

Office of Victoria

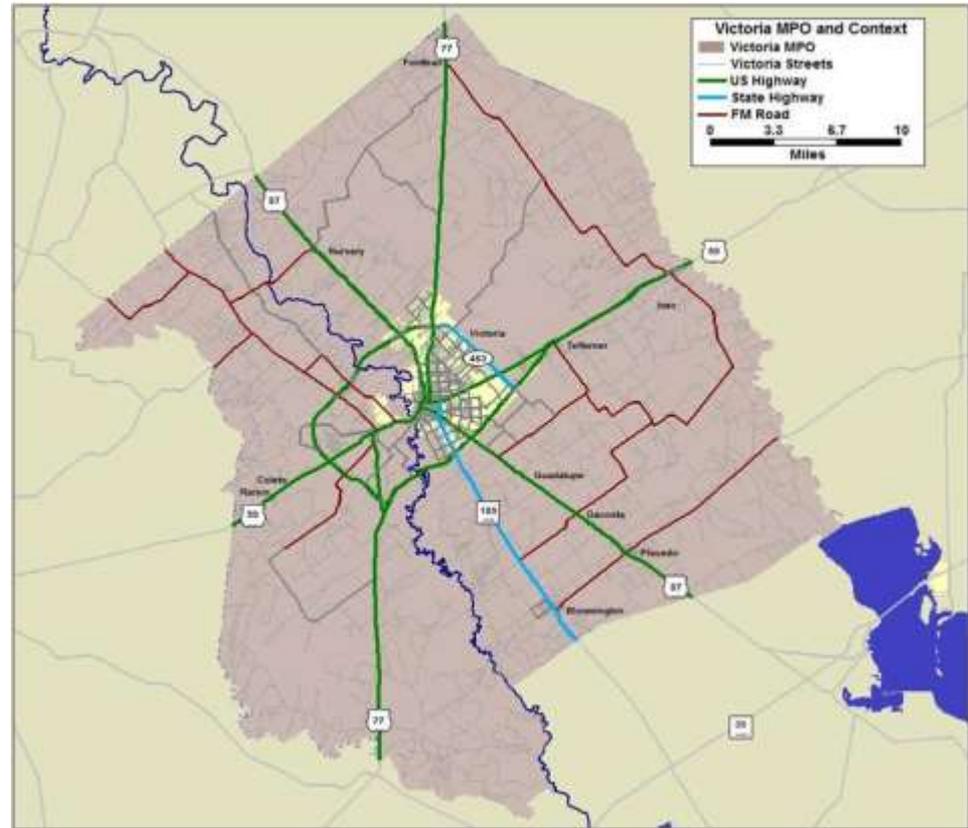
Developing a Successful Public Participation Strategy for a Small MPO

2015 AMPO Annual Conference

October 22, 2015



Victoria MPO and Context



Past Participation

- Difficulties gaining participation
 - MPO relatively unknown in community
 - Limited staff and time
- Strategies
 - Public hearings
 - Newspaper notices
 - Mailing List

Voice of Victoria

- Goals
 - Increase participation for MTP
 - Name recognition
 - Create a process that can be duplicated in the future
- New strategies
 - Outreach at popular local locations and events
 - Online presence and social media
 - Media outreach

Staff attended 14 events

- Events
 - Texas Zoo
 - Victoria Public Library
 - Bach Festival
 - Street Dances
 - Museum of the Coastal Bend
 - Farmer's Market
- Meetings
 - Rotary Clubs
 - Victoria Economic Development Corporation Meetings
- Transit buses



At the Events

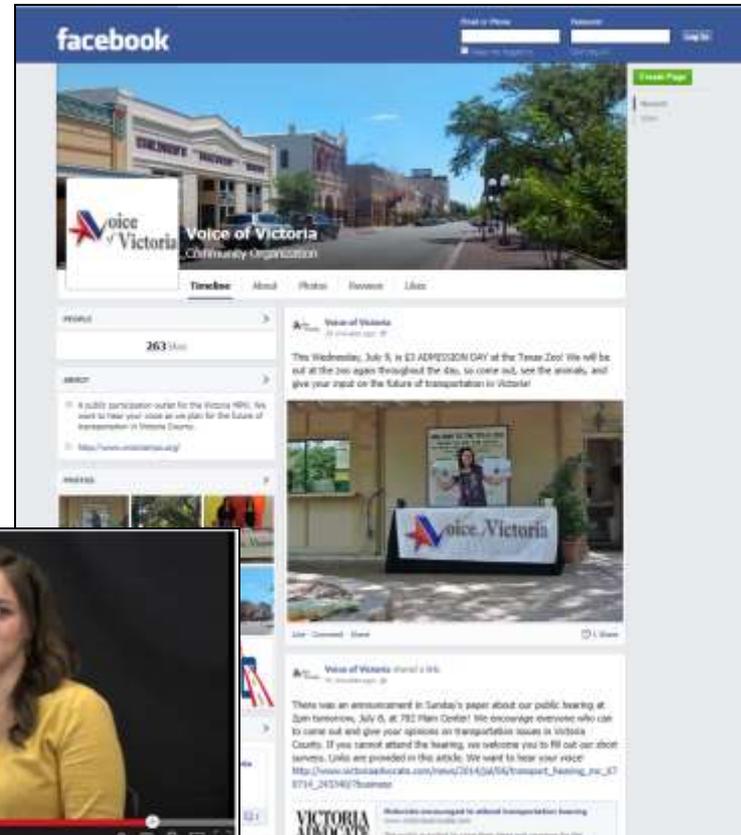
- *Voice of Victoria* banner
- Surveys
- Maps
- Coloring sheets and crayons





Online and Social Media

- SurveyMonkey
- Facebook
- MPO Website
- YouTube
- Podcast



Media Outreach

- Local television
 - Vtv15
 - Commercials
 - News interviews
- Local Newspapers
 - Victoria Advocate
 - Revista de Victoria

Metropolitan Planning Organization asks community for input



By Jessica Rodrigo
Aug. 5, 2014 at 1:18 p.m.



Complete the survey

The 2040 Metropolitan Planning Organization is surveying the public in order to update the area's 25-year, long-range transportation plan, [click here](#).

Whether it's driving or using public transportation to complete that to-do list, the city is interested in it.

The Metropolitan Planning Organization has been collecting information from the community since the beginning of June and will continue with its surveys through Sept. 30.

Data collected from the surveys will help the group devise goals and projects that cater to the needs of Victoria residents until 2040, said Mary Craighead, MPO

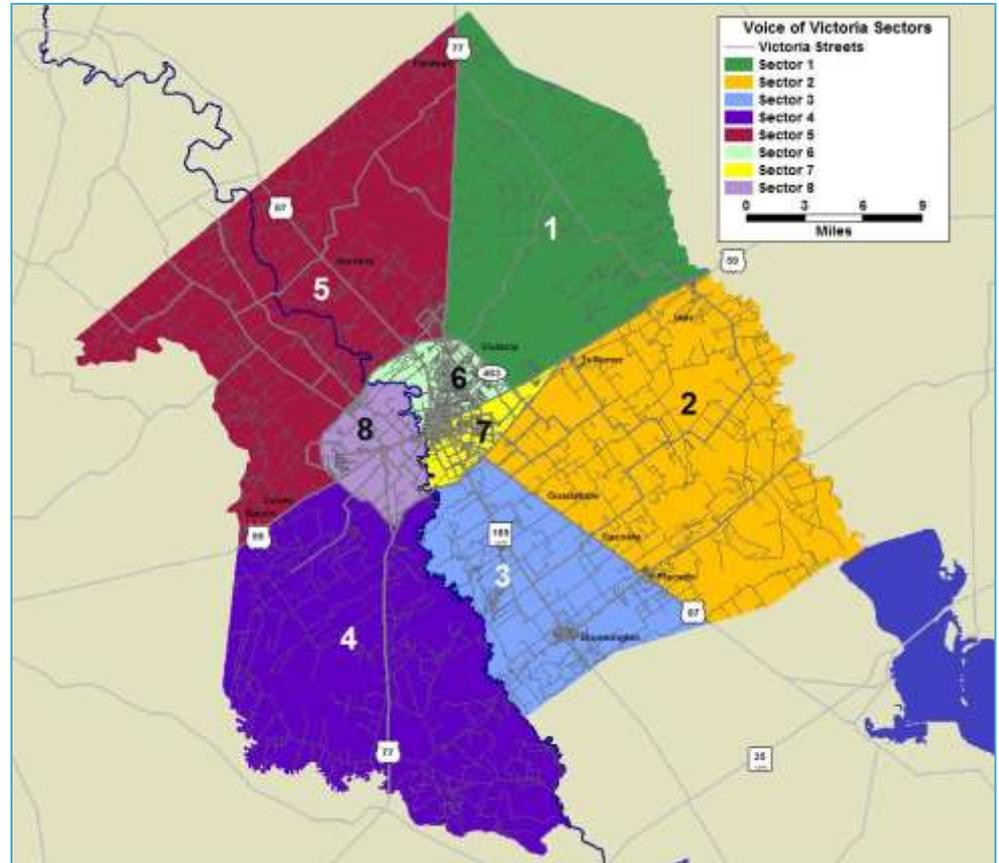
coordinator.

Surveys

- Tri-fold design to allow participant to return by mail
- Offered in English and Spanish
- Did not request personal information
- Tracked responses by 8 geographic sectors
- QR code
- Link to online survey

Survey Sectors

- MPO area divided into 8 geographic sectors
- Eliminated hesitation to offer personal information





The Victoria Metropolitan Planning Organization (VMPO) develops transportation plans for Victoria County. Public involvement is an important part of the planning process to ensure that our plans and programs match up with what the people of the county say they want and need.

Rather than develop separate surveys for every plan, VMPO is establishing an on-going survey effort called *Voice of Victoria*. This is designed to gather public comments in a way that will help us:

- Increase public input by having surveys continuously available on-line and in various locations;
- Improve surveys through using responses to make revisions to future versions of our surveys; and
- Provide up-to-date information.

This general survey covers a range of issues to gather input for the update of the Metropolitan Transportation Plan through 2040. While we welcome your comments anytime, please complete and return this by **September 30, 2014** to have your voice heard in the update of this plan.

La organización de planificación metropolitana de Victoria (VMPO) desarrolla planes de transporte para el Condado de Victoria. La participación del público es una parte importante del proceso de planificación para asegurar que nuestros planes y programas coincidan con lo que la gente del condado dice que desean y necesitan.

En lugar de desarrollar encuestas separadas para cada plan, VMPO está estableciendo un esfuerzo en curso encuesta llamado *Voz de Victoria*. Esto está diseñado para reunir los comentarios públicos de una manera que nos ayudarán:

- Con aumento de comentarios del público por tener encuestas continuamente disponibles on-line y en varios lugares;
- Mejorar las encuestas a través de realizar revisiones a las futuras versiones de nuestras encuestas con respuestas; y
- Proporcionar información actualizada.

Esta encuesta general cubre una gama de temas para conseguir comentarios para la actualización del Plan Metropolitano de transporte a través de 2040. Mientras damos la bienvenida en cualquier momento sus comentarios, por favor complete y devuelva esta encuesta para el **30 de septiembre de 2014** para participar en este plan.

Victoria MPO
Voice of Victoria MTP General Survey
P.O. BOX 1758
Victoria, TX 77902



STAMP



Victoria MTP Survey

- **WHO WE ARE:** The Victoria Metropolitan Planning Organization (VMPO) is responsible for urban transportation planning processes that allows Victoria County to receive federal and state transportation funding. / • **QUÉNES SOMOS:** La organización de planificación metropolitana de Victoria (VMPO) es responsable del transporte urbano y los procesos de planificación que permite que el Condado de Victoria recibir fondos de transporte estatales y federales.
- **WORK WE DO:** An important part of our work is to produce the long range Metropolitan Transportation Plan (MTP), which summarizes the needs for 25 years in the future. Every five years, the MTP is reviewed in depth and extended. We are now working on an update that will extend the current plan through 2040. / • **EL TRABAJO QUE HACEMOS:** Una parte importante de nuestro trabajo es producir el plan de largo alcance conocido como plan de transporte metropolitana (MTP), que resume las necesidades durante 25 años en el futuro. Cada cinco años, el MTP se extiende. Ahora estamos trabajando una actualización que ampliará el plan actual a través de 2040.
- **HOW YOU CAN HELP:** Your input will help set the transportation needs of the community and establish priorities for funding those improvements. Please fill out this survey and provide us with any additional feedback you may have. To have an impact in the current MTP long-rang plan effort, please return this survey by **September 30, 2014**. / • **CÓMO PUEDES AYUDAR:** Tu aportación ayudará a establecer las necesidades de transporte de la comunidad y establecer prioridades para la financiación de esas mejoras. Por favor llene esta encuesta y denos cualquier información adicional que tenga. Para tener impacto en el esfuerzo de largo alcance del MTP por favor devuelva esta encuesta antes del **30 de septiembre de 2014**.

Want more information, visit/ Quiere más información, visite:
<http://www.victoriampm.org/> or
<http://www.facebook.com/voiceofvictoriampm>



1. How would you rate the quality of the existing transportation conditions or services listed below? (1=poor and 3=excellent) / ¿Cómo calificaría la calidad de las condiciones de transporte o servicios enumerados a continuación (1=pobre y 3=excelente)

Traffic Congestion/ Congestión del tráfico	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Pavement quality & condition of road/ Condiciones y calidad del pavimento de la carretera	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Timing of traffic/ Sincronización del tráfico	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Railroad crossings/ Cruces de ferrocarril	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Traffic Safety/ Seguridad del tráfico	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Bus operations/ Operaciones de autobuses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Sidewalks, Crosswalks, & Trails/ Aceras, pasos de peatones, y peatonales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

2. How would you rank these types of future transportation projects? (1= not important and 3=important) / ¿Cómo calificaría usted estos tipos de proyectos de transporte futuros? (1= no importante y 3=importante)

Adding lanes or center turn lanes to streets/ Adición de carriles o carriles de centro turno a calles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to street maintenance/ Mejoras en mantenimiento de calles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to traffic signal timing/ Mejoras en la sincronización de las señales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements at railroad crossings/ Mejoras en los cruces de ferrocarril	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements for traffic safety/ Mejoras a la seguridad del tráfico	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Slowing traffic on neighborhood streets/ Frenar el tráfico en las calles del barrio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to pedestrian systems/ Mejoras en sistemas peatonal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to bicycle routes/ Mejoras en las rutas de bicicletas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to bus service/ Mejoras al servicio de autobús	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Improvements to support economic development/ Mejoras para apoyar el desarrollo economic	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

3. Please describe any specific transportation projects, issues or ideas you have and if possible, mark locations on the map below. / Por favor describa proyectos de transporte específicos, temas o ideas que tiene y si es posible, marque las ubicaciones en el mapa de abajo.



If you would like to participate in further surveys to add your voice to Victoria's long-range planning efforts, or if you would like us to add you to our contact list, please provide your contact information. / Si te gustaría participar en otras encuestas o añadir su voz a los esfuerzos de planificación largo de Victoria, o si le gustaría ser incluido en nuestra lista de contactos, por favor dénos su información de contacto de la mejor manera de contactarlo:

Name/Nombre _____

Mailing address/ Dirección postal _____

Phone Number/ Número de teléfono _____

Email/ Correo electrónico _____

PLEASE CIRCLE BELOW THE NUMBER OF THE AREA IN WHICH YOU LIVE. / POR FAVOR DE CIRCULAR EL NÚMERO DE LA ZONA QUE VIVES DEBAJO.

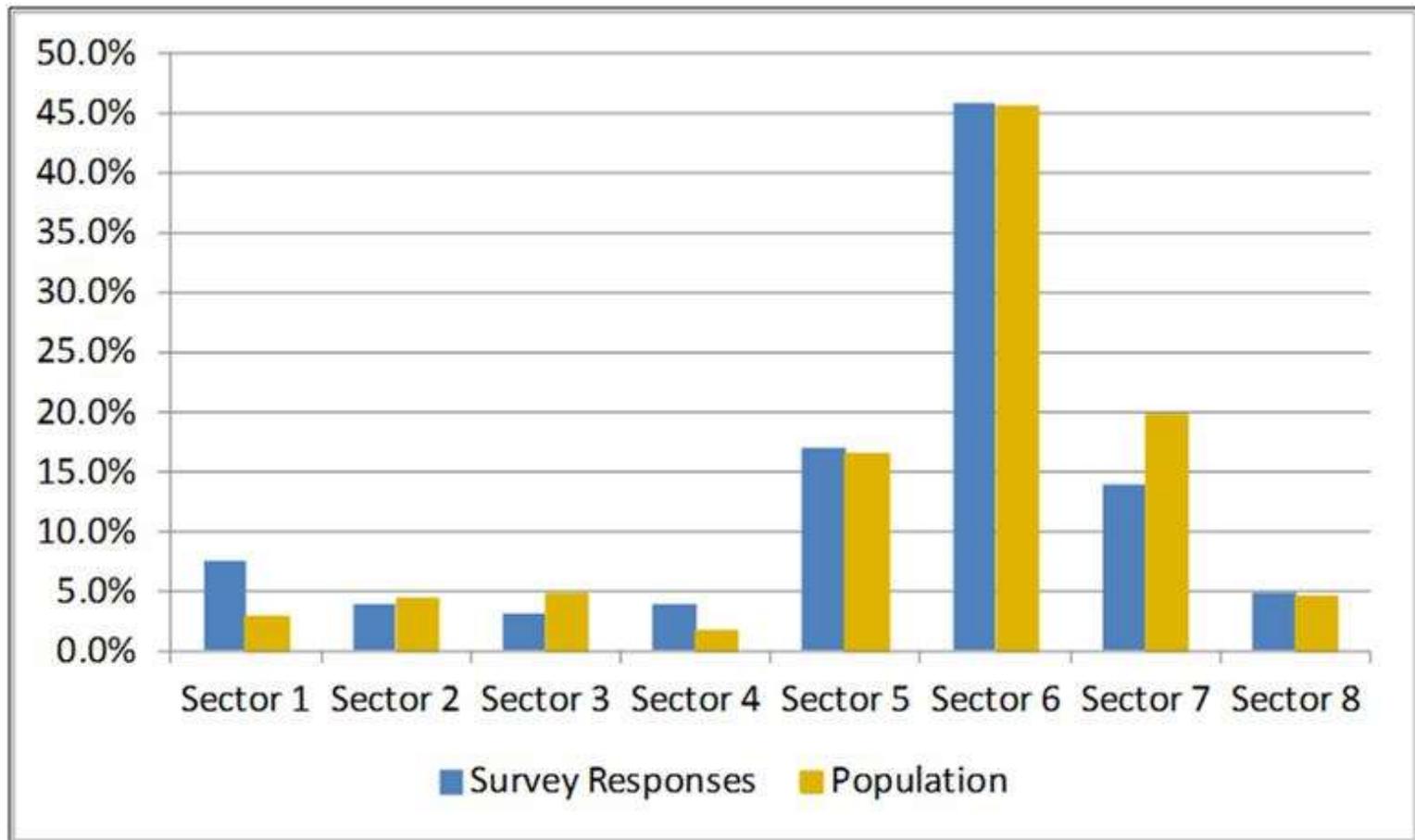
- 1: Northeast outside the Loop, between US 77 and US 59 / noreste afuera del Loop, entre US 77 y US 59.
- 2: Southeast outside the Loop, between US 59 and US 87 / sureste afuera del Loop, entre US 59 y US 87.
- 3: South outside the Loop, between US 87 and the river / sur afuera del Loop, entre US 87 y el río.
- 4: Southwest outside the loop, between the river and US 59 / sudoeste afuera del Loop, entre el río y US 59.
- 5: Northwest outside the Loop, between US 59 and US 77 / noroeste afuera del Loop, entre US 59 y US 77.
- 6: North inside the Loop, between the river and US 59 / norte dentro del Loop, entre el río y US 59.
- 7: South inside the Loop, between US 59 and the river / sur dentro del Loop, entre US 59 y el río.
- 8: West inside the Loop, west of the river / occidente dentro del Loop, al oeste del río

Results

- Total of 452 responses
 - Local events – 30%
 - Online – 49%
 - On-Board transit – 13%
- Survey responses used in setting criteria and weights used in the MTP’s project evaluation

	General Survey		Transit Survey		Stakeholder Survey	
	Responses	Percent	Responses	Percent	Responses	Percent
Local Events	116	36.9%	19	15.0%	N/A	N/A
Public Hearing	-	0.0%	-	0.0%	N/A	N/A
Online	161	51.3%	48	37.8%	11	100.0%
Personal Distribution	29	9.2%	N/A	N/A	N/A	N/A
On-Board Transit	1	0.3%	59	46.5%	N/A	N/A
Mail	7	2.2%	1	0.8%	-	0.0%
Total	314		127		11	

Percent of Survey Responses and Total Population by Sector



Past Participation vs. Voice of Victoria

Outreach	instead of	Public Meetings
Robust	instead of	Minimum Requirements
Hundreds	instead of	Dozens
Continuous	instead of	2 or 3 events
MPO Staff	instead of	Consultant

Staff Time

- Two full-time employees implemented public participation process
- Prior to start of process
 - Developing surveys
 - Facebook page
 - MPO webpage
 - Contacting local organizations
 - Preparing needed materials for events

Staff Time

- During the process
 - Adapted number of events relative to available staff time and day-to-day business
 - Averaged 1-2 events a week
 - More events required early in process to establish a foundation
- Future processes
 - Name recognition
 - Contacts for local events
 - Facebook page

Moving Forward

- Provides template for future participation efforts
 - Voice of Victoria recognition
 - Facebook page with 396 likes
 - 150 participates offered contact information
- Future uses
 - MPO
 - City of Victoria
 - Victoria Regional Airport
 - Victoria Transit

Contact Information

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Victoria MPO

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