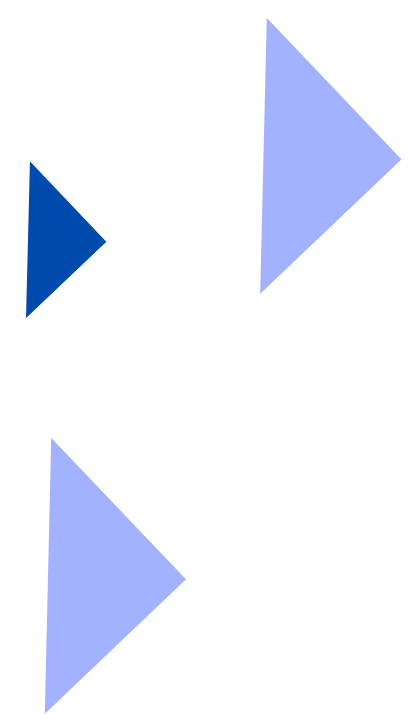


# Public Participation Plan Measures of Effectiveness Report

July 2020 - June 2021



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## Mission and Vision



Public participation is a vital part of the overall transportation planning process. The information and perspectives gathered through public participation provides transportation planners and decision-makers with clear direction and leads to a more meaningful and comprehensive transportation planning process.

## Tracking Public Participation

Public participation is an ongoing activity. The SCTPO has a variety of strategies and tools for communicating and engaging the public, and is continually working to improve its outreach efforts to ensure inclusivity of all citizens – including underserved populations.

The traditional trackable public participation methods used to interact with stakeholders and community members include:






- Public face-to-face or virtual meetings
- Public workshops/open houses
- Public events/presentations
- Title VI/Nondiscrimination Complaint Resolutions

The SCTPO continually looks for ways to engage citizens and present informational programs to increase community awareness. The SCTPO uses various digital tools to help streamline its engagement and outreach efforts to reach key audiences, such as:

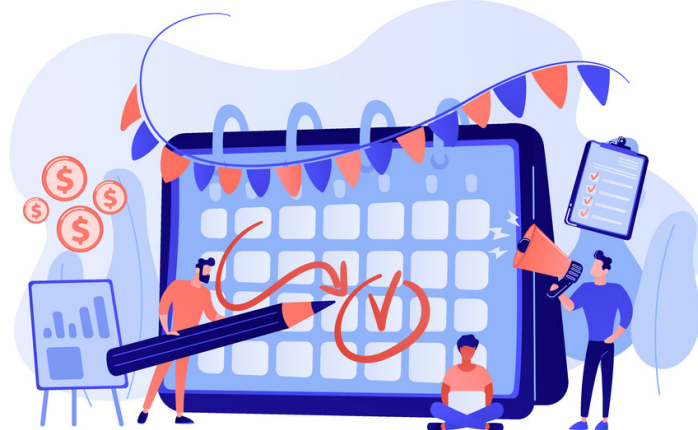
- Surveys/questionnaires
- SCTPO Electronic Newsletters
- SCTPO Email Marketing Campaigns
- SCTPO Website
- Social Media Channels

## Traditional Public Participation Methods Goals Summary

Public participation is an ongoing activity. The SCTPO has a variety of strategies and tools for communicating and engaging the public and is continually working to improve its outreach efforts to ensure inclusivity of all citizens – including underserved populations. Below are the traditional methods used to interact with stakeholders and the community, our target goals for each method, and the actual result of our efforts.

Public Participation Method	Target Goal*	2018-19	2019-20	2020-21
 Face-to-Face/Virtual Meetings	20	20	18	25
 Project Workshops/Open House/Webinars	10	10	8	13
 Project Workshops/Open House/Webinars Cumulative Attendance	100	363	190	512
 SCTPO Public Events/Presentations	15	15	24	23
 Title VI/ Nondiscrimination Complaint Resolutions	0	0	0	0

\*Our goal target numbers are simply a general target. Actual numbers for each category may fluctuate depending on the year due to the cycle of projects/plans, unforeseen circumstances, or states of emergency.



## Public Participation Tools

To engage citizens and seek public input, the SCTPO uses digital tools to reach key audiences and stakeholders. Each tool has a predetermined Measure of Effectiveness (MOE) that is tied to performance analysis. On an annual basis, SCTPO staff reviews the MOEs of these tools to refine outreach methods.

### SCTPO Website

The SCTPO website ([www.sctpo.com](http://www.sctpo.com)) provides current information about the SCTPO activities, projects, meetings, and contacts. Updated regularly, the website makes information available quickly and conveniently. It also serves as an avenue for regular input for submitting comments and views, particularly on draft documents and studies.

- **MOE: # of Website Sessions**

**Website Sessions** - a session is a group of user interactions with a website that take place within a given time frame. For example, a single session can contain multiple page views and engagements.



### SCTPO Electronic Newsletters

The SCTPO electronic newsletter (En Route News) is used to announce public meetings, share event photos, highlight the availability of materials and documents for public review, and showcase other outreach information.

It also informs the public of the status of current and planned transportation projects and promotes SCTPO planning studies and other transportation publications. The SCTPO newsletter has over 3,500 subscribers including local officials, businesses, civic organizations, and citizens.

- **MOE: # of Newsletters**



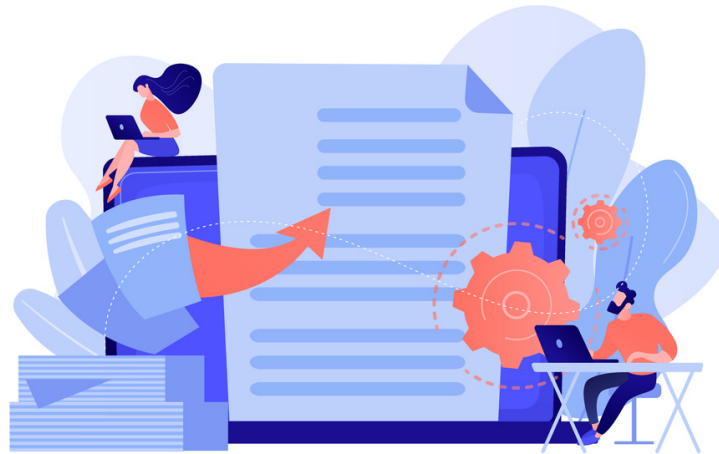
## Public Participation Tools

### Email Campaigns

The SCTPO utilizes Constant Contact as a primary means of communicating news and updates to vested stakeholders and citizens. Constant Contact is a content management and email marketing tool that is used to send targeted messages to key audiences via email.

The Constant Contact platform enables the SCTPO to reach desired audiences via newsletters, press releases, emails, polls, surveys, and event promotions. Every time a campaign is sent, Constant Contact auto-generates an engagement report that details reporting metrics such as the number of opens and clicks. These metrics help the organization measure the effectiveness of each email campaign.

- **MOE: # of Email Campaigns**
- **MOE: Open Rate** - the percentage of recipients who opened the email compared to how many contacts were sent the email.
- **MOE: Click to Open Rate** - the percentage of clicks an email receives based on the number of contacts who opened the email.



# Public Participation Tools

## Social Media

Social media is a vital part of public involvement. The SCTPO uses its social media channels to announce meetings/workshops, provide information on projects, and post-draft documents, and engage its audience in transportation safety education. The SCTPO's social media channels are designed to reach new individuals and audiences in a targeted, strategic manner.

Below is a list of definitions related to each social media channel's **MOE**.



**Facebook Reach:** The number of unique people who have seen any content associated with your page.



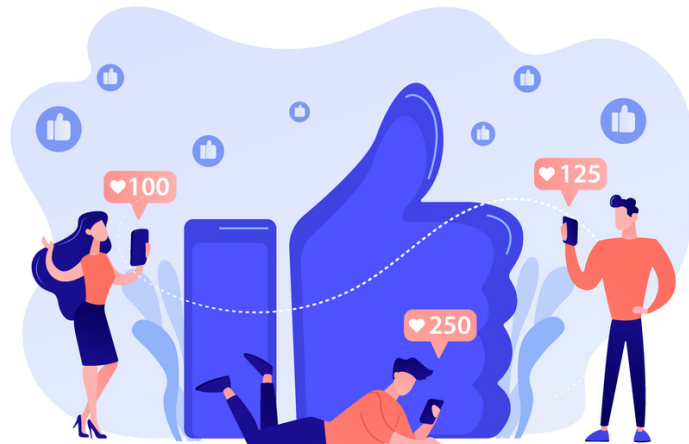
**Twitter Impression:** The number of times users saw the tweet on Twitter.



**YouTube View:** YouTube counts a view after a user has watched a video for "around" 30 seconds.



**Nextdoor Impression:** the number of residents who viewed a post in their newsfeed, the number of opens of email notifications that are sent when a public agency posts to Nextdoor, and the number of clicks on an agency's post in the Daily Digest.



## Social Media Strategy: Paid Media vs. Organic Reach

To engage key community stakeholders during the transportation process, the SCTPO uses paid social media, such as advertising and boosting to garner more public interest and involvement.

### Organic Social Media

Utilizing social media platforms organically, consists of using free tools provided by each social network to build a social community and interact with it, sharing posts and responding to customer comments.

### Boosted Media

Boosting can be a very effective way to place messages in front of an intended audience. On Facebook specifically, small budgets can go a long way, as Facebook allows targeting by location, interests, and other specific parameters of relevance to the content creator to expand the reach of the message.










### Paid Social Media

Paid social media is used to display content (whatever the format – text, image, video, etc.) or sponsor messages to a specific social network of users based on user profile e.g. demographic. A cost is incurred depending on the type of ad planned; for example, many ads incur a cost per click. Paid campaigns help reinforce core messages that our organization shares via organic posts. Such paid campaigns may include roadway project public meetings, safety initiatives, and general public surveys.



## Measures of Effectiveness

The measures of effectiveness analyzes and quantifies the tools the SCTPO uses to inform and involve the public in transportation planning, with the purpose of maximizing participation and engagement.

Digital Tool & MOE	Target Goal*	2018-19	2019-20	2020-21
 SCTPO Website: # of Website Sessions	20,000	32,706	32,237	38,427
 Electronic Newsletter: # of Newsletters	12	17	11	11
 Email Campaigns: # of Email Campaigns	30	48	47	39
 Email Campaigns: Open Rate	25%	36%	33%	26%
 Email Campaigns: Click Rate	10%	12%	11%	10%
 Facebook Reach	200,000	796,579	738,580	209,620
 Twitter Impressions	100,000	227,931	266,110	270,800
 YouTube Views	2,000	5,841	2,459	2,957
 Nextdoor Impressions	75,000	161,521	82,835	80,803

\*Our goal target numbers are simply a general target. Actual numbers for each category may fluctuate depending on the year due to the cycle of projects/plans, unforeseen circumstances, or states of emergency.



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## Engaging Underserved Populations

The SCTPO strives to ensure that underserved and underrepresented communities are involved in the transportation planning public involvement process. The SCTPO considers the needs and views of these populations as it develops its plans, programs, and projects.

In order to provide equitable public participation, appropriate messages and delivery techniques are developed for project specific studies and plans with vital stakeholders, as needed, to ensure meaningful communication and dialog is established for all projects and plans.

During the beginning phase of SCTPO planning studies, a demographic profile is pulled for areas surrounding a corridor study so that the strategies and tools chosen will best meet the needs of the community being affected by any changes recommended. In general, tailored efforts may include reaching out to the following entities with shareable links or physical materials:

- Brevard County Housing and Human Services
- Brevard Public Schools
- Brevard County Libraries
- Churches and Religious Organizations
- Local Government and Civic Leaders
- Nonprofit Organizations
- Senior Centers and Assisted Living Communities
- Social Service agencies, Groups and Organizations
- Transportation Carriers
- Transportation Disadvantaged Local Coordinating Board
- Transit Riders



Incorporating these strategies can expand the sharing of information and ideas, the level of input received, and the identification of issues; develop community relationships; and establish credibility and trust.

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## Title VI/Nondiscrimination Policy

The Space Coast Transportation Planning Organization (SCTPO) complies with various nondiscrimination laws and regulations, including Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act (ADA). Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.

Persons wishing to express their concerns relative to SCTPO compliance with Title VI may do so by contacting:

Abby Hemenway  
Public Involvement Officer/Title VI Coordinator  
2725 Judge Fran Jamieson Way  
Building B, Room 105  
Melbourne, FL 32940  
Phone: 321-690-6890  
Email: [abby.hemenway@brevardfl.gov](mailto:abby.hemenway@brevardfl.gov)

