

CCRPC Public Participation Plan *and the (New!) CCRPC Website*

Chittenden County RPC Board Training
March 16, 2016

Public Participation Plan (PPP)

The CCRPC Public Participation Plan provides the methodology for involving the public in our work.

- *A PPP is a requirement of receiving federal dollars*
- *It is intended to be a resource for the CCRPC*
- *The current PPP was adopted by the CCRPC Board in October 2014*

The Spectrum of Participation

Each activity of the CCRPC has a customized level of participation, depending on:

- *Stakeholders*
- *Size and scope*
- *Short- and long-term goals*
- *Level of program & community readiness*
- *Capacity & resources*

The **Spectrum of Participation** divides the CCRPC's strategies into corresponding levels of engagement to ensure the community's needs are being met.

CCRPC Spectrum of Participation



Equity Impact Worksheet

Every project from Involve and higher is reviewed using the **Equity Impact Worksheet** to determine at an early stage whether there are groups that could benefit from additional engagement and further review of equity impacts.

- *CCRPC staff and consultants use this tool for projects under INVOLVE or higher*
- *Series of questions to help inform scope of work around public engagement*
- *Helps us consider the process, purpose, primary audience, potential barriers, impacts and strategies to inform and involve the intended audience(s)*

Evaluation Matrix

Technique	Public Engagement Tool	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 engagement 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 30 days in advance	All required public hearings are advertised 30 days in advance	Ensure system is in place to advertise public hearings with enough lead time	Inform
	Title VI reporting: translation and interpretive services	Satisfy all requests	How many requests are made, and how many requests are filled?	Advance notice of meetings; opportunity for translation services is prominent and clear on all notifications	Inform



Evaluation Matrix

Technique	Public Engagement Tool	Performance Measure	Evaluation Criteria	Methods to Meet Goals	Spectrum Level
Project-Specific Techniques	Informational flyers, posters, brochures	Materials readily available and distributed on request	Calls, emails/letters; number of persons reached	Materials will be available at CCRPC public events, town offices, and on request	Inform
	Email announcements / Internet message board	Minimum of 15% of meeting attendees / survey respondents indicated they saw the announcement, and/or 15% opening rate	Calls, emails/letters; number of persons contacted	Update recipient list based on undeliverable email and postal addresses; fine-tune recipient list to accurately target affected areas; provide surveys to track usage of tools; monitor email opening rate	Inform
	TV/News conferences	Seek coverage from media outlets that reach the target audience	Number of news stories generated	Provide information in a 'ready to print' or broadcast format; pursue print publication in a prominent location; modify material based on public feedback	Inform
	Paid advertisements (print, radio)		Number of calls, letters and email responses; number of news stories generated		Inform
	Press releases		Number of calls, letters and email responses; number of news stories generated		Inform
	Featured stories		Number of news		



Example: Winooski Transportation Plan

- *City of Winooski and CCRPC collaborating in the development of a transportation plan*
- *Project team completed the Equity Impact Worksheet*
- *CCRPC issued a request for experienced individuals or organizations to assist with public participation and outreach among traditionally underserved and underrepresented communities in Winooski*
- *Letters of interest were submitted from three organizations/groups, two of which were chosen help develop/implement a more robust public participation process*
- *The hired groups employed methods such as: surveying focus groups, survey distribution at the Winooski High School, door-to-door visits in multiple communities, and tabling at existing events to gather feedback from as many community members as possible*
- *As a result, 182 surveys were gathered, approximately 90 of which were from individuals from traditionally underrepresented populations*
- *Phase II is beginning soon*