

Agenda Item 5



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Policy Advisory Council

DATE: May 7, 2014

FR: Pam Grove, Staff Liaison

W.I. 1114

RE: Policy Advisory Council – Public Engagement Discussion

As previously mentioned, the May 14, 2014 Policy Advisory Council meeting will consist of a brainstorming discussion around the topic of public engagement. Following is some information on the meeting format and focus.

MTC Public Engagement Principal Ellen Griffin will give an overview of MTC's current public engagement strategies (Attachment A). After her presentation, council members will have a chance to ask clarifying questions and break into three smaller groups for a discussion.

During the small group discussions, we will solicit your ideas on how to get more people involved in our planning process, and ask for suggestions on how to engage people at a public meeting. We will also discuss ways that you can assist us in reaching out to your local community.

Attachment B is a list of public engagement techniques currently being used as a part of MTC's Public Participation Plan (taken from Pages 18-21 of the Public Participation Plan).

If you have not had a chance yet to review the following documents, please review them before the meeting:

1. Evaluation of Plan Bay Area Public Outreach and Participation: http://onebayarea.org/pdf/Evaluation_Report_PBA_Outreach.pdf
2. Legacy of Leadership: http://www.onebayarea.org/pdf/Plan_Bay_Area_Report.pdf
3. MTC Public Participation Plan: http://www.mtc.ca.gov/get_involved/ppp/Final_PPP_Dec_3_2010.pdf

As always, please feel free to contact me if you have questions or need assistance.

Attachments

J:\COMMITTEE\Policy Advisory Council\Meeting Packets\2014\05-May_2014\5_Public_Engagement_Discussion.docx

Public Engagement Overview



Policy Advisory Council
May 2014

Involving the Public

- MTC's Public Participation Plan adopted in December 2010.
- Next Update in 2015.
- Responds to state and federal mandates as well as the participatory tradition of our region.

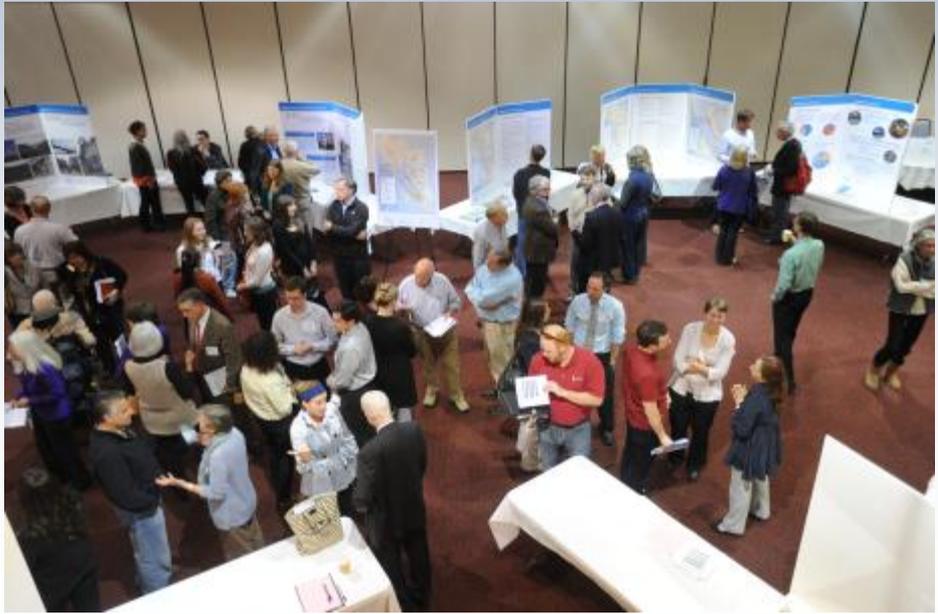


Guiding Principles for Public Engagement

- **Requires a commitment at all levels of MTC**
- **Recognize that one size does not fit all**
- **Requires relationship building with local governments, stakeholders, advisory groups**
- **Make issues relevant, remove barriers, say it simply**
- **Always be open and transparent**

Public Participation Techniques

Public Meetings/Workshops

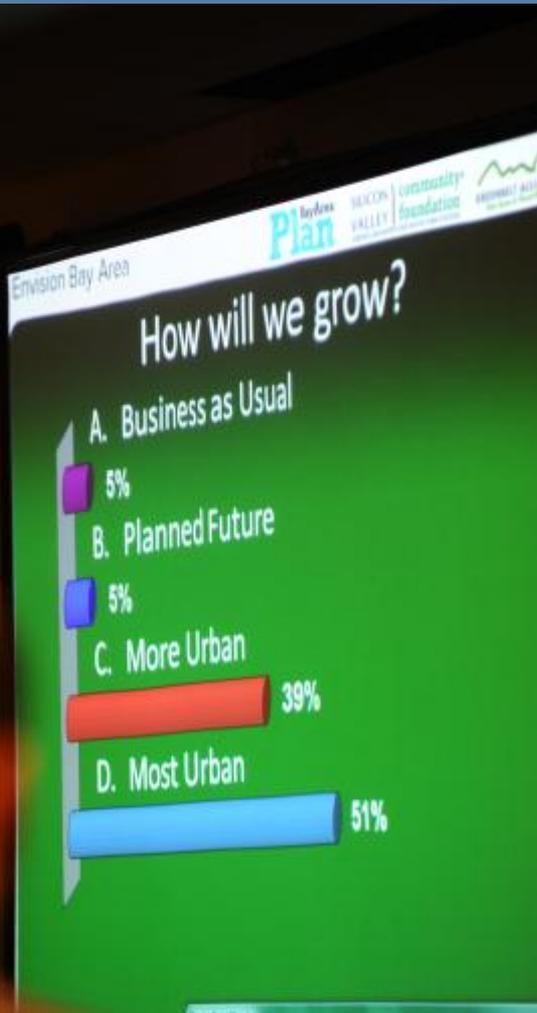


Visualization Techniques

- Maps
- Photographs
- Videos
- Interactive maps online



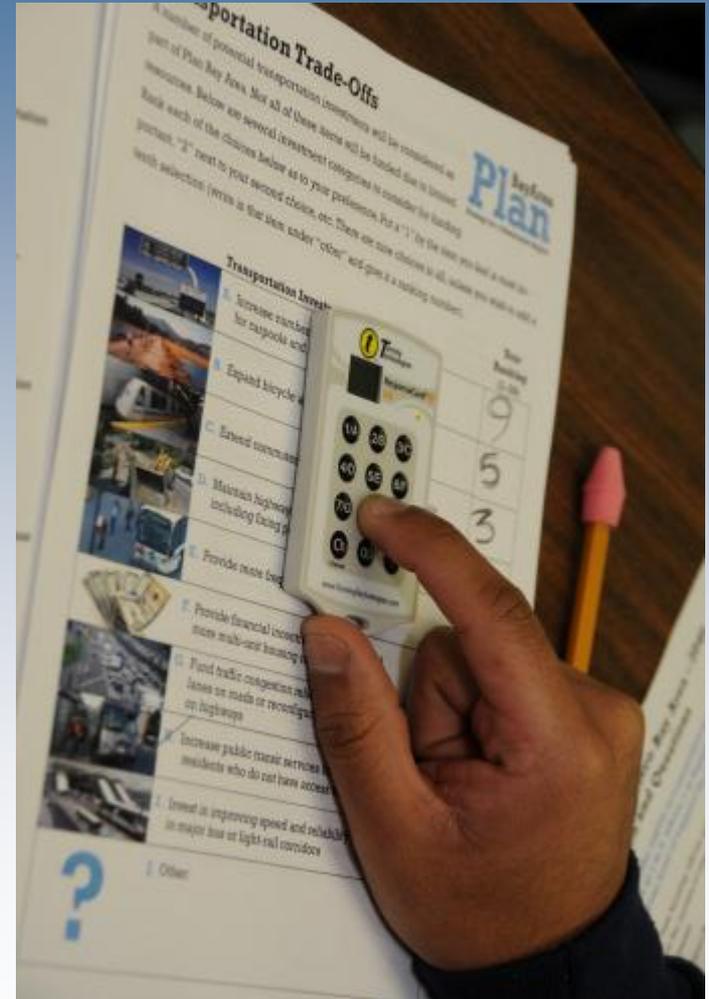
Polls/Surveys



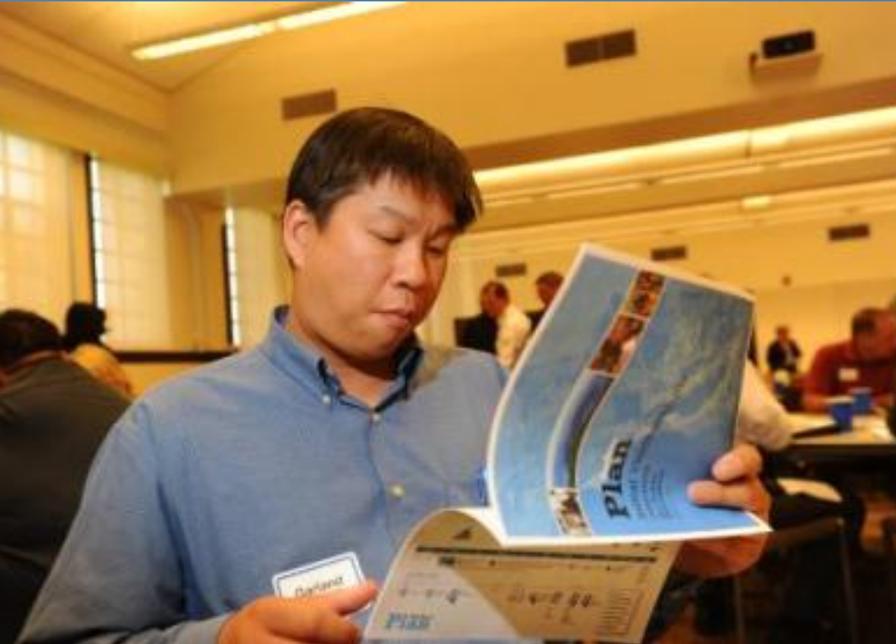
Partnerships with Community Groups



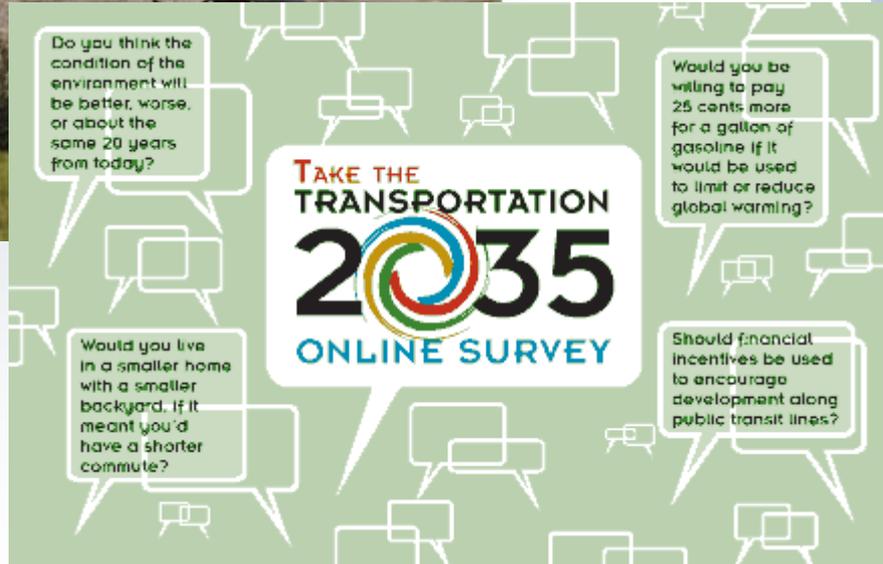
Focus Groups



Printed Materials



Targeted Mailings/Flyers



Local Media



Online Engagement

The screenshot shows the OneBayArea.org website. The header includes the OneBayArea logo with the tagline "Preserving the Bay Area's quality of life through collaborative planning" and a "Plan Bay Area" button. The navigation menu includes: ABOUT ONE BAY AREA, NEWS, REGIONAL INITIATIVES, PLAN BAY AREA, RELATED MATERIALS, GET INVOLVED, and CONTACT US. The main content area is titled "GET INVOLVED: JOIN US" and "Get Involved". It features a sidebar with "Join Us" and "Plan Bay Area Town Hall" links, a central image of a woman smiling, and a section titled "There is only one Bay Area — Join Us!". The text describes the region's natural beauty, cultural institutions, and transportation system, and encourages ongoing involvement. A "First Steps:" section advises visiting regional planning agency websites. A "Related Materials" section lists "MTC's Public Participation Plan" and provides contact information for the Public Information Office.

GET INVOLVED: JOIN US

Get Involved

GET INVOLVED

- Join Us
- Plan Bay Area Town Hall

SHARE THIS ARTICLE >

There is only one Bay Area — Join Us!

Together, we can work to preserve the things we love about the San Francisco Bay Area — our region's breathtaking natural beauty, dynamic cities, towns and neighborhoods, first-rate cultural and educational institutions, our varied and hardworking transportation system and leading-edge economy. With your ongoing involvement, we can plan together to remain a strong, resilient region that can bounce back from natural disasters and economic downturns. We can roll up our sleeves now to help our communities grow in a way that leaves a generous legacy for future generations. Will you join us?

First Steps:

Visit the web sites of the Bay Area's regional planning agencies and learn about their missions and work. Follow what's happening so you can have a voice in key

Related Materials

MTC's Public Participation Plan

MTC's Public Participation Plan was adopted by the Commission on December 15, 2010, and lays out the steps MTC will take to involve residents in decisions affecting Bay Area transportation and land use policies and investments.

To request a copy in Spanish, Chinese or other languages, please call MTC's Public Information Office, 510.817.5757.

El Plan Para la Participación del Público 2010 está disponible en español. Los residentes interesados pueden solicitar copias llamando a la Oficina de Información al Público, al

**Got a minute
to talk about how
you get around?**



TRANSPORTATION
2035
CHANGE IN MOTION

Got a minute? We have a few questions about how you get around, what you appreciate about the Bay Area's transportation system, and what parts may not work for you. Your comments will feed into a long-range plan for the nine-county San Francisco Bay Area now being prepared by the Metropolitan Transportation Commission (MTC). The plan will guide transportation investments in the region through the year 2035. Thank you for spending a few minutes with our interviewer today, and if you want more information, see our contact information below.

¿Tiene un minuto? Tenemos algunas preguntas sobre su forma de transportarse, sobre lo que aprecia del sistema de transporte del Área de la Bahía, y sobre las partes del sistema que tal vez no funcionen para usted. Sus comentarios se introducirán en un plan de largo plazo para los nueve condados del Área de la Bahía de San Francisco, el cual está siendo preparado por la Comisión Metropolitana de Transporte (Metropolitan Transportation Commission: MTC). El plan servirá de guía para las inversiones en el transporte de la región hasta el año 2035. Gracias por tomarse unos minutos con el entrevistador, y si quiere recibir más información, vea nuestra información de contacto más adelante.

您現在有空嗎? 我們有幾個問題想要請教您：您是怎樣前往各個地方？您對灣區交通系統提供的哪些服務感到滿意？而您又覺得哪些服務還需要改善？您的意見會被納入大都會運輸委員會 (MTC) 提出的三藩市灣區九個縣的長遠計劃中作參考。該計劃將有助於管理本地區直至2035年的運輸資源。感謝您今天與面談者相處的時間，如果您想查詢更多資訊，請參閱我們以下提供的聯絡資料。

Bạn có một phút rảnh không? Chúng tôi có một vài câu hỏi về cách thức đi lại của bạn, về những điều bạn đánh giá cao về hệ thống chuyên chở của Vùng Vịnh, và những phần nào không đáp ứng được cho bạn. Những ý kiến của bạn sẽ được đưa vào kế hoạch dài hạn của chín quận hạt Vùng Vịnh San Francisco, hiện đang được soạn thảo bởi Ủy ban Chuyên chở Đô thị (Metropolitan Transportation Commission (MTC)). Kế hoạch sẽ vạch đường hướng dẫn tư về chuyên chở trong vùng cho đến năm 2035. Xin cảm ơn bạn đã dành vài phút cho người phỏng vấn hôm nay, và nếu bạn muốn có thêm thông tin, xin xem chi tiết liên lạc phía dưới.



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Other Outreach

- Man-on-the-street intercept interviews
- Information tables at community events

Small Group Discussion



www.mtc.ca.gov

**Ellen Griffin, Principal
Public Engagement
Legislation & Public Affairs
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510.817.5854**

ATTACHMENT B

Public Participation Techniques

(Excerpted from Pages 18-21 of the 2010 MTC Public Participation Plan)

MTC selects from an array of options to develop and execute specific public participation programs to inform its major decisions, such as for corridor studies, new funding policies or updates to the Regional Transportation Plan. For example, public involvement elements for the Regional Transportation Plan might include working with community-based organizations to cosponsor meetings, targeted news releases, a regional summit, a telephone and web survey, workshops with interactive exercises and facilitated discussions, and a companion website that serves as a ready reference point to track key milestones in the overall development of the plan. A menu of participation techniques follows, and includes some tried-and-true approaches as well as new suggestions we heard from the public while developing the Regional Transportation Plan.

Public Meetings/Workshops

- Offer customized presentations to existing groups and organizations
- Co-host workshops with community groups, business associations, etc.
- Contract with community-based organizations in low-income and minority communities for targeted outreach
- Sponsor a forum or summit with partner agencies, with the media or other community organizations
- Encourage opportunities for public input directly to policy board members

Techniques for Public Meetings/Workshops

- Open Houses
- Facilitated discussions
- Question-and-Answer sessions with planners and policy board members
- Break-out sessions for smaller group discussions on multiple topics
- Interactive exercises
- Customized presentations
- Vary time of day for workshops (day/evening)
- Conduct meeting entirely in alternative language (Spanish, Chinese, for example)

Visualization Techniques

- Maps
- Charts, illustrations, photographs
- Table-top displays and models
- Web content and interactive games
- Electronic voting
- PowerPoint slide shows

Polls/Surveys

- For major planning efforts (such as the Regional Transportation Plan and Sustainable Communities Strategy), conduct statistically valid telephone polls in English as well as in Spanish and Cantonese
- Electronic surveys via web
- Intercept interviews where people congregate, such as at transit hubs
- Printed surveys distributed at meetings, transit hubs, on-board transit vehicles, etc.

Focus Groups

- Participants recruited randomly from telephone polls
- Participants recruited by interest area

Printed Materials

- User-friendly documents (including use of executive summaries)
- Outside review of written materials to ensure clear, concise language
- Post cards
- Maps, charts, photographs, and other visual means of displaying information

Targeted Mailings/Flyers

- Work with community-based organizations to distribute flyers
- Mail to targeted database lists
- Distribute “Take-one” flyers to key community organizations
- Place notices on board transit vehicles and transit hubs

Utilize Local Media

- News Releases
- Invite reporters to news briefings
- Meet with editorial staff
- Opinion pieces/commentaries
- Purchase display ads
- Negotiate inserts into local printed media
- Visit minority media outlets to encourage use of MTC news releases
- Place speakers on Radio/TV talk shows
- Public Service Announcements on radio and TV
- Develop content for public access/cable television programming
- Civic journalism and nonprofit partnerships

Use of the Internet/Electronic Access to Information

- Website with updated content
- Use social media to reach a larger audience
- Audio-cast of past public meetings/workshops
- Electronic duplication of open house/workshop materials
- Interactive web with surveys, comment line
- Use the web to provide interaction among participants
- Access to planning data (such as maps, charts, background on travel models, forecasts, census data, research reports)
- Provide information in advance of public meeting

Notify Public via

- Blast e-mails
- Notice widely disseminated through new partnerships with community-based and interest organizations
- Newsletters
- Printed materials
- Electronic access to information
- Local Media
- Notices placed on board transit vehicles and at transit hubs

Newsletters

- MTC's newsletter *Transactions*
- Commissioner newsletters
- Submit articles for publication in community/corporate newsletters

Techniques for Involving Low Income Communities and Communities of Color

See also MTC's *Plan for Special Language Services to Limited English Proficient Populations*, which can be found in English, Spanish and Chinese on MTC's website at www.mtc.ca.gov/get_involved/lep.htm.

- Involve MTC's Policy Advisory Council
- Grants to community-based organizations to tailor meetings, customize presentation materials, provide incentives and support services to remove barriers to participation
- "Take One" flyers on transit vehicles and transit hubs
- Outreach in the community (flea markets, churches, health centers, etc.)
- Personal interviews or use of audio recording devices to obtain oral comments
- Translate materials; have translators available at meetings as requested
- Include information on meeting notices on how to request translation assistance
- Robust use of "visualization" techniques, including maps and graphics to illustrate trends, choices being debated, etc.
- Use of community and minority media outlets to announce participation opportunities

Techniques for Reporting on Impact of Public Comments

- Summarize key themes of public comments in staff reports to MTC standing committees
- Direct mail and email to participants from meetings, surveys, etc. to report final outcomes
- Newsletter articles
- Updated and interactive web content

Techniques for Involving Limited-English Proficient Populations

- Personal interviews or use of audio recording devices to obtain oral comments
- Translated documents and web content on key initiatives
- On-call translators for meetings
- Translated news releases and outreach to alternative language media, such as radio, television, newspapers and social media.
- Include information on meeting notices on how to request translation assistance
- Robust use of "visualization" techniques, including maps and graphics to illustrate trends, choices being debated, etc.
- Train staff to be alert to and anticipate the need of low-literacy participants in meetings, workshops, and the like

Other Outreach

- Information/comment tables or booths at community events and public gathering spaces
- Comment Cards/Take-One Cards on-board transit vehicles