

**Performance Measures:
Transportation 2035 Plan Public Involvement Program**

Diversity

- The demographics of targeted groups (age, ethnicity, income, geographic location, disability) roughly mirror the demographics of the Bay Area's population.
- Participants represent a cross-section of people of various interests, places of residence and primary modes of travel, as reported on evaluation forms distributed at meetings.

Reach

- 2,500 or more comments are logged.
- 2,500 individuals actively participate in the Transportation 2035 Outreach and Involvement Program, as measured by survey responses and meeting attendance (excluding repeat attendance).
- There are 30,000 visits or "views" to the 2035 section of the MTC Web site during active periods of the public outreach and involvement program.
- The 2035 Plan or elements of it are mentioned in at least 70 radio or TV broadcasts, newspaper articles, editorials, commentaries, or other printed media.

Access

- Meetings are held in all nine counties.
- 100 percent of meeting locations are accessible by transit.*
- Meetings are linguistically accessible to 100 percent of participants, with 3 working days' advance request for translation.* (Meeting announcements will offer translation services with advance notice to participants speaking any language with available professional translation services.)
- All meetings are accessible under the requirements of the Americans with Disabilities Act (ADA). *

Impact

- 100 percent of written comments received are logged, analyzed, summarized and communicated in time for consideration by staff or Commissioners.
- 100 percent of the written comments are acknowledged so that the person making them knows whether his or her comment is reflected in the outcome of a Commission action or, conversely, why the Commission acted differently.

Participant Satisfaction, "High-quality" Input and Education

- 60 percent of participants "strongly agree or agree" with statements that rate the performance of the Transportation 2035 Outreach Program for:
 - Accessibility (meeting locations, materials presented in appropriate languages for targeted audiences, with sufficient advance notice, etc.)
 - Sufficient opportunity to comment
 - Clear information at an appropriate level of detail
 - Educational value of presentations and materials
 - Understanding of other perspectives and differing priorities
 - Quality of the discussion