

# Public Involvement Plan

(This page intentionally left blank.)



# 2014 - 2023 Transit Development Plan



## Public Involvement Plan



(This page intentionally left blank.)

**TABLE OF CONTENTS**

**SECTION 1 INTRODUCTION ..... 1-1**

**1.1 Public Involvement Plan Purpose ..... 1-1**

**1.2 Project Team ..... 1-1**

**SECTION 2 COORDINATION ..... 2-1**

**2.1 Stakeholders ..... 2-1**

**2.2 Broward MPO ..... 2-1**

**SECTION 3 PUBLIC INVOLVEMENT ACTIVITIES ..... 3-1**

**3.1 Public Involvement Objectives ..... 3-1**

**3.2 Public Involvement Activities ..... 3-1**

**3.3 Documentation ..... 3-6**

**3.4 Title VI ..... 3-6**

**3.5 Special Outreach ..... 3-7**

**3.6 Limited English Proficiency ..... 3-7**

**SECTION 4 PERFORMANCE EVALUATION MEASURES..... 4-1**

**Appendix A Public Involvement Summary Form ..... A-1**

(This page intentionally left blank.)

### ***1.1 PUBLIC INVOLVEMENT PLAN PURPOSE***

Broward County Transit (BCT) is preparing its 10-year transit development plan (TDP), which will provide a guide for development of the transit system over the next 10 years. As required by state statute, BCT is undergoing a major update to its TDP, which is required every five years.

The TDP is a strategic guide for public transportation agencies for a 10-year period. It represents BCT's vision for public transportation in its service area during this time period. Specifically, a TDP includes the following major elements:

- Public involvement plan and process
- Base data compilation and analysis (review of demographic and travel behavior characteristics of the service area)
- Performance evaluation of existing services
- Situation appraisal (transit agency strengths and weaknesses; external barriers and opportunities; estimation of demand for transit)
- Goals and objectives
- Transit demand and mobility needs
- Development of proposed transit enhancements (funded and unfunded)
- Ten-year implementation plan
- Ten-year financial plan (projected costs and revenues)
- Other strategic issues specific to a given study area

Consistent with the TDP preparation guidelines from Florida Department of Transportation (FDOT), it is understood that the initial five years of a TDP will be characterized by substantially greater detail than the subsequent five years. The latter part of the planning horizon is intended to be more strategic in nature. While 10 years is the required minimum to be covered in the TDP for funding purposes, BCT may choose to develop a plan that goes beyond the 10-year timeframe.

### ***1.2 PROJECT TEAM***

The following have been identified as components of the project team.

- **Executive Committee:** The Executive Committee will manage the project on behalf of BCT. The Executive Committee's primary role is to provide strategic direction and approval to the Consultant Team. The Executive Committee will coordinate with the Consultant Team on at least a bi-monthly basis, approve major deliverables, coordinate and review all materials for presentation to the Advisory Review Committee (ARC), and generally oversee the project's progression. The Executive Team members include BCT's Tim Garling, Barney McCoy, Jonathan Roberson, Nicholas Sofoul, Phyllis Berry, and Irv Minney.
- **Consultant Team:** The Consultant Team will conduct day-to-day study activities and manage the study schedule and budget. It will report to the Executive Committee on a bi-monthly basis and the ARC on a periodic basis. The Consultant Team will be overseen by Joel Rey from Tindale-Oliver & Associates, Inc. (TOA). The team will be supported by staff from TOA, Adams Consulting Group, Inc. (ACG), Fallon Research & Communications, Inc. (FRC), and Rapid Staffing, Inc. (RS).

- **Advisory Review Committee:** To ensure the project proceeds in adherence with local objectives and needs, the ARC will review and provide comment on all major deliverables. The Committee will be composed of representatives from major stakeholder groups, as agreed upon by the Executive Committee.

Table 1 contains a list of key team members by organization.

**Table 1: Key Team Members**

Team Member	Organization	Title/Role
<b><i>Executive Committee</i></b>		
Tim Garling	BCT	Executive Director
Barney McCoy	BCT	Service and Capital Planning Manager
Jonathan Roberson	BCT	Senior Planner
Nicholas Sofoul	BCT	Associate Planner
Phyllis Berry	BCT	Customer Service Manager
Irv Minney	BCT	Community Transit Officer
<b><i>Consultant Team</i></b>		
Bill Ball	TOA	Principal-in-Charge
Joel Rey	TOA	Project Manager
Richard Dreyer	TOA	Quality Assurance
Laura Everitt	TOA	Task Manager
Jessica Vargas Astaiza	TOA	Task Manager
Asela Silva	TOA	Task Manager
Ryan Suarez	TOA	Task Manager
LaChant Barnett	TOA	Task Manager
Pamela Adams	ACG	Public Involvement Manager
Paul Fallon	FRC	Opinion Polling Manager
<b><i>Advisory Review Committee</i></b>		
Germaine Smith Baugh	Urban League of Broward County	
Kareen Boutros	Broward Workshop	
Al Calloway	Current BCT Rider	
Sidney Calloway	Transit Advocate	
Paul Carpenter	Transit Advocate	
Diane Drews	Student, Broward College	
Larry Hymowitz	Florida Department of Transportation, District 4	
Mason Jackson	Workforce One	
Francois Leconte	Minority Development and Empowerment Organization	
Buffy Sanders	Broward Metropolitan Planning Organization	
Shirley Snipes	Aging and Disability Resource Center of Broward	
Jim Udvardy	South Florida Commuter Services	
Natalie Yesbeck	South Florida Regional Transportation Authority	

This section highlights the coordination to be undertaken to ensure communication with various stakeholders. It also examines this plan's relationship with the Broward Metropolitan Planning Organization (MPO) Public Involvement Plan (PIP).

### **2.1 STAKEHOLDERS**

Outreach will focus on two distinct groups: stakeholders and the general public. Stakeholders are typically more informed regarding transportation issues and are viewed as having a particular stake in the decisions made with regard to transportation. Outreach to the general public ensures that there is opportunity for everyone to participate in shaping transportation decisions in Broward County, whether they are identified as a particular stakeholder or not.

The term "stakeholders" refers to groups such as the following:

- Elected officials,
- Workforce development boards,
- Bicycle and pedestrian groups,
- Commuter support groups,
- Health and human services organizations,
- City and county staff and agencies,
- Neighborhood associations,
- Service and community organizations,
- Organizations representing the transportation disadvantaged (e.g., older adults, persons with disabilities, minority groups, the disenfranchised, etc.),
- Non-profit organizations,
- Chambers of Commerce and economic development organizations,
- Small and large business owners,
- Professional associations,
- School and university representatives,
- Tourism representatives,
- Media representatives, and
- State and federal agencies (e.g., environmental, planning, or transportation agencies).

### **2.2 BROWARD MPO**

The new TDP rule requires that the transit agency either develop its own PIP and have it approved by FDOT or it must use the MPO's PIP. The Broward MPO PIP was developed to cover all MPO needs and as such is a general document. BCT has elected to develop its own PIP to provide a more detailed description of the public involvement activities specifically to be undertaken during the development of the TDP. BCT intends to adhere to the greater goals of the Broward MPO PIP throughout the course of the TDP.

The Broward MPO's PIP objectives include the following:

- **Inform** the public of transportation meetings and other events;
- **Educate** the public regarding their role in the transportation planning and decision-making process;
- **Involve** the public by providing opportunities early and often in the transportation planning and decision-making process;
- **Reach out** to all communities in the planning area to inform, educate, and involve; with special emphasis on those communities with people who have been underrepresented and/or underserved; and
- **Improve** the public involvement process.

In addition to adhering to the MPO’s objectives, BCT will include an MPO representative on the ARC. It will also coordinate with MPO staff (and all other ARC members) to add any recommended stakeholders to BCT’s stakeholder database. These activities are described in more detail in Section 3. To the extent feasible, the Consultant Team will coordinate outreach activities for the TDP with outreach activities for the Commitment 2040 Broward’s Long Range Transportation Plan (LRTP) update (and SFRTA’s TDP), which will be happening concurrently.

### **3.1 PUBLIC INVOLVEMENT OBJECTIVES**

This project's public involvement objectives include the following:

- To develop a multi-faceted communication model that will keep the general public and all stakeholder groups informed about the status of the project.
- To clearly define the TDP purpose and objectives early in the process.
- To identify and document the concerns, issues, and needs from the key stakeholders.
- To provide stakeholders with baseline information about the current state of BCT and keep them fully informed throughout the study.
- To encourage participation of all stakeholder groups within the project area while paying special attention to underserved communities.
- To use established community infrastructure (i.e., farmer's markets, shopping centers, and sports arenas) as an opportunity to engage the community and get community input.
- To provide frequent opportunities and a consistent access point for community input.
- To identify tools to gather information from stakeholders who cannot participate in meetings, such as via emails, questionnaires, telephone survey, Facebook, Twitter, other social networking tools, etc.
- To respond to community questions and comments when requested and contact information is provided.

### **3.2 PUBLIC INVOLVEMENT ACTIVITIES**

The following public involvement activities will be undertaken during the TDP development process. Each public involvement activity type indicates the timeframe for its completion. These timeframes may be adjusted, in consultation with BCT staff, to ensure the most appropriate timing for the project. See Figure 1 for the project schedule overview.

#### **Branding**

The first step for public involvement will be to develop a brand for the TDP. The brand will include a unique name, logo, and color scheme that will assist individuals in recognizing materials related to the project. This type of recognition allows for more efficient communication between the project team and the public and stakeholders. The project name and logo will be developed in consultation with BCT staff.

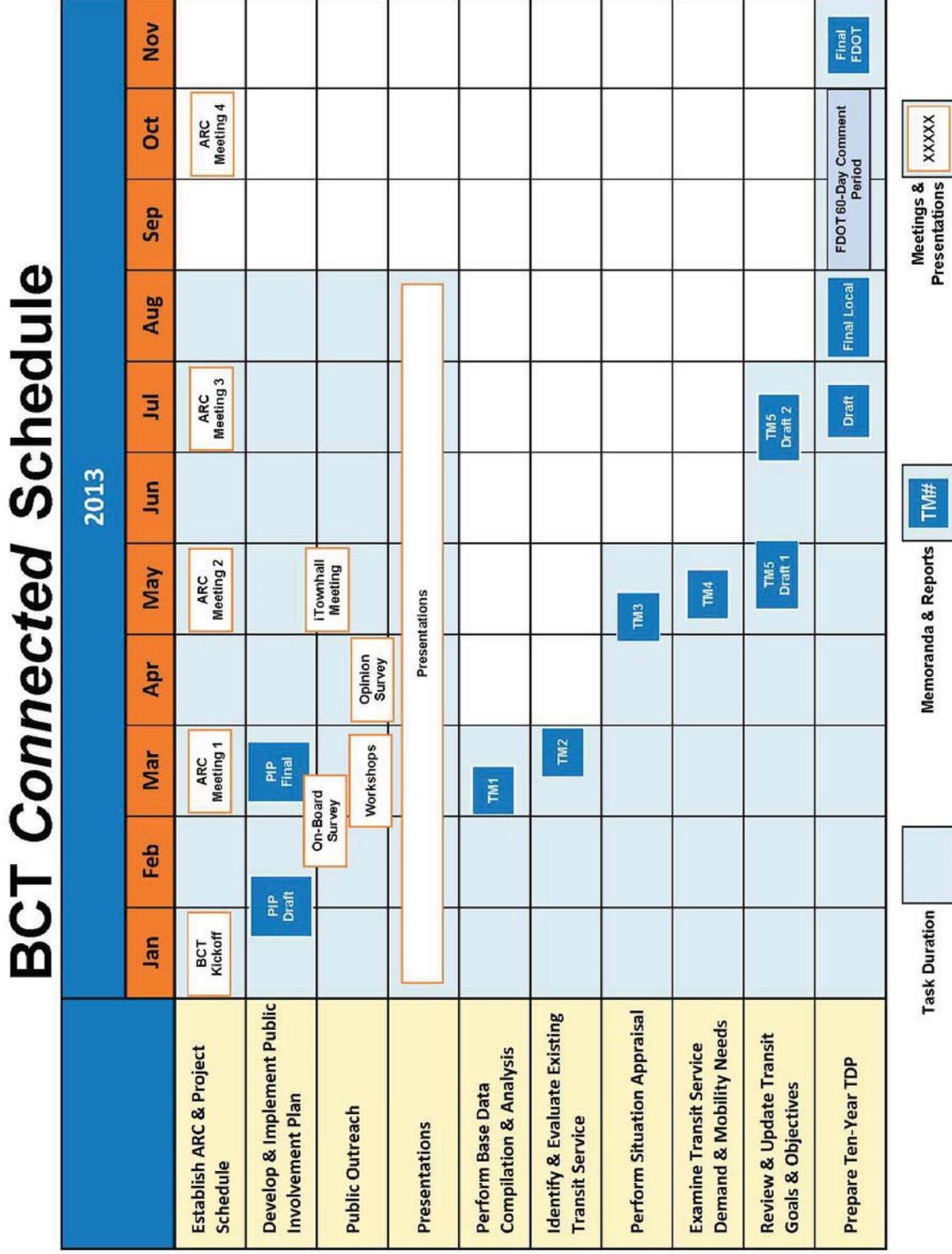
Schedule: Completed by end of January 2013.

#### **Stakeholder Database**

The second step to a successful public outreach campaign is to create a project stakeholder database. Beginning with the ARC, the Team will ask each member to provide a list of individuals who should be included in the stakeholder database. With every stakeholder interview, discussion group, and public outreach event, the Team will continue to ask for additions to the stakeholder list. Any interested person will be able to add themselves to the stakeholder database via the project website.

Schedule: Continuous throughout project.

Figure 1 Schedule



### Stakeholder Interviews

Since the understanding of local conditions should include knowledge of the perceptions and attitudes of community decision-makers and leaders towards transit, the Consultant Team will conduct 15 interviews of key stakeholders as part of the public involvement process. The Consultant Team will work with BCT staff to identify appropriate individuals to interview. The Consultant Team will then schedule and conduct the interviews using an interview script that will be developed and submitted to BCT for review prior to the first interview. Each stakeholder will be given a Briefing Packet that will provide information on the purpose of the TDP, ways to stay involved, and other pertinent information. Should BCT staff be interested in conducting additional stakeholder interviews, the Consultant Team will include those summaries in the analysis.

Table 2 provides a list of potential stakeholders for interview. The list will be expanded as necessary.

**Table 2 Intended Participants for Stakeholder Interviews**

Stakeholder Organization
Broward County Commissioners
Broward County Public Schools
Broward League of Cities
Broward Sierra Club
Downtown Development Authority of Fort Lauderdale
Downtown Fort Lauderdale Transportation Management Association
Greater Fort Lauderdale Convention and Visitors Bureau
National Association for the Advancement of Colored People
Parent Teacher Associations
South Education Center Transportation Management Association
South Florida Commuter Services
South Florida Regional Planning Council
The Coordinating Council of Broward

Schedule: To be determined.

### Discussion Group Workshops

To obtain additional public input for the TDP process, the Consultant Team will conduct a total of four discussion group workshops that will be held around the county to ensure representation that is geographically distributed. These workshops typically involve a smaller group of participants (8–12 persons) in an intimate meeting setting that permits more in-depth discussion about issues and needs. The four workshops will be held in areas that coincide with BCT’s existing service area. To generate interest and participation, the Consultant Team will work with BCT staff and the ARC to identify and invite potential participants to each workshop. Potential workshop candidates may include members from the business, health, social service, and education communities.

At the workshops, a variety of techniques will be used to encourage participation and elicit perceptions, ideas, preferences, and other input that is important to inform the TDP process. For example, the Nominal Group Technique could be used to identify potential transit improvement concepts, and then dot-polling and/or resource allocation exercises can be applied to the identified concepts to help set preferences on improvement priorities.

Schedule: To be determined.

### **Electronic Media**

The Consultant Team will develop content on a regular basis to be uploaded to BCT's website. The Consultant Team will work closely with BCT staff to identify what should be uploaded to the site. Quick response (QR) codes will be used on marketing materials to drive participants to the project website.

The Team also will use social media to reach interested parties. Building on BCT's use of Facebook, information about upcoming events and updates to the website will be coordinated for release through social media outlets.

Schedule: Continuous throughout project.

### **iTownHall Meetings**

These telephone-based meetings are a useful way to reach a broad base of individuals in a short amount of time. Using outgoing telephone calls to reach thousands of participants, such a meeting can be used to provide information to the public on the TDP. The Team may explore with BCT staff the possibility of coordinating an iTownHall meeting with public access television in order to increase its reach.

Schedule: Completed in April 2013.

### **Telephone Survey**

The Consultant Team will work with BCT staff and the ARC to prepare for the completion of a 500-respondent telephone survey that will seek specific public input on the TDP elements and other issues as directed by BCT staff. The survey instrument that will be used for this research effort is envisioned to consist of approximately 30 data points, including demographic questions. Conference calls with BCT staff will be used to discuss survey content, formulate questions, and finalize the instrument. The countywide survey will use a sample frame consisting of Broward County residents. It is envisioned that the sample frame will be sufficiently representative of the entire county such that it will be possible to geographically stratify results and analyze them by county commission districts.

Once the survey has been finalized and an appropriate sample of households has been acquired, the team will prepare for conducting the survey interviews by programming the instrument and training interviewers and supervisors in the proper methods of conducting the telephone interviews to complete the surveys. The telephone interviews then will be completed by 500 respondents resulting in an overall estimated margin of sampling error of  $\pm 4$  percent. After completion of the survey administration effort, the interview results will be processed and checked for completeness and consistency. The final, cleaned survey response database then will be used to conduct frequency and selected cross-tabulation analyses. The results of these analyses will be documented in summary form, along with associated

tables, graphics, and pertinent interpretations, and incorporated into the study's final presentations.

Schedule: Completed in April 2013.

### **On-Board Survey**

The Consultant Team will conduct an on-board survey of 10 percent of BCT's scheduled fixed-route bus trips to obtain information related to the attitudes, preferences, and habits of current riders for market research purposes (i.e., the survey will not be specifically geared for model input or validation). The on-board survey methodology and implementation will be coordinated closely with BCT staff to ensure that study objectives are met and data collection efforts are efficiently integrated with BCT operations.

In addition, the survey form will be developed in conjunction with the Executive Committee and will draw on BCT's 2009 Comprehensive Operational Analysis survey questionnaire to promote consistency of questions and response cohorts. This will facilitate subsequent comparative analysis of results over time. Prior to beginning the on-board survey process, the Consultant Team staff will meet with BCT operations staff to ensure a clear understanding of the methodology, process, and timeframe.

Based on current ridership levels, it is expected that the Consultant Team will print and distribute up to 20,000 on-board survey instruments to bus patrons to cover at least 10 percent of all routes and runs for all times of day for a representative weekday, Saturday, and Sunday of service. The survey will be scheduled to account for peak-season activity in the county and ensure no conflicts with school breaks or holidays. The survey forms will be printed on card stock in English and, as necessary, a limited run will be printed as Spanish, Portuguese, and Haitian/Creole translation versions.

The Consultant Team will recruit and train survey personnel and assign them to survey runs during the course of a one- or two-week period for survey distribution.

Schedule: Completed in March 2013.

### **Presentation Boards**

The Consultant Team will develop presentation boards for use as permanent and mobile exhibits for the project. Temporary exhibits can be provided for venues such as churches, civic associations, and community organization meetings. Materials will encourage observers to visit the project website.

Schedule: Continuous throughout project.

### **Media Relations**

The Consultant Team will develop a list of media contacts related to this effort. As project milestones are accomplished and public outreach events scheduled, the Consultant Team will work with BCT's public relations team to distribute press releases to this list. The list will include community-based, local, and regional media as well as county public information offices and government access channels. Press releases will be provided to BCT staff in advance of release for approval.

Schedule: Continuous throughout project.

### Community Drop-Ins

The Consultant Team will host six community drop-in events that are open to the public. There will be two rounds of three events which will be spread across the county to achieve geographic diversity. Content will be developed in consultation with BCT staff. Other governmental organizations may piggyback on our events by displaying information.

Schedule: Completed in March and May 2013.

### Community and Civic Organization Outreach

The Consultant Team will work with BCT staff to identify community groups that should be educated concerning the TDP process. Community and civic organizations include churches, homeowners associations, and civic organizations such as Kiwanis, Rotary Club, and Tower Forum. Once identified, the Consultant Team will work with the organization to arrange for a presentation or other outreach activity regarding the TDP. Attendance at other events, such as farmer’s markets, may be used to reach a wide variety of individuals.

Schedule: Continuous throughout project.

### Meetings and Presentations

Throughout the life of the project, the Consultant Team will host meetings and presentations with the ARC, FDOT, MPO Board and committees, Public Transportation Advisory Committee (PTAC), Board of County Commissioners (BCC), Workforce One, and others. Table 3 provides a projection of when specific meetings and presentations will take place.

**Table 3 Meeting Schedule**

	March	April	May	June	July	August	September	October
ARC	√		√		√			√
BCC		√				√		
FDOT	√		√		√			
MPO Board*		√					√	
MPO Committees*		√				√		
PTAC		√				√		
Workforce One					√			
Other Meetings	TBD in coordination with BCT staff							

\*Agency update

## 3.3 DOCUMENTATION

A summary of each public involvement event will be completed directly after each event. These summaries will be compiled into a single document at the end of the process. Appendix A contains a copy of the Public Involvement Summary Form.

## 3.4 TITLE VI

Under Title VI of the Civil Rights Act of 1964, as amended, as recipients of federal financial assistance, the Broward County Board of County Commissioners, without regard to race, color, or national origin,

operate and plan for transit services so that: transit benefits and services are available and provided equitably; transit services are adequate to provide access and mobility for all; opportunities to participate in the transit planning and decision-making process are open and accessible and that remedial and corrective actions are taken to prevent discriminatory treatment of any beneficiary.

In accordance with BCT's Title VI Program, ensuring meaningful participation of minority and low-income populations throughout the TDP process is a major objective of this PIP. The following steps will be taken to provide meaningful access and participation of our Title VI protected populations.

- The demographic composition of our ARC will represent the diversity of Broward County.
- Stakeholder interviews, focus groups, and meetings will be conducted with organizations and qualified representatives that can articulate the transportation needs of low-income, minority, disabled, and transportation disadvantaged populations.
- On-board rider surveys will be created with a Title VI emphasis to give BCT a deeper understanding of the needs of our minority and low-income passengers. The information collected in these surveys also will be utilized when assessing the impact of future major service changes with respect to our Title VI protected populations.
- Involvement from grassroots and local organizations such as churches, homeowner associations, social, and professional organizations will be encouraged.
- Meeting locations and times will be sensitive to the needs of each community to ensure access and participation by as many people as possible.
- TDP materials will be available online and in printed form in multiple languages including English, Spanish, Haitian/Creole, and Portuguese.
- A notification that includes the protections under Title VI of the Civil Rights Act of 1964, as amended, will be included at each outreach event.

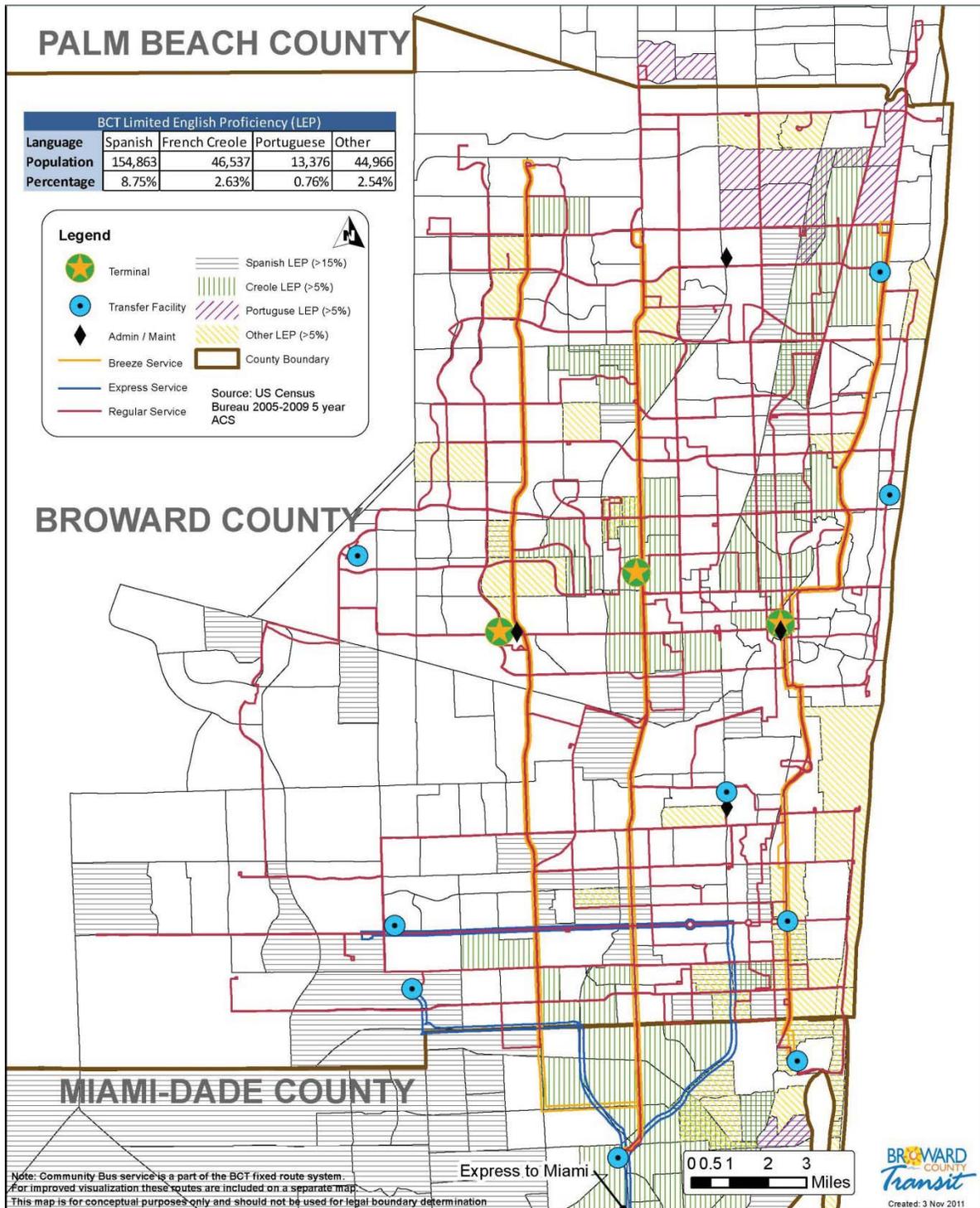
### ***3.5 SPECIAL OUTREACH***

Because there are groups of individuals who may not be able to participate easily in conventional public outreach events, the project team will offer opportunities for them to participate. Some individuals may have difficulty attending an event due to disabilities, lack of transportation, lack of childcare, etc. These individuals also may have difficulty accessing content on the internet either due to a disability or lack of access. The iTownHall meetings will allow those who cannot attend in person or access information through the website to participate in the process.

### ***3.6 LIMITED ENGLISH PROFICIENCY***

BCT is concerned about gathering input from individuals with limited English proficiency (LEP). To the extent possible, the Consultant Team will make Spanish-speaking individuals available to assist with public outreach events. The Consultant Team will translate the most pertinent materials (e.g., project fact sheet, project map, surveys) into Spanish, Portuguese, and Haitian/Creole. When translating surveys for the on-board effort, the Consultant Team will use Figure 2 to assist in determining when a greater number of non-English surveys are needed and in what language.

Figure 2 BCT: LEP Populations



The website also will indicate that individuals may e-mail questions and comments in Spanish, Portuguese, or Haitian/Creole. Questions will be responded to in these respective languages, and comments will be translated into English and recorded. The Consultant Team will also make patrons aware that the BCT TDP website uses Microsoft Translator and Google Translate, which translate web-based content into the language of your choice.

Should an individual be interested in providing input at an event and the Consultant Team cannot accommodate their need for a language other than English, the Consultant Team will try to ask the individual to email the TDP email address setup for BCT TDP's use. After receiving written comment, it can be translated and addressed.

To ensure representation by these community members in the process, the project team will include representatives from these groups in the stakeholder database.

#### **PROTECTIONS OF TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 AS AMENDED**

Any person or group(s) who believes that they have been subjected to discrimination because of race, color, or national origin, under any transit program or activity by Broward County Transit (BCT), may call (954) 357-8481 to file a Title VI discrimination complaint or write to Broward County Transportation Department, Compliance Manager, One N. University Drive, Ste 3100A, Plantation, Florida 33324.

(This page intentionally left blank.)

## Section 4: Performance Evaluation Measures

### 4.1 PERFORMANCE EVALUATION MEASURES

The following performance measures will be used to measure the effectiveness of BCT public outreach efforts with regard to the TDP.

Public Involvement Goal	Strategy	Objectives	Measures	Targets
<p><b>Goal 1: Early and Consistent Involvement</b> Involve riders, the public, and stakeholders early and regularly in the project.</p>	<ul style="list-style-type: none"> <li>• Stratify a variety of public involvement and outreach activities to provide opportunity throughout the project</li> <li>• Increase the number of individuals providing input and requesting information as the project progresses through development</li> <li>• Increase the number of opportunities provided to participate as the project progresses through development</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and maintain a public involvement schedule that includes a variety of activities throughout the duration of the project</li> <li>• Catalog the number of interactions throughout the project. Interactions are defined as input received through face-to-face communication with a TDP team member, completion of a TDP survey, emailing a question, etc.</li> <li>• Catalog the number of opportunities provided to participate throughout the project. Providing an opportunity to participate is defined as one-way communication between the TDP Team and the potential participant.</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule adherence</li> <li>• Number of interactions</li> <li>• Number of opportunities provided to participate</li> </ul>	<ul style="list-style-type: none"> <li>• Zero cancelled events</li> <li>• Greater than 5,000 interactions</li> <li>• Greater than 10,000 opportunities provided to participate</li> </ul>

## Section 4: Performance Evaluation Measures

<p><b>Goal 12: Opportunity</b> Provide all BCT riders, citizens, and stakeholders with the opportunity to participate throughout the project, including those in traditionally under-represented populations, such as youth, persons with disabilities, older adults, or those who have limited English proficiency (LEP).</p>	<ul style="list-style-type: none"> <li>• Provide multiple opportunities for input so that if a person cannot attend a meeting or activity in person, he/she can still provide input via the website or a secondary forum</li> <li>• Ensure participation from people who live in all parts of the county</li> <li>• Provide opportunity for traditionally under-represented groups to participate</li> </ul>	<p>Examples include sending out newsletters, posting TDP material on a website, posting a TDP notice in a newspaper, etc.</p> <ul style="list-style-type: none"> <li>• Establish project-specific email address so participants can submit comments and questions any time.</li> <li>• Request ZIP code information from all public involvement participants</li> <li>• Identify under-represented groups early in the process and include members in the stakeholder database</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of a project-specific email address</li> <li>• Map ZIP code data from time-to-time throughout the project to ensure input is from individuals geographically distributed throughout the county</li> <li>• Number of members of the stakeholder database that fall into an under-represented group</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance of a project-specific email address throughout the duration of the project. Review comments and questions received.</li> <li>• Participation from at least 90% of all ZIP codes with at least 20 or more participants from 50% of the ZIP codes</li> <li>• Greater than 5% of stakeholder database members are members of an under-represented group</li> </ul>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## Section 4: Performance Evaluation Measures

<p><b>Goal 3: Information and Communication</b></p> <p>Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to the project as it progresses.</p>	<ul style="list-style-type: none"> <li>• Provide opportunity for non-English speaking individuals to participate</li> <li>• Provide opportunity for persons with disabilities to participate</li> <li>• Provide information in accessible format</li> <li>• Provide regular updates on the TDP's progress</li> </ul>	<ul style="list-style-type: none"> <li>• Provide printed survey materials in English, Spanish, Portuguese, and Haitian/Creole</li> <li>• Provide translators at meetings where persons with LEP are expected</li> <li>• Provide a language translation function on TDP website</li> <li>• Ensure in-person events are held at locations accessible by at least one transit route and are ADA accessible</li> <li>• Provide printed copies of materials when requested by those who do not have access to the internet.</li> <li>• Provide summaries of technical information in a format that is easily understood by the public</li> </ul>	<ul style="list-style-type: none"> <li>• Percent of completed alternative language surveys</li> <li>• Number of individuals not served due to lack of translation services</li> <li>• Number of languages the website can be translated into</li> <li>• Percent of events held at locations accessible by at least one transit route and are ADA accessible</li> <li>• Number of individuals not provided printed copies when requested</li> <li>• Percent of TDP technical documents summarized in easy-to-understand brochures</li> </ul>	<ul style="list-style-type: none"> <li>• Greater than 4.6% of returned surveys are alternative language surveys (based on percentage of households where no one over age 14 speaks English.</li> <li>• Zero people turned away due to lack of translation services</li> <li>• Greater than four alternative languages</li> <li>• 100% of all events are held at locations accessible by at least one transit route and are ADA accessible</li> <li>• Zero individuals not provided printed copies when requested</li> <li>• At least four technical documents summarized in easy-to-understand brochures</li> </ul>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## Section 4: Performance Evaluation Measures

	<ul style="list-style-type: none"> <li>• Provide opportunities for the public to ask questions</li> </ul>	<ul style="list-style-type: none"> <li>• Update the TDP website on a regular basis</li> <li>• Establish means for the public to submit questions via the website and in-person</li> <li>• Provide comment forms that participants can submit in writing or via website during the TDP process</li> <li>• Assess whether or not the goals of this PIP have been met</li> </ul>	<ul style="list-style-type: none"> <li>• Frequency of updates to the TDP website</li> <li>• Percent of questions responded to within two business days</li> <li>• Percent of public outreach opportunities where comment cards are provided</li> <li>• Percent of goals met by the conclusion of the TDP process</li> </ul>	<ul style="list-style-type: none"> <li>• Update the TDP website more than once per month</li> <li>• Greater than 90% of questions responded to within two business days</li> <li>• Greater than 25% of public outreach opportunities have comment cards available</li> <li>• Greater than 75% of goals met by the conclusion of the TDP process</li> </ul>
<p><b>Goal 4: Range of Techniques</b> Use a broad-spectrum of techniques to gather input from a diverse population within the project area</p>	<ul style="list-style-type: none"> <li>• Provide opportunity for the public to critique public involvement opportunities</li> <li>• Employ the techniques identified in this PIP to provide a broad range of opportunities</li> </ul>			

The form on the following page will be used after each public involvement event to describe the outreach undertaken and the input received.

(This page intentionally left blank.)

**<Meeting Title> Summary**

Date  
Time  
Location/Address  
Type of Event

***PARTICIPANTS:***

<Name, Affiliation>

***SUMMARY:***

<Summary of activities>

***ACTION ITEMS:***

<Summary of action items>

***PERFORMANCE EVALUATION:***

How many people participated?

Was the event location ADA accessible?

Was the event location served by at least one transit route?

Were materials provided in a language other than English?

Were comment cards provided at this event?

(This page intentionally left blank.)