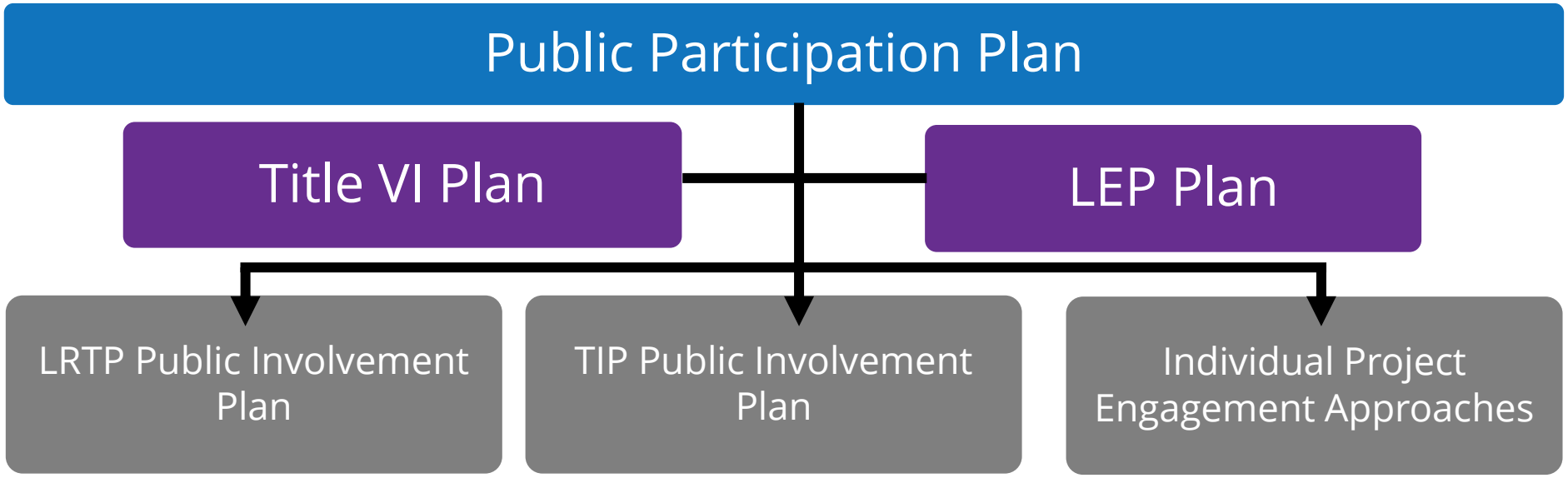


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Public Engagement

November 4, 2026

PPACG's Public Engagement Guidance



- The public participation plan is an overarching document for activities undertaken by the MPO.
- The Title VI Plan and Limited English Proficiency (LEP) Plan are companion plans to the PPP.
- Individual projects has public involvement plans or other approaches that are specifically identified to support that project/process.

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Public Engagement Improvements 2020-2025

Digital Tools

- Website redesign improved accessibility, navigation, and multilingual access
- LRTP and other surveys generate more quality interaction than social media posts and in-person events
- Traffic safety campaigns generated impressions and clicks across Google, YouTube, Facebook, and Instagram

Website translation for Spanish, German, and Korean

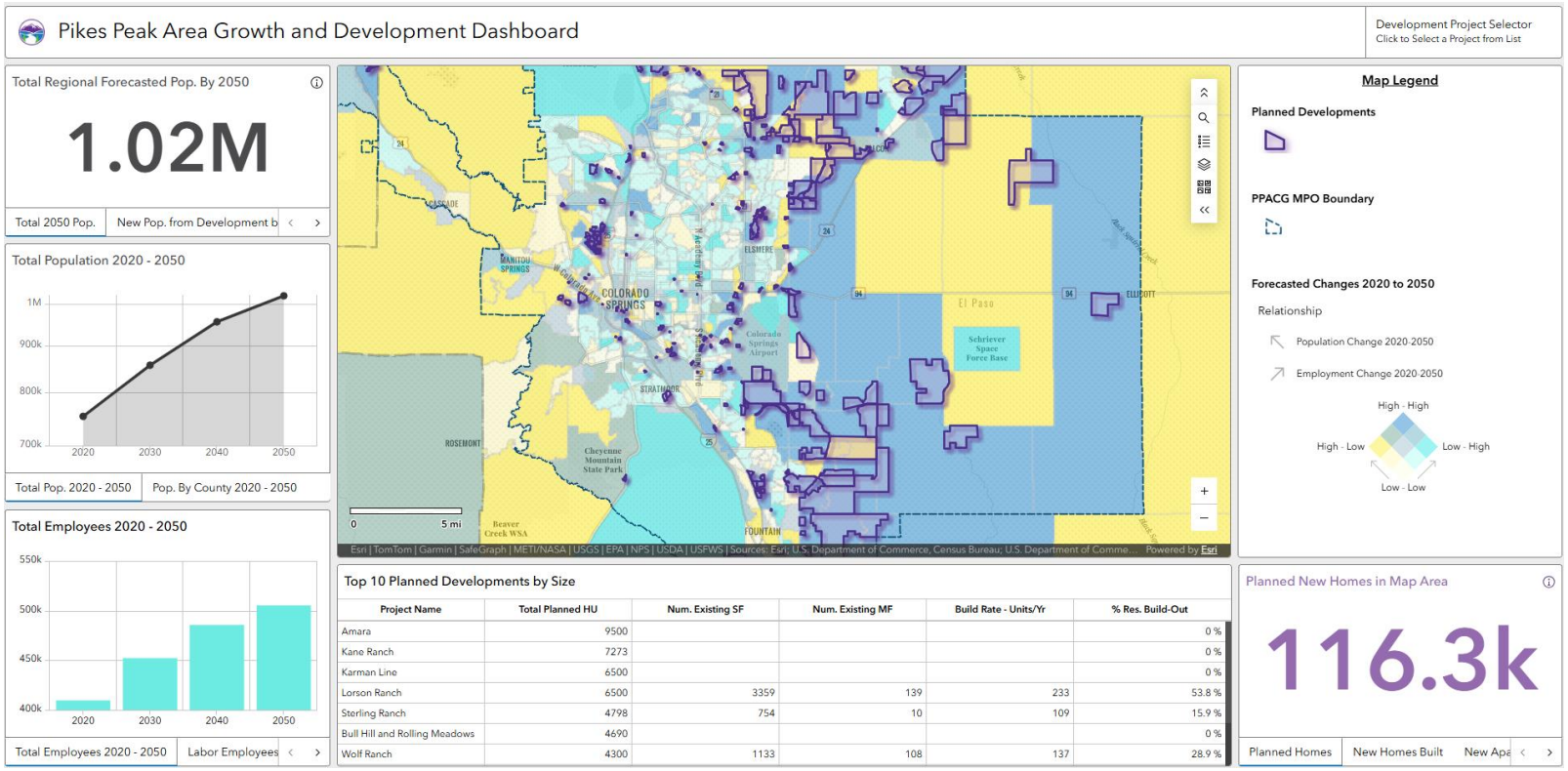


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Public Engagement Improvements 2020-2025

Digital Tools

- Interactive maps and dashboards provide information for the public
  - Transportation planning process story map
  - Interactive map of transportation projects (LRTP, TIP, PPRTA)
  - Traffic crashes dashboard
  - Growth and development dashboard
  - Historical growth and transportation story map



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Public Engagement Improvements 2020-2025

Committees and Stakeholders

- Leveraging our Community Advisory Committee to share our plans and comment opportunities
- Established a new Regional Transportation Plan Advisory Committee for the LRTP
- Holding open houses in a variety of locations provides better opportunities for a larger population



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Challenges for Generating Meaningful Participation

Planning Fatigue

- Overlapping processes with jurisdictions, the state, and others creates conflicts and disinterest among the public and stakeholders.

Growing a Wider Reach

- Some communities or groups of people are more difficult to get involved.

- Coordinate Processes
- Leverage Committees
- Go Where People Are
- Gain Trust
- Don't Rely on Digital

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Challenges for Generating Meaningful Participation

Lack of Understanding

- The public doesn't know how transportation projects are developed and implemented or what PPACG's role is in the region.

Complex Subject Matter

- Technical plans and data can be difficult for the public to understand.

Share Comments

Connect Tools

Fact Sheets

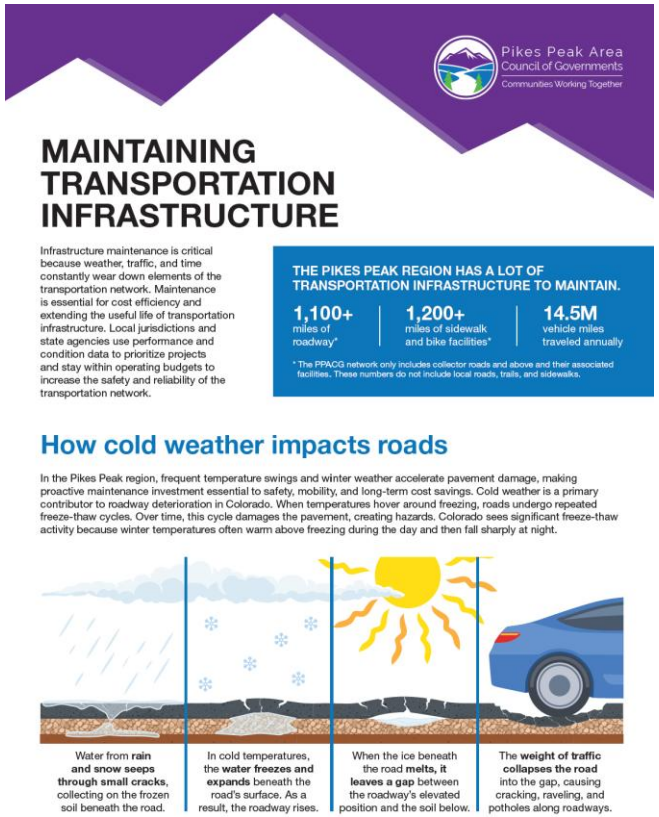
Plain Language

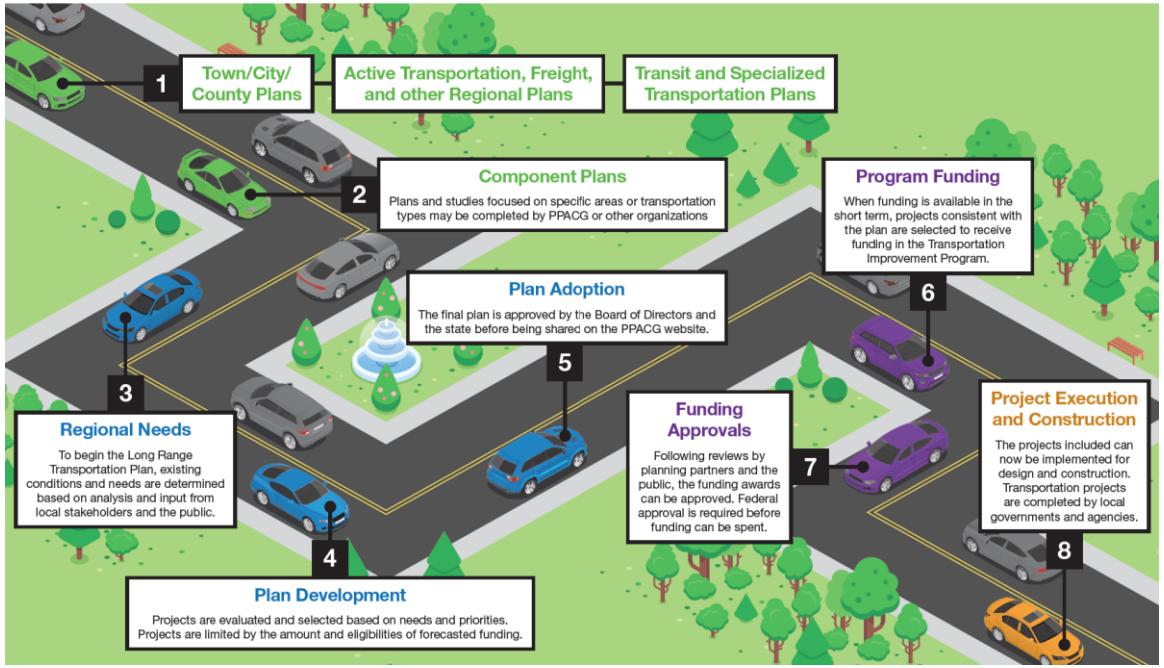
LRTP Kickoff Open House

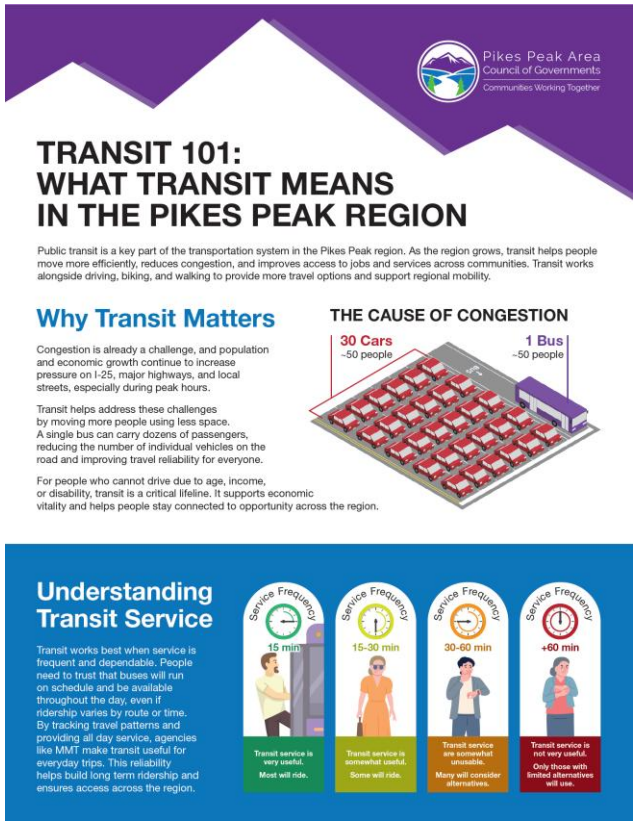
Simple Graphics

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Education to Increase Engagement







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Questions, Discussion, and Contacts

- LRTP and PPP lead
  - Danelle Miller, associate transportation director, dmiller@ppacg.org
- Title VI lead
  - Lisa Gagnon, transit planner, lgagnon@ppacg.org
- Website and accessibility lead
  - Jared Verner, communications and policy manager, jverner@ppacg.org

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