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MTC Public Participation Plan



Jan. 2007 Workshops with Advisory Committees

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WHAT:

MTC Public Participation Plan

- How to involve the public in key decisions will be focus for next 6 months
- Review of MTC policies and procedures
- Seek input from public and advisors

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WHY:

MTC 2007 Public Participation Plan

- Federal legislation (SAFETEA) adopted in August 2005 requires MTC adopt a "Public Participation Plan"
- Environmental Justice Principle #1, adopted by the Commission in March 2006, calls for an "open and transparent public participation process"

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Environmental Justice Principle #1

Create an open and transparent public participation process that empowers low-income communities and communities of color to participate in decision making that affects them.

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WHEN:

Critical Milestones in Development of Plan

- Brainstorm with advisors in January 2007
- Web survey
- Special focus groups
- Peer panel review
- Draft plan released in late March 2007
- Formal public hearing in May 2007
- Final adoption by the Commission in June 2007

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WHO:

MTC 2007 Public Participation Plan

YOU!

- We want to hear from you, MTC's advisors, on ways to involve your communities!

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HOW:

Public Participation Principles

- Public participation is a dynamic activity that requires teamwork and commitment at all levels of the MTC organization.
- One size does not fit all.
- Citizen advisory committees can be used to hear and learn from many voices in the Bay Area.
- Engaging the interested citizen in 'regional' transportation issues is challenging, but possible.
- Effective public outreach and involvement requires relationship building.

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CURRENT PRACTICES -- to draw attendance at workshops

- Grants to community-based organizations
- Translators available; translate materials
- Vary meeting locations
- E-mail blasts; postcards; radio PSAs
- Ads in minority media
- Generate articles in various media outlets

What do you think of these techniques?
Are there others you would suggest?

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CURRENT PRACTICES -- to elicit comments at workshops

- Translators available; translated materials
- Electronic voting at meetings
- Surveys
- Facilitated discussions
- Penny or dot voting

What do you think of these techniques?
Are there others you would suggest?

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CURRENT PRACTICES – other ways used to gather opinions

- Web surveys
- Polling
- Focus groups
- Mailbox surveys

What do you think of these techniques?
Are there others you would suggest?

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POTENTIAL NEW PRACTICES

- Electronic kiosk/booth placed where people gather – farmer’s markets, flea markets, at transit transfer points, etc.
- Network with organizations who will send our message to their members, via email and other ways.
 - Faith-based organizations
 - Neighborhood associations
 - Our partners. Others?

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POTENTIAL NEW PRACTICES

- To direct people to a Web site
 - Movie preview advertising
 - Advertising on and outside of buses
 - Web banners on local Web sites
- Media sponsorships
- More use of public access TV stations
- Periodically bring together a panel of “customers” to learn from
- Internet blogs?

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PUBLIC OUTREACH TECHNIQUES

How can we inform the public so they can provide better, more relevant feedback?

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PUBLIC OUTREACH TECHNIQUES

Give us your opinion of these tools to break down complicated issues so the public understands how they might be affected.

- Web-based material reviewed in advance
- Video show
- PowerPoint slides
- Table-top display boards
- Brochures, flyers, other printed material
- Design charrettes for specialized uses

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PUBLIC OUTREACH TECHNIQUES

What would help make you a better advisor?

A better advisory committee?

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NEXT STEPS

- Select three advisors from each committee and convene February meeting with MTC
- Special focus groups, Web survey, peer panel review
- Release of draft plan in late March
- Formal public hearing in May
- Final adoption by MTC Commission in June 2007
