

CHAPTER 8: Evaluation

Measures of Effectiveness

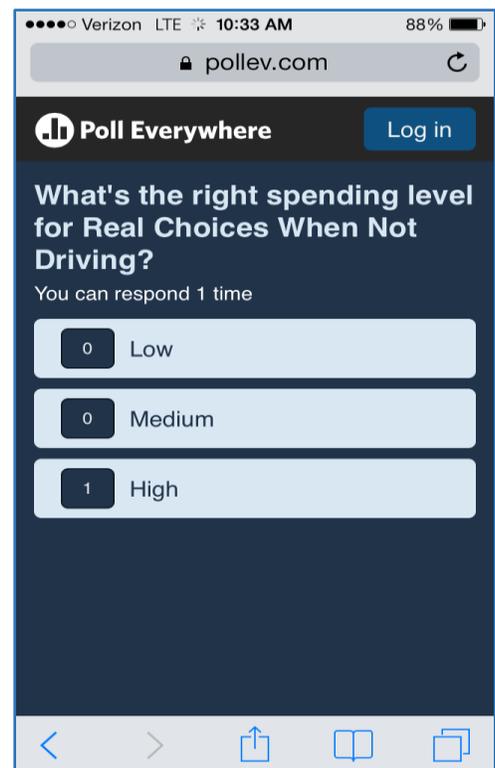
Evaluation is necessary to determine the effectiveness of the PPP. Being responsive to the public raises questions, such as: *To what degree is the community participating in public involvement opportunities? Are we reaching our target audience and key constituencies?* and, *Are MPO documents effective and informative tools for public awareness?* Answers to these questions can be determined through an analytical evaluation process. New and improved strategies and techniques can be developed to improve the overall performance of the public involvement process. The following are Measures of Effectiveness (MOEs) considered in the bi-annual evaluation of the PPP. Several new evaluation criteria have recently been added to the existing measures – these new measures appear in blue.

Measuring Visibility & Productivity

- Number of MPO publications produced;
- Number of MPO newsletters and brochures distributed, such as Bicycle Suitability Maps, Ride Guides and Citizens Guide to Transportation Planning, etc.;
- Number of newspaper advertisements and public notices placed in publications with minority audiences;
- Media inventory of newspaper articles, television and radio coverage;
- Number of CCC brochures distributed;
- Number of TMO sponsored maps distributed, as well as any other sponsorship or advertisement opportunity;
- Number of meetings broadcast on Hillsborough County Television; and
- Number of publications available on PlanHillsborough.org, at a minimum to include the LRTP, TIP, and an annual list of obligated projects.

Measuring Participation Opportunities

- Number of MPO public forums, workshops and community meetings at which displays, presentations, discussions and feedback occurred;



- Number and origin of participants at such public forums, workshops and community meetings;
- [Number of persons invited to attend meetings;](#)
- Number of participants at public forums, workshops and community meetings held in historically underserved areas or with such populations;
- Number of participation opportunities offered to American Indian entities, such as the Seminole Tribe of Florida;
- Number and origin of participants at monthly MPO and committee meetings;
- Number of persons on the MPO mailing list receiving regular agendas; and
- Number of draft plans, reports, other preliminary documents or surveys posted to PlanHillsborough.org for public comment.



Increasing Public Participation Efforts with Minorities, Low-Income Individuals, & the Transportation Disadvantaged

- Ensuring the PPP report details representative public engagement;
- Developing maps with updated, community-specific demographic and socioeconomic data within the MPO's geographic boundaries at the census tract, block group or zip code level; and
- Listing all MPO committee members' demographic data, including race, ethnicity, age, and whether or not they are disabled.

Measuring Public Interest & Feedback

- Number of returned electronic comment forms provided to members of the public after receiving staff assistance;
- [Total number of interactions at public outreach events and meetings](#);
- Number of verbal comments received at open forum discussions, public hearings and at any other opportunities for public interaction;
- Number of phone, fax, mail and email inquiries or comments cards received;
- Number of visitors to PlanHillsborough.org;
- [Types of tools and technologies employed at public outreach events and meetings](#); and
- Seeking feedback that is immediate and project specific.

Measuring Input Results

- Number of issues identified through public input and responded to by the MPO; and
- Documented revisions to plans based on citizen input.

Refining PPP Process

- Periodic reviews of whether PPP presentations and documents are accessible to the public;
- Update the PPP in conjunction with, and at the outset of, each LRTP update; and
- Recommendations to enhance the PPP.

Using these measures, the PPP MOE is akin to a report card on the MPO's Public Participation Plan. The report is presented to the MPO Board every other year, posted on the MPO website, and lays the groundwork for continuous improvement to the MPO's public outreach and engagement.