

# **SUMTER AREA TRANSPORTATION STUDY PARTICIPATION PLAN**

**AUGUST 20, 2007**

## **Purpose of SUATS Public Involvement**

Mobility improvements in the study area will impact citizens along major corridors as well as in connecting corridors. A singular focus on very large transportation projects will handcuff local interests in attracting additional state and federal transportation funding. Conversely, a mixed strategy of large and small projects, ranging from pedestrian walkways to bikeways, bus enhancements, and roadway projects of all types and sizes will optimize the success of local officials attracting new monies. The purpose of SUATS public involvement is to canvass the communities within the study area in search of ideas that will have public support and improve mobility and travel safety. Additionally, the purpose is to promote and provide a variety of meaningful forums for Study stakeholders to communicate with the Study Team. A list of known stakeholders and issues of interest will be outlined. The outcome of the public involvement will be that members of the general public will have had meaningful opportunities to provide feedback regarding acceptable and effective ways to improve mobility and safety in the SUATS urban area.

The Participation Plan is in response to changes to the metropolitan planning process. This Plan fulfills requirements outlined in the Final Rule for Statewide and Metropolitan Transportation Planning as published in the Federal Register on February 14, 2007 by the Federal Highway Administration and Federal Transit Administration. The rules were effective on March 16, 2007. The regulations are a result of the passage of the Safe, Accountable, Flexible, Efficient Transportation Act: A Legacy for Users (SAFETEA-LU) (Pub. 109-59, August 10, 2005).

## **SUATS Public Involvement Objectives**

- Disseminate information about the SUATS LRTP, TIP or a SUATS special study project to the general public and directly affected communities.
- Improve the response rate of citizens who live, work, and travel in the outer areas of the planning area, in particular those within the rural communities of Sumter County.
- Identify and actively solicit input from stakeholder groups most affected by and interested in possible “short-term” and “long-term” improvements.
- Provide a variety of opportunities for public participation and involvement throughout the planning process.
- Produce recommendations after considering public comment. Respond to issues raised by the area’s constituents, either by incorporation into the recommendations or as a separate summary of public issues that are not incorporated.

## **Principles Guiding the SUATS Public Interaction**

The Study Team recognizes and embraces the important role of public involvement in the transportation study process. Team members will be guided by the following principles when dealing with constituencies interested in and/or impacted by possible transportation plans or projects:

- Those groups likely to be the ones most impacted will receive early identification and communication. A more personal approach may be required for these groups to avoid controversy later (e.g., small group meetings lead by the local planning staff).
- Two-way communications (i.e., the free exchange of information, ideas, and values between the Study Team and citizens/stakeholders) will be sought. A variety of communication methods (e.g. e-mail, phone, and mail) will be employed in order to reach the greatest number of people.
- Draft and final study findings will be communicated to all known constituents through Public Workshops, stakeholder interviews, and information (e.g., public flyers and agendas) provided to local newspapers, radio, and television stations.
- All reasonable input from the citizens and communities will be given consideration by the SUATS Team. Evidence of such will be apparent in the form of technical documents as well as the Public Workshops.

- Citizen/public questions will be followed up on within 2 business days. This quick action builds trust and confidence.
- A series of public outreach actions, both formal and informal, are necessary. Formal actions include the Public Workshops as well as small group meetings or stakeholder interviews. Informal actions encompass responses to citizen phone calls and e-mails. Team members will be mindful of non-technical language, different cultures, and the need for simple illustrations where possible.
- Opportunities for multiple forms of input will be illustrated from the beginning. Citizens will be provided Study Team points of contact on all correspondence and information.

### **Stakeholders and Issues of Interest**

Public involvement activities will target interested audiences including a Transportation Plan Advisory Group (TPAG), business owners, homeowner groups, freight operators and service organizations in the study area, elected officials, and the general public. These groups, and others identified in the information gathering phase of this plan, will need to be informed on an on-going basis and invited to comment on proposed alternatives. Each of the stakeholder groups are described below, along with already known issues of consequence.

### **SUATS ORGANIZATION**

The purpose of the Sumter Area Transportation Study (SUATS) as the Metropolitan Planning Organization (MPO) for the Sumter area is to establish and maintain a continuing, comprehensive, and cooperative transportation planning process. While meeting the appropriate federal and state requirements, this process promotes the development of a safe, effective, efficient and environmentally sensitive multi-modal transportation system for moving people and goods in the SUATS area.

The Federal-Aid Highway Act of 1962 established the requirement for transportation planning in urban areas throughout the country. The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21), adopted in 1998, and SAFETEA-LU, enacted on August 10, 2005, are the most recent laws extending the federal requirement for transportation planning.

The study area is approximately in the center of Sumter County, South Carolina. The City of Sumter and outlying area beyond the corporate limits as shown on Figure 1 comprise the SUATS area.

SUATS is monitored by two committees, the Policy Committee, which has final local approval and authority on all major transportation decision, policies, and programs of SUATS, and the Study Team, which provides advice to the Policy

Committee and staff on technical methods, procedures and standards that are used in the development of transportation plans and programs.

## **PUBLIC PARTICIPATION PROCESS**

### **General Guidelines**

This Public Participation Plan is intended to provide direction for public involvement activities to be conducted by the MPO and contains the policies, goals, objectives, and techniques used by the MPO for public involvement. In its public participation process, the MPO will:

1. Provide timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agencies, private providers of transportation, other interested parties and segments of the community affected by transportation plans, programs and projects (including but not limited to local jurisdiction concerns).
2. Provide reasonable public access to technical and policy information used in the development of the Long Range Transportation Plans, the Transportation Improvement Program, and other appropriate transportation plans and projects, and conduct open public meetings where matters related to transportation programs are being considered.
3. Give adequate public notice of public participation activities and allow time for public review and comment at key decision points, including, but not limited to, approval of the Long Range Transportation Plans, the Transportation Improvement Program, and other appropriate transportation plans and projects. If the final draft of any transportation plan differs significantly from the one available for public comment by the MPO and raises new material issues, which interested parties could not reasonably have foreseen, an additional opportunity for public comment on the revised plan shall be made available.
4. Respond in writing, when applicable, to public input. When significant written and oral comments are received on the draft transportation plan (including the financial plan for the TIP and Long-Range Transportation Plan developed in cooperation with the MPO Boards and Committees) as a result of the public participation process or the interagency consultation process required under SAFETEA-LU, report on the disposition of comments shall be made part of the final plan.
5. Solicit the needs of those under-served by existing transportation systems, including but not limited to the transportation disadvantaged, minorities, elderly, persons with disabilities, and low-income households. SAFETEA-LU requires that the MPO shall provide reasonable opportunities for

affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with a reasonable opportunity to comment on the transportation planning process via Section 6001(i)(5)(A).

6. Provide a public comment period of 45 calendar days prior to the adoption of the Public Participation Plan and/or any amendments. Notice of the comment period will be advertised in a newspaper of general circulation and various other publications prior to the commencement of the 45-day comment period. Notice will also be mailed to the entire MPO mailing list prior to the start of the 45-day comment period.
7. Provide a public comment period of not less than 30 calendar days prior to adoption of the Long Range Transportation Plan.
8. Provide a public comment period of not less than 10 calendar days prior to the adoption of the Transportation Improvement Program, the Unified Planning Work Program, Transit Development Plans, any formal amendments or updates, and other appropriate transportation plans and projects.
9. Coordinate the Public Participation Process with statewide Public Participation Processes wherever possible to enhance public consideration of the issues, plans and programs, and reduces redundancies and costs.
10. The Consultation Process will allow many organizations and agencies to review and have the opportunity to comment on the LRTP process and product and the TIP. The MPO will solicit the proper official and method of notification desired of all the groups in addition to other local government agencies and non-profits that receive federal funding from those US departments other than DOT for transportation related functions (other than emergency assistance). This list will be kept updated. Agencies not wishing to be on the list will be required to send an official letter to the MPO requesting to be de-listed and these letters will be kept for documentation. The ability for the agencies and groups to effectively provide input and comment requires a reasonable time frame to respond. While a period of 10 working days seems reasonable, agencies and organizations needing greater lead time will be accommodated within reason.

## **Public Participation Goals, Objectives, and Policies**

**Goal:** To effectively interest, inform and involve the public in the regional transportation planning process, encouraging and accommodating their meaningful participation and input.

### **Objective 1**

The MPO shall encourage the involvement of all area citizens in the transportation planning process.

**Policy 1.1:** The MPO will work to identify traditionally under-involved populations within the region, including minority, low income, and senior citizen populations.

**Policy 1.2:** Target audiences shall be identified for each planning study conducted by the MPO, including residents, business and property owners and those traditionally underserved and underrepresented populations, including but not limited to, low income and minority households, within the study area.

**Policy 1.3:** The MPO shall, whenever feasible, hold public meetings at a site convenient to potentially affected citizens.

### **Objective 2**

The MPO shall actively engage the public in the transportation planning process according to the policies contained in this Public Participation Plan and State and Federal Law.

**Policy 2.1:** The MPO shall maintain an up-to-date database of contacts including at a minimum the following persons to provide that all interested parties have reasonable opportunities to comment on the transportation planning process and products:

- a. Elected Officials
- b. Local Government Staff
- c. Transportation Agencies (Port, Airports, Transit, etc.)
- d. Local Media (TV, Radio, Print, etc.)
- e. Civic Groups
- f. Special Interest Groups (Other Interested Parties)
- g. Libraries (For Public Display)
- h. Consultation with Federal, State and local agencies responsible for land use management, natural resources, environmental protection, conservation and historic preservation, and other environmental issues (see Appendix B)

- i. Consultation with parties that would have an interest in the planning and development of the transportation network including affected public agencies in the metropolitan planning area (see Appendix C)
- j. Native American Tribal Council
- k. Private Freight Shippers
- l. Representatives of Public Transportation Employees
- m. Providers of Freight Transportation Services
- n. Private Providers of Transportation
- o. Representatives of Users of Public Transportation
- p. Representatives of Users of Pedestrian Walkways
- q. Representatives of Users of Bicycle Transportation Facilities
- r. Representatives of the Disabled

**Policy 2.2:** The MPO shall, when feasible, electronically mail meeting announcements to the MPO contact list or to targeted groups for upcoming activities.

**Policy 2.3:** The MPO shall employ visualization techniques to depict transportation plans. Examples of visualization techniques include: charts, graphs, photo interpretation, maps, use of GIS systems, artist renderings, physical models, and / or computer simulation.

### **Objective 3**

The MPO shall keep the public informed of on-going transportation related activities on a continuous basis.

**Policy 3.1:** The MPO shall make all publications and work products available electronically to the public via the City of Sumter web home page, [www.sumtersc.gov](http://www.sumtersc.gov) and at the MPO office and employ visualization techniques to describe transportation actions as part of the Long-Range Plan.

**Policy 3.2:** MPO staff shall be available to provide general and project-specific information at a central location during normal business hours and after hours at the request of community interest groups with reasonable notice.

**Policy 3.4:** The MPO shall maintain an internet web site that will be compliant with Section 508 of the Americans with Disabilities Act for disabled users.

**Policy 3.4.1:** The web site shall be updated and maintained to provide the most current and accurate transportation planning information available.

**Policy 3.4.2:** The web site shall, at a minimum, contain the following information:

- a. Contact information (mailing address, phone, fax, and e-mail)
- b. Current MPO committee membership
- c. Meeting calendars and agendas

- d. Work products and publications (Transportation Improvement Program, Long Range Transportation Plans, Unified Planning Work Program,
- e. Current By-Laws and Operating Procedures (including the Public Participation Plan and updates)

#### **Objective 4**

The MPO shall strive to continuously improve public participation.

**Policy 4.1:** The MPO shall continuously evaluate public involvement techniques.

**Policy 4.2:** This Public Participation Plan shall be reviewed and adopted, with revisions if necessary, at least every three (3) years in order to improve the effectiveness of public involvement.

#### **Objective 5**

The MPO shall participate in public participation activities for individual transportation improvement projects from the planning phase through construction.

**Policy 5.1:** The MPO shall actively assist the South Carolina Department of Transportation, local governments and transportation agencies in the development and implementation of public involvement techniques for planning and other studies, including Major Corridor/Feasibility Studies, and Project Development and Environmental Studies or other documents to support planning.

### **Public Participation Techniques**

Public participation is an ongoing activity of the MPO. Public participation is also an integral part of one-time activities such as corridor studies and regularly repeated activities such as the annual Transportation Improvement Program process and Long Range Transportation Plan updates.

This section contains descriptions of public participation tools currently being used by the MPO:

#### **MPO Web Site**

*Description:* The site was established to provide basic information about the MPO process, members, meeting times and contact information. Work products, such as the Draft, and Adopted, Public Participation Plan, Unified Planning Work Program, Transportation Improvement Program and Long Range Transportation Plan are available from the site. Also, citizens are able to submit comments and sign up to be added to the various distribution lists maintained by the MPO. The

site provides many links to other transportation related sites at the local and national level.

The website address is [www.sumtersc.gov](http://www.sumtersc.gov). The web site is maintained by the City of Sumter and updated and regularly reviewed. by the MPO staff.

*Activities:* The web site is used to list current and topical information on regular and special meetings, planning studies, publications, related public events and work products.

### **MPO Master Database**

*Description:* MPO staff maintains a master database of business, federal, state and local agencies and interested public. The database includes committee membership, mailing information, phone numbers, fax numbers, e-mail addresses and web sites. The database is used for maintaining up-to-date committee membership lists, special interest groups and homeowner association contacts, and is the foundation of the newsletter mailing list. The database will be used to establish and maintain a list of e-mail contacts for electronic meeting notification and announcements.

*Activities:* The database is used to enhance public involvement activities.

### **Legal Advertised Notices**

*Description:* All notices of meetings and hearings of the MPO Transportation Policy Board shall be posted pursuant to the *South Carolina Open Public Meetings Act*. Notices shall be published a minimum of seven (7) days prior to the meeting. The mailing and/or emailing of notices and press releases should be timed to be received locally within five (5) days of the meeting.

When official public hearings and public comment periods for regional plans and programs are provided, said meeting notices shall be published a minimum of ten (10) days prior to adoption in *The Sumter Daily Item*. All notices of sub-regional plans and programs funded by the MPO shall be made in the newspaper of greatest circulation in the study area.

The TPB, or another MPO committee, shall consider hosting special called meetings when meetings are needed to consider a special non-routine item that needs action before the next scheduled meeting for the TPB or committee. If a special meeting is called, the notice shall be published a minimum of three (3) days prior the meeting.

*Activities:* Regular and other meetings seeking public input are posted ten (10) days prior to the meeting.

## Display Ads

*Description:* Publication of ads that are used to promote meetings that are not regularly scheduled, such as corridor study workshops. They are published in selected newspapers in order to reach a larger audience than those that typically read legal notices.

*Activities:* Public awareness of project specific meetings, workshops, or open houses.

## Other Media

*Description:* Opportunities are sought for articles in other newsletters produced by municipalities, homeowners' associations, church groups, civic groups, or others that may have an interest in the MPO. Opportunities are also sought to present to civic and social agencies, participate on radio talk shows, and provide television news highlights and to utilize public service notices to create community awareness of planning activities.

*Activities:* Increased opportunities to make public aware of corridor studies, small-area studies, other planning studies or major activities.

## Direct Mailings

*Description:* Used to announce upcoming meetings or activities or to provide information to a targeted area or group of people. Direct mailings are usually letters, but can be postcards or flyers. An area may be targeted for a direct mailing because of potential impacts from a project. Groups are targeted that may have an interest in a specific issue, for example avid cyclists and pedestrians may be targeted for pathways and trail projects.

*Activities:* Project-specific meetings, workshops, open houses, corridor studies, small area studies, other planning studies or major activities.

## Press Releases

*Description:* Formal press releases are sent to the City of Sumter Public Relations Office for release to local media (newspaper, TV and radio) to announce upcoming meetings and activities and to provide information on specific issues being considered by the MPO or their committees.

*Activities:* Corridor or other planning studies, workshops, open houses, public hearings, and other MPO activities.

## **Project Workshops**

*Description:* These are targeted public meetings that are generally open and informal, with project team members interacting with the public on a one-on-one basis. Short presentations may be given at these meetings. The purpose of project-specific meetings is to provide project information to the public and to solicit public comment and a sense of public priorities.

*Activities:* Long-range planning studies, corridor studies, and other major MPO activities.

## **E-mail Announcements/Internet Websites**

*Description:* Meeting announcements and MPO information are e-mailed to interested persons that have submitted their e-mail addresses to MPO staff. Special websites are used to facilitate discussion and solicit public comment regarding specific MPO projects or issues.

*Activities:* : Long-range planning studies, Corridor studies, small-area studies, other planning studies, regular meetings, public hearings, workshops, open houses, and other major MPO activities.

## **MPO Logo**

*Description:* A logo representing the MPO is used to identify products and publications of the MPO. A logo helps the public become familiar with the different activities of the MPO by providing a means of recognizing MPO products.

*Activities:* A logo is used on all MPO publications; including those developed by consultants working on MPO sponsored projects to create a community awareness of the MPO deliverables.

## **Public Hearings**

*Description:* These are public meetings used to solicit public comment on a project or issue being considered for adoption by the MPO. Hearings provide a formal setting for citizens to provide comments to the MPO or another decision-making body. Meeting minutes are taken and maintained.

*Activities:* Long Range Transportation Plans, Transportation Improvement Program, corridor studies, Project Development & Environmental studies, and other planning studies as needed for other MPO activities.

## **Comment Forms**

*Description:* Comment forms are often used to solicit public comment on specific issues being presented at a workshop or other public meeting. Comment forms can be very general in nature, or can ask for very specific feedback. For example, a comment form may ask for comments on specific alignment alternatives being considered during a corridor study, or may ask for a person's general feelings about any aspect of transportation. Comment forms can also be included in publications and on web sites to solicit input regarding the subject of the publication and/or the format of the publication or web site.

*Activities:* Public workshops, open houses, hearings and other meetings, general MPO activities.

## **Surveys**

*Description:* Surveys are used when very specific input from the public is desired. A survey can be used in place of comment cards to ask very specific questions such as whether a person supports a specific alignment in a corridor study. Surveys are also used to gather technical data during corridor and planning studies. For example, participants may be asked about their daily travel patterns.

*Activities:* Conduct on-line surveys on issues and needs to provide input into the plans.

## **Posters and Flyers**

*Description:* Posters and flyers are used to announce meetings and events and are distributed to public places such as City Halls, libraries and community centers for display. The announcement may contain a brief description of the purpose of a meeting, the time(s) and location(s), and contact information. Posters and flyers may be used to reach a large audience that cannot be reached using direct mailings and/or newsletters.

*Activities:* Corridor studies, small-area studies, other planning studies, regular and special MPO activities.

## **Library Distribution Sites**

*Description:* All MPO documents released for public review and comment are disseminated to the Sumter County Library to afford the public the opportunity to review the documents. The documents are available in English and Spanish.

*Activities:* Documents for review made available to the public.

## Summary Public Participation Policy Table

Program Adoption	Public Meetings	Comment Period	Required Legal & Proactive Public Participation Techniques		Remarks
			Required Legal	Proactive	
Long-Range Transportation Plan (LRTP)	Initial Meeting, Public Meeting on Draft – Citizen Advisory, ETC, and TPB	30 Days	Legal Notice in Print Media	Web Site Comment Forms	Updated every 4 years. Comments received included in LRTP
Transportation Improvement Plan (TIP)	Public Meeting on Draft – Citizen Advisory, ETC, and TPB	10 Days	Legal Notice in Print Media	Web Site Comment Forms	Updated every 4years. Comments received provided to Citizen, ETC and TPB.
Unified Planning Work Program (UPWP)	Citizen Advisory, ETC, and TPB	10 Days	Legal Notice in Print Media	Web Site Comment Forms	Updated every year
Public Participation Plan (PPP)	Public Meeting on Draft – Citizen Advisory, ETC, and TPB	45 Days	Legal Notice in Print Media	Web Site Comment Forms	Updated every 3 years. comments received provided to Citizen, ETC and TPB.
	<b>Program</b>	<b>Amendments</b>			
Long-Range Transportation Plan (LRTP)	Public Meeting on Draft – Citizen Advisory, ETC, and TPB	10 Days	Legal Notice in Print Media	Web Site Comment Forms	As Needed
Transportation Improvement Plan (TIP)	Public Meeting on Draft – Citizen Advisory, ETC, and TPB	10 Days	Legal Notice in Print Media	Web Site Comment Forms	As Needed
Unified Planning Work	NA	10 Days	Legal Notice in Print	Web Site Comment Forms	As Needed

Program (UPWP)			Media		
Public Participation Plan (PPP)	Public Meeting on Draft – Citizen Advisory, ETC, and TPB	45 Days	Legal Notice in Print Media	Web Site Comment Forms	As Needed

Program Adoption	Public Meetings	Comment Period	Required Legal & Proactive Public Participation Techniques		Remarks
Open Board & Committee Meetings	Annual Calendar Established at last meeting of year	NA	Legal Notice in Print Media	Web Site	Meeting Locations Vary
Annual Calendar	NA	NA	Last Meeting of Year		Maintained and updated regularly
Newsletter	NA	NA	Sent to Master Database		Produced twice annually
DPDGOV.com	NA	NA	NA		Updated Regularly
Staff Presentation	NA	NA	NA		Upon Request

## Evaluation Methods and Performance Goals

In order to determine the effectiveness of the public involvement tools, they must be evaluated and compared to established performance goals. The typical methods for evaluating the effectiveness of public involvement tools are surveys and quantitative statistical analysis. This section briefly describes evaluation methods used by the MPO. For each public involvement tool, performance goals and methods for meeting those goals have been identified.

### Surveys

*Description:* Surveys typically consist of short, specific questions regarding public involvement tools that are ongoing or that were used on a specific project. Surveys can be conducted in person, by phone, mail or e-mail. Face-to-face and telephone surveys provide quick responses and can be used when a respondent's answer may lead to a follow-up question. For example, respondents may be asked if advertisements are an effective notification tool. If the response is no, the surveyor can ask the respondent why advertisements are not effective

and also what other tools they would prefer. In person and telephone surveys can target specific areas or groups or can be random sampling. Mail surveys may be used to provide written record of respondent's answers. Mail-back surveys can be distributed at meetings, inside other publications, or by mailing directly to potential respondents. Respondents can be a targeted group, such as members of special interest groups or residents of specific areas, or they can be randomly generated. Return postage for mail surveys typically can be pre-paid by the MPO, or can be the responsibility of the respondent. E-mail surveys, like mail surveys, provide a written record of responses. Unlike mail-back surveys, there is little to no reproduction or distribution cost to the MPO to send out the surveys, and little to no cost to respondents to return a response. To use e-mail surveys, it is necessary to have e-mail addresses for the targeted respondents, and random distribution is not really an option.

### **Statistical Analysis**

Statistics can be used to determine the "return on the investment" of producing public involvement tools. For example, the number of persons attending an activity can be compared to the number of persons that were notified of the activity. This type of evaluation can be an indicator of whether or not the tools used for public involvement are actually reaching the intended audience, or which tools had a greater response rate. Statistical analysis is used to evaluate survey responses and the results of the analysis are compared to the evaluation measures to determine the rate of success of public involvement tools.

### **Improvement Strategies**

The MPO continually strives for improved public involvement. Improvements should be made to increase public awareness and to improve the quantity and quality of information provided to the public. The decisions made by the MPO affect the entire population, both residents and visitors, of Sumter County . Therefore, seeking public input on those decisions is vital to the success of the MPO as the agency responsible for transportation planning. Each time a public involvement evaluation is performed, a list of improvement strategies needed should be identified for implementation. If improvement is needed for an ongoing public involvement task, such as the MPO web site, a reasonable completion date should be established. If improvement is needed for one-time activities, such as corridor studies, the improvement should be implemented where appropriate on future activities.

## Public Involvement Tools Evaluation Table

Public Involvement Tool	Evaluation Criteria	Performance Goal(s)	Methods to Meet Goal(s)
Public Involvement Plan	No Measure/PPP should reflect the practices of the MPO	N/A	Update at least every 3 years to incorporate the improvement strategies from public involvement evaluations.
MPO Web Site	Number of Hits	Minutes of Hits	Use other public involvement tools to increase advertisement of the web site
MPO Master Database	Number of returned items	Max. of 2% return rate per mailing	Make immediate corrections when items are returned
Public Notices	No Measure/Required by Statute	NA	NA
Semi-Annual News Letter	Calls, letters, etc; Number of returns	N/A. Return rate is addressed under MPO Master Database	Continue items that receive favorable comments and correct or improve mistakes or items that receive negative comments
Other Media (newspaper, electronic media)	Calls, letters, etc.; number of persons contacted	Minimum of reference in project area community newsletters, presence on electronic news shows quarterly and public service announcement for public meetings associated with LRTP	Provide information to the publishers of these newsletters in a timely fashion. Investigate all possible newsletters that may reach an affected area.
Direct Mailing	Calls, Letters, etc.; Number of persons contacted	Min. of 15% of meeting attendees/survey respondents indicated that they received the mailing. – OR – Reaches a min of 85% of persons that are affected by a project	Increase/Decrease mailing list to more accurately target affected areas. Use the most up-to-date information for Shelby County Assessors Office.

Press Releases	Calls, Letters, etc	No Standard. Format may be modified based on specific comments received	Encourage publication of press releases by keeping the media informed
Project Specific Web Site	Calls, letters, etc.; Number of hits	Min of 30 hits per month. Increase of at least 10% over the life of the project. Expectations may be higher depending on the size of the study area	Use other public involvement tools to increase advertisement of the web site
Project Specific Meetings/Workshops	Calls, letters, etc.; Attendance	3%-5% of affected population (based on study area) in attendance	Schedule at convenient times and locations. Hold multiple workshops. Use other tools to increase awareness.
Email Announcements	Calls, letters, etc.; Number of persons contracted	Min. of 5% of meeting attendees/survey respondents indicated that they saw the announcement	Increase email list by advertising the availability of email announcements using other public involvement tools.
Citizen Advisory Committee	Calls, letters, etc.; Attendance	NA. This committee is part of the planning area. Members are appointed by elected officials within jurisdictions	MPO and consultant staff should encourage appointed members to attend committee meetings.
MPO Logo	Calls, letters, etc.; Number of persons contracted	Recognition of the Logo	The MPO Logo should be used on all MPO products and publications, and on materials for all MPO sponsored activities
Surveys	Calls, letters, etc.; Number of respondents	60% of contacted persons participate in the survey –OR- 20% mail recipients return the survey	Encourage response by explaining the importance of receiving feedback to improve the planning process