

8. EVALUATING THE PUBLIC PARTICIPATION PLAN

This Public Participation Plan describes the roles and responsibilities of the CCRPC in meeting federal and state requirements, and in honoring our commitment to involving the public and other interested parties in transportation and regional planning in Chittenden County. The Plan also describes the techniques used by the CCRPC to reach and engage the public in its projects and activities. In order to determine the effectiveness of those techniques, a means to evaluate each of them is necessary.

Table 3 identifies evaluation criteria, performance goals, and methods to reach the goals for each public engagement technique. There are several ways to determine whether or not those goals have been achieved. Short surveys of event participants, CCRPC contacts, and other members of the public can assess which outreach techniques are effective or ineffective, and why. Analyzing the time spent by CCRPC staff on each technique and their subsequent success rate can help guide decisions on how to improve outreach methods, or which methods are ineffective and should be discontinued. On an annual basis, CCRPC staff and/or a communications consultant will use the following evaluation table to track the effectiveness of each public engagement technique. A summary report of the results will highlight successful public engagement efforts, note areas that could be improved, and offer recommendations that would benefit the public and the organization alike. The Public Participation Plan Advisory Committee will get together once a year for a review to assess the effectiveness of the PPP and the evaluation methods below.

Table 3: Evaluation Criteria and Performance Goals for Public Participation Techniques

Technique	Public Participation Strategy	Performance Measure	Evaluation Criteria	Methods to Meet Goals	Spectrum Level
Organizational Techniques	CCRPC Contact Information Database	Keep database current	Number of returned items	Make immediate corrections when items are returned	Inform
	CCRPC website	Annual increase in unique website visitors	Number of hits (monthly Google Analytics report)	Use other public participation tools to increase awareness of the website as an effective resource	Inform
	CCRPC newsletter	Minimum of 15% opening rate	Number of persons reached	Update recipient list based on undeliverable email (and/or postal addresses)	Inform
	Calendar of events	Keep calendar current	Calendar reflects all currently known events	Post on website in a timely manner	Inform
	Legal advertisements	Advertise all required public hearings for 15 30 days in advance unless required by law	All required public hearings are advertised for 15 30 days in advance unless required by law	Ensure system is in place to advertise public hearings with enough lead time	Consult

3. SUMMARY OF CCRPC PUBLIC PARTICIPATION POLICIES

The Public Participation Plan describes in detail the major activities of the CCRPC, and the accompanying public participation methods and processes. The following table includes an overview of the CCRPC’s formal Public Participation Policies, including the comment period for each program. We recommend confirming all regular public meetings with CCRPC staff or via the website: www.ccrpcvt.org.

Table 1: Summary of CCRPC Public Participation Policies

Plan/Program Adoption	Public Meetings	Public Hearing Comment Period
Public Participation Plan (PPP)	Public can comment at Transportation Advisory Committee (TAC), Planning Advisory Committee (PAC) and Board meetings, as well as via mail, email or phone.	45 Days as per Title 23 U.S.C. Section 134 and 23 CFR Part 450.316
Regional Plan and Metropolitan Transportation Plan (MTP)	Two or more public meetings held for proposed plan or amendments. Public can comment at TAC, LRPC PAC and Board meetings, as well as via mail, email or phone.	Regional Plan: 30 Days as per 24 V.S.A. § 4348 and Title 23 U.S.C. Section 134 and 23 CFR Part 450.316 MTP: 15 Days
Unified Planning Work Program (UPWP)	Public can comment at TAC, PAC and Board meetings, as well as via mail, email or phone.	15 30 Days
Transportation Improvement Plan (TIP)	Public can comment at TAC and Board meetings, as well as via mail, email or phone.	15 30 Days
Plan/Program Amendments	Public Meetings	Public Comment Period
Public Participation Plan	Public hearing for major amendments.	45 Days
Regional Plan and Metropolitan Transportation Plan (MTP)	Two or more public meetings held for proposed major amendments to Regional Plan. Public hearing for major MTP amendments. No meeting required for minor amendments.	30 Days
Transportation Improvement Program (TIP)	See Appendix D for details.	15 30 Days for major amendments
Unified Planning Work Program (UPWP)	Public hearing for major amendments. No meeting required for minor amendments.	15 30 Days

Open Meetings	Public Meetings
CCRPC Board	Regular meetings are held at 6:00pm at the CCRPC office on the third Wednesday of every month (except August and November).
Long Range Planning Committee (LRPC)	Meets on a semi-annual basis or as needed for Regional Plan and MTP updates.
Transportation Advisory Committee (TAC)	Regular meetings are held at 9:00am at the CCRPC office the first Tuesday of every month.
Planning Advisory Committee (PAC)	Regular meetings are held at 2:30pm at the CCRPC office the second third Wednesday of every month.
Executive Committee	Regular meetings are held at 5:30pm at the CCRPC office the first Wednesday of every month.
Finance Committee	Meets on a quarterly basis or as needed.
Board Development Committee	Meets on a semi-annual basis or as needed.

4. PUBLIC PARTICIPATION PRINCIPLES & GOALS

Public participation is a dynamic activity that requires commitment at all levels of the organization. In crafting the Public Participation Plan, we are striving to meet these relevant principles in the ECOS Plan:

ECOS Principle # 6: Cultivate collaboration. Sustainable communities engage all facets of society in working together for the benefit of the whole. Local governments in these communities bring government representatives, community members and organization together and create a culture of collaboration that encourages innovation, sharing of resources, and jointly shared accountability for results.

ECOS Principle # 7: Ensure equity. Sustainable communities allocate resources and opportunities fairly so that all people who do the full range of jobs that a community needs can thrive in it. Local governments in these communities actively eliminate barriers to full participation in community life and work to correct past injustices.

ECOS Principle # 8: Embrace diversity. Sustainable communities feature a tapestry of peoples, cultures and economies underpinned by a richly functioning natural environment. Local governments in these communities celebrate and foster ethnic, cultural, economic and biological diversity and encourage multiple approaches to accomplish a goal.

To ensure that all constituents are provided with substantive opportunities to participate in CCRPC activities, the organization pledges to follow the federal mandates outlined in the Legal Regulations and Requirements Section, as well as the Principles, Goal and Objectives in the following section.