

#### Public Participation Planning for the UPWP and TIP & AQ

#### **Technical Committee**

JUNE 2, 2020





# Public Participation Plan for the FY 2021 UPWP

- No paid advertising
- Social media communications plan
  - Encourage people to comment on the UPWP
  - Garner participation in the virtual public meeting
  - Encourage people to learn about the UPWP



Balto Metro Council @BaltoMetroCo · Mar 3 Comments on #2021UPWP will also be accepted through Thursday, March 12th on Twitter @BaltoMetroCo, @BMoreInvoled or #BRTBListens. Review the documents and offer your feedback today!

#### baltometro.org/newsroom/2020-...





	Thursday, February 20th- Friday, March 6th		BL istens				
<ul> <li>The BRTB invites you to share your thoughts on its Unified Planning Work Program.</li> </ul>							
		S,	e FY				
		2					
	FY 2021 Budget & Work Program (UPWP)						
	Social Media/Communications Plan	ants,					
		sit	money				
Form	ore information, contact Ciara Blue – <u>cblue@baltometro.org</u>	1 <b>k</b> )	19th at				
Plan	Goals:	would					
	Encourage people to comment on the UPWP during the comment period.	would	s				
	Garner participation in the virtual public meeting on February 19th.	fic					
	Encourage people to learn about the UPWP.						
		jects,	UPWP				
	nces:	n at	nd				
	BMC/ BRTB Board Members • General Public Partners • Residents		ore's				
	Transportation Professionals • Transit Riders						
	Transportation Professionals • Transit Rivers		at				
Reso	urces:	iture of	stens				
	UPWP document: (link)						
	Images: (link to google drive images to select from)	Involved	r office:				
•	Comments Accepted at: Comments@baltometro.org, Twitter @BmoreInvolved,						
	@BaltoMetroCo, or #BRTBListens Virtual Public Meeting	s to					
•	<ul> <li>Tuesday, February 19, 2020 at 12pm</li> </ul>		about				
	https://global.gotomeeting.com/join/563035189		gister				
	<ul> <li>877-309-2073 (toll free) or 571-317-3129 Access Code: 563-035-189</li> </ul>	1					
		stens	at stens				
Key S	Key Social Media Accounts and Hashtags: Twitter						
	Twitter: Tag @BmoreInvolved and @BaltoMetroCo	fer your					
	Facebook: Tag B'more Involved and Baltimore Metropolitan Council		more				
	Instagram: Tag @BaltoMetroCo	th. Give	ens				
	Hashtags: #BRTBListens and #2021UPWP	worved					
			' at				
	se with a hashtag whenever possible! This helps us better keep track of what is published social media, and brings awareness to the UPWP. Hashtags help to make our published		stens				
	social media, and brings awareness to the OPWP. Hashtags help to make our published	y Macrh					
		.org or	-				
Conte	ent Calendar and Timeline:						
Mond	ay, February 10 <sup>th</sup>						
0	We will be accepting comments on the updated Budget and Work Program (UPWP) for FY 2021 February 11 <sup>th</sup> – March 12 <sup>th</sup> ! View the #2021UPWP here ( <u>link</u> )						



## **Review of Comment Period for FY 2021 UPWP**

- 30-day review
  - February 11 through March 12
- Public meeting
  - February 19 via GoToMeeting
  - Recording available at baltometro.org
- Comments accepted by email, mail, fax, online comment form, and Twitter
- 2 written comments received







## **Evaluation of Public Involvement - Survey**

- Was the information in plain language you could understand?
- Was there enough time to comment ?
- Did the BRTB adequately responded to my comments?
- Did the opportunity allow meaningful participation in the decision-making process?
- Was the public meeting useful?
- Please provide suggestions for how the BRTB can improve.



	SURVEY RESULTS – FY 2021 UPWP
COMMENT PERIOD: FY 2021 UNIFIED PLANN	ING WORK PROGRAM
# of RESPONSES: 1 response out of 2 part	lcipants JP
1. The information about this comment period was in	plain language I could understand.
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EnergyClopics Cospic Meeted 2 por 10 or 10 of 10 of 10 of 10	■ Staty-line
2. There was enough time to comment on this plan.	
L <sub>res</sub>	
📕 Drungly Disgram 📕 Disgram 🧧 deuris 🔳 Agram	Canad) Agree
3. The BRTB adequately responded to my comments.	
Anoveniti" Stepan 6	Comments: Responses read like bureaucratic legalese and did not provide clarity.
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www.surveymonikey.com/results/SM-89:0V8 PS1	IZ Page 2





## **Public Participation Plan for TIP & Air Quality Report**

- Comment Period: June 16 through July 17, 2020
- Goals:
  - Inform the public and encourage feedback
  - Share highlights of projects
  - Promote interactive TIP map featuring new comment tool
- Comments accepted by email, mail, fax, online comment tools, Twitter
- Virtual Public Meeting (tentative dates)
  - Thursday, July 9 from 6 to 6:45 p.m.
  - Tuesday, July 14 from 12:30 to 1:15 p.m.





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## **Participation Plan for TIP and Air Quality Conformity**

- Agenda Option 1: SELECTED BY MEMBERS
  - Overview of the TIP and Air Quality Conformity
  - Map demo and highlight of projects
  - How to Comment
  - Open floor for questions

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28	29	30	J			

- Agenda Option 2: KEEP FOR IN-PERSON MEETINGS
  - Virtual Transportation Fair and TIP and Air Quality information
  - Highlight member projects
  - Share local campaigns



#### **Presentations to BRTB Committees**

- Share dates of comment period, the enhanced interactive mapping features, and how to comment.
  - June 18 Traffic Signal Subcommittee
  - June 23 BRTB (progress on comment period during PI report)
  - June 24 Cooperative Forecasting Group / Public Advisory Committee
  - June 25 Freight Movement Task Force
  - July 7 Tech Committee / Interagency Consultation Group (progress on comment period)
- Share information with partner agencies
  - June 16 MTA CAC at 1 p.m.
  - Others?







# **Advertising**



- \$1,900 to advertise in three online media outlets:
  - BaltimoreSun.com
  - Afro.com
  - LatinOpinionBaltimore.com







## **New Interactive Mapping Features**

TIP 2021-2024 Public Comments



https://bmc.maps.arcgis.com/apps/CrowdsourcePolling/index.html?appid=3c0d46072b724ba8b515bee46ad21b76





## **Evaluation of BRTB Public Involvement**

#### Consultant team from WSP and PRR

- Evaluate the effectiveness of BRTB public involvement activities
- Develop recommendations for improving the BRTB's public engagement program

#### Training session being developed

- Recommendations sought on 2-3 staff from your agency to participate
- A final report is expected in July





#### **For More Information**

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