



Board Report

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PLANNING AND PROGRAMMING COMMITTEE NOVEMBER 15, 2017

**SUBJECT: PUBLIC PARTICIPATION PLAN FRAMEWORK
FOR THE LONG RANGE TRANSPORTATION PLAN
UPDATE**

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE the Public Participation Plan framework for the Long Range Transportation Plan Update, included as Attachment A.

ISSUE

This Public Participation Plan outlines an approach and strategy for community and stakeholder engagement for the Long Range Transportation Plan (LRTP) Update.

DISCUSSION

Background

At the September 2017 Board meeting, staff presented an introduction to the 2009 LRTP Update which included a schedule in the Summary Work Plan (Attachment B) identifying the release of a Public Participation Plan in fall 2017.

The modular, comprehensive and dynamic approach of the LRTP will provide a clear, comprehensive vision for Metro's role in improving the lives of those we serve and how to make it happen. One of the four guiding themes for the LRTP is public engagement, acknowledging the critical role of a broad and strategic public engagement process reflecting our diverse communities and stakeholders. Decision-making will be guided by input received through the engagement process.

Depending on the module topic and the audience, outreach will either expose, educate, or engage the public and Metro stakeholders. Expose refers to generating awareness. Educate refers to providing a foundational understanding to facilitate effective and informed engagement. Engage refers to actively listening, learning and responding, either at the outset or in response to a proposal.

Approach to Public Participation

The purpose of the Public Participation Plan is to guide engagement with stakeholders and the public while garnering meaningful input in preparing the LRTP Update and educating about Metro. The goals of the Plan consist of inclusive outreach activities that will meet the following guiding principles:

- Provide outreach materials that are **relatable** to the target audiences;
- Ensure opportunities for **inclusive** public input;
- Tailor outreach that is **creative** and **customized** for the target audiences;
- **Reach out** in a comprehensive manner, to ensure broad representation across all regions, ethnicities, and socioeconomic groups, including the low-income and/or historically-underserved communities; and
- Engage the public in a **transparent** manner.

The strategy for public participation will include four rounds of public engagement, including:

- Round 1 - Baseline understanding, to be conducted in spring 2018
- Round 2 - Values framework, to be conducted fall 2018
- Round 3 - Alternative investment scenarios, to be conducted winter 2019
- Round 4 - Final LRTP, to be conducted winter 2020

In addition to these formal rounds of public engagement, outreach will continue online and via other media channels throughout the development of the LRTP.

Concurrent Coordination

Public engagement on the LRTP Update will be coordinated with concurrent, related agency-wide initiatives, including the NextGen Bus Study/Plan and the Countywide Bus Rapid Transit Study/Plan. Effective public engagement on a project of this scope and in a county this large and diverse takes time and an innovative approach.

NEXT STEPS

Staff will procure consultant support services to further develop and implement the Public Participation Plan in early 2018. Staff will also continue to keep the Board informed of the status of the LRTP by returning quarterly, as identified in Attachment B.

ATTACHMENTS

Attachment A - Public Participation Plan Framework

Attachment B - Summary Work Plan, Key Deliverables and Schedule

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