

# **2050 MTP Development Public Engagement Plan**

**Capital Area MPO  
Durham-Chapel Hill-Carrboro MPO**

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# Contents

Introduction .....	3
Key 2050 MTP Development Milestones.....	3
Public Engagement Goals.....	4
Public Engagement Activities.....	5
Activity Descriptions .....	6
1. Written Materials.....	6
2. In-Person Engagement.....	6
3. Virtual Engagement .....	6
4. Media and Ads .....	7
5. Diverse Engagement .....	7
6. Respond to Comments.....	7

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## Introduction

The Metropolitan Transportation Plan (MTP) is the long-range regional transportation plan for the greater Research Triangle region. The Capital Area and the Durham Chapel-Hill Carrboro MPOs coordinate to develop the MTP for the region. The 2050 MTP will provide a framework for the investment of anticipated federal, state and local funds, based on anticipated needs and regional goals and objectives over a 30-year timeframe. It will include transportation projects, programs, and policies across modes (roadway, transit, rail, bicycle, and pedestrian).

Public engagement is a significant component of the MTP development process. Decisions cannot be based solely on numbers and the interpretation of goals and objectives by the MPOs' staff and Policy Boards. Public engagement provides an opportunity to build trust and credibility for the MTP by engaging with a variety of stakeholders and residents to provide information and elicit input. The development of the 2050 MTP will include a comprehensive public engagement process that uses input from residents, municipal and agency partners, key community stakeholders and interest groups to provide a critical evaluation of the products for each stage of developing the plan.

The purpose of the following Public Engagement Plan ("PE Plan") is to outline the goals and methods to be deployed to promote meaningful participation and ensure that the public is not only informed, but also involved in the creation of ideas, identification of problems and issues, and the development of solutions. The intent is to provide the overarching engagement goals and the range of tools that will be used to engage members of the public, when they will be used during the overall development of the 2050 MTP, and a schedule of independent and overlapping activities. This PE Plan focuses on inclusive and authentic public outreach tools and tactics that will reach the region's numerous and diverse stakeholders and residents early and consistently. Engagement methods will focus on educating the general public on the MTP development to build awareness while obtaining the necessary input for the technical team to progress.

In addition to this PE Plan, which is customized for public engagement related to the 2050 MTP, both MPOs have a Public Participation Plan available on their respective websites ([www.campo-nc.us](http://www.campo-nc.us) or [www.dchcmpo.org](http://www.dchcmpo.org)). Those plans detail the requirements for public comment periods, notifications of public hearings, and more especially related to MPO Policy Board actions.

## Key 2050 MTP Development Milestones

There are five milestones in the development of the 2050 MTP that will involve public engagement:

- I. Vision – Goals & Objectives
- II. Travel Model and SE Data
  - a. Socio-Economic Data (SE Data) to be used for 2050 MTP
  - b. Triangle Regional Model (TRM) to be used for 2050 MTP
- III. Alternatives Selection and Analysis
- IV. Preferred Option Review
- V. 2050 MTP Adoption

## Public Engagement Goals

The strategies and methods outlined in this PE Plan reflect one or more of the following goals:

**Meaningful:** Multiple engagement efforts will take place during the 2050 MTP development process (18+ months). They will be customized to each development milestone.

**Ensure Access (1):** “Go to them where they are approach.” Deploy a range of methods to reach all populations, including targeted efforts toward traditionally underengaged populations

- Involve minority, low-income, limited English proficiency, and disabled populations in the transportation decision-making.
- Coordinate with ongoing planning and outreach efforts of MPOs and partners (i.e. local municipalities and NCDOT) for opportunities to engage broader public and avoid "engagement fatigue".
- Utilize community ambassadors and traditionally underengaged population representatives to gain input from targeted communities of concern

**Ensure Access (2):** All materials will be crafted in a manner that is easily understood by the general population and ensure that participation is both welcomed and encouraged.

• **Ensure Access (3):** Increase access to participation by utilizing both in-person and online methods.

• **Increase Participation:** Leverage recent engagement efforts by MPOs as well as municipal partners for outreach mechanisms (eg. contacts lists) to broaden reach to both general public and targeted groups

○ **Documentation:** Target and measure engagement gaps and successes. Document public engagement activities and inputs for review by the public, administrators and decision makers.

○ **Build Trust:** Close the loop; ensure all participants receive follow-up information about outcomes.

## Public Engagement Activities

The following table depicts the intended public engagement activities for the development of the 2050 MTP. These activities are also described further below. Through these methods, staff from both MPOs will strive to create opportunities to engage with diverse stakeholder groups and residents early and consistently. Other tools and materials may be developed if circumstances suggest they will enhance effectiveness.<sup>1</sup>

Activity	2050 MTP Development Milestone				
	I. Goals & Objectives	II. SE Data and TRM	III. Alternatives	IV. Preferred Option	V. Adopt Plan
<b>Written Materials</b>					
Reports	✓	✓	✓	✓	✓
Maps	--	✓	✓	✓	✓
<b>In-Person Engagement</b>					
In-person events	--	--	✓	✓	--
Public hearing	✓	✓	✓	✓	✓
Presentations	--	--	✓	✓	--
<b>Virtual Engagement</b>					
Website	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✓
Videos	--	✓	✓	✓	✓
Online survey & map	--	✓	✓	✓	--
Mailing list	✓	✓	✓	✓	✓
Newsletters/Brochures	✓	--	✓	✓	--
<b>Media and Ads</b>					
Press releases	✓	✓	✓	✓	✓
Ads	✓	--	✓	✓	✓
<b>Diverse Engagement</b>	✓	✓	✓	✓	✓
<b>Respond to Comments</b>	✓	✓	✓	✓	✓

<sup>1</sup> It should be noted that in-person events will take place as permitted by Covid-19 social distancing restrictions.

## Activity Descriptions

### 1. Written Materials

**Reports** – The MPOs will produce easy-to-read plan reports that make extensive use of visuals such as charts, tables and graphs to present the materials. Long reports will have a summary.

**Maps** – The MPOs will produce easy-to-read printed and electronic maps (e.g., PDFs), and interactive, online maps that allows the user to zoom-in and zoom-out.

**Mailing List** – The MPOs will create an electronic and postal mailing list of people and agencies and send engagement opportunity notices to that list.

### 2. In-Person Engagement

**In-person engagement** will be held at various locations throughout the region to ensure the MPOs receive feedback from a variety of locales and socioeconomic groups. To the extent possible, the MPOs will coordinate with the public engagement activities of other planning efforts in the area. The MPOs' activities will be held at locations that are accessible to persons with disabilities and which are located on a transit route, to the extent feasible (some parts of the planning areas do not have fixed-route transit service). If notified within 48 hours of an event, special provisions will be made, e.g., sign language, translator, etc.

**In-person events** – These events can have a variety of formats, including, but not limited to:

- Workshops in which community members are able to talk one-on-one with staff;
- Focus groups in which a facilitator helps to produce feedback;
- Charrettes that allow citizens to make hands-on contributions to design elements; and,
- Pop-up events conducted at popular locations for targeted groups.

**Public hearings** – People can directly address the MPO Board.

**Presentations** – As appropriate, the MPOs will make presentations and solicit feedback from the elected officials and advisory commissions and committees of partner agencies and municipalities, and those identified among the target groups.

### 3. Virtual Engagement

**Website** – The MPOs will develop Web sites that provide the public: easy ways to provide feedback; background on the MTP federal requirements; MPO public engagement plan and schedule; public opportunities to participate and sign-up for notices; all MTP documents, maps, presentations and surveys; and staff contact information. Currently, the MPOs are investigating the possibility of creating a single 2050 MTP Web site for both MPOs.

**Social Media** – The MPOs will publish public engagement opportunities through social media such as Twitter, Facebook and Instagram.

**Videos & Audio Files** – The MPO will develop and publish explanatory videos to present products from the development of the 2050 MTP. The MPOs will also explore the utility of a monthly podcast, or presentations with audio for distribution.

**Online Survey and Maps** – As appropriate, the MPO will administer written and online surveys, and crowdsourcing maps.

**E-Newsletters and Brochures** – The MPO will publish newsletters or brochures for major milestones.

**Call in meetings and/or Virtual Town Halls** – The MPOs will host virtual meetings and endeavor to replicate in-person activities online at key milestones, as appropriate. Such meetings would be interactive to engage participants via meeting polling, and similar tactics. Online meetings (at a minimum the staff presentations) will be recorded and posted on the website

#### 4. Media and Ads

**Press Releases** – The MPOs will provide press releases to the local governments in their planning area for release to the public.

**Ads** - The MPOs will publish a notice in major newspapers, and other local, minority, or alternative language newspapers, as appropriate, to notify the public of engagement opportunities.

#### 5. Diverse Engagement

The MPOs will endeavor to engage people from all member jurisdictions, multi-modal transportation groups, neighborhood and community groups, and local and State agencies responsible for environmental protection, conservation, land use management, natural resources and historic preservation. The MPOs will realize more equitable engagement by including people from the environmental justice communities including minority, low-income, limited English proficient, and elderly persons.

#### 6. Respond to Comments

The MPOs will document both oral and written public comments received during the course of public engagement and make those comments available to the MPO Executive Board and the public. As needed, staff will summarize comments, and in some cases directly responded to significant or popular comments.