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STAFF REPORT

Date: September 18, 2019
To: TMPO Governing Board
From: TRPA Staff
Subject: 2019 Public Participation Plan

Summary and Staff Recommendation:

Staff recommends that the TMPO Governing Board approve the 2019 Public Participation Plan

Required Motions:

In order to adopt the Public Participation Plan, the Board must make the following motion(s), based on the staff summary:

- 1) A motion to adopt the final Public Participation Plan.

In order for motion(s) to pass, an affirmative vote of any eight Board members at least four Board members is required.

Tahoe Transportation Commission Recommendation:

On September 13, 2019, the TTC recommended TMPO approval of the 2019 Public Participation Plan.

Background:

TRPA, serving as the Tahoe Metropolitan Planning Organization (TMPO), has updated its Public Participation Plan to ensure public involvement and opportunities for engagement are the foundation of transportation planning processes. Per Title 23, CFR Part 450.13, Metropolitan Planning Organizations must develop and use a public participation plan that defines a protocol for providing opportunities for all parties to comment and be involved in the transportation planning process. The plan outlines strategies for continuing, comprehensive, and coordinated transportation planning processes that considers all transportation modes, provides a forum for public input, and supports social and economic vitality. The Public Participation Plan must be updated and adopted prior to development of the Regional Transportation Plan (RTP).

Description of the Plan:

Chapter One of the updated plan explains the public participation process and federal and state regulatory requirements. *Chapter Two* outlines how TMPO works with our government partners, describes our standard outreach activities, and offers a variety of outreach methods to reach a diverse set of stakeholders. *Chapter Three* lists the specific public outreach protocols for each TMPO plan.

Chapter Four evaluates the Public Participation Plan’s performance and illustrates how input is used to update TMPO’s outreach.

Public Comment Period:

The plan was released on July 22, 2019 for a 45-day public comment period that closed September 5, 2019. A public hearing was held at the Tahoe Transportation Commission Board (TTC) on August 9, 2019. TMPO received one comment letter from Friends of the West Shore (FOWS). Based on comments received from FOWS, we have updated the “Suggestions for Improvement” section on page 33 of the plan and will consider other FOWS suggestions when conducting public outreach. The final plan was presented to the TTC board on September 13, 2019 and received a recommendation of approval to the TMPO.

Regional Plan Compliance:

The 2019 Public Participation Plan complies with all requirements of federal funding recipients and are consistent with the TRPA Regional Plan and supports goals and policies to implement the Regional Plan. The plan also supports the objectives of the TMPO Linking Tahoe: Regional Transportation Plan and associated Goals and Policies.

Contact Information:

For questions regarding this agenda item, please contact Kira Smith at (775) 589-5236 or ksmith@trpa.org.

Attachments:

- A. 2019 Final Public Participation Plan
- B. Friends of the West Shore Comment Letter and Response

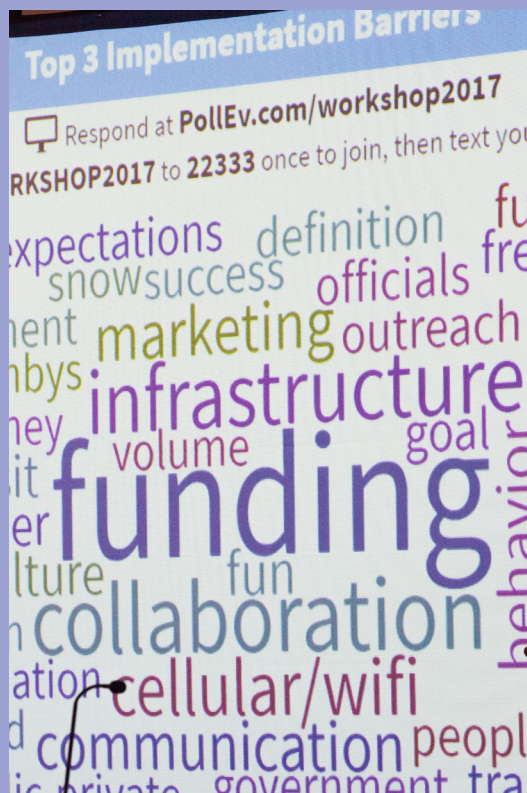
Attachment A

2019 Final Public Participation Plan



PUBLIC PARTICIPATION PLAN

TAHOE REGIONAL PLANNING AGENCY



PUBLIC PARTICIPATION PLAN

September 2019

Tahoe Regional Planning Agency
Tahoe Metropolitan Planning Organization

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DISCLAIMER:

The Tahoe Regional Planning Agency is the federally designated Metropolitan Planning Organization (MPO) for the Lake Tahoe Region which plans and funds transportation and transit improvements to support attainment of regional environmental thresholds. The MPO planning process is carried out by the transportation staff at TRPA and MPO actions are taken by the agency's Governing Board with an additional representative from the US Forest Service. The "TMPO" designation differentiates functions specific to transportation planning or MPO requirements.

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GLOSSARY: ACRONYMS AND DEFINITIONS

"3 C" Process:

A *continuing, comprehensive, and coordinated* transportation planning process that considers all transportation modes, provides a forum for public input, and supports social and economic vitality.

ADA:	The Americans with Disabilities Act
APC:	Advisory Planning Commission
FAST Act:	Fixing America's Surface Transportation Act
FHWA:	The Federal Highway Administration
FOIA:	The Freedom of Information Act
FTA:	Federal Transit Administration
MAP-21:	The Moving Ahead for Progress in the 21 st Century Act
MPOs:	Metropolitan Planning Organizations
NEPA:	National Environmental Policy Act
OWP:	Overall Work Program

Planning Emphasis Areas:

Policy, procedural and technical topics that should be considered by Federal planning fund recipients when preparing work programs for metropolitan and statewide planning and research assistance programs.

PEL:	Planning and Environmental Linkages
PPP:	Public Participation Plan
RTP:	Regional Transportation Plan
SB 375:	California's Senate Bill 375: The Sustainable Communities and Climate Protection Act. Chapter 728, Statutes of 2008.
SCS:	Sustainable Communities Strategy
TACs:	Technical Advisory Committees
TIP:	Transportation Improvement Program
TMPO:	Tahoe Metropolitan Planning Organization
TRPA:	Tahoe Regional Planning Agency
TTC:	Tahoe Transportation Commission
TTD:	Tahoe Transportation District

SECTION 1: INTRODUCTION

The Tahoe Metropolitan Planning Organization (TMPO) is the federally designated transportation planning agency for the Tahoe Region. TMPO is housed within the Tahoe Regional Planning Agency (TRPA), which was created by the Bi-State Compact (Public Law 96-551) in 1969 and revised in 1980. The TMPO's role is to provide planning, funding, and technical assistance that encourages a multi-modal and sustainable transportation system. In accordance with Titles 49 and 23, the TMPO is required to have a *continuing, comprehensive, and coordinated* transportation planning process that considers all transportation modes, provides a forum for public input, and supports social and economic vitality. The "3C process" assists the TMPO to consolidate region-wide, local transportation projects into one regional transportation plan. TMPO prioritizes projects and assists in allocating and securing funding.

The TMPO's public participation process aims to give the public ample opportunities for early, meaningful, and continued involvement. Collecting diverse public input is important for determining the types of projects that meet public desire, and ensures that public funds are directed to the areas of highest need. Transparency increases levels of participation, ensuring well-prepared and publicly supported planning documents.

Chapter One of the plan explains the public participation process and federal and state regulatory requirements. *Chapter Two* outlines how TMPO works with our government partners, describes our standard outreach activities, and offers a variety of outreach methods to reach a diverse set of stakeholders. *Chapter Three* lists the specific public outreach protocols for each TMPO plan. *Chapter Four* evaluates the Public Participation Plan's performance, and illustrates how input is used to update TMPO's outreach.



2015 Corridor Connection Plan Meeting. Photo: TTD

1.1 GUIDING PRINCIPLES

The following five principles guide TMPO's outreach strategies:

1. Reaching diverse populations requires a variety of outreach methods.
2. Large-scale outreach is a team effort, including internal staff and external partners.
3. Effective outreach requires strong relationships – with local governments, advocacy groups and advisory committees.
4. Successful outreach takes time and funding to plan and implement.
5. Stakeholders want to see results. Transparent outreach includes collecting feedback *and* reporting on what you heard.

1.2 ABOUT OUR ORGANIZATION

The Lake Tahoe Region is located on the California-Nevada border between the Sierra Nevada Crest and the Carson Range. Approximately two-thirds of the Region is in California and one-third is in Nevada. The Region contains the incorporated area of the City of South Lake Tahoe and portions of El Dorado County and Placer County in California, and Washoe and Douglas Counties and the rural area of Carson City in Nevada. The Region is within the Fourth Congressional District of California and the Second Congressional District of Nevada.

The TMPO is charged with implementing a continuing, comprehensive and cooperative transportation planning process among states and local communities. By federal law, the TMPO is required to produce several documents, including a Regional Transportation Plan (RTP), a Transportation Improvement Program (TIP), an Overall Work Program (OWP), and a Public Participation Plan (PPP). With the adoption of California Senate Bill 375, California metropolitan planning organizations (MPOs) are now required to produce a Sustainable Communities Strategy (SCS) to plan for and illustrate the reduction of greenhouse gasses.



TRPA Executive Director Joanne Marchetta speaks at the Western Governors' Association annual meeting at Lake Tahoe. Photo: TRPA



Lake Tahoe Region Corridors

As part of developing the Regional Transportation Plan, the TMPO is partnering with the Tahoe Transportation District (TTD) to produce *corridor connection plans*. Agencies throughout the Region and the public are participating in the corridor planning process to create holistic projects that will address multi-modal transportation solutions, environmental improvement, safety for all roadway users, support for economic vitality, quality of life, and accelerated delivery of projects and services.

1.3 FEDERAL & STATE REQUIREMENTS FOR PUBLIC PARTICIPATION

FEDERAL REQUIREMENTS:

In December 2015, the U.S. Congress passed a new transportation bill - **Fixing America's Surface Transportation (FAST) Act**. The FAST Act is a five-year bill that impacts transportation planning through funding and updates to policy. The FAST Act requires TMPO to use a collaborative and integrated approach to transportation decision making when developing the Regional Transportation Plan and the Transportation Improvement Program. TMPO uses planning and environmental linkages (PEL) to coordinate plans with expected growth, economic development, environmental protection, and community vision. Toward this end, this Public Participation Plan outlines key decision points for consulting with affected community, local, regional, state and federal agencies and Tribal governments.

The law also updates the requirements to whom MPOs must provide reasonable opportunities to be involved in the transportation planning process. The required categorical representatives are bulleted below. Some required groups are reached through targeted TMPO outreach during plan updates.



Connectivity Plan Public Meeting
Photo: Design Workshop

Groups that receive federal assistance such as Title 49 recipients and federal land management agencies are already involved in the planning process through participation on the Tahoe Transportation Commission and TMPO Board.

- Citizens
- Affected public agencies
- Representatives of public transportation employees
- Freight shippers & providers of freight transportation services
- Public ports
- Private providers of transportation
- Representatives of users of public transportation & intercity bus operators
- Employer-based commuting programs
- Representatives of users of pedestrian walkways and bicycle transportation facilities
- Representatives of the disabled
- The tourist industry
- Natural disaster risk reduction officials
- Other interested parties, including community based mobility advocacy groups
- Recipients of assistance under Title 49 USC Chapter 53
- Recipients of assistance under Title 23 USC Chapter 204
- Federal land management agencies
- Governmental agencies & non-profits that receive federal assistance from a source other than the US Department of Transportation to provide non-emergency transportation services.

Title VI of the Civil Rights Act of 1964 states that, “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefit of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” Title VI serves as the legal foundation for what is today referred to as environmental justice. TMPO’s Title VI Plan outlines various programs, activities, and services in place that demonstrate TMPO’s commitment to meet Title VI requirements.

The American with Disabilities Act (ADA) of 1990 encourages the participation of people with disabilities in the development and improvement of transportation and paratransit plans and services. In accordance with ADA guidelines, all meetings conducted by the MPO take place at locations which are accessible to persons with mobility limitations.

The Freedom of Information Act (FOIA) is a federal law that gives the public the right to make requests for federal agency records. All federal agencies are required to make requested records available unless the records are protected from disclosure by certain FOIA exemptions. TMPO provides all public documents on our website, through email if requested, and in hardcopy at our front desk.

Other federal regulations that guide public participation plans are the Clean Air Act, National Environmental Policy Act (NEPA), and Executive Orders including:

- Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency
- Executive Order 12372: Intergovernmental Review of Federal Programs
- Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations
- Executive Order 13175: Consultation and Coordination with Indian Tribal Governments

Planning emphasis areas are policy, procedural and technical topics that should be considered by Federal planning fund recipients when preparing work programs for metropolitan and statewide planning and research assistance programs. For fiscal year 2020, the Federal Highway Administration (FHWA) encourages MPO's and State Departments of Transportation to support economic vitality, productivity, and efficiency, increase network safety, increase accessibility and mobility, protect and enhance the environment, enhance connectivity, improve transportation system resiliency and enhance travel and tourism coordination. Additionally, the FHWA California Division and Federal Transit Administration (FTA) Region IX also provide areas of emphasis for California's transportation planning and air quality program. These build off the national priorities and include *Core Planning Functions, Performance Management, and State of Good Repair*. Part of the *Core Planning Function* category includes a focus on public participation and education.

STATE REQUIREMENTS:

The State of California is taking a proactive approach to reducing greenhouse gas emissions. California has its own public participation requirements for MPOs in relation to legislation on greenhouse gas reductions.

Senate Bill 375 (SB 375) requires MPOs to adopt a Sustainable Communities Strategy and/or Alternative Planning Strategy as part of the regional transportation plan. Another bill, SB 575 (2009), clarified the role of the TRPA Regional Plan as the Lake Tahoe Region's SCS. The SCS sets forth a forecasted development pattern for the Region, which, when integrated with the transportation network will reduce greenhouse gas emissions from automobiles and light trucks to achieve greenhouse gas emission reduction targets approved by the state.



*SR 28 Signage Master Plan Workshop
Photo: TRPA*

SB 375 also requires each MPO to adopt a public participation plan for development of the SCS or APS that includes:

- Outreach efforts to encourage the active participation of a broad range of stakeholder groups in the planning process, including, but not limited to, affordable housing advocates, transportation advocates, neighborhood and community groups, environmental advocates, home builder representatives, broad-based business organizations, landowners, commercial property interest, and homeowner associations
- Consultation with congestion management agencies, transportation agencies, and transportation commissions
- Workshops throughout the region to provide the public with the information and tools necessary to provide a clear understanding of the issues and policy choices
- Preparation and circulation of a draft SCS not less than 55 days before adoption of a final regional transportation plan
- Public hearings on the draft SCS
- A process for enabling members of the public to provide a single request to receive notices, information and updates

SECTION 2: PUBLIC PARTICIPATION FRAMEWORK

2.1 WORKING WITH OUR GOVERNMENT PARTNERS

TMPO's jurisdiction contains two states and five counties. Working with our partners to ensure plans, programs and projects are coordinated and meet the needs of all agencies is paramount. The TMPO works very closely with other agencies responsible for planning and implementation activities within the Region. Since the TMPO shares its board and staff with the Tahoe Regional Planning Agency, there is a close linkage between local planning, environmental protection, and transportation planning. The FAST Act and related federal legislation requires TMPO to include several groups as part of the RTP and TIP planning process. These groups are listed in *Section 1.3 Federal & State Requirements*.

TMPO's transportation team works with TRPA's communications team and TTD's staff to coordinate outreach. This enables TMPO to reach a larger group of people in a variety of ways. To further support successful coordination, TMPO organizes advisory bodies during plan development, holds public hearings, and meets individually with local jurisdictions and sovereign governments on an as-needed basis. Table 1 illustrates agency stakeholder meetings TRPA and TMPO staff regularly attend.

STAKEHOLDER MEETINGS		
Occurrence	Agency	Stakeholder Type
Monthly	Tahoe Transportation Commission	Regional Advisory
Monthly	Truckee – North Tahoe Transportation Management Association	Public / Private Association
Monthly	South Shore Transportation Management Association	Public / Private Association
Monthly	Fire Public Information Team	Agency Association
Monthly	South Tahoe Environmental Education Coalition	Agency Association
Bi-Monthly	North Tahoe Environmental Education Coalition	Agency Association
Quarterly	Pathway Partnership	Agency Association
Quarterly	South Tahoe Social Services Transportation Advisory Council	Social Services Community
Quarterly	North Tahoe Social Services Transportation Advisory Council	Social Services Community
Ad Hoc	City of South Lake Tahoe JPA Bicycle Advisory Committee	Local Jurisdiction/Advisory
Ad Hoc	Lake Tahoe Visitors Authority	Visitors Authority

Ad Hoc	North Lake Tahoe Resort Association	Visitors Authority
Ad Hoc	Incline Village Crystal Bay Visitors Bureau	Visitors Authority
Ad Hoc	Advisory Planning Commission	Regional Agency
Ad Hoc	Local Governments	Agency Coordination

Table 1: Stakeholder Meetings. Source: TMPO

NATIVE AMERICAN TRIBAL GOVERNMENT CONSULTATION:

The Lake Tahoe Region is home to one Tribal Government, the Washoe Tribe of California and Nevada. TMPO conducts regular government-to-government communication with the Washoe Tribe to consider tribal needs in the planning and programming process. The Washoe Tribe is a voting member of the Tahoe Transportation Commission (TTC), the advisory body to the TMPO Governing Board. The TRPA Advisory Planning Commission dedicates a seat for the Tribe as well. The APC assists the Governing Board with technical and scientific issues. The Commission is made up of local planners, general members of the community and other representatives who are experts in their fields. For more details on TMPO’s consultation process with the Washoe Tribe, please see Appendix A or visit: <https://www.washoetribe.us/contents/> for more information on the Washoe Tribe.

TRPA/TMPO GOVERNING BOARD:

The TRPA is a separate legal entity governed by a body of seven voting delegates from California and seven voting delegates from Nevada. There is also a non-voting federal representative to the Governing Board. The TRPA Board, with the addition of a representative from the United States Forest Service, serves as the TMPO Board. In the State of California, TRPA serves as the Regional Transportation Planning Agency. The TRPA and TMPO Board meets monthly and meetings are open to the public. For more information, please visit: <http://www.trpa.org/about-trpa/governing-board/>.



TRPA Governing Board member Clem Schute at the strategic planning retreat

TAHOE TRANSPORTATION COMMISSION (TTC):

The TTC serves as an advisory body to the TMPO Board. The core membership of the TTC is the board of the Tahoe Transportation District, created by the Tahoe Regional Planning Compact (Article IX, revised in 1997 by the States of California and Nevada) to own and operate intra-regional and inter-regional transportation services and facilities. The TTD and TTC Boards share a membership that includes local jurisdictions, California and Nevada Departments of Transportation (non-voting), the US Forest Service, Transportation Management Associations, and an at-large position. In addition, the TTC includes a representative of the TRPA Advisory Planning Commission and a member of the Washoe Tribe. The TTC and TTD Boards meet monthly and are open to the public. For more information, please visit: <http://tahoetransportation.org/about/directors-and-staff-1>.

ADVISORY BODIES:

During various plan development TMPO staff requests agency partners and community members to participate on technical advisory committees (TACs). These are ad hoc committees that meet as necessary to inform the development of plans, and typically disband after the plan is approved. Examples include the Bicycle & Pedestrian TAC, Transportation Coordination Working Group which includes project implementors such as local jurisdiction Public Works representatives and the transportation departments from the two states to discuss upcoming funding opportunities, project progress and even shortfalls. Additionally, TMPO coordinates the Pathway Partnership which is made up of local and state implementing agencies and community advocacy groups. The Partnership meets quarterly to provide project updates, identify opportunities to work together, and discuss pressing issues related to active transportation that would benefit from multi-jurisdictional input.

Advisory Planning Commission (APC) is a 19-member group that assists the TRPA Governing Board with technical and scientific issues. The APC is made up of local planners, general members of the community and other representatives who are experts in their fields. Each month, the APC holds open meetings and encourages the public to take an active role in the decision-making process. For more information, please visit: <http://www.trpa.org/about-trpa/advisory-planning-commission/>.

Bi State Consultation on Transportation is a coalition of states and public and private partners committed to accelerating transportation improvements for the Tahoe Region. The consultation convened in 2017 and created a 10-year Transportation Action Plan that identifies top-priority projects, services, and fair-share funding commitments from federal, state, local, and private sector partners. Through four subcommittees in the consultation, partners sought policy alignments, formalized partnerships, and enhanced transportation project delivery at Lake Tahoe. Partners will continue to consult the 10-year Action Plan when prioritizing project funding and implementation. For more information, please visit: <http://www.trpa.org/wp-content/uploads/00-BiStateConsultationOnTransportationFinal-Report-3.26.19.pdf>



Bi-State Consultation on Transportation. Photo: Robbie Graves

Public Participation Plan | August 2019

Tahoe Inter-Agency Executive Steering Committee (TIE SC) is the governing body for the Tahoe Environmental Improvement Program (EIP), the public-private partnership, that has invested over \$2 billion in environmental restoration projects at Tahoe. The TIE SC consists of federal, state, and local partners that is co-lead by the TRPA and United State Forest Service. This group meets monthly to coordinate, plan, and oversee implementation of the EIP. For more information, please visit: https://www.fs.usda.gov/detail/ltbmu/workingtogether/partnerships/?cid=FSM9_046609

The Environmental Improvement Program Committee, made up of seven TRPA board members, provides guidance and direction on matters related to the administration and implementation of the Environmental Improvement Program (EIP) including policy, funding, and advocacy. The EIP includes transportation projects. Staff on an ad hoc basis will present items to the EIP Committee to receive feedback and guidance on various transportation programs and provide project updates to the committee. The current makeup of the EIP committee is shown below:

Nevada At-Large Member	Timothy Cashman, Chair
California Assembly Speaker Appointee	Belinda Faustinos, Vice Chair
Nevada Department of Conservation & Natural Resources	James Lawrence
Governor of California Appointee	Casey Beyer
El Dorado County Supervisor	Sue Novasel
Washoe County Commissioner	Marsha Berkbigler
Governor of California Appointee	E. Clement Shute, Jr.

2.2 STANDARD & CONTINUOUS OUTREACH ACTIVITIES

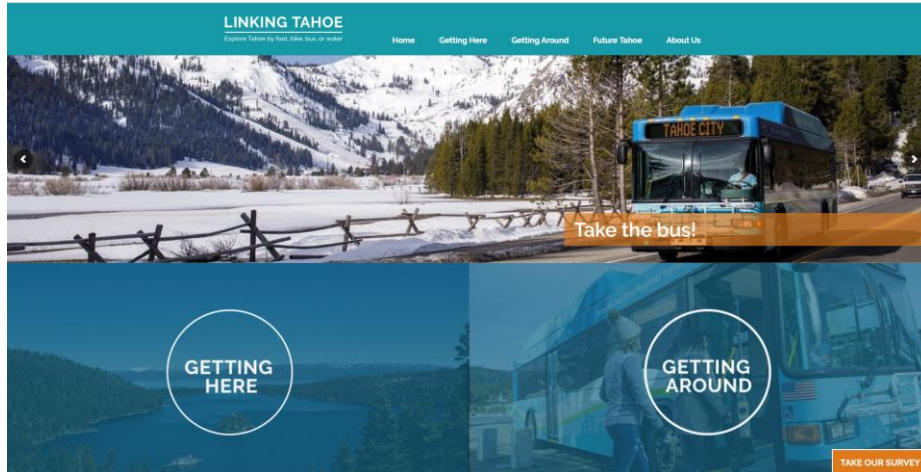
On an ongoing basis, TMPO reaches out to the community and partnering agencies through a variety of methods. With an emphasis on early and transparent outreach, the TMPO tailors the way we reach different sectors of the public. Public input on outreach methods informs how we develop and implement our standard and continuous outreach activities. Analysis of this data can be found in *Section 4: Evaluation & Plan Development*. TMPO’s standard and continuous outreach activities reflect what we have heard from the public on their preferences.

Websites & Data Library: Per CFR 450.316(1), TMPO maintains reports, studies, and plans online for public download. The TMPO is committed to providing user-friendly access to our online resources. Information can be found at www.tahoempo.org and www.trpa.org. Additional websites and portals that connect the public and agencies to project and monitoring information include the Environmental Improvement Program Tracker, Sustainability Dashboard, and Commodities Tracker. These can be found at: www.laketahoeinfo.org. To help the public find the information they need, which may be housed on the TRPA, or TTD websites, the TMPO and TTD have created a joint landing page, located at www.linkingtahoe.com. Hardcopies of approved plans are also made available, and are professionally printed and distributed to public agencies, and available at the front counter at TRPA.

Contact Database: TMPO maintains a database of government officials, staff, and community members who are interested in keeping up on plans, projects, and educational program opportunities. The TMPO provides a process for members of the public to provide a single request to receive notices, information, and updates. Members of the public can sign up to receive information online on the TRPA website or via the linkingtahoe.com website, or by filling out a hardcopy form. When signing up to receive information, contacts specify if they desire to receive news on all transportation-related topics, or only specific updates, such as Active Transportation. TMPO sends out its newsletter monthly. TMPO’s e-newsletter list

contains 875 recipients, and newsletters average a 34% open rate. TRPA’s e-newsletter contains 1,921 recipients with a 40% open rate.

To reach an even broader and in some cases more targeted audience, TMPO coordinates with local agencies, non-profits, school districts, chambers, law enforcement and other appropriate entities to share information with citizens who may not receive e-news from TRPA/TMPO. TRPA also produces a quarterly newspaper entitled *Tahoe In Depth*. This paper is sent to all homeowners in the Region and is distributed to local businesses for free.



Advertisement: Advertising opportunities for input is critical for successful, transparent outreach. There are many ways to reach people, and TMPO strives to provide the public information in places where they are most likely to search. To ensure a broad range of people from residents to visitors, low-income, and Spanish-speaking communities are informed of their opportunity to provide feedback, TMPO uses multiple advertisement outlets.

<p>HOW CAN PUBLIC TRANSIT MEET YOUR MOBILITY NEEDS?</p> <p>The Tahoe Regional Planning Agency invites you to share your comments on unmet transit needs in the Lake Tahoe Region.</p> <p>Information Booth Friday, November 9, 4:00-6:00 p.m. Stataline Road/Crystal Bay TART Stop Crystal Bay, NV 89402</p>	<p>¿CÓMO SE PODRÍA MEJORAR EL SISTEMA DE TRANSPORTE?</p> <p>La TRPA le invita a comentar sobre lo que se requiere para mejorar el transporte público en la Región de Tahoe.</p> <p>Centro de Información Viernes, 9 de Noviembre, 4:00-6:00 p.m. Stataline Road/Crystal Bay TART Stop Crystal Bay, NV 89402</p>
<p>Please share your feedback with us: ksmith@trpa.org or (775) 589-5236 www.surveymonkey.com/r/2018TransitNeeds TRPA • PO Box 5310 • Stateline, NV 89449</p>	<p>Por favor, comparte sus comentarios: ksmith@trpa.org o (775) 589-5236 www.surveymonkey.com/r/2018TransitNeedsSpanish TRPA • PO Box 5310 • Stateline, NV 89449</p>

Traditional Media: TMPO places ads in local newspapers both online and in hardcopy. Press releases are sent to inform news outlets about possible article or radio stories, including public outreach opportunities. TRPA’s Executive Director writes opinion pieces for local media outlets to bring awareness to current challenges, achievements, and upcoming plans. Newspaper calendars are also utilized for increased visibility. When opportunities arise, TMPO participates in radio and television interviews through local radio stations, including Reno’s National Public Radio. Flyers are placed on transit vehicles, such as South Shore Transit, and Tahoe Truckee Area Regional Transit.

Social Media: TMPO and TRPA have Facebook, Twitter and Instagram pages where staff regularly post events, input opportunities, and general interest items, as well as “boosting” ads to reach large groups of people.

You can find us at:

Facebook: <https://www.facebook.com/voiceforlaketahoe/>
Twitter: <https://twitter.com/tahoeagency?lang=en>
Instagram: https://www.instagram.com/trpa_tahoe/

Promotional Materials: Though much of the informational world now lives online, hardcopy materials are still a relevant and important means of connecting with people who do not have access to the internet, do not find the internet user-friendly, or may not know where to find information online. To reach this group of people, TMPO generates promotional materials such as brochures, magnets, stickers, flyers, and fact sheets. These materials are passed out during workshops, at association meetings, events, at local businesses, and sent through mail.

Translation Services: The second primary language spoken in the Lake Tahoe Region is Spanish. TMPO addresses this need by translating our public outreach materials, fact sheets, and executive summaries into Spanish. Depending on the type of outreach necessary, TMPO provides other proactive translation services, described in the next section.

Proactive Outreach: TMPO does not wait for the public to come to us, nor do we expect to reach a broad audience by only holding public hearings or one-time workshops. TMPO participates in association meetings and public events, and sponsors education and encouragement programs to provide meaningful, transparent, and frequent opportunities for public engagement.

Association Meetings & Public Events: To keep a pulse on what is happening around the community and keep local organizations up-to-date on TMPO's work efforts, staff attends and presents at monthly, quarterly, ad hoc meetings and public events. Table 2 illustrates the many groups and association meetings that TMPO/ TRPA staff regularly attend. Table 3 lists the typical events staff participate in by having interactive booths.

TRANSPORTACIÓN ES TRANSFORMACIÓN

AYUDANOS A MEJORAR EL CAMINO DE IDA, REGRESO Y ALREDEDOR DE MEYERS

El Condado El Dorado sugiere hacer mejorías a la carretera y el camino en Meyers, que ofrecerán opciones atractivas y seguras para ir al trabajo o divertirse, tanto para residentes como turistas. ¡Queremos tu opinión! Visítanos en alguna de nuestras casetas o durante las festividades de Earth Day.

Lugares en Meyers el 22 de Abril:

- Oficina Century 21 Real Estate: 11:30am-1:30pm
- Escuela de Ciencia del Medio Ambiente Magnet: 3-4pm
- Supermercado Liras: 4:15-6:15pm

El 23 de Abril: En la caseta durante las festividades de Earth Day: 10am-3pm

Para mayores informes: Brendan Ferry, brendan.ferry@edcgov.us

tahoempo.org/OnOurWay

COMMUNITY MEETINGS		
Occurrence	Organization	Audience Type
Weekly	Bonanza Community Roundtable	Residents/Media
Monthly	Community Mobility Group Meeting	South Tahoe Community/Advocacy
Monthly	North Lake Tahoe Resort Association	Business Community
Monthly	Lake Tahoe South Shore Tahoe Chamber of Commerce	Business Community
Ad Hoc	Lake Tahoe Bicycle Coalition	Community / Advocacy
Ad Hoc	Cafecitos (Spanish Speaking PTA for South Lake Elementary Schools)	Spanish Speaking School Community
Ad Hoc	Plan / Study Community Meetings	Regional Community
Ad Hoc	Soroptimist International of Tahoe Sierra	South Tahoe Community
Ad Hoc	Meeks Bay Vista Property Owners Association	Community/HOA
Ad Hoc	Lake Tahoe Unified School District	Community/School Board
Ad Hoc	South Shore Rotary	Service Club
Ad Hoc	Resort Triangle Transportation Vision Coalition	Business Community
Ad Hoc	North Shore Breakfast Club	Business Community

Table 2: Community Meetings. Source: TMPO



2017 Regional Transportation Plan Outreach at Live at Lakeview

PUBLIC EVENTS		
Date	Event	Stakeholder Type
End of March	Business Expo (Tahoe Chamber)	South Tahoe Residents (employers / employees)
Mid – April	Earth Day (South and North Shore)	Residents & Visitors
May	Cinco de Mayo Celebration	Latino Community
April - October	Farmer’s Markets: American Legion (South Shore) Ski Run Blvd (South Shore) Truckee Thursdays (Truckee) Commons Beach (North Shore) Live at Lakeview (South Shore)	Residents & Visitors
June 1 -14	Lake Tahoe Bike Challenge (multiple events)	Residents & Visitors
August	Lake Tahoe Summit	Residents /Agencies/ Political Community
September 2	Back to School Night	Educational Community
September	Fall Fish Fest	Residents & Visitors

Table 3: Public Events. Source: TMPO

Education & Encouragement Programs: Awareness programming is a major aspect of encouraging community members and visitors to stay involved, be informed, and give feedback at the early phases of planning and project development. Successful programs require a joint effort between state departments of transportation, local jurisdictions, law enforcement, advocacy groups, and local organizations. Programming should engage people of all ages and include local community members as well as visitors to the Region.

Since 2005, the Lake Tahoe Bicycle Coalition (LTBC), TMPO, and other local and regional partners have organized the annual *Lake Tahoe Bike Challenge*. The goal of the *Bike Challenge* is to encourage people region-wide to forego driving and bike for daily travel. Each year, hundreds of cyclists join teams or ride as individuals and record their total number of bicycle trips through an online site: www.LoveToRide.net/Tahoe. Sponsors also organize a variety of events and group rides throughout the two-week period to increase awareness and participation.

2.3 PROJECT-SPECIFIC OUTREACH TECHNIQUES

Beyond TMPO’s standard and continuous outreach, specific projects may require additional activities to reach targeted audiences, and provide early input opportunities and education. To incentivize the community to attend and make outreach events equitability accessible, TMPO offers snacks, translation services, childcare, and locations and times that are reachable by public transportation. Other important considerations affecting participation of different groups include reaching people within their own communities and during existing meeting schedules, focusing presentations to special interests of specific groups, and placement of announcements and flyers using different types of media. As an example, when appropriate, TMPO advertises in Spanish language newspapers, such as “La Voz” printed in the Reno metropolitan area which is also distributed in Lake Tahoe. As with our standard and continuous outreach activities, project specific outreach techniques reflect the input received from the public on TMPO’s outreach method effectiveness.

Public Meetings and Workshops: Meetings are a traditional method of reaching the public. Interactive activities, providing various workshop locations and times, and offering other amenities can help bring public meetings to the next level. Per CFR 450.316(1) meetings and workshops include the use of visualization techniques such as renderings, computer simulation, and real-time voting. TMPO uses all of the non—traditional meeting types described below.



Open houses are the most traditional and flexible type of public meeting. This format offers the public the opportunity to come at any time they choose during open house hours, interact with a variety, and take the time they need to learn about specific issues that relate to their concerns. Open houses can also include interactive activities, such as voting on preferred project alternatives through technology-based programs (such as online polling) or “sticker voting” methods.

Charrettes are typically best for smaller groups with a focus on design and corridor improvements. Asking stakeholders to work together to brainstorm ideas and draw on maps generates energy, builds consensus, and allows the public to make their mark and directly impact projects.



Main Street Management Plan Sticker Voting

Pop-Up Booths are an informal type of public meeting that brings an open house feel to the community. Pop-up booths are placed at well-traveled community locations such as grocery stores, coffee shops, and schools. Booths are timed to catch the public as they go about their daily activities, and give them a chance to learn and provide input in a quick and personal way.

Surveys: Not everyone has time to attend public meetings, or stop at a pop-up booth during their daily activities. In Tahoe especially, a significant amount of the population that is served by our transportation system live out of the Region. To ensure TMPO reaches visitors, residents, commuters, second homeowners, and underrepresented community members, TMPO uses online and hard copy surveys. Surveys are mailed, provided at events and meetings, hosted online, and in some cases are brought door-to-door, particularly for non-English speaking and underrepresented community members. TMPO also uses in-person intercept surveys to gather information about users of the Tahoe transportation system. Surveys are planned to capture information from diverse location types (commercial vs recreation sites), person types (resident vs visitor) and from all locations throughout the region (north, south, east, west). TMPO has developed intercept survey techniques – such as skip patterns and surveyor talking scripts – that help to reduce survey bias and contribute to a representative sample of the entire population. These survey methodologies help TMPO understand the travel behavior and decision-making process of transportation users throughout the region.



2016 Meyers Road Safety Assessment. Photo: Morgan Beryl

Field Audits: To build capacity and consensus amongst stakeholders, field audits are an effective tool. Road Safety Assessments or “walk-abouts” bring the public out into the field where they can experience challenges and brainstorm solutions from a different perspective. This tool is particularly successful in conjunction with charrette workshops for more controversial projects where solutions and consensus may take more time and innovative ideas.

SECTION 3: OUTREACH PROTOCOL BY PLAN

The TMPO produces two major documents, the Regional Transportation Plan and the Transportation Improvement Program. These two plans directly lead to the implementation of projects in the Lake Tahoe Region. Other TMPO documents, such as the Public Participation Plan, Overall Work Program, and modal plans inform the RTP and TIP and identify priorities. Public input is a vital component of each of these documents, and ultimately results in needed improvements to Lake Tahoe’s transportation system. Per CFR 450.316(1), the outreach protocols on the following pages explicitly describe the procedures, strategies, and desired outcomes of the public participation plan.

Plan	Update Cycle	Current Plan
Regional Transportation Plan & Sustainable Community Strategy	Four years	2017
Transportation Improvement Program	Two years	2018
Public Participation Plan	Approx. four years, prior to RTP update	2019
Overall Work Program	Annual	FY 2019/20
Modal Plans	Various	Various

Table 4: Overview of Plan Update Cycles



2017 Regional Transportation Plan Workshop

3.1 REGIONAL TRANSPORTATION PLAN & SUSTAINABLE COMMUNITIES STRATEGY

The Regional Transportation Plan (23 CFR 450.322) addresses a 20-year planning horizon. Through this document, the TMPO brings together transportation projects and programs set forth by different agencies into one plan, creating a financial constrained and unconstrained list. The RTP includes both long-range and short-range strategies that lead to the development of an integrated multi-modal transportation system that enhances the quality of life in the Tahoe Region, promotes sustainability, and facilitates the safe and efficient movement of people and goods. Federal law requires that the Regional Transportation Plan be fiscally constrained and meet air quality conformity standards and other state and federal requirements. The TMPO revises the RTP every four years as the Tahoe Region is in a maintenance area for air quality. Regions that are not in maintenance for air quality revise their RTPs every five years; although the TMPO has recently achieved this status, the RTP will continue to be updated every four years to stay aligned with other regional needs. In accordance with SB 375, RTPs must also include a Sustainable Communities Strategy that outlines how the Region will meet greenhouse gas reduction targets. The public participation plan for development of the Sustainable Communities Strategy is incorporated into the RTP outreach protocol.

Table 5: Regional Transportation Plan Outreach Protocol

Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Time Required	Two	30-day comment period and circulated not less than 55 days before adoption of a final	60-day incorporation period
Locations	North & South Shore, with notification to all five counties	E-mail, written mail, and fax	In document alterations & comment/ response posted on TMPO website
General Details	Central locations, ADA accessible, Public Transit accessible, information available online	Two public hearings in different parts of the Region	Comments and response will be summarized presented to TMPO Board for approval
Additional Services	Targeted workshops for Spanish speaking community & visualization techniques	If final RTP differs significantly from the draft, an additional 10-day public comment period added	Comments and response will be summarized presented to TMPO Board for approval
AMENDMENTS			
Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Administrative	None	7-day public review period	In document alterations & comment/ response posted on TMPO website
Formal (conformity analysis triggered)	Monthly TTC meeting and advertised on TMPO website	30-day public review period	Comments and response will be summarized presented to TMPO Board for final adoption

3.2 TRANSPORTATION IMPROVEMENT PROGRAM (23 CFR 450.324)

The Transportation Improvement Program is a four-year document that includes all surface transportation projects in the Region that are either federally funded, regionally significant, or require a federal action. All projects in the TIP are consistent with the RTP. High priority projects from the RTP are selected for inclusion into the TIP through the public process and a final decision by the TMPO Board. For each project or project phase, the TIP includes a project description, estimated project cost, amount of federal funds to be programmed by year, responsible agency, and other project details. The TIP also includes a financial plan that demonstrates how the approved TIP can be implemented and recommends additional financing strategies for needed projects and programs. Only projects with assured or reasonably expected funding may be included in the TIP. TIP projects are now tracked in the EIP tracker online: <https://eip.laketahoeinfo.org/EIPFocusArea/Detail/3>

Table 6: Transportation Improvement Program Outreach Protocol

Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Time Required	One	30-day comment period	60-day incorporation period
Locations	TTC Monthly Meeting	E-mail, written mail, and fax	In document alterations & comment/response posted on TRPA website
General Details	Central locations, ADA accessible, Public Transit accessible, information available online	Public Hearing at TTC Meeting	Comments and response will be summarized & presented to TMPO Board for final adoption
Additional Services	Not Necessary	If final TIP differs significantly from the draft, an additional 10-day public comment period added	Comments and response will be summarized & presented to TMPO Board for final adoption
AMENDMENTS			
Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Administrative Modification	None	Available to the public via the TRPA website. Hard copies of the modification will be available upon request	
Amendment	Presented at TTC meeting	7 -day comment period	Presented to TMPO Board for final adoption

3.3 PUBLIC PARTICIPATION PLAN (23 CFR 450.316)

The Public Participation Plan (PPP) is a document that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of disabled individuals, and other interested parties such as advocacy organizations with reasonable opportunities to be involved in the metropolitan transportation planning process.

Table 7: Public Participation Plan Outreach Protocol

Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Time Required	Public workshops will be held in combination with other transportation planning workshops	45-day comment period	14- day incorporation period
Locations	North & South Shore	E-mail, written mail, and fax	In document alterations & comment/response posted on TMPO website
General Details	Central locations, ADA accessible, Public Transit accessible, information available online	Public Hearing at TTC Meeting	Comments and response will be summarized presented to TMPO Board for final adoption
Periodic Review	Coordinated with adoption of the RTP	TTC and TMPO will conduct a review of the Public Participation Plan to ensure effectiveness of procedures and to ensure a full and open participation process	Same procedures as above



Regional Transportation Plan Mapping Activity
Photo: Stantec



Regional Transportation Plan Online Voting Tool.
Photo: Heidi Hill Drum

3.4 OVERALL WORK PROGRAM (23 CFR 450.308)

The Overall Work Program (OWP) is a statement of work produced annually by the TMPO that identifies the planning priorities and activities staff will carry out within the metropolitan planning area. The OWP includes a description of the planning work, resulting products, time frames for completing the work, and the source of funds.

Table 8: Overall Work Program Outreach Protocol

Activity Type	Public Meetings	Draft Document Public Review	Public Comment Incorporation
Time Required	None	30-day comment period	60-day incorporation period
Locations	North & South Shore	On-line, E-mail, and written mail	In document alterations & comment/response posted on TMPO website
General Details	Central locations, ADA accessible, Public Transit accessible, information available online	Public Hearing at TTC Meeting	Comments and staff response will be summarized presented to TMPO Board for final adoption

3.5 AIR QUALITY CONFORMITY AND INTERAGENCY CONSULTATION

TMPO prepares several technical companion documents for RTP updates. These include a program-level environmental review per California Environmental Quality Act (CEQA) and TRPA guidelines, and transportation air quality conformity analysis (to ensure clean air mandates are met) per federal Clean Air Act requirements. Certain revisions to the RTP may warrant a revision or update to these technical documents.

Per CFR 17.8.1305, inter-agency consultation is also required. The TMPO consults with the California Air Resources Board, the Nevada Department of Environmental Protection, the Federal Highways Administration, the U.S. Environmental Protection Agency, the California Department of Transportation and the Nevada Department of Transportation as part of the air quality conformity process. TMPO includes proactive public involvement to ensure access to technical and policy information is available. The public is also given opportunities to review and comment on the environmental analysis, through the outreach process described in the RTP Outreach Protocol section.

To ensure adequate interagency consultation the TMPO conducts the following activities:

1. Identification of roles and responsibilities of each agency.
2. Provides a clear process for circulating documents and supporting materials.
3. Provides a clear process for the development of a list of transportation control measures in the applicable implementation plan.
4. Evaluates and chooses models, methods, and assumptions.
5. Determines which projects should be considered regionally significant.
6. Provides a clear process to resolve conflicts.

3.6 MODAL PLANS

TMPO produces a variety of modal plans that are incorporated into the Regional Transportation Plan by reference and in some cases as policies and strategies for implementation. Each plan uses different outreach tools during development depending on need, and provides a minimum of a 10-day comment period. All plans utilize a technical advisory committee.

Modal plans produced by TMPO include:

- Tahoe Basin Intelligent Transportation System Strategic Plan
- Active Transportation Plan
- Coordinated Human Services Transportation Plan



SECTION 4: EVALUATION & PLAN DEVELOPMENT

This plan serves as a guide for effective public outreach and stakeholder coordination and represents current practices and up-to-date techniques for reaching broad audiences in an exciting and engaging way. To ensure continuous improvement, TMPO evaluates the effectiveness of ongoing protocols, the use of new techniques and requests ideas on how to better reach and interact with stakeholders.

4.1 PERFORMANCE MEASURES

TMPO has generated performance measure baselines to create targets that will illustrate successful implementation of the public participation plan in future years. Each **Target (2019)** was adopted in the 2016 PPP to be evaluated for the 2019 PPP update. Each **Target (2023)** is the new target set for the next four years. These 2023 targets will be assessed during the 2023 update of the PPP. TMPO evaluates all performance measures periodically, in conjunction with the PPP update cycle. Additionally, TMPO evaluates the success of individual programs and plan outreach activities. For each program or plan, TMPO staff generates an outreach strategy that indicates target audience and outreach methods this is provided in Appendix C. During outreach, staff collects data that helps to illustrate if we are reaching our target audiences and how. This data also assists in reporting on our performance measures. Post outreach implementation, staff will analyze the data collected as well as describe if the feedback received is what we hoped to accomplish. An outreach strategy template and our sign-in sheet template can be found in Appendix C. These actions will assist staff in quickly adapting our practices and will be used for the development of future Public Participation Plans.



2018 America's Most Beautiful Bike Ride Rest Stop

Performance Measure 1: Total number of public participants reached through proactive outreach.

Description and Baseline: This performance measure consolidates the total estimated number of public reached over a four-year period from proactive outreach activities including door-to-door, workshops, Tahoe Talks, events, and association meetings. From 2012 – 2015, TMPO reached 790 people through proactive outreach with a target to increase that number by five percent in 2019. Between 2016 – 2018, TMPO reached over 4,000 people through proactive outreach, an increase of 434 percent from the baseline.

Table 9: Total Public Participants Reached by Type

TYPE	NUMBER OF ATTENDEES
Association Meetings	2,319
Events	1,460
Tahoe Talks	63
Pop-Ups	63
Workshops	315
TOTAL	4,220

Target (2019): Increase by 5% to **830 people** reached over a four-year period.

Target (2019) Assessment: Between 2016 and 2018, TMPO increased public participation through proactive outreach by 434% from 790 people to 4,220 people.

Percent of Public Reached by Proactive Outreach
N=4,220

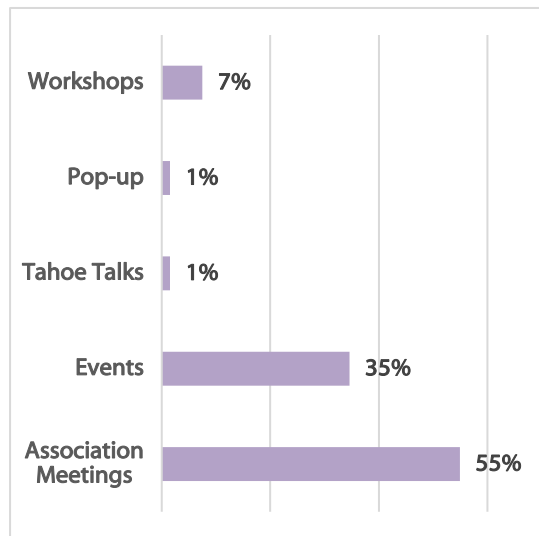


Figure 1: Percent of Public Reached by Type. Source: TMPO

Target (2023): Increase by 5% to **4,431 people** reached over a four-year period.

Performance Measure 2: Total number of public participants reached through quantitative methods.

Description and Baseline: This performance measure consolidates the total estimated number of public reached over a four-year period through quantitative methods, such as surveys. Surveys from the transportation department and communications department that comprised transportation questions are included. The baseline presented here, 2,162 survey respondents, includes the period between 2012 – 2015.

Surveys conducted during this period include:

2016:

- TTD Short Range Transit Plan survey conducted by TTD
- Transportation survey conducted by the Cromer Research Group (Communications Department)
- Vehicle ownership consumer survey conducted by TRPA
- Regional Transportation Plan survey conducted by TRPA

2017:

- Unmet transit needs survey conducted by TRPA

2018:

- Summer travel mode share survey conducted by TRPA
- Sustainable recreation survey conducted by TRPA
- Transit passenger survey conducted by Warner Transportation Consulting, Inc.
- Bicycle parking needs assessment survey conducted by TRPA

Table 10: Number of Survey Respondents by Year

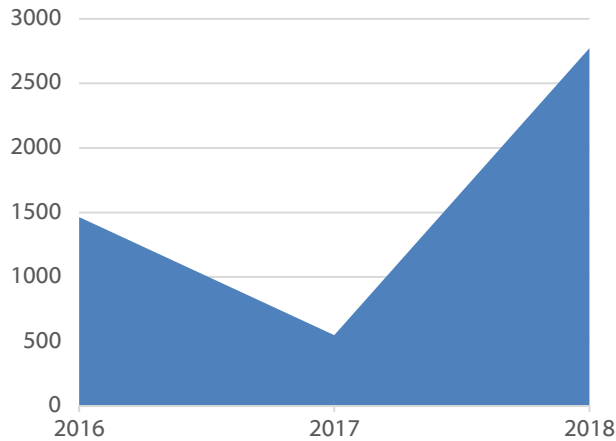
SURVEY YEAR	NUMBER OF RESPONDENTS
2016	1,464
2017	549
2018	2,773
TOTAL	4,786

Target (2019): Increase by 3% to **2,227 people** reached over a four-year period.

Target (2019) Assessment: Between 2016 and 2018, TMPO increased public outreach through quantitative methods by 120% from 2,162 people to 4,786 people.

**Number of Public Reached through Surveys
N=4,786**

Figure 2: Number of Public Reached through Surveys.
Source TMPO

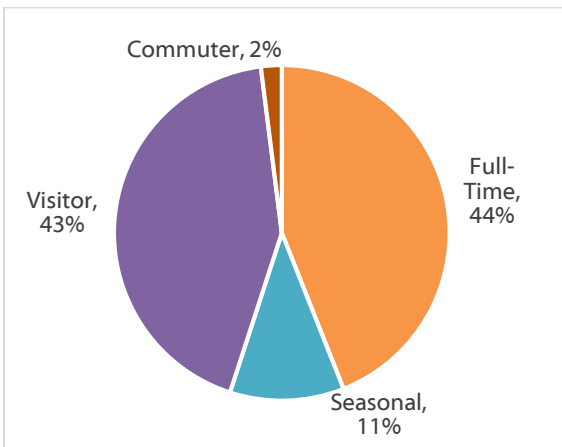


Target (2023): Increase by 5% to **5,025 people** reached over a four-year period.

Performance Measure 3: Percentage of survey respondents who are full time residents, seasonal residents, visitors, and commuters.

Description and Baseline: This performance measure differentiates by percentage between full time residents, seasonal residents, visitors¹ and commuters² reached over a four-year period through quantitative methods, such as surveys. Surveys from the transportation department and communications department that included transportation questions are included. Surveys conducted between 2016 and 2018 form a baseline presented below.

	FULL TIME	SEASONAL	VISITOR	COMMUTER
2016	422	105	88	31
2017	42	0	3	4
2018	349	95	696	8
TOTAL	813	200	787	43
PERCENT (%)	44%	11%	43%	2%



Target (2019): The percentage differential should be **10% of out-of-basin people** reached (seasonal residents, visitors, and commuters) and **90% of full-time residents** reached.

Target (2019) Assessment: Between 2016 and 2018, TMPO reached 56% of out-of-basin people and only 44% of full-time residents. TMPO did not reach the 2019 target.**

Figure 3: Distribution of full-time residents, seasonal residents, visitors, and commuters reached

**In 2019, TMPO did not reach the target set and adopted in the 2016 Public Participation Plan. After reassessing using data collected between 2016 and 2019, the new 2023 target is more realistic based on system use and travel patterns.

Target (2023): The percentage differential should be **40% of out-of-basin people** reached (seasonal residents, visitors, and commuters) and **60% of full-time residents** reached.

Performance Measure 4: Total number of primarily Spanish speaking residents reached.

Description and Baseline: This performance measure consolidates the total estimated number of Spanish speaking public reached over a four-year period. Proactive and quantitative outreach is included. The baseline presented here, 131 Spanish-speakers reached, includes the period between 2012 – 2015.

¹ Occasional visitor to Lake Tahoe

² People who live outside the Tahoe-Truckee Region, but commute in to work

OUTREACH TYPE	NUMBER OF PUBLIC
Association Meetings	17
Surveys	561
TOTAL	578

Target (2019): Increase by 50% to 196 people reached over a four-year period.

Target (2019) Assessment: Between 2016 and 2018, TMPO reached 578 primarily Spanish speaking residents, which was an increase of 340% from 2016.

Target (2023): Increase by 10% to 636 people reached over a four-year period.

4.2 DATA FOR PLAN DEVELOPMENT & IMPLEMENTATION

To inform the standard and project-specific outreach methods included in the public participation plan, TMPO will be implementing protocols that public outreach surveys will all include asking stakeholders and public citizens to tell us how they prefer to be informed about outreach opportunities and if our outreach is effective. In the past, between 2014 – 2016, see figures and details below, TMPO used a tear-off survey attached to our hardcopy brochure, the Linking Tahoe: Active Transportation Plan survey, and the Public Participation Plan survey to gather data. These surveys can be found in Appendix B. Data supported the development of this plan and will direct implementation of the plan moving forward. TRPA will begin including a standard question on surveys to ensure feedback is obtained on engagement preferences and continue to use this information to direct implementation of the 2019 updated Public Participation Plan.

Tracking Data: Figure 4 compares data collected from the 2010 public participation plan survey to 2015 data collected through the Linking Tahoe: Active Transportation Plan survey and hardcopy brochure survey. The percentage of people who prefer digital to traditional media has remained the same. The 2010 and 2015 surveys provided slightly different news outlet choices which reflect best practices of each time period. In both 2010 and 2015, email, newspapers, and the internet are the most preferred news outlets.

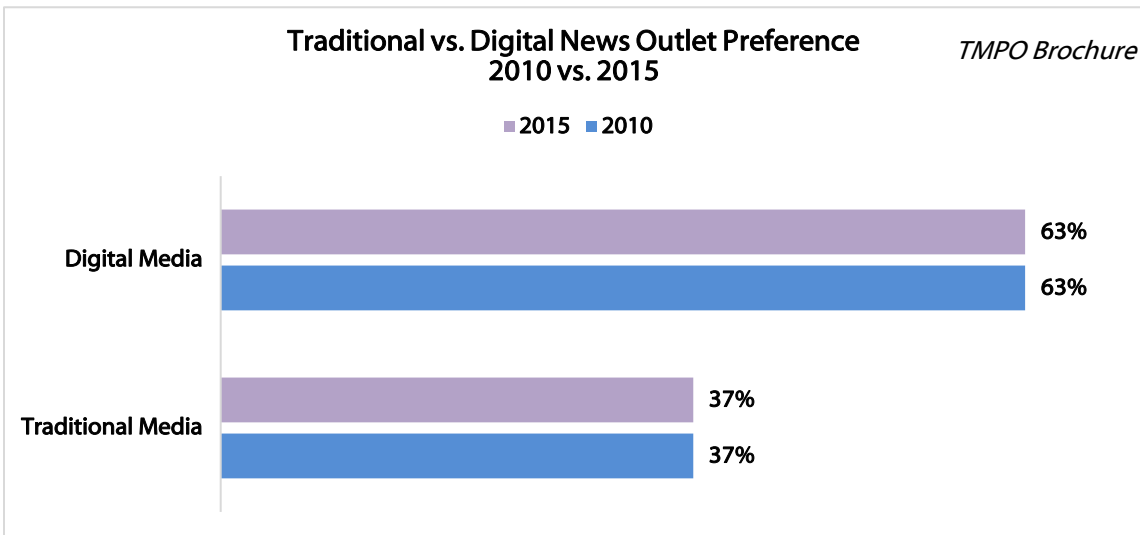


Figure Error! No text of specified style in document.4: Traditional vs. Digital News Outlet Preference. Source: 2010 PPP Survey, 2015 ATP Survey, and 2015 hardcopy brochure.

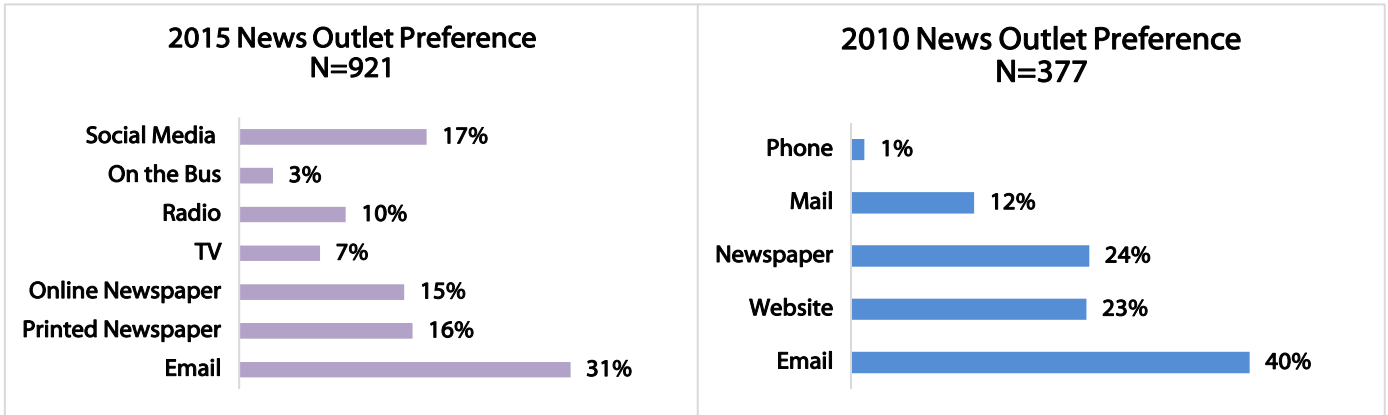
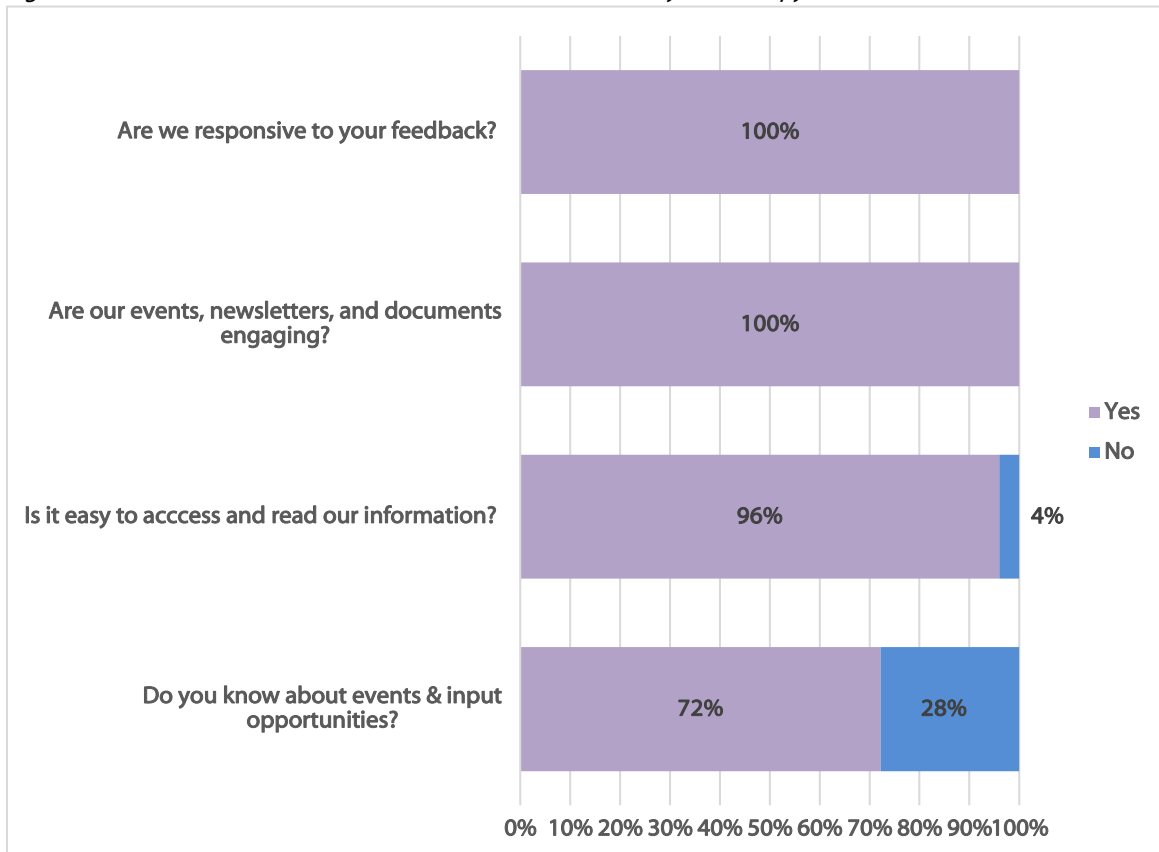


Figure 5: 2015 vs. 2010 News Outlet Preference. Source: 2016 PPP Survey, 2015 ATP Survey, Hardcopy Brochure

Social media was an emerging outreach tool in 2010, thus TMPO does not have data related to social media preference from that period. In 2015, social media is a major player in connecting with the public, with 17% of the Region using social media for input opportunities. TMPO asked respondents to tell us which social media news outlets they most prefer (see Figure 6).

Figure 6: 2015 Social Media Preferences. Source: 2015 ATP Survey & Hardcopy Brochure



To help identify if TMPO is successfully meeting our goals by following our guiding principles described in *Section 1.1*, TMPO sought feedback from agency stakeholders and the community. A short survey was provided at association meetings, and public hearings. The survey will continue to be provided at upcoming workshops and online. Figure 7 illustrates what we heard from 37 respondents. For a copy of the survey, see Appendix B.

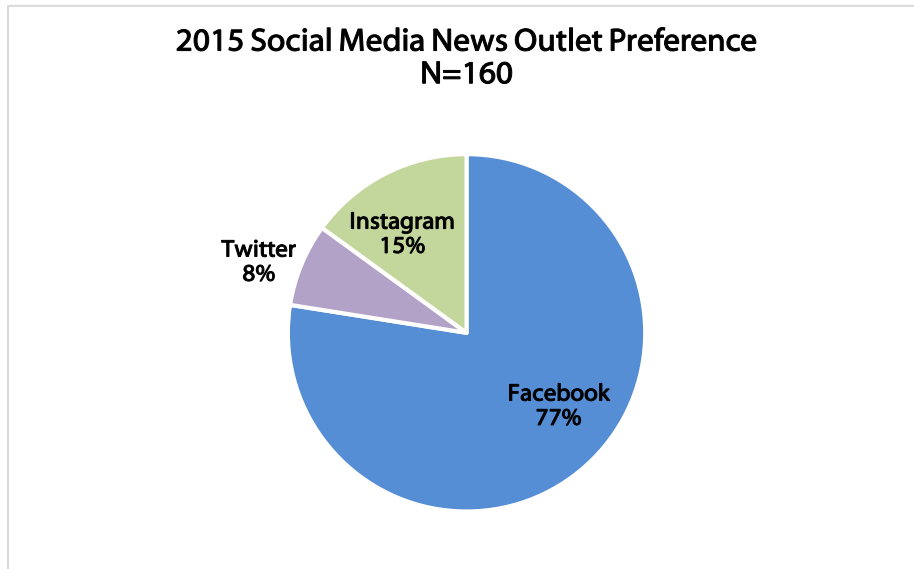


Figure 7: 2016 PPP Survey Results. Source TMPO

The 2016 PPP survey was formatted as an open response to receive as wide an array of information as possible. This will help TMPO format questions in future surveys and investigate the use of many different outreach ideas. First, we asked respondents if they were aware of our events and input opportunities, and how. Figure 8 illustrates how respondents most commonly receive information. Similar to our 2010 and 2015 data, hardcopy and online newspapers, and email are most common.

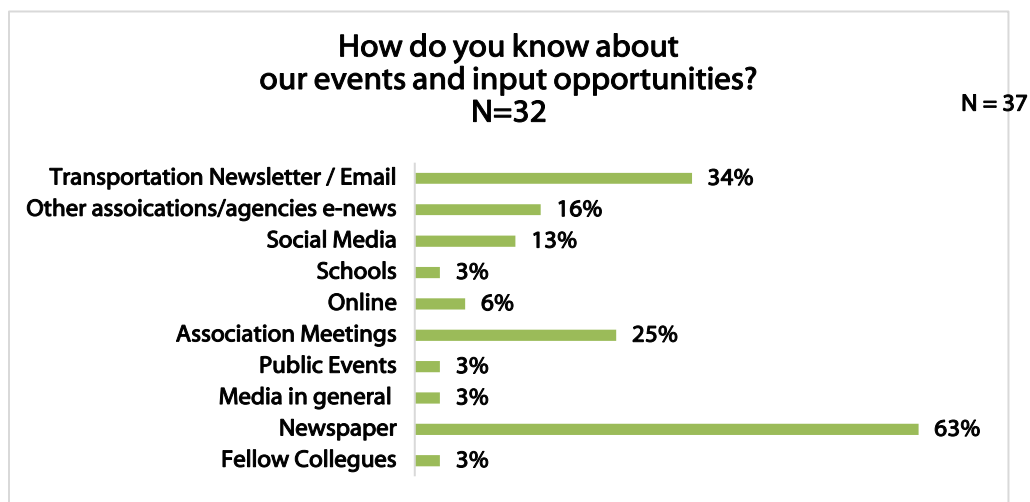


Figure 8: Common Information Methods. Source: 2016 PPP Survey

We then asked if it is easy to access and read TMPO's information. As Figure 7 shows, overwhelmingly respondents indicated yes. Respondents also gave us feedback on how we could improve this metric.

- Suggestions for improvement include:**
- Always explain acronyms
 - Use more readable font for document text
 - Provide a one-step webpage (www.linkingtahoe.org)
 - Provide document summaries in "layman's terms"
 - Reach out to part-time residents in their out of basin location
 - Provide bike maps at public locations such as post office, and libraries
 - Advertise on the radio

Finally, we asked respondents if and how our documents, newsletters, and events could be more engaging. Respondents acknowledged TMPO's successful presentations, visually attractive materials, and informative educational series - *Tahoe Talks*.

- Suggestions for improvement include:**
- More advance warning for input opportunities
 - More hardcopy mailers to residents
 - Before and after project photos
 - Tag onto existing meetings and do not make conflicting meetings
 - More meetings on the North Shore
 - Provide incentives for giving feedback, such as coupons to bike shops
 - Give presentations to local Councils and Board of Supervisors
 - Clearly underscore context for individual opportunities
 - Utilize local jurisdictions and school district online calendars and newsletters
 - Be consistent with including events in local newspaper calendars
 - Include a calendar with events in Tahoe-in-Depth
 - Engagement at more events on the North Shore and West Shore



TMPO Fact Sheets

THANK YOU!

Thank you to all our partners, the public, and TRPA/TMPO staff who work together to engage the community. This collaborative effort increases our ability to reach a broad spectrum of residents, visitors, and commuters. TMPO continually seeks to improve outreach efforts through education, workshops, traditional and proactive methods. We hope to bring forward the vision that speaks to the community's needs and help our partners implement that vision through productive collaboration. If you have ideas for how we can improve and reach an even broader audience, let us know!



2017 Transportation in the 21st Century at Lake Tahoe: A Workshop on Growing Public-Private Partnerships around Technology and Travel
Photo: Federal Highway Administration

Attachment B

Friends of the West Shore Comment Letter and Response



Tahoe Metropolitan Planning Organization
Attn: Kira Smith
PO Box 5310
Stateline, NV 89449

August 28, 2019

Subject: Draft 2019 Public Participation Plan

Dear Ms. Smith:

The Friends of the West Shore appreciates this opportunity to provide comments on the Draft 2019 Public Participation Plan (PPP). The Friends of the West Shore (FOWS) works toward the preservation, protection, and conservation of the West Shore, our watersheds, wildlife, and rural quality of life, for today and future generations. FOWS represents community interests from Tahoma to Tahoe City. FOWS provides the following comments on the PPP:

Membership – Stakeholder Meetings:

The PPP lists numerous “stakeholder meetings” that staff attends. However, in many cases, the same representatives serve on multiple groups (i.e. TRPA, TMPO, TTD, TTC, APC, Bi-State Consultation, TIE-SC, and EIP Committee). It would be helpful for the PPP to identify the members and/or positions that comprise each group and ensure coordination with a wide variety of stakeholders.

E-lists:

The PPP reports that “*TMPO’s e-newsletter list contains 875 recipients, and newsletters average a 34% open rate. TRPA’s e-newsletter contains 1,921 recipients with a 40% open rate.*” (p. 13). This means that approximately 1,066 people (combined) actually open the newsletters. This is a relatively small percent of the public, especially given the number of residents (approx. 60,000 full time), commuters, and millions of visitors to the Basin.

- What efforts can be taken to increase sign-ups and ‘opens’ on these newsletters?

Performance Measure 1 - Total number of public participants reached:

Events - The PPP reports outreach by the number of attendees by type. It appears that the PPP therefore calculates the total number reached by the number of people who attended an event, not the number of people who were engaged by TMPO efforts. For example, how many people attending the events actually stopped to learn more about the TMPO, take a survey, etc.? Simply reporting the number of attendees may inflate the extent of public engagement. We suggest including a performance measure that a certain percentage of attendees at events be engaged at the event (e.g. booth representatives approach/call out to attendees, ask questions, etc.).

Association Meetings - It is unclear whether the results simply reflect the number of public attendees at the Association Meetings that were attended by TMPO staff, or if these numbers reflect those who attended a meeting specifically for a transportation-related matter? We request this be clarified in the PPP. If this tally is simply counting the number of other public attendees at these meetings, then it would appear this value overestimates the reach of outreach efforts; we recommend the performance measures be modified to ensure the performance measure is evaluated based solely on public participation with transportation-specific items.

Door-to-door - It does not appear that any door-to-door efforts were made during the 2016-2018 time period; is this correct? We recommend efforts include door-to-door outreach, especially during the summer months when many part time residents and millions of visitors are in the Basin.

Other suggestions:

We support the list of suggestions included on page 33, with additional emphasis on providing more advance notice for input opportunities, avoiding conflicting meetings, increasing meetings on the North (and West) shore, and reaching out to part-time residents in their out of basin locations.

In addition, we recommend engagement at more events, including the Octoberfest in Tahoe City and events listed in the Tahoe Weekly and North Lake Tahoe Visitor Guide, and posting at more locations along the West Shore (where allowed), including the Save Mart in Tahoe City, West Shore Market in Sunnyside, Obexer's General Store in Homewood, and the Tahoma Market (formerly the PDQ).

In conclusion, FOWS hopes these comments will assist the TMPO in finalizing a 2019 PPP that is clear, transparent, and ensures adequate public outreach in the future. Please feel free to contact Jennifer Quashnick at jqtahoe@sbcglobal.net if you have any questions.

Sincerely,



Judith Tornese,
President



Jennifer Quashnick,
Conservation Consultant



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September 5, 2019
Friends of the West Shore
Attn: Jennifer Quashnick

Dear Ms. Quashnick,

Thank you for submitting comments on the draft 2019 Public Participation Plan (PPP) on behalf of Friends of the West Shore (FOWS). Below are a few responses to your comments and recommendations.

Membership – Stakeholder Meetings:

Under each group and advisory body listed in Section 2 of the PPP, we have included a link to the group page. The group pages have the most up-to-date information about the member structure of each stakeholder group and advisory body.

E-Lists:

Our e-lists do reach a relatively small percentage of the resident population. TRPA/TMPO adds an optional sign-up link to most of online public outreach materials. We will consider adding the sign-up links to other outreach mediums such as board packets, meeting notices, and different website links as suggested.

Performance Measure 1 – Total number of public participants reached:

Events – The number of participants we report reaching at events reflects the number of people who engaged directly with TMPO staff or listened to a presentation about transportation. We feel this accurately captures the number of people who were engaged in transportation topics at these events.

Association Meetings – Typically, the number of participants reported under this category matches the total number of attendees at the meeting. However, we only report on public engagement at association meetings if TMPO staff presented or solicited feedback on a transportation topic or plan.

Door-to-door – TMPO has not conducted door-to-door outreach since the development of the 2016 Active Transportation Plan in 2015. During that time, TMPO was targeting hard-to-reach populations around the region, like the Spanish speaking community. We focused our door-to-door outreach on targeted neighborhoods and hired a translation consultant to conduct the work. Going forward, we will consider additional door-to-door efforts on a project by project basis. If a project or plan warrants additional targeted outreach in the future, and if our outreach budget allows, we will certainly consider a door-to-door approach

Other Suggestions:

We appreciate your suggestions to conduct public outreach at more events in Tahoe City and along the West Shore. We have added these suggestions to page 33 of the 2019 PPP and will consider each of your recommended locations when we advertise events.

Thank you for your comments on TMPO's existing outreach efforts as documented in the draft 2019 PPP.

Sincerely,

Kira Smith

Associate Transportation Planner

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