

PACTS Public Involvement Plan | 2020-2021 Implementation Matrix

Goals and Strategies

Current Status/Progress

Comments/Next Steps

Staff Responsible

Goal A: Increase the Public’s Awareness of PACTS’ Role and Priorities			
Strategy 1	Develop high-level messaging about transportation planning and investments in the PACTS region		
1a	Work with PACTS Committees, stakeholders, and staff to develop a message that is easily understood by the average person		
Strategy 2	Produce communications and materials that the public can easily understand		
2a	Develop a PACTS brochure and poster that describes who we are, what we've accomplished, and where we are going, based on the high-level messaging		
2b	Develop a transportation data dashboard as part of GPCOG's community profiles		
2c	Develop a "Resident's Guide to Regional Planning" based on the guide produced by the Atlanta Regional Commission		
Strategy 3	Adopt Contemporary Communications Strategies and Tools		
3a	Roll out project and committee portals using the new PACTS website		
3b	Develop a social media policy and cultivate a social media presence on Facebook, Twitter, and Snapchat or Instagram		
3c	Maintain ongoing media relations about the MPO process and transportation issues in the region		
Goal B: Build Relationships with Key Stakeholders			
Strategy 4	Increase communication and engagement with key regional leaders and organizations		
4a	Identify the best approaches for engaging thought leaders, anchor institutions, and organizations from sectors outside of transportation – including business, education, healthcare, environment, and human services Partner with Chambers to survey the business community and conduct interviews with key stakeholders.		
4b	Offer meaningful channels for ongoing contact with key leaders and organizations Refine and maintain the list of key leaders and organizations Develop means of keeping stakeholders engaged after involvement with a project or plan ends Begin sending a “News from the Transportation Director”		
Strategy 5	Maintain a visible and engaging presence in the community		
5a	Attend civic and community events that reach stakeholders from a wide variety of sectors and interests Scan for meetings/convenings at which PACTS should have a presence – being intentional about demographic diversity		
5b	Develop a travelling booth that provides an engaging and visual way to engage with the work of PACTS		
C. Advance the Inclusion of Underrepresented Communities			
Strategy 6	Expand use of best practices tools and techniques for inclusive engagement in PACTS plans and studies.		
6a	Require use of the Inclusive Transportation Planning Toolkit by staff and consultants Adopt protocols for PACTS meetings and communications to be used by staff and consultants that draw from best practices in the field of public participation. These may include: using a combination of written and non-written communications, graphics and videos; providing information in multiple languages and for extended timeframes; providing audio support at meetings; offering low-tech access to meetings and surveys; using outreach workers); and offering screen-reader compatibility, among other strategies.		
6b	Engage PACTS members in opportunities to learn more about the transportation needs and experiences of underrepresented communities Coordinate with the region’s transportation agencies to offer periodic trainings and listening sessions with underrepresented communities that allow for gathering feedback, making connections, and increasing mutual awareness and understanding		
Strategy 7	Strengthen partnerships with local organizations and champions to better inform and engage underrepresented communities.		
7a	Pursue formal arrangements with key organizations to provide engagement support to staff and consultants during the implementation of the two-year Unified Planning Work Program. Tasks may include translation and interpreter services, in-person survey collection, and culturally appropriate community outreach		
7b	Explore adopting the Community Transportation Leaders Training (being piloted in Fall 2019) as an ongoing opportunity for community members to gain the knowledge and tools for meaningful participation in transportation planning and decision-making		
Strategy 8	Pilot approaches for supporting meaningful involvement by underrepresented communities on PACTS Governance Committees.		
8a	Adopt changes to the PACTS Committee structure that allow for membership by individuals from underrepresented communities		

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Goal D: Make Involvement More Accessible and Engaging			
Strategy 9 Make use of technology to engage different audiences			
9a	Use new and innovative tools for engagement and outreach like instant polling and gamified survey platforms		
9b	Support participation of people with disabilities and other barriers to access using approaches such as simultaneous translation, audio support, and virtual meetings		
Strategy 10 Meet people where they are			
10a	Conduct quarterly listening sessions in which PACTS staff and members visit other agencies, groups, and organizations to solicit input and involvement		
Strategy 11 Partner to reach out in fun, creative, and interesting ways			
11a	Enlist stakeholders and members of the public to become hands-on partners in community engagement efforts		
11b	Use games, art, and new partnerships to attract more participation		
Goal E: Assess the Effectiveness of PACTS Public Involvement			
Strategy 12 Adopt Measures of Effectiveness			
12a	Draw on best practices of innovative MPOs to develop performance measures		
Strategy 13 Map and Evaluate Public Involvement Efforts			
13a	Develop a <i>Measures of Effectiveness</i> report to monitor, assess, and communicate progress made on goals and objectives		