

**Public Participation Plan  
for the  
Tulsa Transportation Management Area**

INCOG

Transportation Planning Division

July 2008

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***Mission Statement***

The intent of the Public Participation Plan is to encourage and support active public participation throughout the planning and decision-making process related to the development of proposed transportation plans, programs, and projects so that a safe, efficient transportation system reflecting the needs and interests of all stakeholders can be provided.

***Purpose of this Document***

This document serves as a guide for citizens, elected officials, decision-makers and INCOG staff to gain a better understanding of the Public Participation Plan and as a tool for planners and decision-makers to better engage citizens, community groups, organizations, schools, and businesses in the process of planning the transportation system for the Tulsa Transportation Management Area.

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***List of Acronyms***

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<b>CFR</b>	Code of Federal Regulations	See page 8
<b>DOT</b>	Department of Transportation	See page 4
<b>INCOG</b>	Indian Nations Council of Governments	See page 4
<b>ISTEA</b>	Intermodal Surface Transportation Efficiency Act	See page 6
<b>LEP</b>	Limited English Proficiency	See page 9
<b>MPO</b>	Metropolitan Planning Organization	See page 4
<b>MTTA</b>	Metropolitan Tulsa Transit Authority	See page 15
<b>ODOT</b>	Oklahoma Department of Transportation	See page 4
<b>PPP</b>	Public Participation Plan	See page 4
<b>RTP</b>	Regional Transportation Plan	See page 4
<b>SAFETEA-LU</b>	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users	See page 6
<b>TAC</b>	Technical Advisory Committee	See page 6
<b>TEA-21</b>	Transportation Equity Act for the 21 <sup>st</sup> Century	See page 6
<b>TIP</b>	Transportation Improvement Program	See page 4
<b>TMA</b>	Transportation Management Area	See page 4
<b>TPC</b>	Transportation Policy Committee	See page 6
<b>UPWP</b>	Unified Planning Work Program	See page 17

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***Introduction***

Transportation affects almost every aspect of a person's life; consequently, it is important that the transportation system be efficient and safe for all users. "Transportation planners try to figure out how to get you to and from your destinations safely and on time not only today but also 5, 10, and even 20 years from now."<sup>1</sup> Transportation decision-making is carried out at several levels of government. As the Metropolitan Planning Organization (MPO), the transportation planning agency for the Tulsa region, INCOG's mission is to plan short- and long-term solutions to transportation concerns. The Federal Government (U.S. Department of Transportation [DOT]) reviews the transportation planning and project activities of the MPO and Oklahoma Department of Transportation (ODOT). The U.S. DOT also supplies critical funding needed for transportation planning and projects. The federal government recognized that the metropolitan regions should be responsible for evaluating the changing development patterns and the economic and cultural diversity of the metropolitan areas. This was achieved through strengthened planning practices and coordination between states and metropolitan areas.

The MPO planning process begins with a visioning exercise from which the Regional Transportation Plan (RTP) is developed and then the Transportation Improvement Program (TIP) is produced. The RTP has, at a minimum, a 20-year horizon and covers all aspects (roadways, bike, transit, etc.) of the surface transportation system. The TIP is developed annually and contains the individual transportation improvements and projects scheduled for the next 3 - 5 years. All projects using federal funding must be part of the TIP. As a part of production for both documents, public participation is essential and is the key element in producing plans that fit the needs of the region.

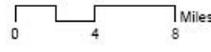
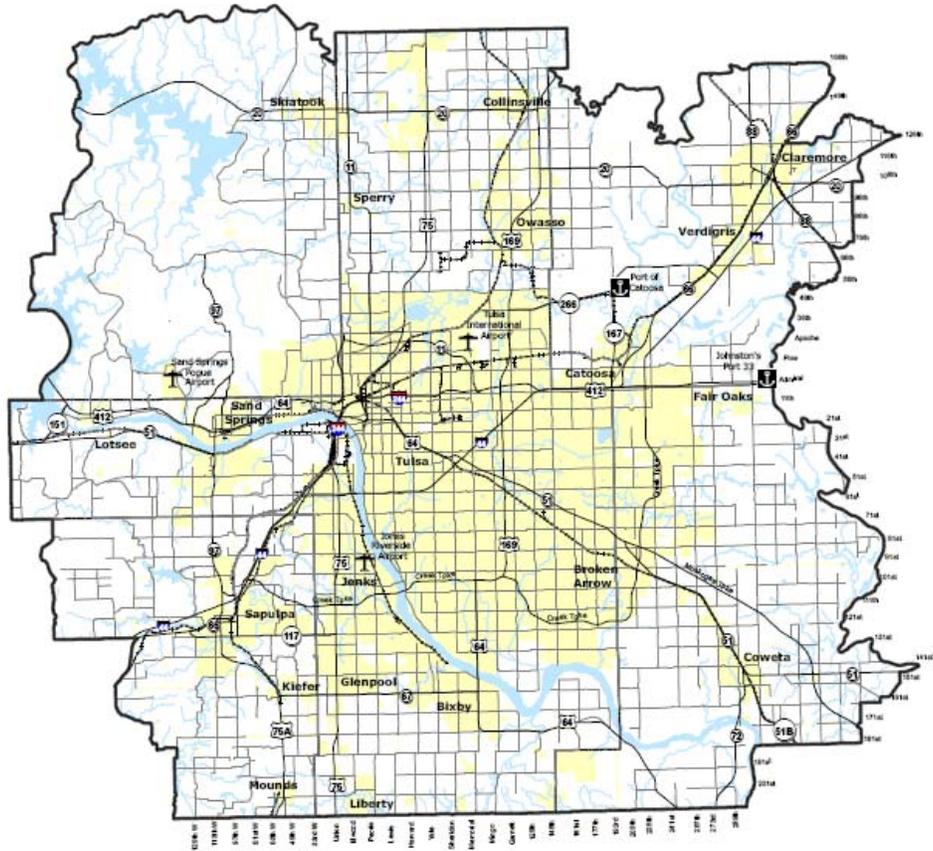
INCOG is a voluntary organization of local governments that serves as the MPO for the Tulsa Transportation Management Area (TMA), (see map on page 5). It is the goal of INCOG to provide a cooperative transportation planning process that encourages citizens to voice their ideas and opinions to help guide decision-makers in shaping the transportation system for the future. The Public Participation Plan (PPP) is a framework for accomplishing the cooperative process goals among the MPO members, technical and policy advisory committees, public agencies (including emergency response agencies), elected officials, and citizens.

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<sup>1</sup> U.S. Department of Transportation Federal Highway Administration, 2001, "A Citizen's Guide to Transportation Decision-making," Washington, DC.

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# Tulsa Transportation Management Area



- Highways
- Arterials
- ++++ Railroads
- Water Bodies
- Streams
- Corporate Limits
- County Boundary
- Transportation Management Area



Map Document: G:\Transportation\2006\TMA\2006\_general\_map.mxd 5/5/2006... 10:41:30 AM

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Members of INCOG's Board of Directors represent the principal elected officials of the local governments in the Tulsa metropolitan area. Thus, the Board serves as a forum for cooperative decision-making on issues of regional significance, including transportation. The Transportation Policy Committee (TPC) is the forum in the local decision-making process for policy development and adoption related to transportation planning, its program development, and its operation within the Tulsa TMA. Upon approval by the TPC, transportation policies, plans, and programs are forwarded to the INCOG Board of Directors for endorsement. The Technical Advisory Committee (TAC) serves as an advisory group to the TPC, providing technical expertise in the development of transportation plans and programs for the Tulsa TMA. Representation on both committees includes federal, tribal, state, and local governments as well as agencies, state and local authorities, and modal interests.

The *Intermodal Surface Transportation Efficiency Act* (ISTEA) of 1991 placed added emphasis on the importance of public participation throughout the transportation planning process. The *Transportation Equity Act for the 21<sup>st</sup> Century* (TEA-21) went a step further by encouraging a more proactive citizen participation process that mandates public access to complete information, timely public notice, and early and continuing public participation opportunities in developing plans. As part of its efforts to accommodate ISTEA, TEA-21, *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users* (SAFETEA-LU), and all other federal legislation and regulations, INCOG proposes to implement approaches and elements to encourage participation by stakeholders in the regional transportation planning process.

The public participation elements within this document will be used as guidance in developing the RTP, TIP, and other appropriate transportation policies, plans, programs, and projects. These guidelines may be applied to other planning functions carried out by INCOG, taking into consideration other program requirements and needs as appropriate. The process will seek to encourage and provide for the greatest level of education on transportation issues and provide opportunities for citizens to contribute their ideas and voice their opinions early and often. The process will further seek to establish trust and credibility among the citizenry for the transportation planning process and the MPO by resolving conflicts and seeking consensus between citizens and professionals for policies and projects.

***Importance of Public Participation***

Public participation throughout the planning process will assure the gathering of meaningful information from the users of the transportation system. Stakeholders can range from elected officials and planning boards to property owners and special interest groups – and each entity has its own expectations and concerns. Engaging the public through public participation will build

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support for their projects. “By conducting interviews, creating focus groups, distributing surveys and providing a variety of forums for explanation and feedback, transportation officials are able to define and understand the issues that affect their constituents. As a result, they are able to incorporate public needs and desires into their planning, and complete projects that address transportation needs as well as quality of life.”<sup>2</sup>

Public participation processes inform citizens, groups, and organizations about specific decisions likely to affect their lives, ensure that planning and decision-making consider views and inputs from stakeholders, and resolve issues and problems taking into consideration multiple interests and concerns. Above all, public participation processes encourage citizens and organizations to take an active participation in their community-related transportation issues, building a relationship for better communication and cooperation.

***Public Participation General Guidelines***

It has long been a challenge to engage the public in plans and programs, providing the means for people to have direct and meaningful impact on the decision-making process. The following guidelines were developed with the purpose of facilitating this process and reflecting federal requirements.

- Build awareness, interest, and support in the general public and decision-makers using innovative tools, media campaigns and combinations of different public participation techniques designed to meet the needs of the public
- Provide and encourage opportunities for direct citizen attendance and participation from the early stages of the planning process
- Develop methods to collect input from citizens who cannot attend meetings, such as direct mail and web-based input strategies providing “everyone” a reasonable opportunity to comment on the proposed plans or programs
- Periodically review and revise the Public Participation Plan in terms of effectiveness to assure that the process provides full and open access to all
- Provide the public with timely notice and reasonable access to technical and policy information used in the development of plans or programs
- Require a public comment period of 45 days prior to the adoption or amendment of the Public Participation Plan

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<sup>2</sup> Meyer, Judy, “Public Transportation Power of the People,” *American City & County*, November 20, 2000.

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- Develop and tailor public participation plans according to the complexities of particular plans, programs or projects
- Ensure compliance with Title VI of the Civil Rights Act of 1964 and subsequent federal legislation, which require that no person in the United States shall, on the ground of race, color, national origin, sex, age and/or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. Therefore, policies should be adopted with specific plans and programs to ensure that the needs of those traditionally underserved by existing transportation systems and Environmental Justice principles are fully integrated in the process
- Engage the public in a proactive effort by going to civic and cultural groups, churches, neighborhood organizations, and other citizen committees
- Show consideration to comments from public participants and respond to public input received during the planning and program development processes

***Key Considerations for Effective Public Participation***

An effective public participation process is characterized by a well-informed public with opportunities to contribute into the decision-making process through diverse participation opportunities and procedures. A successful process is responsible for building public trust and support of transportation plans and investments. The whole process is proactive, providing information, timely public notice, full public access to key decisions, and opportunities for early and continuing participation [23 CFR 450.212(a) and 450.316(b)(1)]. Impacts that may not have been anticipated by transportation planners and decision-makers can be identified during a meaningful public participation process.

There are some elements that should be considered for achieving an effective public participation process. Purposes and objectives have to be clearly defined before initiating a public meeting on transportation programs and the affected public and stakeholders have to be identified specifically for each plan and project that is under development. It is important to determine effective techniques and procedures to engage the targeted public in the process and how to notify these groups of the participation opportunities. It is essential to educate and assist the public, making sure that there is full understanding of the transportation issues and the various solutions related to each plan or project. Transportation planners and decision-makers have to demonstrate that public opinions were seriously considered. When significant oral or written comments have been received as the result of public participation efforts, a summary analysis and report on the disposition of comments are to be made a part of the final document. Finally, there has to be an

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evaluation of the whole process based on the achievement of the objectives and feedback from the public. The outreach and participation activities that work best can be maximized in future efforts to obtain as much input as possible. Interested parties are encouraged to, either during the formal review period or any time during the planning process, review the Public Participation Plan and suggest revisions.

***Public Participation Procedures***

Several techniques for expanding public awareness of transportation planning issues have been identified. This section gives an overview of these techniques aiming to help transportation planners and decision-makers choose the best activities according to their goals, target audience, and cost considerations. *Table 1*, adapted from the Minnesota Department of Transportation<sup>3</sup>, lists the overall public participation objectives followed by general methods of participation and then specific techniques.

INCOG maintains a website where citizens can review information posted and send comments via online forms and email. The website hosts information of interest to the public: meeting schedules and agendas, the RTP, the updated TIP, planning products available from INCOG, and demographic and traffic data. A brochure with a brief description of the regional transportation planning process is also published and distributed as widely as possible. In addition, the INCOG database will be used to provide citizens, affected public agencies, emergency response agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of persons with disabilities, and other interested parties with a reasonable opportunity to comment on the RTP and TIP and become involved with the transportation planning process, as per federal regulations.

State and Federal policies and regulations, including Environmental Justice initiatives, reinforce the need of agencies to focus attention on reaching low-income and minority households. To include traditionally underserved communities in the decision-making process, it is necessary to identify key stakeholders that have low or no participation, what is preventing them from participating, and what can be done to overcome barriers and increase the levels of participation. Some explanations for the lack of participation include cultural and language barriers, disabilities, economic constraints, and lack of participation opportunities. To ensure that cultural and language barriers are overcome, Limited English Proficiency (LEP) procedures will be

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<sup>3</sup> Minnesota Department of Transportation, *Hear Every Voice: A Guide to Public Involvement at MnDOT*, June 1999.

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implemented, such as making information readily available and having documents translated and public notices broadcasted for Spanish-speaking populations. Meetings and/or public hearings

Table 1 – Public Participation Objective, Methods, & Techniques

Objective	General Method	Specific Technique
INFORM	Committees	Civic Advisory Committees (Advise) Citizens on Decision Policy Bodies (Recommend) Collaborative Task Forces (Problem Solve)
	Communication	Mailing Lists Public Information Materials Key Person Interviews Briefings Video Techniques Telephone Techniques Media Strategies
INVOLVE	Meetings	Public Meetings/Hearings (Formal) Open Forums/Open Houses Conferences/Workshops/Retreats
	Techniques	Brainstorming Charrettes Visioning Small Group
FEEDBACK	Establishing Places	On-Line Services Hotlines Drop-In Centers
	Designing Programs	Focus Groups Public Opinion Surveys Facilitation Negotiation & Mediation
PARTICIPATION	Special Techniques	Transportation Fairs Games & Contests Role Playing Site Visits Non-Traditional Meeting Places & Events Interactive Television Interactive Video Displays & Kiosks Computer Presentations & Simulations Teleconferencing

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shall be made accessible and user-friendly for all stakeholders, taking into consideration convenient locations and schedules. In addition, INCOG will provide appropriate accommodations for citizens with hearing and/or sight impairment. Effective participation, education and communication shall be tailored to specific non-traditional transportation stakeholders and problems.

Various provisions of SAFETEA-LU, the federal transportation law, require expanded consultation and cooperation with Federal, State, Local and Tribal agencies responsible for land use, natural resources, and other environmental issues. Throughout the planning process INCOG will seek to engage and will incorporate comments from such agencies, including:

- National Parks Service
- Department of Interior
- US Fish and Wildlife Service
- US Army Corps of Engineers
- US Environmental Protection Agency
- US Geological Survey
- Forest Service (US Department of Agriculture)
- Oklahoma Parks and Wildlife
- Oklahoma Historical Society
- Oklahoma Department of Environmental Quality (ODEQ)
- Local Land Use Plans (Counties and Cities)
- Local Historical Agencies
- Local Parks and Recreation Departments
- Homeland Security
- Bureau of Indian Affairs
- Cherokee Nation
- Creek Nation
- Osage Nation

SAFTEA-LU also expands the listing of “interested parties” to be engaged during the development of the Public Participation Plan to include:

- Citizens

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- Affected Public Agencies
- Representatives of Public Transportation Employees
- Freight Shippers
- Providers of Freight Transportation Services
- Private providers of transportation
- Representatives of users of public transportation
- Representatives of users of pedestrian walkways and bicycle transportation facilities
- Representatives of the disabled
- Other interested parties

INCOG will seek to engage these segments of the community and incorporate their comments throughout the planning process. INCOG will also undertake appropriate consultant and coordination activities with agencies related to safety planning and security planning. Appropriate consideration of these two factors will be included in all projects and planning activities.

***Regional Transportation Plan***

The Regional Transportation Plan (RTP) has at least a 20 year horizon and is necessary for the effective programming and implementation of transportation improvements. The RTP is predicated on demographic and economic assumptions and forecasts for the region. It identifies the various transportation systems: roadways, public transportation (or transit), bicycle/pedestrian, and freight systems desired for the metropolitan community, as well as how the transportation modes interrelate with each other. The RTP summarizes the costs of the investments that will be needed and the resources necessary and expected to achieve the recommended improvements. The RTP also summarizes the resulting effects or impacts such investments will produce. The RTP serves as a guide for the investment of local, state, and federal resources and becomes a component of the Oklahoma Statewide Intermodal Transportation Plan. The RTP serves as the foundation for plans to improve the overall transportation system. Public participation is an integral part of the RTP, and the plan itself must reflect the desires of the communities within the region to help them attain their transportation goals. To this end, INCOG, in addition to its outreach efforts as required by federal and state laws, will seek to interact with specific groups through the following means:

- **Neighborhood/Homeowners' Associations** – particularly groups that are directly affected by a proposed project

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- **Business Professionals** – Young Professionals of Tulsa, local business leaders, Tulsa Transportation Club and similar organizations, Chambers of Commerce, etc.
- **Schools** – Tulsa Community College, Tulsa Technology Center, public and private schools (elementary, middle, and high schools), and others as appropriate
- **Churches/Religious Institutions** – Neighborhood and/or community religious venues located in the impacted areas
- **Media Representatives** – Launch a media campaign that targets reporters who have worked with INCOG in the past and forms new relationships with representatives from various media types including television, newspaper, and radio.
- **Elected Officials/Community Representatives** – Engage local elected officials, community planners and planning commissions on a regular basis
- **Civic/Focus Groups and Emergency Response Agencies** – Speak with organizations at their regularly scheduled meetings. Also host focus retreats, as in the past, to encourage participation from particular organizations and businesses with a vested interest in transportation

As a part of the RTP development process, INCOG will prepare a detailed list of objectives and procedures to obtain public participation as it relates to the RTP. This detailed list will be based upon these general guidelines:

1. **Early and Continuing Public Participation** – INCOG will educate the public on the process from the beginning and continue the educational process throughout the transportation plan development. A visioning session will start the process to establish broad-based goals for the region that will reflect what is important to local residents for the future. Additionally, a contact list based upon previous public participation efforts, including civic groups, neighborhood associations, Chambers of Commerce, special interest groups, and other interested parties will be updated on a continual basis. When appropriate, INCOG will conduct PowerPoint and descriptive presentations as well as other visualization techniques to describe plans.
2. **Timely Information** – INCOG will provide information about transportation issues and processes to interested parties and citizens affected by the transportation plan. Possibilities include but are not limited to: providing news releases to local media outlets, producing and mailing a newsletters that will also be made available at local libraries, publishing a web-based newsletter, attending area community group meetings (Rotary Club, Kiwanis, etc.) to disseminate information, and talking with area public officials to encourage them to reach out to local civic groups within their districts.
3. **Reasonable Public Access** – INCOG will seek out opportunities to participate in existing meetings or events to educate and/or involve the public. INCOG will further provide citizens

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and interested parties affected by the transportation plan opportunities to view technical and policy information used in the development of the plan. This will include holding focus group sessions to review information, providing a summary of detailed demographics, and disseminating demographic details in a newsletter to be available at area libraries.

4. **Adequate Public Notice** – INCOG will provide public notice of public participation activities and public review and comment periods at key decision points. Notices of public meetings will be posted in area newspapers, libraries and on the INCOG website. Invitations will also be sent to the established contact list.
5. **Explicit Consideration and Response** – INCOG will follow the process as defined in the respective plan or program for demonstrating to the public that their input during the planning and development process was received. All comments received will be documented along with specific responses to significant comments. The comments and responses will be made available via website, newsletter, and the final document.
6. **Seeking Out and Considering the Needs of Those Traditionally Underserved** – INCOG will identify concentrations of traditionally underserved households (such as low-income and minority households that face challenges for accessing employment and other amenities) within the region and pursue opportunities to encourage public participation from these communities. INCOG will provide interpreters to overcome language barriers as needed, publish educational materials about the process in bilingual formats, and submit news releases to local media outlets that serve these groups. Other activities will be defined on a plan-by-plan basis.
7. **Periodic Review** –The effectiveness of the Public Participation Plan will be reviewed to ensure it provides full and open access to all, and portions of the process that are not meeting the needs of our constituency will be revised. After a public participation activity has taken place, INCOG will evaluate its effectiveness and incorporate desired changes based upon that evaluation.

As part of these general guidelines, there will be a 30-day comment period before the RTP will be formally adopted or amended. In addition, public notices will be published in local newspapers, and press releases will be sent to local media prior to public review periods and hearings. All INCOG Transportation Technical Committee, Policy Committee, and Board of Directors meetings are open to the public, and all public meetings are held at handicap-accessible locations.

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***Transportation Improvement Program***

The Transportation Improvement Program (TIP) describes all federally funded transportation projects or programs that will be carried out over the next 3 - 5 years. These projects or programs must be derived from the RTP, and therefore, the TIP is an implementation tool of the RTP. The TIP is developed every year and lists projects beginning with the subsequent federal fiscal year. INCOG develops the TIP for the Tulsa TMA in cooperation with ODOT, the Metropolitan Tulsa Transit Authority (MTTA), airports and local governments in the TMA. Because the TIP is a short-term program, it has relatively immediate impact on the transportation system in the region; therefore, an informed and involved public is essential in setting the priorities in the TIP.

As a part of the process of developing the TIP, INCOG will conduct:

1. **Specific Outreach** – Notify in writing individuals, organizations and associations, partner agencies, and local governments at the initiation of the TIP development. This notification will include a description and timeline of the development process, a general outline of the programs and types of projects affected, and a detailed description of the opportunities for input and review.
2. **Media Relations Activities** – Send press releases and legal notices to the local media at the initiation, preliminary, and final approval stages of the TIP development. Articles will be submitted for inclusion in various organization-based publications.
3. **Public Meetings** – Public meetings of the TAC and TPC will be held to allow opportunities for public comment prior to the TIP advancing to the next stage of development.
4. **TIP Online** – The draft TIP and final TIP will be posted on the INCOG website with an email link allowing for comments or questions to be submitted. Once the TIP is adopted, a current copy will be maintained on the website reflecting the most recent amendments and progress and/or any delay in implementing the TIP.

A timeline of the annual TIP process is outlined in *Table 2*.

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TABLE 2 – Timeline for Annual TIP Process

DATE	PROCEDURE
OCTOBER	<p>INCOG will notify in writing individuals, organizations and associations, partner agencies, and local governments of the initiation of the TIP development. Press releases and legal notices will be sent to the local media, and articles will be published in the Connections 2035 newsletter.</p> <p>INCOG will have received a list of federally funded projects to be implemented within the next 3 - 5 years from the Creek, Osage, and Cherokee Nations</p>
JANUARY	<p>INCOG will have received a list of federally funded projects to be implemented within the next 3 - 5 years from the the Transit Authority, Airports, and counties within the TMA.</p>
APRIL	<p>INCOG will make the preliminary TIP available for public review and comment. Personal copies of the preliminary TIP can be requested or viewed on the INCOG website at <a href="http://www.incog.org/transportation">www.incog.org/transportation</a>. The public can also view the document in the INCOG offices located at 201 West 5<sup>th</sup> Street, Suite 600, Tulsa, OK 74103. All public comments must be received by 5:00 p.m. on April 1. INCOG will notify in writing individuals, organizations and associations, partner agencies, and local governments as to the availability of the Preliminary TIP. Press releases and legal notices will be sent to the local media.</p>

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APRIL	INCOG will make the Final TIP available for public review and comment. Copies of the preliminary TIP can be requested or viewed on the INCOG website at <a href="http://www.incog.org/transportation">www.incog.org/transportation</a> . The public can also view the document in the INCOG offices located at 201 West 5 <sup>th</sup> Street, Suite 600, Tulsa, OK 74103. All public comments must be received by 5:00 p.m. on June 1. INCOG will notify in writing individuals, organizations and associations, partner agencies, and local governments as to the availability of the Final TIP. Press releases and legal notices will be sent to the local media.
MAY	A copy of the Final TIP will be provided to ODOT for review and approval. ODOT will provide INCOG written notification approving the final TIP, and the documents will then be included in the Statewide Transportation Plan without modification.
JULY - AUGUST	The Preliminary STIP will be distributed to Federal, State and Local Government agencies, Indian Tribal Governments, the MPOs, public transportation operators and the public for review and comments for a minimum period of twenty-one days.
SEPTEMBER	All substantive written comments received on the Preliminary STIP will be addressed and included in the Final STIP for presentation to the Oklahoma Transportation Commission for approval. The Final STIP, including the MPO TIPs, will then be forwarded to FHWA and FTA for formal approval prior to implementation.
OCTOBER	Implementation/Amendment process begins.

As a part of these general guidelines, there will be a 21-day comment period before the TIP will be formally adopted and a 14-day comment period before the Board of Directors endorses amendments. All TAC, TPC, and Board of Directors meetings are open to the public and are held at handicap-accessible locations.

***The Unified Planning Work Program and Other Transportation Projects***

The Unified Planning Work Program (UPWP) annually documents the planning activities and projects to be accomplished in the next fiscal year. It includes a description of the work activities,

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the responsible agencies, and the funding sources and amounts. As a minimum guideline, INCOG will provide a proactive opportunity for public review and discussion of the UPWP through public meetings and the INCOG website.

Additionally, there will be other programs and projects not yet identified that will be initiated by INCOG in the course of the transportation planning process. The first step in these programs or projects will be developing a process for informing and including the public early and continually through its advancement. The fundamental basis of the Public Participation Plan will address the federal requirements and will do so in a manner suitable to the specific plan, program, or project.

***Public Participation Effectiveness Evaluation***

Federal regulations require that MPOs review the Public Participation Plan periodically to determine if the objectives of the process are achieved and if adjustments are necessary to make it more effective. Several methods can be used to determine what enhancements are necessary to make meetings more accessible and information more understandable increasing public participation in transportation decision-making. These methods can include meeting evaluation forms, public comments, surveys, or any other form of public feedback. It is important that a specific Public Participation Plan be prepared for each plan, program, or project developed by INCOG.

The following criteria will be used to determine the effectiveness of the Public Participation Plan:

1. The number of citizens' responses that occurred:
  - Types of media used to contact participants (including publications that focus on minority, disabled, youth/elderly, low-income, or LEP residents)
  - Meeting convenience (time, place, accessibility)
  - Documentation of demographics of participants making sure that a representative group of the community in the planning area is involved
2. The input received demonstrates citizen understanding:
  - Effectiveness of communication tools
  - Types of techniques used
  - Input received from the citizens provided decision-makers and funding agencies with reliable and useful information
3. The public process was responsive:
  - Documentation of how public input affected decisions

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- Evaluation of the effectiveness of the program from participants' perspective (feedback)
  - Participation process tailored to specific community needs and accessible to all segments of the public
  - Efforts to improve performance
4. Environmental Justice was achieved:
- Strategies for engaging minority, disabled, youth/elderly, low-income, and LEP populations in the decision-making process
  - Utilization of media targeted to minority, disabled, youth/elderly, low-income, and LEP populations
  - Reduction of participation barriers for non-traditional transportation stakeholders
  - Feedback from minority, disabled, youth/elderly, low-income, and LEP participants
  - Consideration and documentation of their concerns and input in the decision-making process

A public participation evaluation form based on these criteria will be completed at the conclusion of each event or public review period (see Sample Forms). At each event, a short anonymous survey including voluntary questions (attendees' demographic information, principal language, household income, and how participants were informed of the meeting) will be distributed (see Sample Forms). To improve the value of the Public Participation Plan while minimizing its costs, a value methodology review will be conducted on the PPP on a regular basis no less than annually. Together, these methods of data collection will allow a thorough evaluation and encourage brainstorming for improved future events.

The Public Participation Plan is dynamic and must remain so to address the needs of the community. As techniques are proven effective and institutionalized, the process will evolve to reflect those advancements. Participating stakeholders and INCOG staff will immediately assess the effectiveness of every public participation activity. Revisions to the process will be promptly incorporated. The TAC, TPC, and INCOG Board of Directors will review revisions requiring formal amendment of the Public Participation Plan document after consultation with stakeholders and a thorough opportunity for public review. To ensure the process is periodically evaluated, INCOG will, at a minimum, review and assess the process and results every two years and recommend any revisions that may be appropriate.

## **Sample Forms**

Booth/Table Vendor Evaluation (English) .....	21
Presentation Request Evaluation (English) .....	25
Review Period Evaluation (English) .....	29
Event Evaluation (English) .....	33
Participant Survey (English) .....	37

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<b>Booth/Table Vendor Evaluation - Part A</b>			
<i>Complete one week prior to event, if possible</i>			
Event Name			
Event Date(s)		Location	
Related Project		Related Event Series	
Event Start Time		Event End Time	
Expected Attendance		Date of Evaluation	
<b>PLANNING/NOTIFICATION</b>			
Is participation confirmed (attach application and related correspondence)			
Partners for Event			
Do these partners represent low-income, minority, LEP, youth/elderly, or persons with disabilities?			
Purpose of Event			
Target Audience			
Is audience expected to include individuals with disabilities or LEP individuals who will require information in different formats? If yes, what steps will be taken to accommodate individuals (i.e. accessible booth set-up, translators, information in Braille and/or Spanish)			
How does the event purpose/expected audience relate to this project?			
Was event posted on Transportation Planning website? (attach print-out)			
Was event posted on Green Traveler website? (attach print-out)			
Was event notice posted in Spanish on the Spanish-language page?			
Was a press release noting INCOG's involvement sent? (attach example)			
Were press releases sent to media outlets with primarily minority, low-income, LEP, youth/elderly, and/or disabled audiences?			
<i>Number of press releases sent</i>		<i>Date sent</i>	
Was email sent to INCOG database (please note listings or "entire database" and attach example)			

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<i>Number of emails sent</i>		<i>Date sent</i>	
Was hard-copy notice sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of hard-copy notices sent</i>		<i>Date sent</i>	
Was notice sent to Green Traveler commuter database? (attach example)			
<i>Number of notices sent</i>		<i>Date sent</i>	
Was event included in Transportation newsletter? (attach example)			
<i>Number of newsletters sent</i>		<i>Date sent</i>	
<b>LOGISTICS/HANDOUTS</b>			
Staff Involved			
Will staff work in shifts? (attach schedule)			
Planned set-up (what will booth look like)			
What interactive elements will the booth include (computer-based quiz, sign-up for prizes, etc.)			
What promotional items will be distributed?			
What handouts will be used?			
Has a sign-in sheet been prepared?			
Is a car reserved?			
Is the camera reserved?			
Is additional equipment reserved (specify)			
<b>COST</b>			
Booth/Table cost			
Giveaway/Interactive Element Cost			
Promotional Item Cost			
Additional Costs (specify)			
		<b>Total Anticipated Cost:</b>	<b>\$0.00</b>
<b>ADDITIONAL COMMENTS</b>			

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<b>Booth/Table Vendor Evaluation - Part B</b>			
<i>Complete up to one week after event, if possible</i>			
Event Name			
Event Date(s)		Location	
Related Project		Related Event Series	
Event Start Time		Event End Time	
Actual Attendance		Date of Evaluation	
<b>SET-UP, HANDOUTS, AND INTERACTION</b>			
Were participants interested in handouts, booth, and interactive elements?			
Were participants interested in giveaway/promotional items?			
Should promotional items been used again?			
Did interactions with participants show an understanding of the project?			
<b>FEEDBACK</b>			
Through what means were comments collected?			
Were the methods effective?			
How many comments were received?			
Did participants receive responses to their comments?			
Did comments show an understanding of the project and public involvement process?			
Comments on Feedback			
<b>REQUESTS FOR INFORMATION</b>			
Were there any requests for information in other formats (LEP, Braille, etc.)			
How were requests accommodated?			
Were participants added to the database?			
Comments on requests for information			
<b>WEB TRAFFIC</b>			
Using Analytics, how many visits to the INCOG website during/after the event were recorded?			

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Using Analytics, how many visits to the Green Traveler website during/after the event were recorded?	
Compared to previous use, how did web traffic differ after the event?	
Comments on web traffic	
<b>MEDIA</b>	
Were any interview conducted? With what media outlets?	
Comments on interviews	
<b>FACILITY</b>	
Was the facility, time period, and day appropriate for the event?	
Comments on facility and times	
<b>OVERALL</b>	
What were the best things about this event?	
What were the worst things about this event?	
Considering the above factors, how would you rate this event?	
What changes could be made to improve this event?	
Should event be attended in the future?	
<b>COST ANALYSIS</b>	
Total Cost	
Number of Attendees	
Cost/Attendee	<b>#DIV/0!</b>
<b>ADDITIONAL COMMENTS</b>	

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<b>Presentation Request Evaluation - Part A</b>			
<i>Complete one week prior to presentation, if possible</i>			
Group Meeting			
Presentation Date		Location	
Presentation Topic		Related Event Series	
Meeting Start Time		Meeting End Time	
Expected Attendance		Date of Evaluation	
<b>PLANNING/NOTIFICATION</b>			
Is presentation confirmed? (attach related correspondence)			
Does the group meeting represent low-income, minority, LEP, youth/elderly, or persons with disabilities?			
Group's Purpose			
Is audience expected to include individuals with disabilities or LEP individuals who will require information in different formats? If yes, what steps will be taken to accommodate individuals (i.e. accessible booth set-up, translators, information in Braille and/or Spanish)			
How does the meeting purpose/expected audience relate to this project?			
Was presentation notice posted on Transportation Planning website? (attach print-out)			
Was presentation notice posted on Green Traveler website? (attach print-out)			
Was presentation notice posted in Spanish on the Spanish-language page?			
Was a press release noting INCOG's involvement sent? (attach example)			
Were press releases sent to media outlets with primarily minority, low-income, LEP, youth/elderly, and/or disabled audiences?			
<i>Number of press releases sent</i>		<i>Date sent</i>	
Was email sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of emails sent</i>		<i>Date sent</i>	

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Was hard-copy notice sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of hard-copy notices sent</i>		<i>Date sent</i>	
Was notice sent to Green Traveler commuter database? (attach example)			
<i>Number of notices sent</i>		<i>Date sent</i>	
Was event included in Transportation newsletter? (attach example)			
<i>Number of newsletters sent</i>		<i>Date sent</i>	
<b>LOGISTICS/HANDOUTS</b>			
Staff Involved			
What type of presentation will be done?			
What interactive activities will be included (question-and-answer, small group discussion, etc.)			
What promotional items will be distributed?			
What handouts will be used?			
Has a sign-in sheet been prepared?			
Is a car reserved?			
Is the camera reserved?			
Is a laptop reserved?			
Is a projector reserved?			
Is additional equipment reserved (specify)			
<b>COST</b>			
Promotional Item Cost			
Additional Costs (specify)			
<b>Total Anticipated Cost:</b>			<b>\$0.00</b>
<b>ADDITIONAL COMMENTS</b>			

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<b>Presentation Request Evaluation - Part B</b>			
<i>Complete up to one week after presentation, if possible</i>			
Group Meeting			
Presentation Date		Location	
Presentation Topic		Related Event Series	
Meeting Start Time		Meeting End Time	
Expected Attendance		Date of Evaluation	
<b>SET-UP, HANDOUTS, AND PRESENTATION</b>			
Were participants interested in handouts, presentation, and interactive elements?			
Were participants interested in giveaway/promotional items?			
Should promotional items been used again?			
Did interactions with participants show an understanding of the project?			
Comments on handouts, interaction, and presentation			
<b>REQUESTS FOR INFORMATION</b>			
Were there any requests for information in other formats? (LEP, Braille, etc.)			
How were requests accommodated?			
Were participants added to the database?			
Comments on requests for information			
<b>WEB TRAFFIC</b>			
Using Analytics, how many visits to the INCOG website after the presentation were recorded?			
Using Analytics, how many visits to the Green Traveler website after the event presentation were recorded?			
Compared to previous use, how did web traffic differ after the event?			
Comments on web traffic			
<b>MEDIA</b>			
Were any interview conducted? With what media outlets?			
Comments on interviews			
<b>FACILITY</b>			
Was the facility, time period, and day appropriate for the meeting/presentation?			

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Comments on facility and times	
<b>FEEDBACK</b>	
Through what means were comments collected?	
Were the methods effective?	
How many comments were received?	
Did participants receive responses to their comments?	
Did comments show an understanding of the project and public involvement process?	
Comments on Feedback	
<b>OVERALL</b>	
What were the best things about this meeting/presentation?	
What were the worst things about this meeting/presentation?	
Considering the above factors, how would you rate this meeting/presentation?	
What changes could be made to improve this presentation?	
Should this group's meetings be attended in the future?	
<b>COST ANALYSIS</b>	
Total Cost	
Number of Attendees	
Cost/Attendee	<b>#DIV/0!</b>
<b>ADDITIONAL COMMENTS</b>	

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<b>Review Period Evaluation - Part A</b>			
<i>Complete one week prior to review period, if possible</i>			
Document Under Review			
Begin Review Date		End Review Date	
Duration of Review Period		Date of Evaluation	
<b>NOTIFICATION</b>			
Were advertisements placed in media outlets with primarily minority, low-income, LEP, youth/elderly, and/or disabled audiences (List all)			
<i>Number of advertisements</i>		<i>Date sent</i>	
Was review period notice posted on Transportation Planning website? (attach print-out)			
Was review period notice posted on Green Traveler website? (attach print-out)			
Was review period notice posted in Spanish on the Spanish-language page?			
Was a press release about the review period sent? (attach example)			
Were press releases sent to media outlets with primarily minority, low-income, LEP, youth/elderly, and/or disabled audiences?			
<i>Number of press releases sent</i>		<i>Date sent</i>	
Was email sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of emails sent</i>		<i>Date sent</i>	
Was hard-copy notice sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of hard-copy notices sent</i>		<i>Date sent</i>	
Was notice sent to Green Traveler commuter database? (attach example)			
<i>Number of notices sent</i>		<i>Date sent</i>	
Was review period included in Transportation newsletter? (attach example)			
<i>Number of newsletters sent</i>		<i>Date sent</i>	

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<b>ACCESS TO DOCUMENT</b>	
Is document and comment form available on Transportation website?	
Is document and comment form available on Green Traveler website?	
Was document and comment form translated into additional languages or formats (i.e. Spanish, Braille)?	
Is document and comment form available at area libraries?	
Is hard-copy of document and comment form available at INCOG offices?	
<b>COST</b>	
Additional Costs (specify)	
<b>Total Anticipated Cost:</b>	
<b>\$0.00</b>	
<b>ADDITIONAL COMMENTS</b>	

**INCOG**  
**Transportation Planning Division**

<b>Review Period Evaluation - Part B</b>			
<i>Complete up to one week after review period, if possible</i>			
Document Under Review			
Begin Review Date		End Review Date	
Duration of Review Period		Date of Evaluation	
<b>REQUESTS FOR INFORMATION</b>			
How many hard-copy versions of the document were requested?			
Were any special requests made for information in other formats? (LEP, Braille, etc.)			
How were requests accommodated?			
Were participants added to the database?			
Comments on requests for information			
<b>WEB TRAFFIC</b>			
Using Analytics, how many visits to the INCOG website during the review period were recorded?			
Using Analytics, how many visits to the Green Traveler website during the review period were recorded?			
Compared to previous use, how did web traffic differ during the review period?			
Comments on web traffic			
<b>MEDIA</b>			
Were any interviews conducted? With what media outlets?			
Comments on interviews			
<b>FEEDBACK</b>			
Through what means were comments collected?			
Were the methods effective?			
How many comments were received?			
Did participants receive responses to their comments?			
Did comments show an understanding of the project and public involvement process?			
Comments on Feedback			
<b>OVERALL</b>			
What were the best things about this review period?			

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What were the worst things about this review period?	
Considering the above factors, how would you rate this review period?	
What changes could be made to improve future document reviews?	
<b>COST</b>	
Additional Costs (specify)	
Participants/Comments	
<b>Total Anticipated Cost: #DIV/0!</b>	
<b>ADDITIONAL COMMENTS</b>	

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<b>Event Evaluation - Part A</b>			
<i>Complete one week prior to event, if possible</i>			
Event Name			
Event Date(s)		Location	
Related Project		Related Event Series	
Event Start Time		Event End Time	
Expected Attendance		Date of Evaluation	
<b>PLANNING/NOTIFICATION</b>			
Purpose of Event			
Partners for Event			
Do these partners represent low-income, minority, LEP, youth/elderly, or persons with disabilities?			
Target Audience			
Is audience expected to include individuals with disabilities or LEP individuals who will require information in different formats? If yes, what steps will be taken to accommodate individuals (i.e. accessible booth set-up, translators, information in Braille and/or Spanish)			
Was event posted on Transportation Planning website? (attach print-out)			
Was event posted on Green Traveler website? (attach print-out)			
Was event notice posted in Spanish on the Spanish-language page?			
Was a press release noting INCOG's involvement sent? (attach example)			
Were press releases sent to media outlets with primarily minority, low-income, LEP, youth/elderly, and/or disabled audiences?			
<i>Number of press releases sent</i>		<i>Date sent</i>	
Was email sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of emails sent</i>		<i>Date sent</i>	
Was hard-copy notice sent to INCOG database (please note listings or "entire database" and attach example)			
<i>Number of hard-copy notices sent</i>		<i>Date sent</i>	

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Was notice sent to Green Traveler commuter database? (attach example)			
<i>Number of notices sent</i>		<i>Date sent</i>	
Was event included in Transportation newsletter? (attach example)			
<i>Number of newsletters sent</i>		<i>Date sent</i>	
<b>LOGISTICS/HANDOUTS</b>			
Staff Involved			
Will staff work in shifts? (attach schedule)			
What facility will be used?			
Was facility staff contacted for confirmation and set-up details?			
Planned set-up (what will event look like)			
What interactive elements will the event include (question-and-answer, visualization, etc..)			
What activities will be conducted to encourage participation? (small group activities, map exercises, etc.)			
What promotional items will be distributed?			
What handouts will be used?			
Will demographics surveys be used?			
What type of presentation will be done?			
Has a sign-in sheet been prepared?			
Is a car reserved?			
Is the camera reserved?			
Is additional equipment reserved (specify)			
<b>COST</b>			
Facility Cost			
Food Cost			
Giveaway/Interactive Element Cost			
Promotional Item Cost			
Additional Costs (specify)			
		<b>Total Anticipated Cost:</b>	<b>\$0.00</b>
<b>ADDITIONAL COMMENTS</b>			

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**Transportation Planning Division**

<b>Event Evaluation - Part B</b>			
<i>Complete up to one week after event, if possible</i>			
Event Name			
Event Date(s)		Location	
Related Project		Related Event Series	
Event Start Time		Event End Time	
Expected Attendance		Date of Evaluation	
<b>SET-UP, HANDOUTS, AND INTERACTION</b>			
Were participants interested in handouts, booth, and interactive elements?			
Were participants interested in giveaway/promotional items?			
Should promotional items been used again?			
Did interactions with participants show an understanding of the project?			
Comments on booth set-up, handouts, and interaction			
<b>FEEDBACK</b>			
Through what means were comments collected?			
Were the methods effective?			
How many comments were received?			
Did participants receive responses to their comments?			
Did comments show an understanding of the project and public involvement process?			
Comments on Feedback			
<b>WEB TRAFFIC</b>			
Using Analytics, how many visits to the INCOG website during/after the event were recorded?			
Using Analytics, how many visits to the Green Traveler website during/after the event were recorded?			
Compared to previous use, how did web traffic differ after the event?			
Comments on web traffic			
<b>MEDIA</b>			

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Were any interview conducted? With what media outlets?	
Comments on interviews	
<b>FACILITY</b>	
Was the facility appropriate for the event?	
Was the time period appropriate for the event?	
Was the day of the week appropriate for the event?	
Comments on facility and times	
<b>OVERALL</b>	
What were the best things about this event?	
What were the worst things about this event?	
Considering the above factors, how would you rate this event?	
What changes could be made to improve this event?	
Should this event be held again the future?	
<b>COST ANALYSIS</b>	
Total Cost	
Number of Attendees	
<b>Cost/Attendee</b>	<b>#DIV/0!</b>
<b>ADDITIONAL COMMENTS</b>	

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**INCOG** Date \_\_\_\_\_  
 Event \_\_\_\_\_

**PARTICIPANT SURVEY**

*Your answers are voluntary and anonymous.  
 Information will be used to improve future out-reach efforts. Thank you for your participation!*

Your Zip Code  
 \_\_\_\_\_

CARD FRONT

**1. How did you hear about this event?**  
 Mailing to your home/office  
 Email to your home/office  
 INCOG website  
 Newspaper, radio or TV news  
 Advertisement /classified ad  
 Word of mouth  
 Other (please explain) \_\_\_\_\_

**2. What is your gender?**  
 Female     Male

**3. What is your annual household income?**  
 Less than \$20,000  
 \$20,000 - \$49,999  
 \$50,000 - \$99,999  
 \$100,000 or more

CARD BACK

**4. What is your age?**  
 1 - 17     40 - 49  
 18 - 29     50 - 64  
 30 - 39     65 or older

**6. Please list any legally recognized disabilities**  
 \_\_\_\_\_  
 \_\_\_\_\_

**5. What is your race/ethnicity?**  
 Alaskan Native  
 American Indian  
 Asian or Pacific Islander  
 Black (not of Hispanic origin)  
 Hispanic  
 White (not of Hispanic origin)  
 Multiracial  
 Other (please explain)  
 \_\_\_\_\_

**7. What language do you principally speak at home?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**8. Are you a single parent with children under 18?**  
 Yes     No

**Thank you for your participation!**