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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



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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



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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

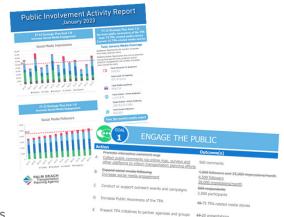


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2023 Public Participation Plan

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



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