

EVALUATION OF THE TPB'S PARTICIPATION EFFORTS IN 2015

Background & Approach

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Why conduct an evaluation?

An evaluation allows staff to periodically reflect on past activities and use information to suggest new more effective ways to carry out those activities in the future. An evaluation can help identify areas for improvement and ultimately help realize goals more efficiently.



Background

Participation Plan

The 2014 update to the TPB's *Participation Plan* calls for an annual evaluation of participation activities. This evaluation is intended to inform the annual update to the Unified Planning Work Program (UPWP).

Federal Certification Review

The 2014 federal certification review recommended that an evaluation of participation activities include:

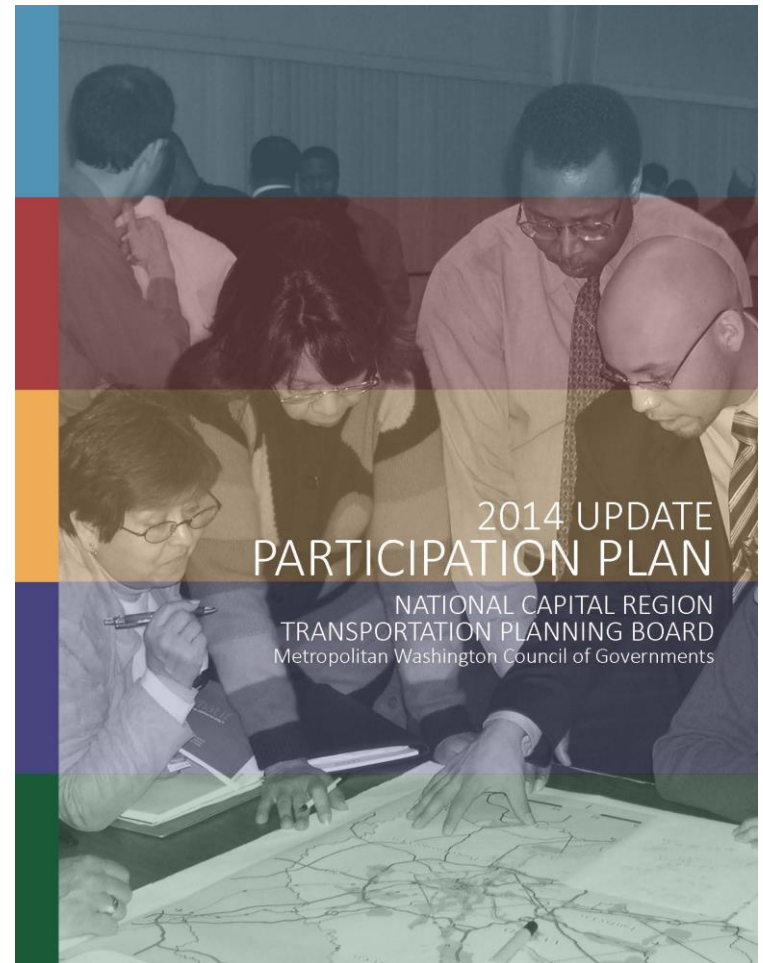
1. Formalize evaluation of the TPB's effectiveness at engaging the public in the region
2. Compile participation and engagement data using a centralized tool
3. Use that data to formulate goals, objectives, targets, and indicators to improve participation activities at the TPB



Background

The 2014 update to the TPB's *Participation Plan* includes:

- Policy statement
- Policy goals
- Participation strategy
- A description of constituencies
- Activities through which staff strive to realize the goals



Background

Policy Statement

It is the policy of the TPB to provide public access and involvement under a true collaborative planning process in which the interests of all stakeholders— public and private—are reflected and considered. Accordingly, it is the TPB's intent to make both its policy and technical process inclusive of and accessible to all stakeholders.



Background

Policy Goals

The TPB believes that public input into its process is valuable and makes its products better. Regional transportation planning cannot, and should not, be based simply upon technical analysis. The qualitative information derived from citizen involvement is essential to good decision-making.

- Communicate effectively with appropriate audiences
- Provide clear and open access to information and participation opportunities
- Gather input from diverse perspectives
- Respond meaningfully to public comments and feedback
- Promote a regional perspective

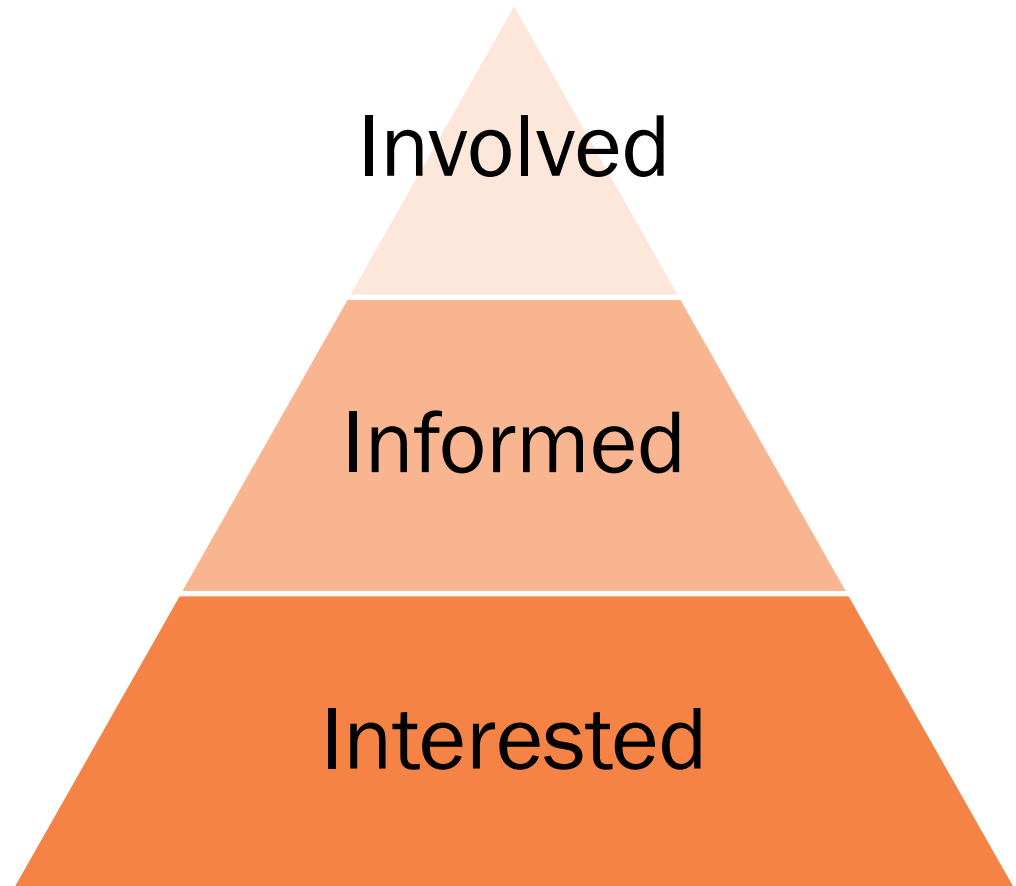
See handout for more detail on the policy goals.



Background

Participation Strategy

The key method for the implementation of this Participation Plan is the identification of different types of constituencies who possess varying levels of knowledge about and interest in transportation and the TPB process. The Participation Strategy provides a framework for tailoring public involvement tools and activities to serve the diverse needs of these constituencies.



See handout for more detail on the constituencies.



Background

Activities

It is the policy of the TPB to carry out the following participation activities in support of the policy statement and policy goals. In some cases, the way activities are carried out must be tailored to the needs of one or more of the constituencies identified in the Participation Strategy. The differing needs of each of the constituencies are a result of varying levels of engagement in the regional transportation planning process and awareness of regional transportation issues.

- Public Comment
- Open Public Meetings
- Committees
- Documents
- Publications
- Websites & Social Media
- Outreach and Training



Approach

The goal of this evaluation is produce a report that responds to the 2014 *Participation Plan* and federal comment by:

- Documenting participation activities led by TPB staff in 2015
- Assessing the effectiveness of those activities
- Suggesting ways to improve future participation activities



Approach

The plan is to conduct an initial baseline evaluation of participation activities in 2015 using the following approach. Each year the evaluation will be supplemented with data from the following calendar year (2016, 2017). Every three years a more thorough evaluation will be conducted that includes additional stakeholder engagement.

1. State the policy goals from the *Participation Plan* and identify participation activities led by staff in 2015 that apply to each goal
2. Identify qualitative and quantitative data sources that can be used to measure or demonstrate the effectiveness of the participation activities



Approach

3. Conduct a staff self-assessment how effectively the participation activities conducted in 2015 meet the participation goals
4. Conduct outreach with stakeholders to compile an external assessment of how effectively participation activities meet the participation goals
5. Develop recommendations and measures to help improve the effectiveness of the TPB's participation activities



Approach

Although the evaluation is primarily a tool to be used by TPB staff to improve participation activities, it is important to share the findings and resulting recommendations with key participants in the TPB process.

Some of these groups will be consulted during the evaluation.

The final report will be shared with the TPB's Technical committee, the CAC and AFA, and the board.



How can the CAC help?

- CAC will be briefed multiple times throughout the process
- CAC input is a crucial part of the stakeholder assessment
- Option to create a CAC subcommittee to work more closely on the evaluation



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