

PUBLIC PARTICIPATION PLAN

DRAFT



Public Meetings
July 17, July 30, and August 6

BRTB
Baltimore Regional Transportation Board

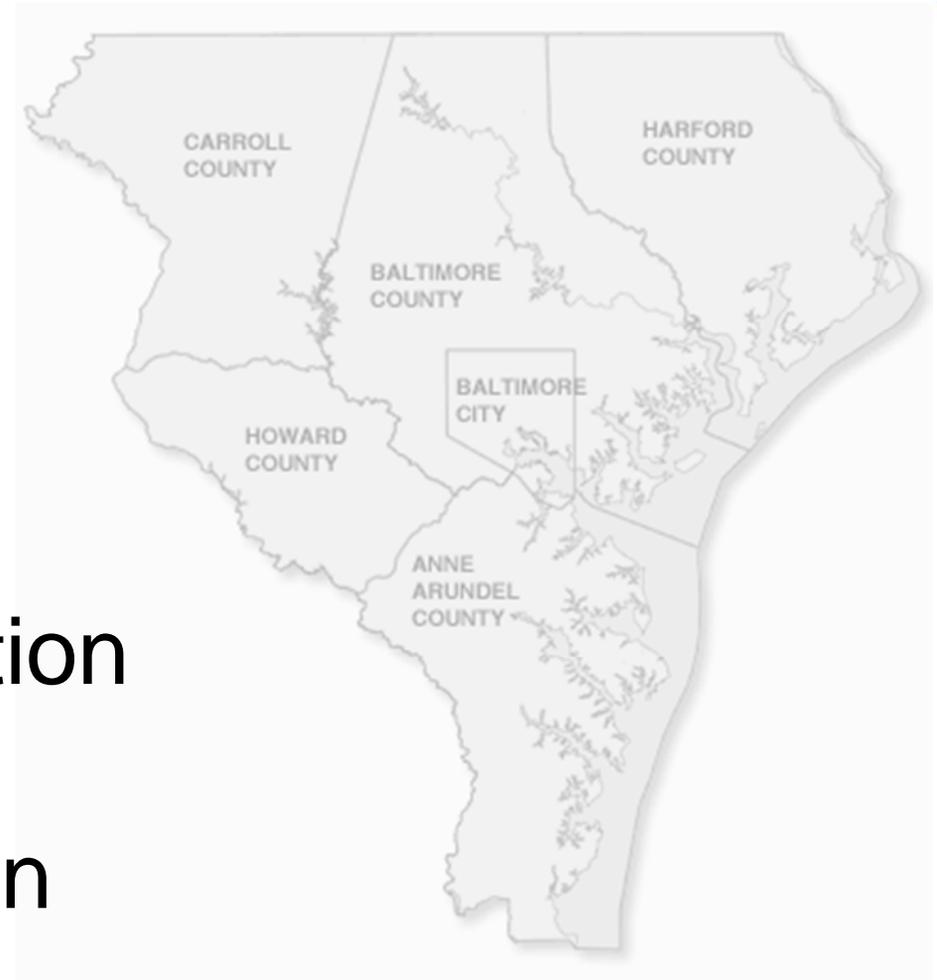
About the Presenters

- **Regina Aris**
Assistant Director, Transportation Planning + Policy
- **Monica B. Haines Benkhedda**
Public Involvement Coordinator
- **Laura Van Wert**
Communications Officer



Who We Are

- BMC - Organization of Region's Elected Executives.
- BRTB - Baltimore Regional Transportation Board – Metropolitan Planning Organization



BRTB Members

- City of Annapolis – Michael Pantelides, Mayor
- Anne Arundel County – Laura Neuman, County Executive (Chair)
- City of Baltimore - Stephanie Rawlings-Blake, Mayor
- Baltimore County - Kevin Kamenetz, County Executive
- Carroll County - Haven Shoemaker, Member, Board of Commissioners
- Harford County - David R. Craig, County Executive
- Howard County - Ken Ulman, County Executive (Vice Chair)
- MD Department of Transportation – James T. Smith, Secretary
- MD Department of the Environment - Robert Summers, Ph.D., Secretary
- Maryland Department of Planning - Richard E. Hall, Secretary
- Maryland Transit Administration – Robert Smith, Administrator



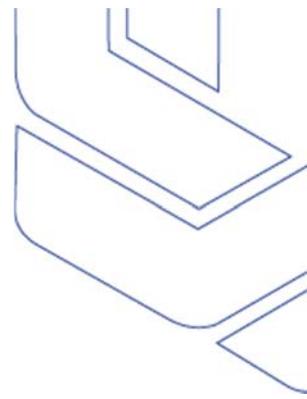
What We Do - BRTB

- Provide regional transportation planning and policy making for the Baltimore region.
 - Air Quality
 - Bicycle and Pedestrian
 - Emergency Preparedness
 - Freight
 - Transit
 - Public Participation



What We Do - BRTB

- Annual work program
- Short-term transportation program (TIP)
- Long-Range Transportation Plan
- Air quality assessments of all transportation projects
- Public Participation Plan



PUBLIC PARTICIPATION PLAN

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Open for Comment
July 2 - August 15, 2014

BRTB
BALTIMORE REGIONAL TRANSPORTATION BOARD
www.baltometro.org

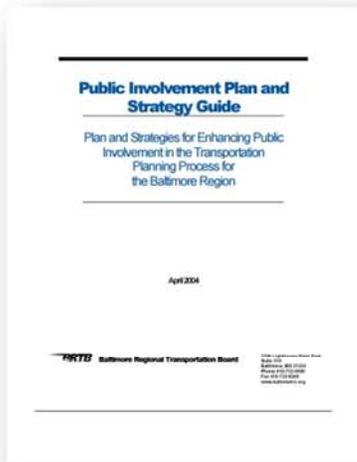
Importance of Public Participation

- Transportation affects us all, but not all in the same way
- Input from public allows a range of perspectives and needs to be incorporated into decisions and funding
- Opportunities for collaboration and innovation

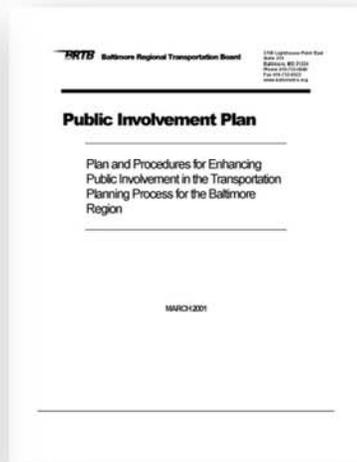


History of the PPP

- BRTB periodically updates to address new federal requirements and new best practices



2001



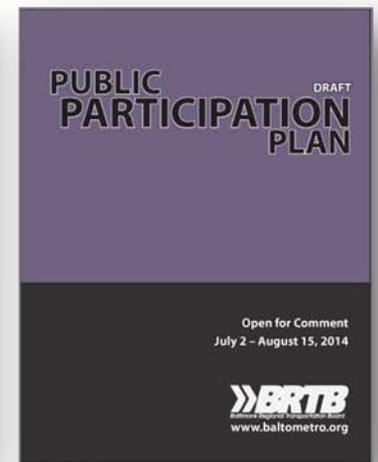
2004



2005



2007



2014

Development Process

- Reviewed other PPPs
- Assessed current practices
- Reviewed federal guidance
- Conducted a Survey
- Feedback received from Citizens Advisory Committee and Technical Committee



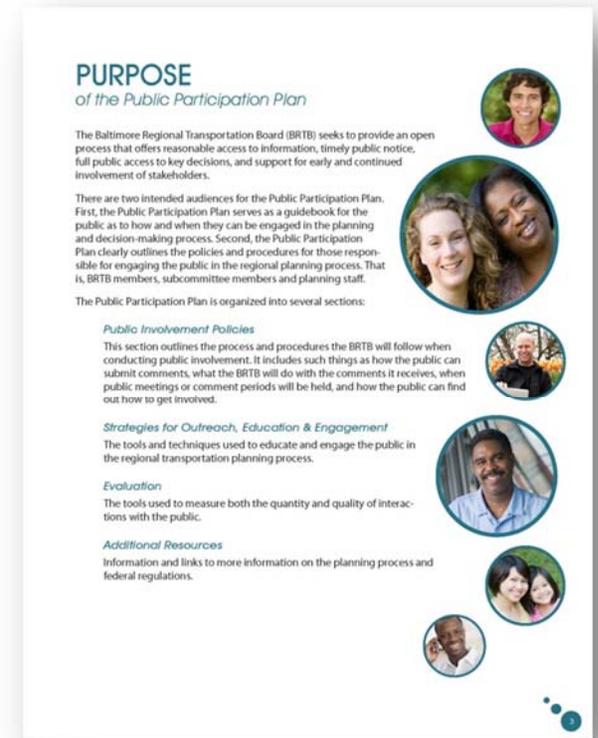
Overview of 2014 Version

- Purpose
- About the BRTB
- Policies and Goals
- Access for All
- Traditionally Underserved
- Strategies
- Evaluation
- Additional Resources

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Purpose of the PPP

- Guide for residents to navigate the public process
- Clear policies and procedures to ensure that those coordinating the planning process engage the public.



Goals

- Adequate and timely notice
- Access to decision-making
- Consideration and response
- Educate and engage
- Involve under-represented
- Improve process



Policies

- Who we seek to consult
 - Interested parties
 - Other key stakeholders
- Public Comment Periods
 - 30 and 45 day comment periods
 - Comments due minimum # of days before vote *New!*
- How to submit comments
 - Comments received via Social Media *New!*
 - How Your Comments Will Be Used

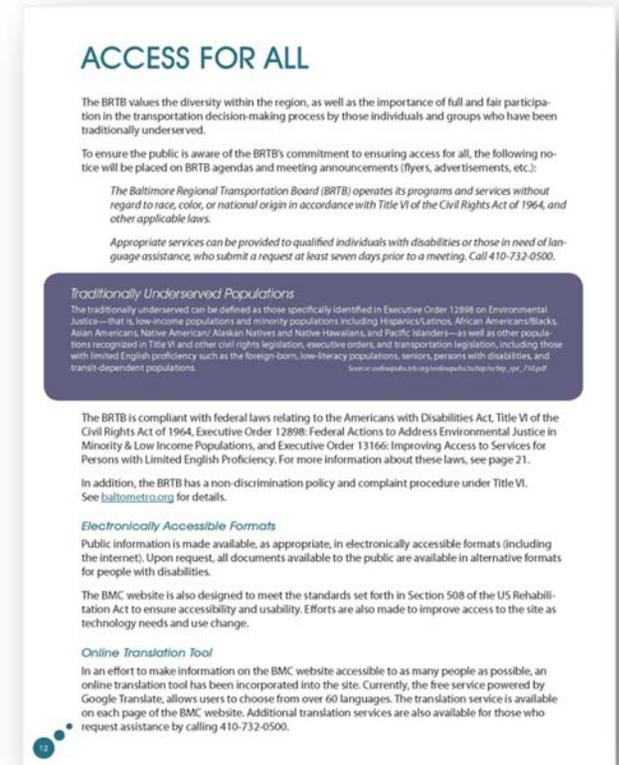


Policies (continued)

- Getting Involved: Public Meetings
 - Public Participation at BRTB Meetings
 - Guidelines for BRTB Public Meetings and Events
 - Open Meetings
 - Accessibility
 - Consideration of civil, cultural and religious holidays *New!*
 - Public Meeting Schedule + Locations
- Notification of Public Comment Periods

Access for All

- Notice to public
 - Non-discrimination Policy *Added to PPP*
 - Accommodations
 - Language
 - People with disabilities
- Electronically Accessible Formats
- Online Translation Tool



ACCESS FOR ALL

The BRTB values the diversity within the region, as well as the importance of full and fair participation in the transportation decision-making process by those individuals and groups who have been traditionally underserved.

To ensure the public is aware of the BRTB's commitment to ensuring access for all, the following notice will be placed on BRTB agendas and meeting announcements (flyers, advertisements, etc.):

The Baltimore Regional Transportation Board (BRTB) operates its programs and services without regard to race, color, or national origin in accordance with Title VI of the Civil Rights Act of 1964, and other applicable laws.

Appropriate services can be provided to qualified individuals with disabilities or those in need of language assistance, who submit a request at least seven days prior to a meeting. Call 410-732-0500.

Traditionally Underserved Populations

The traditionally underserved can be defined as those specifically identified in Executive Order 12898 on Environmental Justice—that is, low-income populations and minority populations including Hispanics/Latinos, African Americans/BLACKS, Asian Americans, Native Americans/Alaskan Natives and Native Hawaiians, and Pacific Islanders—as well as other populations recognized in Title VI and other civil rights legislation, executive orders, and transportation legislation, including those with limited English proficiency such as the foreign-born, low-literacy populations, seniors, persons with disabilities, and transit-dependent populations.

The BRTB is compliant with federal laws relating to the Americans with Disabilities Act, Title VI of the Civil Rights Act of 1964, Executive Order 12898: Federal Actions to Address Environmental Justice in Minority & Low Income Populations, and Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency. For more information about these laws, see page 21.

In addition, the BRTB has a non-discrimination policy and complaint procedure under Title VI. See baltometro.org for details.

Electronically Accessible Formats

Public information is made available, as appropriate, in electronically accessible formats (including the internet). Upon request, all documents available to the public are available in alternative formats for people with disabilities.

The BMC website is also designed to meet the standards set forth in Section 508 of the US Rehabilitation Act to ensure accessibility and usability. Efforts are also made to improve access to the site as technology needs and use change.

Online Translation Tool

In an effort to make information on the BMC website accessible to as many people as possible, an online translation tool has been incorporated into the site. Currently, the free service powered by Google Translate, allows users to choose from over 60 languages. The translation service is available on each page of the BMC website. Additional translation services are also available for those who request assistance by calling 410-732-0500.

Traditionally Underserved New!

- Vulnerable Population Index (VPI)
- Methods to seek out and build relationships with residents, community elders and other leaders in traditionally underserved communities



OUTREACH TO TRADITIONALLY UNDERSERVED POPULATIONS

BMC staff has developed a mapping tool called the Vulnerable Population Index (VPI) that can be used in the analysis and evaluation of transportation plans and programs, as well as to guide outreach activities.

The VPI uses census data to identify seven vulnerable populations in the region: People in poverty, Hispanic/Latino, Non-Hispanic, Non-White Minorities, Limited English Proficiency (LEP), People with disabilities, the elderly, and Car-less households. This data was added to maps and scaled so that concentrations of vulnerable populations in the region can be identified.

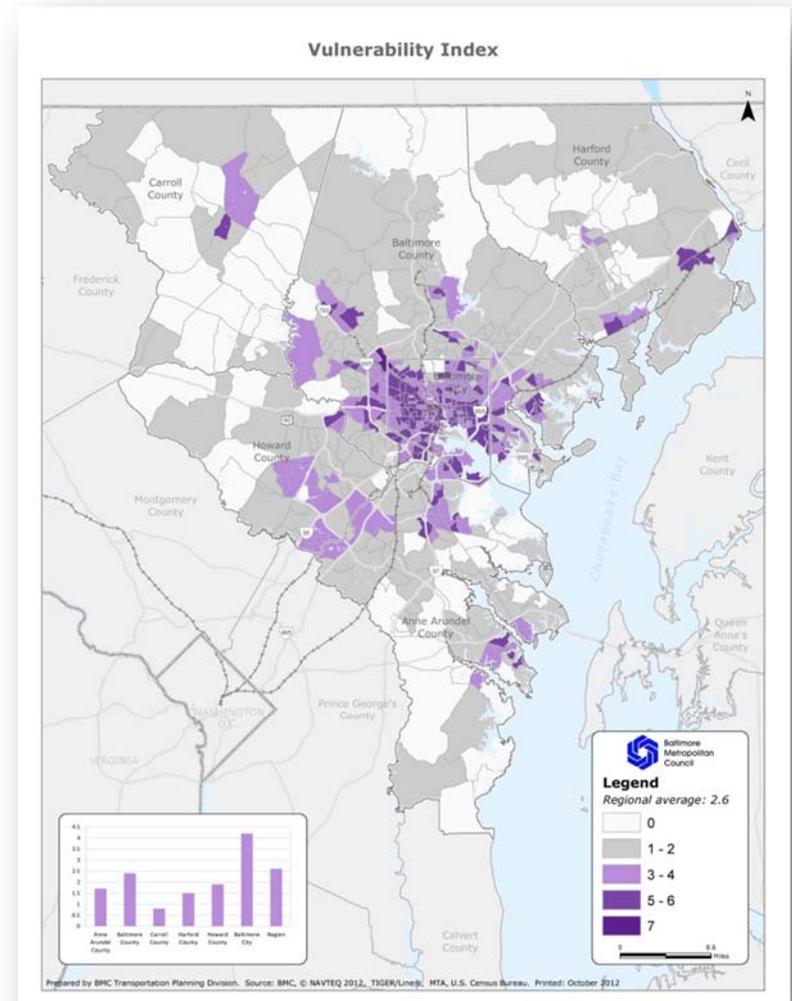
The mapping tool is used with local jurisdictions and community partners to identify individuals, organizations and communities representative of these vulnerable populations in each jurisdiction. These include neighborhood and main street associations, community-based organizations, faith-based institutions, housing associations, nonprofits etc. This information allows staff to reach out to these groups and help ensure their voice is heard in the regional planning process.

Staff will intentionally seek out and work to build relationships with residents, community elders and other leaders in traditionally underserved communities throughout the region. Techniques to do this include:

- Person-to-person outreach at locations such as transit stations, grocery and discount stores, flea and farmers markets, laundromats, local food gatherings (i.e. volunteer fire department breakfasts, church suppers), community concerts, and cultural festivals.
- Coordinate with government agencies to conduct outreach at health care centers, food banks and food stamp offices, schools, offices on aging, etc.
- Form alliances with faith-based institutions, cultural centers, community-based organizations that work with immigrants, etc.

Vulnerable Population Index

- Age 75 +
- Carless
- People with disabilities
- Poverty
- Hispanic
- Non-Hispanic Minority
- Limited English



Strategies

- Tools used to inform, educate, engage the public
 - www.baltometro.org
 - Social Media
 - Workshops/Open Houses
 - Advertisements
 - Webinars
 - Speakers Bureau
 - Citizens Advisory Committee



Evaluation *New!*

- Surveys
- Evaluation of tools
 - Looking at the numbers
- Staff debriefings
 - How well did we do?
 - Quality of interactions

2. Evaluation of Outreach Tools

There are a number of different performance measures that can be used when implementing the Public Involvement Plan. Examples are listed below:

Tool	Sample Evaluation Measure
Press Releases	Number of press releases distributed, opened (online), and published
Mailings	Number of pieces sent and number returned
E-newsletters	Number of e-newsletters sent and opened; click-through rate for links
Advertisements (Online)	Number of impressions; Click-through rate
Advertisements (Print)	Number in Circulation, Percent of Readership, Number of Readers per copy
Website	Number of hits, visitors, percent change in visitors before/after outreach initiative
Survey	Number of surveys sent; Percent completed
Public Meeting / Event	Number of attendees; Percent of affected community members at meeting Number of individuals notified; Number attended; Percent found meeting helpful Quality and relevance of comments submitted or questions asked
Mailing List	Number of names and contact information in our database
Outreach	Number of presentations made to outside organizations Number of festivals and events attended

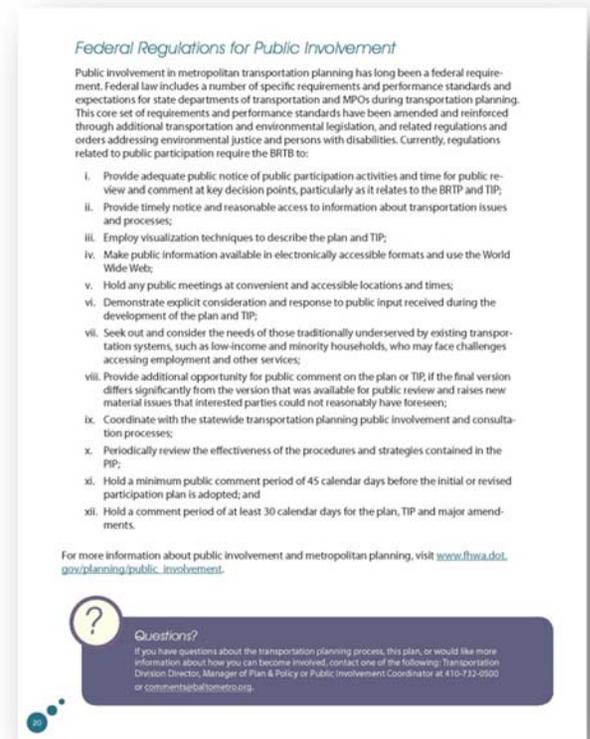
3. Staff Debriefings

This ongoing tool is useful for reviewing outreach and engagement efforts and developing new strategies or improvements to the process and tools used.



Additional Resources

- Glossary of Planning Terms
- Video: Effective Participation in the Regional Transportation Planning Process
- Making Public Comments at BRTB Meetings
- Federal Regulations and Laws



COMMENTS
July 2 **WELCOME**
– August 15, 2014



PUBLIC
PARTICIPATION
PLAN

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Public Comment Period

- Comments are invited through **Friday, August 15**
- Three public meetings:
 - Thursday, July 17* at 5:30 p.m. (Online)
 - Wednesday, July 30* at 1 p.m. (Online)
 - Wednesday, August 6* at 4 p.m.
Baltimore Metropolitan Council
- Comments also welcome at the BRTB meetings at 9 a.m. on July 22, August 26, or September 23 (tentative vote).



BRTB PUBLIC PARTICIPATION PLAN DRAFT

The Baltimore Regional Transportation Board is accepting comments on a draft Public Participation Plan through **August 15, 2014**. The Public Participation Plan has been streamlined for ease of reading. A number of new policies have been added to the plan, including a new section on accepting comments via social media. Details about a new tool to conduct outreach to traditionally underserved populations and a new section on evaluation. Download the Draft Public Participation Plan @ www.baltometro.org.

Learn more or share your thoughts at a public meeting
Space is limited, please register at BRTB-Participation.eventbrite.com

- Thursday, July 17 at 5:30 p.m.
Online meeting
- Wednesday, July 30 at 1 p.m.
Online meeting
- Wednesday, August 6 at 4 p.m.
Baltimore Metropolitan Council | 1500 Whetstone Way, Suite 300 Baltimore, MD 21230
Accessible by MTA bus route 1 and the free Charm City Circulator Banner Route

Comments are also welcome during the Public Comment Opportunity at the BRTB meetings at 9 a.m. on July 22, August 26, or September 23 (tentative vote).

Can't make it to the meetings? Share Your Thoughts in Writing to: Baltimore Regional Transportation Board (BRTB) | 1500 Whetstone Way, Suite 300, Baltimore, MD 21230 | Fax: 410-732-8248, E-mail: opencomments@baltometro.org or on Twitter @BRTBplans. All mailed comments must be received no later than 3 days after the end of the comment period.

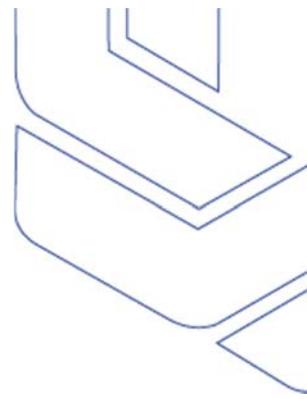
For more information: Monica E. Haines Benkocka, comment@baltometro.org, 410-732-0500 x1547

www.baltometro.org

COMMENTS WELCOME
July 2 - August 15, 2014



Share Your Thoughts



- E-mail: comments@baltometro.org
- Twitter: @BmoreInvolved, @BaltoMetroCo
#BRTBlistens
- Fax: 410-732-8248
- Mail:

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