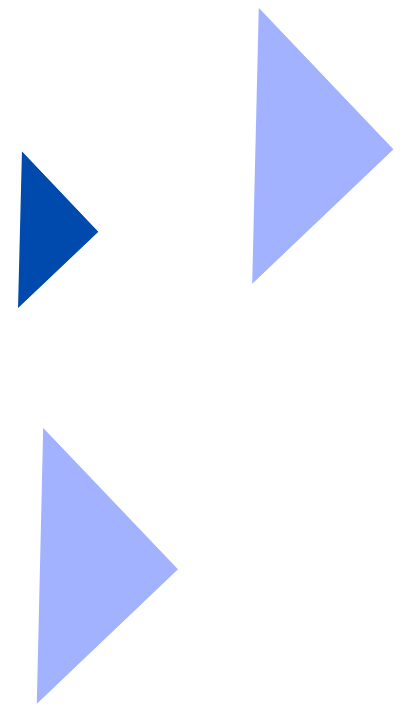# Public Participation Plan Measures of Effectiveness Report

July 2021 - June 2022

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
- SCTPO Outreach Events & Public Speaking Engagements
- 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

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
- Faith-Based Organizations
- Food Deserts
- Homeless Coalitions
- 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
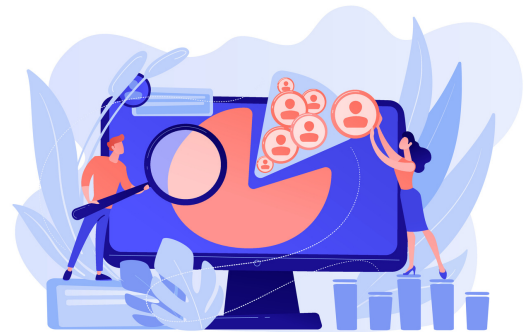
Incorporating these strategies can expand the sharing of information and ideas, the level of input received, and the identification of issues; develop community relationships; and establish credibility and trust.

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, APR
Public Information & Outreach Manager/Title VI Coordinator
2725 Judge Fran Jamieson Way
Building B, Room 105
Melbourne, FL 32940
Phone: 321-690-6890
Email: abby.hemenway@sctpo.com

Traditional Public Participation Methods Goals Summary

Public participation is an on-going 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*	2019-20	2020-21	2021-22
Face-to-Face/Virtual Meetings	20	18	25	25
Project Workshops/Open House/Webinars	10	8	13	10
Project Workshops/Open House/Webinars Cumulative Attendance	100	190	512	318
SCTPO Outreach Events & Public Speaking Engagements	15	24	23	27
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.
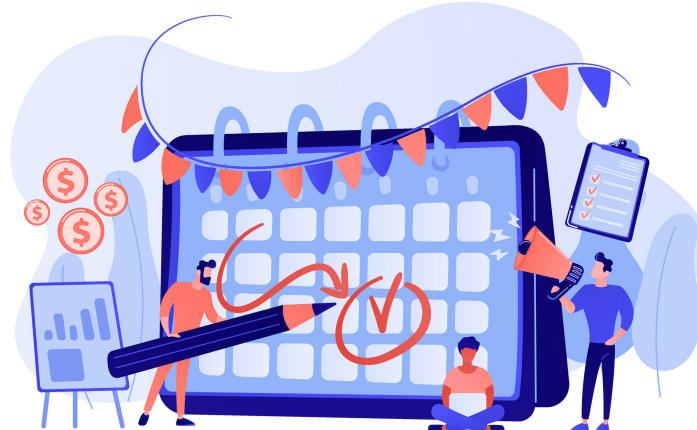
Public Participation Tools

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 a performance metric. On an annual basis, SCTPO staff reviews the MOEs of these tools to refine outreach methods.

SCTPO Website

Recently redesigned, our award-winning SCTPO website (www.sctpo.com) provides current information about SCTPO programs, projects, plans, and a calendar of events. 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's monthly electronic newsletter, **En Route News**, is used to highlight current, local transportation topics, modal partner updates, and it also informs the public of the status of current and planned transportation projects and promotes SCTPO planning studies and other transportation core work products.

NEW

Developed in March 2022, the monthly **Get Involved Gazette** newsletter effectively engages citizens in the transportation planning process. This publication features upcoming public meeting information, outreach volunteer opportunities, shareable trending social media campaigns, and showcases our outreach calendar at a glance. Both newsletters have 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.
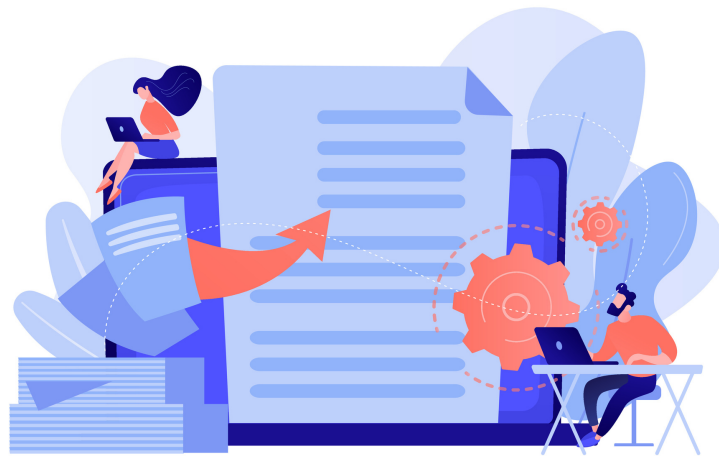
Public Participation Tools

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, 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.

NEW

LinkedIn Engagement Rate (Est. December 2021): is the sum of likes, comments, and shares received for the posts published, divided by the number of followers the page has all multiplied by 100.

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*	2019-20	2020-21	2021-22
SCTPO Website: # of Website Sessions	20,000	32,237	38,427	23,499
Electronic Newsletter: # of Newsletters	12	11	11	15
Email Campaigns: # of Email Campaigns	30	47	39	44
Email Campaigns: Open Rate	25%	33%	26%	30%
Email Campaigns: Click to Open Rate	10%	11%	10%	7%
Facebook Reach	200,000	738,580	193,600	209,620
Twitter Impressions	100,000	266,110	270,800	188,600
YouTube Views	2,000	2,459	2,957	32,728
Nextdoor Impressions	75,000	82,835	80,803	113,688
LinkedIn Engagement Rate	45	n/a	n/a	64.1

*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.