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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

**PUBLIC PARTICIPATION PLAN**

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**DRAFT**  
2023

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# 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

Public Review Opens  
January 30, 2023

Committee Presentations  
March 1 – 2, 2023

Governing Board Presentation  
March 16, 2023

Final Adoption  
March 16, 2023

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# 2023 Public Participation Plan

## Updates

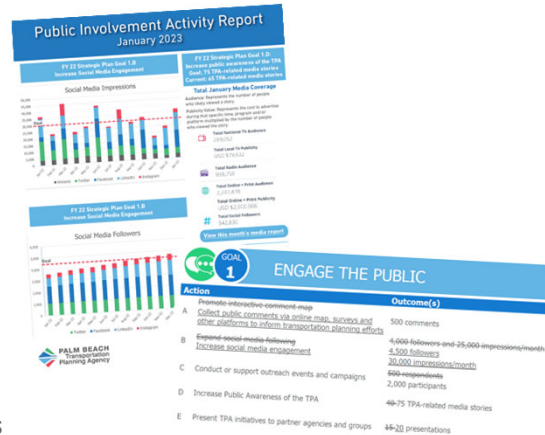
- Redesigned TPA website with greater ADA accessibility
- Public participation deliverables: newsletters, media advisories, press releases, print materials, graphics, photography and videography
- TPA's digital outreach: TPA website and social media
- Public involvement tracking and measurement
- Revised 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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# Motion to Recommend Approval of the Public Participation Plan

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