

TPB PARTICIPATION PLAN IMPLEMENTATION EVALUATION

TPB Community Advisory Committee, December 15, 2022



BACKGROUND AND PURPOSE

- TPB contracted with Foursquare Integrated Transportation Planning, Inc. (Foursquare ITP) through ICF to conduct a review of the TPB's public participation implementation activities from 2019-2022.
- The final report documents the research effort, findings, and recommendations from Foursquare ITP's evaluation.
- This presentation provides an overview of the report and highlights key findings that are relevant to the CAC.

RESEARCH APPROACH

- Material Review
 - Participation policies and goals
 - Public outreach activities
 - Ongoing
 - Visualize 2045
- Focus Groups
- Rubric Evaluation
- Recommendations



RESEARCH APPROACH

- Material Review
- Focus Groups
 - Community Advisory Committee
 - Access for All Advisory Committee
 - TPB Technical Committee
 - Project Implementation Staff
- Rubric Evaluation
- Recommendations



RESEARCH APPROACH

- Material Review
- Focus Groups
- Rubric Evaluation
 - Public Participation Plan
 - Policy Goals
 - Principles for Engagement
 - Title VI Program and Plan
 - COG Accommodations Policy
- Recommendations



RESEARCH APPROACH

- Material Review
- Focus Groups
- Rubric Evaluation
- Recommendations
 - Status updates on recommendations from the 2019 evaluation provided by TPB staff
 - New recommendations regarding:
 - Purpose and goals of public participation
 - Current practices and tools
 - New strategies, approaches, and tools



SELECTED OBSERVATIONS AND RECOMMENDATIONS



Evaluation Factors



Observations



Recommendations

EVALUATION FACTORS

(Policy Goals From Participation Plan)



CONSIDERATION AND RESPONSE TO INPUT

Give consideration to input received and respond meaningfully. The TPB will give thoughtful consideration to how public input might affect its decisions and how input might improve TPB plans and products. The TPB will acknowledge the comments that were received and how they were considered.

CLEAR AND OPEN ACCESS TO INFORMATION AND ACTIVITIES

Provide clear and open access to information and participation opportunities. The TPB will work to improve access to technical and planning information and, where appropriate, tailor that information to be accessible to more constituencies. Opportunities for participation in TPB meetings and in committee meetings will be clearly defined and provided at each meeting.

OBSERVATIONS



- CAC members expressed concerns about:
 - How the TPB considers and acts upon CAC reports
 - Communication between the TPB and CAC
 - Clarity of purpose of agenda items/discussions that the CAC has
 - Explicit opportunities for CAC input on current TPB activities
 - CAC awareness of mailing list resources to stay up-to-date on TPB activities
- Outside of the current application period, the CAC webpage did not include information about joining the committee

RECOMMENDATIONS



- In ongoing consultation with the TPB Chair, discuss which matters taken up by the TPB could benefit from more input by CAC and/or AFA.
- Revise the CAC reporting mechanism at TPB meetings to enable more interactivity.
- Inform CAC and AFA members of TPB activities set to take place over the next year so members can have enough advance notice to research the initiatives and provide beneficial input that could reasonably be incorporated into TPB work when appropriate.
- When information is shared with each committee, clearly state whether the purpose is solely to inform them or if the TPB seeks input from the committee receiving the presentation.
- Provide opportunities for CAC members to join other TPB subcommittees and task forces.

RECOMMENDATIONS



- When CAC members join, and on an annual basis, provide information about what TPB mailing lists are available for them to join and how to sign up.
- Provide more information on the CAC web page about the committee's purpose, how to get involved, when the next rotation of members will be, and what factors are considered when selecting new members.
- Expand the recruitment campaign for CAC membership. This could include using existing social media channels and paying for boosted posts or ads or utilizing jurisdictional PIOs and other regional contacts to spread the word about the opportunity.

EVALUATION FACTOR: GATHERING INPUT FROM DIVERSE PERSPECTIVES

(Policy Goal From Participation Plan)



Gather input from diverse perspectives. The TPB will encourage participation from diverse constituencies and will provide for discussion about transportation issues that are responsive to the interests of different constituencies.

In addition to encouraging input from people with different racial, ethnic, and linguistic backgrounds, the TPB will seek the perspectives of people who use all transportation modes and come from all areas of the region.

OBSERVATIONS



- From the AFA focus group:
 - “I think TPB has done an incredible outreach job of being more inclusive and meeting people where they are.”
- From the TPB Technical Committee focus group:
 - “While difficult, so much more can be done as these are often the groups that require the most effort to reach and enable attendance at meetings, etc. Every effort must be made to get input from historically disadvantaged communities and [those with the greatest] need.”
- Visualize 2045 survey consultants noted that more people could be incentivized to participate in surveys in the future with a post-incentive in addition to the pre-incentive that was used this past time.
- Focus group participants discussed the need for varied meeting times for those with different work schedules.

RECOMMENDATIONS



- Offer both pre- and post-incentives for taking surveys or participating in focus groups.
- Explore the feasibility of oversampling Equity Emphasis Areas for surveys.
- Proactively provide accommodations like captioning, ASL or Spanish interpretation, etc.
- Always provide a virtual participation opportunity for meetings.
- Plan events to occur during a variety of times of the day and days of the week.

EVALUATION FACTOR: PROMOTING A REGIONAL PERSPECTIVE

(Policy Goal From Participation Plan)



Promote a regional perspective. The TPB will communicate how regional transportation planning plays a vital role in coordinating planning activities on many levels. The TPB will also work to connect the public to where their input can have the biggest impact, which is often on the local or state level.

OBSERVATIONS



- This goal did not generate much discussion during the focus groups, which was potentially due to the goal being unclear or difficult to measure/assess.
- A topic of discussion in the TPB Technical Committee focus group:
 - *“It's hard for TPB to respond meaningfully to comments when comments often focus on projects, but project development is more the role of local and state agencies. It's rarely appropriate for public comment at TPB to overrule local processes.”*
- “A Citizens Guide to Transportation Decision Making in the Washington Metropolitan Region” describes the TPB’s role in regional transportation policy.
 - The information in this publication is not readily available on the TPB’s website where people interested in public participation may find it.

RECOMMENDATIONS



- Consider editing the policy goal to clarify that the TPB solicits input from the public on regionwide policy matters.
 - Add a sentence following the first sentence, to read: “Solicit input and facilitate discussion on regionwide policy matters.”
 - This will help clarify that the TPB solicits input from the public on regional matters at a policy-level, which can help manage expectations and clarifies the role that the public will be playing.

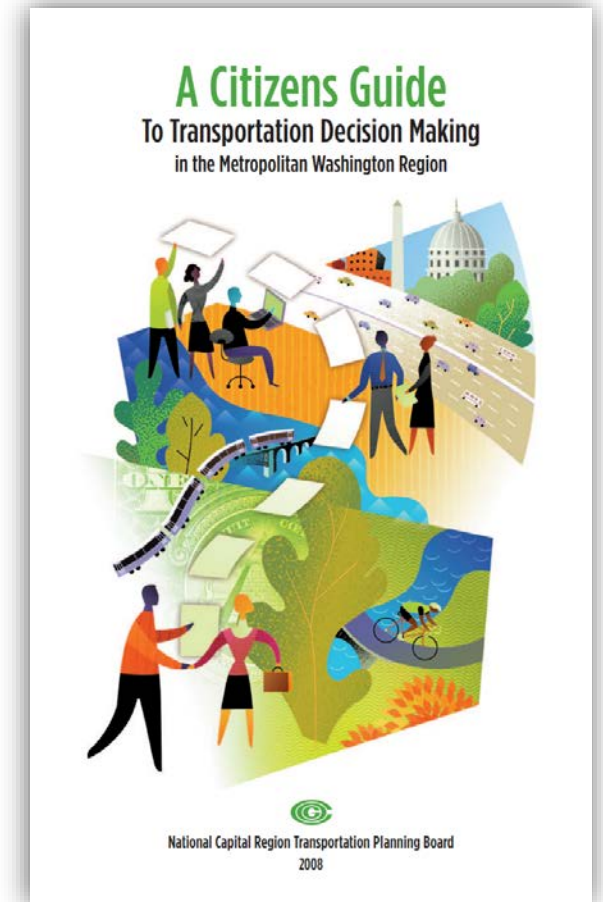
The goal with the recommended addition would read:

Promote a regional perspective. The TPB will communicate how regional transportation planning plays a vital role in coordinating planning activities on many levels. **Solicit input and facilitate discussion on regionwide policy matters.** The TPB will also work to connect the public to where their input can have the biggest impact, which is often on the local or state level.

RECOMMENDATIONS



- Explain on the TPB website how the public can get involved at the local and regional level in the context of the regional transportation decision making process.
- Capture the most relevant points from “A Citizens Guide to Transportation Decision Making in the Washington Metropolitan Region” on the TPB website so people can better understand where their input is most appropriate and will be most effective.





TPB STAFF UPDATE

Q&A AND DISCUSSION

