

APPENDIX K:

Public Participation Plan

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CRTPA Regional Mobility Plan

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1. Introduction and Background

The Capital Region Transportation Planning Agency (CRTPA), the designated Metropolitan Planning Organization (MPO) for the Tallahassee area, is undertaking the update of its Long Range Transportation Plan which is required by federal and state law. The traditional approach in meeting the long range plan update requirements is focused primarily on how to move vehicles quickly and efficiently within and through the area. This approach attempts to develop solutions to “fix” immediate problems without examining the full impacts and ramifications of the solution. Each identified “fix” affects some other aspect of the community and what may be an “improvement” at one location can have detrimental effects at another, or may have unintended long term implications. In addition, in typical updates, transit is often viewed as an add-on to the transportation system and the provision of mobility.

The CRTPA, in recognition of the need to break the traditional pattern of a singular focus on the movement of motorized vehicles and the future problems caused by developing solutions in a vacuum, will employ a different approach to this update. Partnering with StarMetro, the transit agency for Tallahassee and Leon County, this update process will incorporate transit as an integral element in addressing mobility.

The CRTPA and StarMetro will utilize a more holistic planning approach, considering transportation issues from a global, integrated and strategic perspective that is multimodal in scope and based on community values identified through an intensive visioning and public participation process. This effort will be an inclusive and cooperative planning process that is fully coordinated with other ongoing planning and visioning initiatives within the region and encompasses and integrates all modes into a comprehensive transportation plan. Through this planning process, all CRTPA members will focus on access and mobility, making critical decisions that will shape the future of the region.

2. Plan Context

Project Purpose

The development of the Regional Mobility Plan (RMP) is focused on accomplishing two major goals. One goal is to update the Long Range Transportation Plan in order to meet the federal and state transportation planning requirements. The RMP will meet all of the requirements mandated by the federal transportation legislation (*Safe Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users* or *SAFETEA-LU*) and will encompass the identified planning factors outlined in the legislation.

The next goal is the development of a regional transportation plan that will provide a sustainable foundation for future growth and needed mobility in the region. As mentioned above, the development of the RMP does not follow a traditional process for updating a long range transportation plan. This effort will focus on the movement of people and goods, rather than the movement of vehicles. The process will be multimodal in scope and incorporate freight, transit, bicycle and pedestrian modes as equal partners with automobile travel. The focus will encompass connectivity of all networks and the accessibility of all modes to residents and visitors within the region. The RMP will provide a sustainable transportation system, built on the integration of transportation and land use.

Study Area

Because mobility issues and needs are not confined to jurisdictional boundaries and the growth this is occurring, and expected to occur, in the region, the development of the RMP will focus on a broader region than the CRTPA designated area. The study area, shown in Figure 1, will encompass Leon, Gadsden, Wakulla and Jefferson Counties and the municipalities within those counties. It is fully recognized that each of these counties and their communities have special characteristics that make them unique and a critical element of the planning effort will be the preservation and enhancement of the character of each of these unique communities. The planning process will include input of local elected officials, staff, residents and other stakeholders in each of these counties and their communities to develop a mobility plan that addresses the transportation needs from both a regional and local perspective.

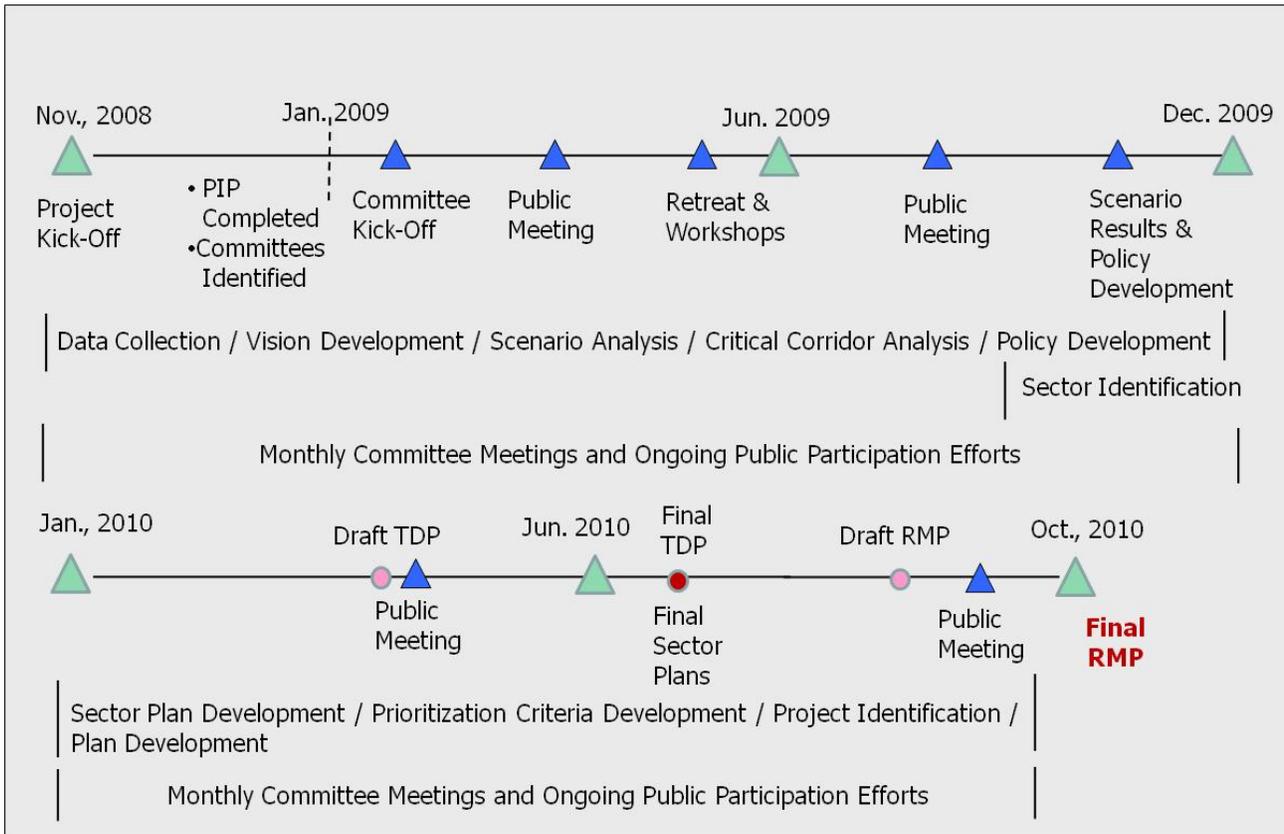
Figure 1. Regional Mobility Plan Study Area



Study Duration

The development of the RMP began in December, 2008 and is scheduled to be completed by October, 2010. The project schedule has a number of identified milestones and also includes four public meetings, regularly scheduled Stakeholder and Project Advisory Committee and Technical Subcommittee meetings, and workshops for local governments within the region. The general schedule for the planning process is shown in Figure 2.

Figure 2. Regional Mobility Plan Schedule



Relationship to Other Plans and Initiatives

There are several visioning initiatives that are currently underway in the region and coordination with these efforts is critical. *Our Region Tomorrow*, undertaken by the Greater Tallahassee Chamber of Commerce, is focused on crafting a unified vision for the future for Tallahassee-Leon County and the eight surrounding counties, transcending local and state political jurisdictions. Growth and development patterns and trends do not recognize political boundaries, and this regional effort is an attempt to develop a cohesive plan to address issues, such as transportation, water, wastewater and energy.

A second effort led by the City of Tallahassee Mayor’s Office is the Big Bend Regional Partnership (BBRP). This effort is taking a more focused look at the City of Tallahassee, Leon County and the surrounding counties in North Florida. This initiative is examining the services provided by local governments and the opportunities for collaboration and cooperation. These issues include regional mass transit, fire service, utilities, and broadband internet technology. Because of the significant intrinsic resources in the area, that include natural, historic, and cultural assets, this initiative is also examining a regional approach to, and the promotion of, ecotourism to diversity the region’s economy.

The *Our Region Tomorrow* effort and the BBRP initiative will provide a basic framework for the transportation vision of the region. The establishment of an overall vision and the development of community values focused on mobility and transportation will be accomplished in the Capital Legacy Project, which is a joint project between the Tallahassee-Leon County Planning Department, the Capital Region Transportation Planning Agency, and StarMetro. The project grew out of the need to update several long range planning documents as required by the state and federal governments. Rather than embarking on an exercise to merely meet the minimum requirements, the efforts were seen as an opportunity for the community to determine where it should be in the future and to incorporate that vision into the documents guiding the future growth and development in the community.

The result of this effort will be the development of the RMP, as well as a new mobility element for the Tallahassee – Leon County Comprehensive Plan, replacing the existing Transportation Element. With the inherent relationships between mobility and land use, significant revisions in the Land Use Element will also result.

In order for the RMP to be viable and implementable, there must be coordination with other existing plans and initiatives. These plans include the local government comprehensive plans, sector and corridor plans, and the Multimodal Transportation District that has been identified in the City of Tallahassee. In addition, coordination with other planning processes is also a critical element, such as the Florida Transportation Plan; FDOT's Strategic Intermodal System Plan and individual Modal System Plans (Statewide Transit Plan, Statewide Rail Plan, etc.).

Coordination with Established Policies and Procedures

As mentioned above, SAFETEA-LU, which was passed in 2005, is the federal transportation legislation that regulates the federal transportation planning process applying to MPOs and states as well as all federally funded projects. The legislation contains eight planning factors that must be incorporated within the transportation planning process and the resulting plan. Each plan is reviewed for compliance with SAFETEA-LU. The proposed planning process for completing the RMP ensures that these eight factors will be incorporated and that the final plan will be SAFETEA-LU-compliant, which enables funding to flow to the Capital Region without delay. In addition to compliance federal and state requirements, the planning process and resulting documents will follow any additional local requirements.

3. Project Tasks

The planning process has been broken into specific tasks that will be accomplished over the course of the project. These tasks include the following:

Identification and Analysis of Future Scenarios

Future scenarios will be developed as part of the planning process based on community values. These future scenarios and the accompanying analysis will be utilized as a tool to identify where different development patterns will lead in the future, the transportation impacts and the type of development needed to achieve the established vision.

Data collection will be undertaken to establish the existing conditions with regards to both transportation and land use. This data collection effort will begin at the first stages of the planning process and will be conducted concurrently with the completion of the Public Participation Plan and the other public participation activities.

Each scenario will be assessed for impacts on the transportation system, both roadway and transit network; environmental resources; cultural and historical resources; other infrastructure needs; land use; quality of life, such as access to resources and services; community character; and fiscal impacts, such as cost to provide services and returns on investments.

The preferred scenario will be identified through the Stakeholder and Project Advisory Committees, the local focus groups, and the members of the general public. Once the preferred scenario has been identified, the land use and development patterns and the supporting multimodal transportation infrastructure will be identified. This transportation infrastructure includes the roadway network, the freight network, the bicycle, pedestrian and trail/greenway network, and the transit network and services.

Corridor Identification and Analysis

The regional network will be examined and any gaps or missing links will be identified. The network will also be reviewed for any necessary revisions. The transportation corridors, which will include approximately ¼ mile buffer, will be stratified into a tier structure, identifying corridors as inter-regional; intra-regional/commuter; and local. This tier structure will also feed into the transit system and provide information for the development of the future system and types of services needed. Corridor concepts, focused on the accommodation of multiple modes and freight will be identified for the tiers and the network will be reviewed within the framework of these concepts to identify existing or future needs. The focus of the analyses will be on the inter- and intra-regional/commuter corridors. The local tier will be assessed at a broader level in support of the inter- and intra-regional/commuter tiers.

Sector Planning

There are a number of areas within the region that are growing rapidly and this growth has significant impacts on the transportation system and overall mobility within the area. Maintaining an effective transportation system requires an interconnected network that includes viable modal alternatives and is the key to supporting the upcoming development.

Sector plans focus in on a smaller study area and because of the smaller area, the planning process is much more detailed than at the regional level. The sector planning process identifies the infrastructure and facilities needed to support the future growth at build-out, and identifies strategies designed to minimize any negative impacts on the surrounding areas. Desired development densities and intensities are also identified in this process. In addition, the context or character of the area is recognized as an important element and, if desired, the sector plan identifies overlay district(s) that include design and architectural standards and requirements.

Development Community Interface and Coordination

The interface and coordination with the development community in this planning effort and scenario analysis is critical. In examining those cities with sustainable development patterns, the public spaces and corridors were identified by the public sector, and then the land was developed by private interests around those public spaces and along those identified public corridors. Coordination with the development community on identifying and implementing sustainable development patterns for the future is a key element in the planning process.

Policy/Strategy Development

The development of policies and strategies relating to transportation and land use will need to be identified in order to fully implement the future transportation network identified based on the preferred scenario, the sector plan results, and the overall final recommendations. These policies and strategies will be structured as guiding principles and will function as the implementation framework.

Project Identification and Prioritization

Based on the scenario, sector and corridor assessments, and within the framework of the guiding policies and strategies, specific projects will be identified that will move the region and its communities towards implementation of the long term vision. The identified projects will focus on the efficient movement of people and goods at all levels, from inter-regional to local travel; overall mobility and the completion of inter-connected and accessible multimodal networks. Projects will include roadway, bicycle and pedestrian, trails and greenways, and transit solutions. Identified projects will take into account the overall character of areas being served and will be structured to enhance and preserve environmental, cultural and historic resources.

Financial Analysis and Cost Estimation

In order to meet the requirements for a financially constrained plan, the funding expected to be available from the various sources for transportation projects must be identified. These funds and their sources will be identified for use in the planning and programming development.

Long Range Plan, Short Range Work Program and Transit Development Plan

The prioritized projects will be grouped to form the final long range transportation plan with the target year of 2035 for implementation of financially feasible projects in support of the long-term regional vision and the short term work program, which will form the Transportation Improvement Program. Because of the comprehensive nature of the planning process, projects within the same corridor will be grouped together. This information will also include, as available, information with regard to any upcoming or planned work within the corridor. This grouping by corridor will allow all projects that affect a particular facility in any way to be shown together and will also provide information on the most efficient and cost effective phasing of projects for the development of the short range work program.

In addition to the development of this long range plan and the short range work program, the required Transit Development Plan will also be developed.

Data Clearinghouse and Library

In addition to the development of the long range plan and short range work program, another product of the planning process will be a database of comprehensive, multimodal transportation information, including information about transit, trails and greenways, bicycle and pedestrian facilities, and standard traffic/transportation data. This data clearinghouse will provide a “one-stop shop” with regards to any type of transportation data. As standard data is updated during the typical process, the database will reflect those updates and will remain current and up to date providing a viable tool for easily obtaining any needed transportation data.

4. Public Participation Goals and Objectives

The non-traditional nature of this project requires some innovative and non-traditional approaches to the involvement philosophy, organizational structure, and implementation of participation activities. This project has some unusual characteristics which include:

- The study is regional in scope and includes a large number of political jurisdictions.
- The composition of the region varies widely, from urban areas to small communities and rural areas.
- The need to maintain the unique characteristics of each community while supporting the overall goals and values of the region.
- The number of stakeholders with a strong interest in the area is relatively large, although many of these stakeholders focus primarily on one component of the region; thus the stakeholder identification and strategies for inclusion must be all-inclusive in scope.

With these considerations in mind, the following goals and objectives have been identified. The goal statements are broad expressions of the desired state of involvement activities. Objectives are statements that express in more detail how each of the goals will be achieved.

- *Goal 1: Provide opportunities for stakeholders, citizens and interested parties to learn about and help shape policies and strategies through an active engagement process that is open, inclusive, and accessible and recognizes citizen and stakeholder perspectives.*
 - Objective 1.1: Provide learning and participation opportunities for anyone who chooses to be involved.
 - Objective 1.2: Develop partnerships with local governments, agencies, and other community organizations and interests.
 - Objective 1.3: Build credibility and trust among all stakeholders, citizens, and project participants.
- *Goal 2: To provide clear, accurate, timely, and useful information which can be transmitted through a variety of ways to reach stakeholders, citizens, and other interested parties.*
 - Objective 2.1: Use clear, non-technical language and understandable graphics to explain the technical aspects of the project.
 - Objective 2.2: Use a variety of media, including a website, fact sheets, presentation materials at public meetings, electronic mail inquiries, and other methods to exchange information about the project with interested parties,

especially prior to key decision points.

- Objective 2.3: Provide informational materials in a timely manner to allow sufficient time for stakeholders, citizens and other interested parties to properly consider and respond to the information.
- Objective 2.4: Find opportunities to reach out and obtain input from a broad and diverse spectrum of stakeholders, including the traditionally underserved populations that may not consistently participate in planning processes.
- Objective 2.5: Use methodology consistent with state strategies for satisfying public involvement under Title VI of the Civil Rights Act of 1964.
- *Goal 3: Provide mechanisms to receive input from stakeholders and citizens and integrate this information into the development of the project.*
 - Objective 3.1: Continuously monitor the progress of the technical analysis through team meetings, e-mails, and stakeholder involvement activities to systematically identify potential issues of concern to citizens and stakeholders.
 - Objective 3.2: Document issues and concerns received from stakeholders and citizens throughout the project.
 - Objective 3.3: Acknowledge the input on issues and concerns received from stakeholders and citizens during the project.
- *Goal 4: Continuously monitor the progress and effectiveness of the Public Participation Plan in communicating and receiving information among stakeholders, citizens, planning partners, and the project team.*
 - Objective 4.1: Conduct short questionnaires of those participating in the public participation activities on their understanding and level of satisfaction with the process.
 - Objective 4.2: Document the level of participation throughout the planning process by committee members and members of the general public.
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 - Objective 4.3: Solicit feedback from the Stakeholder and Project Advisory Committees and the Subcommittees on their level of satisfaction with the stakeholder coordination activities.
 - Objective 4.4: Solicit feedback from the Project Team on the level of satisfaction with the public involvement process.

5. Stakeholders and Participants

The development of the RMP will involve many participants, including community stakeholders and citizens from throughout the region, local governments and the MPO; and other interested parties. The wide range of interested parties and their areas of interest require an organized approach to stakeholder coordination. The following section describes the overall organization of the stakeholder coordination element of the project as well as the key players involved in the study.

Project Team

The Project Team includes the CRTPA, StarMetro and the Consultant Team. The Project Manager for CRPTA is responsible for the overall leadership of the project and is supported by other planning professionals from CRTPA who will provide technical support and guidance. StarMetro, as a partner in the project, has direct input into the guidance and direction of the project and will coordinate closely with CRTPA staff. Staff members from both CRTPA and StarMetro will also provide technical support throughout the planning process.

In an effort to coordinate with the many other planning and visioning efforts underway, the Tallahassee-Leon County Planning Department and representatives from Gadsden, Jefferson and Wakulla Counties are also key members of the Project Team and will provide technical support and coordination. The Project Team also includes members of the consultant team from RS&H, Sprinkle Consulting, and Quest, and includes the Consultant Project Manager, task leaders, and their technical team members.

Stakeholder Advisory Committee

In order to receive a wide variety of perspectives on the region, two advisory committees for this study have been identified. The first committee is the Stakeholder Advisory Committee, which is comprised of individuals who are directly involved in transportation and transportation planning throughout the region. This committee includes representatives from the following groups:

- County and City Administrations
- County and City Planning Departments
- Facilities Planning
 - Florida State University
 - Florida A&M University
 - Tallahassee Community College
- Public Works Departments
- BluePrint 2000
- Commuter Services of North Florida
- Apalachee Regional Planning Commission
- Florida Department of Transportation
- Federal Highway Administration

- Federal Transit Administration
- Florida Department of Management Services

Project Advisory Committee and Technical Subcommittees

Because of the diverse and inclusive nature of this planning process, and in an effort to maintain a workable committee size, the Project Advisory Committee is comprised of one representative from each Technical Subcommittee. The subcommittees have a broad and diverse representation of the community in order to provide the full range of perspectives with regard to transportation and transportation issues. Each of these subcommittees will have representatives with an in-depth understanding of, and can provide input on, the day to day issues faced by their areas of expertise in the provision of transportation infrastructure and services. The following Technical Subcommittees, each with a representative on the Project Advisory Committee, have been identified.

Technical Subcommittee: Environmental

- Growth Management Departments
- Florida Department of Community Affairs
- Tall Timbers Research Station and Land Conservancy
- Water Management District
- Audubon Society
- Sierra Club
- Canopy Roads Committee
- National Forest Service
- Energy Conversation (City)
- Big Bend Scenic By-Ways
- 1,000 Friends of Florida

Technical Subcommittee: First Responders

- Police Departments
- Sheriff Departments
- Fire Departments
- Local and State Emergency Management Agencies
- Emergency Medical Services
- Florida Highway Patrol
- Red Cross

Technical Subcommittee: Health

- Hospitals
- State and Local Health Departments
- Council on Physical Fitness
- American Heart Association
- Tallahassee Dietetics Association

Technical Subcommittee: Education/School Access

- School Boards
- Charter Schools
- Private schools (on an as needed basis)

Technical Subcommittee: Economic Development

- Economic Development Councils
- Chambers of Commerce
- Banking/Finance
- *Our Region Tomorrow*
- Builders/Developers
 - Tallahassee Builders Association
 - Property Management Association
- Realtors
- Small Business Association(s)
- Corporations Association(s)
- Restaurant Association
- Tourist Development/Association(s)
- Community Redevelopment Agencies

Technical Subcommittee: Neighborhoods/Community

- Council of Neighborhood Associations
- Downtown associations
- Business Associations
- Church Affiliations
- Historic Preservation
 - State Historic Preservation Office

Technical Subcommittee: Underserved Populations

- School Children
 - School representatives
 - Department of Children and Families
- Elderly
 - Department of Elder Affairs
- Minorities
- Transportation Disadvantaged
 - Lighthouse of the Big Bend (Formerly FIRE)

Technical Subcommittee: Intermodal/Freight

- Rail
 - CSX
- Truckers Association
- Warehouse/Distribution
- Weight and Motion
- Airport

Technical Subcommittee: Utilities

- Electric
- Water
- Sewer
- Solid Waste

Technical Subcommittee: Bicycle/Pedestrian

- Bike Walk
- Parks and Recreation Departments
- Office of Trails and Greenways
 - State and Local Trail groups
- Multimodal Advisory Committee representatives

Technical Subcommittee: Transit Providers

- StarMetro
- Big Bend Transit
- Transportation Disadvantaged Providers

Technical Subcommittee: Land Use

- Planning Commission representatives
- CRTPA Board representative

Technical Subcommittee: Peer Review

- Professional organizations
 - ITE
 - FAPA
- Transportation Professionals

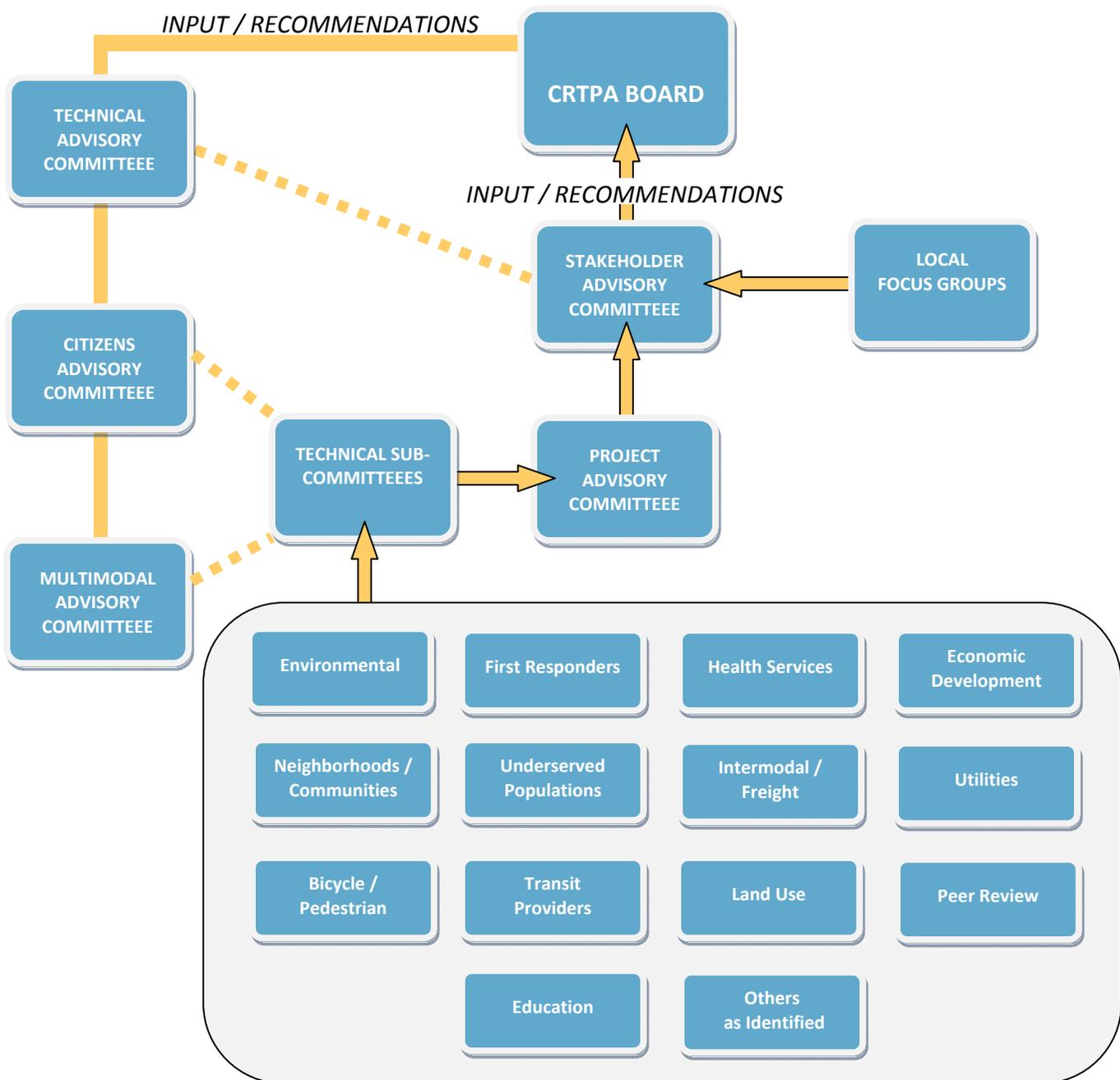
Local Focus Groups

In addition to the project committees, local focus groups will also be identified. The focus groups will be targeted to identify the local community values within the framework of the overall regional effort. Because of the diverse nature of the region, special characteristics and potentially differing community values and priorities, these focus groups will be geographically oriented, with one group for each participating county. Each of these focus groups will include at least one member of the Stakeholders Advisory Committee to ensure that the process is consistent and that the focus groups function within the framework of the regional context. The consultant will work with staff and with local representatives to identify the potential focus group members. The goal is to include as many participants as possible and every attempt will be made to avoid duplication of membership. These focus groups will, as with the Advisory Committees, be comprised of participants with diverse experience, fields of expertise and interests.

Capital Region Transportation Planning Agency (CRTPA)

As the designated transportation planning agency for the area, the CRTPA Policy Board and Committees, which include the Technical Advisory Committee, the Citizens Advisory Committee, and the Multimodal Advisory Committee, are critical to the planning process. The Board and Committees members, likely involved through a variety of other avenues over the course of the project, will provide formal guidance and input through the CRTPA structure. The method for input, recommendations and committee interactions for the RMP are shown in **Figure 3.**

Figure 3. RMP Input and Committees



6. Stakeholder Coordination Structure

The structure of the Project Team and the elements related to public participation and stakeholder coordination ensures that three important principles guide the structure of the participation process:

- Continuous communication and exchange of key information through the stakeholder coordination and involvement processes are conveyed to the project team for use in the development of the plan.
- The process also provides for a direct communications and interaction link between CRTPA and the Stakeholder and Project Advisory Committees to minimize any confusion in the overall direction of the project at the policy level.
- Continuous communication is maintained throughout the project between the committees and all of the parties interested in participating in the study.

Roles and Responsibilities

Effective implementation of the stakeholder involvement and coordination program for this project relies on an understanding of clearly described roles and responsibilities.

- *CRTPA Project Manager*
The CRTPA Project Manager is responsible for directing the overall project on behalf of CRTPA and StarMetro and is the leader of the project team.
- *Project Team*
The Project Team includes the CRTPA, StarMetro staff, Consultant staff and planning representatives from Gadsden, Jefferson Leon, and Wakulla Counties. The role of the Project Team is to provide direction, guidance, assistance and technical support throughout the planning process and to ensure the development of a viable Regional Mobility Plan.
- *Consultant Project Manager*
The Consultant Project Manager is responsible for directing the work of the consultant team.
- *Consultant Team*
The role of the technical team is to carry out all of the contractual requirements for the project as specified in the Scope of Work, including the completion of all technical work in a manner that meets professional standards with the work being conducted on time and on budget.

- *Project Committees*
The purpose for the Stakeholder and Project Advisory Committees, Technical Advisory Subcommittees, and local Focus Groups is to:
 - Assist in achieving the overall goals and objectives for the project.
 - Serve as a sounding board in considering proposed policies, technical procedures, and study recommendations.
 - Serve as experts to assist in the consideration of potential strategies to ensure a sustainable future for the coastal region.

- *Other Stakeholders, Citizens and Interested Parties*
These persons are interested individuals and groups who seek to participate in the development of the plan and will provide input and guidance over the course of the study.

7. Public Participation Activities, Strategies, and Tools

A variety of activities, strategies and tools will be used to ensure that the stakeholder involvement process is both adequate and meaningful. The tools and strategies proposed for public outreach include proven techniques that have been successfully utilized for previous planning efforts. The following sections describe in detail these tools, strategies and mechanisms that will be utilized throughout the course of the planning process.

Project Committees

The Stakeholder Advisory Committee, the Project Advisory Committee, the Technical Subcommittees and the local focus groups will be identified through coordination with CRTPA staff, StarMetro staff, local staff and the Consultant Team. These committees, comprised of stakeholders from diverse groups and experiences, will provide input and guidance throughout the planning process. The committee members will also function as emissaries for the project, building understanding, encouraging involvement, and facilitating a broad-based support throughout their individual networks and contacts.

Community Values

The identification of community values, coordinated with the establishment of a vision for the future, specifically as it relates to transportation and mobility, will form the foundation of the planning process. This effort will fully identify the community values and develop the regional transportation vision for the next 50-75 years, building on the framework provided from the other ongoing initiatives. Because land use and development patterns are inherently part of transportation, a comprehensive approach to mobility that includes all modes, specifically automobile, trucks, rail, transit, bicycle and pedestrian, as well as development patterns will be utilized.

Retreat and Workshops

The development of a regional vision and establishment of community values will be a key element of the planning process. This effort will occur through a regional one-day workshop or retreat with the Stakeholder and Project Advisory Committees. Through small break-out group exercises and full committee discussions, a regional concept that identifies the broad-based values of the region will be developed. Members of the general public will also be invited to attend and will be provided with opportunities to participate and comment throughout the process.

Once the regional concept is developed, workshops will be held in the four counties involved in the planning process and will include the local focus groups and other interested citizens. The intent of these workshops will be the development of a more locally oriented identification of community values within the framework of the broader regional concept. The format of these

local workshops will follow the format of the regional retreat. The results of the regional retreat and local workshops will be a comprehensive approach for both the region and the individual communities. The identified community values and will provide the foundation for the remainder of the study.

Public Meetings

Members of the general public will be invited to attend all meetings of the Advisory Committees and the focus groups and will have the opportunity to provide input and comments. In addition to those opportunities, it is anticipated that four rounds of four public meetings will be held at specific project milestones to ensure that members of the public are fully informed and have the opportunity to participate in the planning process. Each round of meetings will occur at locations within each participating county to ensure that all members of the community have the opportunity to attend meetings close-by. These public meetings will be designed to provide detailed project information and elicit comments and feedback from participants.

A variety of meeting materials will be utilized to effectively communicate information to the meeting participants. These materials can include display boards, fact sheets, and electronic presentations. Following each public meeting, all meeting materials will be made available on the project website for download to provide access for participants who were not able to attend the meetings. Comment forms will also be made available at public meetings to encourage public feedback.

The schedule for the public meetings will be flexible based on the progress of the study and the milestones reached. The tentatively scheduled workshop dates and topics are:

Public Meeting #1: March – April, 2009

The meetings will provide an overview of the process and an introduction to the project and project team. The existing condition within the region will be presented as part of the background information. Participants will be asked to provide input into the issues and opportunities facing the region, and begin the identification of community values. This effort will encompass small group break-out sessions and participation in a ‘Community Choices’ survey.

Public Meeting #2: August – September, 2009

The second round of meetings will provide project updates and the results of the retreat and workshops. Participants will have the opportunity to provide continuing feedback on the community values, as well as the opportunity to react to alternative scenarios and the ongoing scenario and corridor analysis.

Public Meeting #3: March – April, 2010

The third round of public meetings will focus on the results of the scenario, corridor and sector analysis. Input will be obtained on potential project criteria and prioritization measures. The draft Transit Development Plan will also be presented for input.

Public Meeting #4: August – September, 2010

The final round of workshops will present the draft plan for review and comment for incorporation into the final plan.

Project Website

A project website will be established where project information, surveys and project updates can also be posted. Project materials, presentations, schedules and other information will be posted on the website for public review and continued participation. As noted in Section 2, the Capital Legacy Project maintains a website which provides access to existing information for citizens and decision makers within the area regarding growth, development and how the information is used to create a shared vision for the future. This website will be utilized for the dissemination of RMP project information as well as providing another avenue for public input. The Capital Legacy Project website will be repository for information regarding the RMP and its development, as well as other ongoing planning efforts. This coordinated website provides for an easy information exchange, as well as providing tools, project materials and information. The Capital Legacy Project website address is: <https://www.communicationsmgr.com/projects/1347/default.asp>

Environmental Justice Communities

The traditionally underserved populations will be included in the process through the individual group presentations and participation opportunities, focusing particularly on church, school, civic, and neighborhood organizations. In addition, every attempt will be made to hold meetings in locations accessible to the underserved populations. Should such a location be unavailable or cause hardship for other participants, additional meetings specifically for the environmental justice communities will be held to ensure their participation.

Speaking Engagements and Speakers Bureau

Opportunities to speak to individual groups and organizations will be identified in order to provide project information and obtain input from a broader spectrum of the public. These groups include various civic organizations, church groups, school groups, neighborhood groups, and professional associations. This grass roots effort is also part of the public education effort concerning the planning process.

In order to ensure that a consistent message is presented to the diverse communities and populations, a “speaker’s bureau” will be developed. This bureau will include presentations, handouts, speaker’s notes, and project information which will be continuously updated and will be available for any staff, consultant and/or Advisory Committee member that may be making a presentation about the plan. In addition, the consultant will work with staff to ensure that appropriate identification for speakers, such as badges, is provided. Utilizing this information, regardless if the presenter is committee member, staff or consultant, the information disseminated will be consistent and current.

Education and Marketing

The vast majority of the general public does not have the knowledge and understanding of the planning process, why and how we plan, and the state and federal planning requirements. A major focus of the public participation effort will focus on the educational component and disseminating the message of the importance of planning for the future.

The marketing of the planning process and the project is an outgrowth of the public participation effort. Coordination with staff, their websites, and other agencies, local governments, and news media will be crucial in educating the public and building support for the project. Regional and local buy-in will be critical to the successful implementation of the vision for a sustainable transportation system. The consultant will work with staff and committee members to identify project champions. These champions, hopefully prominent citizens and elected officials, will provide public support for the planning effort and will encourage and facilitate widespread public understanding and acceptance. Getting the word out about the project on a widespread basis is accomplished more easily with more than one or two spokespersons. These champions, with access to the speaker's bureau, will provide the opportunity to build a widespread and grass roots understanding and support for the project, facilitating buy-in and acceptance by the public and providing the platform for implementation.

8. Public Participation Schedule

The public participation program and activities associated with the development of the Regional Mobility Plan have been scheduled in a manner that provides project guidance by the committees and encourages public and stakeholder input prior to major decisions being made during the study. It is anticipated that the Stakeholder Advisory Committee and Project Advisory Committee will meet at least every other month throughout the life of the project. As the project moves forward, it is likely that these committees will meet on a monthly basis as the planning process becomes more intensive and milestones are met; however, this schedule is flexible and the committee members will have input into the meeting schedules. The Technical Subcommittee meetings will occur throughout the course of the project and could meet as frequently as the other committees, based on project needs. The table below shows the general timing of the major meetings associated with the project.

Timeframe	Event	Location
February – March, 2009	Project Kick-Off Meeting: Project Advisory Committees and Technical Committees	Tallahassee
March – April, 2009	Public Meetings – Round 1	Leon, Gadsden, Wakulla and Jefferson Counties
May, 2009	Retreat and Focus Group Workshops	Leon, Gadsden, Wakulla and Jefferson Counties
August – September, 2009	Public Meetings – Round 2	Leon, Gadsden, Wakulla and Jefferson Counties
March – April, 2010	Public Meetings – Round 3	Leon, Gadsden, Wakulla and Jefferson Counties
August – September, 2010	Public Meetings – Round 4	Leon, Gadsden, Wakulla and Jefferson Counties
Bi - Monthly or Monthly, March, 2009 –September, 2010	Advisory Committee Meetings	Varies
Bi - Monthly or As Needed, March, 2009 – October, 2010	Technical Subcommittee Meetings	Varies
January 2009 – October, 2010	Project Team Meetings	Tallahassee

The project team will be available for additional meetings if needed.

9. Public Participation Program Evaluation

Efforts will be made throughout the project to ensure that effective tools and practices are used to engage all of the committees and all of the interested parties that seek to participate in the project. These efforts will include:

- Short questionnaires distributed to the members of the Stakeholder and Project Advisory Committees at their meetings to determine the level of satisfaction with the efforts to solicit and use the input.
- Short questionnaires distributed at public workshops to gauge the level of understanding of project concepts and the level of satisfaction with, and effectiveness of the public participation activities.
- Feedback sessions with the CRTPA Project Manager and Project Team to gauge the level of satisfaction with the overall stakeholder participation and coordination activities.

The Project Team will also use a set of performance measures to gauge the overall success and effectiveness of the stakeholder participation program. These measures are described in the following section.

Performance Measures

Planning organizations are increasingly using performance measure systems to continuously improve the quality of the services and products they deliver. In keeping with this philosophy, stakeholder participation performance measures have been established. These measures relate directly to the overall goals and objectives of the stakeholder participation and Stakeholder and Project Advisory Committees activities. The specific objectives and performance measures related to each one are shown in the table below.

Public Participation Performance Measures

Plan Objective	Performance Measure
Objective 1.1: Provide learning and participation opportunities for anyone who chooses to participate.	Public meetings were advertised, held in convenient locations, held at convenient times, and presented materials were easily understandable.
Objective 1.2: Develop partnerships with local governments, agencies, and other community organizations interested in the region.	Local governments, agencies, and other community organizations were invited to participate and were engaged in the planning process.

<p>Objective 1.3: Build credibility and trust among all stakeholders, citizens, and project participants.</p>	<p>The project team was welcoming and accessible and available to answer questions, present accurate information, and work cooperatively with stakeholders during project development.</p>
<p>Objective 2.1: Use non-technical language and simple graphics to explain the technical aspects of the project.</p>	<p>Materials presented to the public were reviewed to eliminate overly technical language hinder understanding of the subject matter.</p>
<p>Objective 2.2: Use a variety of media, including a website, fact sheets, presentation materials at public meetings, electronic mail inquiries, and other methods to exchange information about the project with interested parties, especially prior to key decision points.</p>	<p>Techniques other than public meetings were used when appropriate to obtain citizen and stakeholder input on the project.</p>
<p>Objective 2.3: Provide informational materials in a timely manner to allow sufficient time for stakeholders, citizens and other interested parties to properly consider and respond to the information.</p>	<p>Information was provided prior to project activities to stakeholders, elected officials, agencies, and citizens.</p>
<p>Objective 2.4: Look for opportunities to reach out and obtain input from a diverse spectrum of stakeholders, including low-income and ethnically diverse communities that may not consistently participate in planning processes.</p>	<p>Beginning early in the planning stage, the potential participation for those populations traditionally not engaged in the planning process was assessed to determine where special efforts to engage those populations should be made.</p>
<p>Objective 3.1: Continuously monitor the progress of the technical analysis through team meetings, e-mails, and stakeholder involvement activities to systematically identify potential issues of concern.</p>	<p>Project team members exchange information about issues and concerns received from stakeholders, citizens, and other interested parties.</p>
<p>Objective 3.2: Document issues and concerns received from stakeholders and citizens throughout the project.</p>	<p>Public and stakeholder inputs systematically captured throughout the project and shared with the project team for consideration during the planning process.</p>
<p>Objective 3.3: Acknowledge the input on issues and concerns received from stakeholders and citizens during the project.</p>	<p>Written (regular mail or e-mail, as appropriate) acknowledgement of the receipt of comments from the public or stakeholders was provided.</p>
<p>Objective 4.1: Conduct short questionnaires of those participating in the stakeholder involvement activities on their understanding and level of satisfaction and effectiveness with the process.</p>	<p>Obtain objective data from participants about their levels of understanding of the planning issues and satisfaction with the public involvement process.</p>

<p>Objective 4.2: Document the level of participation throughout the planning process by committee members and members of the general public.</p>	<p>Maintain and review committee and public meeting sign-in sheets to assess the level of participation by stakeholders and members of the general public. Obtain participation data from survey responses, both on-line and in person.</p>
<p>Objective 4.3: Solicit feedback from the Advisory Committees on their level of satisfaction with the stakeholder coordination activities.</p>	<p>Obtain data and information from the Advisory Committees on the level of satisfaction with the stakeholder activities.</p>
<p>Objective 4.4: Solicit feedback from the Project Team on the level of satisfaction with the public involvement process.</p>	<p>Obtain and analyze information from the project team about the effectiveness of the public involvement activities in helping to guide the project development process.</p>