

The Madison Area Transportation Planning Board

Public Participation Evaluation 2017



June 2017



MATPB Public Participation Evaluation

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Madison Area Transportation Planning Board
121. S. Pinckney St., Suite 400
Madison, WI 53703

Madison Area Transportation Planning Board

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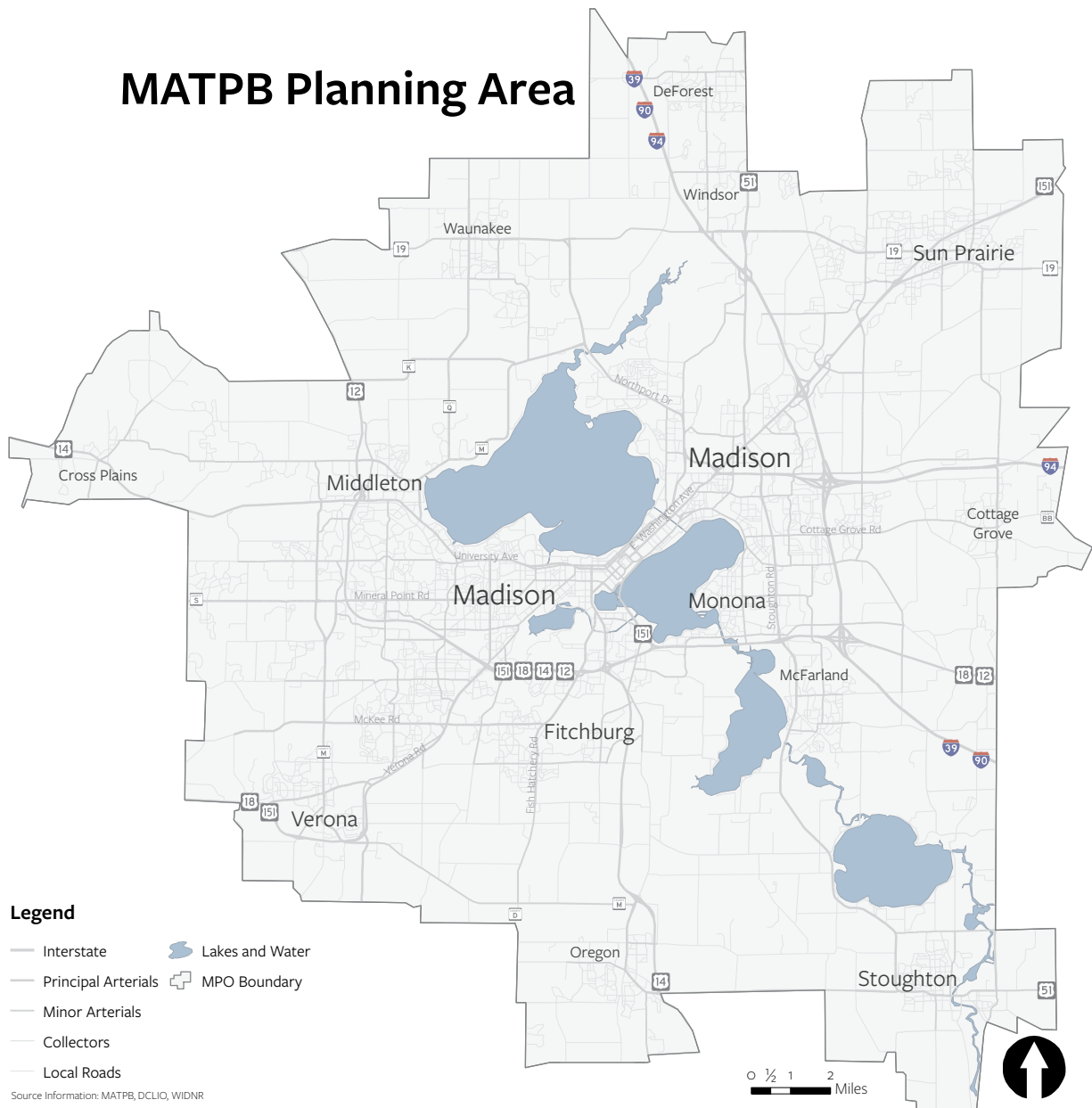
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Introduction

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.



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-

tiveness of the PPP. Adopting the PPP brought the MPO into compliance with federal rules that require MPOs to develop PPPs in consultation with “interested parties,” or individuals affected by, or involved with, transportation in the region. Further, the plan outlined specific ways that the MPO intended to engage environmental justice populations (e.g. minority and low-income individuals) in the planning process as well as maintain compliance with Title VI.

Purpose

The purpose of the MATPB Public Participation Evaluation is to assess the efficacy of the implementation of the PPP. The PPP included a number of ways to assess the efficacy of the plan in both qualitative and quantitative ways. The quantitative measures include:

- Number and diversity of meeting participants and comments received
- Number of comments received through online engagement tools
- Number of avenues used to reach environment justice population groups
- Number of individuals and groups on the MPO’s email list
- Number of hits on the MPO website
- Number of MPO email newsletter subscribers and number of MPO Facebook page followers
- Amount of media coverage, including that in minority publications
- Attendance and comments received from advisory committees

The qualitative measures include:

- Effectiveness of different meeting formats
- Public understanding of the process
- Quality of the comments received and use of the input in developing the plans
- Effectiveness of notification and communication tools, including the MPO website
- Effectiveness of visualization tools and techniques used

The PPP will be evaluated through the lens of the RTP. The organization of the report is as follows:

- Summary of the PPP – a breakdown of the goals of the PPP, stakeholder groups and interested parties, and techniques the MPO will use in its public participation processes.
- Summary of Engagement Activities related to the Regional Transportation Plan (RTP) – a recap of RTP engagement activities, including examples.
- Conclusions and Recommendations – an analysis of RTP engagement activities and recommendations to improve future engagement efforts.

Summary of Public Participation Plan

The MATPB PPP outlined the goals of the MPO’s public participation process, identified key stakeholders, and explained the methods the MPO planned to employ for outreach.

Goals

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 is essential.
- Plans developed with citizen participation have greater community support, increasing their chances of implementation.



MATPB's Facebook Page on 5/12/2017. The page currently has 156 likes.

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 time-frame and budget.

Stakeholders

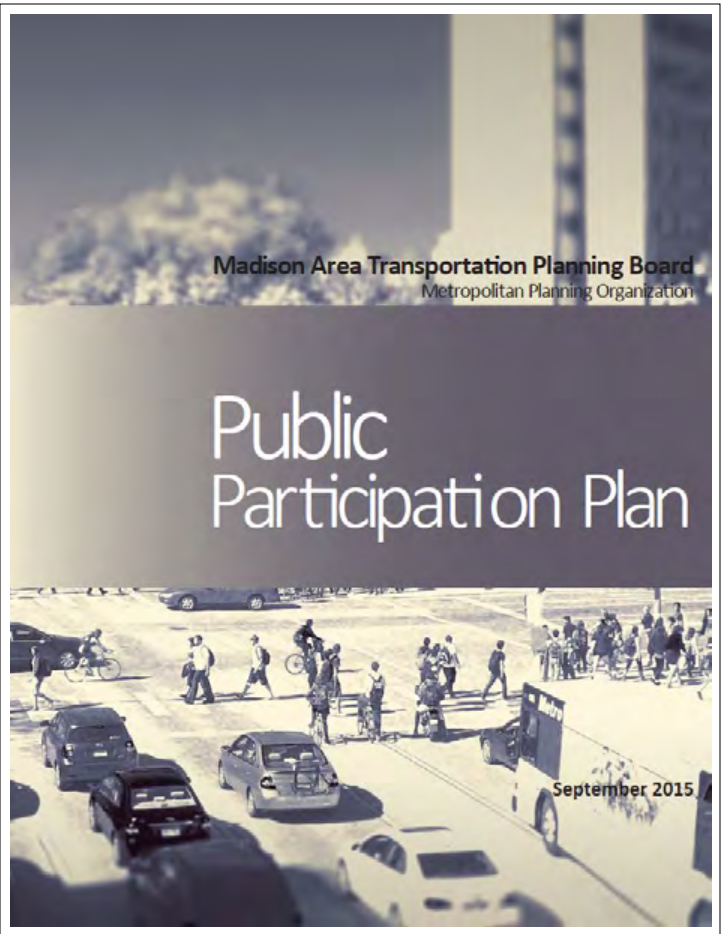
The PPP identified several stakeholder groups that are important to the transportation planning and programming process, including:

- 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.



MATPB's Public Participation Plan was adopted in September 2015. [Click above to view the plan.](#)

- 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 numbers 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.

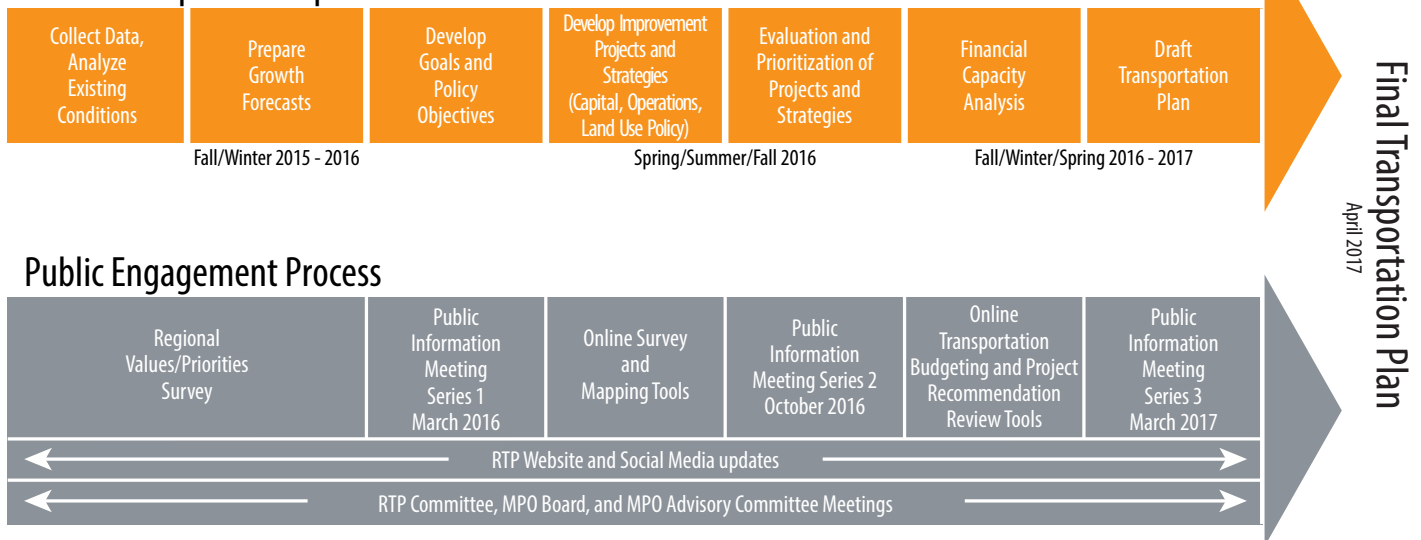
The efforts will be explained in depth in this section. The following section will include an analysis of the efficacy of each of these efforts.

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

Regional Transportation Plan Process and Schedule

Plan Development Steps



RTP 2050 Planning Process and Schedule with the Public Engagement Process.

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”

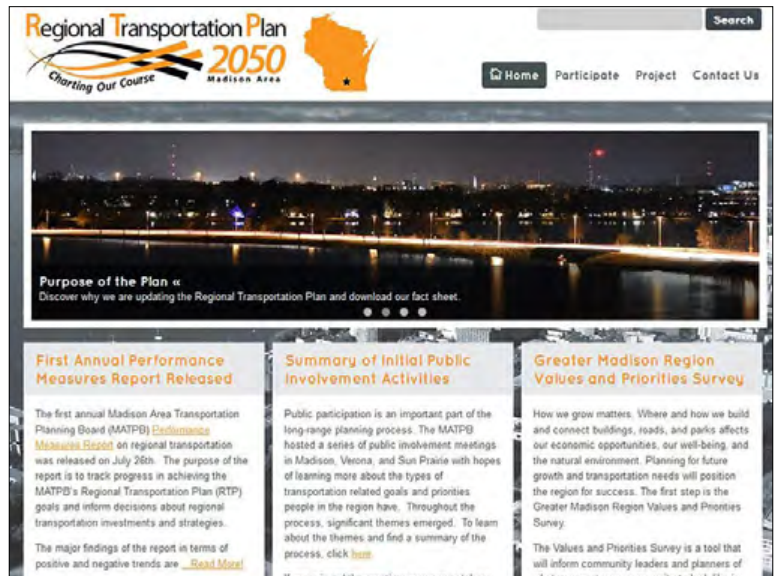
The website launched on December 15, 2015. At that time, the website contained information about the planning process, committee listings, related plans and studies, a list of upcoming events, and a prompt to join the mailing list. After the successful launch of the site, staff maintained periodic updates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

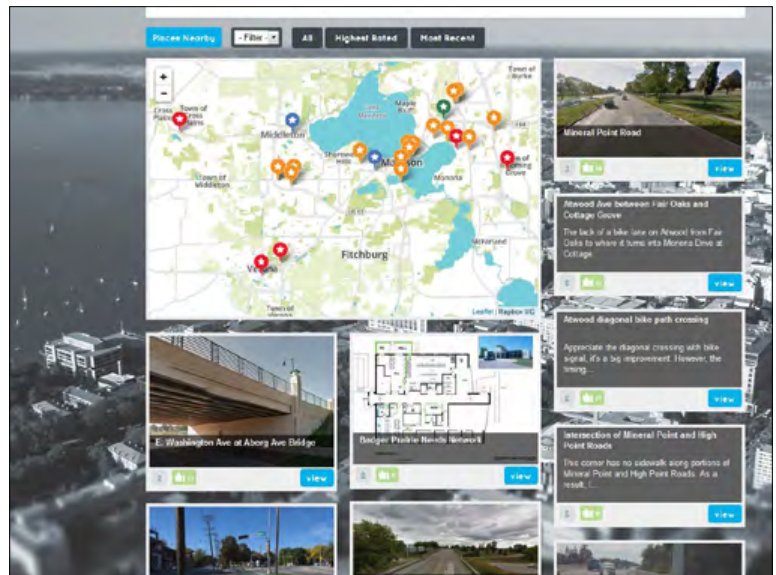
“40 projects were added to the Community Mapping tool... [with] **234 votes** given to specific projects”

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.

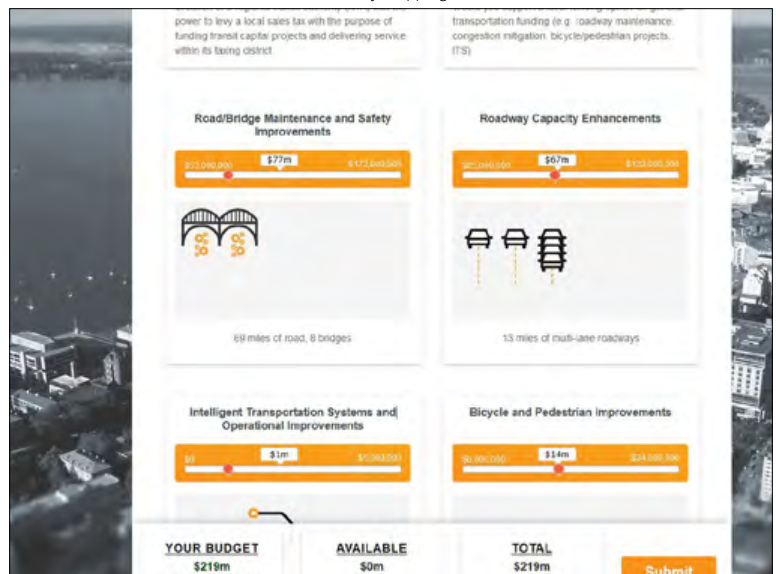
Following the October 2016 involvement meetings, staff posted public involvement meeting materials – including boards, handouts, and



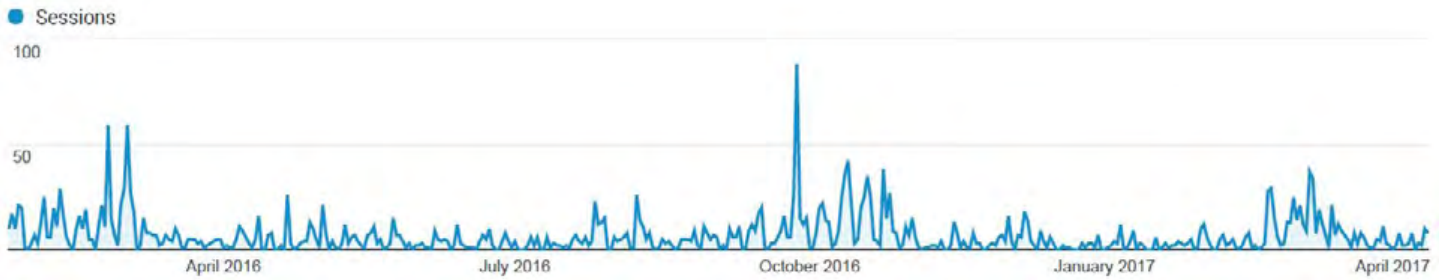
MadisonAreaRTP.org as it appeared during the planning process.



Community Mapping tool



Budget Simulator tool



RTP website session counts over the planning process. A session is defined as a group of interactions that take place on a website within a given time frame - 30 minutes in this instance.

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 RTP website ended with over **12,247 page views** by **1,659 unique users** across **3,016 sessions.**”



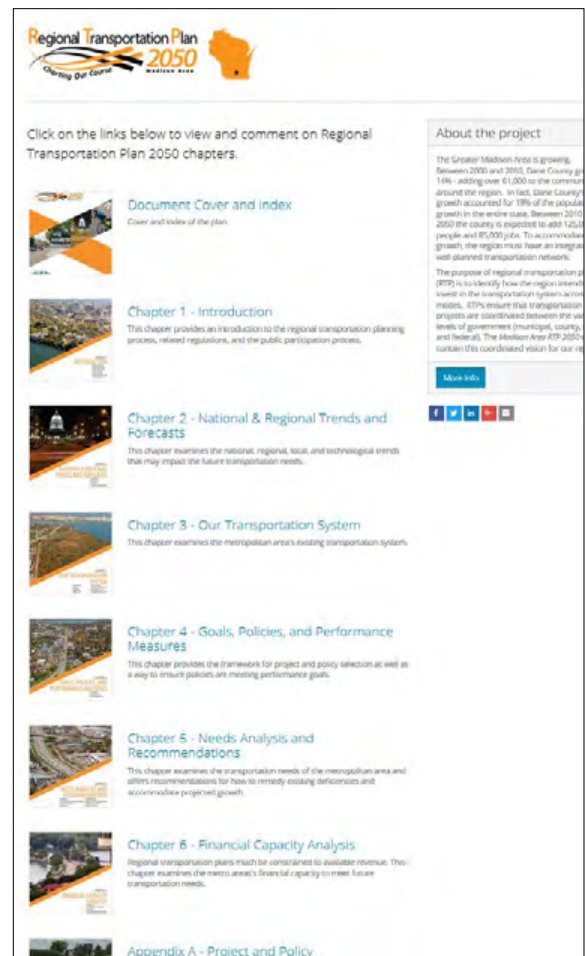
Recommendation Review Tool

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.



CiviComment / Draft Chapter Review Tool

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.



Values and Priorities Survey presentation at the Madison Public Library - Central Library on February 16th, 2016. Photo credit: CARPC.

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



MATPB's Facebook page.

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.

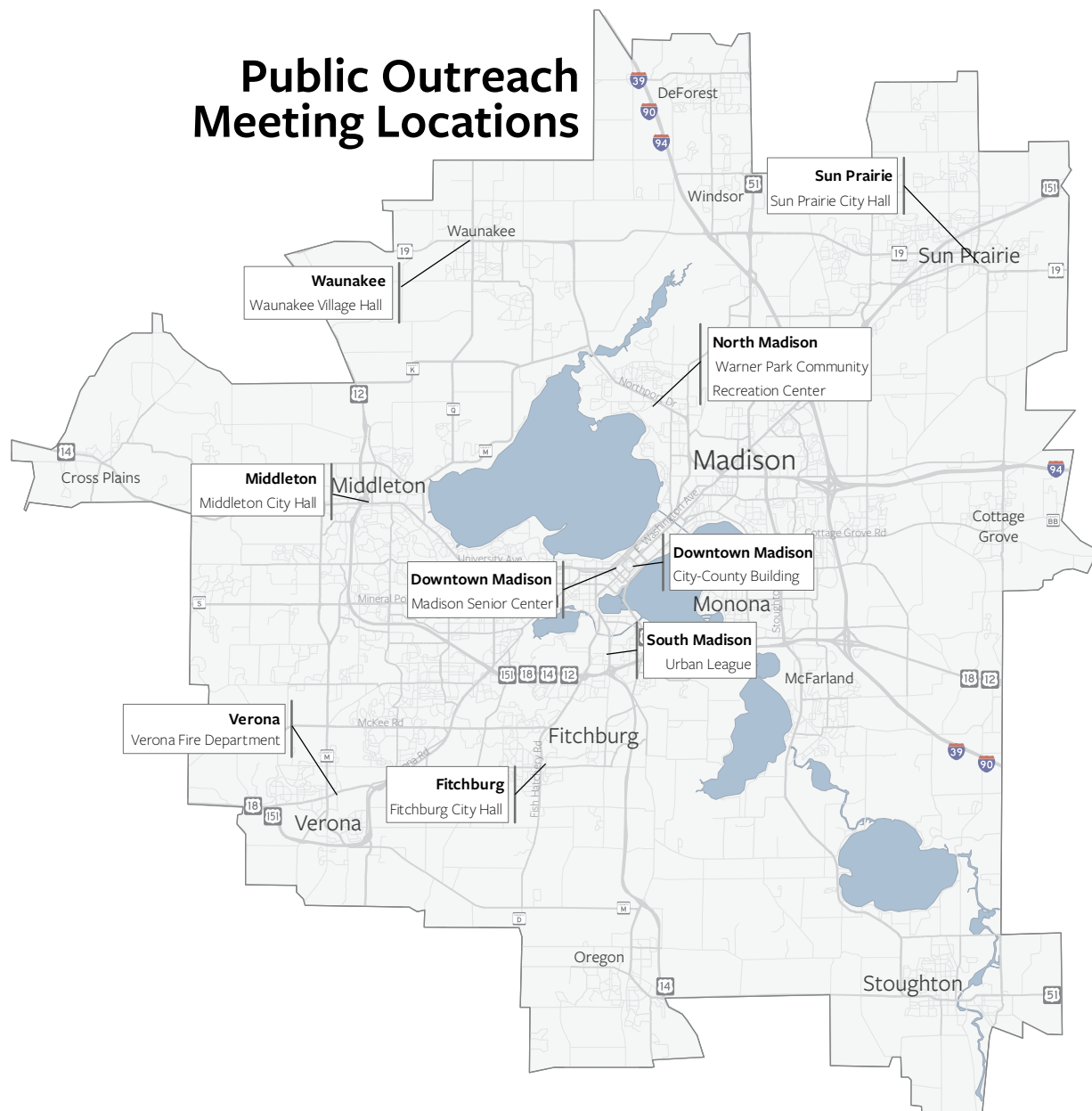
During the RTP planning process, staff posted links to surveys, apps, related studies, meeting locations, chapter drafts, and relevant stories to Facebook. By comparing hits on the RTP website with Facebook post dates and times, it is easy to see a clear correlation between Facebook posting and increased 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 one meetings in Madison (top), Verona (middle), and Sun Prairie (bottom)

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

“He explained that he believed **MATPB** to be an offshoot of the **city council**... He expressed confusion that **MATPB** was an **organization**.”

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.



Series two meetings in Madison (top), Middleton (middle), and Fitchburg (bottom)



Series three meetings in Madison (top) and Sun Prairie (bottom).

Public Outreach Materials

MATPB staff created a variety of outreach materials to support the RTP effort including:

Project Fact Sheet - March 2016

Regional Transportation Plan 2050
Charting Our Course

PURPOSE
The Greater Madison Area is growing. Between 2000 and 2010, Dane County grew by 14% - adding over 61,000 to the communities around the region. In fact, Dane County's growth accounted for 15% of the population growth in the entire state. Between 2010 and 2050, the county is expected to add 125,000 people and 85,000 jobs. To accommodate that growth, the region must have an integrated, well-planned transportation network.

BY THE NUMBERS
The purpose of the Regional Transportation Plan 2050 (RTP) is to identify how the region intends to invest in the transportation system to accommodate our current demand and future growth. The plan is to include strategies to address our challenges, projects to meet current needs, and priorities for spending limited funds. The RTP will address all transportation needs, including local and regional roads, bicycle, pedestrian, public transit, and freight. RTP will ensure that transportation projects are coordinated between the various levels of government (municipal, county, state, and federal). Finally, the plan will ensure eligibility for Federal Transportation funding as only projects listed in the RTP are eligible.

PLAN DEVELOPMENT PROCESS
The RTP is a multi-modal plan that identifies priority strategies, and other recommended actions to achieve progress towards meeting regional goals and objectives for the transportation system. To develop these priorities, strategies, and recommendations, Madison Area Transportation Planning Board (MATPB) takes a number of steps to ensure a thorough and inclusive process.

- Collect Data and Analyze Existing Conditions and trends related to demographics, the economy, land use development, travel, and the performance of the transportation system in relation to the goal and performance measures.
- Prepare Growth Forecasts for future household, population, and employment growth based on land use plans and policies.
- Develop Goals and Policy Objectives that will be used to guide the decision-making process.
- Develop Improvement Projects and Strategies based on current and forecasted transportation needs.
- Evaluate and Prioritize Projects and Strategies based on the goals, policy objectives, and performance measures.
- Perform a Financial Capacity Analysis to ensure that the list of projects could be funded over the life of the plan.

Following development and adoption, the plan recommendations will be implemented. This includes building new facilities, adding transit services, implementing traffic and transit operations strategies, and completing further studies to further refine improvements or strategies recommended in the plan. MATPB will coordinate with local municipalities and WisDOT to ensure the plan takes place.

The MATPB will monitor plan implementation and the impact achievement of the performance goals. The results of this performance monitoring will be used to inform transportation investments and priorities in future plans.

Throughout the entire planning process, the MATPB solicits public and stakeholder involvement to ensure the plan and projects represent regional values, goals, and priorities.

REGIONAL TRANSPORTATION PLANNING PROCESS

Current Data, Analysis, and Forecasts	Plan Development	Plan Adoption	Plan Implementation	Plan Monitoring
February 2015 - 2016	Spring/Summer 2016	Autumn 2016 - 2017	2018 - 2050	2018 - 2050

Fact Sheets

Regional Transportation Plan 2050
Charting Our Course

You are invited to attend our second series of public meetings on the Regional Transportation Plan.

You will have the opportunity to:

- Review and comment on draft plan goals and policies
- Examine existing conditions and needs analysis of the transportation system
- Examine future travel forecasts for different transportation scenarios
- Weigh in on recommended solutions for important issues, needs, and opportunities facing the region's transportation system
- Provide ideas for improving the transportation system
- Talk with MATPB staff about current plans and planning activities

The Regional Transportation Plan is the region's blueprint for future transportation investments, strategies, and actions covering all modes. It provides the policy direction and framework, which is refined through corridor, mode specific, and strategic studies and plans.

Meetings

Thursday, October 13, 2016	Wednesday, October 19, 2016	Thursday, October 20, 2016
5:00 - 7:00 p.m.	5:00 - 7:00 p.m.	5:00 - 7:00 p.m.
Warner Park Community Rec Center	Madison City Hall	Fitchburg City Hall
Community Room 1	Council Chambers	Council Chambers
1425 Northport Dr., Madison, WI	7426 Hubbard Ave., Middleton, WI	5320 Lucy Rd., Fitchburg, WI

There will be a presentation at 5:15 p.m., group activity at 6:00 p.m., and there is a raffle and refreshments at the beginning and end of each meeting.

We need to hear from you! Our transportation system affects all of us every day in many ways. It has a major impact on the regional economy, supports and influences patterns of growth, and affects our quality of life. Join us in this important planning process.

For more information about the Regional Transportation Plan, please visit www.MadisonAreaRTP.com.

For more information about MATPB, please visit www.MadisonAreaRTP.com.

PROJECT CONTACT
William Schaefer
Transportation Planning Manager
121 E. Taylor Street, Suite 400
Madison, WI 53703
p 608.261.8171, w.schaefer@matpb.com

ABOUT THE MATPB
The Madison Area Transportation Planning Board (MATPB) is the bi-state, bi-county Metropolitan Planning Organization (MPO) for the Madison, Wisconsin Metropolitan Planning Area. MATPB is a public entity created by the Wisconsin Department of Transportation (WisDOT) and the Dane County Board of Supervisors. MATPB is responsible for the development and adoption of the Regional Transportation Plan (RTP) for the Madison Metropolitan Planning Area. MATPB is also responsible for the development and adoption of the Madison Area Transportation Planning Board's policies and procedures. MATPB is a public entity created by the Wisconsin Department of Transportation (WisDOT) and the Dane County Board of Supervisors. MATPB is responsible for the development and adoption of the Regional Transportation Plan (RTP) for the Madison Metropolitan Planning Area. MATPB is also responsible for the development and adoption of the Madison Area Transportation Planning Board's policies and procedures.

Flyers

Regional Transportation Plan 2050
Charting Our Course

Moving the Region
Notwithstanding the Madison Area Transportation Planning Board

Articles

- Draft Regional Transportation Plan Now Available
- WisDOT Cancels 1-39/90/94 Study
- Study
- Park Street Corridor Connected Vehicle Pilot Project
- New Staff at MATPB

In Case You Missed It...
In 2015, the Dane County Parks in partnership with the Madison Area Transportation Planning Board connected with Task Design Group to develop a county-wide Bicycle Wayfinding Manual. The manual provides guidelines for communities to use for designing and implementing a unified wayfinding and information system for the bicycle network throughout Dane County.

The project also included the development of an bicycle wayfinding plans for the Capital City Trail, Cannellwood Park, for Age Junction Trail, Monona Lake Lanes, University Avenue, and Military Ridge State Trail. The completed wayfinding Manual and sample plans are now available on www.madisonareatpb.com.

About US
Madison Area Transportation Planning Board
121 East Taylor Street, Suite 400
Madison, Wisconsin 53703
Phone: 608.261.8171
Fax: 608.261.9927
www.madisonareatpb.com

39-90-94 INTERSTATE STUDY
The Madison Area Transportation Planning Board (MATPB) is the bi-state, bi-county Metropolitan Planning Organization (MPO) for the Madison, Wisconsin Metropolitan Planning Area. MATPB is a public entity created by the Wisconsin Department of Transportation (WisDOT) and the Dane County Board of Supervisors. MATPB is responsible for the development and adoption of the Regional Transportation Plan (RTP) for the Madison Metropolitan Planning Area. MATPB is also responsible for the development and adoption of the Madison Area Transportation Planning Board's policies and procedures.

Newsletters

Regional Transportation Plan 2050
Charting Our Course

TRANSIT RECOMMENDATIONS

FUTURE PLANNED REGIONAL TRANSIT
within the Madison Metropolitan Planning Area

Presentation Boards

Regional Transportation Plan 2050
Charting Our Course

Public Involvement Meetings | March 2017

Presentations

Madison Area T.P.B. Transportation Planning Board
A Metropolitan Planning Organization

Regional Transportation Plan 2050
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Review plan materials and provide feedback!

MadisonAreaRTP.com

Business Cards

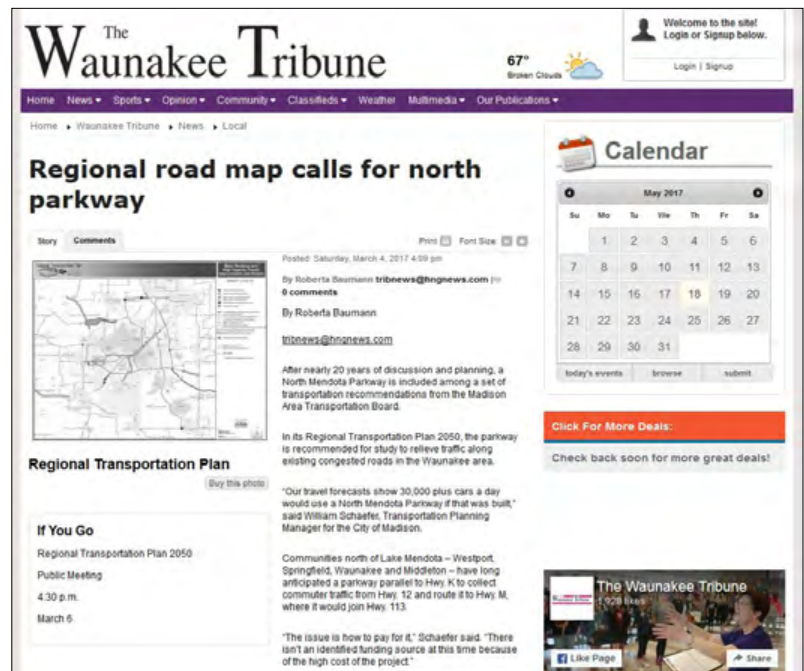
Materials created for the planning process were generally well received, complemented, and were widely viewed.

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.



MATPB article featured in the Waunakee Tribune.

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

Number of Meeting Participants	135*
Comments Received	110**
Avenues used to Reach EJ Populations	2
Individuals & Groups on Email List	801
Hits on MPO Website	23,726
Hits on Project Website	3,016
Number of Newsletter subscribers	356
Number of Facebook Followers	157
Number of Articles in Media	2
Attendance at Advisory Committees	67%

*Does not include repeat attendees

**Includes comments received in person and online

The Success of Involvement Techniques for RTP 2050

Involvement Techniques	PPP Goals									Public & Stakeholder Involvement							Level of Public Engagement
	Ensure understanding of and participation in planning and programming process	Continually keep the public informed of transportation planning processes	Provide education on transportation issues	Opportunities for active participation with multiple options for input	Ensure informed Public Discussion via easy to understand planning materials	Engage the media to increase public awareness and participation	Promote intergovernmental and inter-agency coordination	Meet the letter and spirit of federal legislation and planning regulations	Balance PPP Goals with need to finish projects on time and on budget	Public citizens	Minority and low-income populations	Limited English proficiency	Elderly, persons with a disability, and the auto less	Transportation providers	Local jurisdictions and public agencies	Private businesses and special interest groups	
MPO & Project website	●	●	●	●	●	●	●	●	-	●	●	●	●	●	●	●	Consult
Email Newsletter	●	●	●	●	●	●	●	●	-	●	●	○	●	●	●	●	Inform
PI Materials	●	●	●	●	●	●	●	●	-	●	●	○	●	●	●	●	Inform
Access to planning documents and MPO staff	●	○	●	●	○	●	●	●	-	●	●	○	●	●	●	●	Inform
PI Meetings and Hearings	●	●	●	●	●	●	●	●	-	●	●	○	●	●	●	●	Consult/Involve
Coordination with other planning efforts and activities	●	○	○	●	○	○	●	●	-	●	●	●	●	●	●	●	Collaborate
Email and mailing lists	●	●	●	●	●	●	●	●	-	●	●	○	●	●	●	●	Inform
Other Committees (RTP Committee)	●	●	●	●	●	○	●	●	-	●	●	●	●	●	●	●	Collaborate
Information Flyers	●	●	●	●	●	●	●	●	-	●	●	●	●	○	○	●	Inform
Social Media	●	●	●	●	●	●	○	●	-	●	●	○	●	○	●	●	Inform
Presentations to Civic Groups & Associations	●	●	●	●	●	○	○	●	-	●	●	●	●	●	●	●	Inform
Surveys	●	○	●	●	●	●	●	●	-	●	●	●	●	○	●	○	Consult
Meetings notices	○	●	○	●	○	●	●	●	-	●	●	●	●	○	●	●	Inform
Citizen Advisory Committee	●	●	●	●	●	○	○	●	-	●	○	○	●	○	○	○	Collaborate
Generate interest using press releases	○	●	●	●	●	●	○	●	-	●	●	○	●	●	●	○	Inform
Use MPO Name and Logo on products	○	○	○	○	●	●	○	○	-	●	●	●	●	●	●	●	Inform
Technical Coordination Committee	○	●	●	●	●	○	●	●	-	○	○	○	○	●	●	○	Collaborate
Comment Forms	○	●	●	●	●	○	○	●	-	●	●	○	●	○	○	○	Consult
Information Booths/ Kiosks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Field Trips	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Audio Casts of Public Meetings	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

● = 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:

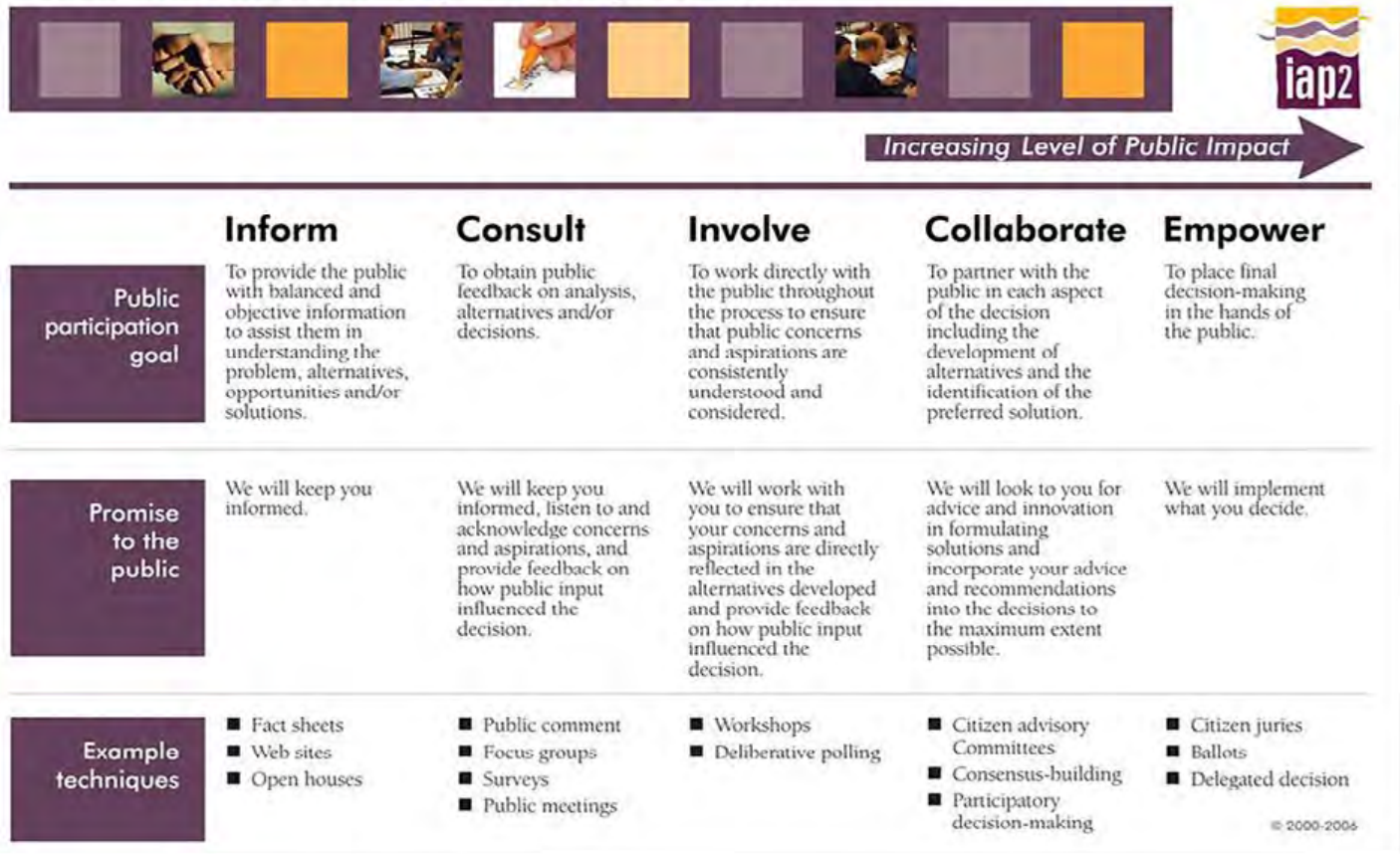
- The Technical Coordinating Committee
- Comment Forms

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



Presentation Boards in Fitchburg.

IAP2's Public Participation Spectrum

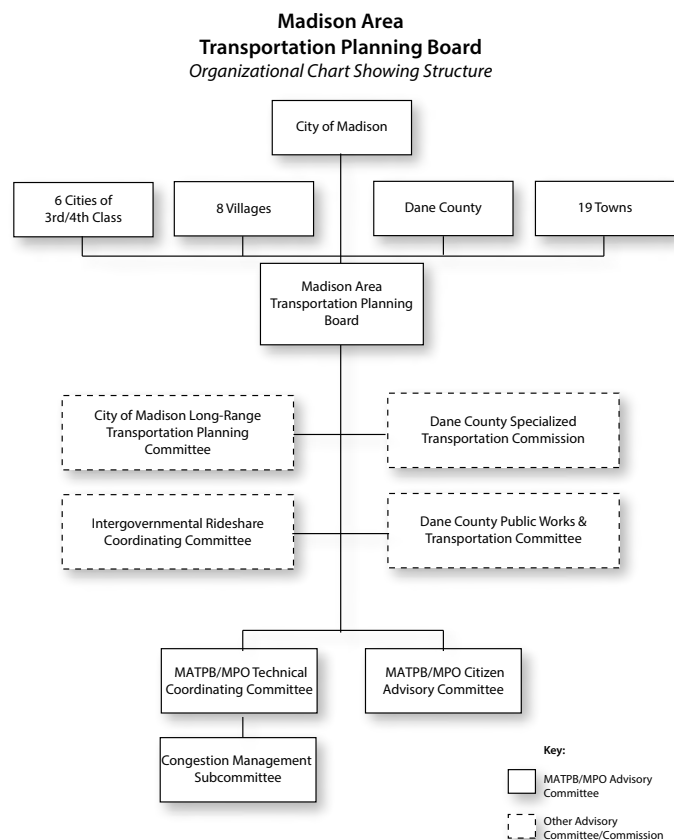


IAP2's public participation spectrum outlines the involvement and impact the public has on the planning process.

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



MPO committee organizational structure.

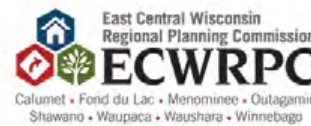
remedy this, MPO staff should work with TCC members to share information to their communities as well as identify opportunities to present outreach materials to interested parties within the communities (e.g. councils, boards, non-profits, schools, etc.)



- 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 MATPB logo is not versatile, looks dated, is not visible from far away, and is text-heavy.

Surrounding logos are examples of good logos from other MPOs and agencies. Text-heavy logos contain iconography that can be used in place of all text.

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. Anecdotal, 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.



Utilize methods that involve the public, rather than just inform the public.

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.



Creatively market planning efforts, utilizing MPO connections to Metro and other agencies.

- 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)