MATPB Public Participation Evaluation

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Introduction

The Madison Area Transportation Planning Board (MATPB) is the metropolitan planning organization (MPO) responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area.

MATPB Planning Area

Source Information: MATPB, DCLIO, WIDNR
Legend
- Interstate
- Principal Arterials
- Minor Arterials
- Collectors
- Local Roads

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MPOs are designated in urbanized area of more than 50,000 to maintain eligibility for federal transportation funds. The two key responsibilities of MPOs are:
- Preparing and maintaining a long-range (20+ years) regional transportation plan (RTP); and
- Preparing and maintaining a transportation improvement program (TIP) - a coordinated comprehensive listing of transportation improvement projects to be implemented over a four-year period consistent with the RTP.

MATPB also prepares or assists in preparation of other multimodal plans, mode-specific plans, sub-area plans, corridor plans, and investment programs. For these efforts, the MPO’s goal is to develop regional consensus on transportation investments that balance roadway, public transportation, bicycle, and pedestrian needs while supporting regional land use, economic development, and environmental goals. To achieve this, MATPB engages a broad group of stakeholders, elected officials, and the general public as part of its planning and programming efforts.

To ensure the efficacy and efficiency of the public participation process, MATPB approved an updated Public Participation Plan (PPP) in September 2015. The PPP outlines a variety of public involvement goals, identifies stakeholders, specifies involvement techniques, and sets requirements for assessing the effec-
Public participation is a core component of MATPB's plans, studies, and programs. Participation in these processes is important because the MPO believes that:

- Citizens have the right to participate in transportation planning and investment decisions that affect their daily lives.
- Citizens have knowledge and insights about the problems and needs of their own community.
- Some factors considered in the planning process reflect community values and are not easily quantifiable, making public input essential.
- Plans developed with citizen participation have greater community support, increasing their chances of implementation.
MATPB’s public participation process is guided by several goals established to ensure that the process is successfully executed:

- Actively reach out to the public, including those traditional under-served to help them understand and participate in the transportation planning and programming process
- Keep the public informed of ongoing transportation planning processes on a continuous basis
- Provide education on the issues
- Provide a variety of opportunities for active participation and input throughout the planning and programming process
- Provide opportunities for informed public discussion.
- Engage the media to increase public awareness and participation.
- Promote intergovernmental and inter-agency coordination
- Meet both the letter and spirit of federal transportation legislation and transportation planning regulations.
- Recognize that all other goals must be balanced with the need to complete the RTP, other plans and studies, and TIPs within a set timeframe and budget.

**Stakeholders**

The PPP identified several stakeholder groups that are importation to the transportation planning and programming process, including:

- Public citizens
- Minority and low-income populations
- Limited English proficient
- Elderly, persons with a disability, and the auto-less
- Transportation providers
- Local jurisdictions and public agencies
- Private businesses and special interest groups

**Public Involvement Techniques**

The MPO has historically relied upon printed and electronic materials, emails, website updates, social media, and staff presentations to inform the public of MPO activities and programs. The PPP explained that the MPO intended to use the following techniques to engage the public:

- **Public Involvement Materials** – A variety of public information materials will be available, including background information, summaries of prior efforts, executive summaries of draft documents, and questionnaires (when appropriate). Materials will be available at PI meetings, on the MPO website, and through other avenues. Data will be displayed visually wherever possible.

- **Access to technical and policy information and planning documents** – MPO staff will be available during business hours to meet with the public. By prior arrangement, staff will meet with groups or organizations. Hard copy documents will be available at cost, while draft and final documents will be available on the MPO website and for review at the MPO office.

- **Email and mailing lists** – Mailing lists will be maintained and updated to be used to announce upcoming meetings, provide information on MPO activities, identify potential committee members, and disseminate questionnaires and flyers. A newsletter will be established using subscription-based services.

- **Meeting Notices** – Meeting notices will be posted with city of Madison and county and online.

- **Display Ads** – Ads will be considered in local newspapers. Placement in minority publications will also be considered.

- **Meeting Flyers** – Flyers will be used to announce RTP and other meetings and will be distributed via email list.

- **Comment Forms** – Forms will be available for very general and/or specific feedback. Forms will be included on the MPO website and websites for specific plans.

- **Surveys** – Surveys will be used to gather specific information from the public to assist in decision making processes.

- **Media Strategies** – A variety of strategies, including press releases to local media, editorial board meetings, social media, and videotaping of meetings.

- **Presentations to Civic Groups & Associations and Use of their Publications** – Presentations will be held with organizations and groups upon request. Groups and organizations that have news letters will be contacted to request inclusion of MPO materials in those publications.
• **MPO website** - The MPO website will continue to be maintained and simplified. Web pages will be developed for all plans and programs.
• **Social Media** – MPO will continue to maintain and develop a Facebook presence while exploring new social media opportunities.
• **MPO Name and Logo** – MPO logo and name will be used to identify projects and publications of the MPO.
• **Information Booths/Kiosks** – Information booths or kiosks will be considered at appropriate locations and events.
• **E-mail Newsletter** – The MPO newsletter will be created and distributed 3-4 times per year.
• **Field Trips** – Field trips will be considered for certain types of planning projects.
• **Audio casts of Public Meetings** – Recordings of meetings will be available upon request.
• **PI Meetings and Hearings** – PI meetings and hearings will be held throughout the region throughout planning processes at times that are convenient to affected citizens. Locations will be accessible by a number of modes, if possible. At least one meeting will occur in an EJ area.
• **Advisory Committees** – MPO will establish committees to assist in carrying out its responsibilities including:
  • **Technical Coordinating Committee** – advisory and coordinating committee made up of staff representatives from transportation agencies and communities. Draft plans, policies, and recommendations will be vetted through the committee before sending to MPO board.
  • **Citizen Advisory Committee** – advisory committee that includes representatives from local governments, community organizations, interest groups, businesses, and other citizens. Group with review and provide advice on plans, studies, and programs; act as a liaison with various groups; and provide a means of feedback on citizen views on MPO plans and policies.
  • **Other Advisory Committees/Commissions** – Other committees will be created to assist in the development and implementation of MPO plans and programs.

### Public Best Practices

The MPO will follow a number of best practices to maximize positive outcomes for stakeholder involvement and ensure consistency with federal regulations, including:

• **Coordination with state and local planning efforts and involvement activities** – Planning and public involvement activities will be coordinated to ensure consistency, make the best use of staff resources, and make the best use of citizens’ time while avoiding confusion between efforts. MPO will also rotate board meetings throughout the planning area periodically to increase the visibility of the organization.

• **Proactive Public Involvement Process** – The public will have the opportunity to speak at all meetings on agenda items or on items not on the agenda.

• **Title VI and Environmental Justice** – The MPO will take steps to ensure all persons (including minorities, low-income populations, the disabled, and those with a language barrier) have meaningful opportunities to participate in planning and programming processes. The MPO will engage these groups by getting representatives of these groups involved in the CAC and aware of mailings, hold meetings at locations convenient and accessible to these populations, having interpreters available, having notice of availability of translated resources and interpreters on meeting flyers, providing meeting notices to minority publications, providing translated materials to special interest groups, and utilizing Madison365.

• **Planning Factors** – The MPO will consider the federal planning factors in its planning and programming processes.

• **Public Notice and Comment on Public Participation Plan** – The MPO will provide a minimum 45-day comment period for PPP and distribute to stakeholders, post the plan on the MPO’s website, hold a hearing on the plan, and post final plan once complete.

### RTP 2050 Public Participation Efforts

The RTP 2050 contained a robust public involvement process. As outline in the PPP, RTP 2050 included:

• An interactive public participation website
• A RTP advisory committee made up of local elected officials and community leaders
• A community values and priorities survey
• Three series of three public involvement meetings
• A public hearing
• Multiple newsletter updates.

The efforts will be explained in depth in this section. The following section will include an analysis of the efficacy of each of these efforts.

### RTP Committee

Early in the planning process, MATPB recruited an RTP Advisory Committee to help guide development of the plan. The committee was designed to represent a wide cross section of stakeholders while also representing communities that are traditionally difficult to communicate with. The committee consisted of primarily elected officials, citizen members of local transportation related committees, and others representing important stakeholders and constituencies in
the region. Membership included:

- Stephen Flottmeyer – Planning Chief, WisDOT SW Region & MPO Policy Board Member
- Jennifer Sarnecki – Statewide Planning Chief, WisDOT
- Chuck Kamp – General Manager, Metro Transit & MPO Policy Board Member
- Paul Esser - Mayor, City of Sun Prairie
- Hans Hilbert - Alder, City of Middleton, District 7 & Chair of the Ped/Bike/Transit Committee
- Elizabeth Doyle - Alder, City of Verona, District 1 & Council President
- Kim Lobdell - Chair, City of Fitchburg Transportation & Transit Committee
- Carl Chenoweth - Dane County Supervisor, District 35 & Member, Commission on Economic and Workforce Development
- Rod Clark, Member – Village of McFarland, Finance & Ad Hoc Transportation Needs Committees
- Kevin Little – Managing Director of Economic Development, Greater Madison Chamber of Commerce
- Amanda Larson – YW Transit Program Coordinator, YWCA Madison
- Dave Porterfield – Real Estate Developer, Movin’ Out, Inc.
- Jessie Lerner – Executive Director, Sustain Dane
- Ken Golden – Member of CARPC, Member of City of Madison Transit & Parking Commission, Member of MPO Policy Board
- Betty Hicks – Member, City of Madison Disability Rights Commissions and ADA Transit Subcommittee
- Tom Wilson - Attorney/Administrator/Clerk - Treasurer, Town of Westport
- Chad Lawler - Director of Government Relations & Advocacy - Madison Area Builders Association
- Susan Schmitz - President - Downtown Madison, Inc.

The committee helped identify important issues facing the regional transportation system and how those issues affect their constituencies. Additionally, the committee provided feedback on plan goals and policies, public outreach strategies, project recommendations, and chapter drafts.

Overall, committee attendance was good throughout the process. Members on the committee engaged in the planning process and provided MPO staff with valuable feedback. It should be noted, however, that minority representation was lacking on the committee due to representatives from some of those communities ceasing to engage with the committee.
RTP & MPO Websites

The MPO launched an interactive website for RTP 2050 in an effort to increase public participation and interest in the planning process. Through a consultant, MATPB purchased the domains MadisonAreaRTP.com and MadisonAreaRTP.org to become the home of the RTP plan website. The website was initially home to a splash screen informing users that the website would be coming soon while prompting them with the opportunity to join the RTP mailing list. By the end of the planning period, 363 people joined the RTP contact list, increasing the total contacts in the MATPB master database to 801 people.

“363 people joined the RTP contact list”

The website launched on December 15, 2015. At that time, the website contained information about the planning process, committee listings, related plans and studies, a list of upcoming events, and a prompt to join the mailing list. After the successful launch of the site, staff maintained periodic updates to the site, adding the results from the values and priorities survey and relevant studies that other planning agencies recommended adding to the site.

In March 2016, the Community Mapping tool was added to the website, along with materials from and a summary of the first series of public involvement meetings. These meetings, along with the public involvement tool, led to a spike in website participation and page views. 40 projects were added to the Community Mapping tool and 234 votes were given to specific projects that were added to the map. MPO staff responded to these requests for projects in the RTP appendix. Some of the feedback led to recommendations being made in the plan itself.

“40 projects were added to the Community Mapping tool…[with] 234 votes given to specific projects”

Next, the Budget Simulator tool launched in advance of the October 2016 public involvement meetings. The tool provided users with the ability to modify the existing transportation budget to suit their transportation priorities. Users could choose to use only projected funding or to add additional funding via two different funding mechanisms. This tool received 26 total submissions, 18 of which came the week of the public involvement meetings.

Following the October 2016 involvement meetings, staff posted public involvement meeting materials – including boards, handouts, and
presentations – to the RTP website, along with a summary of the meeting activities. This, in combination with the launch of the tool and previewing of the upcoming Recommendations Review tool, led to the single largest bump in website page views during the planning process.

The Recommendations Review tool launched in early November 2016. The tool led to relatively few comments; however, those received were highly detailed. Shortly after, MATPB staff began posting draft RTP chapters to the plan website using an interactive tool called CiviComment. Though feedback received about the tool was generally positive, MATPB received no comments from the tool.

The final draft RTP chapter was posted in mid-February 2016. Staff then began summarizing website tool feedback for insertion into the appendix and began advertising the final series of involvement meetings and the public hearing on the draft plan. Finally, staff began summarizing and analyzing feedback received from the RTP website for including into the RTP’s appendix.

Following the meetings and plan finalization, the website moved into an “archive” state in which users could review the page as it appeared at the time of plan finalization. The website ended with over 12,247 page views by 1,659 unique users across 3,016 sessions. Users spent an average of 4 minutes 18 seconds on the website and visited just over 4 pages per visit. Though the project did not receive nearly the number of page views, sessions, or new users as MATPB’s main website, users on the project website spent 4 times the time and looked at twice as many pages. During this same period, the MATPB website received more than 56,000 page views across nearly 24,000 sessions.

“The RTP website ended with over 12,247 page views by 1,659 unique users across 3,016 sessions.”
The Greater Madison Region Values and Priorities Survey

MATPB partnered with the Capital Area Regional Planning Commission (CARPC) to conduct the Priorities and Values Survey of the greater Madison region, with the support of the consulting firm Heart+Mind Strategies. The firm conducted the scientific survey of 457 residents from December 8-22, 2015. Midway through the scientific study, the firm began an open survey, garnering 1,179 responses, primarily from the Madison urban area. The purpose of the survey was to determine regional priorities, values, and motivations to guide the planning process in the area. The survey asked general questions about the region, as well as transportation-specific questions.

The key findings of the survey were as follows:

- Madison region residents enjoy a high quality of life and have a relatively positive outlook – well above the national average. However, residents believe that the local economic recovery has been sluggish.
- While growth is viewed as inevitable, most believe it brings benefits and should be encouraged.
- Education (K-12 and Higher) and agriculture are seen as the top regional equities. Jobs, income inequality, affordable housing, crime, and access to healthcare are top regional challenges.
- Financial wellbeing, personal security, and a sense of community are the dominant personal values of residents in the region.
- High support for regional visioning (or planning) that focuses on safe neighborhoods, affordable housing, revitalization and reinvestment to reduce crime, and improving base infrastructure.
- Strong support for regional transportation investment, particularly increases in road maintenance, and improvement/expansion of public transportation.

Staff used results from the survey to refine the RTP goals and policies, and to inform RTP recommendations.

Social Media

More people are using social media (such as Facebook) to get their news, voice their opinions, and engage with citizens and entities alike. In fact, a 2016 Pew Research Survey found that of the 86% of Americans that use the Internet, eight in ten now uses Facebook regularly. Using these assumptions, roughly 300,000 people in the Madison urban area are regular Facebook users. It is important that MATPB maintains an active social media presence to ensure a high level of engagement with regional stakeholders and citizens.

MATPB has maintained a Facebook page since 2013 at www.facebook.com/MadisonAreaTPB/. Since its inception, it has grown to have 156 “likes.” In fact, the number of people liking the page has grown 35% in the last year alone. The result of this growth is an increase in page engagement and an enhanced social media reach. To maintain this reach, MATPB staff has worked to post relevant MPO happenings mixed with curated content that would be interesting and informative to followers.

Before the kickoff the RTP, MATPB staff worked with City of Madison IT to modify the MPO’s social media policy. The policy changed to allow more users to post to Facebook and streamlined the posting approval process. To streamline the process, staff developed...
a list of pre-approved websites that share information that is generally accepted, factual, and appropriate. This list includes a number of governmental agencies, reputable news agencies (such as The Wisconsin State Journal and New York Times), professional associations (such as the American Planning Association and the Association of Metropolitan Planning Organizations), and local non-profits (such as Bcycle). This change has greatly increased the posting frequency on the agency’s Facebook page. However, MPO staff has not taken a proactive approach to responding to comments due to the lack of a concrete policy on the matter.

During the RTP planning process, staff posted links to surveys, apps, related studies, meeting locations, chapter drafts, and relevant stories to Facebook. By comparing hits on the RTP website with Facebook post dates and times, it is easy to see a clear correlation between Facebook posting and increased web traffic.

**Public Outreach Meetings**

MATPB held public outreach meetings in a variety of locations throughout the region. In total, nine outreach meetings occurred during the three phases of the project.

**Series One**
The first series of meetings introduced the planning process to attendees and provided them an avenue to help set the RTP’s goals. The meetings included a presentation of existing conditions boards, a PowerPoint presentation about the planning process, and a goal setting activity. Additionally, staff set up a computer in which attendees could view the RTP website and submit recommended projects and studies via the community mapping tool. Meetings
locations included the Urban League of Greater Madison, the City of Verona Fire Department, and the Sun Prairie City Hall. The Urban League meeting location was held in an area of the community with higher than average levels of poverty, and higher than average number of minority residents, and close proximity to mass transportation. The Verona and Sun Prairie locations were selected for geographic dispersion. The meetings were advertised on the MATPB website, Facebook, the MATPB newsletter, at MATPB board meetings, and through a variety of email lists.

On March 2, 2016, MATPB held the first Madison public outreach meeting. The meeting had notably low attendance from members of the public. While 20 people attended the meeting, 10 were there in an official capacity. The meeting featured two members of the MATPB policy board - representing the highest board member attendance of all of the meetings. The intended target groups of the meeting - minorities and low-income populations - did not attend the meeting.

On March 3, 2016, MATPB hosted the second involvement meeting in the City of Verona. This meeting had lower attendance than the previous meeting, garnering 9 attendees. Two attendees were alders from the city of Verona and one of was there in an official capacity representing WisDOT. Once again, members from underrepresented communities did not attend the meeting.

The final meeting was held on March 7, 2016, in the City of Sun Prairie. This meeting had the best attendance of all meetings, with two dozen people attending. Of these individuals, a number of elected officials attended, including the Sun Prairie Mayor, members of City Council, and members of the Dane County Board of Supervisors. The meeting was the only meeting in which stakeholders from underrepresented groups attended and provided feedback on the planning process. Attendance at this meeting was likely higher than other meetings because local staff and elected officials helped to advertise the meeting.

Series Two
The second series of meetings built upon the previous series of meetings, introducing a preliminary needs analysis as well as planned projects recommended in previous planning efforts. The meeting included presentation boards, and PowerPoint presentation, and a table activity in which attendees could remark on identified needs and add their own. Meetings were held in at the Warner Park Community Recreation Center in Madison, the Middleton City Hall, and Fitchburg City Hall. Once again, the Madison area location was hosted in an area with higher than average minority and low-income populations. Again, the meetings were advertised on the MATPB website, Facebook, the MATPB newsletter, at MATPB board meetings, the Metro Transit news feed and through a variety of email lists.

On October 13, 2016, a public involvement meeting was held at the Warner Park Community Recreation Center in Madison. Though the community center was quite busy at the time, attendance to the meeting was poor, with only 8 participants, one of which was a board member and two were WisDOT employees. Once again, the intended target groups of the meeting did not attend the meeting. Interestingly, one of the attendees to this meeting expressed a great deal of confusion about what “the Madison Area Transportation Planning Board” was. He explained that he believed MATPB to be a city council-like entity and said he expected to see a meeting, rather than a presentation. He expressed confusion when it was explained that MATPB was an organization. Staff received a great deal of feedback during the table activities, but the majority came from relatively few individuals.

On October 19, 2016, MATPB hosted its next involvement meeting in Middleton. This meeting had higher attendance than most other meetings, with over two dozen in attendance, including representatives from the MPO board, CARPC, and the Middleton City Council in attendance. The meeting included
representation from underrepresented groups.
Staff received a great deal of feedback during the table activities from a variety of people. Similar to the Sun Prairie meeting, staff and elected officials advertised the meeting.

The final meeting was held on October 20, 2016, in Fitchburg. Attendance at the meeting was lowest of all suburban meetings, despite elected officials advertising it. One of the main reasons that this may have been the case was the timing of the meeting – the Fitchburg and Verona elected officials had a mandatory Fitchrona EMS district meeting and a Packers/Bears game was scheduled to occur in the middle of the meeting. 10 people, including the Mayor of Fitchburg, and staff representation from Fitchburg, WisDOT, Metro, and FHWA were in attendance.

Series Three and Public Hearing
The third series of meetings, as well as the public hearing, were used to present the draft plan to the public. The meeting included presentation boards and PowerPoint presentation. Meetings occurred at the City of Madison Senior Center, the Waunakee Village Hall, and the Sun Prairie City Hall. The public hearing was held as part of an MATPB board meeting at the city-county building in downtown Madison. The meetings were advertised on the MATPB website, Facebook, the MATPB newsletter, at MATPB board meetings, the Metro news feed, flyers on Metro buses, and through a variety of email lists.

The public hearing was held on March 1, 2017, during the MATPB policy board meeting at the City-County Building in Madison. The meeting included selected presentation boards, a PowerPoint presentation, and a public hearing. No comments were received during the hearing. The meeting was lightly attended, with fewer than 6 members of the general public attending, including two staff members from WisDOT.

The first public information meeting was held on March 2, 2017, at the Madison Senior Center in downtown Madison. This meeting had the lowest attendance of all meetings, with six people in attendance – two of which were City of Madison employees as well as the Mayor of Stoughton.

The second meeting was held on March 6, 2017, as part of a Waunakee village board meeting. About a dozen people attended this meeting, including elected officials from Waunakee and Middleton.

The final meeting was held in Sun Prairie on March 8, 2017. Once again, attendance was high at the meeting, with nearly two dozen people attending. Attendees included the mayor of Sun Prairie, current and future Sun Prairie alders, Dane County Board supervisors, and WisDOT staff.

In total, more than 130 people attended public information meetings, not accounting for repeat attendees.
MATPB staff created a variety of outreach materials to support the RTP effort including:

**Public Outreach Materials**

- Presentations
- Fact Sheets
- Flyers
- Newsletters
- Business Cards

Materials created for the planning process were generally well received, complemented, and were widely viewed.
Media

Though local media outlets covered some RTP 2050 meetings and staff reached out to generate interest, only one article was written about the plan. The Waunakee Tribune wrote an article on March 4, 2017, publicizing the upcoming Waunakee involvement meeting, the RTP, and the recommendations contained in the plan. The article contained an interview with MPO planning manager William Schaefer, as well as links to the RTP project website.

Stakeholder Engagement

Stakeholder engagement occurred primarily through the regional transportation plan subcommittee. This committee consisted of representatives from WisDOT, Metro, Dane County, local cities/villages/towns, the Greater Madison Chamber of Commerce, YWCA, Movin’ Out, Inc., Sustain Dane, CARPC, the Madison Area Builders Association, and Downtown Madison, Inc. In addition, MATPB staff gave presentations to the Dane County Cities and Villages Association, CARPC, and the City of Madison’s Long Range Transportation Planning Committee and Pedestrian, Bicycle, & Motor Vehicle Commission.

Conclusions & Recommendations

The PPP suggested a number of qualitative and quantitative ways to evaluate the performance of the MPO’s public participation efforts. While this data has been collected and analyzed (see right), statistics and figures do not tell the entire story of these involvement efforts. For example, the collected data makes it clear to see that the web-based outreach has a much larger reach than in-person events. In fact, in-person meetings only reach 0.5% of the total audience that web-based outreach does. However, the depth and quality of the online interactions is not the same as that of the in-person interactions.

To get a better sense of the success of the recommended involvement techniques, a matrix of the techniques, PPP goals, and stakeholders was created. MPO staff evaluated the effectiveness of each involvement technique within the context of the RTP 2050’s public participation efforts. The goal of “Balancing PPP goals with the need to finish projects on time and on budget” was excluded because it is an overarching strategy and consideration more than a goal. Further, several involvement techniques (booths/kiosks, field trips, audio casts) were not utilized during this planning process and not scored as a result. The table on the following page provides MPO staff’s views on the success of involvement techniques for RTP 2050.

The most effective techniques at meeting plan goals include:

- E-newsletter
- MPO & Project Website
- Social Media
- Information Flyers

Quantitative Metrics of Public Participation

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Meeting Participants</td>
<td>135*</td>
</tr>
<tr>
<td>Comments Received</td>
<td>110**</td>
</tr>
<tr>
<td>Avenues used to Reach EJ Populations</td>
<td>2</td>
</tr>
<tr>
<td>Individuals &amp; Groups on Email List</td>
<td>801</td>
</tr>
<tr>
<td>Hits on MPO Website</td>
<td>23,726</td>
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<tr>
<td>Hits on Project Website</td>
<td>3,016</td>
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<tr>
<td>Number of Newsletter subscribers</td>
<td>356</td>
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<tr>
<td>Number of Facebook Followers</td>
<td>157</td>
</tr>
<tr>
<td>Attendance at Advisory Committees</td>
<td>67%</td>
</tr>
</tbody>
</table>

*Does not include repeat attendees  
**Includes comments received in person and online
The Success of Involvement Techniques for RTP 2050

<table>
<thead>
<tr>
<th>Involvement Techniques</th>
<th>PPP Goals</th>
<th>Public &amp; Stakeholder Involvement</th>
<th>Level of Public Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPO &amp; Project website</td>
<td>Highly Effective</td>
<td>Consult</td>
<td>N/A</td>
</tr>
<tr>
<td>Email Newsletter</td>
<td>Highly Effective</td>
<td>Consult</td>
<td>N/A</td>
</tr>
<tr>
<td>PI Materials</td>
<td>Highly Effective</td>
<td>Consult</td>
<td>N/A</td>
</tr>
<tr>
<td>Access to planning documents and MPO staff</td>
<td>Highly Effective</td>
<td>Consult</td>
<td>N/A</td>
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<tr>
<td>PI Meetings and Hearings</td>
<td>Partially Effective</td>
<td>Consult/Involve</td>
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<tr>
<td>Coordination with other planning efforts and activities</td>
<td>Partially Effective</td>
<td>Collaborate</td>
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<tr>
<td>Email and mailing lists</td>
<td>Partially Effective</td>
<td>Inform</td>
<td>N/A</td>
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<tr>
<td>Other Committees (RTP Committee)</td>
<td>Partially Effective</td>
<td>Inform</td>
<td>N/A</td>
</tr>
<tr>
<td>Information Flyers</td>
<td>Partially Effective</td>
<td>Collaborate</td>
<td>N/A</td>
</tr>
<tr>
<td>Social Media</td>
<td>Partially Effective</td>
<td>Inform</td>
<td>N/A</td>
</tr>
<tr>
<td>Presentations to Civic Groups &amp; Associations</td>
<td>Partially Effective</td>
<td>Inform</td>
<td>N/A</td>
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<tr>
<td>Surveys</td>
<td>Partially Effective</td>
<td>Consult</td>
<td>N/A</td>
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<td>Meetings notices</td>
<td>Partially Effective</td>
<td>Inform</td>
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<tr>
<td>Citizen Advisory Committee</td>
<td>Little to No Effect</td>
<td>Collaborate</td>
<td>N/A</td>
</tr>
<tr>
<td>Generate interest using press releases</td>
<td>Little to No Effect</td>
<td>Inform</td>
<td>N/A</td>
</tr>
<tr>
<td>Use MPO Name and Logo on products</td>
<td>Little to No Effect</td>
<td>Inform</td>
<td>N/A</td>
</tr>
<tr>
<td>Technical Coordination Committee</td>
<td>Little to No Effect</td>
<td>Collaborate</td>
<td>N/A</td>
</tr>
<tr>
<td>Comment Forms</td>
<td>Little to No Effect</td>
<td>Consult</td>
<td>N/A</td>
</tr>
<tr>
<td>Information Booths/ Kiosks</td>
<td>Little to No Effect</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Field Trips</td>
<td>Little to No Effect</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Audio Casts of Public Meetings</td>
<td>Little to No Effect</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

● = Highly Effective  ○ = Partially Effective  ○ = Little to No Effect

Success of Involvement Techniques, from most successful to least successful:

The most effective techniques at engaging and involving the public and stakeholders include:
- Coordinating Planning Efforts and Activities
- Public Involvement Materials (Boards/Presentations/etc.)
- Access to Planning Documents and Staff
- MPO & Project Website

The overall most effective techniques include:
- MPO & Project Website
- Email Newsletter
- Public Involvement Materials (Boards/Presentations/etc.)
- Access to Planning Documents and Staff
- Public Involvement Meetings & Hearings
- Coordinating Planning Efforts and Activities

Some of the overall least effective techniques include:
- The Technical Coordinating Committee
- Comment Forms

- Use of MPO Name and Logo on Products
- Press Releases
- The Citizen Advisory Committee

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Use of MPO Name and Logo on Products
- Press Releases
- The Citizen Advisory Committee

Presentation Boards in Fitchburg.
The most effective techniques have something in common – convenience. With the exception of accessing coordinating planning efforts and activities, all other items are available at the convenience of the stakeholder – websites, newsletters, information flyers, involvement materials, and access to staff. These methods provide a wider reach than traditional methods of outreach and the ability to choose the type of information one learns about. This is not to say that other methods are not necessary – quite the contrary.

Methods such as the Technical Coordinating Committee (TCC), comment forms, the use of the MPO name and logo on products, press releases, and the Citizen Advisory Committee (CAC) could all be quite valuable; however, each of these methods has issues as they currently stand:

- The Technical Coordinating Committee is, by its very nature, inaccessible to most of the public, though that is to some extent by design. The meetings occur during the workday at 2:00 pm in the afternoon – one hour before peak period bus service to the meeting location begins. The primary purpose of these meetings is to reach those that implement the RTP in local governments and at WisDOT. The meeting is also an opportunity to coordinate and share information with member communities. Though the meetings are held frequently, membership is not necessarily sharing public information materials with their communities. To...
remedy this, MPO staff should work with TCC members to share information to their communities as well as identify opportunities to present outreach materials to interested parties within the communities (e.g. councils, boards, non-profits, schools, etc.)

- **Comment forms** are useful for gathering feedback from those that may not feel comfortable commenting in a public forum at meetings or hearings. While this method should be utilized, it cannot be relied on as a primary form of public feedback, but rather a supplementary method. It may be more useful to provide business cards with email addresses as a more contemporary form of comment forms, allowing attendees to send feedback at their leisure.

- The use of the MPO name and logo is not a public involvement technique, but should be used to brand all involvement efforts. In fact, the recognition of MPO name and logo has a direct impact on all public involvement efforts. Over the course of the involvement meetings, name and logo recognition for the MPO was quite low, with some attendees believing that the MPO was a committee of the Madison City Council. Anecdotally, during many interactions, staff had to explain that the Madison Area Transportation Planning Board is actually a metropolitan planning organization, staffed with planners that plan for short and long range regional transportation throughout the metropolitan region and that the MPO has a decision making board. Generally, this led to more confusion and ended conversations.

Staff recommends revisiting the name of the MPO to convey that it is an organization. The current name lends itself to a confusing acronym, MATPB or Madison Area TPB, that is not easily recognizable. The MPO is routinely identified by other names, with Madison MPO, MPO in Madison, Madison Area Transportation Board (MATB), and Madison Area MPO being used commonly. Further, staff recommends creating a new agency logo. An effective agency logo should be simple, convey what the agency does, be versatile for a variety of applications, and be timeless. The current logo does not convey that MATPB is a transportation planning agency, does not work on a variety of applications (square application, small spaces, or from long distances), and looks dated.

Updating the name and logo would involve advertising the MPO and engaging with the public about the role of the MPO in the region year round. Advertisements could be placed online on sites such as YouTube and Facebook. Staff could work to raise the profile of the MPO by contacting organizations, businesses, and governments throughout the region with offers to give presentations about the MPO’s work. Staff could also attend events such as farmers’ markets with MPO-related outreach materials or hand out business cards/branded MPO materials (such as pens or stress balls) at densely populated locations (e.g. transfer points, the Square, farmers’ markets, malls). Improving recognition of the MPO will improve participation in all outreach activities.

- **Press releases** are no longer an effective way of reaching the media. The media landscape is currently evolving, with social media acting as a primary source of breaking news. The media is moving towards a model in which social media is used to find and break news stories. To take advantage of this new structure, the MPO should create social media-friendly articles related to outreach activities and take advantage of services such as YouTube and Vimeo to create short, interesting videos explaining what the MPO is, how its planning processes work, and how to get involved. This may pique to curiosity of the media in this new landscape.
On the IAP2 Spectrum of Public Participation, the Citizen Advisory Committee (CAC) brings the MPO closest to “collaboration” with the public, potentially making it one of the most impactful methods of outreach to the public. MATPB’s CAC is not representative of the greater Madison region, currently has few members, and did not have an expressed goal or role in the RTP process. While the CAC did receive materials, rarely did the committee make recommendations or have a way to collaborate with staff during the planning process. MATPB should seek to emulate successful CACs, such as the Chicago Metropolitan Agency for Planning’s (CMAP) CAC. CMAP, for example, works to ensure that their committee is geographically and demographically diverse and provides committee members with clear roles in the planning process. Members act as not only a proving ground for outreach activities, but are expected to help CMAP with outreach activities.

Other Recommendations
Based on the experience of the RTP public participation process, MPO staff recommends the following to improve the quality and quantity of public participation:

- Perform public outreach year-round, including when major planning efforts are not underway, including during the implementation phase. Create a series of stock presentations that can be adapted for presentations to community and civic groups, business associations, and technical organizations.
- Balance public involvement meeting strategies, utilizing tools other than presentations to engage the public.
- Look to establish locations for MATPB public involvement boards to be displayed on semi-permanent basis (e.g. city halls, schools, non-profits, etc.)
- Develop an MPO-specific web and social media policy, gain board approval and certification, and work with City of Madison IT to implement it. This policy would provide the MPO with control of MPO Social Media Accounts and web-related activities, other than the city-hosted MPO Website. Such a policy would allow MPO staff to sign into Facebook directly, “like” pages, and purchase Facebook ads. Further, the policy should give the MPO the ability to purchase domains for specific projects, plans, and programs and host web space on top-tier web hosting services, such as Amazon.com and GoDaddy.com. These policy modifications will improve the efficacy of online engagement, save staff time, and save a great deal of money.
- Entice the public to come to events with MPO swag and food – particularly when events are held during mealtimes.
- Work with MPO Board to develop minimum attendance standards for board members for involvement events.
- Develop fact sheets for the Board, TCC, and CAC members, as well as the public, explaining the membership, purpose, role of each committee.
- Work to better acquaint the Board with the TCC and CAC. This could include presentations to the Board by TCC and CAC members or possibly an occasional joint meeting with the TCC.
- Continue to ensure that all meetings, to the maximum extent practicable, are accessible to the general public. This includes hosting meetings at locations with access from a variety of modes at times that are convenient for most people.
- Determine a public participation goal for all involvement activities based on IAP2’s participation spectrum and ensure the “promise to the public” is kept.
• Continue to embrace new technology and the ways it can enhance the involvement process.
• Consider purchasing tablets or other devices that will allow more members of the public to access web-related outreach materials at public meetings.
• Purchase and utilize technology that would allow meeting participants to record responses to questions in real time.
• Provide equity by providing accommodations for meeting attendees with children.
• Rework the balance of public meetings-to-events during the public participation process, having events such as information booths/kiosks at highly visible locations in lieu of traditional public information meetings.
• Develop fact sheets with explanations of committees, membership roles, operational rules, and how members are expected to interact with the MPO during the planning process.
• Implement involvement techniques not used during the planning process, including information booths/kiosks, field trips, and audio casts of meetings.
• Engage elected officials during the planning process using events such as field trips or tours as the catalyst of such events.
• Utilize creative advertising of planning efforts such as bus ads, contests, and exhibitions.
• Increase MPO staff visibility throughout the region by maintaining a presence at a variety of events and meetings.
• Raise the profile of the MPO by participating in more local industry organizations and events.
• Work with other MPOs to learn about successes/failures in the public participation process.
• Engage “new” stakeholders in the planning process, as required by federal regulation, such as tourism agencies, freight operators, public health organizations, and natural disaster mitigation planning agencies.
• Have a variety of staff make presentations to leverage the knowledge and abilities of all staff, demonstrating competency and building public trust in staff.
• Coordinate with other meetings and events that have built-in audiences to expand our reach.
• Identify strategic stakeholder groups and increase targeted interaction with these groups (e.g. focus groups and workshops)