Regional Transportation Plan 2050 — Public and Stakeholder Engagement Plan

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**Purpose and Introduction**

Since 1972, the Mid-America Regional Council has promoted regional cooperation and advanced regional progress through leadership, planning and action. MARC serves as both the federally designated Metropolitan Planning Organization (MPO) for the bistate Kansas City region and as the Council of Governments (COG) for the nine counties and 119 cities in the region. As an MPO — one of more than 300 such organizations across the U.S. — MARC is responsible for transportation planning for the region. This includes both long- and short-range planning.

As part of its long-range transportation-planning role, MARC is required to develop and regularly update a Metropolitan Transportation Plan (MTP) with a minimum 20-year planning horizon. The current plan, Transportation Outlook 2040, was adopted in 2015. The new plan, with a working title Regional Transportation Plan 2050 (RTP 2050), must be completed and approved by June 2020. The planning process got underway in September 2017.

When developing a new MTP, it is critical to ensure that it responds to the needs and wants of the community. This stakeholder engagement plan outlines how MARC will engage the public and other stakeholders in the MTP process. This engagement plan follows the guidance of MARC’s Public Participation Plan.

**Guiding Principles**

Public participation in transportation planning is based on the belief that people whose lives are affected by planning and investment decisions have a right to be involved in the decision-making process and influence choices that are made. Directly engaging the community 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 underrepresented 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.
- Involves process evaluation and monitoring tools.

**Goals and Objectives**

The following goals are outlined in the Public Participation Plan. They embody the principles mentioned in the previous section and will guide this Stakeholder Engagement Plan.
- Goal 1: Inform and educate the public.
- Goal 2: Reach out and build connections.
- Goal 3: Engage the public and encourage continued participation.
- Goal 4: Use input to shape policies, plans and programs.
- Goal 5: Evaluate public participation strategies.
RTP 2050 Process
The RTP 2050 process can be broken down into six different tasks or phases. Each is described below, along with the important questions that will need to be answered during each phase. Many of these questions will be posed to the public through the RTP 2050 engagement process.

Phase 1: Discovery & Needs Assessment
Work during the Discovery & Needs Assessment phase will focus on gathering information about the big-picture needs in the region. These needs will be supported by a variety of analyses, including how the region is performing in areas related to the 10 policy framework goals that drive the vision of the current metropolitan transportation plan, Transportation Outlook 2040. Additionally, feedback from the public and stakeholders will inform the needs assessment process. The needs identified in this phase will translate into specific planning objectives that will ultimately shape the final plan’s strategies.

Questions to be answered in this phase:
● What critical challenges are facing, or will face the region?
● What gaps in the transportation system need to be addressed?
● How is our transportation system performing relative to the Policy Framework goals?
● What opportunities need to be considered and how should the region take advantage of them?
● How much funding will reasonably be available to fund future transportation projects?
● How many people and jobs can we reasonably expect by 2050?

Information and Education Resources:
● Media release (kick-off)
● RTP 2050 general information (video, webpage content and/or PDF)
● Transportation factsheet (PDF)
● 2017 Performance Metrics Report (PDF and Story Map)
- Video series (funding/demographics, technology, economy, transportation equity, jobs access, land use, environment, modes, driving forces, climate change, etc.)

Potential Outreach and Engagement Activities:
- Partner meetings (MoDOT, KDOT, KCATA, others)
- Resource agency meetings
- MARC cross-departmental meetings
- MARC committee presentations and discussions
- Targeted meetings with transportation stakeholders (as outlined in PPP)
- Targeted meeting with organizations representing transportation disadvantaged populations
- Pop-ups in Environmental Justice areas, at regional events, etc.
- Public survey
- Facebook Live event: presentation/discussion

Important Actions:
- Population and employment forecast adopted by Technical Forecast Committee
- Regional vision validated and adopted by MARC Board of Directors

Phase 2: Storytelling & Policy Framework
In this phase, MARC will use the information from the prior phase to construct and tell the story of transportation in the Kansas City region. The story will describe how the region is currently performing, based on the 10 adopted goals that make up the TO 2040 Policy Framework, and illuminate successes, challenges and opportunities on the horizon. These policy goals drive the vision of the region’s metropolitan transportation plan and were originally adopted in 2010 and updated in 2015. As part of the development of the new RTP 2050, the goals will need to be validated or amended, and finally, adopted by MARC’s Board of Directors. Read more about the current vision and policy goals here.

Questions to be answered in this phase:
- Does the Policy Framework encompass the needs identified in Phase 1 and reflect the “story” of the Kansas City region?
- What, if any, changes should be made to the Policy Framework?
- Are there some Policy Framework goals that are more important than others?

Information and Education Resources:
- Story Map of existing conditions and projections (example) shared via committees, Facebook, Twitter, Instagram, email, blog, etc.
Potential Outreach and Engagement Activities:
  ● MARC committee presentations and discussions, using Poll Everywhere
  ● Facebook Live event: presentation and discussion
  ● Public survey
  ● Pop-up engagements
  ● Instagram photo challenge

Important Actions:
  ● Policy Framework adopted by Total Transportation Policy Committee and MARC Board of Directors

Phase 3: Investment Scenarios
New to the RTP 2050 process is the development of investment scenarios. These scenarios suggest different alternatives for how the region could spend transportation funding. For instance, one scenario could focus most of the funding on projects that support public health. Another scenario might target funds toward projects that expand job opportunities in low-income communities. Staff will create these scenarios based on public and stakeholder input in previous phases and test them using a variety of performance metrics. Ultimately, one scenario will be chosen, further analyzed, and used to guide project selection in the next phase.

Questions to be answered in this phase:
  ● How should regional transportation funding be focused to achieve the vision and goals in the Policy Framework and respond to driving forces like changes to climate, demographics, the economy, and technology?
  ● How does the package of projects in each investment scenario measure up to the vision and goals in the Policy Framework and perform as part of the future transportation system?
  ● What is the preferred investment scenario?

Information and Education Resources:
  ● Adopted Policy Framework (webpage content, PDF, etc.)
  ● Financial Framework (webpage content, PDF, etc.)
  ● RTP Story Presentation/Video shared via committees, Facebook, Twitter, Instagram, email, blog.

Potential Outreach and Engagement Activities:
  ● MARC committee presentations and discussions, using Poll Everywhere
  ● Regional stakeholder workshops
  ● Facebook Live presentation with survey/poll
Important Actions:
- Preferred investment scenario selected by _________

**Phase 4: Project Selection**
The RTP is required to include a list of projects that will help the region meet its long-term transportation vision and are aligned with the Policy Framework adopted in Phase 2. Additionally, the list of projects must be constrained to the funding projections MARC develops as part of this process. MARC will issue a “call for projects” in which the states of Kansas and Missouri and local governments will submit regionally important transportation projects for inclusion in the plan. The projects are developed, prioritized and ultimately selected through a comprehensive and coordinated process involving the public, regional transportation stakeholders and MARC planning committees. The committee meetings are open to the public and interested individuals can joining a mailing list to receive notifications about scheduled meetings by signing up here.

Questions to be answered in this phase:
- Which projects best respond to the preferred investment scenario and support the Policy Framework?
- Of the projects submitted, which ones are most important to the community?

Information and Education Resources:
- Financial forecasts
- List of submitted projects

Potential Outreach and Engagement Activities:
- Public comments on individual projects (through Story Map format or MARC’s project commenting system)
- Regional workshop/committee deliberation
- Regional open house (share draft lists of projects and other aspects of the plan)

Important Actions:
- Relevant committees will recommend package of projects. For example, Bicycle and Pedestrian Committee (BPAC) would recommend bicycle and pedestrian projects.

**Phase 5: Plan Development**
Staff will begin developing elements of the plan using feedback gained from the public and stakeholders, information gained from analysis of the transportation system, and forecasts. The plan will be developed in coordination with MARC’s committees. Staff will check-in with relevant committees at key points to get feedback on draft strategies and narrative. Once the draft plan is completed, the documents will be posted online for the public and stakeholders to review.
Questions to be answered in this phase:
- Does this plan meet federal requirements?
- Does the plan align with the regional vision?
- Does this plan respond to public and stakeholder feedback?

Information and Education Resources:
- Draft plan documents

Outreach and Engagement Activities:
- Traveling open house pop-ups (one in each county, libraries or city halls)
- MARC committee presentations and discussions
- Comments on drafts posted online

**Phase 6: Plan Adoption**
Once the plan documents have reached a final draft stage, MARC will provide a final opportunity for public and stakeholder input. A 30-day public comment period is required before adopting a metropolitan transportation plan. This public comment period will be broadly advertised. Once the public comment period has ended, MARC staff will respond to each comment in writing and consider revision to the plan based on that feedback. The Total Transportation Policy Committee (TTPC) will consider the public comments and responses and make a recommendation to submit the plan for approval to the MARC Board of Directors. The MARC Board is responsible for final adoption of the plan.

Information and Education Resources:
- Final draft plan documents
- Comments and responses

Outreach and Engagement Activities:
- Final public comment and review period (30 days)
RTP 2050 Stakeholders

RTP 2050 is the long-range transportation plan for eight counties in the Kansas City region: Leavenworth, Wyandotte, Johnson, and Miami counties in Kansas and Platte, Clay, Jackson, and Cass counties in Missouri. Within a region of just under 2 million people, there are very diverse needs, perspectives and opinions related to transportation. Through the process to develop the new RTP, planners will seek the involvement and participation of a variety of stakeholders in order to understand what issues are of regional importance.

Any individual or organization interested in participating in the transportation planning process can and should participate in one of the many opportunities that will be available during the development of the RTP 2050. In order to ensure that the RTP 2050 planning process provides opportunities for an array of interests and to ensure compliance with federal requirements, this plan identifies key stakeholders and how they will be engaged throughout the process:

**MARC Board of Directors**

MARC's Board of Directors, made up of 33 elected officials from local governments in the region, represent the decision makers in the RTP 2050 development process. They will direct both planning and implementation of the plan. Planners will provide presentations to the board and facilitate policy discussions at key milestones throughout the planning process. The board will be engaged early on and continuously during the process, allowing board members to provide needed input and direction for the plan. Ahead of the final plan adoption, the board will be asked to formally adopt a regional vision, the Policy Framework of RTP 2050, and the population and employment forecast.

**RTP Steering Workgroup**

An advisory committee for the RTP 2050 process will be convened to provide guidance on the planning process and serve as a liaison between staff, MARC committees and the public. This advisory body will meet at key decision points throughout the process, likely on a quarterly basis. Members will include co-chairs or designated representatives from MARC committees, including:

- Total Transportation Policy Committee
- Technical Forecast Committee
- Sustainable Places Planning Committee
- Regional Transit Coordinating Council
- Air Quality Forum
- Goods Movement Committee
- Destination Safe
- Aviation Committee
- Mobility Advisory Committee
- Active Transportation Committee

All board and committee meetings are open to the public. Find information about MARC’s committees by visiting: marc.org/Transportation/Committees
• Highway Committee
• Surface Transportation Program Priorities Committees
• First Suburbs Coalition
• Planners’ Roundtable
• Managers’ Roundtable
• Regional Equity Network
• Green Infrastructure Steering Committee
• Hazard Mitigation Group (MEMC)
• Community for All Ages

Additionally, state departments of transportation and transit operators will be represented on the RTP Steering Workgroup.

**MARC policy and planning committees**
Policy and planning committees are regular standing committees at MARC and will be responsible for providing advisory input on relevant elements of the plan. The Total Transportation Policy Committee, the umbrella policy committee, provides the final plan recommendation to the MARC Board of Directors and therefore has a key role in decision-making about the RTP. Planning committees, which focus on aviation, transit and mobility services, bicycle and pedestrian, goods movement, safety and highway, are involved at many points over course of the planning process and will be engaged in policy and plan development discussions early on. These committees will have responsibilities in project selection and development of plan elements relevant to their respective work areas.

Other policy committees at MARC, including the Air Quality Forum and the Sustainable Places Policy Committee, will receive periodic presentations and be involved in dialogue, especially regarding the Policy Framework, investment scenarios and final plan development. Additionally, MARC committees from other program areas (such as aging and community development) will receive presentations about the plan as requested and advised by the relevant departments.

Each committee has its own mailing list and receives meeting notices and agendas at least seven days in advance of the meeting. Meeting dates are listed on the MARC calendar. To be added to a specific mailing list, fill out this form and select the committees(s) of interest.

**MARC departments**
Transportation is an important element of the work done by many of the departments at MARC. Because of this, these departments have many insights to share about regional issues and needs that could be addressed in RTP 2050. MARC transportation planners will meet with representatives across departments to discuss the RTP planning process and facilitate a dialogue about current and future transportation needs; either within the program’s operations or within the communities they serve. This information will inform the
Needs Assessment. Additionally, planners will request information about how to involve the stakeholders and communities served by MARC departments for inclusion in the planning process.

**Resource agencies**
State environmental and natural resource agencies’ plans often include important and relevant information for the Kansas City region that planners should consider in an RTP. Early in the planning process, MARC will host a sharing meeting with these agencies to learn about relevant plans and data resources that should be considered in the plan. Representatives of these resource agencies will receive email updates throughout the process including notifications about engagement opportunities.

**State departments of transportation**
The Missouri Department of Transportation (MoDOT) and the Kansas Department of Transportation (KDOT) are regional planning partners whose plans and projects often impact the transportation system in the Kansas City area and must be incorporated in the RTP. MARC will meet with the state DOTs early in the process to share the proposed process to develop the new 2050 and request feedback. The state DOTs typically participate at multiple levels in the process. They are represented on all MARC transportation and air quality committees and have many opportunities to provide important feedback.

**Regional public transit providers**
There are five providers of public transit in the Kansas City area: Kansas City Area Transportation Authority (KCATA), Kansas City Streetcar Authority, Johnson County, Unified Government of Wyandotte County/Kansas City, Kansas, and the City of Independence. Representatives of these agencies regularly convene as a technical advisory team to discuss regional coordination issues. They are also represented on the Regional Transit Coordinating Council. Representatives from KCATA also sit on the MARC Board of Directors and the Total Transportation Policy Committee. Planners will engage transit providers through these groups and committees. These providers will also be key in assisting MARC in reaching out to public transit users and engaging them in the RTP process.

**Private providers of transportation**
Numerous transportation providers exist in the Kansas City area that service low-income, elderly and disabled individuals. They will be engaged through the Mobility Advisory Committee, which includes representatives of these groups. Additionally, MARC will work with these providers to disseminate information to clients about the plan process and opportunities to provide feedback. As necessary, planners will develop tailored engagement techniques to better accommodate groups that are hard to reach or have specialized needs.

**Local governments**
County and city governments, including local planning commissions, economic development and public works departments, will provide important insight into local needs and regional planning issues. Local government leaders will be engaged through the Managers’ Roundtable, other MARC committees where many are represented, online surveys, and presentations to local
commissions or councils. There will be many points of engagement for this stakeholder group and MARC planners will communicate with them regularly and in a timely way through MARC’s extensive email lists.

**Chambers of commerce, business organizations and employers**
This set of stakeholders will include city and county chambers, ethnic and regional chambers, economic development organizations, and major regional employers. MARC staff will make presentations to the groups early in the process and engage these stakeholders in policy and investment discussions. Representatives of these groups will receive regular updates through email and can help MARC in its outreach efforts by sending information about engagement opportunities to their respective memberships, networks and employees.

**Civic groups**
Both regional and local civic groups have missions and goals that align with MARC’s regional vision and transportation goals. These groups will receive regular communication through email about the planning process, upcoming milestones and engagement opportunities. Civic groups may request presentations at any time.

**Educational institutions**
K-12 school leadership/parent organizations, community college and university leaders and students, and trade school leaders and students are especially important to engage in long-range planning because they represent the workforce and leaders of the future. MARC will share information about RTP 2050 through MARC’s workforce development, and early learning programs and other networks.

**Targeted professional organizations**
During the planning process, MARC will leverage the knowledge of professional organizations, such as the American Planning Association, American Institute of Architects, and American Public Works Association, through their local chapters. MARC planners will provide presentations to these groups about the planning process and seek input on new strategies and best practices to consider in the plan.

**Advocacy organizations**
MARC will engage advocacy organizations throughout the planning process. Many advocacy groups, especially those that provide a voice for transportation-disadvantaged populations or focus on expansion of mobility options, have representatives on several of MARC’s transportation committee, and planners will seek their input on specific areas of the plan through one-on-one meetings. Additionally, MARC will work with these organizations to involve their membership, boards, and/or clients in public engagement opportunities.
**Neighborhoods and community groups**
These groups provide a hyper-local perspective on transportation issues that local governments and transportation providers may not be aware of. All groups are welcome to participate to the fullest extent possible, particularly if they have mission statements, concerns, and activities that intersect with MARC’s vision and goals. MARC will make presentations to these groups as requested.

**Social service providers and population-focused organizations**
Representatives from social service agencies and advocacy groups that represent seniors, youth, people with disabilities, those with limited English proficiency (LEP), ethnic and racial minorities and low-income populations are also welcome to participate in the same manner as neighborhoods and community groups. MARC will identify and solicit the engagement of those who are traditionally underrepresented in the planning process, including individuals protected under Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act of 1990. Through outreach to these groups, MARC will provide education about the transportation decision-making process and facilitate dialogue to help low-income and minority communities and their planning representatives better understand and more effectively engage across a wide range of issues. This engagement will help MARC achieve sound solutions when addressing social equity concerns relating to transportation issues. MARC will partner with known advocacy, faith-based and social equity organizations to reach these individuals.

**MPO/transportation interested parties**
MARC will engage other transportation stakeholders, including public transit user representatives, public transit employee representatives, providers of freight transit services, private providers of transit, public ports, and freight shippers, all of whom can provide unique perspective as users of the transportation system. MARC will seek their feedback throughout the process and provide regular communications regarding the progress of the planning process and opportunities to provide input.

**Other residents**
Broad engagement and support from the public in the development of RTP 2050 will be sought. MARC will identify and solicit the engagement of area residents through community and advocacy organizations, diverse media outlets, speaking engagements, surveys and internet communications. Local pop-up meetings will be held along key transportation corridors to allow the public an opportunity to comment on various aspects of the plan. Up-to-date information on the process will be provided on the plan’s webpage, and other information sources as noted in this document.
Stakeholder Communication, Education and Engagement Techniques
The following tools and techniques will be used in the engagement process for the RTP. It is MARC’s goal to use different tools and techniques to accommodate different technical capabilities, schedules, and interests. Additionally, different types of content, including plain text and digital media, will be used to build interest and explain concepts in clear and interesting ways.

RTP 2050 Webpage
MARC will use a marc.org webpage (marc.org/2050) to house information about the plan. Stakeholders and partners will be directed to this source for information and updates about the plan. This webpage will share the plan schedule, a summary of planning activities, engagement opportunities, background information including relevant maps and data, connections to social media pages, contact information, mailing list sign-up and a comment form.

Facebook
Supplementing the webpage for this project, MARC will create a Facebook page that the public can “like” to receive information about the plan and any engagement opportunities. This page will offer interested stakeholders and members of the public a place to discuss and share comments about elements of the plan. MARC staff will monitor this page daily and respond to questions that may be posed and share information as needed. The Facebook page is called @MARCKCTrans.

Facebook Live
Facebook and Facebook Live will be used to engage the public in online information sharing and three-way discussion. These events will be promoted and used frequently throughout the process in tandem with other engagement formats, like public meetings and surveys.

Twitter
MARC’s transportation Twitter account (@MARCKCTrans) will provide periodic updates in concert with the Facebook page and other channels of communication. MARC monitors this account daily for questions and comments and replies as necessary.

Instagram
An Instagram account will be used to provide information about public engagement opportunities in graphic format. MARC will regularly monitor this account.

Media Releases
MARC will issue media releases during the project to gain more exposure and interest in the plan. These releases will include milestones, forecasts, and statistics to pique the interest of local media. At a minimum, media releases will be released to announce the kick-off the planning process and provide information about public engagement opportunities when they occur.
Progress updates
MARC staff will provide updates on the RTP 2050 planning process and important milestones through posted stories on the Transportation Matters blog, on the marc.org/2050 web page, emails to MARC’s committee and stakeholder lists, and through social media.

Video series
MARC plans to produce a series of short videos about important regional topics that will influence RTP 2050. These videos, which may cover topics such as new transportation technologies, social equity, transportation’s impact on the economy and job access, will help connect people in a more compelling way and invite online discussion. The videos will be shared on the RTP webpage, Transportation Matters blog, and through social media.

Story Maps
MARC will use data and maps to help tell the story about the state of the regional transportation system as well as different transportation investment scenarios under consideration for the MTP 2050. The Story Map tool allows for comments and survey integration to expand engagement opportunities.

MARC committee presentations
MARC will provide presentations to regional committees at important decision points or milestones throughout the MTP planning process. Whenever possible, MARC planners will engage the committees in policy discussions. If necessary, MARC will employ tools such as Poll Everywhere for quick, real-time feedback.

MARC cross-departmental meeting
MARC transportation staff will hold a meeting with other MARC departments to gain input on the needs of services and programs operated at MARC, as well as the communities they serve. This meeting will focus on transportation needs and ways to bring those served by other MARC departments into the engagement process.

Targeted engagements and one-on-one meetings
MARC staff will reach out to organizations and leaders that present and/or serve transportation-disadvantaged individuals (low-income, minority, older adults, people who do not own a car, and people with disabilities). Through these meetings, MARC staff will share information about the plan and solicit direct feedback. MARC will work with these organizations and leaders to communicate directly with the people they serve.

Piggy-back presentations
MARC staff will engage a broad set of stakeholders through presentations at regularly scheduled meetings (e.g. club meetings, board meetings). This technique will be useful in reaching out to segments of the population that are typically underserved by transportation and under-engaged but also in providing information in to any interested group. This technique will be heavily used at the beginning of the process to ensure early and continued participation.
Public meetings and open houses
MARC staff will hold public meetings or open houses during the RTP 2050 process. The meetings will provide information to the public about the plan’s direction and MARC will solicit feedback on key components of the plan. MARC will include interactive activities in all public meetings and open houses, including kid-friendly transportation activities. There will be multiple ways for participants to provide feedback during the meetings.

Online Engagement
MARC will seek to engage the stakeholders and the public in an online setting to accommodate people who prefer this method of participation and those who may not be able to attend in-person meetings.

Pop-ups
MARC will conduct many pop-up engagements in order to meet people where they are. Pop-ups will take place at major destinations along major regional corridors and activity centers. MARC will identify regional events, such as festivals or sporting events, and destinations where many people congregate. Staff will provide information to interested visitors and solicit direct feedback on important topic areas. MARC will also use the pop-up format for traveling open houses.

Online survey
MARC will use online survey tools to get feedback on regionals needs, preferred alternatives, and strategies and recommendations. Efforts will be made to reach as many people as possible through extensive online and face-to-face promotion.

Committee Workshops
MARC will hold workshops as needed for committees to work through aspects of the plan, including investment scenarios or project selection.

Contests
MARC will hold at least one contest to encourage the public to share perspectives about their transportation ideas in a fun and creative way.

Youth Engagement
MARC will engage youth of all ages to promote life-long civic participation and education about transportation and regional cooperation. MARC will employ different types of activities for different age groups. Additionally, MARC will partner with existing youth programs to provide tailored engagement opportunities that promote the mission of those organizations.
**Regional events**
Often, regional events — whether sponsored by MARC or not — include transportation-related topics and discussions. MARC staff will participate in or seek follow-up information about the outcomes of these events and incorporate this information into the engagement findings, where possible.

**Advertisement**
MARC will use a variety of communications channels to advertise engagement opportunities. These may include:
- Print ads in regional and local newspapers
- Digital ad placement on various websites
- Promoted social media posts
- Radio spots
- Flyers on buses

**Evaluation/Measures of Effectiveness**
MARC staff will develop and employ evaluation metrics for each engagement technique. These metrics will be both quantitative and qualitative and may include number of participants, completed surveys, geographic distribution of participations, demographics (age, income, gender, race, ethnicity, etc.), self-efficacy and web analytics.