

The study team will post all project materials in a timely manner and in an accessible format to be easily viewed and downloaded by visitors. A protocol for input on answering E-mails and responding to comments will be established to ensure that all E-mails are responded to within 24 hours.

Throughout the process, the public will be able to provide input through the project Web page by using CommentWorks, a tool that allows them to comment on draft documents posted on the Web page and participate in on-line surveys and polls. This tool provides an opportunity for those who could not attend a meeting or workshop to review materials and submit comments. CommentWorks will serve as a repository for all comments received through the Internet, mail, fax, hotline, and E-mail. Members of the MI Transportation Plan Team will be able to access the CommentWorks database from any Internet connection. CommentWorks will enhance the overall interactivity of the Web page and increase the ability to collect and organize input received from the public.

All project materials will promote the Web site address, and Web cards will be available at public meetings, transportation service centers, and other appropriate locations.

The study team also will provide hard copies of the MI Transportation Plan materials at all Transportation Service Centers for those who do not have Internet access. Other activity nodes may be identified as well, such as libraries and community centers, where master copies could be maintained.

2.11 Hotline

The study team will maintain a hotline (800-341-1828) throughout the MI Transportation Plan process. This is a particularly useful tool for those without Internet access. The team will keep a log of all calls, and respond within 24 hours.

Chapter 3. Public Participation Evaluation Process

An evaluation process will help ensure that the PP implementation works effectively. The Communications Action Team formed to continue Transportation Summit activities developed a host of recommendations and actions to ensure good communication with the public. The PP will incorporate their recommendations as appropriate as the progress of the work continues and as more data is collected on the needs and issues expressed by the public.

The study team will develop a comprehensive public participation evaluation comment form and distribute it at all public participation meetings and activities. This form will include detailed questions about the public participation techniques, meeting formats, meeting locations, and materials produced for the MI Transportation Plan. The team will review and analyze the completed forms to gauge the effectiveness and progress of the participation

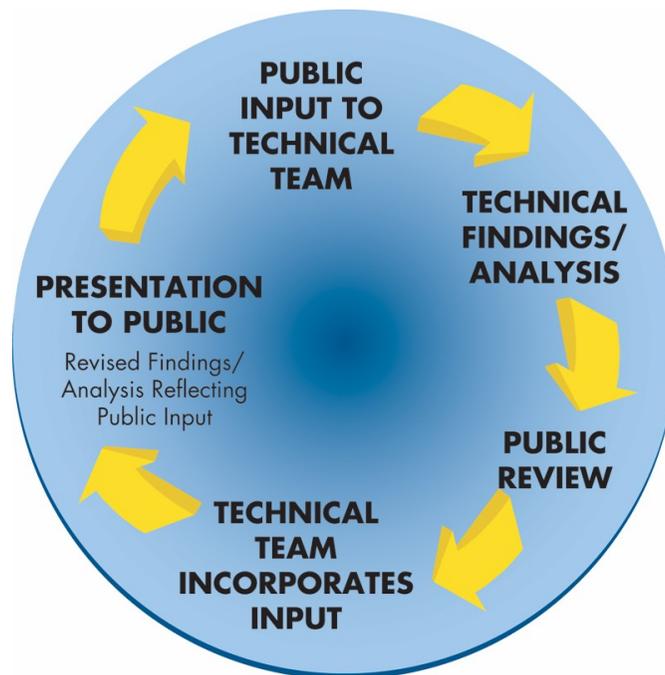
process. The participation program will be updated as improvements are identified. An interactive version of this form will also be available on the project Web page.

CommentWorks also will play a crucial role in the evaluation process. Tracking comments and results of other Web-based activities, such as surveys, questionnaires, and the like, will provide valuable information to use to gauge the PP's success.

Throughout the planning process, the study team will coordinate with EAG members and other identified stakeholders to solicit feedback on the success of participation activities. If the team determines that a specific group or demographic group should be better engaged in the participation process, team members will contact stakeholders and local government officials to seek assistance identifying alternative methods for reaching these groups.

Questions and concerns raised by the public will be reviewed to establish a visible, continuous feedback loop (see **Figure 2** below) for incorporating their input into the MI Transportation Plan.

Figure 2 Public Input Feedback Loop



These techniques and others will be used as evaluation tools throughout the development of the MI Transportation Plan. This PP will be updated frequently to reflect any changes needed to address public needs and concerns.

Chapter 4. Marketing Plan

One of the key tools we are using to accomplish participation in this planning process is the MI Transportation Plan Marketing Plan. This marketing plan will foster broad-based support, understanding, and buy-in for key improvements in system performance associated with the transportation vision. It also will maximize public awareness of the MI Transportation Plan planning process and opportunities for public participation.

A variety of materials will support public participation activities. These materials will be branded with the MI Transportation Plan logo as a way to identify the materials with MI Transportation Plan. The logo also will be the focal point of the Web page to differentiate it from other Web pages on the MDOT site.

Additional details are provided in the Marketing Plan, which is a separate document.

