

CAMPO 2045 Regional Transportation Plan

Public Engagement Plan

The 2045 Regional Transportation Plan will include robust and high-quality public engagement that will enable the population served by CAMPO to participate meaningfully in the development of the Plan. Public engagement will fully comply with federal environmental justice requirements and Title VI of the Civil Rights Act and facilitate widespread participation across the CAMPO region. Public engagement for the 2045 Plan will incorporate input collected during other planning processes, including the Regional Active Transportation Plan, the Regional Arterials Study, the Regional Transit Plan, the Transportation Demand Management Study, the Regional Incident Management Plan, and local area studies such as those in Luling and Georgetown.

Goals and Objectives

- Implement an inclusive community outreach program that provides guidance to the CAMPO Transportation Policy Board in their decision-making process.
- Maintain an open and transparent process throughout the engagement effort and provide timely and engaging status updates.
- Use public input and comments in the development and refinement of the Plan and demonstrate to the public how their input affected the Plan.
- Demonstrate to the public the distinctive significance of CAMPO's 2045 Plan (differentiated from similar plans from CAMPO and other local agencies) and facilitate active and collaborative participation.
- Generate engagement from CAMPO's entire region, with overall participation above 10,000 individuals across all six counties and participation that is representative of the region's demographics.
- Provide a wide array of engagement opportunities that both incorporate technology and utilize innovative face-to-face strategies.

Core Principles

This Public Engagement Plan (PEP) aligns with international best practices developed by the International Association for Public Participation (IAP2), considered the leading organization for the practice of public engagement worldwide. While each project demands a customized approach to public engagement, the [Core Values for the Practice of Public Participation](#) serve as a helpful benchmark for ensuring that the public has received legitimate opportunities to engage in the Regional Transportation Plan process. Specifically, our approach will:

- Enable those affected by the 2045 Plan to be involved in the Plan development process
- Ensure that the public's engagement will influence the final draft of the Plan
- Recognize and communicate the needs of all participants, including decision makers
- Seek out and facilitate the education and participation of persons in proximity of decisions being made by the plan, as well as those generally interested. This includes those who are part of Environmental Justice communities and others with limited resources to participate. Specifically,
 - This approach will provide access to those identified with Limited English Proficiency (LEP); and

- In compliance with Executive Order 12898, the public engagement process will help CAMPO eliminate participation barriers and engage minority and low-income populations in transportation decision making.
- Give participants the information they need to participate in a meaningful way
- Communicate to participants how their input affected the Plan

Level(s) of Public Participation

The Regional Transportation Plan will have a significant impact on the region—affecting everything from commutes, choice of neighborhood, business location and relocation decisions, to general transportation costs. As such, this PEP utilizes IAP2’s Spectrum of Public Participation to determine the extent to which the public can influence the Regional Transportation Plan.

This effort will fall chiefly within the “Involve” level of the Spectrum—in which CAMPO works with the public to make sure that concerns and aspirations are considered and understood. CAMPO’s commitment is to work with the public to ensure that their concerns and aspirations are directly reflected in the decisions made.

Leading up to the development of the 2045 Plan, multiple studies/plans were conducted to inform the Regional Transportation Plan. These studies/plans fell at the “Collaborate” level of the Spectrum, as they included extensive partnership, collaboration and input from both local jurisdictions and the public.

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



Stakeholders

This Regional Transportation Plan will impact all who live in, work in, and visit the CAMPO region; as such, the universe of stakeholders is exceedingly large. What follows are a partial list of stakeholders broken out by perspectives:

- Residents (owners and renters)
- Property owners (of all types)
- Business owners and nonprofit organization leadership and employees
- Civic, environmental, and business organizations; nonprofit organizations
- Jurisdictions and government entities, school districts, transportation authorities (Capital Metro, CARTS, CTRMA, TxDOT, etc.)
- Vulnerable populations, including Environmental Justice and Limited English Proficiency populations. These may include but are not limited to seniors, school-aged children, low-income residents, residents with disabilities, zero-car households and minority residents, among others.

2045 Steering Committee

A Steering Committee made up representatives from local governments and transportation entities will guide the development of the 2045 Regional Transportation Plan. Steering committee members will provide input from their representative perspectives and actively participate in the development of the Plan's vision, goals, and objectives and provide guidance to CAMPO's Transportation Policy Board (TPB) on policies and project priorities outlined in the Plan.

Outreach

A wide range of activities and tools for public involvement will be used to provide convenient opportunities for the public to attend meetings, find information from the convenience of their mobile devices, home, office, community spaces (such as libraries and rec centers), or meet the outreach team in the community, and receive updates. The activities and tools listed below will be used to ensure outreach and participation is inclusive of a diverse population and successfully meets the public involvement goals.

A variety of tools will be used to promote participation of the public in development of the 2045 Plan including:

- Announcement on the 2045 Plan webpage
- Email and postal mail
- Social media posts and ads
- Outreach to community groups that can distribute information
- Traditional media, including regular broadcast interviews, op-eds, podcasts, and use of government and public access television channels
- Print materials at public facilities (libraries, recreation and senior centers, parks, etc.)

Engagement Method: Public Meetings

Public meetings will be held in all six counties to share information and collect input from stakeholders. When planning these meetings, attempts will be made to conduct them at locations and times convenient for the community to attend. All meeting materials will also be available online for those not able to attend. These meetings will be conducted as open house style meetings, meaning that participants can come and go at their leisure, and all information will be available for the duration of the meeting time.

Round One (Early October through late November 2019)

The outreach team will hold initial public meetings to give an overview of the agency, the Regional Transportation Plan, and some initial concepts and ideas for feedback. Participants will take part in an activity in which they take on roles that represent the transportation demographics of the region and participate in those roles.

Round Two (Early 2020)

The second round of meetings will review themes of input provided during round one and then introduce a draft Regional Transportation Plan, including a fiscally constrained project list. These meetings will feature a chance to comment on the project list and project prioritization.

Engagement Method: Community Meetings and Conversations

Outreach and engagement will also occur at community meetings to reach the public where they are already gathered. These may include meetings of chambers of commerce, neighborhood and homeowners' associations, Rotary and civic groups, senior centers, and high school and college government classes.

A "conversation corps" of trained, volunteer facilitators/ambassadors will also host smaller, localized conversations across the region to bolster our ability to reach a diverse audience. The volunteers and others will make use of a "meeting in a box" that will enable those less likely to attend public meetings to participate in conversations in living rooms, community centers, and the like, and return results to CAMPO.

Engagement Method: Plan Website and other online tools

The outreach team will provide support for CAMPO's website, preparing and updating content at key points along the way. The page will include a description of the 2045 Plan, allow presentations and meeting materials to be posted, and provide information on how stakeholders can share comments and input. Videos will also be produced to help explain the Regional Transportation Plan, the Transportation Improvement Program, and other steps of planning and project development processes. Meeting notifications, updates, and other information such as maps and exhibits will also be posted.

A digital mapping tool will be incorporated into the website to collect and analyze location-specific public feedback. The tool will be integrated into public meetings to facilitate the efficient gathering and analysis of public feedback on specific projects or areas of interest.

An online survey portal will also be used to gather community feedback. Surveys will be available at public meetings and distributed with Plan materials. Team members may also visit community events and gatherings to administer surveys.

Engagement Method: Other forms of technology

A televised town hall meeting will allow for a large audience to participate in real time in review of key proposed concepts.

A text-message based engagement tool will be utilized to allow for the public either to text a short message and opt-in for a survey or scan a QR code for the same purpose.

Additional Outreach

Vulnerable Populations

The team will work to engage underserved and under engaged populations that could benefit from increased connectivity and additional mobility options. These may include but are not limited to seniors, school-aged children, low-income residents, residents with disabilities, zero-car household residents, and minority residents.

Implementers

Implementing entities such as local governments, counties, CTRMA, and TxDOT will be engaged throughout the plan development through interviews and focus groups.

Collection of Input

The ideas, suggestions, and priorities shared by the public will be tracked from a mix of sources into a single database. The sources of input will include notes taken at discussions during public meetings, additional comment cards, notes and records from visits to community organizations, reports returned by community ambassadors who host meetings in a box, data from online survey tools, data from text messaged comments, and responses and comments recorded during a televised town hall.

Community Engagement Measures

Public outreach tools will be monitored regularly throughout this process, and adjustments will be made as needed to enhance levels of engagement. As input is collected, the outreach team will encourage participants to provide feedback on the quality of public involvement activities and the community outreach strategies employed. These community engagement measures will evaluate public participation efforts to ensure that a high degree of public engagement is achieved in the most effective, equitable, and efficient manner possible.

Utilizing [new research from the Texas A&M Transportation Institute](#) (TTI) and the National Cooperative Highway Research Program (NCHRP), CAMPO will use the following benchmarks to aid in the evaluation of the public engagement process:

- **Aim for Fairness:** This process will closely track who is involved in public participation, including participants' socioeconomic background, gender, ethnicity, race, and the like, as well as their transportation choices and where they live and work. It will also track how CAMPO is reaching out and responding to input to determine if representative samples of the public are effectively engaged.
- **Distinguish between “Outputs” and “Outcomes”**—outputs relate to how many attended or commented during a particular public participation activity, while outcomes reflect how their participation affected the final product. Outputs will be measured quantitatively (number of events, number of social media posts/ads, average response time, number of participants) while outcomes will be measured qualitatively using team analysis of how input is utilized, as well as surveying participants on the public participation experience (asking whether they had adequate notice of opportunities to participate, whether they felt their input would be used).
- **Track Over Time:** Public engagement will be evaluated at several points during the process to determine if other strategies are needed to fulfill the community outreach goals.

A survey template developed by NCHRP will be utilized as a foundation for a similar instrument we will disseminate to the public, see:

http://onlinepubs.trb.org/onlinepubs/nchrp/NCHRP_rpt_905PublicInvolvementSurvey.doc

Sample performance measures cited by TTI that will be relevant to the 2045 public engagement process could include:

- Number and type of events held
- Number of documents distributed to the public
 - Press releases, emails, flyers, letters, newsletters, etc.
- Number of participants at each event
- Number of organizations represented at each event
- Number of public comments received
 - Number of positive and/or negative comments
 - Mode of receipt (social media, email, etc.)
- Number of website hits
- Coverage area/zip codes that participated

Possible questions to ask the public:

- Did you receive advance notification of the meeting?
- Was the event held at a convenient time and place?
- Were you given an adequate opportunity to participate?
- Do you feel like your input will affect the ultimate decision that is made with regard to the projects presented?
- Do you feel like your input was accurately captured?
- Was the information you heard beneficial in understanding the 2045 Plan?
- Do you feel like the 2045 Plan and its projects offer good solutions to addressing the region's transportation challenges?
- How satisfied are you with the options/solutions presented to you?

Demographics would be measured to gauge how well participants in the public engagement process reflect the population as a whole, using indicators like:

- Race/ethnicity
- Income
- Age
- Education
- Employment
- Gender