

Public Participation Plan (PPP) Update and Public Engagement Services Plan of Action Fall 2019

for



prepared by



August 5, 2019

OVERVIEW

The Santa Fe Metropolitan Planning Organization's contract with Public Information Associates began in July 2019. On August 1, MPO officials met with the consultant team to develop a Plan of Action.

The scope of work includes two primary components: Updating the Public Participation Plan and providing public involvement and outreach services to assist in the development of an update to the Master Transportation Plan. MTP services are being developed by a separate consultant team, Felsburg, Holt & Ullevig, for which PIA will work cooperatively to provide public engagement services.

The following deliverables (metrics) will be provided between Aug. 1 and Dec. 15. A Gantt Chart outlining the deliverable dates and deadlines is included in this document. This project includes 19 steps.

DELIVERABLES/METRICS

1. Project Kick-Off - Outlining of Deliverables and Metrics (Complete)
2. Communication w/ MTP Consultants - Participation in MTP kickoff meeting with ongoing communications identified in the kickoff, scheduled for Aug. 8.
3. Outreach Approach Written Plan - The completion of this document. (Complete)
4. Outreach Approach Plan Approval - Vetting of this document.
5. Independent Consultant Research for PPP - Ongoing research to identify key areas within Santa Fe County in which engagement is essential.
6. MPO to Optimize Website for Social Media Engagement, Setup & Optimize Social Media Channels
7. Identification of at Least 35 Organizations to Exchange Information & Post Online/Cross Promotion, including Social Media
8. Up to 5 Conference Calls with Identified Influencers - Influencers may include, but are not limited to, restaurant and tourism associations and community groups.
9. Up to 3 Stakeholder Meetings with Identified Influencer Groups - These groups will be determined during the research phase.

10. Create 2 e-Fliers (English & Spanish), distribute to Influencers, Create Social Media Content to Promote Workshop & Survey. Format e-fliers into posters for Santa Fe Trails buses and other appropriate locations.
11. One Public Workshop - This workshop is for the MTP.
12. Complete Development of 2 Surveys (English & Spanish) - These surveys will be conducted via mixed methodology (online surveys, hard copies, phone and in-person) will not only support the MTP but also will collect valuable communications data.
13. MPO Survey Approval
14. Launch & Complete Survey - The survey will be launched for a period of no less than 30 days and no more than 45. Efforts will be taken to ensure a minimum of 500 responses total, including approximately 96 responses from each of the four City Districts and inclusion of the five County Districts within the MPO area, with emphasis on Districts 4 and 5.
15. Develop/Submit Workshop Summary
16. Develop No More than 5/No less than 2 Maps Presenting Public Outreach Demographics - This will include a demographic makeup of the MPO area to include cross sections of city and county districts, zip codes and associated demographics.
17. Develop/Submit Updated Public Participation Plan - This will include any federal and/or state required updates, as well as new information to better assist the MPO in outreach implementation.
18. MPO Plan Review & Edits
19. Submit Final PPP to MPO

