measures of Effectiveness / Performance Measures**

Techniques and Strategies to Realize Goals & Objectives– MPO staff and consultants could jointly be responsible for the following items - some or all techniques may be used.

A. Inform and Educate

1. Public meetings held during weekday evening hours reach very few people who tend to be made up of a similar demographic. It is important to determine what voice is missing from this discussion and how to bring this voice into the process.
2. A *Website* can be a useful MPO communication tool for posting public meetings and scheduled Committee meetings.
 - a. Post upcoming events on a meetings calendar or under current events.
 - b. Keep website fresh. If the budget allows, purchase software that can create a daily or weekly Opinion Poll Question where the respondents can see the results instantly.
 - c. The project pages on the MPO website should include copies of handouts and summaries from public meetings to update citizens who did not attend.
 - d. Incorporate accessible formats to be more inclusive of those citizens with disabilities.
 - e. Allow the opportunity to submit questions to staff online for a project.
3. *Media Blasts* can get the word out about an event quickly.
 - a. Write an editorial about the purpose and need or goals of the plan and put in local newspapers.
 - b. Radio or TV shows interviews about the project or plan.
5. *Display ads* in local newspapers on high circulation days, work better than legal ads.
6. *Electronic Newsletters*, e.g., Constant Contact, can be used for general information or specific project milestones or event notifications. Update lists after every mailing.
7. *Project Information Sheets* can be distributed to neighbors and businesses.
8. *Brochures* to explain the Cheyenne MPO's role in transportation planning and other educational topics.

B. Outreach and Connection Building Opportunities

1. Offer early and continuous opportunities for the public to be involved. Use *Face to face techniques* to directly inform the affected residents such as corridor walks that have been announced prior to the event. By engaging the public at an early stage, social and economic issues, as well as, environmental impacts of proposed transportation decisions can be identified and incorporated into planning work near the beginning of a planning process.
2. Some of the Cheyenne MPO's yearly budget is used for consultant services for public engagement through social media posts, live streaming, and other outreach.
3. Combine outreach *Info Booths* with other local events. Stage creative and fun events with the intention to present a projects purpose and need and/or gain public input and support. This can include *Pop-Up Meetings*.
4. It is becoming increasingly important to use *Social Media* (Facebook) to reach audiences that prefer those methods of communication.
5. MPO staff should actively participate in civic organizations such as the Rotary, Lions, and Kiwanis Clubs.
6. Use the MPO Citizens' Advisory Committee (CAC) on transportation for more effective outreach to the community. Some ideas could include:
 - a. Divide up the MPO boundary and assign CAC members to different areas to canvas with flyers about an MPO projects.
 - b. Advertise ways to contact CAC members
 - c. Attend neighborhood block parties- bring flyers, talk to people about CAC and one or two projects.
 - d. Be the welcoming speaker to the attendees at public meetings, workshops, summits or educational presentations.

C. Engage and Encourage Participation

1. Staff should be encouraged to participate in public interactions and collaborations with community-based organizations that have complementary missions whenever possible, e.g., retirement communities, AARP, Laramie County Wellness Coalition, Chamber, LEADS, Visit Cheyenne and other agencies.
2. *Public Meetings* with presentations or *Open Houses* with displays and no formal agenda should always have a sign-in sheet including contact information.
 - a. The first meeting must be accompanied by a clear message on what and why the project is taking place. What is the problem that is being addressed? Decide on next steps by the end of the meeting and announce them at that time. Set the date for the next meeting if possible. Tell attendees what will and will not occur once a plan is finalized. Share projected time frame of planning or implementation, if known. Be clear about what is "fixed" and what is open for influence.

- b. Choose appropriate times and venues for the intended audience.
 - c. The use of keypad polling with instant results keeps the audience engaged and participating.
3. *Variable Message Boards* with info regarding upcoming public participation opportunities, can be highly effective to reach travelers along a specific corridor.
 4. Use *on-line surveys* to supplement the direct contacts that have been established at Public or One on One meetings
 5. Use *Visualizations* and *Scenario Planning* at Open Houses, Workshops and online.

D. Solicit Input to Shape Policies, Plans and Programs

1. Opportunities for public input should be available at every stage of the planning process by using the Citizens' Advisory Committee, the MPO website, email, comment cards at public meetings, *Social Media*, i.e. Mind Mixer, *survey platforms*, i.e. Survey Monkey and keypad polling. Set up business and citizen's stakeholder groups for the area that the project is in. When comments are received by direct mail or email, provide confirmation of receipt. "Thanks for commenting on..." Provide specific feedback as necessary.
2. Effectively integrate the considerations and viewpoints of those who are Limited English Proficiency (LEP) as well as, persons with disabilities and low income.
3. Every effort will be made to consider and respond to public input during the plan development process. An important goal is to gain consensus and support for specific plans, programs and projects. The amount of public participation shall not be limited by numerical amounts but by achieving a measurable amount of consensus.
4. If numerous comments are received on draft plans as a result of public input, then a summary, analysis, or report on the disposition of comments will be made and included in the final LRTP and/or TIP documents and other MPO plans.

E. Evaluate /Measures of Effectiveness / Performance Measures

1. Measure the effectiveness of the outreach tools and demonstrate their value.
2. Include a summary of the public engagement strategies used in every plan or project. Within the summary indicate how these strategies influenced the outcome and recommendations of the project.
3. Not only do the tools and techniques need to be monitored and continue to evolve, but the entire PPP document and process should be reviewed and updated at least every five years prior to the LRTP update to ensure that appropriate changes are being implemented by the MPO.
4. The PPP may also be reviewed and updated if new planning regulations are enacted or if other changes occur that prompt the MPO to direct staff to update the plan.

F. Virtual Public Engagement

Novel Coronavirus COVID-19 detected in early 2020 in China, spread rapidly to the United States. Mid- March the City of Cheyenne and the Cheyenne MPO planning staff began working from home. Most businesses were closed, and gatherings of more than 10 people were discouraged.

PlanCheyenne Connect 2045 the update to the MPO area's regional transportation plan had begun in the summer of 2019, and the next round of public participation including a Community Open House was to take place in the spring of 2020.

Before the shutdown, a public meeting was held, advertised by Facebook, website, ads in paper or on radio, variable message signs, etc. The next day or in a few days a survey of the comment sheet from the workshop would go up on the website. Also, the presentation PowerPoint or workshop display boards would also appear on the website.

With the social distancing phenomenon, this required a full-scale redirect to make all the public input and participation virtual. The public open house was scheduled to take place on April 7th but now had to be done virtually.

After the shutdown the public involvement was posted to the MPO website and Facebook posts asked people to go to the website, watch a video, read a short document and then take a survey. Facebook was used more extensively to create interest and drive the public to the website. Virtual meetings were held with the steering committee and stakeholder groups.

Basic guidance from the *Virtual Public Engagement Guide*, Atlanta Regional Commission, 2020:

➤ MAINTAINING OPEN MEETINGS

How can you ensure your meeting is open to the public?

- ✓ Post meeting notice and corresponding agenda at least one week before the scheduled meeting. Emergency meetings may be held but must be advertised 24 hours before and meeting notes must indicate what constituted the emergency.
- ✓ Decide on a meeting format - live stream, conference call, webinar - and appropriate tool. Live streaming can be paired with other communication tools, such as Twitter or a live conference line, but this needs to be well communicated to the public ahead of time.
- ✓ If possible, incorporate registration features and/or surveys to capture email addresses, demographic data, and zip code. This can help you follow up with participants and better understand who you are reaching.
- ✓ Create a promotion strategy, allowing enough time and range of channels for promotion.
- ✓ Offer a call-in option and consider how you promote the meeting outside of internet channels, especially if hosting a meeting in areas with limited broadband or internet access.
- ✓ Create an opportunity to receive any public comments via email before, during, after the meeting to replicate a public comment period. This should be well communicated.

- ✓ If possible, record the meeting and post online afterwards.
- ✓ Capture and analyze analytics of online engagement in order to be able to share lessons learned and improve over time.
- ✓ Consider holding off on any major action items until an in-person meeting can be conducted, if possible and reasonable.
- ✓ Check with your City or County legal counsel for further guidance.

➤ HOSTING VIRTUAL MEETINGS

How can you ensure your meeting is engaging for all participants?

- ✓ Develop and provide a meeting agenda ahead of time.
- ✓ Identify a moderator ahead of time. It is especially important for virtual meetings to have a moderator to lead the call and manage introduction of presenters, participant questions, etc.
- ✓ While waiting for everyone to get on the call, encourage participants to grab a glass of water or a pen and paper to be more comfortable.
- ✓ Make the purpose and goal of the meeting clear at the beginning.
- ✓ Begin the meeting with an interactive poll when possible. This will help you see how many on the call are engaged in the discussion and will allow you to “check in” with participants.
- ✓ Create opportunities for interactivity throughout the meeting.
- ✓ If the meeting is long, schedule breaks to keep participants focused and engaged.
- ✓ Use the interactive chat box throughout the meeting to help keep participants engaged. This can also help presenters clarify points along the way if questions arise.
- ✓ Offer high quality visuals, including images, videos, graphs, and maps.
- ✓ Be concise when speaking. Plan what you will say ahead of time, but keep your voice engaging.
- ✓ Keep meeting conversational between presenters if setting allows.

➤ HOSTING VIRTUAL MEETINGS

How can you minimize potential issues with technology?

- ✓ Identify a person to support technology troubleshooting ahead of time. This should not be the moderator, as that will slow down the meeting.
- ✓ Test the technology ahead of time. If you are using presenters for a major meeting, host a test run for them prior to the meeting.
- ✓ Offer a brief guide to the technology at the beginning of the meeting or send some tips out in an email before the meeting. This may include how to mute yourself and how to ask questions or make comments.
- ✓ Ask participants to mute themselves during meeting unless they are talking.
- ✓ If bandwidth seems limited, ask participants to turn off their video camera if not talking.
- ✓ Ask participants ahead of time to use computer audio if possible, as cell phones have more background noise/reception issues.

➤ CHOOSING THE RIGHT TOOL

How can you select a tool that fits your needs?

Getting Feedback from Steering Committees

Are you hosting a steering committee meeting whose primary purpose is sharing information with and gaining feedback from 5-25 participants? You might consider hosting your meeting on a [video conferencing platform](#), such as Zoom, GoToMeeting, WebEx, or Skype, which would allow participants to see and hear each other, but also allows a host to offer a presentation through screen-sharing. Try combining the video call with a [polling tool](#), such as Participoll, Mentimeter, or Poll Everywhere, or a [survey platform](#), such as Survey Monkey or Google Forms, if you want to receive feedback after the meeting.

Collaborating with Steering Committees

Are you hosting a steering committee meeting whose primary purpose is collaborating with 5-25 participants? If you are hosting a meeting that involves real-time collaboration, any [video conferencing platform](#), such as Zoom, GoToMeeting, WebEx, or Skype, will be a good place to start. You can also use tools that allow for [simultaneous editing](#) of documents, such as Microsoft OneDrive or Google Drive. If your project involves a spatial component, try integrating [mapping tools](#) like Social Pinpoint or Maptionnaire into your meeting, allowing participants to place comments on online maps.

Sharing Static Information with the Public

Are you sharing regular or updated static information about changes to a service, plan, or project? To share static information with the public, consider posting a [slide deck](#) or [pre-recorded video](#) on your website to be shared via [social media](#). You can also share information through [e-newsletters](#) and [blog posts](#). If your information lends itself to [mapping](#), try creating an ArcGIS StoryMap to embed on your website.

Getting Feedback from Key Stakeholders

Are you hosting a meeting whose primary purpose is gaining insight from stakeholders or subject matter experts? If you are conducting stakeholder interviews, consider completing those via [individual phone or video calls](#). If you are hosting a focus group where stakeholders will interact with each other, any [video conferencing platform](#), such as Zoom, GoToMeeting, WebEx, or Skype, will work. Feedback from stakeholders can also be obtained via [survey platforms](#), such as Survey Monkey or Google Forms, and [mapping tools](#), such as Social Pinpoint, Maptionnaire, or ArcGIS Public Comment.

Hosting Online Town Halls

Are you hosting a town hall meeting whose primary purpose is sharing information with and gaining feedback from up to 1000 participants? A town hall can be hosted online by [livestreaming](#) via Facebook Live, LinkedIn Live, or Periscope, all of which allow for live comments and questions. You could also host a [webinar](#) through a platform like GoToWebinar with live polling embedded and time scheduled for participants to submit questions through the comment feature.

Facilitating Virtual Open Houses

Are you hosting an open house whose primary purpose is sharing information with and gaining feedback from up to 1000 participants? Information that would be presented at an open house can be shared through [livestream](#) or a [prerecorded video](#) of a slide deck. Alternatively, the information can be translated into [web content](#), allowing attendees to browse on their own time. Either option can be combined with a [survey platform](#), such as Survey Monkey or Google Forms, or a [mapping tool](#), such as Social Pinpoint, Maptionnaire, or ArcGIS Public Comment.

G. Performance Measures

Table 1 outlines the performance measures that can be used to evaluate several public participation tools or techniques and the methods for improving each. These performance measures will be tracked by MPO staff.

Performance Measures – Table 1

Tool	Performance Measure	Methods of Improvement
E-mail/ Contact lists	Number of persons included in the database/Number of persons contacted	Increase e-mail list by advertising the availability of e-mail announcements using other public involvement tools
Direct Mailings	Number of persons reached	Increase/Decrease mailing list to more accurately target affected areas. Use the most up-to-date information to maintain the mailing list.
Stakeholder Meetings	Number of participants/ Attendance	Schedule at convenient times and locations. Hold multiple workshops. Use other tools to increase awareness.
Workshops/ Charettes	Number of participants/ Attendance	Schedule at convenient times and locations. Hold multiple workshops. Use other tools to increase awareness.
Public Meetings	Number of participants/ Attendance	Schedule meetings at convenient and accessible times and locations near MPO project locations. Hold multiple meetings. Use other public involvement tools to increase awareness of meetings.
Virtual Public Engagement	Analytics	Analytics is a tool used by Public Engagement Professionals to evaluate the reach and effectiveness of your social media and other on-line public engagement campaigns.
Websites	Number of hits/ Viewers	Use other public involvement tools to increase advertisement of the web site.
Surveys	Numbers of persons contacted / Number of respondents	Encourage responses by explaining the importance of receiving feedback. Offer incentives.
Social Media	Number of followers / “Likes”	Use other public involvement tools to increase awareness including website links.
Social Media	Number of participants in a discussion	Number of responses and ideas entered. Share rate and discussion amongst participants
Pop Ups at Local Events	Number of persons reached / Attendance	Schedule at convenient times and locations. Attend events that are not normally targeted. Participate at multiple events.
Variable Message Signs	Number of participants/ Attendance	Placed at highly visible locations near project and meeting locations results in increased attendance.

H. Performance Measures Evaluation since 2019 PPP

Over the last few years, it has been determined that the least effective methods of outreach are emails and direct mailing because emails are changed frequently, sometimes blocked by junk apps or are considered junk mail.

Variable message signs will attract a lot of people to meetings, but online surveys and social media seem to get the largest response rates and engagement.

Public meetings are still not well attended and the MPO website has a steady number of views.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year first above written.

Attest:

Tom Mason, Secretary

Thomas M. Mason

Date: March 24, 2021

MPO Policy Committee Chairman

Commissioner Troy Thompson

[Signature]

Date: _____