

# Transitions

# 2045 MTP



## Public Outreach Plan

2023



MRMPO

Mid-Region Metropolitan Planning Organization

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# Contents

Introduction	1
Methods and Practices for <i>Transitions 2045 MTP</i> Outreach Activities	3
<i>Transitions 2045 MTP</i> Update Outreach Plan and Phases	6
<b>Appendices</b>	
Appendix A: <i>Transitions 2045 MTP</i> Outreach Checklist	7
Appendix B: <i>Transitions 2045 MTP</i> Measurements of Effectiveness Matrix	8

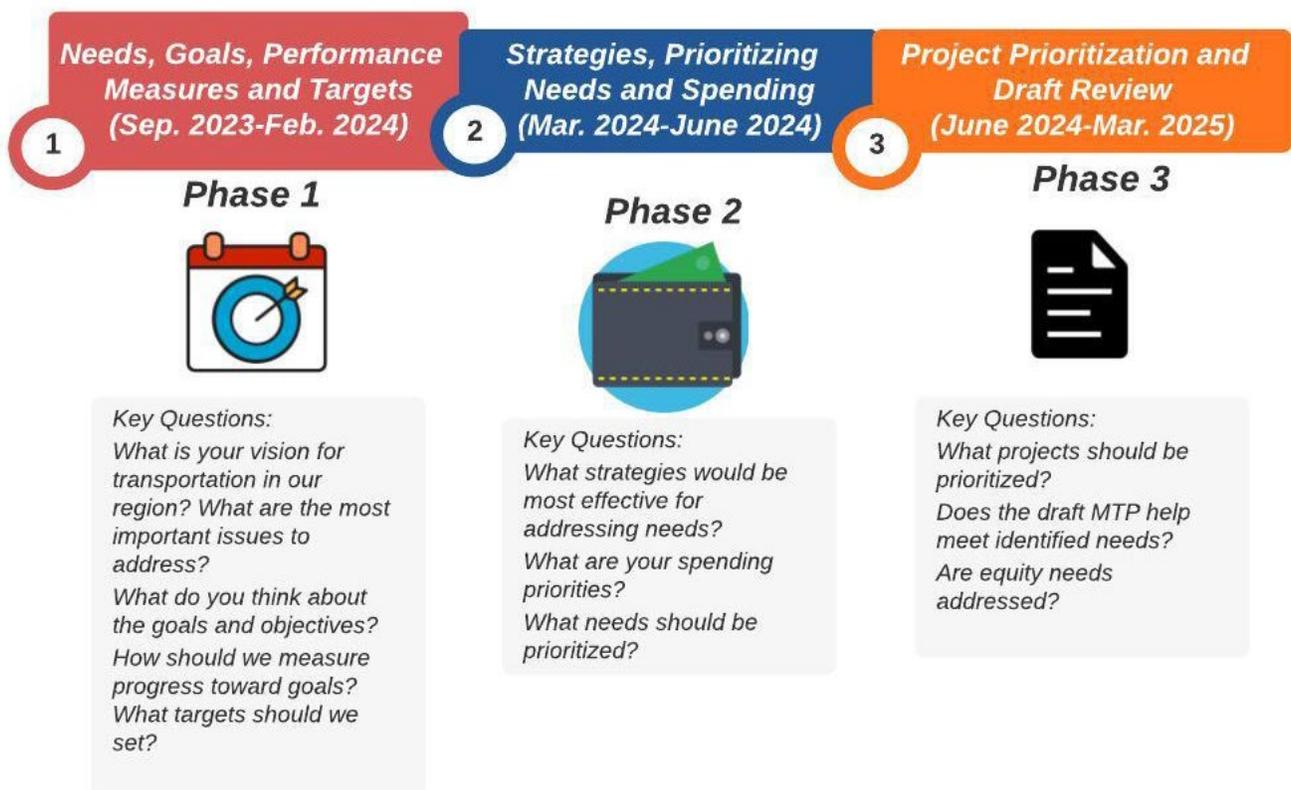
# Introduction

The Mid-Region Metropolitan Planning Organization (MRMPO) is responsible for leading the long-range transportation planning process in the greater Albuquerque area. One of the key products produced by MRMPO is a long-range transportation plan, which is known as the Metropolitan Transportation Plan (MTP). The MTP is updated every five years. This public outreach plan was developed for the current update being undertaken, *Transitions 2045 MTP*.

*Transitions 2045 MTP* looks ahead by about 20 years at what our region’s challenges and transportation needs will be in light of planned population and employment growth. The plan is produced in collaboration with MRMPO’s member agencies, other transportation planning and government partners, and a broad and diverse assortment of stakeholders ranging from special interest groups to the general public.

*Transitions 2045 MTP* must be adopted by MRMPO’s policy board, the Metropolitan Transportation Board, by April 2025 and must be approved by the Federal Highway Administration and Federal Transit Administration by June 30, 2025. *Transitions 2045 MTP* will be the guiding plan for how we will develop, maintain, and enhance the region’s transportation network. It will discuss how we want to grow (determined through a previous scenario planning process), what our regional transportation needs will

## Transitions 2045 MTP Outreach Schedule



be based on projected population and employment, and potential strategies for meeting those needs. The MTP will direct how transportation funds are invested through the development of a project list.

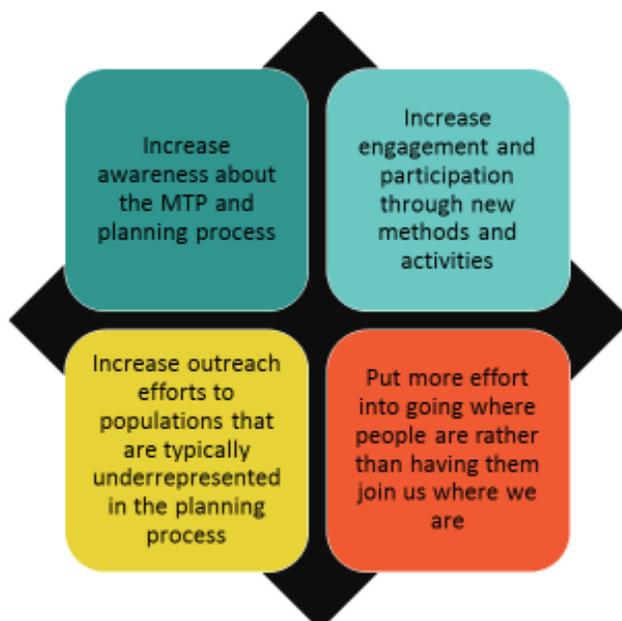
### **Public Participation for *Transitions 2045 MTP***

The MTP is a plan that affects everyone in the region. For this reason, it is vitally important to hear from as many people and to get participation from as broad a spectrum as possible. MRMPO is dedicated to reaching as many people as possible during the MTP planning process and engaging the public's interest to a greater degree than has been achieved in the past.

This public outreach plan discusses the planned activities, methods, and timeline for outreach related to the *Transitions 2045 MTP* as well as key questions that will be asked of the public to inform the updated plan.

MRMPO plans on using best practices for outreach and engagement in an effort to integrate equity more holistically into the techniques and methods used to reach new and more varied participants. Targeted outreach will be utilized to reach underrepresented and marginalized communities, such as low-income and minority populations, Tribes, youth, elderly, the disabled community, and transit dependent individuals. For this reason, and to guide these efforts, the *Transitions 2045 MTP* Public Participation Plan has been developed in conjunction with updates to MRMPO's *Public Participation Procedures* (PPP) and outreach tools.

### **Outreach Goals for *Transitions 2045***



The main goals for the *Transitions 2045 MTP* public outreach are to 1) increase awareness about the MTP and transportation planning process in our region, 2) increase overall engagement and participation through new outreach methods and activities, 3) increase outreach efforts to populations that are typically underrepresented in the regional transportation planning process, and 4) put more effort into going where people are rather than having them join us where we are. In addition, outreach efforts for this MTP include more opportunities for the public to consult and collaborate on the plan than in past plans. More effort will also be paid to measuring the effectiveness of outreach efforts throughout the outreach process and enhancing or changing approaches as necessary in response to findings in order to provide the

most effective outreach possible. Special efforts will be made to reach traditionally underrepresented populations in the planning process which includes low-income and minority populations and people

with low-English proficiency. MRMPO’s ideal is to have as many voices come to the table as possible, so reaching out to these populations is an important part of that endeavor.

## Methods and Practices for *Transitions 2045 MTP* Outreach Activities

The following describes approaches that will be used by staff in outreach activities for the *MTP* update.

### Overall Outreach Approach

- More casual approaches to gathering feedback will be used by making greater use of alternative strategies for outreach such as getting on the agendas of and presenting at existing meetings, using videos to help get the word out, attending community events, hosting pop-up events in varied places, and making greater use of virtual public engagement.
- Staff will put more focus more on going to “where people are” as opposed to inviting people to join us where we are. This can help with targeted outreach, especially with groups and populations underrepresented in the transportation planning process. This will also include using new technologies that allow for virtual and hybrid meetings and for people to attend remotely.
- Extra effort will be made to ensure our planning process is truly open and that participant input is integrated by providing summaries of information obtained from outreach activities to let participants know they were heard and how their input was used.
- Implementing strategies that will ensure meaningful public involvement is achieved is a primary focus of the outreach approach for *Transitions 2045 MTP*. Using the tool below is an example of how staff can develop and execute these strategies.

### MRMPO Meaningful Public Involvement Tool



## Additional Outreach Methods

In addition to the methods described above, staff may use other outreach methods including the following:

- Developing and disseminating online surveys to collect data on specific questions or topics where public input is desired (for surveys, socioeconomic information will be asked for at the end of the survey). MRMPO will use tablets at community events so that participants can easily take the surveys.
- Developing a project webpage on the MRCOG website, enhancing project and public participation information presented online, and exploring additional forms of social media to solicit more input and provide multiple ways for people to give feedback.
- Forming and holding focus groups meeting.



## Public Meeting Practices

The following public meeting practices should be adhered to for the *Transitions 2045 MTP* outreach:

- The primary purpose of meetings is to provide opportunity for the public to provide feedback. Therefore, the focus by MPO staff is to listen and take in all ideas.
- Presentations should be no longer than 10-15 minutes.
- Use more interactive public participation methods whenever possible, such as discussion circles (where four chairs are placed in the middle of a circle of participants, and to talk, a person must wait for a chair to open up); post-it note exercises (where everyone at the meeting has to jot down and post their thoughts on a given topic and the ideas are later read out loud at the meeting); having participants demonstrate their opinions by standing in various parts of the room that signified different viewpoints; and using live, interactive polling.
- Be systematic about taking (and then recording and saving) input gathered at meetings and other venues. Summarize information from meetings and send back to participants and/or post on the website after major meetings.

## Reaching out to Varied Populations

- Identify stakeholder gaps in the contacts database and groups we specifically want to reach (e.g., youth, students, tribes, AAA, ABQ RIDE citizens' advisory committee, chambers of commerce, etc.).
- Monitor/observe which groups are missing from the process and adjust outreach approaches as necessary by assessing community demographics and using internal audits after outreach events to ensure effective engagement strategies are being implemented.

- Provide essential information in Spanish (and in other languages as necessary), including contact information and paid translation services.
- Publicize in meeting notices that special accommodations such as translation services can be provided upon request at public meetings. Note: Anyone requiring special accommodations is requested to notify MRCOG at 505-247-1750 or email [cpmerlo@mrcog-nm.gov](mailto:cpmerlo@mrcog-nm.gov) seven days prior to the meeting.
- Attend varied community events and provide information at events (especially events with a diverse range of participants or at a range of events).
- Ensure neighborhood associations and/or coalitions with sizable environmental justice populations are contacted.
- Keep in mind that there is still a digital divide (more so for age and level of education than for income) and conduct outreach accordingly and always offer options.
- Strengthen outreach to Tribal partners, ensuring northern, central, and southern Tribes are contacted and offered opportunities for presentations and giving feedback.
- Demonstration of respect for cultural sensitivities and prohibitions.
- Hold meetings (especially key public meetings) in underserved areas when possible.
- Ensure that outreach is geographically dispersed to maximize the participation of all stakeholders.

To increase participation, MRMPPO works on identifying barriers and lessening or removing them where possible. Potential barriers to public participation include:

- lack of awareness
- information not presented clearly or in an engaging way
- a perception that input does not matter
- lack of options for providing feedback and getting involved
- lack of time or resources to participate

### **Recording and Responding to Comments**

- All comments received will be logged, saved, and considered for integration in the plan. All written comments will be responded to when a response is requested and/or contact information is supplied. In addition, all outreach activity (presentations, attendance at events, etc.) should also be noted in the log in the same subfolder.

### **Notification and Public Review Periods**

- Advance notification of at least three days will be given before the final draft MTP plan or MTP amendment goes before the MTB for adoption. Notice will also be given of the 30-day public review period for the initial draft MTP, final draft MTP, and any MTP amendment. Notice will be published in the newspaper of record as well as on the MRCOG website, at a minimum.

## Transitions 2045 MTP Outreach Plan and Phases

Outreach for the 2045 MTP update is divided into three phases, described below in terms of how feedback will be gathered and what the key questions are that will be asked of the public and stakeholders.

### Outreach by Phase

Phase	Phase 1: Goals, Objectives, and Measures Assessment; Needs Identification; Spending Priorities	Phase 2: Identification of Strategies and Projects for Meeting Needs.	Phase 3: Prioritizing Needs; Draft Development, Review, and Approval
Duration	September 2023 – March 2024	April 2024 – August 2024	November 2024 – March 2025
Outreach Activities	<ul style="list-style-type: none"> <li>• Pop up info table at community events</li> <li>• MTP kickoff meetings</li> <li>• Survey(s) (on needs, goals, vision, funding priorities, spending priorities)</li> <li>• Presentations given at other groups' and organizations' meetings</li> <li>• Focus group meetings, as needed</li> </ul>	<ul style="list-style-type: none"> <li>• Committee meetings on strategies for meeting needs</li> <li>• Committee meetings on project selection</li> <li>• Survey(s) (strategies and project prioritization)</li> <li>• Presentations and/or information provided and feedback sought at other meetings and events</li> <li>• Focus group meetings, as needed</li> </ul>	<ul style="list-style-type: none"> <li>• Public meetings for review draft of MTP</li> <li>• Open house for Final Draft MTP</li> <li>• Presentations given on request</li> </ul>
Key Questions	<p>What has changed in the world since 2020? How have these changes affected transportation? What issues are most important to address in the region? What do you think of the goals? Which objectives seem most effective for addressing goals? How should we measure/track progress toward goals?</p>	<p>What strategies would be most effective for addressing needs? What projects should be prioritized? How would you distribute limited transportation funds? Spending trade-offs; What needs should be prioritized?</p>	<p>Feedback on initial draft MTP and Final Draft MTP. Does the Draft MTP help meet identified needs? Does the Draft MTP respond to feedback? Are equity issues and needs addressed? Which projects should be prioritized?</p>

**APPENDIX A: Transitions 2045 MTP Outreach Checklist** - (Example of checklist that will be used by staff)

Outreach and Engagement Checklist		
<i>The Public Engagement components consistent with the Outreach Evaluation Process and the PPP listed below should be considered</i>	<i>Check the box if component was used</i>	Remarks
Identify purpose of engagement		
Identify target area		
Identify target audience(s)		
Identify stakeholders and partners		
Identify appropriate engagement and visualization techniques		
Identify effective communication strategies for target audience		
Identify resources and available timeframe		
Build strong relationships		
Create a public engagement plan		
Monitor and evaluate the engagement process using MRMPO evaluation process		
Evaluate outcome		
Report on the process and outcome to appropriate stakeholders and decisions makers		
Ensure transparency, and equity throughout engagement process		
Seek feedback on the process from participants		
Information was provided on how feedback was integrated or not integrated into the plan		
Variety of methods were used to gather input		
Multiple methods of advertisement/promotion were used		
Accessibility of process and products were considered and provided		
Levels of community engagement decided on?		
Steps taken to ensure that impacted and underrepresented communities are included? List or describe.		

## APPENDIX B: *Transitions 2045 MTP* Measurements of Effectiveness

Outreach Measurements of Effectiveness Matrix

Quantitative Outputs*	Goal	Result	Goal met?	Method of Measurement	Remarks	Indicator of Importance**
Total number of people who attended all public meetings		100		Count of attendees		Inclusion
Number of project website hits		300		Website visit data		Inclusion
Number of community events attended during outreach		15		Staff count		Inclusion
Number of other groups' and organizations' meetings attended		10		Staff count		Inclusion
Number of survey responses collected		400		Survey data		Accessibility
Number of different zip codes of survey respondents		15		Survey data		Inclusion
Number of map comments made on interactive map		100		Map data		Accessibility
Number of draft commenters (public and agency)		35		Comments logged and counted		Inclusion
Number of Facebook followers at beginning and end of campaign		314/414		Number of followers recorded at beginning and end of campaign		Accessibility
Number of video views		50		Video views (recorded by YouTube)		Accessibility
Number of outreach efforts performed aimed at underrepresented groups		15		Count of efforts specifically aimed at unerrepresented groups		Targeted Engagement
Qualitative Outcomes*	Goal	Result	Goal met?	Method of Measurement	Remarks	Indicator of Importance**
Did most participants feel they had adequate notice of a public engagement activity?		75%		Survey		Transparency and Clarity
Did most participants feel their input was valued?		80%		Survey		Influence and Impact
Did input received affect the plan or outcomes? How so?		50%		Staff review		Influence and Impact
Did most people feel public involvement opportunities start early enough and was of sufficient length?		75%		Survey		Timing
Were any complaints received about the accessibility of the process or products?		No		Staff reporting		Accessibility

\*Outputs are and outcomes are recommended engagement metrics from the U.S. DOT's "Promising Practices for Meaningful Public Involvement in Transportation Decision-making" document. According to the document, "Outputs of an engagement activity can be assessed as soon as the activity is complete and are easily observable," and "Outcomes describe the changes in the planning process resulting from the outputs of an engagement activity."

\*\*Six key indicators important to the success of a community engagement effort according to the TRB project for the NCHRP on Measuring the Effectiveness of Public Involvement

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