

Communication Implementation Plan

Action Item #1: Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.

Tasks:

1. Identify Key Transportation Stakeholders
2. Identify Key Champions (Legislators, Mayors, County Road Commission, TSC Managers)
3. Work with current stakeholders and champions to continue implementation
4. Recruit new champions with diversity as a goal.

Next Steps from 8-10-05 Mtg:

1. Database is complete.
2. Missing information needs to be submitted.

Action Item #2: Establish performance measures for effectiveness of the public involvement process and evaluate those measures.

Tasks:

1. Develop a telephone survey and postcard evaluation to invited people who couldn't attend the public meeting.
2. Develop an evaluation form for public meeting to survey people about the effectiveness of the meeting.

Recommendation: Have Champions and Stakeholders use these performance measures

Suggested Performance measures:

1. Number of people that receive Public notice compared to the number of people attended (10-20% turnout)
2. Length of time provided before meeting to get public involvement (4 weeks ideal but no less than 2 weeks)
3. Barriers to meeting sites (Handicap, capacity)
4. The ease of transportation to sites
5. Number of different methods used to get the message out (minimum of 3 methods)
6. Number of new diverse people attending
7. Evaluation/feedback from public
8. Feedback loop back to the community for future improvement in their process

Next Steps from 8-10-05 Mtg:

1. Barb will use the evaluation form at their public meetings
2. Team is requested to review the evaluation form to add questions to get information for handicap or disable persons.

Action Item #3: (Old Action Items 3, 5, & 6) Develop a comprehensive strategy that is accessible and culturally sensitive (plan) that will improve coordination of public involvement and education programs at State, County, and Local levels that reduces duplication and addresses gaps. The plan should include a speaker's bureau that includes MDOT, MML, CRAM, Legislators, Transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.

Issues/Goal: Coordinated plan for public involvement (Plan or Outline Book)
Training Material for Education Programs
Speakers Bureau for Transportation issues and resources available on website and hard copy.

Tasks:

1. Identify key messages and identify who should be targeted for key messages
2. Identify the Best Practices for Public Meetings
3. Identify 10 steps for Citizen Involvement
4. Get information from state, county, and local levels on their present public involvement and education programs.
 - a. Develop request letter (mechanism) to get examples of public involvement procedures from other agencies (state, local, and county)
5. Develop training materials/programs with standard messages include Translation and Interpretation Services
6. Develop Speakers Bureau Team
 - a. Gather people who are willing to speak

Next Steps from 8-10-05 Mtg:

1. Create a booklet that combines the information into one easy packet to distribute to Stakeholders and Champions.
 - a. Items to include in booklet
 - i. Key messages
 - ii. Sample press release
 - iii. Sample public meeting invite letter
 - iv. Sample web page ad
 - v. Best Practices for Public meetings
 - vi. 10 steps for Citizen involvement
 - vii. Helpful checks tool for public meetings

- viii. Public Notice template
2. Develop what the message will be for each key message (Team Members)
3. Create a directory of public groups that people can join and get involved with.

Action Item #4: Conduct research to define the target audience and develop an understanding of who they are and what are their needs.

Tasks:

1. Develop a mechanism to ask Key Stakeholders who are their customers and what are their needs
2. Develop a mechanism to ask Key Stakeholders what current methods are they using to communicate with their customers
3. Use existing data from MDOT planning studies and SEMCOG to define audiences
4. Talk with Transit providers and Civic groups to identify their customers
5. Develop a needs survey form

Next Steps from 8-10-05 Mtg:

1. Results from customer and needs information from SEMCOG (Lore Watt-Corrandino)
2. We will check with other MPO's to see if they have conducted surveys and get their results.

Action Item #5 (7 & 8 Reworded): Create consistent, clear, accurate guidelines enabling 2-way communication among and between various agencies, groups and individuals. Encourage early, frequent, and collaborative involvement throughout all project/planning phases.

Tasks:

1. Create guidelines to promote partnerships to encourage frequent and collaborative involvement with traditional and non-traditional transportation partners.

Next Steps from 8-10-05 Mtg:

1. Training tools needs to be developed for the townships and other agencies on the process.