

PROJECT SPECIFIC PUBLIC PARTICIPATION PLAN

THE SIOUX FALLS MPO “SEVEN STEP PROCESS”

Public involvement should not merely consist of conducting public meetings to meet federal regulations. Meaningful public engagement involves two-way conversations with diverse stakeholders, providing easy access to project information that is simple to understand, and addressing the questions, concerns, and hopes raised throughout the process. The public engagement process should have a measurable effect on the plan’s outcome. Therefore, prior to the development of any transportation product, staff should implement the following seven-step process, review each step’s corresponding section in the PPP, and design a public participation plan specific to the product.

STEP 1 GOALS: *What is the public participation goal?*

- ▶ The overall goal of the public involvement process is to obtain early and continuous contribution.
- ▶ A comprehensive LRTP is an accurate reflection of the issues and objectives presented throughout the study by an engaged public.
- ▶ The public will be engaged through multiple avenues such as open houses, online questionnaire, a project website, social media communications, podcasts, and handouts to be used at community events.
- ▶ With early and continuous public engagement, specific studies, alternatives, and/or strategic initiatives can be identified and presented to the MPO technical committee.
- ▶ Engagement will build on the work already completed for the Market Research Study and previous engagement efforts. This effort will help community members and stakeholders see the influence of their participation reflected in the updated LRTP.

STEP 2 STAKEHOLDERS: *Who are the stakeholders?*

- ▶ Stakeholders for an LRTP include MPO communities, governments, neighborhoods, persons with disabilities, underserved populations, education and other institutions, development groups, businesses, and visitors. The recently completed 2019 Sioux Falls Metropolitan Area LRTP Market Research Study provides valuable information for identifying stakeholder groups and responses to transportation related surveys.
- ▶ The 2045 LRTP Update will utilize the information presented within the 2019 Market Research Study and build upon it by conducting applicable surveys and focus group meetings with applicable stakeholders.
- ▶ The Study Advisory Team (SAT) will play an active role in reviewing public informational documents, surveys, and presentations and providing input throughout the activities and study process.

STEP 3 METHODS: *What public participation methods for interacting with the public will be utilized?*

- ▶ Public participation will be accomplished through a variety of means, including the use of an online questionnaire, open houses, stakeholder meetings, public hearings, podcasts, social media, and a project website.

STEP 4 NOTIFICATION: *What notification techniques will be used to inform the public?*

- ▶ Notification throughout the LRTP process will primarily be accomplished through the use of local MPO media press releases, MPO community local informational channels, a project website, social media, podcasts, and handouts available for use at community events.

STEP 5 IMPLEMENTATION: *Where, when, and how will the public participation techniques be implemented?*

- ▶ Public participation will be implemented via the notification techniques identified within Step 4.
- ▶ Continuous participation will be accomplished through the dedicated website created for the LRTP.
- ▶ Digital media outreach, including podcasts, social media, and videos will assist in reaching a broad audience.
- ▶ A series of public open houses will be held during the LRTP study process, starting with one regionally focused event at the beginning of the project. Later a series of up to three community open houses across the Sioux Falls Metropolitan Planning Area will provide opportunities for the community to propose projects and investments, weigh in on prioritization criteria, and learn more about the LRTP process.
- ▶ A series of stakeholder interviews will be held during the study process to help provide direction and focus.
- ▶ Two public hearings will be advertised, one to present the draft and another for adoption.

STEP 6 EVALUATION: *What documentation will the plan or product include to fulfill the identified participation goals and objectives?*

- ▶ The final LRTP will include a brief summary of key findings generated by the recently completed Market Research Study and local engagement efforts, identifying the foundation of community participation behind the LRTP update and how those findings were incorporated in the update.
- ▶ The final LRTP report will provide an appendix which details the public participation techniques. Included within this section will be comments from public meetings, the online questionnaire, stakeholder groups, and MPO committees.

STEP 7 INCORPORATE: *How will the participation documentation be reviewed, and how will any necessary changes to the plan or product be made?*

- ▶ The SAT and identified stakeholders will assist in reviewing public participation comments and the online questionnaire results. The LRTP will take shape based on input from the SAT and stakeholders during this review and comment process.

- ▶ The SAT will review and comment on public participation activities prior to implementation and assist in providing input on responses and remarks received from the online questionnaire, public open houses, and other input received throughout the update process.
- ▶ The Appendix will detail the specific tasks completed associated to public participation and document how decisions made as a result of the public participation input were addressed in the LRTP.

OUTCOME OR DECISION: *Who recommends and approves the plan or product? What is the significance of the approval of the plan or product? (Refer to Step 1)*

- ▶ The Citizen Advisory Committee and Technical Advisory Committee will provide recommendations.
- ▶ The Urbanized Development Commission will approve the LRTP.
- ▶ Locally approved LRTP is submitted to FHWA for federal acceptance.
- ▶ The approved 2045 LRTP Update will provide the overall guidance on improving the region's integrated mobility approach in the MPO area.

PROJECT DESCRIPTION

The Sioux Falls MPO 2045 Long-Range Transportation Plan (LRTP) will include both long- and short-range strategies and actions consistent with state and local government objectives, as well as performance-based goals and targets consistent with the FAST Act. This Public Participation Plan describes the various ways in which the project team will seek to engage with regional stakeholders throughout the process, and ultimately utilize that information to shape a complete integrated multimodal transportation system for the Sioux Falls MPO. The plan includes engagement activities throughout the 12-month process, and utilizes a variety of methods, including in-person and online, to reach regional business and community leaders, the general public, and traditionally underrepresented groups. The final plan document will include elements that address context sensitivity, sustainability, and regional livability.

GOALS, OBJECTIVES AND EXPECTED OUTCOMES

The overall intent of the public engagement process is to engage with audiences in a way that is open and respectful, while collecting input that is useful to the development of the plan. The objective is to educate and inform regional stakeholders on the Long-Range Transportation Planning process and its importance; provide multiple, flexible opportunities to provide feedback; to enable stakeholders to take an active role in shaping the Long-Range Transportation Plan, and to actively incorporate stakeholder input to guide the ultimate recommendations. Developing a sense of ownership among stakeholders will be important to the prospects for successful implementation over time.

Put simply, the overall goals and objectives of the public engagement process for this project are to:

1. Facilitate active and collaborative participation by local units of government.

- Give a voice to MPO communities, governments, neighborhoods, persons with disabilities, underserved populations, education, development groups, and businesses.
- Utilize the public participation process to keep elected officials informed.
- 2. Engage stakeholders with the study process and the process of decision-making.
 - Build trust between stakeholders and decision-makers through consistent, clear communication;
 - Keep key stakeholders engaged throughout the entire process and allow them to see the results of their participation.
 - Educate and inform on the importance of the LRTP process and its outcomes.
 - Develop a sense of ownership among stakeholders to help advance implementation in the coming years.
- 3. Collect public input to shape the LRTP final document.
 - Make engagement opportunities meaningful.
 - Engage appropriate audiences, including those which are traditionally underserved and underrepresented.
- 4. Build upon the results of previous engagement.
 - Engage regional stakeholders primarily around the topics of project identification and prioritization criteria.

STAKEHOLDERS, PARTICIPANTS, AND AUDIENCES

STUDY ADVISORY TEAM (SAT)

Public participation activities will be coordinated with and reviewed by the Study Advisory Team (SAT) . The SAT will include staff from the MPO, MPO communities, federal agencies, state and local government, school district, and representatives from the Citizen Advisory Committee. As leaders of the local community, SAT members may be asked to provide input on the Public Participation Plan and the proposed communication methods to assist in better tailoring the engagement plan to the Sioux Falls community. One purpose of SAT meetings will be to review comments and responses and from surveys, public open houses, or other communication means throughout the study process. SAT members will also be tasked with reporting back to their respective jurisdictions on study activities, and collecting input from their commissions and councils and reporting to the SAT. In addition, SAT members will help to identify key stakeholders and build the list of potential project participants.

KEY STAKEHOLDER AGENCIES

Aside from participation in the SAT, varied aspects of local and regional government and organizations will provide important input to the project. Local and regional agencies and organizations that have jurisdiction and/or a specific interest in the study include those listed below:

- Minnehaha County staff and County Commission members
- Lincoln County staff and County Commission members

- City staff and Council members from Brandon, Crooks, Harrisburg, Hartford, Sioux Falls, and Tea.
- South Dakota Department of Transportation
- Federal Highway Administration
- Federal Transit Administration
- SECOG and MPO staff

These agencies will provide input to the SAT and in some cases will assist in outreach to specific stakeholders.

ADDITIONAL STAKEHOLDERS AND PARTICIPANTS

Anticipated stakeholders in the LRTP who may have interest in the study include, but are not limited to:

- Business owners/employers and tenants
- Property developers/realtors with current presence or interest in the MPO
- Development/Foundation Groups in the metropolitan planning area
- Housing and finance agencies
- Business organizations (Chamber of Commerce)
- Local residents and property owners
- Area employees
- Transit users
- Auto users/commuters
- Bicyclists and pedestrians
- Police/Fire/Emergency Services
- Citizen groups and community groups (including elderly)
- Neighborhood organizations
- Underserved populations and respective organizations
- Persons with disabilities and respective organizations
- Agriculture organizations
- Commercial transportation organizations
- Visitors
- Area legislators

HISTORICALLY UNDERSERVED AND UNDERREPRESENTED POPULATIONS

It is a specific goal of this project, and all Sioux Falls MPO engagement, to engage with stakeholders that have traditionally been underserved and underrepresented in the transportation planning process. The public participation plan specifically targets four populations: new immigrants, minority populations, low-income persons, and persons with disabilities.

The previously completed 2019 Sioux Falls Metropolitan Area LRTP Market Research Study has provided valuable guidance on the priorities and needs of these populations, which the LRTP will build upon as engagement continues. In performing outreach to populations with a stake in these issues, the consultant team

will work with the MPO and the SAT to identify these populations and determine where to best direct time and activities. Some engagement methods proposed that specifically target these populations include:

- Online questionnaire: provides flexibility for those unable to attend traditional meetings
- Documents posted on project website: provides flexibility for those unable to attend traditional meetings
- Podcasts and Videos: these media will be made accessible to those utilizing screen readers, translators and/or closed captions
- Stakeholder Interviews: Representatives of underrepresented communities may be invited to take part in small group discussions

ENGAGEMENT TECHNIQUES

The following table summarizes anticipated public engagement techniques and activities that will be used to connect with the above-identified stakeholders throughout the study process.

| Activity | Target Audience/ Participant | Purpose/Intended Message | Specific Tools | Frequency/Timing | Logistics |
|--------------------------------------|---|--|---|--|--|
| CONSULTANT-MANAGED ACTIVITIES | | | | | |
| SAT Meetings | <ul style="list-style-type: none"> Regional stakeholders Transportation professionals | <ul style="list-style-type: none"> Engage core group in the plan development process | <ul style="list-style-type: none"> PowerPoint Presentations Handouts | 8 meetings throughout the process | Meetings scheduled in advance, all communications handled by SECOG |
| Kickoff Open House | <ul style="list-style-type: none"> All interested stakeholders General Public Regional focus | <ul style="list-style-type: none"> Introduce the LRTP and the draft guiding principles, goals and objectives, and performance measures Solicit specific recommendations on strategic corridors and initiatives | <ul style="list-style-type: none"> Presentation Display boards and graphics One-page handout | One-time event | Need WiFi-enabled location; may provide light refreshments if held during evening hours |
| Podcasts | <ul style="list-style-type: none"> General Public Underrepresented Populations Younger audiences | <ul style="list-style-type: none"> Educate public on the importance of the LRTP process Inform public of key project outcomes | <ul style="list-style-type: none"> Short podcasts hosted on project website and promoted throughout region | Four podcast updates throughout process at key project intervals | Written, recorded and produced by KH |
| Social Media Updates | <ul style="list-style-type: none"> General public Underrepresented Populations Community Groups | <ul style="list-style-type: none"> Inform regional stakeholders about the LRTP process Generate additional exposure to the survey and generate interest in public events | <ul style="list-style-type: none"> Text, supporting graphic, and link Should be supported by action readers can take (such as survey) | Four KH-authored social media updates, timed to align with key project intervals | Partner with local community organizations to amplify message through their social media pages |
| Online Questionnaire | <ul style="list-style-type: none"> General Public | <ul style="list-style-type: none"> Focus on updating project prioritization criteria and identifying and prioritizing projects | <ul style="list-style-type: none"> SurveyMonkey, Wikimap or similar tool | Spring 2020, aligned with prioritization | Designed and hosted by KH, promoted by SECOG, SAT, and MPO committees |
| Stakeholder Interviews | <ul style="list-style-type: none"> Major Employers Major Developers Chamber of Commerce Underrepresented Groups | <ul style="list-style-type: none"> Identify barriers/solutions Prioritize transportation solutions | <ul style="list-style-type: none"> One-day of one-on-one or small group interviews with up to four groups | Spring 2020, aligned with project prioritization | Facilitated by KH and SECOG; Meeting summaries to follow |
| Community Meetings | <ul style="list-style-type: none"> Local stakeholders Community groups General Public | <ul style="list-style-type: none"> Input on draft recommended projects Prioritize transportation solutions | <ul style="list-style-type: none"> Presentation Display boards and graphics/maps Small group stations | Spring 2020, aligned with project prioritization and recommendations | Locations spread around the Sioux Falls Metro Area |
| Project Website | <ul style="list-style-type: none"> All stakeholders Members of the public unlikely to attend public events | <ul style="list-style-type: none"> Inform the public of the LRTP's purpose and opportunities for engagement Project updates | <ul style="list-style-type: none"> Videos (2) Podcasts (up to 4) Social media Updates Project documents | Frequent updates throughout the process | Project branding will be applied; Website designed and maintained by KH |



| Activity | Target Audience/ Participant | Purpose/Intended Message | Specific Tools | Frequency/Timing | Logistics |
|---|--|---|---|---|--|
| Videos | <ul style="list-style-type: none"> Those unlikely to attend public meetings General public | <ul style="list-style-type: none"> Inform about the LRTP process Encourage engagement through the online survey or website | <ul style="list-style-type: none"> Two short videos, hosted on the project website and promoted through regional social media | Two videos, aligned with project milestones | Videos written, produced and hosted by KH |
| ADDITIONAL RECOMMENDED ACTIVITIES (MANAGED BY SECOG) | | | | | |
| Email Updates | <ul style="list-style-type: none"> Mailing list – email addresses collected from engagement activities | <ul style="list-style-type: none"> Keep interested parties informed Notify of upcoming meetings Consistent communications | <ul style="list-style-type: none"> Email list General email template | Up to 8 updates | |
| Ongoing social media updates | <ul style="list-style-type: none"> General Public Those unlikely to attend traditional public meetings | <ul style="list-style-type: none"> Keep LRTP at the forefront of the public’s mind Educate, inform, and encourage engagement with process | <ul style="list-style-type: none"> Publish links to interim documents Promote links to podcasts and surveys Encourage survey participation Short “Did you know...?” facts | Approximately every two weeks throughout the project process. | SECOG should partner with local community social media pages to amplify the message |
| City Council/ County Commission | <ul style="list-style-type: none"> City Councils County Commissions | <ul style="list-style-type: none"> Present draft report and recommendations; solicit feedback prior to release of final report | <ul style="list-style-type: none"> PowerPoint presentation | TBD | <ul style="list-style-type: none"> Needs vary by agency Outreach by SAT or CAC Members |
| Media Releases | <ul style="list-style-type: none"> MPO stakeholders | <ul style="list-style-type: none"> Notice of public open houses Project information/updates | <ul style="list-style-type: none"> Concise text highlighting key points | Prior to each public open house (at least 2 weeks) | <ul style="list-style-type: none"> |
| Local Resources (City Websites, Newsletters) | <ul style="list-style-type: none"> Community residents | <ul style="list-style-type: none"> Project information/updates Notice of upcoming meetings | <ul style="list-style-type: none"> Simple graphics Concise text highlighting key points | Prior to each open house, or as opportunities arise | <ul style="list-style-type: none"> Local communities to provide schedule/deadlines and local contacts |
| MPO Meetings | Routine updates by SECOG staff | | | | |

PUBLIC PARTICIPATION SCHEDULE

The proposed schedule for implementing the techniques listed in Section 4.0 is presented below. Only tasks 1-3 are shown, as these are anticipated to be the tasks involved in the Public Involvement process. A full project schedule may be viewed in the Methods & Assumptions document.

| Tasks and Milestones | 2019 | | | 2020 | | | | | | | | | | |
|----------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| TASK 1 – Methods and Assumptions | | | | | | | | | | | | | | |
| • Methods and Assumptions | | | | | | | | | | | | | | |
| • Schedule | | | | | | | | | | | | | | |
| • Communication Protocol | | | | | | | | | | | | | | |
| TASK 2 – SAT Meetings | | ⊙ | ⊙ | ⊙ | | ⊙ | | ⊙ | ⊙ | ⊙ | | ⊙ | | |
| TASK 3 – Public Participation | | | | | | | | | | | | | | |
| • Web-Based Engagement | | | | | | | | | | | | | | |
| • Public Participation Plan | | | | | | | | | | | | | | |
| • CAC Meetings | | | | | | | | | | | ⊙ | | ⊙ | |
| • TAC Meetings | | | | | | | | | | | ⊙ | | ⊙ | |
| • UDC Meetings | | | | | | | | | | | ⊙ | | ⊙ | |
| • Public Open Houses | | | | ⊙ | | ⊙ | | | | | | | | |
| • Social Media and Podcast | | | | | | | | | | | | | | |
| • Online Questionnaire | | | | | | | | | | | | | | |
| • Video | | | | | | | | | | | | | | |

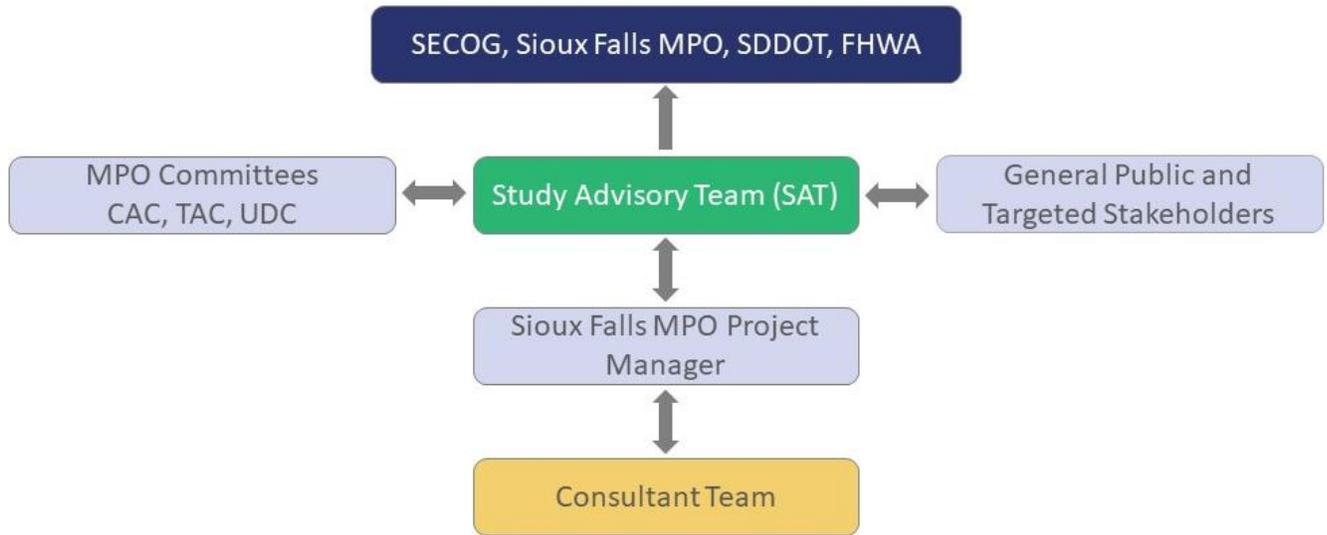
Legend



Meeting
Ongoing Work

COMMUNICATION PROTOCOL

PROJECT ORGANIZATIONAL STRUCTURE



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LIST OF ACRONYMS

| | |
|-------|---|
| CAC | Citizen Advisory Committee |
| FHA | Federal Highway Administration |
| FTA | Federal Transit Administration |
| L RTP | Long-Range Transportation Plan |
| MPO | Metropolitan Planning Organization |
| PPP | Public Participation Plan |
| SAT | Study Advisory Team |
| SDDOT | South Dakota Department of Transportation |
| SECOG | South Eastern Council of Governments |
| TAC | Technical Advisory Committee |
| UDC | Urbanized Development Commission |