

PUBLIC PARTICIPATION PLAN

**MID-AMERICA REGIONAL COUNCIL
TRANSPORTATION DEPARTMENT**

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1. INTRODUCTION

A. FOUNDATION OF PUBLIC PARTICIPATION IN TRANSPORTATION PLANNING

Public participation is based on the belief that people whose lives are affected by transportation planning and investment decisions have a right to be involved in the decision-making process and influence choices that are made. Directly engaging citizens in this process promotes successful problem solving, yields diverse voices and new ideas, and gives the public a sense of ownership of the developed solutions.

Public participation must be a proactive process in which governing bodies strive to find innovative ways to identify and engage the affected public, provide a wide variety of opportunities for interested parties to become involved, and create a meaningful process that is transparent and ensures effective communication about how public contribution influences decisions. It is also important that a public participation process be continuously evaluated and improved to ensure that under-represented communities are given a voice.

The Mid-America Regional Council (MARC) is committed to a public participation process that:

- Involves the public in decisions that affect their lives,
- Ensures that the public's contribution will influence decision making.
- Communicates how the public's contribution will influence decisions,
- Is adaptable and sensitive to diverse audiences,
- Promotes respect,
- Provides equal access to opportunities, information, and education,
- Ensures timely response to participants,
- Is consistent and reliable,
- Promotes continued engagement,
- Allows for flexibility and use of creative approaches,
- Maintains honesty and integrity throughout the process,
- Continuously strives to educate and inform affected and interested parties to give them a more meaningful participatory experience,
- Encourages early and active participation, and
- Involves process evaluation and monitoring tools.

B. THE ROLE OF MID-AMERICA REGIONAL COUNCIL

The Mid-America Regional Council (MARC) is designated by the federal government as the metropolitan planning organization (MPO) for the bistate Greater Kansas City area. MARC is responsible for coordinating transportation planning activities within the MPO boundary, which includes Cass, Clay, Jackson and Platte counties in Missouri, and Johnson, Leavenworth, and Wyandotte counties in Kansas. MARC works with federal and local governments, state departments of transportation, transit agencies, area stakeholders, and the public to ensure that the plans and projects developed help create a sustainable region that increases the vitality of our society, economy and environment for current residents and future generations.

C. PURPOSE OF THE PUBLIC PARTICIPATION PLAN

MARC seeks to provide opportunities in the transportation-planning process to interested parties, as well as engage members of the community who have not been traditionally involved. The purpose of this plan is to provide a framework from which to guide the public participation process in transportation-planning projects at MARC, such as the *Unified Planning Work Program (UPWP)*, the *Long-Range Transportation Plan (LRTP)*, the *Transportation Improvement Program (TIP)*, and for a range of programs and special studies, including major investment studies (MIS). This plan specifies MARC’s underlying goals as well as strategies and techniques to be considered and employed in achieving the goals of the public participation process. The plan describes the importance of environmental justice — equitable distribution of burdens and benefits to groups such as racial minorities and residents of economically disadvantaged areas — and provides a framework for including it as a part of the public participation process. Additionally, the plan describes how MARC will work to incorporate visualization and scenario-planning techniques into its public participation process to better illustrate information, concepts, and alternatives that make up metropolitan transportation plans and studies.

D. LEGAL FRAMEWORK AND PLAN APPLICATION

The “Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users” (SAFETEA-LU), signed into law on August 10, 2005, contains specific language outlining federal requirements regarding public involvement processes and procedures. In general, the SAFETEA-LU legislation built upon previous transportation legislation (ISTEA and TEA-21) to provide states and metropolitan planning organizations specific direction in conducting and promoting broad-based public involvement activities.

SAFETEA-LU Legislation (Public Law 109-59) requires metropolitan planning organizations to provide citizens, 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 plan.

In addition, the *Public Participation Plan*:

- shall be developed in consultation with all interested parties; and
- shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.

In carrying out these required elements of the *Public Participation Plan*, MARC shall, to the maximum extent practicable:

- hold any public meetings at convenient and accessible locations and times;
- employ visualization techniques to describe plans; and
- make public information available in electronically accessible format and means, such as the World Wide Web, to afford reasonable opportunity for consideration of public information.

ENGAGING INTERESTED PARTIES

MARC worked to develop the Public Participation Plan with involvement and feedback from:

- citizens
- 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
- other interested parties

Federal legislation requires metropolitan planning organizations to produce documents that govern the regional transportation investments and planning activities, including the development of the Unified Planning Work Program, the Long-Range Transportation Plan, the Transportation Improvement Program, and the Public Participation Plan. This plan will apply to all these activities.

2. GOALS FOR PUBLIC PARTICIPATION

It is MARC's goal to have significant and ongoing public involvement in the transportation planning process. Education and public outreach are an essential part of fulfilling MARC'S desire and responsibility to successfully inform the public about the planning process at the metropolitan level. In addition to its informative roles, MARC also seeks to empower and improve opportunities for the public to voice their ideas and values regarding transportation. MARC strives to ensure early and continuous public involvement in all major actions and decisions.

The following goals embody these ideas and set out to guide the participation process to successfully achieve the principles that have been outlined.

■ Goal 1: Inform and Educate the Public

It is MARC's responsibility to make information accessible to the public and to provide timely public notice. MARC will provide information to the public that is accurate, understandable, and pertinent to regional transportation planning and engagement activities and will do so through the use of varied communication tools. In addition to informing the public, MARC will make every effort to educate the public about the planning process and provide supportive policy, program and technical information. Educating the public supports informed public contribution and continued engagement by the public. Education will be enhanced through the use of visualization tools that will help the public understand and relate to MARC's various planning products and activities.

■ Goal 2: Reach Out and Build Connections

MARC recognizes that large segments of the population rarely participate in the transportation planning process, including minority, non-English speaking, and low-income groups. It is a priority to increase the diversity and number of participants in previous engagement activities through building new relationships with organizations and communities that serve these under-represented populations.

■ Goal 3: Engage the Public and Encourage Continued Participation

MARC will encourage continued public participation by ensuring an engagement process that is meaningful. This includes providing various ways to engage and communicate with the public, responding to all comments and questions in a timely manner, presenting a clear process for incorporating public input into MARC's plans, and providing other opportunities for further engagement and education.

■ Goal 4: Use Input to Shape Policies, Plans and Programs

MARC will document all input received from the public. This documentation will provide a record of received comments and will assist MARC staff and MARC committees in reviewing public input, which can then be used in the development of transportation plans and programs. The process of incorporating public input into transportation planning documents will be transparent and open to

the public. MARC will inform the public of the decision-making process for each planning activity in which public comment is solicited. This will be presented to the public at the beginning of each planning activity and throughout the engagement process.

■ **Goal 5: Evaluate Public Participation Strategies**

In order to sustain best practices in public participation, MARC will continually monitor the public engagement process and create a framework for evaluating and improving this document and the strategies that guide how we engage the public.

3. SPECIFIC PLAN PROCESSES

Public participation is a valuable tool used to shape plans that accurately reflect the goals and visions for the region. Public surveys (MARC Public Participation Plan 2007) indicate that citizens believe their involvement is most valuable when developing the Long-Range Transportation Plan and other plans for individual modes of transportation. MARC also recognizes that specific plans and studies with regional goals and objectives are more valuable with the community direction and support. The following plans are identified as MARC’s core plans with each public participation process identified. All of MARC’s core plans are available on MARC’s website and can be viewed at the MARC offices.

A. UNIFIED PLANNING WORK PROGRAM

Comment period: 14 days
Web page: www.marc.org/transportation/upwp
E-mail: transportation@marc.org
Update schedule: every year in August/September

The *Unified Planning Work Program* (UPWP) is a document that describes the transportation-planning activities MARC and other agencies propose to undertake during the next fiscal year. Each major activity is described in enough detail to indicate who will perform the work, the schedule for completing it and what will result from the activity. The UPWP also contains information on the proposed budget for each activity. The UPWP is posted on the MARC website at www.marc.org/transportation/upwp.

The UPWP is developed by MARC with input from local governments, area transit providers, the Kansas Department of Transportation and the Missouri Department of Transportation. When comments are solicited during the public review period, notice will be posted on the MARC website and printed in area newspapers (including Spanish-language newspapers), other MARC publications, and communicated to stakeholders on transportation-related mailing lists. All public comments received pertaining to the UPWP will be reviewed and considered. An effective means of incorporating public input into the UPWP is to review comments received the previous year that relate to similar new projects. When developing the work program, the UPWP project manager should take this public comment into consideration.

The UPWP is updated annually in August/September, and released for public review and comment for a minimum of two weeks. Final approval is made in October/November. Amendments are made throughout the year and are released for public comment when projects are either added or deleted, or when significant changes are made to the document.

B. LONG-RANGE TRANSPORTATION PLAN

Comment period: 30 days
Web page: www.marc.org/transportation/lrtp.htm
E-mail: lrtp@marc.org
Update schedule: at least every five years

The Long-Range Transportation Plan (LRTP), called *Transportation Outlook 2040*, is the centerpiece of the metropolitan transportation planning process and serves as a blueprint for the management of the region's transportation system. It identifies transportation improvements for a 25- to 30-year horizon. It articulates region-wide transportation goals, policies and strategies ranging from road and transit improvements to projects that enhance bike, pedestrian and freight movement.

The LRTP is developed through an extensive public process that spans many months and involves thousands of individuals across the region. A series of public meetings will be held throughout the region for each complete update. Events and information will be publicized widely, such as in community newspapers (including Spanish-language newspapers), on the project website, and through radio ads, flier distribution, social media outlets, newsletters and stakeholder mailing lists. Opportunities for public involvement do not stop with the adoption of the long-range transportation plan; it will continue to evolve as additional needs are identified. The LRTP must be completely updated at least every five years while in air quality attainment (four years when in non-attainment), but may be revised more frequently if necessary.

When a new update is being developed, it is suggested that a specific public participation plan be written to outline the public participation process. MARC should post drafts of chapters online throughout development, in addition to when it is officially released for public comment as a single document. In the past, presenting one or more chapters of the plan each month, allowed the Total Transportation Policy Committee (TTPC) and the public more opportunities to comment on the plan update as it was developed prior to its official release for public comment. The LRTP website will include a link to submit comments.

After TTPC officially releases the document, the draft plan will be publicized on the MARC website, in the monthly *Transportation Matters* newsletter, ReMARC, and local newspapers. The public review and comment period will last at least 30 days, as federally required.

Amendments are periodically made, between major updates, to the LRTP as new projects, funding, or programs arise. The approval and public comment process for LRTP amendments is the same as the process for full updates. However, only chapters containing the proposed amendments are presented for public comment and approval.

C. TRANSPORTATION IMPROVEMENT PROGRAM

Comment period: 14 days
Web page: www.marc.org/transportation/tip.htm
E-mail: tip@marc.org
Update schedule: every two years

The Transportation Improvement Program (TIP) documents how Greater Kansas City will prioritize limited transportation resources to meet the needs of the region. The TIP contains major surface transportation projects planned to receive federal, state and local funding within the metro area

that will be carried out in a five-year period. Project examples include new roadways, additional through lanes to existing streets, interchange construction or modification, improvements to intersections, transit amenities and bicycle/pedestrian facilities. MARC updates the TIP every two years and processes amendments on a quarterly cycle throughout the year. The TIP update process, taking place in odd-numbered years, begins in early January and is completed by September 30. Public outreach for the creation of the new TIP takes place in October. Quarterly amendments take place every three months and are announced at TTPC meetings and posted online on MARC's website. The notice soliciting public comments will be published in local newspapers.

It is recommended that efforts to involve the public be made during the early stages of the TIP process. Early and continuous public involvement could be done for the TIP in the following stages: (1) Previous public comment from other projects as well as a regular transportation survey should be taken into account and provided to serve as a tool throughout the entire TIP process. (2) When MARC solicits projects for the TIP, an opportunity for public input and comment should be made. The website, newsletters, surveys and other means of communication should be used to do this. (3) An opportunity should be made available for public comment on possible projects. Additionally, when the projects recommended for funding are proposed, staff should present the full list of projects that were considered, as well as public comments to provide a more informed basis to analyze projects.

The TIP is available on the MARC website, and public notification of availability and opportunity for public comment is made through local media and on the MARC public input page. It is challenging to involve the public in the TIP development process, because the project listing can appear to be complex. TIP development is also highly dependent on prior planning and programming work of state and local governments. Extra efforts must be made to clearly inform the public about when their comments would be most useful. Visualization techniques should be incorporated into the TIP document and Web site to better educate the public about the TIP process and enhance overall usability.

D. PUBLIC PARTICIPATION PLAN

Comment period: 45 days
Web page: www.marc.org/transportation/participation.htm
E-mail: ppp@marc.org
Update schedule: every three years

The *Public Participation Plan* provides a framework to guide the public participation process in transportation-planning projects at MARC, such as the UPWP, LRTP, TIP, and a range of programs and special studies, including major investment studies. This plan specifies MARC's underlying goals, strategies and techniques to be considered and employed in achieving the goals of the public participation process.

The development of a new *Public Participation Plan* will itself involve an inclusive public participation process. The process shall meet the goals of the currently adopted *Public Participation Plan* and strive to employ new and/or underused methods for engaging the public, particularly to evaluate and validate the effectiveness of strategies outlined in the current plan.

Once a final draft of a new *Public Participation Plan* is complete, MARC staff will present it to the TTPC for their consideration and approval to release to the public for a 45-day comment and review period. The notice of the public comment and review period will, at a minimum, be posted in community newspapers and on MARC's website. All comments received by MARC will be considered in the final review by the Total Transportation Policy Committee, prior to its adoption.

Based on yearly evaluations of the public participation processes MARC may undertake, MARC staff will decide at the time of the plan's full review (every three years) whether an update or a full redevelopment of the plan is necessary. If only minor updating is necessary, MARC staff may choose to use TTPC and the final public comment and review period as the means for involving the public in the adoption of the updated plan.

The adopted plan will be posted on the MARC website and be available in both an English and Spanish version.

4. ACHIEVING MARC'S GOALS: STRATEGIES AND TECHNIQUES

A variety of strategies and techniques will be used to encourage early and continuous public participation throughout the development of MARC's core plans. The organization also participates in a variety of special and local studies. These include alternatives analyses, corridor studies, major investment studies and feasibility studies. As new plans are federally mandated and incorporated into MARC's roles and responsibilities, MARC will continue to apply community engagement techniques to accomplish the goals outlined in this plan.

In addition to internal planning work, any contracted planning work, which includes public engagement activities, performed by consultants and managed by MARC will be held to the goals outlined in this plan. It is suggested that all requests for proposals should include a project requirement specifically identifying MARC's *Public Participation Plan* as a guiding document for proposed engagement strategies. Successfully identifying techniques that support all of MARC's goals for public engagement will be beneficial to a proposal in a competitive procurement process.

As MARC continues to serve the Kansas City region, standards should be in place so that there is a level of consistency among the different planning efforts. At the same time, MARC recognizes that strategies and extent of public participation will vary depending upon the project. Early and continuous public participation should still be viewed as an important goal that merits consideration in the transportation planning process.

MARC's planning activities and programs, including those for the purposes of public engagement, must be sensitive to the region's diverse audience. MARC ensures that no person will — on the ground of race, religion, age, gender, disability, national origin, or economic status — be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any MARC program or activity. MARC also promotes the full and fair participation of all affected populations in the transportation decision-making process. Any information, education and participation opportunities will be equally accessible.

For additional information regarding your rights under the Title VI program and for filing a complaint, please visit, www.marc.org/transportation/title_vi.htm.

Project managers are responsible for developing a unique public participation strategy for each transportation project that uses appropriate techniques. The strategy should include a timeline showing engagement techniques and other relevant activities, and should outline target audiences and expected outcomes. The first step in developing any public participation strategy is to determine, for each goal or outcome desired, at which level the public should be involved. A spectrum created by the International Association of Public Participation (IAP2) defining these levels of involvement can

be found in the Appendix. Each level of the spectrum provides guidance on choosing appropriate techniques for engaging the public. Finding a tailored mix of techniques is essential and, together, these techniques should ensure early, continuous and accessible public participation. A MARC staff member designated as the Public Engagement Advisor will be available as necessary to aid this process. The following techniques and strategies will serve as a guide for expectations of the project managers to consider when developing the public participation component of their project. An additional techniques resource provided by the IAP2 may be found in the Appendix of this plan.

MARC's transportation staff will collaborate with MARC's Public Affairs staff and other transportation agencies to help deploy these techniques and strategies.

A. INFORM AND EDUCATE THE PUBLIC

1. Visualization

Visualization techniques will be used in all core transportation plans, programs and projects. These techniques will better relate projects to regional goals and make documents clearer and simpler for the public and those who do not have a background in transportation planning. Effective visualization techniques help build consensus and clarify ideas between the public and decision makers. Tailoring visualization techniques for a specific document or population will help interested people understand transportation planning goals and activities. These techniques will include, for example, interactive maps of project locations in the Transportation Improvement Program. Other techniques include use of color, diagrams, tables and photos that better illustrate the ideas and concepts represented in transportation plans, projects and programs.

Scenario-planning activities and workshops should be considered as a tool to help the public understand the results of planning or failing to plan for the future. Scenario planning is a process that involves looking into the future, anticipating possible events, scenarios or changes, and analyzing what will happen as a result. Participants can see how planning can minimize any damage, and maximize opportunities.

MARC will continue to develop additional methods that provide easy identification and understanding of the transportation-planning process in Kansas City region.

2. Website

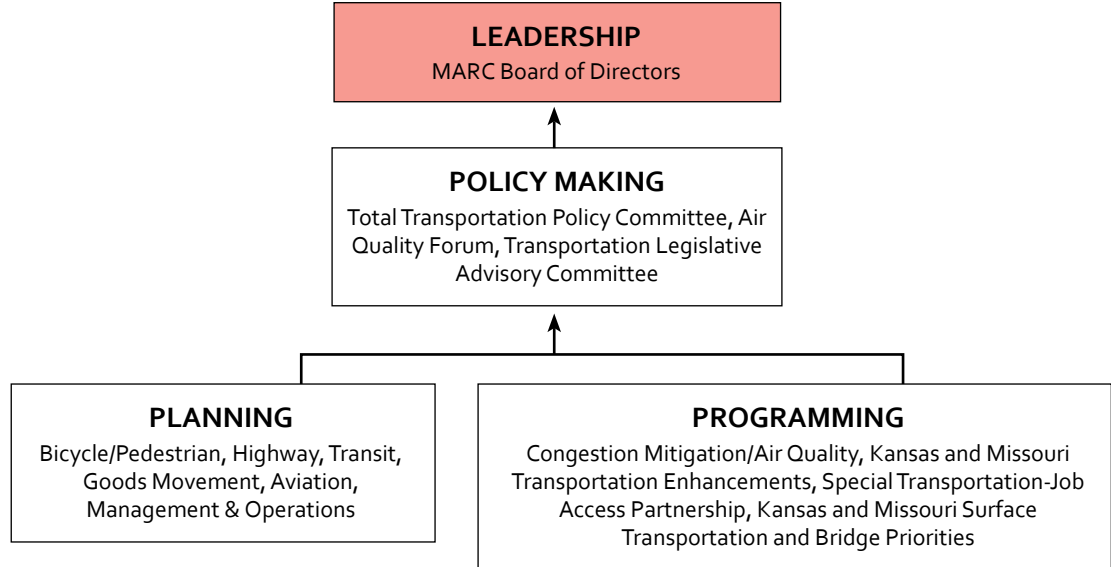
MARC's extensive website, www.marc.org, is host to a variety of information on all aspects of the transportation-planning process and can provide interactive activities to solicit feedback from the public. However, not all citizens have the access or ability to use the Internet. Individuals without Internet access are encouraged to use a public computer at local public libraries. While it is an effective tool, MARC has a responsibility to also use traditional forms of public outreach that provide broad avenues for participation.

Although not federally required, MARC will continue to work towards better compliance with Section 508 of the Federal Rehabilitation Act to ensure people with disabilities are able to access technology. Every effort will be made to ensure special needs are met. The public is encouraged to contact the MARC offices if they encounter difficulties accessing information on MARC's website.

DISPLAY OF DOCUMENTS

MARC's core plans and published documents are available in electronic format on the website. Documents pertaining to current studies in which MARC is a part of should be available online as well. Corridor, area, feasibility and alternatives analysis studies that MARC is involved with are posted online with summary descriptions and links to all relevant documents, schedules, maps and contact information. If MARC is not the host of this information, an effort should be made to direct interested parties to the appropriate source.

Transportation Committee Structure



PUBLIC COMMENT OPPORTUNITIES

The MARC website offers an easily identifiable place for public comment on MARC transportation projects and studies. When updates and amendments to programs and projects are released for public review and comment, MARC will make them available on the website at www.marc.org/input.htm.

UPCOMING EVENTS AND MEETING CALENDAR

A public meeting calendar is available on the MARC website. This calendar displays MARC's regional transportation-related meetings and events that are open to the public. This includes, at a minimum, all of the regular monthly transportation committee meetings, MARC Board meetings and other relevant meetings that pertain to transportation-planning projects, policies and programs.

By clicking on individual meetings, citizens have access to additional information about the meeting, including past agendas, meeting summaries and contacts. For more information about scheduled meetings, contact the Transportation Department at 816/474-4240.

SPEAKERS BUREAU

Speakers are available to discuss transportation planning for the metropolitan area at local meetings and events.

To schedule a speaker, or for more information, contact MARC's Transportation Department at 816/474-4240.

COMMITTEE MEETINGS

MARC is host to several committees that provide an opportunity for stakeholders to discuss issues and coordinate transportation-planning activities. Planning committees establish strategies for managing the region's transportation system. Programming committees establish funding priorities and review and score transportation project applications. Both make recommendations to the Total Transportation Policy Committee, which reports to the MARC Board of Directors for approval. A complete listing of MARC's committees can be found on MARC's website.

All of MARC’s transportation committee meetings are open to the public. This provides a great opportunity for the public to stay informed and participate in the planning process.

3. Internet

The Internet is a dynamic tool that allows MARC to reach a large cross section of people at times conducive to their schedule. Public surveys indicate that additional and innovative ways to use the Internet and other technology available would encourage more public participation. People have access to Web-based information 24 hours a day, seven days a week. Message boards, electronic mailing lists, blogs, discussion forums and social networking sites can be used to inform, educate and start dialogues about transportation planning between users. Many blogs or discussion forums are organized by areas of interests, some relating to transportation and development.

4. One KC Voice

One KC Voice is an innovative public involvement program that seeks to provide Greater Kansas City residents with opportunities to take part in public decisions. The program works with a network of partners — including libraries, churches, neighborhood councils and nonprofits — to engage their constituencies in public dialogue. One KC Voice also maintains Twitter and Facebook accounts, and a newsletter, to notify residents of engagement opportunities across the region. www.onekvoice.org

Although One KC Voice is typically used for participation strategies that require broad-based participation around large issues, this engagement model and the citizen engagement network could also be used for more narrowly-focused plans and projects.

5. Publications and Mailings

MARC uses publications and mailings to inform interested parties about transportation-related issues and events. Also noted in these publications are comment periods, points of contact and key information about how to get involved. A regular mailing/contact list of interested citizens is maintained and periodically updated by MARC staff.

Electronic forms are available on MARC’s website, or interested parties can be added to any mailing list, free of charge, by calling 816/474-4240. MARC should always look for ways to increase circulation of its publications and mailings. During the creation/amendment process of core plans and studies, information will be shared via the following publications.

GUIDE TO TRANSPORTATION DECISION MAKING

MARC has developed A Citizen’s Guide to Transportation Decision Making, modifying a base guide from the Federal Transit Administration and the Federal Highway Administration to provide Kansas City-specific information. The guide describes how the transportation-planning process works, explains how to get involved, and provides information about where public comment is most appropriate. The guide is general in nature, and written in clear and simple language. The Citizen’s Guide is distributed at speaking engagements, public outreach meetings, display tables, and is mailed in response to public inquiry.

REMARC

MARC publishes *ReMARC*, a periodic newsletter that reports on issues important to cities and counties in the Kansas City metro region. Updates on regional transportation-related issues are often included in this newsletter.

MARC ANNUAL REVIEW

Every year MARC publishes a review of MARC’s current efforts to meet regional challenges in transportation planning, protecting the environment, developing a strong economy, providing efficient public services and assisting vulnerable populations.

TRANSPORTATION MATTERS

This monthly electronic newsletter is produced by MARC’s Transportation Department and distributed by e-mail to all interested parties. The newsletter provides information about major transportation plans and projects, and upcoming meetings, activities, and possible decisions and actions. An online version is available on the website and hard copies are available upon request.

KC COMMUTER

This bimonthly electronic newsletter covers transportation news and stories relevant to commuters in the Greater Kansas City area.

6. Information Displays and Booths

MARC should capitalize on opportunities at events already taking place in the community, such as professional, college, and high school sporting events, community events, neighborhood association meetings and festivals, as well as going to area shopping centers and markets. A “traveling display” may be assembled that include surveys, mailing list sign-up forms, LRTP and TIP summaries, and other information that may be of interest to the general public. This gives the public direct access to MARC, the planning process and its staff. Thus, booths should be staffed with informed and approachable MARC staff and equipped with small gifts and promotional items in exchange for the public’s time.

B. REACH OUT AND BUILD CONNECTIONS

MARC recognizes that additional efforts must be taken to involve a broader portion of the population, including the disabled, racial and ethnic, minority, and low-income populations. Ideally, the concerns of environmental justice — a holistic effort that deals with the inequitable environmental burden born by these segments of the population — will lead to better planning that reflects the needs of all people, designing transportation facilities that fit harmoniously into communities, as well as improving data collection and communication between MARC and underserved populations.

Environmental justice assures that services and benefits allow for meaningful participation and are fairly distributed to avoid discrimination.

1. Collaboration

An effort should be made to collaborate with other organizations whenever possible. Examples of collaboration opportunities include working with other transportation agencies in advertising, recruiting elected public officials to be present at public meetings, or working with a retirement center to involve a particular segment of the population. Joining other meetings already taking place within different communities should be considered whenever possible.

2. Outreach Bank

The Outreach Bank tool documents connections and relationships developed through previous engagement strategies. This information tool will be developed to include contacts to organizations, media, neighborhood groups, etc., and should be used in initial outreach efforts to build community

support and to reach out to greater numbers of individuals represented by these organizations and groups. The Outreach Bank will be maintained by the Transportation Department's public engagement advisor.

3. Media

Every effort should be made to work with local media when engaging the public in transportation issues — including print, radio, television and online outlets. MARC should take advantage of opportunities to foster relationships with the media through news releases, media advisories, print or on-camera interviews, story ideas, content expert contacts, event photos, calendar items, etc. News releases, when appropriate, should include information about MARC programs and activities, briefings, interviews, upcoming events and actions, as well as whom to contact as a regional resource for more information.

Advertisements are made to notify the public of meetings and the availability of public documents. Newspapers should be used when conducting public involvement activities relating to MARC plans and projects, including both general-circulation newspapers, non-English, and minority-oriented newspapers. Opportunities should also be sought to advertise and publish in other communication materials produced by homeowner's associations, church groups, civic groups and others that have interest in MARC's planning programs. Utility bill inserts can effectively reach large audiences, and direct mail campaigns can reach audiences in specific geographic locations. Such large-scale insert distribution can be very expensive.

4. Public Interaction

An effective way to educate people about transportation-planning activities and create opportunities for the public to get involved is to meet with them face to face. MARC must take the attitude of "meeting the public where they are" instead of expecting the public to always come to MARC. The following are examples of what these events can entail:

PUBLIC MEETINGS

Public meetings are a great way to inform the public of the planning process and to solicit ideas, input and feedback. It is important that MARC have open and honest communication and listen to the public. Public meetings should be held at multiple locations throughout the region when dealing with region-wide issues, plans and programs. Locations should be on "neutral ground," like libraries, community centers or schools, rather than municipal or state buildings. When possible, these locations should be accessible by transit and located at buildings that are compliant with the Americans with Disabilities Act. A meeting site inventory with facility information should be created and maintained as a staff resource. If a targeted population is located in one geographic area, then the meeting should be held in that area for the convenience of participants. Informed and approachable MARC staff should be readily available to answer any question citizens may have. It is important that information is presented in a format that is easily understood. Technical jargon should be avoided, and visualization techniques should be used to describe complicated ideas in an easy-to-grasp format.

Co-sponsoring meetings with groups such as businesses, environmental groups, and civic organizations should be used to develop strong citizen participation and awareness. Citizens have identified that they are more willing to participate in transportation discussions when part of an organization meeting (e.g., YMCA, neighborhood association, Rotary Club, etc.) rather than a more formal town hall meeting.

To ensure participation of traditionally underserved populations, marketing and advertising campaigns are vital. Specific community leaders should be involved in the advertising process when applicable (community leaders know best how to reach and involve their own residents),

and services may need to be provided (child care, food, etc.). These relationships should be maintained for future partnerships in the planning process.

MARC highly recommends encouraging elected officials to attend scheduled public meetings, as attendees have requested consistently that access to elected officials is important to them. Credible public relations firms and mediators should also be considered when deemed appropriate. Meeting times should be appropriate for the area, so that the maximum number of attendees will be available.

Upon advance notice, hearing-impaired and language interpreters and Braille documents will be provided for public meetings. Advertising will include contact information for those needing these or other special accommodations.

INVOLVING PARTICIPANTS WITH LIMITED ENGLISH PROFICIENCY

As a recipient of federal funds, MARC is responsible for involving and providing meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are considered limited English proficient (LEP). LEP persons are individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English. These individuals may be entitled language assistance.

In compliance with federal LEP regulations (Title VI of the Civil Right Act of 1964) and to guide MARC staff through assessing whether certain requirements for providing language assistance for any given public participation process is required, MARC has adopted an LEP plan for its transportation program. This LEP plan describes the analysis MARC staff must follow in order to assess what translation and interpreter requirements, if any, must be followed. If it is determined that special services are required, the LEP will also guide staff on the process for fulfilling these requirements. The LEP plan can be found on MARC's website at www.marc.org/transportation/lep.htm.

MARC's transportation-related public participation processes will strive to improve contact and communication with non-native English speakers. MARC will continue to identify and use channels of communication on which the community relies, including minority newspapers and radio stations. MARC will also continue to foster relationships with businesses and organizations that serve immigrant populations.

Interpreters and translating services should also be identified and readily available to serve the needs of this population. Tools will be used to help identify areas that predominantly speak other languages so they will have an equal chance to participate in planning discussions. These tools include the Modern Language Association Language Map and geographic mapping data available through the U.S. Census.

C. ENGAGE THE PUBLIC AND ENCOURAGE CONTINUED PARTICIPATION

MARC encourages the public to ask questions and voice their ideas and opinions about regional transportation activities at any time throughout the year. Comments received outside of the official comment period will be evaluated by MARC staff, incorporated where possible, and acknowledged in the same way the comment was received. To contact MARC transportation staff, please reference the contact information listed on the next page.

1. General Contact Information

E-MAIL: transportation@marc.org

MAIL: Transportation Services Department
Mid-America Regional Council
600 Broadway, Suite 200, Kansas City, MO 64105-1659

PHONE: 816/474-4240

FAX: 816/421-7758

2. Consultation

A consultation process was developed to provide a direct and ongoing form of participation and communication for individuals, organizations, agencies and others who desire increased participation in MARC's planning process. One goal of the Public Participation Plan that specifically relates to consultation is to provide expanded involvement opportunities through early and more efficient notification of events and meetings where the public would have an opportunity to participate in the planning process.

MARC staff will issue a "Notification of Plan Update" to all individual contacts registered on the Consultation List. This notification will provide an overview of the proposed update process and will delineate the specific update timeline, outline general process activities, and describe public participation opportunities.

Intermediate communications may also be made to contacts on the Consultation List as needed throughout the planning process.

The consultation process will conclude by providing notification to the contacts on the Consultation List of a completed process, and provide directions for accessing finalized plan updates.

THE CONSULTATION LIST

The Consultation List is maintained by MARC's transportation department. Any individual, organization, agency or other interested party can request to be added to the register by contacting MARC or joining via the website at www.marc.org/transportation/updates_form.asp.

3. Website

The MARC website, provides a user-friendly and easily visible place for public comment on transportation projects and studies. When updates and amendments to programs and projects are released for public review and comment, MARC will make them available on its website at www.marc.org/input.htm.

4. Mailings

Direct mailings should be used to target a particular audience to announce upcoming meetings, activities or provide information. Letters, fliers and postcards are best suited for this category. These should be used for project fact sheets, progress bulletins and overall updates to a planning process. An area that may be targeted may have a special interest in the project or be directly affected by it. It is key to ensure that all stakeholders within a project area participate in the planning process. Special studies and local planning activities that MARC is involved with should use this method frequently.

5. Committee Meetings

MARC's committee structure provides opportunities for stakeholders, local governments and citizens to work together to address transportation and air quality issues. The committees meet on a regular basis to discuss issues, share information and coordinate planning activities.

Public notification of MARC Board and committee meetings will be given at the same time committee members are notified. Operating procedures (such as notification, impromptu meetings and changes in the agenda) for each committee vary. Details can be found in the bylaws or operating procedures of each committee. Notification is considered complete by posting a copy of the agenda or meeting notice, including the time, date, and place of the meeting, on the MARC website and meeting calendar, and by electronically notifying committee members, interested parties, and members of the news media who have expressed an interest in receiving such notifications. Each committee hosts its own Web page that provides this information. Hard copies will be distributed by request.

6. Surveys

Previous public comments indicate that the best way to engage the public on transportation-related issues is through written surveys sent to people's homes. Surveys are an effective tool that can be used to generate a valid representation of public opinion and, when used in combination with direct public interaction, can reach a large audience. Surveys should deliver specific input from the public and contain consistent questions so that the results are easily compared. Surveys can also be used to collect technical data during corridor or planning studies.

7. Comment Cards and Evaluation Forms

To make sure everyone has a voice in the planning process, comment cards and evaluation forms will be made available at all regular MARC meetings. Comment cards are an additional way for the public to share comments and provide feedback in a way that may be more comfortable than voicing an opinion during an open meeting. Evaluation forms let MARC staff know how effective each outreach event was in the eyes of the participants. Future events will be tailored or changed based on the comments received from the evaluation forms.

D. USE INPUT TO SHAPE POLICIES, PLANS AND PROGRAMS

1. Document and Incorporate Public Input

MARC recognizes that, to foster a strong base of citizen participation, it is important to respond to comments and questions that have been submitted to explain how they are reviewed and considered. It is MARC's responsibility to respond to all comments received that apply to the UPWP, LRTP, TIP, PPP, special studies, and any other major projects that MARC undertakes. Draft responses will be prepared for consideration by the appropriate MARC committees, as appropriate.

In past focus groups and surveys, citizens have indicated that MARC should acknowledge public comments further by posting them online, and by discussing comments received at working sessions and committee meetings. MARC should attempt to make its work more transparent and inform the public of what other members of the public are saying.

It is MARC's role to use public comment to guide its planning activities. Comments will be considered for incorporation and presented to appropriate committees and other implementing agencies. Every comment warrants a response from MARC staff and will include how the comment was integrated into the process.

E. EVALUATE PUBLIC PARTICIPATION STRATEGIES

1. Evaluation

Evaluating the public participation process is an essential part of the Public Participation Plan for many reasons. Effective evaluation of MARC’s public participation processes will support continuous ongoing improvement of future processes and projects, help MARC assess the performance of the process against its objectives, and support improvement of the practice of public participation.

It is critically important at the outset that project managers and the public engagement advisor plan how a public participation strategy will be evaluated. IAP2 suggests that the following questions be answered as the strategy is being developed:

- What is success?
- What will measure success?
- How will we gather data?
- What does the data mean and how will we use it?

There will be two main areas of evaluation:

- The process and tools used to implement public participation, and
- The outcome of the public participation program

The following table can help organize the approach for evaluating a single technique or the entirety of a public participation process.

AREAS OF EVALUATION

MARC staff will focus on five areas in the evaluation process:

EVALUATION STEP	EXAMPLE APPLICATIONS OF PROCESS EVALUATIONS	EXAMPLE APPLICATIONS OF OUTCOME EVALUATION
What is success?	<ul style="list-style-type: none"> ■ Functional areas of program ■ Best practices ■ Core values 	<ul style="list-style-type: none"> ■ Public participation goal ■ Public participation objectives ■ Promise to the public
What will measure success?	<ul style="list-style-type: none"> ■ Satisfaction of participants ■ Satisfaction of participants relative to activity objectives 	<ul style="list-style-type: none"> ■ Level of public awareness of the project ■ Level of participation ■ Satisfaction of public relative to goal/promise ■ Overall increase in organization credibility

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EVALUATION STEP	EXAMPLE APPLICATIONS OF PROCESS EVALUATIONS	EXAMPLE APPLICATIONS OF OUTCOME EVALUATION
How will we gather data?	<ul style="list-style-type: none"> ■ Team debriefs after activities, milestones, project, and process ■ Feedback forms ■ Informal chats with participants ■ Informal calls and meetings with key stakeholders ■ Observations at participation activities ■ Peer reviews 	<ul style="list-style-type: none"> ■ Observing and documenting ■ Developing and maintaining appropriate records ■ Administering statistically valid surveys ■ Conducting formal interviews ■ Using third-party program evaluation ■ Developing program logic and an outcomes hierarchy
What does the data mean and how will we use it?	<ul style="list-style-type: none"> ■ Regular correspondence among team on evaluation results ■ Appropriate modifications of process ■ Regular feedback on the public meetings 	<ul style="list-style-type: none"> ■ Formal program report ■ Mailing with decision and decision record ■ Case studies

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There are many useful tools that can be employed in the evaluation process to gather data. MARC staff should use resources such as the International Association for Public Participation to determine which tools are suitable for each project undertaken.

MARC staff should also maintain a record of evaluations performed and data collected.

2. Documentation of Process and Performance

EVALUATION OF INDIVIDUAL PUBLIC OUTREACH EVENTS

At the conclusion of each public engagement event or activity (public forum, open house, focus group, survey, etc.), MARC staff will compile an event or technique summary and evaluation. At a minimum, the summary and evaluation must include the following information:

- Name and date of event or activity
- MARC staff contact
- Description and context for the event/activity
- Description of target audience/stakeholders
- Evaluation of event or activities based on the table above.
- Identification of areas or techniques that could be improved upon and/or identification of techniques that would have ensured better results.

EVALUATION OF PUBLIC PARTICIPATION STRATEGIES FOR CORE PLANS AND STUDIES

Each final plan or study document must be supplemented by a public participation process evaluation. Through this evaluation, the manager of the public participation process for that plan or study should document the strategy for engaging the public in the planning process as well as evaluate the public participation process as a whole based on the evaluation areas identified above.

ANNUAL REVIEW OF THE PUBLIC PARTICIPATION PROCESS

Every year, the MARC transportation staff person designated as the Public Engagement Advisor will compile evaluations for both individual techniques/events and full public participation strategies. This compilation of the Transportation Department engagement activities and evaluations will provide insight into areas that may need improvement. The Public Engagement Advisor will recommend any improvements that should be addressed in future planning activities. These evaluations and recommendations will be reviewed through a peer review process at MARC. The peer review group will serve to deliberate and forward recommendations to an internal decision making body for any changes in the public participation process. Any changes directly affecting the content of this plan must pass through the standard approval process including approvals by the Total Transportation Policy Committee and the MARC Board of Directors.

REVIEW OF PUBLIC PARTICIPATION PLAN

The Public Participation Plan will be reviewed every three years at a minimum. Annual improvement recommendations will impact this review and provide insight into which elements of the plan should be modified, with the ultimate goal of maintaining core principles and best practices in the context of our region.

The evaluation process will require the continued use of current tools and the development of new tools that will help MARC staff track the effectiveness of public participation activities and techniques.

APPENDIX

A. Relevant Federal Language

B. Flow Chart of Fundamental Public Participation Process

C. Development of the Public Participation Plan

D. Public Participation Survey and Results

E. Focus Group Notes

F. Definitions

G. Public Comments and Responses

H. Spectrum of Public Participation from the International Association for Public Participation

I. Example Techniques from the International Association for Public Participation

A. RELEVANT FEDERAL LANGUAGE

Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)

PUBLIC LAW 109-59

Section 6001 (i) (5) PARTICIPATION BY INTERESTED PARTIES

(A) IN GENERAL; Each metropolitan planning organization shall provide citizens, 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 plan.

(B) CONTENTS OF PARTICIPATION PLAN — A participation plan —

(i.) shall be developed in consultation with all interested parties; and

(ii.) shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.

(C) METHODS — In carrying out subparagraph (A), the metropolitan planning organization shall, to the maximum extent practicable —

(i.) hold any public meetings at convenient and accessible locations and times;

(ii.) employ visualization techniques to describe plans; and

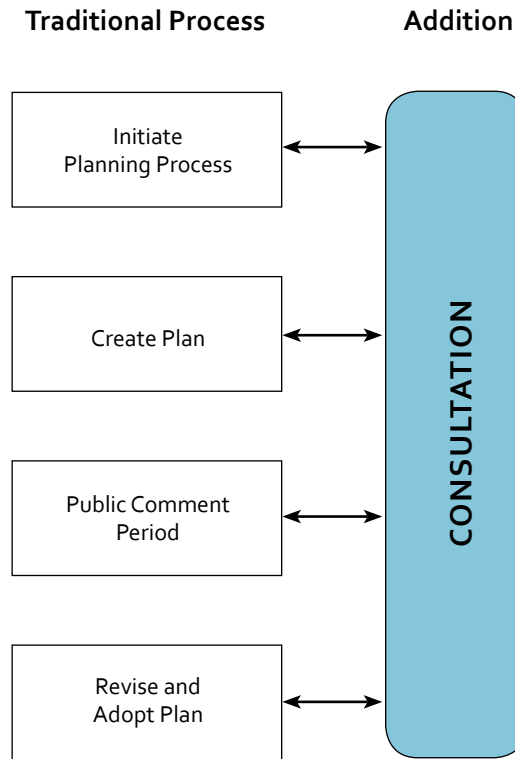
(iii.) make public information available in electronically accessible format and means, such as the World Wide Web, as appropriate to afford reasonable opportunity for consideration of public information under subparagraph (A).

Section 6001 (i) (6) PUBLICATION

PUBLICATION — A transportation plan involving Federal participation shall be published or otherwise made readily available by the metropolitan planning organization for public review, including (to the maximum extent practicable) in electronically accessible formats and means, such as the World Wide Web, approved by the metropolitan planning organization and submitted for information purposes to the Governor at such times and in such manner as the Secretary shall establish.

B. FLOW CHART OF PUBLIC PARTICIPATION PROCESS

As demonstrated in the flow chart, MARC has incorporated a consultation component to the traditional involvement process in an effort to further promote and encourage early and continuing public involvement opportunities and engagement throughout the entire planning process. The specifics of the consultation element and other elements are detailed in Section 7 of the plan.



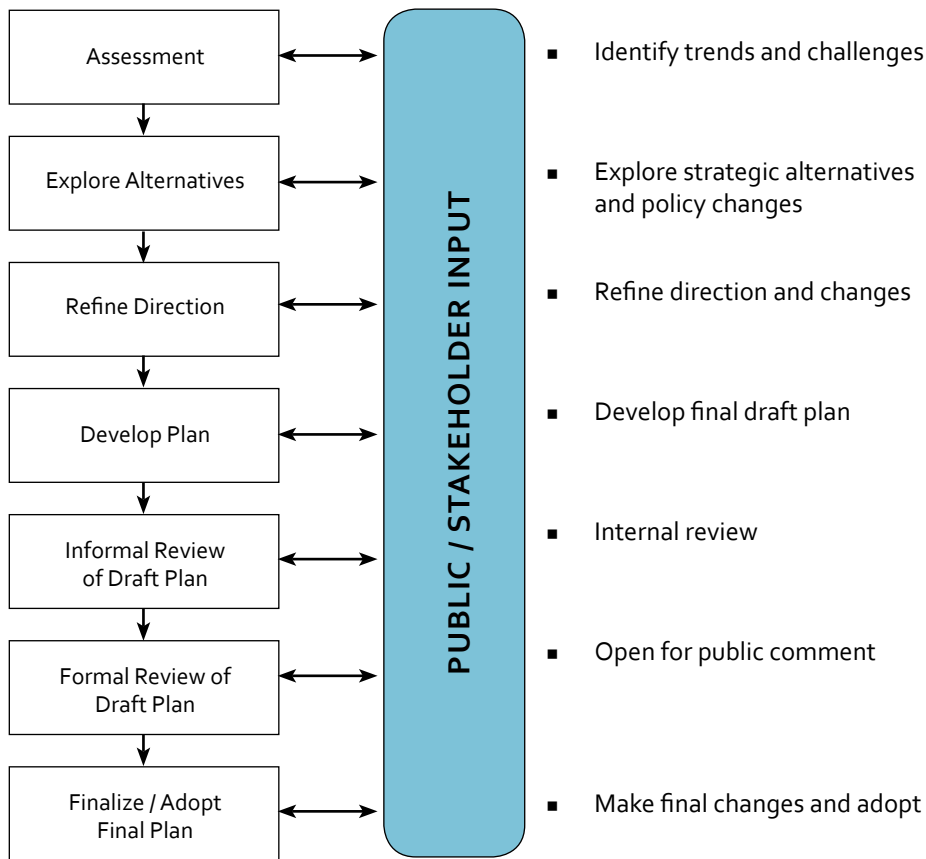
C. DEVELOPMENT OF THE PUBLIC PARTICIPATION PLAN

Although the Public Participation Plan is mandated by the federal government, providing opportunities for public participation is a valued way for MARC to ensure efficient use of state and local funds and create results that are meaningful to all stakeholders. In an effort to create a framework that better affords a more meaningful public participation process and in compliance with SAFETEA-LU's consultation requirements, MARC staff developed a process that employed a series of surveys and focus groups. Both tools served to inform the development of this plan by accomplishing the following goals:

- Recognizing the current level at which the public participates;
- Discovering how MARC can better inform the public of participation opportunities;
- Finding the preferred methods for responding to the public's comments and questions;
- How to make better use of the public's input; and
- Discovering obstacles that prevent interested parties from participating.

The following graphic represents the process of developing this plan. Every step allowed for contribution by the public. Public and stakeholder input was directly solicited by MARC staff in the Assessment and Review steps.

Public Participation Plan Update Process



Step 1: Assessment – Survey and Focus Group Component of Update Process

The Assessment step was developed to acquire as much input from stakeholders as possible. This step, involving surveys and focus groups, is depicted below.

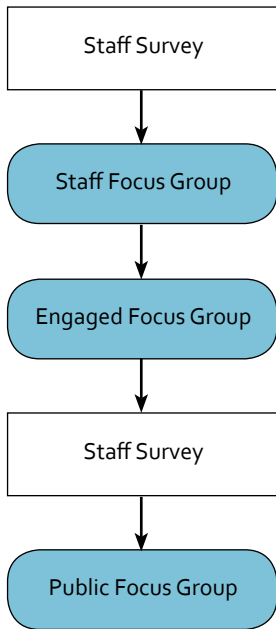
SURVEYS

Surveys were administered to MARC’s committee members and internal staff, as well as to the public. The committee and staff surveys focused on evaluating current public participation practice, while public surveys focused on how to reach out to those not traditionally involved, how to better engage and provide opportunities for those who are already engaged, and gained a better understanding of what motivates people to get involved in transportation issues.

FOCUS GROUPS

Focus groups were used as tools to address many of the same issues — but at a deeper level — and also discuss participation barriers and possible solutions. The Engaged Public Focus Group, made up of people who are already taking part in MARC’s transportation-planning activities,

Assessment Process



told staff how they became involved and what barriers they faced in participating and feeling comfortable during the process. This group was asked to help focus a survey that would be administered on a larger scale to the general public. After the public survey was administered and collected via paper and online formats, including a Spanish-language version, the Public Participation Plan Team contacted those who noted in the survey their interest in further participation. The Public Focus group helped to generate more in-depth information about the difficulties of participating, and brainstormed ideas for how MARC staff could make the process easier and more useful to the public.

The collective responses identified ways MARC could improve current practices to make the public participation process more transparent, understandable and meaningful. Surveys, survey summaries, and focus group notes are available later in the appendix of this plan.

Step 2: Exploring Alternatives

During this step the Public Participation Plan Team explored strategic alternatives and policy changes. Survey results were compiled and acted as the foundation for additional staff research. The team explored best practices of other MPO public participation plans that would help address issues and concerns that surfaced in Step 1 and could be applied to the Kansas City Region's planning process. The team also began to review the existing process that guides public participation in its own plans. Additionally, comments received during the staff focus group were examined to identify where changes could be made.

Step 3: Redefining Direction

The Public Participation Plan Team used this step to examine the plan at a broader scale. Using the changes and best practices discovered in Step 2, the team reorganized the overall framework of the plan, noted other areas where additional information was needed, and began to incorporate specific examples from the research conducted in Step 2. The focus was geared toward identifying and defining goals and strategies for the plan.

Step 4: Developing the Plan

The team continued to incorporate research, staff, committee and public comment into a draft plan. The direction and vision set forth in Step 3 guided the style and content for the first draft plan. This step allowed MARC to compile everything learned in previous steps into a consistent voice organized around a series of defined goals. Many additional internal meetings took place and a draft plan was developed.

Step 5: Informal Review of Draft Plan

The MARC staff focus group reconvened to discuss changes made in the Public Participation Plan. Each staff member was given a copy of the draft plan that was developed in Step 4 for review before the focus group met. At the focus group meeting changes were identified and discussed. Staff examined how each aspect of the plan fit within the current process as well as identified how the changes would affect the process. MARC staff members provided additional comments and concerns, in which additional research and discussion took place within the project team. Comments were addressed and changes were incorporated into the plan. A final draft plan was produced.

Step 6: Formal Review of Draft Plan

This step set forth a formal comment period in which the public had 45 days to review and comment on the final draft plan. Every effort was made to notify previous participants and the public of this opportunity to provide input, including advertisements, website postings, and e-mail notices.

Step 7: Finalize and Adopt Plan

This step incorporated changes made as a result of the public comment period in Step 6. The public participation plan team revisited the document a final time and constructed a final version of the plan. The plan was released to the Total Transportation Policy Committee and MARC Board of Directors for approval and adoption.

D. PUBLIC PARTICIPATION SURVEY AND RESULTS

Citizen Engagement in Transportation Survey

WEB SURVEY			PAPER SURVEY			TOTAL SURVEYS		
English	198	100%	English	62	58%	English	260	85%
Spanish	0	0%	Spanish	45	42%	Spanish	45	15%
TOTAL	198		TOTAL	107		TOTAL	305	

1. What area of transportation is most important to you? Choose ONE.

Total responses: 226

RANK	CHOICES	% OF RESPONSES	COUNT
1	Public transportation	36%	81
2	Maintaining existing roads and bridges	15%	35
3	Environmental impacts	15%	34
4	Commuting/ridesharing	9%	20
5	Safety	8%	18
6	Bicycle/pedestrian	8%	17
7	Land use/zoning	4%	9
8	Freight/rail	3%	7
9	Other	2%	5

2. What motivates you to become involved in transportation issues?

Total responses: 183

- I am going to be a transportation planner. Also I want to affect change to create a better metro region.
- I am actively involved in climate protection issues and better transportation policies are a must.
- Frustration over the city's lack of good and safe options for bicycles, pedestrians, and public transportation.
- A project impacting my day-to-day travel.
- I want public transportation that I can actually use to go to work and visit my family.
- Traveling to other cities and seeing how well mass transit works.
- The fact that it affects the quality of life for people throughout the area.
- Convenience and environmental impacts.
- Community engagement.
- Economy.

-
- I often ride the bus to work.
 - Public transportation in Kansas City needs improvement — cyclists and pedestrians are not safe due to unavailability of passageways.
 - Vital contribution to public safety, economic development and access to services/quality of life.
 - I want to see more bike commuting. There are so few bike lanes; I can only commute on the trolley trail, and am fortunate to live nearby.
 - The connection between land-use patterns and transportation infrastructure — the opportunity to positively change people’s quality of life through the responsible and joint planning of both.
 - I am concerned about urban sprawl in the metro area.
 - Economic opportunity.
 - Help improve the quality of the environment by relying less on personal transportation and utilizing mass transit systems.
 - I don’t drive so issues pertaining to pedestrian traffic can affect me. Being a pedestrian, all issues (auto, bus, bicycle, etc.) can affect my day-to-day travel.
 - Potholes; little to no street maintenance in my neighborhood.
 - The lack of viable transportation options in Kansas City.
 - Helping the environment.
 - I am a student studying planning and I live in North Kansas City where public transportation is scarce.
 - Desire to improve the roadways for bicycles and improve traffic flow.
 - Need for alternative transportation sources.
 - Lack of good connections from northland area to south areas.
 - I am a transportation/traffic engineer.
 - Self-interest and an appreciation of public transportation in other cities.
 - Accessibility to businesses in the metropolitan area.
 - Unsafe dependence on foreign energy sources, unwise use of resources (environmental impacts, waste, etc), community development around public transportation.
 - A background in transportation planning and land-use planning. Seeing how important it is to the community to have a diverse base of transit modes.
 - Commuter issues and better public transit.
 - I’m concerned for the well-being of not just my family, but others. What a pity it is that you can’t even walk outdoors without the likelihood of smelling auto exhaust. Yuck.
 - Neighborhood involvement over Mission Rd. bridge.
 - Not having a vehicle.
 - When roads are not maintained properly.
 - Cost of fuel.
 - Helping the environment.
 - Understanding the process of community decision making.
 - My commute from the north.
 - We have poor public transportation compared to cities of similar size.
 - Road conditions.
 - I want to minimize the amount of pollution I personally contribute. I also want public transportation to be affordable and convenient for all KC residents. Finally, I want KC to have a

great national reputation. To do that, it needs to attract tourists who are impressed with how easy the city is to access, i.e., great public transport.

- Environment, commute.
- Global warming.
- If it's going to help move traffic along better during rush hour or after large events.
- Probably self-interest — I'll get involved if the issue could benefit me.
- Environmental concerns and my desire to see a robust, fortified urban core; additionally, a better unification of suburban areas with the urban core will benefit everyone in the metro area.
- Transportation is important to economy and quality of life.
- I want light rail to work in Kansas City.
- KC's mass transportation is a joke! We need commuter rail from Johnson County, light rail through central KC, and buses connecting it all. The lack of good mass transit is really holding KC from becoming a great city once again!
- Good alternative transportation, less dependency on foreign oil, reduce auto emissions, create community.
- If it would affect my house or my commute to work.
- Wide impact, useful plan.
- I-35 gridlock.
- I would like to help my community in any way possible.
- The environmental impacts.
- A desire to find alternatives to dealing with sprawl, congestion, and poor air quality.
- Social equity and environmental impacts.
- My need to be transported.
- A friend.
- Traffic jams and concern about environmental impact of them.
- Cost savings. Environment. Making better use of my commuting time.
- A very long commute.
- Providing a cleaner and greener environment for myself, family and community.
- Environmental concerns.
- Public transportation is a success factor in communities. I feel my community seriously lacks public transit for being such a rail area no less. I prefer to walk, bike, or take the bus (I have never had light rail, etc avail to me, but I would use it) rather than drive. Driving creates stress, laziness, and more pollution than necessary. Only problem is even within walk zones and a pedestrian walk signal, drivers will nearly run a cyclist/walker over and act as if we were in the way.
- I want us all to need less of it, and I want all the transportation that we do need to work well as a system.
- The future of Kansas City and the region, higher tourist draw, more jobs in the urban core, and eco-friendly.
- Seeing other cities be more progressive than us makes me concerned. Having no other option than a car to get around is a problem. We need efficient rail and bus transportation.
- Making our transportation options (car, bike, bus, rail) more like a city like Seattle, San Francisco or San Diego.
- My family doesn't own a car — public transportation is our primary means of transportation.

We try whenever possible to support clean, safe, frequent, and accessible public transportation.

- I'd like to know more about it.
- Safety and better traffic flow.
- Environmental impacts.
- Our metro highways can barely handle the load. The demand on the highways increases. Commercial truck traffic clogs the interstates, repair work is neverending and creates never-ending havoc with traffic, and most importantly public safety.
- Saving time and safety.
- The benefits to the urban fabric of Kansas City and its sustainability.
- Seeing a transportation system that works for the entire area and encourages dense development.
- I live in a town with a jail which releases prisoners with no transportation. If they hitchhike, they'll be picked up again. Their only hope is to get a ride to the airport where they can catch a bus.
- I live/work/play in the River/Crown/Plaza strip and would like to see it accessible by foot any time of day.
- The cost versus effectiveness of the proposed plans.
- I'm a member of a local planning and zoning board.
- Living a fair distance from both work and our children's school (9+ miles).
- The need to get from one part of town to the other in a safe and relatively quick manner.
- The metro and surrounding cities does not have enough convenient and reliable public transportation.
- To make a better community.
- Recognition that we are depleting the planet's resources.
- Environmental: use of natural resources, air quality, sprawl.
- I'm very concerned about our air quality, the environment, our use of fuel, and the ethical issue of access for those who cannot afford to own a car. I've visited a few cities with fantastic public transportation — I realize this must be balanced with population density — but believe that we can create a meaningful system to augment other forms of transportation, including walking. At one point I had a health issue and was advised not to drive for 3 weeks. I went to the KCATA website, and learned that it would take 2.5 hrs to commute by bus from south Kansas City (64131) to my office in North Kansas City, usually a 30 minute commute.
- Overall safety issues.
- To help protect our environment.
- Request of a friend.
- Living in Europe for many years. I would love to see KC have a viable public transportation system that goes well beyond bus routes, similar to what you see in large cities in Europe.
- The fact that KC is so far behind other cities in regards to public transportation and the mindset of Kansas Citians seems to be car driven — excuse the pun.
- Economic and environmental issues.
- Quality of life.
- Importance to future environment of good decisions now.
- Nothing at this time.
- Concern for the appearance and reputation of our community.
- Environmental concerns.

-
- Proximity to my travel routes.
 - Helping build a more comprehensive public transportation system that better serves workers and tourists.
 - Need.
 - I'd like to see Kansas City get to the next step and support its residents with a transportation plan that is accessible, affordable and well maintained.
 - Cheaper, cleaner alternative to driving solo.
 - Long-time resident seeking better public transportation.
 - If we could streamline our transportation, we could be efficient on so many levels: energy, emissions, time, and many more I probably can't even think of that would trickle down and have a positive effect.
 - Fuel prices.
 - I want to see Kansas City move forward and become a leader among other cities. Not just trying to play catch up.
 - I want to not own a car and save money.
 - Ease and cost-effectiveness of commute to work.
 - The desire for Downtown Kansas City to increase pedestrian-friendly, walkable environment and to decrease cars and air pollution in the urban core.
 - Home ownership.
 - Self-interest.
 - I feel that the region doesn't believe that public transportation is a necessity. But it is, and could be more valuable to increased development, better quality of life, environmental betterment, etc.
 - Inability to seek employment in certain parts of the metro because of lack of adequate public transportation.
 - I would like a safer environment for cyclists in KC, particularly in Overland Park.
 - Dissatisfaction with current availability of public transit.
 - Effective usage of natural resources and better service for the public.
 - Concern for environment and bicycle safety.
 - Environment, cost of gasoline, congested traffic, cost of automobile, lack of public transportation.
 - Traffic is outrageous — constant road construction, need rail system, visit St. Louis, Chicago, New York — any transportation is great, bus system doesn't cut it!
 - Price of gas, emergency, evacuation issues (e.g. New Orleans after Katrina)
 - Almost zero public transport in this area.
 - They are not easily available or accessible.
 - Safety for our elderly and our young adults that need to ride the bus.
 - I am motivated by the need for the improvement of public transportation in KC metro.
 - I'm not sure I've ever been involved in transportation issues.
 - I see workers at the Legends unable to get home from work at night because no buses run late at night. Workers on Leavenworth Rd. You can get to the Legends but no return route. No Sunday service from the Argentine. Very difficult to get to downtown KCK or KCMO or Johnson County.
 - I have to walk everywhere I want to go and can't go most places because the bus system in Johnson County is so complicated, disjointed and unreliable.

-
- I am about 86; have no car and no desire to own one, and shouldn't be driving anyways at my age. Public transportation is almost nil in Johnson County, because people don't use it. If it were available, it would be too costly; maybe \$1.50. I used to ride streetcar or bus for 7 cents until 1957. Embittering! I did not cause inflation; why should I be made one of its victims. Despite the wording of the Pledge of Allegiance, justice is rare or nowhere. The above is written, of course, in a lost cause.
 - I honestly don't have much motivation to becoming involved in transportation issues. It seems to me that KC doesn't respond well to its request on public transportation issues. Example: light rail. It finally passes, but how long will it take the city to do anything with it? It's been such a long road for the light rail, I'm not confident that it will be implemented in a timely manner. I would definitely utilize public transportation more in this city if it was more efficient and accessible.
 - Wanting easier, non-car access to downtown, KCK, and suburbs.
 - Environmental issues.
 - The imperative need to have transportation that is available to the public north to south and across state lines!
 - So you don't have to pay for gas.
 - Helping others to their destination.
 - When people learn how to drive.
 - Potholes, drivers disregard for traffic laws running stop signs and stop lights, speeding in and out of traffic.
 - More drivers, some more challenged than others, bad roads and bridges.
 - After seeing the film "An inconvenient Truth," by Al Gore. I feel like it's important to address this issue.
 - Needs of lower income people.
 - With more population, too much congestion on roadways and high cost to maintain, adds to personal stress and anxiety.
 - I don't know.
 - When it affects me and my commute.
 - I have no running car.
 - I'm a conservationist and cyclist.
 - Because you need to be able to get where you need to go on weekends too.
 - Too old to drive and I only go to places within the city to do shopping.
 - The lack of transportation available in Kansas City metro area.
 - Global warming — destruction of planet.
 - Potential light rail throughout the metro area.
 - Environmental and humanitarian concerns — I believe quality public transportation is essential both to alleviate pollution and to provide equal access to goods and services.
 - Lack of available hours after 7:00 p.m. for the auto-less and poor, elderly and handicapped.
 - Future needs and growth of our community.
 - I do not like car culture — the pollution, expense, road rage, etc.
 - I want to promote environmentally friendly public transportation options for the Kansas City metro area.
 - I would like for Truman Rd. bus to run on Sundays and 109 Winchester to run on Sundays and Saturdays.
 - To get transportation improved.

-
- La seguridad en cuanto caminos, y estacionamientos y la buena idea de compartir el carro para trabajo. (Safety on all roads, parking, and the great idea of carpooling to work.)
 - Asegurarse que tengamos un medio de transporte seguro y que protega nuestro medio ambiente. (Assurance that we will have a safe, environmentally friendly form of transportation.)
 - Para poder. Tener un mejor servicio en la ciudad. (For power. To be able to have better service in the city.)
 - Para cuidar el medio ambiente. (To care for the environment.)
 - Pues que participando podemos mantener el transporte. (By participating, we can maintain the transportation system.)
 - La seguridad automovilística. (Driver safety)
 - Porque es una encuesta muy importante para la ciudad. (Because this survey is very important for the cities.)
 - Conocer los planes y proyectos de transporte acerca de nuestra region. (To become familiar with the transportation plans and projects around our region.)
 - Por las problemas del medio ambiente. (Environmental problems (issues).)
 - La seguridad. (Safety.)
 - El mejorar el servicio a mas gente que lo necesita. (Improving service and serving more people that need it.)
 - Me motiva a participar porque necesitamos mas seguridad en las calles o en los vecindarios. (I'm motivated to participate because there is a need for improved safety on the streets and in the neighborhoods.)
 - La necesidad tan indispensable que es para todos. (It needs to be for everyone.)
 - Mejorar el servicio. (To improve service.)
 - Para tener una mejor transportacion. (To have a better transportation system.)
 - El poder transportarse mejor a otros lugares. (Better transportation options to other places.)
 - Me motiva cuando mi hijo viaja. (I'm concerned for the safety of my son when he travels.)
 - La seguridad de mi familia. (My family's safety.)
 - Por que me gustaria que mis hijas pudieran usar el bus para la escuela. (Because I'd like my daughters to be able to ride the bus to school.)
 - Para mejorar el medio ambiente y tener el mejor servicio. (In order to improve environmental quality and get better service.)
 - Mejorar el uso del transporte en nuestra area. (To improve transportation in our area.)
 - El medio ambiente, seguridad. (The environment, safety.)
 - Tener participacion en la toma de desiciones para los futuros proyectos de transporte. (To participate in making decisions regarding future transportation projects.)

3. What prevents you from becoming involved in transportation issues? Choose ALL that apply.

Total responses: 202

RANK	CHOICES	% OF RESPONSES	COUNT
1	I do not know how or when to get involved	49%	99
2	I think decisions are being made behind closed doors	16%	33
3	I do not think my input will matter	9%	19
4	The meeting locations or times are not convenient for me	18%	36
5	I do not understand the issues	32%	65
6	I do not feel the issues will have an impact on me personally	38%	76

Responses to "other":

- More pressing demands on my time/energy.
- I am involved.
- Distance between home and work (commuter).
- As a full-time student, mother and wife I don't have the time right now to get involved.
- Primarily, lack of time.
- Basically lazy.
- I moved to KS, where transit is not a high priority.
- Extremely busy schedule.
- No time.
- Busyness/laziness.
- I need more info before getting "loud" about anything.
- Power brokers are all auto centric.
- Time.
- Actually never been asked.
- Most decisions have been satisfactory.
- Lack of time.
- I don't have time.
- I have conversed several times with The JO, and they make me feel my experience/opinions do not matter.
- I am actively involved and am not sure it matters.
- I do get involved.
- I find out about a lot of decisions after the fact. I fear original ideas from an individual will only receive a patronizing acknowledgement.
- Apathy.
- Time constraints.
- Time.

- Lack of interest.
- I am currently living outside the area.
- I am really busy.
- Lack of funding.
- Nothing.
- Busy lifestyles — work full time.
- Time.
- Time.
- My plea that people use the bus, and that the fare be reasonable, will fall on deaf ears.
- I need info on meeting dates and times.
- Changes will raise taxes again, again and again.
- Not enough time.
- I have not made the effort to get involved until now.
- No conocia el tema nunca habia oido hablar de esto. (I'm unfamiliar with the subject; I've never heard anyone talk about this.)
- Nunca he oido de este tema. (I've never heard anything about this topic.)
- Ninguna. (Nothing.)
- Nunca nadie me ha invitado a algo referente al transporte. (Nobody has ever invited me to anything related to transportation.)

4. What are the best ways to communicate with you about regional transportation issues and ways you can get involved? Rank the following list from 1 to 11, with 1 being most effective, and 11 being least effective.

Total responses: 230

RANK	CHOICES	OTHER
1	E-mail	<ul style="list-style-type: none"> ■ Word of mouth ■ City government sites, local news sites ■ Escuela (school <p>Internet Sites Listed:</p> <ul style="list-style-type: none"> ■ Kansascity.com, kcata.org ■ cnn.com ■ WyCoKCK website
2	The Kansas City Star newspaper	
3	Mailings	
4	Television	
5	Radio	
6	Internet sites	
7	City or neighborhood newsletter	
8	Other local newspaper	
9	Mid-America Regional Council (www.marc.org)	
10	Phone calls	
11	Other	

5. What is the best way to engage you in regional transportation issues? Choose ONE.

Total responses: 226

RANK	CHOICES	% OF RESPONSES	COUNT
1	A written survey sent to my home	50%	112
2	Internet discussion forums	19%	42
3	Informal meeting in my neighborhood or at my church	18%	41
4	A public meeting at city hall	7%	16
5	Other	7%	15

Responses to "other":

- E-mail, I believe
- Public meetings in different areas of the community would be great
- Create an ambassador program via online and provide consistent tools for us to better communicate the issues to others
- 1. Informal meetings 2. Public meeting @city hall 3. Internet discussion forums
- I'm not interested in being involved
- Convince me public involvement is more than just for show.
- Send me an email survey
- Either internet or written survey to home
- Invite e-mail membership w/ notices of meetings and on-line referendums/petitions
- Moderated listserv
- I need to know when/where meetings occur that I can attend.
- Undecided
- Internet or Email Survey
- A public meeting at the Kauffman Foundation
- Email survey sent to my home
- Indicate that people are going to ride the buses; charge a reasonable fare. Stop inflation!
- Literature for educational purposes
- Television
- This survey and invitations to meetings about public transportation and bike issues

6. Where do you think citizen involvement and input is most valuable? Choose ONE.

Total responses: 227

RANK	CHOICES	% OF RESPONSES	COUNT
1	Developing the region's long-term transportation plan	29%	66
2	Developing individual plans for each mode of transportation	26%	58
3	Developing the values on which we base transportation decisions for the region	20%	46
4	Developing specific programs, projects and studies	20%	46
5	Other	5%	11

Responses to "other":

- All of the above.
- In addition to the citizens' role in the basis of regional transportation "values," planners need to gauge the preference toward/against a LRTP.
- Neighborhoods.
- I can't choose just one: all of the above are equally important.
- They are all important.
- I'd like to know any of the plans that involve the area.
- It's not. Citizens are idiots, don't involve them in decisions.
- I do not know.
- The need.
- This is a poorly framed question.
- Federal level.
- The buses don't run long enough.

7. How should MARC share the comments it receives from the public? Choose ALL that apply.

Total responses: 235

RANK	CHOICES	% OF RESPONSES	COUNT
1	Public comments should be posted on MARC's website	28%	137
2	Public comments should be discussed at working sessions and committee meetings	26%	127
3	Public comments should be made available at public meetings	25%	121
4	Final projects should include a section for a public comments and/or a summary	21%	102

Responses to "other":

- Public comments should be included at every step in the process.
- *The Kansas City Star* local section.

- Sharing doesn't accomplish much. You must INCORPORATE! Use the information, don't just regurgitate it.
- Consider setting up a blog section on website.
- E-mail.
- Publications — be it on Internet, journals, newspapers, etc.
- Newspaper.
- The public should always get to know what the public has to say.
- All of the above.
- Share with newspapers and Internet news sites.
- Consumer-friendly position paper, press release on same.
- www.kcata.org
- *The Kansas City Star*. KCUR.
- TV/radio.
- E-mail.
- Telemundo.

8. Are you familiar with the Mid-America Regional Council?

Total responses: 238

Yes 134

No 104

9. If you answered "yes" to question 8, what MARC activities and programs are you familiar with?

Total responses: 101

- LRTP, TIP, Creating Quality Places, One KC Voice, Metro Dataline, *Transportation Matters* newsletter.
- Regional Transportation planning; long-range planning; regional emergency response coordination.
- Orange alerts, carpooling.
- Transportation planning, RideShare.
- Long-Range Plan, Commuter rail studies.
- All.
- Emergency management, Mid-America Medical Reserve Corps.
- Stop/oats buses.
- Bike trails map.
- MetroGreen, First Suburbs and Great Places Coalition, etc.
- First Suburbs coalition, MetroGreen, other programs at MARC.
- Environmental planning, community development, transportation planning.

-
- Neighborhood association communications.
 - I know it is a federally mandated council that controls all transit issues for the metropolitan area.
 - RideShare, MetroGreen, online surveys, KC Rain Gardens
 - Lectures and award banquets.
 - All transportation programs.
 - Various.
 - Data collection and maintenance, MARCIT insurance.
 - RAMBIS.
 - RideShare carpooling program.
 - MSAG; MAP-IT.
 - Long-range planning, RideShare.
 - Transportation, environmental, continuing education, public affairs.
 - RecycleSpot, AirQ, Government Training Institute.
 - Training specifically.
 - First Suburbs Coalition.
 - None — I just know what it is and some stuff it does.
 - Rain gardens.
 - RideShare.
 - Cooperation with KCATA.
 - Transportation planning.
 - I am aware of MARC through a friend who works there. I have just recently started checking the MARC website. I know there are programs for the elderly and for transportation, but not in detail.
 - Consulting at University of Missouri-Kansas City, elections.
 - I know someone who works there.
 - No programs specifically. I know that MARC is an umbrella organization for many government-funded agencies.
 - Noting specific.
 - RideShare, recycling, joint purchasing, MAGWeb, RITMA.
 - KC Scout, library consortium, local government Web manager group.
 - RideShare. Those signs over the highways.
 - Recycling (but this needs to be pushed a lot more, and green buildings too!!).
 - Transportation, environmental programs, regional forecasting, community development; less familiar with aging, emergency response, daycare.
 - Recycling, transportation, urban planning issues.
 - Bridges, light rail.
 - Transportation, bicycle planning
 - MetroGreen and Smart Moves.
 - Transportation primarily.
 - Online resources about various communities and initiatives.

-
- Mostly transit related. I have looked at others casually to see what linkages exist to transit commuter issues.
 - The Smart Moves concept.
 - Ozone alert days, Smart Moves.
 - Department of Aging.
 - Transportation plan.
 - Computer training, RideShare program.
 - All environmental-related programs.
 - I am familiar and most appreciative of the recycling programs, and attended a rain barrel workshop last summer.
 - Metropolitan Council on Early Learning.
 - I just have a friend who works there. I know that they are involved with long-range planning for the metropolitan area.
 - Website.
 - Green initiatives, early child development, environmental activities.
 - Only vague general knowledge.
 - Work in a delegate agency.
 - Air quality monitoring, 9-1-1, childcare, transportation planning.
 - Familiar with a MARC employee — thus the organization.
 - SmartMoves, Metro Dataline.
 - Smart Moves
 - Greenspace programs and bike paths.
 - Smart Moves and bicycling projects.
 - Can't think of a specific program.
 - None.
 - Aging, Regional Planning.
 - AirQ.
 - Just through the website.
 - Government employee training, metro and regional statistics, recycling information.
 - None.
 - Not relevant to the issue of public transportation.
 - Newsletter, training opportunities, people who work there, publications, recycling info, regional studies.
 - MetroGreen initiatives, Smart Moves.
 - Bike maps.
 - Environmental planning activities.
 - Newsletter.
 - Recycling/transportation information.
 - Highways.
 - Presentations.
 - Acquaintances.
 - In-home services transportation senior food programs.

-
- Air quality, recycle.
 - MARC grant.
 - Was once a city government employee, I am aware of MARC activity.
 - I have completed a couple of surveys mailed to me and I participated in the automotive air pollution study.
 - List of public officials.
 - Library.
 - Metro Council on Early Learning and aging services.
 - Transportation.
 - Public transit initiatives.
 - No conozco ninguno. (I do not know of any.)
 - Ninguna. (None.)
 - Ninguna. (None.)
 - Ninguna. (None.)

10. What MARC meetings or events on transportation issues have you attended?

Total responses: 31

- LRTP 2030 Update (2005).
- Paseo Bridge open house.
- As many as I can when time allows — First Suburbs and MetroGreen.
- Metro Green Bike Ride, public input on bridging the Missouri River meeting.
- Quite a few.
- I-35 Corridor Study / Alternatives Study.
- Years ago when there was discussion about taking out the trolley tracks, which I thought was a mistake as I've been a proponent of light rail for 10 years.
- Don't have a car and don't know when/where to go or what my role would even be. I would LOVE to get this place more connected with light rail (there's enough track...), better bus systems, bicycle friendly roads, and alternative vehicle fueling locations.
- TTPC, Transit, Bike/Ped, AQF, various transportation study meetings, occasional OGL and STP/ Bridge committee meetings.
- Never been to one because I find out after the fact. I did attend a transit public forum in the summer of 2005 at Johnson County Community College about Smart Moves.
- When are they?
- None. Times and location are inconvenient.
- Haven't — don't know when they occur.
- I attended a meeting once but I can't remember what it was about.
- Fundraisers.
- Annual meeting.
- I attended a session a few years ago with the federal highway administration and MARC, but don't remember the content.
- None — not aware of meetings.

- Smart Moves meeting and bicycling meetings.
- Independence Memorial Building, late 2005 or 2006.
- Private meetings with Regional Transit Alliance and MARC.
- None. I don't know when and where they meet. I didn't know the public was invited.
- None that I know of, though I would have had I received a mailing notice.
- Schooling.
- Prior years, 1998-2000.
- No he tenido la oportunidad de asistir a ningún evento. (I have not had the opportunity to attend any events.)
- A ninguno, la razon es que es la primera ves que tengo informacion del tema. (None, because this is the first time I've ever had any information on the subject.)

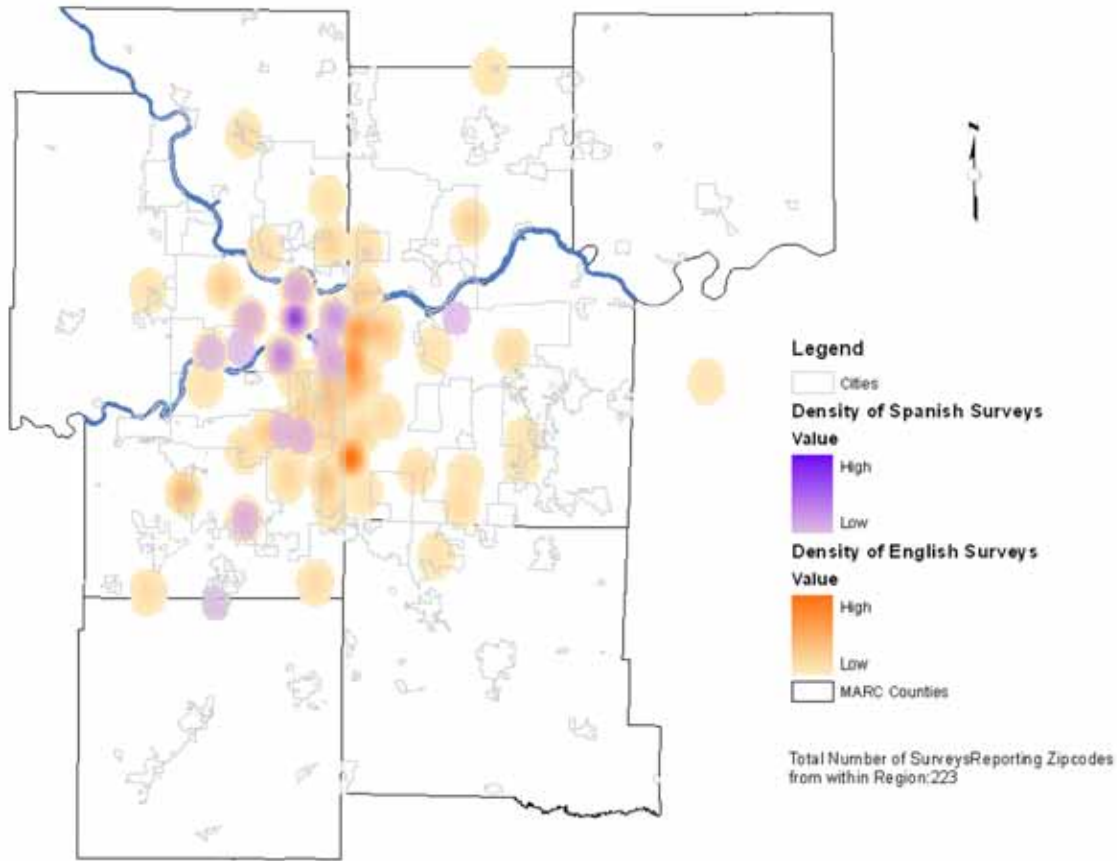
11. Would you be more willing to participate in transportation discussions if they were included as part of a local town hall meeting or an organization meeting?

Total responses: town hall 205; organization 212

LOCAL TOWN HALL MEETING			ORGANIZATION MEETING		
Yes	94	46%	Yes	125	59%
No	111	54%	No	87	41%

12. What zip code do you live in?

Distribution and Density of Survey Respondents by Language



13. Would you be willing to participate in a future focus group to discuss ways to strengthen citizen engagement in values discussions and transportation decision making for the Kansas City region?

Total responses: 305

Yes 105

No 200

E. FOCUS GROUP NOTES

Staff Focus Group

November 7, 2006

Notes:

- Priorities Committee may bump up projects making for shorter public comment periods. TIP amendments must have a comment period; timing and length of comment periods are flexible.
- TIP comments are not always the type of comment that can affect change, poor timing, people don't know what they should comment on. How can we better present TIP to public? What

kind of comments do we want at specific times? This will change with each project. We need to provide more context and visualization. Where should TIP comments go? Some are more appropriate at municipal levels.

- Would groups be able to request longer comment periods, interest groups, for instance, where 15 days would not be enough?
- Stakeholder meeting, listening sessions very effective.
- Interactive maps for TIP must be accompanied by ads directing people to site. Using tools together.
- For public focus group: Dean's engagement groups. Piggyback or form new focus group. Use as test group and have them come up with public questions/take survey.
- Public needs more specific questions.
- ATA has their own citizens group, try chamber lists.

Public Focus Group: Engaged December 7, 2006

Questions and Summarized Answers:

What is Public Participation?

- Putting information out there for comments and response.
- Get feedback from public.
- Availability of information.
- Theoretically: hear from John Q. Public, now we hear from interest groups.
- Engaging people not typically involved in governance.

Involvement

- We should be careful how we identify stakeholders.
- Stakeholder and public are not the same.
- NIMBYs (Not in My Backyards) with direct impact take on representing entire region. Broad public is not well-represented. Is this right?
- Interest groups should be more involved to better represent the region.

What gets you involved?

- To make something happen long term.
- Frugality — Tax money invested wisely.
- Professionally, then led to investment as an expanded stakeholder.
- Involved because of values.
- Environmental concerns — to help the process — see it move forward and not get bogged

down.

- To enhance the project.

Education

- Issues can be explained better electronically — more “understandable”
- Inform/educate with long and complicated legal documents — “I know nothing more now than I did before.”
- Public doesn’t know how to get involved;
- There is a huge learning curve to get to where you can even comment/ can not comment when you do not understand.
- Honest information needs to be put into perspective where the public can understand.
- Informed Consent — Is that public involvement?

Communication / Forums

- Open forum meetings — you don’t know whether you were heard, you don’t get to hear what each other says — no feedback from public.
- Websites will generate more comments, but comments from face-to-face conversation are higher quality.
- We need to expand electronic communication but maintain face-to-face.
- Web — you don’t always know who made the comment.

Motivation

- How can we get public to be more aware of issues beyond their own neighborhood?
- How can we get citizens to stick around through the length of a project?
- John Q. Public will not be interested if there is no direct impact.
- “Stakeholder” participation process: in reality you have to have a reason to care about it.

Values

- MARC’s main role should be to establish regional values.
- Values should be established up front — before project is defined. Smart Moves as example.
- Values can be so broad sometimes that they can be interpreted any way — not as they were really intended.
- Disconnect between values and when project is put out there — feeling ineffectual.
- People come to meetings with values but are not necessarily informed.
- Engineers do not understand values.
- Putting a plan out in the guise of public participation.
- Public thinks the decisions are made before or without public participation (no values discussion).

Survey

- When should public participation start? Timing.
- How should public notices be sent out?
- How long is too long for documents?
- How well has MARC done to educate you?

Public Focus Group: General Public

March 15, 2007

Notes:

Concerns and motivations

- Low-cost transportation options
- Urban sprawl
- Transit
- Care for economically challenged
- Transportation as the lifeblood of economy
- Commuting alternatives

Ideal Situation for Engagement

- Starting different conversations through online blogs. Must be transparent and friendly. Probably would attract a younger age group.
- Website dedicated to transit issues — not from MARC (most people are not familiar with MARC).
- Getting involved at “ground zero,” but the ability to enter at any point should be an option.
- “Sub-ground zero” — Online blog for ideas — possibly on MARC’s website.

How do you let people know about this?

- People who are not able to use the Internet.
- How do you give elderly people a voice?
- How do we address bilingual?
- Connect with neighborhood organizations, churches, community centers, Spanish newspapers/radios, etc.
- Target audience should influence how information is communicated.

At what point do people want to know about things?

- Stop sign issues may not be as important as changes to a central or main street.

Individuals' needs are not being heard

- A single individual's needs should have as much weight to their input as an organization — the ideal is that you wouldn't have to be under the organization to have weight.

Would you know whom to contact for certain issues?

- We cannot assume everyone know who to contact.

Barriers (completed an Affinity Diagram)

- Access/Process
- Timeliness
- Confidence/Impact
- Disjointed
- Disenfranchisement

Solutions

- Access/Process
- Regional Access point person who would direct/manage questions from citizens — 411-type number. 311?
- Regional database of current activities and contacts on district by district basis. This could be accessible through the web or by phone.
- Start educating children in schools about transportation issues.
- Timeliness.
- People can try to be in touch but if information isn't there, then they will not be informed. Use organizations to funnel timely information.
- Focus on partnership with the community from start to finish.
- Confidence/Impact.
- No form response, need to contact from a real person via phone, real-time on-line help, post acknowledgement on blogs.
- Disenfranchisement.
- Surveys — surveys on buses.
- More frequent polling, snail mail.
- Communicate through employers.
- Need more local champions to lead big issues.
- Disjointed.

How big is your "backyard"?

- Interests go across state lines, very broad in this group.

F. DEFINITIONS

Americans With Disabilities Act (ADA)	The legislation defining the responsibilities of and requirements for transportation providers to make transportation accessible to individuals with disabilities. (FTA1)
Alternatives Analysis	Understanding how the transportation system and its components work such as information on the costs, benefits and impacts of potential changes to the system.
Attainment Area	An area considered to have air quality that meets or exceeds the U.S. Environmental Protection Agency (EPA) health standards used in the Clean Air Act. Nonattainment areas are areas considered not to have met these standards for designated pollutants. An area may be an attainment area for one pollutant and a nonattainment area for others.
Corridor	A broad geographical band that follows a general directional flow connecting major sources of trips that may contain a number of streets, highways and transit route alignments. (APTA1)
Corridor Studies	The usual purpose of the corridor study is to determine the best way to serve existing and future travel demand. These studies define alignment, mode(s) and facilities between activity centers or other logical termini. Corridor planning is accomplished using a long-range outlook (at least 20 years, but sometimes longer).
Consultation	The act of consulting or conferring; deliberation of two or more persons on some matter aimed at ascertaining opinions or reaching an agreement.
Department of Transportation (DOT)	Establishes the nation's overall transportation policy. Under its umbrella there are ten administrations whose jurisdictions include highway planning, development and construction; urban mass transit; railroads; aviation; and the safety of waterways, ports, highways, and oil and gas pipelines. The Department of Transportation (DOT) was established by act of October 15, 1966, as amended (49 U.S.C. 102 and 102 note), "to assure the coordinated, effective administration of the transportation programs of the Federal Government" and to develop "national transportation policies and programs conducive to the provision of fast, safe, efficient, and convenient transportation at the lowest cost consistent therewith." (OFR1)
Environmental Justice (EJ)	Environmental justice assures that services and benefits allow for meaningful participation and are fairly distributed to avoid discrimination.
Feasibility Studies	Study in which a potential strategy or project is further studied to determine if a solution is feasible in light of environmental, engineering, budgetary, and community constraints.

Federal Highway Administration (FHWA)	<p>A branch of the US Department of Transportation that administers the federal-aid Highway Program, providing financial assistance to states to construct and improve highways, urban and rural roads, and bridges. The FHWA also administers the Federal Lands Highway Program, including survey, design, and construction of forest highway system roads, parkways and park roads, Indian reservation roads, defense access roads, and other Federal lands roads. The Federal agency within the U.S. Department of Transportation responsible for administering the Federal-Aid Highway Program. Became a component of the Department of Transportation in 1967 pursuant to the Department of Transportation Act (49 U.S.C. app. 1651 note). It administers the highway transportation programs of the Department of Transportation under pertinent legislation.</p>
Federal Transit Administration (FTA)	<p>A branch of the US Department of Transportation that is the principal source of federal financial assistance to America's communities for planning, development, and improvement of public or mass transportation systems. FTA provides leadership, technical assistance, and financial resources for safe, technologically advanced public transportation to enhance mobility and accessibility, to improve the Nation's communities and natural environment, and to strengthen the national economy. (Formerly the Urban Mass Transportation Administration) operates under the authority of the Federal Transit Act, as amended (49 U.S.C. app. 1601 et seq.). The Federal Transit Act was repealed on July 5, 1994, and the Federal transit laws were codified and re-enacted as chapter 53 of Title 49, United States Code. The Federal Transit Administration was established as a component of the Department of Transportation by section 3 of Reorganization Plan No. 2 of 1968 (5 U.S.C. app.), effective July 1, 1968. The missions of the Administration are 1) to assist in the development of improved mass transportation facilities, equipment, techniques, and methods, with the cooperation of mass transportation companies both public and private. 2) to encourage the planning and establishment of areawide urban mass transportation systems needed for economical and desirable urban development, with the cooperation of mass transportation companies both public and private. and 3) to provide assistance to State and local governments and their instrumentalities in financing such systems, to be operated by public or private mass transportation companies as determined by local needs; and 4) to provide financial assistance to State and local governments to help implement national goals relating to mobility for elderly persons, persons with disabilities, and economically disadvantaged persons. (OFR1)</p>
Focus Groups	<p>A small group selected from a wider population and sampled, as by open discussion, for its members' opinions about or emotional response to a particular subject or area.</p>
Goals	<p>Generalized statements which broadly relate to the physical environment to values.</p>
Internet	<p>A vast computer network linking smaller computer networks worldwide. The Internet includes commercial, educational, governmental, and other networks, all of which use the same set of communications protocols.</p>

Long-Range Transportation Plan (LRTP)	A document resulting from regional or statewide collaboration and consensus on a region or state's transportation system, and serving as the defining vision for the region's or state's transportation systems and services. In metropolitan areas, the plan indicates all of the transportation improvements scheduled for funding over the next 20 years.
Major Investment Studies	A study, similar to an Alternatives Analysis (AA), which was previously required by federal regulation. It reviewed and evaluated a range of alternatives for proposed transportation improvements in a corridor or subarea.
Metropolitan Planning Area	The geographic area in which the metropolitan transportation planning process required by 23 U.S.C. 134 and section 8 of the Federal Transit Act (49 U.S.C. app. 1607) must be carried out. (23CFR420)
Metropolitan Planning Organization (MPO)	1) Regional policy body, required in urbanized areas with populations over 50,000, and designated by local officials and the governor of the state. Responsible in cooperation with the state and other transportation providers for carrying out the metropolitan transportation planning requirements of federal highway and transit legislation. 2) Formed in cooperation with the state, develops transportation plans and programs for the metropolitan area. For each urbanized area, a Metropolitan Planning Organization (MPO) must be designated by agreement between the Governor and local units of government representing 75 percent of the affected population (in the metropolitan area), including the central cities or cities as defined by the Bureau of the Census, or in accordance with procedures established by applicable State or local law (23 U.S.C. 134(b)(1)/Federal Transit Act of 1991 Sec. 8(b)(1)). (FHWA2)
Nonattainment Area (NAA)	Any geographic area that has not met the requirements for clean air as set out in the Clean Air Act of 1990.
Public Meeting or Hearing	A public gathering for the express purpose of informing and soliciting input from interested individuals regarding transportation issues.
Public Participation	The active and meaningful involvement of the public in the development of transportation plans and programs.
SAFETEA-LU	The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) was enacted as the nation's principal transportation funding law in 2005, SAFETEA-LU authorizes the federal surface transportation programs for highways, highway safety, and transit for 2005 to 2009. It continues and builds upon many of the essential features of its predecessors, TEA-21 and ISTEA, including those pertaining to MPOs.
Section 508, Rehabilitation Act	An Act amended by Congress in 1998 to require Federal agencies to make their electronic and information technology accessible to people with disabilities.

State	Any of the 50 states, comprising the United States, plus the District of Columbia and the Commonwealth of Puerto Rico. However, for some purposes (e.g., highway safety programs under 23 U.S.C. 402), the term may also include the Territories (the U.S. Virgin Islands, Guam, American Samoa, and the Northern Mariana Islands) and the Secretary of the Interior (for Indian Reservations). For the purposes of apportioning funds under sections 104, 105, 144, and 206 of Title 23, United States Code, the term “State” is defined by section 1103(n) of the TEA-21 to mean any of the 50 States and the District of Columbia.
Surveys	A sampling, or partial collection, of facts, figures, or opinions taken and used to approximate or indicate what a complete collection and analysis might reveal.
Title VI	Title VI of the Civil Rights Act of 1964. Prohibits discrimination in any program receiving federal assistance.
Transportation Improvement Program (TIP)	A document prepared by a metropolitan planning organization that lists projects to be funded with FHWA/FTA funds for the next one- to three-year period.
Unified Planning Work Program (UPWP)	The management plan for the (metropolitan) planning program. Its purpose is to coordinate the planning activities of all participants in the planning process.
Visioning	A variety of techniques that can be used to identify goals.
Visualization	Formation of mental visual images, or the act or process of interpreting in visual terms or of putting into visual form.
Website	A connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics.

*Adapted from the FHWA definitions

G. PUBLIC COMMENTS AND RESPONSES

The proposed 2010 revisions to the Public Participation Plan were made available for public review and comment at <http://www.marc.org/transportation/input.htm> October 24–December 7, 2010.

MARC received no comments.

H. SPECTRUM OF PUBLIC PARTICIPATION FROM THE INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

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I. EXAMPLE TECHNIQUES FROM THE INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
PRINTED PUBLIC INFORMATION MATERIALS			
<ul style="list-style-type: none"> ■ Fact Sheets ■ Newsletters ■ Brochures ■ Issue Papers 	<ul style="list-style-type: none"> ■ KISS! - Keep It Short and Simple. Make it visually interesting but avoid a slick sales look ■ Include a postage-paid comment form to encourage two-way communication and to expand mailing list ■ Be sure to explain public role and how public comments have affected project decisions. Q&A format works well. 	<ul style="list-style-type: none"> ■ Can reach large target audience ■ Allows for technical and legal reviews ■ Encourages written responses if comment form enclosed ■ Facilitates documentation of public involvement process 	<ul style="list-style-type: none"> ■ Only as good as the mailing list/distribution network ■ Limited capability to communicate complicated concepts ■ No guarantee materials will be read
INFORMATION REPOSITORIES			
Libraries, city halls, distribution centers, schools, and other public facilities make good locations for housing project-related information	<ul style="list-style-type: none"> ■ Make sure personnel at location know where materials are kept ■ Keep list of repository items ■ Track usage through a sign-in sheet 	<ul style="list-style-type: none"> ■ Relevant information is accessible to the public without incurring the costs or complications of tracking multiple copies sent to different people ■ Can set up visible distribution centers for project information 	<ul style="list-style-type: none"> ■ Information repositories are often not well used by the public
TECHNICAL REPORTS			
Technical documents reporting research or policy findings	<ul style="list-style-type: none"> ■ Reports are often more credible if prepared by independent groups 	<ul style="list-style-type: none"> ■ Provides for thorough explanation of project decisions 	<ul style="list-style-type: none"> ■ Can be more detailed than desired by many participants ■ May not be written in clear, accessible language
ADVERTISEMENTS			
Paid advertisements in newspapers and magazines	<ul style="list-style-type: none"> ■ Figure out the best days and best sections of the paper to reach intended audience ■ Avoid rarely read notice sections 	<ul style="list-style-type: none"> ■ Potentially reaches broad public 	<ul style="list-style-type: none"> ■ Expensive, especially in urban areas ■ Allows for relatively limited amount of information

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
NEWSPAPER INSERTS			
A “fact sheet” within the local newspaper	<ul style="list-style-type: none"> Design needs to get noticed in the pile of inserts Try on a day that has few other inserts 	<ul style="list-style-type: none"> Provides community-wide distribution of information Presented in the context of local paper, insert is more likely to be read and taken seriously Provides opportunity to include public comment form 	<ul style="list-style-type: none"> Expensive, especially in urban areas
FEATURE STORY			
Focused stories on general project-related issues	<ul style="list-style-type: none"> Anticipate visuals or schedule interesting events to help sell the story Recognize that reporters are always looking for an angle 	<ul style="list-style-type: none"> Can heighten the perceived importance of the project More likely to be read and taken seriously by the public 	<ul style="list-style-type: none"> No control over what information is presented or how
BILL STUFFER			
Information flyer included with monthly utility bill	<ul style="list-style-type: none"> Design bill stuffers to be eye-catching to encourage readership 	<ul style="list-style-type: none"> Widespread distribution within service area Economical use of existing mailings 	<ul style="list-style-type: none"> Limited information can be conveyed Message may get confused as from the mailing entity
PRESS RELEASE			
	<ul style="list-style-type: none"> Fax or e-mail press releases or media kits Foster a relationship of editorial board and reporters 	<ul style="list-style-type: none"> Informs the media of project milestones Press release language is often used directly in articles Opportunity for technical and legal reviews 	<ul style="list-style-type: none"> Low media response rate Frequent poor placement of press release within newspaper
NEWS CONFERENCES			
	<ul style="list-style-type: none"> Make sure all speakers are trained in media relations 	<ul style="list-style-type: none"> Opportunity to reach all media in one setting 	<ul style="list-style-type: none"> Limited to news-worthy events
TELEVISION			
Television programming to present information and elicit audience response	<ul style="list-style-type: none"> Cable options are expanding and can be inexpensive Check out expanding video options on the internet 	<ul style="list-style-type: none"> Can be used in multiple geographic areas Many people will take the time to watch rather than read 	<ul style="list-style-type: none"> High expense Difficult to gauge impact on audience

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
INFORMATION CENTERS and FIELD OFFICES			
Offices established with prescribed hours to distribute information	<ul style="list-style-type: none"> ■ Provide adequate staff to accommodate group tours ■ Use brochures and videotapes to advertise and reach broader audience ■ Consider providing internet access station ■ Select an accessible and frequented location 	<ul style="list-style-type: none"> ■ Provides opportunity for positive media coverage at groundbreaking and other significant events ■ Excellent opportunity to educate school children ■ Places information dissemination in a positive educational setting ■ Information is easily accessible to the public ■ Provides an opportunity for more responsive ongoing communications focused on specific public involvement activities 	<ul style="list-style-type: none"> ■ Relatively expensive, especially for project-specific use ■ Access is limited to those in vicinity of the center unless facility is mobile
EXPERT PANELS			
Public meeting designed in “Meet the Press” format. Media panel interviews experts from different perspectives.	<ul style="list-style-type: none"> ■ Provide opportunity for participation by general public following panel ■ Have a neutral moderator ■ Agree on ground rules in advance ■ Possibly encourage local organizations to sponsor rather than challenge 	<ul style="list-style-type: none"> ■ Encourages education of the media ■ Presents opportunity for balanced discussion of key issues ■ Provides opportunity to dispel scientific misinformation 	<ul style="list-style-type: none"> ■ Requires substantial preparation and organization ■ May enhance public concerns by increasing visibility of issues
BRIEFINGS			
Use regular meetings of social and civic clubs and organizations to provide an opportunity to inform and educate. Normally these groups need speakers. Examples of target audiences: Rotary Club, Lions Clubs, Elks Clubs, Kiwanis, League of Women Voters. Also a good technique for elected officials.	<ul style="list-style-type: none"> ■ KISS - Keep it Short and Simple ■ Use “show and tell” techniques ■ Bring visuals 	<ul style="list-style-type: none"> ■ Control of information/presentation ■ Opportunity to reach a wide variety of individuals who may not have been attracted to another format ■ Opportunity to expand mailing list ■ Similar presentations can be used for different groups ■ Builds community good will 	<ul style="list-style-type: none"> ■ Project stakeholders may not be in target audiences ■ Topic may be too technical to capture interest of audience

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
CENTRAL INFORMATION CONTACT			
Identify designated contacts for the public and media	<ul style="list-style-type: none"> ▪ If possible, list a person not a position ▪ Best if contact person is local ▪ Anticipate how phones will be answered ▪ Make sure message is kept up to date 	<ul style="list-style-type: none"> ▪ People don't get "the run around" when they call ▪ Controls information flow ▪ Conveys image of "accessibility" 	<ul style="list-style-type: none"> ▪ Designated contact must be committed to and prepared for prompt and accurate responses ▪ May filter public message from technical staff and decision makers ▪ May not serve to answer many of the toughest questions
WEB SITES			
A web site provides information and links to other sites through the World Wide Web. Electronic mailing lists are included.	<ul style="list-style-type: none"> ▪ A good home page is critical ▪ Each web page must be independent ▪ Put critical information on the top of page ▪ Use headings, bulleted and numbered lists to steer users 	<ul style="list-style-type: none"> ▪ Reaches across distances ▪ Makes Information accessible anywhere at anytime ▪ Saves printing and mailing costs 	<ul style="list-style-type: none"> ▪ User many not have easy access to the internet or knowledge of how to use computers ▪ Large files or graphics can take a long time to download
TECHNICAL INFORMATION CONTACT			
Providing access to technical expertise to individuals and organizations	<ul style="list-style-type: none"> ▪ The technical resource must be perceived as credible by the audience 	<ul style="list-style-type: none"> ▪ Builds credibility and helps address public concerns about equity ▪ Can be effective conflict resolution technique where facts are debated 	<ul style="list-style-type: none"> ▪ Limited opportunities exist for providing technical assistance ▪ Technical experts may counter project information
INFORMATION HOT LINE			
Identify a separate line for public access to prerecorded project information or to reach project team members who can answer questions/obtain input	<ul style="list-style-type: none"> ▪ Make sure contact has sufficient knowledge to answer most project-related questions ▪ If possible, list a person not a position ▪ Best if contact person is local 	<ul style="list-style-type: none"> ▪ People don't get "the run around" when they call ▪ Controls information flow ▪ Conveys image of "accessibility" ▪ Easy to provide updates on project activities 	<ul style="list-style-type: none"> ▪ Designated contact must be committed to and prepared for prompt and accurate responses

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
INTERVIEWS			
One-to-one meetings with stakeholders to gain information for developing or refining public involvement and consensus building programs	<ul style="list-style-type: none"> ■ Where feasible, interviews should be conducted in-person, particularly when considering candidates for citizens committees 	<ul style="list-style-type: none"> ■ Provides opportunity for in-depth information exchange in non-threatening forum ■ Provides opportunity to obtain feedback from all stakeholders ■ Can be used to evaluate potential citizen committee members 	<ul style="list-style-type: none"> ■ Scheduling multiple interviews can be time consuming
IN-PERSON SURVEYS			
One-on-one “focus groups” with standardized questionnaire or methodology such as “stated preference”	<ul style="list-style-type: none"> ■ Make sure use of result is clear before technique is designed 	<ul style="list-style-type: none"> ■ Provides traceable data ■ Reaches broad, representative public 	<ul style="list-style-type: none"> ■ Expensive
RESPONSE SHEETS			
<ul style="list-style-type: none"> ■ Mail-In-Forms often included in fact sheets and other project mailings to gain information on public concerns and preferences 	<ul style="list-style-type: none"> ■ Use prepaid postage ■ Include a section to add name to the mailing list ■ Document results as part of public involvement record 	<ul style="list-style-type: none"> ■ Provides input from individuals who would be unlikely to attend meetings ■ Provides a mechanism for expanding mailing list 	<ul style="list-style-type: none"> ■ Does not generate statistically valid results ■ Only as good as the mailing list ■ Results can be easily skewed
MAILED SURVEYS & QUESTIONNAIRES			
Inquiries mailed randomly to sample population to gain specific information for statistical validation	<ul style="list-style-type: none"> ■ Make sure you need statistically valid results before making investment ■ Survey/questionnaire should be professionally developed and administered to avoid bias ■ Most suitable for general attitudinal surveys 	<ul style="list-style-type: none"> ■ Provides input from individuals who would be unlikely to attend meetings ■ Provides input from cross-section of public not just activists ■ Statistically tested results are more persuasive with political bodies and the general public 	<ul style="list-style-type: none"> ■ Response rate is generally low ■ For statistically valid results, can be labor intensive and expensive ■ Level of detail may be limited

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
TELEPHONE SURVEYS/POLLS			
Random sampling of population by telephone to gain specific information for statistical validation	<ul style="list-style-type: none"> ■ Make sure you need statistically valid results before making investment ■ Survey/questionnaire should be professionally developed and administered to avoid bias ■ Most suitable for general attitudinal surveys 	<ul style="list-style-type: none"> ■ Provides input from individuals who would be unlikely to attend meetings ■ Provides input from cross-section of public not just those on mailing list ■ Higher response rate than other communication forms 	<ul style="list-style-type: none"> ■ More expensive and labor intensive than mailed surveys
INTERNET SURVEYS/POLLS			
Web-based response polls	<ul style="list-style-type: none"> ■ Be precise in how you set up site, chat rooms or discussion places can generate more input than you can look at 	<ul style="list-style-type: none"> ■ Provides input from individuals who would be unlikely to attend meetings ■ Provides input from cross-section of public, not just those on mailing list ■ Higher response rate than other communication forms 	<ul style="list-style-type: none"> ■ Generally not statistically valid results ■ Can be very labor intensive to look at all of the responses ■ Cannot control geographic reach of poll ■ Results can be easily skewed
COMPUTER-BASED POLLING			
Surveys conducted via computer network	<ul style="list-style-type: none"> ■ Appropriate for attitudinal research 	<ul style="list-style-type: none"> ■ Provides instant analyses of results ■ Can be used in multiple areas ■ Novelty of technique improves rate of response 	<ul style="list-style-type: none"> ■ High expense ■ Detail of inquiry is limited
COMMUNITY FACILITATORS			
Use qualified individuals in local community organizations to conduct project outreach	<ul style="list-style-type: none"> ■ Define roles, responsibilities and limitations up front ■ Select and train facilitators carefully 	<ul style="list-style-type: none"> ■ Promotes community-based involvement ■ Capitalizes on existing networks ■ Enhances project credibility 	<ul style="list-style-type: none"> ■ Can be difficult to control information flow ■ Can build false expectations
FOCUS GROUPS			
Message testing forum with randomly selected members of target audience. Can also be used to obtain input on planning decisions.	<ul style="list-style-type: none"> ■ Conduct at least two sessions for a given target ■ Use a skilled focus group facilitator to conduct the session 	<ul style="list-style-type: none"> ■ Provides opportunity to test key messages prior to implementing program ■ Works best for select target audience 	<ul style="list-style-type: none"> ■ Relatively expensive if conducted in focus group testing facility

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
DELIBERATIVE POLLING			
Measures informed opinion on an issue	<ul style="list-style-type: none"> ■ Do not expect or encourage participants to develop a shared view ■ Hire a facilitator experienced in this technique 	<ul style="list-style-type: none"> ■ Can tell decision-makers what the public would think if they had more time and information ■ Exposure to different backgrounds, arguments, and views 	<ul style="list-style-type: none"> ■ Resource intensive ■ Often held in conjunction with television companies ■ 2 - 3 day meeting
SIMULATION GAMES			
Exercises that simulate project decisions	<ul style="list-style-type: none"> ■ Test “game” before using ■ Be clear about how results will be used 	<ul style="list-style-type: none"> ■ Can be designed to be an effective educational/training technique, especially for local officials 	<ul style="list-style-type: none"> ■ Requires substantial preparation and time for implementation ■ Can be expensive
TOURS			
Provide tours for key stakeholders, elected officials, advisory group members and the media	<ul style="list-style-type: none"> ■ Know how many participants can be accommodated and make plans for overflow ■ Plan question/answer session ■ Consider providing refreshments ■ Demonstrations work better than presentations 	<ul style="list-style-type: none"> ■ Opportunity to develop rapport with key stakeholders ■ Reduces outrage by making choices more familiar 	<ul style="list-style-type: none"> ■ Number of participants is limited by logistics ■ Potentially attractive to protestors
OPEN HOUSES			
An open house to allow the public to tour at their own pace. The facility should be set up with several stations, each addressing a separate issue. Resource people guide participants through the exhibits.	<ul style="list-style-type: none"> ■ Someone should explain format at the door ■ Have each participant fill out a comment sheet to document their participation ■ Be prepared for a crowd all at once- develop a meeting contingency plan ■ Encourage people to draw on maps to actively participate ■ Set up stations so that several people (6-10) can view at once 	<ul style="list-style-type: none"> ■ Foster small group or one-on-one communications ■ Ability to draw on other team members to answer difficult questions ■ Less likely to receive media coverage ■ Builds credibility 	<ul style="list-style-type: none"> ■ Difficult to document public input ■ Agitators may stage themselves at each display ■ Usually more staff intensive than a meeting

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
COMMUNITY FAIRS			
Central event with multiple activities to provide project information and raise awareness	<ul style="list-style-type: none"> ■ All issues, large and small must be considered ■ Make sure adequate resources and staff are available 	<ul style="list-style-type: none"> ■ Focuses public attention on one element ■ Conducive to media coverage ■ Allows for different levels of information sharing 	<ul style="list-style-type: none"> ■ Public must be motivated to attend ■ Usually expensive to do it well ■ Can damage image if not done well
COFFEE KLATCHES			
Small meetings within neighborhood usually at a person's home	<ul style="list-style-type: none"> ■ Make sure staff is very polite and appreciative 	<ul style="list-style-type: none"> ■ Relaxed setting is conducive to effective dialogue ■ Maximizes two-way communication 	<ul style="list-style-type: none"> ■ Can be costly and labor intensive
MEETINGS WITH EXISTING GROUPS			
Small meetings with existing groups or in conjunction with another event	<ul style="list-style-type: none"> ■ Understand who the likely audience is to be ■ Make opportunities for one-on-one meetings 	<ul style="list-style-type: none"> ■ Opportunity to get on the agenda ■ Provides opportunity for in-depth information exchange in non-threatening forum 	<ul style="list-style-type: none"> ■ May be too selective and can leave out important groups
WEB-BASED MEETINGS			
Meetings that occur via the internet	<ul style="list-style-type: none"> ■ Tailor agenda to your participants ■ Combine telephone and face-to-face meetings with web-based meetings. ■ Plan for graphics and other supporting materials 	<ul style="list-style-type: none"> ■ Cost and time efficient ■ Can include a broader audience ■ People can participate at different times or at the same time 	<ul style="list-style-type: none"> ■ Consider timing if international time zones are represented ■ Difficult to manage or resolve conflict
COMPUTER-FACILITATED WORKSHOP			
Any sized meeting when participants use interactive computer technology to register opinions	<ul style="list-style-type: none"> ■ Understand your audience, particularly the demographic categories ■ Design the inquires to provide useful results ■ Use facilitator trained in the technique 	<ul style="list-style-type: none"> ■ Immediate graphic results prompt focused discussion ■ Areas of agreement/ disagreement easily portrayed ■ Minority views are honored ■ Responses are private ■ Levels the playing field 	<ul style="list-style-type: none"> ■ Software limits design ■ Potential for placing too much emphasis on numbers ■ Technology failure
PUBLIC HEARINGS			
Formal meetings with scheduled presentations offered	<ul style="list-style-type: none"> ■ Avoid if possible 	<ul style="list-style-type: none"> ■ Provides opportunity for public to speak without rebuttal 	<ul style="list-style-type: none"> ■ Does not foster constructive dialogue ■ Can perpetuate an us vs. them feeling

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
DESIGN CHARRETTES			
Intensive session where participants re-design project features	<ul style="list-style-type: none"> ■ Best used to foster creative ideas ■ Be clear about how results will be used 	<ul style="list-style-type: none"> ■ Promotes joint problem solving and creative thinking 	<ul style="list-style-type: none"> ■ Participants may not be seen as representative by larger public
CONSENSUS BUILDING TECHNIQUES			
Techniques for building consensus on project decisions such as criteria and alternative selection. Often used with advisory committees. Techniques include Delphi, nominal group technique, public value assessment and many others.	<ul style="list-style-type: none"> ■ Use simplified methodology ■ Allow adequate time to reach consensus ■ Consider one of the computerized systems that are available ■ Define levels of consensus, i.e. a group does not have to agree entirely upon a decision but rather agree enough so the discussion can move forward 	<ul style="list-style-type: none"> ■ Encourages compromise among different interests ■ Provides structured and trackable decision making 	<ul style="list-style-type: none"> ■ Not appropriate for groups with no interest in compromise ■ Clever parties can skew results ■ Does not produce a statistically valid solution ■ Consensus may not be reached
ADVISORY COMMITTEES			
A group of representative stakeholders assembled to provide public input to the planning process	<ul style="list-style-type: none"> ■ Define roles and responsibility up from ■ Be forthcoming with information ■ Use a consistently credible process ■ Interview potential committee members in person before selection ■ Use third party facilitation 	<ul style="list-style-type: none"> ■ Provides for detailed analyses for project issues ■ Participants gain understanding of other perspectives, leading toward compromise 	<ul style="list-style-type: none"> ■ General public may not embrace committee's recommendation ■ Members may not achieve consensus ■ Sponsor must accept need for give-and-take ■ Time and labor intensive
TASK FORCES			
A group of representative stakeholders formed to develop a specific product or policy recommendation	<ul style="list-style-type: none"> ■ Obtain strong leadership in advance ■ Make sure membership has credibility with the public 	<ul style="list-style-type: none"> ■ Findings of a task force of independent or diverse interests will have greater credibility ■ Provides constructive opportunity for compromise 	<ul style="list-style-type: none"> ■ Task force may not come to consensus or results may be too general to be meaningful ■ Time and labor intensive
PANELS			
A group assembled to debate or provide input on specific issues	<ul style="list-style-type: none"> ■ Must appropriate to show different news to public ■ Panelists must be credible with public 	<ul style="list-style-type: none"> ■ Provides opportunity to dispel misinformation ■ Can build credibility if all sides are represented ■ May create wanted media attention 	<ul style="list-style-type: none"> ■ May create unwanted media attention

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
CITIZEN JURIES			
Small group of ordinary citizens empanelled to learn about an issue, cross examine witnesses, make a recommendation. Always non-binding with no legal standing	<ul style="list-style-type: none"> ■ Requires skilled moderator ■ Commissioning body must follow recommendations or explain why ■ Be clear about how results will be used 	<ul style="list-style-type: none"> ■ Great opportunity to develop deep understanding of an issue ■ Public can identify with the “ordinary” citizens ■ Pinpoint fatal flaws or gauge public reaction 	<ul style="list-style-type: none"> ■ Resource intensive
ROLE-PLAYING			
Participants act out characters in pre-defined situation followed by evaluation of the interaction	<ul style="list-style-type: none"> ■ Choose roles carefully. Ensure that all interests are represented. ■ People may need encouragement to play a role fully 	<ul style="list-style-type: none"> ■ Allow people to take risk-free potions and view situation from other perspectives ■ Participants gain clearer understanding of issues 	<ul style="list-style-type: none"> ■ People may not be able to actually achieve goal of seeing another’s perspective
SAMOAN CIRCLE			
Leaderless meeting that stimulates active participation	<ul style="list-style-type: none"> ■ Set room up with center table surrounded by concentric circles ■ Need microphones ■ Requires several people to record discussion 	<ul style="list-style-type: none"> ■ Can be used with 10 to 500 people ■ Works best with controversial issues 	<ul style="list-style-type: none"> ■ Dialogue can stall or become monopolized
OPEN SPACE TECHNOLOGY			
Participants offer topics and others participate according to interest	<ul style="list-style-type: none"> ■ Important to have a powerful theme or vision statement to generate topics ■ Need flexible facilities to accommodate numerous groups of different sizes ■ Ground rules and procedures must be carefully explained for success 	<ul style="list-style-type: none"> ■ Provides structure for giving people opportunity and responsibility to create valuable product or experience ■ Includes immediate summary of discussion 	<ul style="list-style-type: none"> ■ Most important issues could get lost in the shuffle ■ Can be difficult to get accurate reporting of results

TECHNIQUE	ALWAYS THINK IT THROUGH	WHAT CAN GO RIGHT	WHAT CAN GO WRONG
WORKSHOPS			
<p>An informal public meeting that may include a presentation and exhibits but ends with interactive working groups</p>	<ul style="list-style-type: none"> ■ Know how you plan to use public input before the workshop ■ Conduct training in advance with small group facilitators. Each should receive a list of instructions, especially where procedures involve weighting/ranking of factors or criteria 	<ul style="list-style-type: none"> ■ Excellent for discussions on criteria or analysis of alternatives ■ Fosters small group or one-to-one communication ■ Ability to draw on other team members to answer difficult questions ■ Builds credibility ■ Maximizes feedback obtained from participants ■ Fosters public ownership in solving the problem 	<ul style="list-style-type: none"> ■ Hostile participants may resist what they perceive to be the “divide and conquer” strategy of breaking into small groups ■ Several small-group facilitators are necessary
FUTURE SEARCH CONFERENCE			
<p>Focuses on the future of an organization, a network of people, or community</p>	<ul style="list-style-type: none"> ■ Hire facilitator experienced in this technique 	<ul style="list-style-type: none"> ■ Can involve hundreds of people simultaneously in major organizational change decisions ■ Individuals are experts ■ Can lead to substantial changes across entire organization 	<ul style="list-style-type: none"> ■ Logistically challenging ■ May be difficult to gain complete commitment from all stakeholders ■ 2-3 day meeting

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