




1




## 2023 Public Participation Plan

**Purpose**

- Enables and encourages public awareness and input in the transportation planning and project prioritization process
- Notes public comment periods and official notice process for required work products (TIP, LRTP, UPWP, PPP, etc.)
- Outlines ways to get involved with the TPA
- Describes public outreach methods and tracking procedures

**PUBLIC PARTICIPATION PLAN**

---



**DRAFT**  
2023

301 Datura Street  
West Palm Beach, FL 33401  
561.725.0800

[PalmBeachTPA.org](http://PalmBeachTPA.org)

2

# 2023 Public Participation Plan

## Schedule

- 45-day public comment period – included in final document Appendix
- Public notices shared in TPA social media, biweekly newsletter, in-person, written or electronic comments at TPA Advisory Committee and Governing Board Meetings

Milestone	Date
Public Review Opens	January 30, 2023
Committee Presentations	March 1 – 2, 2023
Governing Board Presentation	March 16, 2023
Final Adoption	March 16, 2023

3

# 2023 Public Participation Plan

## Updates

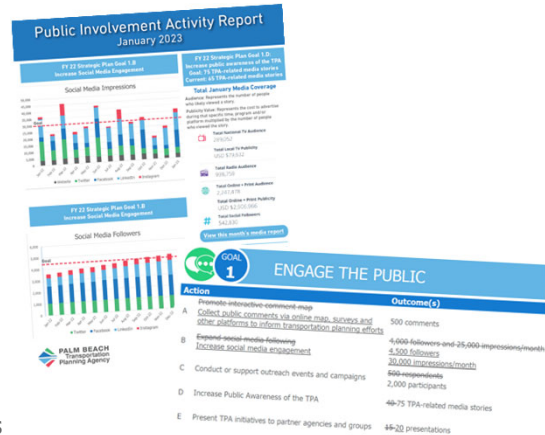
- Redesigned TPA website with greater ADA accessibility
- Public participation deliverables: newsletters, media advisories, press releases, print materials, graphics, photography and videography
- TPA's digital outreach: TPA website and social media
- Public involvement tracking and measurement
- Revised List of Transportation Planning Acronyms
- Updated Limited English Proficiency (LEP) Plan with the U.S. Census Bureau's data

4

# 2023 Public Participation Plan

## Tracking

- Monthly Public Involvement Activity Reports (PIAR)
  - Social media and news media outreach analytics
  
- Strategic Plan and Annual Report
  - Yearly goals to Engage the Public
  
- Monthly Unified Planning Work Program (UPWP) Reporting
  - Community presentations, social media analytics, etc.
  
- Google Analytics and New TPA website
  - Website traffic, most visited pages, public comment forms



5



# Questions?

Melissa Murray, Public Relations Director  
MMurray@PalmBeachTPA.org

6