



Hillsborough MPO
Metropolitan Planning
for Transportation

Public Participation Plan Measures of Effectiveness Report

January 1, 2018 – December 31, 2019

May 2020



Why Public Participation?

- Capture the public's values in planning for their community
- Gain support and input for plans
- Move from plans to action
- Transportation is important to people



Measuring Public Participation



- Updated every 2 years
- Improves our public outreach
- Leads to refinement of Public Participation Plan (PPP)



Guiding Principles

- Provide opportunities for involvement
- Be inclusive of constituencies
- Be responsive to participants
- Provide a predictable process
- Be creative and flexible
- Maximize exposure, minimize costs



Measures of Effectiveness

What are we looking for?

- Visibility & Productivity
- Participation Opportunities
- Public Interest & Feedback
- Public Input Results



Measures of Effectiveness

- Documents
- Public meetings/
workshops
- Committee meetings
- Newsletter distribution
- Publications
- Public comments
- Ads/press releases
- Surveys
- Announcements
- Media coverage
- Broadcasts
- Social media
- Website activity
- Agenda packets
distribution



Visibility & Productivity

- Constant Contact - **172,553 distributed**
- **38** plans, studies and reports
- Printed & distributed **430,000** “Buckslips” in TRIM notices mailed to property owners for It’s TIME Tampa Bay survey
- **10,348** English/Spanish flyers printed & mailed to residents for the 2018 TIP Public Hearing



Visibility & Productivity

Vision Zero Promotions

- **6,000** Vision Zero reflective slap bracelets
- **5,000** bumper stickers
- Several TV stories on multiple channels
- Martin Luther King Jr Day Parade
- Walks of Silence



Visibility & Productivity

New Engagement & Collaborations

- School Safety Study & several STWG events
- South Coast Greenway Connector Study
- Gardens Steps – \$50,000 Grant
- It's TIME Tampa Bay Tri-County Collaboration



Visibility & Productivity

New Engagement & Collaborations

- Independent Oversight Committee
- VZ Coalition & BPAC
- Gulf Coast Safe Streets Summits



Opportunities to Participate

- **243** public meetings/events
 - At least **45** held in environmental justice areas
- **154** Regular MPO Committee Meetings:
 - **4,032 attendees** • **255 comments**
- Highest-attended events:
 - **40,000** Labor Day Florida's Largest Home Show
 - **100,000** WFLA AM Tampa Bay Radio Show



Opportunities to Participate

2018 & 2019 – dedicated TIP phone line: English & Spanish

2018 TIP Hearing:

- **125** attendees
- **39** speakers
- **47** emails

2019 TIP Hearing:

- **167** attendees
- **68** speakers
- **117** emails



Opportunities to Participate

Notable events with high attendance (1,000+):

- Raymond James Stadium Back to School Bash
- Kid's Day at Raymond James
- FL State Fairgrounds Hills Schools District Choice EXPO
- YES! Family Abilities Information Rallies
- Gasparilla Children's Bike Rodeo



Public Feedback

Surveys & Input:

- CAC members Effectiveness & Time Management
- Annual CTC Evaluation
 - **564 responses** (2018)
 - **932 responses** (2019)
- MetroQuest: It's TIME Tampa Bay – **10,000 responses**
- MetroQuest: It's TIME Hillsborough – **5,219 responses**
- 2018 Gulf Coast Safe Streets evaluation



Public Feedback

Facebook data (@Hillsborough MPO):

- **180** posts/shares
- **46,691** impressions
- **2,614** engagements

Facebook data (@VisionZeroHillsborough):

- **203** posts/shares
- **88,559** impressions (*since 12/16 launch*)
- **6,800** engagements

Twitter @MPO: 6,620 followers; **825** tweets; **1,264** profile visits/per month

Over a million webpage hits on PlanHillsborough.org – **16% increase**



Public Input Results

Examples of plans and projects affected by public input:

- Vision Zero
- South Coast Greenway Trail Alignment Study
- Tampa Bay Express and Tampa Bay NEXT Projects
- It's TIME Hillsborough



Online Interactive Map Tools

Available on the MPO's website:

- TIP Tool
- Health Atlas
- Traffic Counts Map
- Bike Suitability Map



Notable Successes

- 2018 GCSSS
- 2nd Annual GCSSS & Host/Partner Safe Routes to School National Conference
- Metro Quest: It's TIME Tampa Bay
- Metro Quest: It's TIME Hillsborough
- FHWA Vision Zero Peer-to-Peer & Safety Target Setting Workshop
- 2018 & 2019 All Star Award from Constant Contact



Key Updates from 2016-2017 Recommendations

- **Use new technology to inform** – Ongoing. Assuring people with disabilities can access website information
- **Continue using and seeking new avenues for the use of social media** – Staff evaluated the Instagram platform, was not the best fit, however as photo/video library increase – may revisit
- **Update and expand accessibility to real-time engagement** through video streaming – With the impact of COVID-19, GotoWebinars being held for committee and board meetings



Recommendations for 2020-2021

- Increase citizen engagement in the Environmental Justice areas to augment agency awareness and presence in the community by cultivating relationships with nonprofits, faith-based groups, and other community organizations.
- Utilize short videos for informing participants.
- Develop strategies for flexibility in meeting public planning requirements.
- Seek feedback on our public engagement strategies.



Recommended Action

Approve the Measures of
Effectiveness Report



Questions?

