

SUN CORRIDOR

METROPOLITAN PLANNING
ORGANIZATION

SUN CORRIDOR MPO PUBLIC PARTICIPATION PLAN

2014-2015

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1. PUBLIC PARTICIPATION PLAN

Background

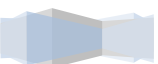
Over the past few years, governmental agencies have come to recognize the increasing importance of involving the public as they plan, organize, and implement transportation projects. Involving interested parties generally results in a more effective project overall. Taking time at the beginning to communicate with potentially affected parties, carefully explaining the proposal, and gathering input, can enhance the project and potentially reduce the time and effort for implementation.

The goals of public involvement are to ensure that:

- Residents are given the opportunity (through their respective community representative) to participate in the transportation planning process.
- The issues and concerns of residents are given consideration in the selection of transportation investments.
- Transportation investments do not disproportionately burden any population with adverse impacts.

This plan outlines the importance of, and specific guidelines for, involving community members, organizations, governments, transportation professionals and others in ongoing and future regional projects, plans, and programs. Included is information about the value of public participation, how it will be accomplished, and what will be done with the results.

It is important to note that a Public Participation Plan (PPP), or also known as the Public Involvement Plan (PIP) needs to incorporate a broad array of interested parties. These include agencies responsible for land use management, natural resources, environmental protection, conservation and historical preservation. Involving all the potentially affected interests, including the traditionally underserved populations, can significantly increase a plan or project's efficiency and effectiveness. By following the process outlined in this plan, SCMPO will be able to better ensure inclusive and meaningful public involvement.



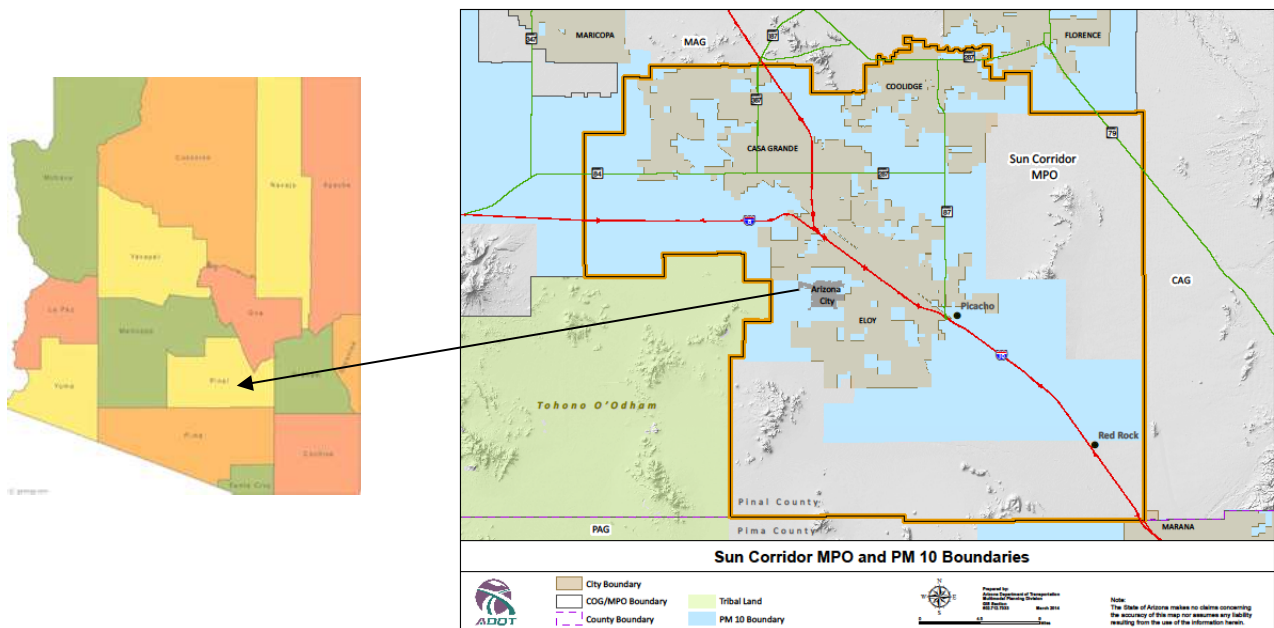
Sun Corridor MPO FACT Sheet

As a result of the 2010 Census, the Sun Corridor MPO was formed in 2013. It encompasses 1,155 square miles, and provides transportation planning services to the City of Casa Grande, Coolidge, the Town of Eloy, and rural portions of Pinal County. The population of the Sun Corridor MPO is 119,332.

The Sun Corridor MPO is in the process of developing a Regional Transportation Plan, a Strategic Safety Plan, and a transit Coordination Plan, to help determine the needs, and prioritize projects within the planning boundaries.

Nestled between two Transportation Management Areas (MAG and PAG), and three Native American Tribes, the Sun Corridor is in a unique position of developing relationships that will enhance the corridor's ability to provide goods, services, economic development strategies, improve local regionally significant roads and transit systems, as well as transportation improvements along I-8, I-10, (the future of I-11), and working with our rail roads.

All freight import/export from Mexico (Nogales and Douglas) travels through the Sun Corridor MPO region on I-8 and I-10, providing excellent opportunities for collaboration on future projects.



Public Involvement Process

Public participation implies an open process. This means that anyone who is potentially affected, or is just interested in the process, is welcome to participate. Some of the reasons for encouraging this openness are:

- Project leaders may gain new information;
- Participants, who want a project to be completed, can provide additional resources in the form of assistance, goods, or services;
- Public participation can be a forum for dispute resolution;
- Progress can be made and implementation occur because;
- The project itself will be better designed with public input;
- The community better understands what the project is about;
- Input can be a warning mechanism for potential problems.

Participant comments help the project leaders understand areas where additional people may have concerns or misunderstandings. This can be used to provide better information to others who are not participating.

Just opening the process to the public is not enough. There are numerous populations that are not likely to get involved unless a special effort is made to reach out to them. In this Plan, groups that need a more focused effort to get involved are referred to as “underserved populations”. These include, but are not limited to:

- Minority (Hispanic and/or non-white) community members.
- Low-Income community members.
- Physically and mentally challenged community members.
- People who rely on alternative transportation.
- People with limited English proficiency.
- Aging populations.

By making a reasonable extra effort to include these populations, SCMPO hopes to ensure that the interests and input of all residents are given equal consideration.



Guidelines

a. Techniques

There are numerous and varied techniques/activities to provide the opportunity for public involvement. Any combination and number of these may be used depending on the scope of the specific plan, program, or project. These techniques/activities are defined in detail in Table 1. As funding permits, SCMPO will select from the various activities to provide the most effective public participation in each particular situation.

b. Welcoming Attitude

Public participation is welcomed and encouraged by SCMPO. All questions and statements are valuable and will be treated as such. Participants will be treated with respect. Meetings will be conducted with basic ground rules that enforce civil discussion. Anyone who feels that these rules have not been followed should contact SCMPO staff at (520) 366-6038.

c. Meeting Schedules and Locations

Meetings and hearings, which are open for public participation, will be scheduled to allow the best opportunity for attendance by the general public and other entities whenever possible. The meeting locations will be convenient and ADA accessible. In addition to general meetings, events and activities, reasonable efforts will be made to reach those who are particularly affected, the underserved or others who request SCMPO come to them. These options are open to any group or individual and it is the policy of SCMPO to go where people are whenever possible. Locations and meeting times for these activities will be designed according to the specific needs. Transportation meeting dates, times and locations are available on line at www.scmpo.org.



d. Notification

Notices will follow the general Open Meeting Law of the State of Arizona. Information about meetings, events and other opportunities for participation will be made in a timely manner. This is especially important for the physically and mentally challenged as extra time may be needed to arrange for accommodations to meet their needs. This notification will be easy to understand and provide adequate information or explain where the information can be obtained.

e. Presentation of Information

In order to help citizens better understand Transportation Planning and SCMPO programs, efforts will be made to show how presented information specifically relates to the public in both the near future as well as long-term. Visualization enhancements such as color, animation, physical props, pictures, 3-D models, etc., will be incorporated as appropriate and as budgets allow.

f. Written and Personal Communications from SCMPO

Technical and policy information from SCMPO will be written so that it is clear and understandable to the public. All relevant information will be open for public consideration. Knowledgeable people will be available to answer questions at meetings and respond to phone questions in a timely manner.

g. Ongoing Communications

SCMPO will use mailings, media, and electronic technology such as e-mail and web sites to have ongoing communication with the public and other entities. Members of the staff are also available via the phone for questions, concerns, and suggestions.

h. Other Entities

The needs and interests of other public and governmental entities will be solicited as appropriate. Coordination, cooperation, and teamwork among all the agencies are vital to the success of any plan, program, or project.



i. Transportation Interests

SCMPO will solicit input from transportation-related groups such as freight interests, private providers of transportation, chambers of commerce, and others.

j. Opportunities for Input

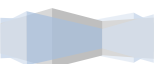
Opportunities for input will vary depending on the project, program, or plan. For larger projects, such as a regional transportation plan, there could be several rounds of public participation. There will be the opportunity for initial comments on what projects citizens would like their transportation system to include, prior to the start of any work. Comments on the first draft would be collected and incorporated as appropriate in the final draft. Finally, if there were significant changes to the final draft, there could be another call for input. In each of these stages a variety of techniques would be used to involve all the stakeholders. This will be determined by the extent and nature of the project and available funds to do so.

k. Use of Public Comments

A complete record of public comments will be retained for public review. In specific cases, identified by federal regulations, the public comments could be a part of the final document. Additionally, individual questions will receive a response in a timely manner.

l. Decision Making

All final transportation decisions (other than those requiring a vote of the people) are made by one or more groups of elected or appointed officials. Public meetings allow comments to be collected and may identify a consensus. The final decision, however, will be up to the elected and/or appointed officials based on a consideration of all related information. Prior to each key decision point, ample opportunity will be offered for input and that input will be shared with the decision-makers.



Evaluating Public Involvement Activities

A continuing focus on evaluation and enhancement of the public participation process should help to improve the outcome of each new SCMPO plan, project, or program. Evaluating public participation is a multi-dimensional task.

- First, there is the quantitative aspect which uses measurements such as the number of activities held, the number of notices sent, and/or the number of people who participated. While valid and important, these factors may not show the complete picture.
- Second, it is important to evaluate the qualitative aspects relating to perceptions, attitudes, and effectiveness. Did the people who participated feel they were heard? Were all the potentially affected interests (including the underserved) actually represented? Were the materials provided easy to understand? Were announcements received in a timely manner?
- Third, is the question of how the public input was used. This information needs to be recorded and made available. It also needs to be considered in the decision-making process.
- Fourth, is the need to evaluate the reason something happened. Understanding why there was good (or poor) participation is important to assessing effectiveness.

The ultimate point to consider in an evaluation is the existence of respect and trust. It is not possible to please everyone, but it should be possible to proceed forward with an atmosphere of respect and trust, and SCMPO intends to earn this by being fair and open with everyone at all times.

2. Development, Adoption, and Revision of the Public Participation Plan

This PPP, and the associated Title VI Implementation Plan has gone through several stages during its development:

- Preparation of a preliminary draft plan;
- Evaluation of this plan to ensure compliance with all federal regulations;



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- Review of the plan by SCMPO's Technical Advisory Committee;
- Review of the plan by stakeholders including the general public, governmental entities, and transportation professionals/businesses, for at least 30 days (this is during the 45 day public input process);
- Revision of the plan based on the above reviews;
- Completion of a final draft plan;
- Circulation of the draft plan for at least 45 calendar days. This includes notice to all potentially affected interests that this final draft plan is available for review, including placement at public libraries throughout the region;
- Review and evaluation of any further recommended changes;
- Adoption of the plan by the SCMPO TAC, and SCMPO Executive Board;
- Ongoing implementation of the plan by SCMPO;
- Availability of alternative formats i.e. large prints, Braille, audio/video cassettes (as appropriate) upon request for individuals who are blind or individuals with hearing/vision impairments. Due to the time and expense required to develop such materials, this will only be done upon request and a minimum of two weeks' notice must be provided to ensure timely preparation of such materials.

The plan will be officially reviewed at a minimum of every three (3) years. This re-evaluation will involve significant public input and a minimum 45 calendar day review period prior to adopting any changes. All efforts to involve the public and other organizations will follow the steps outlined in the current plan.

Other periodic revisions may occur, as new and better approaches are determined. Each time any significant content revisions are made (other than technical or grammatical revisions) the public will be given a 45-calendar day review and comment period prior to implementing the changes. SCMPO will update the plan annually and submit an annual accomplishment report to ADOT.



Table 1 – Public Participation Toolbox

These are the activities that may be used to reach the public:

Activity	Description
Brochure	Written material to distribute generally contains more information than a flyer. It is often folded to create a small piece for distribution.
Charrette	An intensive brainstorming session using visual methods to define alternatives.
Conference	A meeting with two or more people where the participants confer and discuss. (This can also be a series of meetings and/or events focused on a unifying subject.)
Display	Information and materials are displayed in an informal setting where people are free to move about and consider whatever is of interest to them.
E-mail	Using the Internet to contact people with electronic mail addresses.
Focus Group	A small carefully selected group of individuals who meet together to give feedback to the organizer on a specific topic.
Forums	A public meeting that is designed to help attendants better understand a subject by hearing different points of view. Usually several people with differing opinions, each make a short presentation and then answer questions. It is not designed for decision making.
Information Booths	Place an information exhibit at fair-type events.
Meetings	These are opportunities for larger groups of people to get together for a multitude of purposes. The general intent is to allow people to interact on a person-to-person basis.
Modeling	Computer and/or physical modeling can be used to help people better visualize or better understand a particular concept or project.
Newspaper Advertisement	Information that a newspaper prints in their paper that is not part of the news. The person/group placing the advertisement has control of the content.
Press Releases	This official release tells the press there is news they might be interested in reporting. It generally follows a specific format and includes who, what when, where and a contact for more information.



Activity	Description
List of local Newspapers	<ul style="list-style-type: none"> • Casa Grande Dispatch; Maricopa Monitor; Coolidge Examiner; Eloy Enterprise; Arizona City Independent; Tri Valley Dispatch
Posters	A large written announcement posted in a public place.
Presentation Meetings	These meetings allow the organizer to provide information and answer questions for a large group at once.
Public Hearings	This is a legal meeting that is often required to make sure there is some opportunity for public comment. It is normally done with elected officials sitting at the front and allowing community members very specific conditions to speak under.
Public Notice	These are official notices posted prior to meetings. This can be on the SCMPO web site, and hard copy posted at select locations.
Public Service Announcements	These are short announcements usually on radio or television, for which there is no charge and announce something important for the public to know. (use all newspapers)
Web Site	A series of "pages" on the Internet that relate to a specific subject. They can be reached by anyone who has access to the Internet by typing a particular address or by doing a search.

Transportation Planning is relevant to all people. Maintaining public interest as decisions are made is critical to gathering effective public input. Therefore:

- With each contact, efforts will be made to present information that is relevant and show how this information relates to the public in both the near future as well as long-term.
- As any of the above tools are used, SCMPO will keep in mind the importance of making whatever the subject matter is as interesting as possible. Color, animation, physical props, pictures, visualization, 3-D models, etc. will be incorporated, as budget allows, enhancing the experience for the public.
- Public notices must include reasonable accommodations for individuals with disabilities with special needs, e.g. sign language interpreters. SCMPO will include point of contact person, telephone number, e-mail address, and timeframe for response from those with special needs.
- When the scope of a proposed project or plan has the potential to significantly impact individuals with special needs, pertinent materials will be available in alternative formats, i.e. large print, Braille, audio/video.



Sun Corridor MPO's COMMITMENT

This plan contains background material, guidelines, and commitments that SCMPO is undertaking to incorporate an effective public process into future plans, projects, and programs. Specifically SCMPO is committed to:

- Inclusive and meaningful public involvement;
- Open and honest communications with all individuals and entities;
- Timely public notice;
- Full public access to information and key decisions;
- Creating a sense of shared responsibility and ownership for regional transportation/congestion problems and a shared sense of pride in the development of solutions to those problems;
- Helping form partnerships between member entities, and the private and public sectors to plan and implement transportation/congestion solutions;
- Establishing policies and prioritizing needs based on valid data and using objective, fair and consistent processes;
- Providing information and gathering input so that decision makers will be able to make informed decisions;

For further information, please

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