

Hampton Roads MPO Best Practices Assessment Study

Agenda

- Why are we doing this study?
- Who will do this work for you?
- What will we do for you?
- When will the work be done?
- What will be the product?

Why Are We Doing This Study?

Respond to recommendations and concerns expressed by FHWA and FTA

Improve the regional transportation planning process

Demonstrate that the “best” practices are not always the “standard” practices

Provide Recommendations On:

1. MPO Mission
2. MPO Membership
3. MPO Bylaws
4. MPO-related Committees
5. Public Involvement
6. Other MPO Practices

Who Will Do This Work for You?

PBS&J

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What Will We Do For You?

- Task 1: Orientation Workshop
- Task 2: Peer Group Research
- Task 3: Public Participation Plan/Toolbox
- Task 4: Presentation and Implementation Concepts

Best Practices Analysis

Creating a Better Program

- What level of desire do you have?
 - Do the bare minimums to satisfy Federal and State regulations?
 - Reach just the segments of the public that you feel most comfortable with?
 - Engage all segments of the public in a long-term relationship and make results reflect the diversity of the regional population?

Creating Better Public Involvement

- Develop a thorough understanding of who the customer base is
 - Literate or low-literate?
 - English speaking or non-English speaking?
 - Elderly or middle aged or young?
 - First shift workers or second/third shift workers?
 - Transportation independent or transportation dependent?
 - Minority or non-minority?
- Reflect the abilities and constraints of the public to participate in all public involvement efforts
- Ensure MPO meets all legal requirements

Tailor Tools and Techniques to Public

- Web sites
 - Effective for those with a computer and internet access
 - Less effective in reaching the elderly, low-literate, and low-income groups
- Advertising in local newspapers
 - Effective in reaching those who can afford subscriptions
 - Less effective in reaching low-literate and low-income groups

Strategies to Reach All Populations

- Public service announcements on radio and television
- Announcements from faith-based leaders
- Piggy-backing on organizations with existing distribution systems
- Using school students as conduits to parents who may not read English or another language, or speak English

Task 4: Develop Recommendations

- Summarize and compile “best practices” recommendations for action by the HRMPO
- Prioritize implementation plan and multi-year strategy
- Define process to implement, monitor, and revise/update actions as needed
- Document activities during ongoing recertification cycle process

Discussion/Questions