

# 2022 PARTICIPATION PLAN EVALUATION UPDATE

---

## Update on Implementation

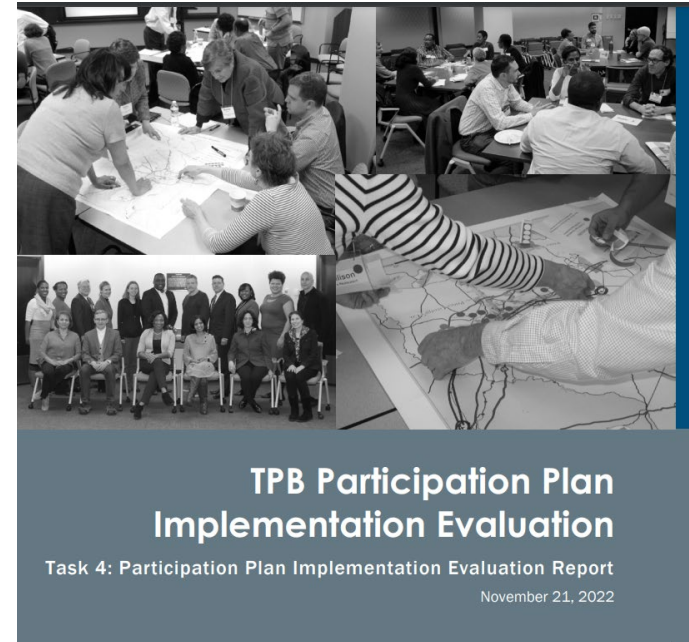
Marcela Moreno  
TPB Transportation Planner

June 15, 2023



# Background

- TPB contracted with Foursquare ITP to review TPB's public participation activities from 2019 - 2022.
- Staff began implementation in December 2022 on a rolling basis



Prepared for:



National Capital Region  
Transportation Planning Board

Prepared by:



FOURSQUARE ITP



# Completed Recommendations Overview

- Updated various webpages to reflect current practices
- Provided resources and updates to advisory committee webpages
- Utilized boosted posts on social media and TPB Public Comment listserv to promote opportunities for engagement
- Published the Participation Plan Evaluation and created evaluation tools
- Clarified the public's role in virtual/hybrid TPB and committee meetings



# Recommendations Under Consideration

---

- Access and Language Translation
- Equity and Public Participation
- Input from Diverse Perspectives
- TPB's Participation Plan



# Access and Language Translation

Recommendation	Status
Identify a professional translation vendor who understands technical transportation issues to assure accurate translation	<ul style="list-style-type: none"><li>• Currently, several Spanish-speaking staff review translated documents for accuracy. Staff will continue to identify translation vendors.</li></ul>
Identify high-profile documents and announcements that are candidates for translation into Spanish or other frequently spoken languages across the region	<ul style="list-style-type: none"><li>• Staff is considering translating the LRTP Executive Summary and announcements related to federally required public comment periods.</li></ul>
Continually review and identify documents that could be summarized onto or converted to webpages for easier access and automatic translation	<ul style="list-style-type: none"><li>• TPB staff continue to explore the feasibility of incorporating documents directly onto webpages.</li></ul>



# Equity and Public Participation

Recommendation	Status
Exploring the feasibility of oversampling EEAs for surveys	<ul style="list-style-type: none"><li>• TPB oversamples jurisdictions with higher concentrations of low-income people and people of color due to lower response rates. We are considering the feasibility of oversampling EEAs.</li></ul>
Develop objectives and measures related to equity and track them to ensure equity is woven into TPB products and activities	<ul style="list-style-type: none"><li>• Recent equity work includes updating EEAs with new ACS information and exploring Justice40 impacts. Staff continues researching how to incorporate equity into TPB products.</li></ul>

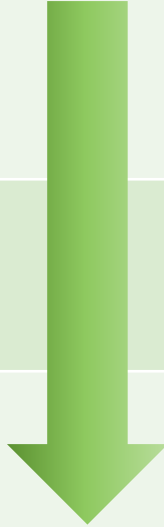


# Input from Diverse Perspectives

Recommendation	Status
Offering pre- and post-incentives for surveys and focus groups	<ul style="list-style-type: none"><li>• TPB previously offered post-incentives for surveys and paid focus group participants. TPB will continue to consider this for future opportunities.</li></ul>
Proactively providing accommodations like captioning, ASL, or Spanish interpretation, etc.	<ul style="list-style-type: none"><li>• TPB offers these accommodations by request and will consider them for future public events.</li></ul>
Plan events to happen at different times of day/days of week, and different geographic locations	<ul style="list-style-type: none"><li>• TPB staff will consider different times/days, and geographic locations for future public events.</li></ul>
When planning engagement for a plan update, schedule a mix of in-person and virtual engagement opportunities	<ul style="list-style-type: none"><li>• TPB staff will consider this recommendation while planning for the next plan update engagement.</li></ul>



# TPB's Participation Plan

Recommendation	Status
Consider editing the second policy goal to include 'equitable access'	<ul style="list-style-type: none"> <li>Under consideration for the next Participation Plan update</li> </ul>
Consider editing the fifth policy goal to clarify TPB solicits input from the public on regionwide policy matters	
Consider including a process in the Staff Guide where staff highlight changes to products based on input	
Update the Participation Plan and Title VI to reflect current hybrid/virtual practices and TPB News publication frequency	



# Next Steps – Website and Social Media

---

- Update and rename the 2008 Citizen’s Guide and update the Public Involvement Process website to explain how the public can get involved at the local and regional level
- Provide consistent language about live comment opportunities across committees
- Promote TPB’s social media in more places on the website
- Change the name of the ‘Requirements’ webpage on the Visualize website to be ‘About the Plan’, and add a new header for ‘Glossary’ and add more terms to the list that exists
- Create staff resources to ensure public-facing materials are written in plain language



# Next Steps – Advisory Committees

---

- Revise the CAC report out to be more interactive
- Stating whether CAC/AFA agenda items are informational or seek input
- Produce an annual memo summarizing how CAC or AFA input has influenced TPB decisions or documents



# Next Steps – Participation Evaluation

---

- Create an evaluation template for public participation activities
- Embed evaluation of participation plan activities in project work plans
- Consistently share Participation Plan with staff and consultants working with the public



## Marcela Moreno

TPB Transportation Planner

(202) 962-3273

[mmoreno@mwkog.org](mailto:mmoreno@mwkog.org)

[mwkog.org/TPB](http://mwkog.org/TPB)

---

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002



National Capital Region  
**Transportation Planning Board**