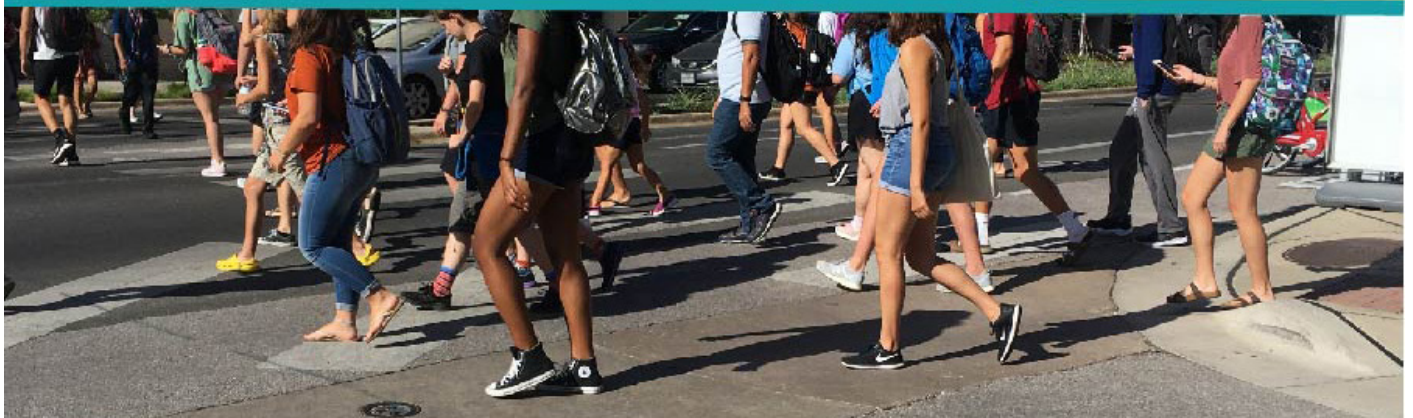




CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION

2019 Public Participation Plan



Adopted: April 2, 2012 Amended: March 5, 2014 Amended: August 31, 2015
Amended: February 11, 2019

Disclaimer

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Providing a Fair and Equal Opportunity to Participate

As the metropolitan planning organization encompassing Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson counties, the Capital Area Metropolitan Planning Organization (CAMPO) has a responsibility to serve the community and stakeholders and provide equitable access to participate and provide input in the decision-making process.

Governed by the 21-member Transportation Policy Board representing local governments and agencies, CAMPO believes that conversation, engagement, and transparency among stakeholders is key to meaningful and lasting mobility changes across its six counties.

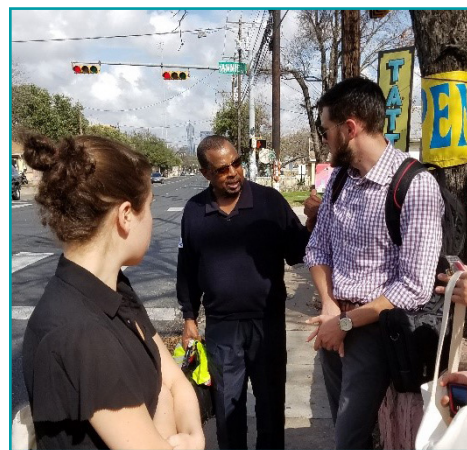
Federal and state transportation planning laws¹ and guidance require open participation, regardless of geographic location, economic and educational status, or race. CAMPO's Public Participation Plan outlines how the organization responds to the requirements set by federal and state guidance and provides examples of how CAMPO is going above and beyond these basic requirements and enhancing participation, communication, and access to the region's transportation planning process.

Limited English Proficiency and Environmental Justice

As a federally sponsored agency, CAMPO must incorporate policies and procedures of Environmental Justice and Limited English Proficiency into its transportation planning studies and programs. CAMPO incorporates these policies into the required programs and is committed to giving a voice to those historically underrepresented in transportation planning efforts—including residents of rural areas, those of lower socioeconomic status, people of color, immigrants, and individuals with disabilities—outreach to minority and traditionally underserved communities is a key component of CAMPO's work.

Executive Order (E.O.) 13166 “Improving Access to Services for Persons with Limited English Proficiency” challenges federal agencies to “implement a system by which [limited English-proficient or “LEP”] persons can meaningfully access services consistent with, and without unduly burdening, the fundamental mission of the agency.”²

Additionally, Executive Order 12898, “Federal Actions to address Environmental Justice in Minority Populations and Low-Income Populations” directs every Federal agency to make environmental justice part of its mission by identifying and addressing the effects of all programs, policies, and activities on minority populations and low-income populations. The Federal Highway Administration summarizes this charge to metropolitan planning organizations to evaluate and, where necessary, improve their public involvement processes to eliminate participation barriers and engage minority and low-income populations in transportation decision making.”³



¹ Such as Title VI of the Civil Rights Act of 1964, Executive Orders 12898 and 13166.

² Federal Highway Administration. n.d. Limited English Proficiency

³ Federal Highway Administration. 2000. An Overview of Transportation and Environmental Justice. Publication No. FHWA-EP-00-013.

Participation Objective and Strategies

This document acts as the update to the 2015 CAMPO Public Participation Program (2015 PPP) and serves to ensure that all citizens have an equal opportunity to participate in the CAMPO decision-making process. Recognizing the importance of public involvement throughout the transportation planning process, this Public Participation Plan (PPP) is intended to actively engage people in the process.⁴

To support this objective, CAMPO deliberately plans inclusive, diverse public participation programs as part of its transportation planning processes. CAMPO's public participation programs include collaboration with local governments and agencies, schools, and a wide variety of special interest groups including, but not limited to, public and private transportation employees and stakeholders, freight interests, bicycle and pedestrian stakeholders, and stakeholders with and representing those with disabilities. These public participation programs also include communication and outreach methods specifically tailored to audiences and stakeholders. The following strategies are adapted from federal planning rules and guides CAMPO's public participation programs.

OBJECTIVE:

Provide a forum that empowers all stakeholders and demographics with equitable access to participate and provide input in the transportation planning and decision-making process.

STRATEGIES:

- **Provide public notice of public participation activities using appropriate methods and time for public review and comment at key decision points.**
- **Notify and provide access to information about transportation issues and processes in a timely fashion, using various print and electronically accessible formats.**
- **Use visualizations and clear, concise, non-technical language to describe proposed changes.**
- **Hold public open houses at convenient times and locations.**
- **Demonstrate explicit consideration and response to public input received during the development of the regional transportation plan and transportation improvement program.**
- **Seek out low-income and minority environmental justice households and vulnerable populations⁵, who may face challenges accessing employment and other services.**
- **If a final regional transportation plan and transportation improvement program varies significantly from the public comment version, provide additional opportunities for public comment.**
- **Coordinate with statewide participation processes.**
- **Evaluate effectiveness of participation methods.**
- **Review and update this participation plan as needed to ensure a full and open process.**

⁴ Sanoff, Henry. 2007. Participation in Planning and Urban Design Standards. Eds. F. Steiner, K. Butler and E. Sendich. John Wiley & Sons: Hoboken, New Jersey.

⁵ Based on definitions from federal organizations and regulatory agencies, CAMPO defines vulnerable populations as groups of people, including but not limited to minority groups based on race, ethnicity, income, national origin, educational level, ability-level, English proficiency level, and age.

Public Participation Plan - 2019

This update uses an approach based on CAMPO's planning and decision-making processes and is designed to define elements that lead to effective outreach and participation in a successful public participation plan. The Participation Toolbox, found in the Appendix, should be used to refine select elements of an overall outreach strategy based on the recommendations of each category. As programs and participation techniques continue to grow, the toolbox is intended to be expanded and revised, and is not intended to be an exhaustive list of outreach tools.



Our Drivers – Federally Mandated Transportation Programs

Public Participation Plans (PPPs) are federally required⁶ to guide participation for metropolitan planning organizations, including the region's Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP).

Regional Transportation Plan (RTP):

This long-range planning document is adopted by the Transportation Policy Board (TPB) and serves as a policy document and guide for regional transportation planning and implementation. Under current federal regulations, the RTP is updated at least every five years. Projects listed in the plan are designed to meet travel needs within the six-county CAMPO region for at least the next 20 years. The RTP is a fiscally constrained, multi-modal planning document that addresses various elements including congestion management, public transportation, roadways, freight, and active transportation modes.

Transportation Improvement Program (TIP):

The TIP outlines those projects in the CAMPO region that have secured funding sources and have reached project development milestones that allow for project implementation to begin within the four-year window of the TIP. All projects in the TIP must also be included in CAMPO's Regional Transportation Plan as well as be in compliance with the planning area's Congestion Management Process. The TIP must be updated every two years and must contain:

- Roadway, transit, and grouped projects⁷
- Financial Plan
- Project description including type of work, termini, length, etc.

The CAMPO Public Participation Plan strategies regarding TIP adoption may be used for entities' FTA Programs of Projects, including but not limited to FTA Section 5307:

- Capital Metropolitan Transportation Authority (Capital Metro)
- Capital Area Rural Transportation System (CARTS)
- City of Round Rock
- CARTS Urban, San Marcos UZA

These entities may use the strategies outlined in the PPP and partner with CAMPO during community meetings, however, CAMPO's outreach does not satisfy the public involvement required for these entities. Additionally, Capital Metro and CARTS should have multiple meetings that are geographically disbursed throughout their respective service areas.

⁶ 23 CFR Part 450.314

⁷ Grouped projects are not considered to be of an appropriate scale or scope for individual listing in the TIP as determined by FHWA and TxDOT. These project categories are Preliminary Engineering, Right-of-Way Acquisition, Preventive Maintenance and Rehabilitation, Bridge Replacement and Rehabilitation, Railroad Grade Separations, Safety, Landscaping, Intelligent Transportation System Deployment, Bicycle and Pedestrian, Safety Rest Areas, and Transit Improvements.

CAMPO Planning Programs

In addition to the federally required planning programs, CAMPO also conducts planning studies and programs throughout the six-county region. These studies inform long-range planning efforts and serve as a regional conversation about the area's growing needs. As part of these planning programs, CAMPO conducts extensive public outreach at key milestones throughout the study to inform the public about the study purpose and goals and to gather feedback on the community's needs and ideas. Examples of such programs that will influence the CAMPO 2045 Plan include:

- Regional Active Transportation Plan
- Regional Arterials Plan and Mopan/Northeast Subregional Plan
- Regional Transit Plan
- Regional Transportation Demand Management Study

Participation at CAMPO Transportation Policy Board Meetings

The Transportation Policy Board (TPB) is CAMPO's governing body that provides policy guidance and direction for transportation planning and also reviews and approves projects and federal funding as part of the RTP and TIP. TPB meetings are typically held monthly and include an open public comment period, as well as the opportunity for the public to comment on action items on the TPB's agenda. The TPB adopts bylaws which guide their meetings and public participation, and may be referred to for specific guidance on participation. For more information, visit our website on the TPB at: www.campotexas.org/transportation-policy-board/

Public Information Requests

There are several ways requests for information can be submitted to CAMPO. Requests must be submitted in writing.

- In-person and postal mail: 3300 N. I-35, Suite 630, Austin, Texas, 78705
- Email: campo.openrecords@campotexas.org
- Fax: 737-708-8140

Public Participation Approach

As a regional transportation governing body, CAMPO coordinates a number of studies and plans which solicit the need for public participation at varying scales. As summarized below, CAMPO uses a community outreach approach based on what is being amended, studied, or adopted. A variety of outreach methods are emphasized to increase public participation opportunities within CAMPO's region while being mindful of the public's limited time and CAMPO's community outreach resources.

Administrative amendments could include changes in funding source or non-substantive alterations, and are approved by the CAMPO Executive Director. No explicit participation process is required, and the TPB is notified of administrative amendments at their meetings.

Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP) amendments are amendments that can include changes to funding amounts or changes in the scope of a project already approved in the RTP or TIP, as well as amendments adding new projects to these planning documents. Projects sponsors are given the opportunity to submit amendments to the RTP and TIP generally twice a year.

CAMPO studies are conducted in preparation for adopting a new RTP and are improved with community feedback that is incorporated in various plans that reflect the region's various needs.

TIP adoption occurs every two years and requires public input to ensure regional needs and perspectives are considered.

RTP adoption occurs every five years and requires an approach that maximizes opportunities for community involvement.

CAMPO uses a variety of public involvement strategies intended to maximize engagement opportunities. This plan includes emphasis on seeking opportunities to meet with the public face-to-face, offering in-person and online input opportunities, and using traditional and electronic notification methods to spread the word of important actions. The following table, beginning on the next page, provides a guide of techniques to be used in the various community outreach opportunities.



The CAMPO 2045 Transportation Plan is an example of a CAMPO RTP.

Minimum Standards for Participation Methods

STRATEGIES				
	Getting the Word Out	High-Touch	High-Tech	Communicating Results
Administrative Amendments	Following approval, notification in Transportation Policy Board (TPB) meeting materials online	N/A	N/A	N/A
RTP and TIP Amendments & PPP Revisions	<p>News release (at least one)</p> <p>Email notification through online newsletter or regular email to subscribers</p> <p>Postal mail notification to subscribers</p> <p>Social media post (at least one) of community meetings and online commenting opportunities</p> <p>Notice on CAMPO website to include dates, time, and location</p>	<p>At least one community meeting held in the vicinity of the project(s)</p> <p>At least one meeting (public hearing) held at TPB meeting, prior to TPB action</p> <p>Speakers bureau events as requested, upon staff availability</p>	<p>Online open house and comment opportunity</p> <p>Social media post linking to information on website</p>	Summary of comments received provided to TPB 7 days in advance of action

For more detailed information on Amendments, see page 14.

Minimum Standards for Participation Methods continued

	Getting the Word Out	High-Touch	High-Tech	Communicating Results
CAMPO Studies	<p>News release (at least one)</p> <p>Email notification through online newsletter or regular email subscribers</p> <p>Postal mail notification to subscribers</p> <p>Social media post (at least one) of community meetings and online commenting opportunities</p> <p>Notice on CAMPO website to include dates, time, and location</p>	<p>At least one community meeting held in the vicinity of the study</p> <p>Speakers bureau events as requested upon staff availability</p>	<p>Visualization of potential improvements resulting from the study</p> <p>Online comment opportunity (e.g. email or survey)</p> <p>Social media post linking to information on website</p>	<p>Summary of comments received provided to TPB 7 days in advance of action</p> <p>Final adopted study document will include a summary of comments</p> <p>*If a study or plan is conducted as a partnership with a local government, the local government's governing body (city council/ commissioners court) must adopt the study before CAMPO's TPB concurs with the study or plan.</p>

For more detailed information on CAMPO studies, see page 15.

Minimum Standards for Participation Methods continued

	Getting the Word Out	High-Touch	High-Tech	Communicating Results
TIP Adoption	<p>News release (at least one)</p> <p>Email notification through online newsletter or regular email to subscribers</p> <p>Postal mail notification to subscribers</p> <p>Social media post (at least one) of community meetings and online commenting opportunities</p> <p>Notice on CAMPO website to include dates, time, and location</p>	<p>Community meetings held in each CAMPO county</p> <p>Speakers bureau events actively pursued</p> <p>Fairs and public venues</p>	<p>Online open house and comment opportunity</p> <p>Social media post linking to information on website</p>	<p>Summary of comments received provided to TPB 7 days in advance of action</p>

For more detailed information on TIP Adoption, see page 16.

Minimum Standards for Participation Methods continued

	Getting the Word Out	High-Touch	High-Tech	Communicating Results
RTP Adoption* *This is a two phase process with the methods described here to be used in each phase. Public comments from each round are to be posted prior to FINAL TPB action.	<p>News release (at least one)</p> <p>Email notification through online newsletter or regular email to subscribers</p> <p>Postal mail notification to subscribers</p> <p>Social media post (at least one) of community meetings and online commenting opportunities</p> <p>Notice on CAMPO website to include dates, time, and location</p> <p>Participate in transportation fairs as available</p> <p>Public outreach information posted to CAMPO website.</p>	<p>Community meetings held in each CAMPO county</p> <p>Speakers bureau events actively pursued</p> <p>Fairs and public venues actively pursued</p>	<p>Online open house and comment opportunity</p> <p>Social media post linking to information on website</p> <p>Visualization of potential improvements/ projects proposed in RTP as a result of CAMPO studies</p>	<p>Public involvement report with public comments posted to website at least one week prior to TPB action on the FINAL RTP.</p>

For more detailed information on RTP Adoption, see page 17.

Administrative Amendments

Administrative amendments are a means to address those planning procedures that do not require public comment and approval by the Transportation Policy Board. These changes are reflected in documentation, and cannot result in a functional change to the transportation system.

Examples of administrative amendments would include:

- Fixing typographical errors
- Decreasing project funding without changing its scope

RTP and TIP Amendments

Typically, twice a year, project sponsors are given an opportunity to make changes to their projects in the CAMPO RTP and TIP and to add projects to these planning documents. These amendments are submitted to the CAMPO TPB at the request of project sponsors. Examples of amendments include adding or removing projects and changing funding sources, project descriptions, and/or project limits.

The same process and methods are also required for changes to this PPP that are beyond administrative in nature.



Meeting Requirements:

Two or more in-person public meetings are required for RTP and TIP amendments, including a public hearing at a Transportation Policy Board meeting. **At least one community meeting** should be provided at a location accessible by the population affected by the proposed change.

- Project sponsors should be notified up to 14 days prior to the planned community meeting. Their participation at in-person community meetings allows attendees to ask project-specific questions and receive immediate feedback.
- In-person meeting locations and times should be accessible to the general public, including those individuals who may not have access to an automobile.
- An online open house must be available on the CAMPO website during the public comment period and include material from the in-person meeting and direct links to submit online comments.
- Translation for non-English speakers, materials for the visually impaired, and services for the deaf and hard of hearing shall be available when requested by those needing them, subject to availability of services. If special services are needed, the services must be requested within five business days advanced notice to CAMPO staff. The availability of these services should be mentioned in the meeting notice.

RTP and TIP amendments may involve multiple jurisdictions, often resulting in a higher level of coordination across multiple stakeholder groups and a higher desire for additional opportunities for public input. Increased efforts to seek input from minority and low-income populations is a priority so community outreach methods tailored to traditionally underserved communities are used during the RTP and TIP amendment process.

RTP and TIP Amendments Quick Action Option:

Amendments to the RTP or TIP requiring quick action due to impending federal or state requirements or deadlines (or for other reasons deemed in the community's best interest) may be accomplished by a 75% vote of the Transportation Policy Board members present to waive participation methods outlined in the PPP. In these cases, the Transportation Policy Board will hold a special public hearing within its normal meeting agenda to solicit public comment on the proposed amendment(s). These actions will be included on the meeting agenda posted on the CAMPO website prior to the Transportation Policy Board meeting thus encouraging public attendance and comment on the action prior to adoption by the Policy Board.

CAMPO Studies

CAMPO conducts regional transportation studies in preparation for RTP planning and adoption, and also partners with CAMPO member jurisdictions on studies in a small geographic area that benefit the member government's community. Combined, these studies offer a comprehensive, multi-modal regional transportation plan and address more locally-focused planning needs.

CAMPO studies may involve multiple jurisdictions, often resulting in a higher level of coordination across multiple stakeholder groups and a higher desire for additional opportunities for public input. Increased efforts to seek input from minority and low-income populations is a priority so community outreach methods tailored to traditionally underserved communities are used for CAMPO studies. Coordination and involvement between CAMPO and necessary local, regional, state, and federal agencies is also included in CAMPO's studies.

Meeting Requirements:

At least one in-person public meeting is required for CAMPO studies, and should be provided at a location accessible by the population affected by the study.

- In-person meeting locations and times should be accessible to the general public, including those individuals who may not have access to an automobile.
- An online open house must be available on the CAMPO website during the public comment period and include material from the in-person meeting and direct links to submit online comments.
- Translation for non-English speakers, materials for the visually impaired, and services for the deaf and hard of hearing shall be available when requested by those needing them, subject to availability of services. If special services are needed, the services must be requested within five business days advanced notice to CAMPO staff. The availability of these services should be mentioned in the meeting notice.
- Requirements for CAMPO partnered studies will be based on community need.

Outreach methods that may be used are included in the Appendix and may include:

- Surveys at Capital Metro and CARTS service centers, transfer hubs, bus stops, and onboard buses, where possible
- Meeting notices and study information, holding small meetings, and conducting surveys at public recreation centers and libraries in minority or low-income communities in the study area
- Posting meeting notices and study information, holding small meetings, and conducting surveys at public recreation centers and libraries in minority or low-income communities in the study area
- Posting meeting notices and study information, holding small meetings, and conducting surveys at community colleges, universities, and other educational institutions

TIP Adoption

Every two years, a new TIP is adopted for the upcoming four-year project programming cycle. The first two years of the new TIP are carried forward from the previous TIP; the last two years of the new TIP includes new projects. During adoption of the new TIP, projects sponsors have the opportunity to submit amendments to their projects in the TIP, and also submit new projects that qualify for inclusion in the TIP (funding must be identified and the project must begin implementation in the let year indicated on the TIP).

TIP adoption involves multiple jurisdictions, often resulting in a higher level of coordination across multiple stakeholder groups and a higher desire for additional opportunities for public input. Increased efforts to seek input from minority and low-income populations is a priority so community outreach methods tailored to transitionally underserved communities are used during the RTP and TIP amendment process.



Meeting Requirements:

In-person public meetings in each of the six CAMPO counties are required for TIP adoption in addition to a public hearing at a Transportation Policy Board meeting. The public hearing offers an opportunity for the public to give input at a TPB meeting so the TPB may consider and respond to public comment, and potentially make changes to the draft TIP prior to TIP adoption. Project sponsors should be notified up to 14 days prior to the planned community meeting. Their participation at in-person community meetings allows attendees to ask project-specific questions and receive immediate feedback.

- In-person meeting locations and times should be accessible to the general public, including those individuals who may not have access to an automobile.
- An online open house must be available on the CAMPO website during the public comment period and include material from the in-person meeting and direct links to submit online comments.
- Translation for non-English speakers, materials for the visually impaired, and services for the deaf and hard of hearing shall be available when requested by those needing them, subject to availability of services. If special services are needed, the services must be requested within five business days advanced notice to CAMPO staff. The availability of these services should be mentioned in the meeting notice.

RTP Adoption

Every five years, a new RTP is adopted for the next five-year planning cycle. The RTP is a 20+ year planning document and is considered a “snapshot in time” of long-term projects planned for the CAMPO region. The RTP contains information and projects compiled from CAMPO studies, local jurisdiction studies and plans, as well and projects in the TIP since TIP projects must also be listed in the RTP.

RTP adoption involves multiple jurisdictions and must include a high level of coordination across many stakeholder groups and allow for multiple opportunities for public input. Increased efforts to seek input from all corners of the CAMPO region - rural, urban, and suburban areas, and minority and low-income populations is a priority so variety of community outreach methods are used to reach and gather input from the various communities and stakeholders in the CAMPO region.

Planning for and adoption of the RTP is a longer process than most CAMPO planning documents so two phases of outreach are used. The first phase focuses on introducing the first draft RTP to the community and gathering feedback on the first draft for consideration by the TPB. This first phase is used to gather preliminary feedback on the first RTP draft, and incorporate that feedback into the final draft RTP. The second phase of outreach is to demonstrate how the first round of public input was used in developing the final draft and explain the final draft RTP prior to TPB action. The methods described below are to be used in each phase. Public comments from each round are to be posted prior to final TPB action.



Community Outreach Plan:

A Community Outreach Plan is used to **detail the various methods to be used, stakeholders to target, and timeline for the combined phases of outreach** for the RTP adoption.

This plan also includes overall project goals and objectives and necessary coordination between CAMPO and necessary local, regional, state, and federal agencies.



Public Notification for Comments:

At least one press release must be issued to media sources throughout the CAMPO region. The medium in which the release is provided should be in a format that best meets the needs of the project. Additionally, **notifications may be expanded to include formalized announcements**, ads or posters placed at highly visible and easily accessible locations throughout the project, **social media posts and ads**, and **earned media stories**. Newsletters may be generated as needed to keep interested public participants abreast of the latest project developments or successes. Additionally, where appropriate, **notification flyers** may be expanded to include more neighborhood-specific locations such as community centers, libraries, senior centers, places of worship, and schools and educational institutions.



Meetings and Community Events:

Six or more in-person public meetings, with at least one in each CAMPO county, are required for RTP adoption, in addition to **including a public hearing at a Transportation Policy Board meeting**. The public hearing applies to only the second round of outreach prior to TPB adoption of the RTP. The public hearing offers an opportunity for the public to give input at a TPB meeting so the TPB may consider and respond to public comment, and potentially make changes to the draft RTP prior to RTP adoption.

- In-person meeting locations and times should be accessible to the general public, including those individuals who may not have access to an automobile.
- An online open house must be available on the CAMPO website during the public comment period(s) and include material from the in-person meeting and direct links to submit online comments.
- Translation for non-English speakers, materials for the visually impaired, and services for the deaf and hard of hearing shall be available when requested by those needing them, subject to availability of services. If special services are needed, the services must be requested within five business days advance notice to CAMPO staff. The availability of these services should be mentioned in the meeting notice.
- Small group community meetings and events are actively pursued to reach people where they are and provide an opportunity to reach those who don't traditionally participate in CAMPO activities.

Performance Objectives & Monitoring

The following metrics will be recorded by staff on a continuous basis to monitor success of participation strategies. Since the magnitude of participation in transportation issues is driven by both the organization's efforts and the level of public interest, these metrics focus on actions within staff purview.

Performance Objectives (non-RTP outreach year)

Metric	Annual Objective
Number of community meetings held	10
Number of electronic newsletters sent	6
Number of social media updates	30
Number of surveys developed	2
Number of media releases distributed	2

Regional Transportation Plan Adoption Cycle Performance Objectives*

Metric	Annual Objective
Number of community meetings held	30
Number of electronic newsletters sent	12
Number of social media updates	45
Number of surveys developed	4
Number of media releases distributed	6

*RTP outreach and preparation spans over two calendar years. These objectives are measured over the cycle of the draft RTP being introduced and the RTP being adopted.

In addition, CAMPO reports to Texas Department of Transportation's (TxDOT) Civil Rights Division annually on Title VI activities and planned activities for the following fiscal year to ensure compliance with Title VI regulations. CAMPO also monitors survey responses, website traffic, CAMPO meetings, and social media.

Revising this Document

This Public Participation Plan is a living document, and should be revised to reflect improvements in participation methods. CAMPO staff welcomes comments by email to comments@campotexas.org, by mail to 3300 N. I-35, Suite 630, Austin, Texas 78705, and by fax to 737-708-8140.

Administrative amendments to the PPP include changes to “Participation Toolbox” strategies, revision of references to applicable regulations, misspellings, omissions, or typographical errors. These updates are performed by staff with no notification required.

Amendments to the PPP include any other changes that do not fit the administrative definition above require 45 days of public comment before adoption. If the document changes significantly due to public comments, an additional 45-day comment period is required.

Appendix – Participation Toolbox

These outreach strategies are not meant to be finite and instead define those minimum requirements which are considered essential for a successful Public Participation Plan (PPP). Where study needs or local stakeholders/agencies deem appropriate, outreach efforts may be expanded to include additional outreach tactics. The following toolbox provides an array of tools, which may be utilized to further enhance the outreach strategies outlined in the PPP. The provided list is not exhaustive, and is intended to be updated.

Identifying Demographics of Study Area

Refine and select public participation tools that are appropriate for the identified population within the designated study area.

Demographics such as income and English proficiency of the area potentially affected by a study or project are important to understand regarding participation. Limited English proficiency populations may need translation or other services and low-income communities may need additional community meeting access provisions or other assistance.

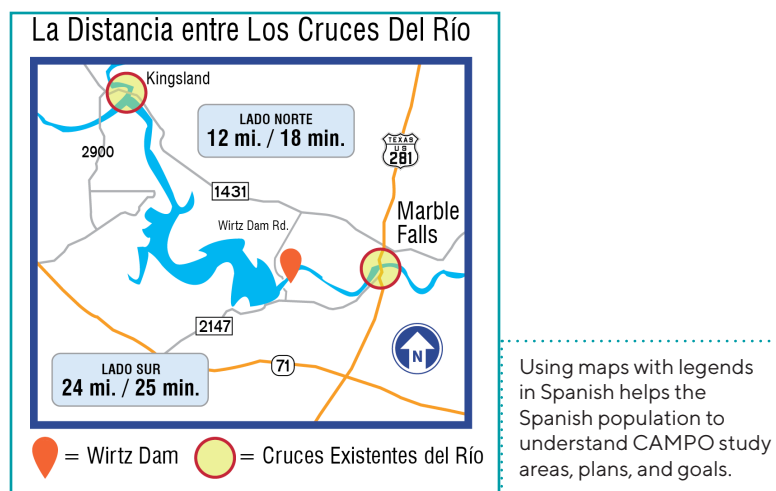
CAMPO's existing environmental justice analyses may be useful in identifying these communities, or specialized analysis of geographic information may be appropriate.

Visualization Techniques

Encourage universal communication tactics to help to simplify concepts and transcend language, economic, and educational barriers.

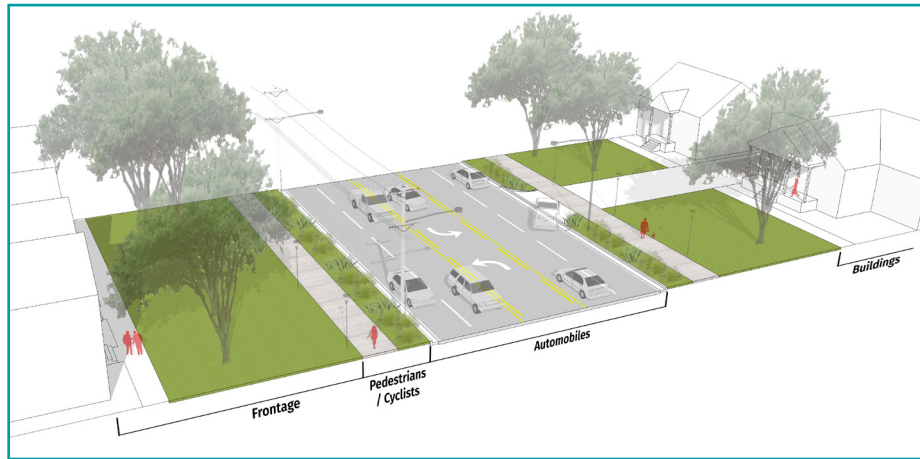
CAMPO strives to provide information regarding transportation-related issues in a manner which is easy to interpret. Visualization tools allow for the display of complex ideas via graphics with limited to no text. Examples include:

Photo Simulation: To enhance community understanding of proposed project designs, photographs of existing conditions will be integrated with 3-D design files depicting an alternate desired outcome. Examples include the addition of planted medians, left-hand turn lanes, rapid transit bus lanes, etc.



Public Participation Plan - 2019

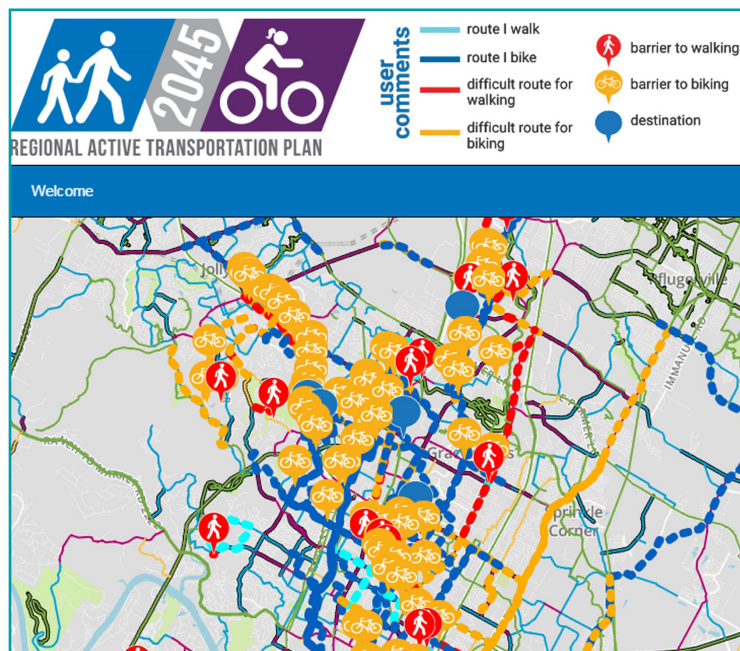
Illustrations: Where data is not yet available, hand drawn or rendered illustrations may be used to show future design concepts. Examples include an illustration of Williams Drive in Georgetown to represent potential multimodal redevelopment.



Williams Drive illustration.

Mapping: Allows for the spatial depiction of where projects are to be implemented and how it relates to the surrounding region. If warranted, GIS technology can be merged with visualization tools to demonstrate the final look of a proposed treatment.

Online interactive mapping tools such as a WikiMap can be used to gathered input from community members on their needs and challenges for various transportation modes and provide information about their preferred routes.



2045 Regional Active Transportation Plan Wikimap.

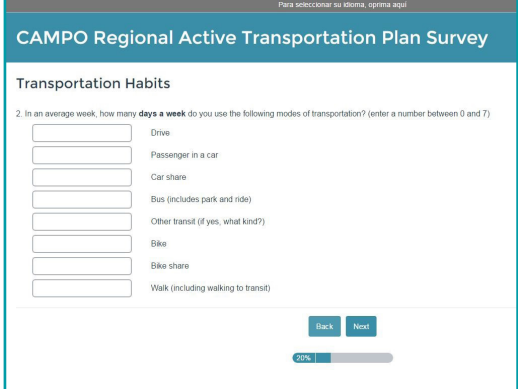
Website

All planning documents as well as meeting information should be made accessible via the CAMPO website. Providing information regarding planning activities on the CAMPO website is imperative for informing as many people in the region as possible. The website should provide a variety of methods to communicate information to and from the public.

Online Open House: An online open house contains all information that is available at regular public meetings in an easy-to-access format on the CAMPO website so that interested persons who cannot attend a meeting can still have access to information and can easily submit comments.

Online Surveys: Surveys allow people to provide quantitative and qualitative data to be used in developing plans and studies.

Wikimap: This online tool provides people with the opportunity to select certain points of interest on a map and leave comments on the current conditions and/or need for improvement in a particular area. Data collected from Wikimaps can be analyzed in GIS and can be helpful for developing plans and studies.

The image shows a screenshot of a web-based survey titled "CAMPO Regional Active Transportation Plan Survey". The survey is titled "Transportation Habits" and asks the user to indicate how many days a week they use various modes of transportation. The modes listed are: Drive, Passenger in a car, Car share, Bus (includes park and ride), Other transit (if yes, what kind?), Bike, Bike share, and Walk (including walking to transit). Each mode has a corresponding input field for the number of days per week. At the bottom of the form, there are "Back" and "Next" buttons, and a progress indicator showing "100%".

Online surveys allow for digital submission of comments and ideas.

Facebook Live: Streaming Transportation Policy Board and public meetings via Facebook Live provides an additional avenue for people who cannot attend a meeting to participate in the planning process and have access to the information being provided at the meeting.

Webinars: Webinars may be made available to give people the chance to view a presentation regarding a plan or study and ask questions directly to CAMPO staff.

Surveys

Bus Rides and Surveys: To ensure the needs-based nature of CAMPO's planning efforts, it is vital to receive input from those who do not have a car, share a car, or use various modes of transportation. CAMPO has teamed up with Capital Metro, to conduct surveys on their buses and at transit stations. The bus routes used should represent various demographics to include commuter lines from suburban areas and routes in environmental justice areas, and should be ridden at various times during the day to gather input from a variety of transit users.

Community Surveys: To reach those who don't typically participate in transportation planning meetings and opportunities, CAMPO has sought out festivals and community gathering places to reach a broader audience. CAMPO has attended community events and visited libraries, public transit facilities, community and senior centers, universities, town squares, and bike shops throughout the region where the project team administered paper and iPad surveys, both in English and Spanish.

Media

Radio/Television: Where warranted, project kickoff events should be announced with a press release to the local media. When televised, links to recordings may be provided on the CAMPO website.

Print Media: All print media publications should make efforts to accommodate environmental justice populations where needed. When advertisements are submitted, staff should keep a record of the entity which was responsible for its publication, the date in which it was published, and the population in which it was intended to serve to assist with future outreach efforts.



Print media is an easy way to disseminate information quickly to the public.

Social Media: Updates, dissemination of information, survey distribution, and discussion topics may be employed by CAMPO and project sponsor staff through their social media channels. This can also be accomplished by working with local agencies and advocacy groups to carry messages or links to the CAMPO website through their established social media network, thereby increasing the broadcasting abilities of CAMPO in reaching interested stakeholders. Where demographics warrant, staff should make every effort to advertise project updates and notifications on Spanish-oriented social media. Planners should remain engaged with developments in social media, as specific websites may change in their usefulness to the public over time.

Facebook ads may be used to reach different demographics than those that have already liked the CAMPO Facebook page. The Facebook audience used for ads can include various cities in the CAMPO region, interests in topics such as transportation, transit, cycling, online shopping, outdoor activities, and can be done in both Spanish and English.



Social Media platforms serve as a one-stop shop for CAMPO information online.

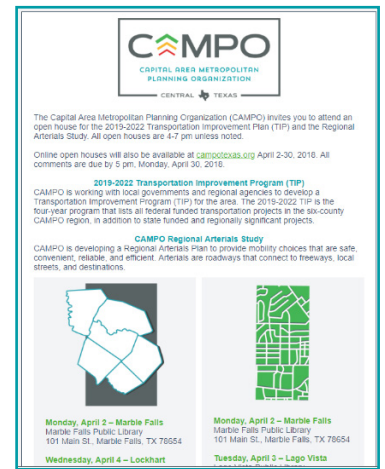
Electronic Communication and Contact List

An electronic notification list will include transit providers within the area, affected local and state agencies, and freight transportation providers who have requested to be on the mailing list and any private citizen or agency who request notification. Requests to be added to CAMPO's mailing list may also be made by telephone, e-mail, fax, or in person by visiting the CAMPO office if desired. All organizations/ individuals will remain on the mailing list until they request to be removed or are known by CAMPO not to desire further inclusion. Maintaining the contact database is essential for delivering information regarding planning activities on a mass scale. The CAMPO newsletter is intended to provide summary updates on the types of activities taking place at all levels of transportation planning as well as provide meeting notices and information. Program or project types may be updated in the quarterly or annual newsletter as needed.

At a minimum, the following information is recommended from interested parties subscribing to the electronic database:

Email: Email notifications are intended to serve as the primary form of project and program updates. Where email is not available, participants may elect to have mail sent directly to residential addresses.

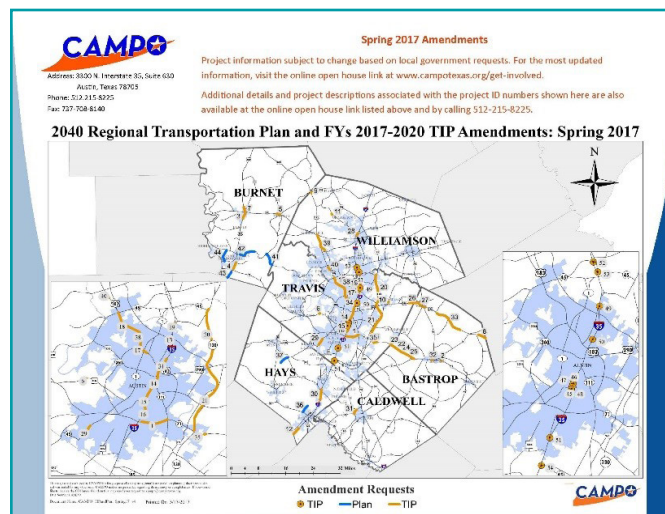
Zip Code: Zip code information is provided for local or project specific programs which do not require mass, regional distribution of project updates. Zip code information is used primarily to solicit public participation for local or corridor specific project based on citizen defined areas of interest.



Signing up for the CAMPO newsletter provides citizens the opportunity to get information directly into their email inbox.

Brochures and Maps

Brochures and maps act as quick reference documents that summarize the purpose of an associated program and related goals and objectives. Text should be minimal and where possible, graphics or rendering should be used. Project websites and appropriate staff contact information should also be provided.



This map outlines amendments visually.

Community Meetings and Open Houses

CAMPO staff will conduct open houses and/or community meetings as part of the planning processes for the RTP, adoption of the RTP and TIP, and other major funding and project definition opportunities. These sessions will provide opportunities for the exchange of information between citizens and staff. Staff also works with CAMPO's Transportation Policy Board members to identify active community leaders throughout the CAMPO area and contact these leaders to learn how to better reach various groups and demographics.

Tactile Town and Other ADA formats: The CAMPO region is home to the state school for students with visual impairments. CAMPO has partnered with the Texas School for the Blind and Visually Impaired (TSBVI) to ensure visually impaired students and adults from a near-by workforce center have an opportunity to provide input on CAMPO's planning work. CAMPO has conducted open houses at TSBVI with all material in large print and braille format and surveys administered verbally, when needed. Another tool, Tactile Town, has been used to create a tactile model of a town with good and bad active transportation facilities.



The Tactile Town kit was used during meetings at the Texas School for the Blind and Visually Impaired.

Day Time and Weekend Events: CAMPO partners with local resources to get the word out and engage people by going to them at different times during the day and week. This includes holding mid-day open houses where light lunch is served, setting up booths at community events, and surveying transit riders at early morning transit stops and on buses during the day. CAMPO has also conducted outreach at Friday night high school football games.

University Outreach: The CAMPO region is home to multiple universities, including one of the largest in the US, and a robust community college network. To gather feedback from college students, CAMPO partners with the colleges to host "mini-meetings" on campuses and with information tailored to students.

Display Booths: Display booths provide a quick snapshot of a program type using project boards, posters and other visualization graphics. Project booths are mobile and may be set up throughout the project area. Brochures, newsletters, comment cards, and other informational packets may be provided in conjunction with display booths. Display booths may be used in combination with other meetings or where high pedestrian traffic is expected. Given their ease of access, display booths offer a great opportunity to receive informal feedback on project ideas, progress, or implementation tactics which will be recorded and summarized.



Display booths act as quick places for the public to receive information during larger events or activities.

Informational Outreach and Speakers Bureau

CAMPO staff is available to present programs and/or provide materials at the request of civic or community groups. Requests for presentations should be made as soon as possible to ensure CAMPO staff are available. CAMPO also offers a speakers bureau program to allow groups to request a speaker on a number of topics. The speaker is most often a member of CAMPO staff, but others may be sought if needed. Following are a list of topics commonly requested, but other issues can also be arranged:

- CAMPO Primer
- CAMPO Studies
- CAMPO Planning Documents
- Public Involvement in Transportation Planning

Advisory and Stakeholder Committees

Stakeholder committees are created to give a voice to members of the community in the planning process, particularly those in the environmental justice, underserved, and disabled populations. Stakeholder committees are kept well-informed of the phases of the planning process and are encouraged to share that information with people in their communities. Stakeholder committees are essential for spreading awareness and knowledge of planning efforts to a great number of people in their spheres of influence and ensuring a variety of needs are represented in CAMPO's planning programs.

The TAC may serve as an advisory committee for the completion of transportation studies, plans, and development and programming recommendations required under state or federal laws pertaining to all surface modes of transportation and transportation support facilities. The TAC also serves as a forum and working group for regional project coordination across jurisdictional boundaries. Where warranted, projects may elect to request an ad hoc or smaller subset of committee member be used for preliminary review of certain documents before final review by the TPB.



Stakeholder meetings can provide nuanced insight in preliminary stages– and through-out– the planning process.



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