



2019

PUBLIC ENGAGEMENT ANNUAL REPORT

PUBLIC ENGAGEMENT PLAN

The DRCOG Board of Directors adopted a new public engagement plan, *People-centered planning, projects and services*, on May 15. The plan was the culmination of nearly two years of effort to update the previous public involvement plan which had focused only on transportation planning. The new plan demonstrates DRCOG's meaningful commitment to public engagement throughout all of its work functions and standardizes the process for successful engagement.

A public hearing on the draft plan took place on March 20. Notice of the public hearing was given in *The Denver Post* on Jan. 17 and posted on the DRCOG website to allow for more than 45 days of public comment. The public was invited to submit comments through the DRCOG website, by email or by mail. Social media posts with graphics were used to promote the public comment period on Instagram, Twitter and Facebook.



DRCOG engagement staff gave informational presentations to the Transportation Advisory Committee, Regional Transportation Committee and the Board of Directors during the public comment period. A toolkit of social media posts, email copy and the plan draft were sent to Board members to share with their networks. The Federal Highway Administration also received a copy of the draft and provided feedback.

In total, DRCOG received one comment via the web, one comment at the public hearing and several comments from the Federal Highway Administration that were addressed in the final document.

AREA PLAN ON AGING

A public hearing was held at the March 15 Advisory Committee on Aging meeting. Notice of the public hearing was posted 15 days prior to the hearing in *The Denver Post*, on the DRCOG website and advertised through social media posts on LinkedIn, Facebook and Twitter. Public comments on the draft plan were welcomed through the website, by email and by mail. No written comments were received and one person attended the hearing to testify.

AMENDMENTS TO METRO VISION PLAN, METRO VISION REGIONAL TRANSPORTATION PLAN AND ASSOCIATED AIR QUALITY CONFORMITY DOCUMENTS

A public hearing was held at the April 17 Board of Directors meeting on proposed amendments and updates to the Metro Vision plan, the Metro Vision Regional Transportation Plan and associated air quality conformity documents. The hearing was noticed in the *The Denver Post* and posted on the DRCOG website 30 days before the hearing to allow for public comment on the proposed changes.

An eblast was sent to about 1,000 recipients when the 30-day comment period opened; approximately one-third of recipients opened the email and about a dozen people clicked on the available documents. Postcards were sent to several hundred recipients to notify them of the upcoming public hearing and opportunity to comment through the website, or by email or mail. No follow-up eblast reminding recipients of the upcoming hearing was sent.

Social media posts with visual content promoted the public comment period on Facebook and Twitter, but received minimal interaction. A press release was sent out two weeks prior to the hearing. No comments were received and no one attended the public hearing to testify.



Public engagement specialist Lisa Houde invites feedback on the Transportation Improvement Program at Civic Center Park during Bike to Work Day.

2020-2023 TRANSPORTATION IMPROVEMENT PROGRAM

The 2020-2023 Transportation Improvement Program was adopted by the Board of Directors on Aug. 21, following a public hearing held on July 17. The hearing was preceded by a 30-day public comment period, with public notice posted in the *The Denver Post* and on the DRCOG website. The public was invited to submit comments through the website, by email or by mail.

For the first time, DRCOG developed a map commenting application using ArcGIS Online that allowed the public to see the locations of proposed projects and leave comments directly on the map. DRCOG received 102 comments on 75 projects through the map.

DRCOG solicited additional feedback in person at DRCOG's booth at Civic Center Park on Bike to Work Day. Several people submitted comments regarding individual projects on the interactive map and about 30 people talked with DRCOG staff to learn more about the TIP program and projects.

Engagement staff sent an eblast to about 1,000 recipients announcing the 30-day comment period, with an open rate of just over one-third. The eblast led nearly 50 people to view the TIP document and about a dozen to the comment map. DRCOG sent a reminder eblast to the original recipients the day before the hearing.

Several social media posts were used to promote the public comment period and the interactive map on Instagram, Twitter and Facebook. Considering that only about a dozen people found the map through the eblast, DRCOG staff assumes that more of the map traffic was driven by these social media posts. The posts with photos of the booth at Bike to Work Day received the most interaction.

In all, 107 comments were received on the 2020-2023 TIP, including the map comments, web and email comments, and two attendees who testified at the public hearing. Each comment was addressed prior to adoption of the final document in the [Summary of Written and Oral Testimony Received](#) comment matrix.

Attendees play the transportation funding game at the Colorado Classic Open Streets event.



2050 METRO VISION REGIONAL TRANSPORTATION PLAN

The process of updating the Metro Vision Regional Transportation Plan began in earnest in 2019. DRCOG staff developed a public engagement strategy in early summer for the two-year project that divides the project into four phases of engagement. The first phase focused on visioning and education and was completed between June and December.

During the summer, DRCOG used in-person pop-up outreach events to raise awareness of the plan and learn about people's priorities for transportation. DRCOG staff from various divisions staffed booths at these events:

- » *Colorado Black Arts Festival, Denver – July 13*
- » *Gilpin County Fair, Black Hawk – July 14*
- » *Westminster Latino Festival, Westminster – July 20*
- » *Boulder County Fair, Longmont – Aug. 9*
- » *Aurora Global Fest, Aurora – Aug. 17*
- » *Colorado Classic Open Streets, Denver – Aug. 25*

DRCOG offered a game for attendees to play while at the booth. Five buckets on the table represented various options for transportation funding: 1) maintenance 2) safety 3) new roads/lanes 4) transit and 5) bike lanes/sidewalks. Participants were given five coins to distribute among the buckets according to their priorities. In total, staff spoke to more than 500 people at these events and about 470 people participated in the game. Additional information about the plan, a coloring station for kids and giveaway plants were also provided at the booths. DRCOG shared booth space with the Colorado Department of Transportation at a few of the events. Several photos from these events were posted on DRCOG's social media pages and received a few interactions.

To supplement in-person outreach, DRCOG staff developed an online survey to learn more about the region's residents' visions and priorities for regional transportation in 2050. While the survey was available at event booths during the summer and a few responses were

The transportation game was also played many times in Spanish at the Westminster Latino Festival.



Children attending the Aurora Global Fest color transportation-themed coloring sheets available at the DRCOG booth.





The Metro Vision Regional Transportation Plan Civic Advisory Group weighs transportation priorities for 2050.

received there, DRCOG staff began heavily promoting the survey via other means in September. Promotion began with an eblast sent to more than 2,700 people announcing the availability of the survey on Sept. 4. Several social media posts also helped to promote the survey. Almost 600 people responded to the survey before it closed on Oct. 6. A more detailed analysis of survey results and the demographics of respondents is in the [*Metro Vision Regional Transportation Plan Phase One Public Engagement Results*](#) document.

DRCOG staff sought stakeholder feedback through the previously described public survey and at events. DRCOG had a booth at CDOT's Transportation Summit where staff invited the transportation professionals and summit attendees to play the bucket and coin game. In addition, DRCOG staff has presented numerous times at the county subregional forums to update stakeholders on the plan as work progresses. Informational presentations have also been made to CDOT Region 4 and the North Area Transportation Alliance board in recent months.

DRCOG staff convened two advisory groups to provide guidance throughout the plan's development. Due to limited input on the online survey from people younger than 18, staff wanted to focus on hearing from youth during plan development, so the public engagement specialist assembled a new Youth Advisory Panel. Recruitment for the panel involved outreach to the 18 local youth boards and commissions in DRCOG's member governments and working with their staff liaisons to secure representatives from each commission. Staff anticipates having five

meetings of the Youth Advisory Panel throughout the remainder of the plan process. During the first meeting on Nov. 13, about 20 teenagers from nine commissions attended, with several more attending via webinar. Participants were introduced to the plan, and participated in a survey and a priority-setting exercise.

DRCOG has also formed a Civic Advisory Group that is intended to represent the diversity of communities and experiences in the Denver region. DRCOG staff hopes that the group will provide perspectives from people who have not been typically involved in the transportation planning process. DRCOG employees reached out to about 50 organizations and individuals in the Denver region to recruit members for the group. The group consists of 27 committed members, many of whom attended the first meeting on Dec. 10. It will meet every other month to provide similar types of input to the Youth Advisory Panel. These advisory groups were formed to facilitate engagement early in the process and throughout its development.

DRCOG's Communications and Marketing staff also developed [a short informational video](#) to introduce the 2050 MVRTP. The video will be used to promote involvement in the planning process and explain the scope and importance of the plan.

The next phase of engagement in 2020 will focus on scenario options and investment priorities, followed by plan development. The plan is scheduled for adoption in early 2021.



Stakeholders identify freight issues and priorities during a forum.

REGIONAL MULTIMODAL FREIGHT PLAN

DRCOG began updating the freight element of the regional transportation plan in 2019. In May, DRCOG staff held two stakeholder forums to obtain input and direction on areas of focus early in the planning process. Forum attendees included staff from: the City and County of Denver; Adams, Arapahoe and Jefferson counties; cities of Aurora, Commerce City and Louisville; Denver International Airport; Colorado Motor Carriers Association; and BNSF Railway Company.

For wider public input, DRCOG conducted an online survey for two weeks in July and August. The survey was promoted through an eblast to more than 600 recipients and social media posts on Facebook and Twitter. An interactive map was developed to collect location-specific comments related to connectivity, safety, traffic, and other issues. 105 people took the online survey and 31 comments were posted on the interactive map. This input supplemented the stakeholder feedback received during the forums.

The plan included the formation of an advisory committee, with members from more than a dozen organizations in the private and public sectors. The committee met five times and provided feedback throughout the various phases of the plan process.

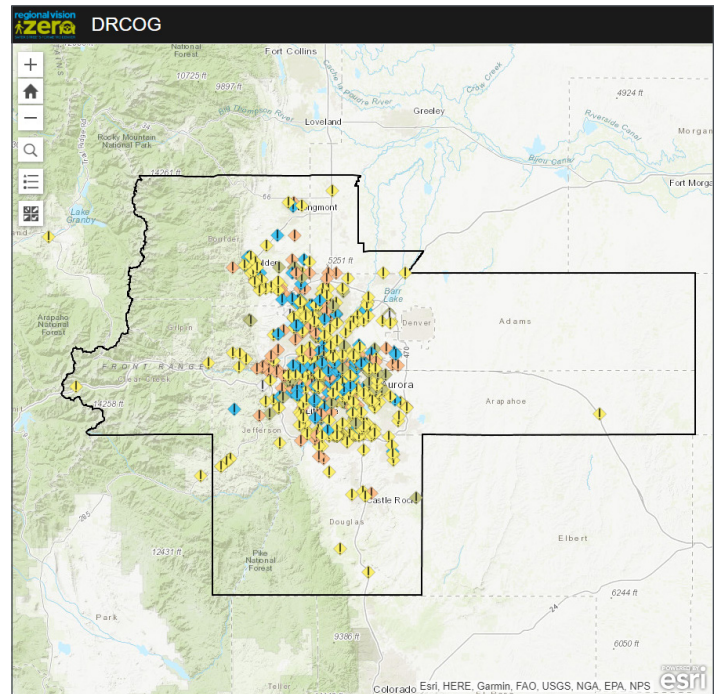
The plan is anticipated to be adopted in early 2020 and will be open for public comment prior to adoption.

REGIONAL VISION ZERO

DRCOG staff initiated its Regional Vision Zero action plan process in 2019. DRCOG developed an online survey with a consultant to solicit input from the public to identify primary traffic safety concerns in the region. The survey was open from Aug. 13 to Oct. 31. The survey was promoted through an eblast sent to over 2,000 recipients. The survey was DRCOG's first time using paid social media advertising to promote a survey. Engagement staff found the advertising to be successful compared to other methods used to promote surveys in the past, as a total of over 3,200 surveys were completed

and over three-quarters of those respondents found the survey through the Facebook ad. On average, DRCOG's Facebook posts receive 400 impressions and 20 clicks each, compared to the paid ad that netted 475,000 impressions and 5,600 clicks.

DRCOG staff created an online interactive map to accompany the survey, allowing the public to locate specific traffic safety concerns throughout the Denver metro area. Respondents could express their agreement with posted concerns through the mapping application by liking the comment. In all, over 1,000 individual locations were identified with concerns in the region, in addition to 900 “likes” of 436 of those comments.



To supplement online outreach, DRCOG staff attended the Colorado Classic Open Streets Event on Aug. 25. In addition to the MVRTP bucket game (see the “2050 Metro Vision Regional Transportation Plan” section), the DRCOG booth included an oversized map of the region and allowed attendees to identify traffic concerns with colored pins. Staff estimates they talked to more than 150 people at the event.



Attendees note their traffic safety concerns at the Colorado Classic Open Streets event.

Simultaneous to the survey and map, DRCOG released a video to raise awareness about traffic deaths, serious injuries and the plan. The video was created in-house by



Stakeholders provide input at the Jefferson County local agency meeting for Regional Vision Zero.

the Communications and Marketing division and involved interviews with residents around the region. As of January 2020, the video had more than 650 views. The video was also included in a Twitter post on DRCOG's page, receiving nearly 1,000 views so far.

The video brought media attention to DRCOG's efforts; Denver Streetsblog [published an article](#) in August that included the video and outlined the Regional Vision Zero, with a reach of 346,000 people. Also, Next with Kyle Clark on 9News [featured a segment on the plan](#) in August with a reach of nearly 1.5 million people.

In addition to general public input, staff sought feedback throughout 2019 from a myriad of stakeholders. Four local agency meetings were held in Denver, Bennett, Longmont and Jefferson County in early November to solicit input on the draft high injury network, crash profiles and countermeasures, and actionable strategies. Member government representatives from many departments such as public works, planning, and law enforcement, as well as representatives from public schools and various advocacy groups attended to provide direction for the plan.

To guide its Regional Vision Zero action plan effort, DRCOG formed a stakeholder committee. The committee consists of representatives from each county in the region, the Regional Transportation District, Colorado Department of Public Health and Environment, State Highway Patrol, WalkDenver, Mothers Against Drunk Driving, Bicycle Colorado, Federal Highway Administration and CDOT. The committee met four times in 2019.

The action plan is anticipated to be adopted in mid-2020, with Regional Vision Zero efforts continuing under plan implementation.

INTERAGENCY COORDINATION

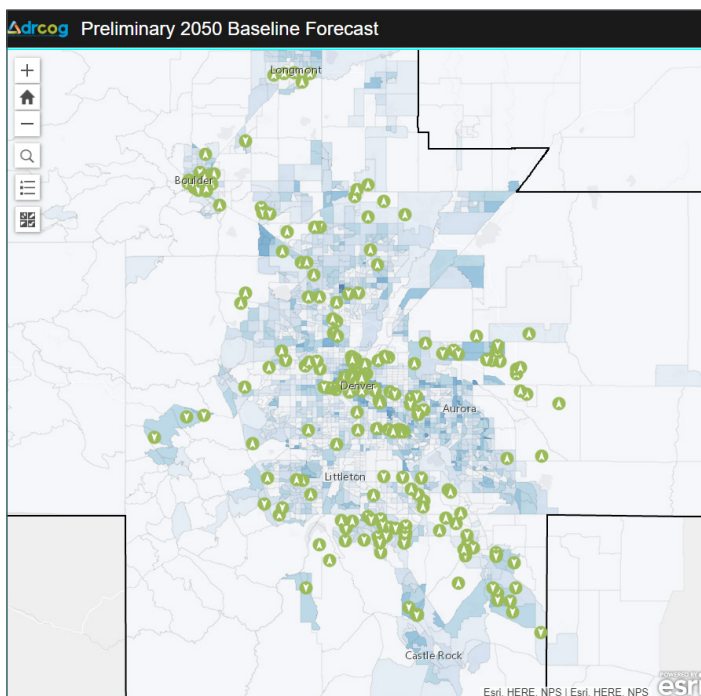
In 2019, DRCOG expanded its coordination with other agencies on several engagement efforts. As CDOT was updating its transportation plan this year, DRCOG staff worked closely with CDOT planners when organizing summer outreach events for MVRTP. CDOT and DRCOG shared booth space at the Colorado Black Arts Festival and Westminster Latino Festival. Staff also met with RTD to find opportunities to coordinate as the agency undertakes its Reimagine RTD initiative. DRCOG staff also had several meetings with City and County of Denver to identify efforts on which to collaborate as staff completes the Regional Vision Zero action plan and Denver implements its Vision Zero plan. DRCOG staff looks forward to continuing collaborative engagement efforts in 2020.



The Colorado Department of Transportation and DRCOG share a booth at the Colorado Black Arts Festival.

SMALL-AREA FORECAST

Among DRCOG's key stakeholder engagement efforts in 2019 was the first step of its new small-area forecast. DRCOG's interactive map made it easy for local planning partners to provide feedback, improving planning assumptions when forecasting job and household growth throughout the region. This initial feedback was also used to develop the baseline scenario used in the 2050 MVRTP. DRCOG staff sent out a request for stakeholder feedback through an eblast to 150 member government planners and staff and received more than 300 comments. The forecast will support scenario analysis for MVRTP. DRCOG staff will provide another opportunity for local stakeholder input in late spring 2020.



CITIZENS' ACADEMY

DRCOG held one successful Citizens' Academy session in the spring and one in the fall. Each academy had 30-40 participants from a variety of backgrounds and parts of the region. In each seven-week academy, participants learned from local experts about important regional issues like transportation, affordable housing, public health, civic engagement and demographics. Each participant worked on an individual action plan to further their involvement

in civic life after the academy. The academy is similar to a leadership training program, but focuses on the participants' engagement in their communities rather than business development. The academy continues to receive high marks from attendees and DRCOG staff is excited to continue the work in 2020.

CENSUS HARD TO COUNT GRANT

DRCOG is the recipient of a grant through the Colorado Department of Local Affairs for 2020 census outreach to the hard-to-count older adult population. Staff has begun strategizing the implementation of the grant including convening a regional workgroup and creating a communications plan. The grant work will continue through June 2020.

OTHER ENGAGEMENT WORK

In addition to these important projects, DRCOG participated in other engagement activities throughout the year. DRCOG hosted a Metro Vision Idea Exchange webinar, *Continuing, comprehensive and cooperative: Engagement strategies from the Denver region*, in late July that included speakers from Lakewood, Thornton, Boulder and DRCOG. DRCOG also hosted two public participation trainings led by the International Association for Public Participation in September and October. About 20 public engagement professionals from around the region and out-of-state attended the *Planning and techniques of public participation* trainings.

EVALUATION

One of the guiding principles detailed in DRCOG's public engagement plan is the regular review of our public engagement processes. Using the objectives and evaluation criteria from the public engagement plan, DRCOG staff have analyzed and reflected upon areas of success and improvement for DRCOG's engagement work in 2019.

Objective: Provide Meaningful Opportunities to Participate

EVALUATION CRITERIA

- » *Did you provide information to community organizations representing and invite the participation of their members?*
- » *Did you invite people to share their perspectives before each decision-making milestone?*
- » *Did you share input from people directly with decision-makers?*
- » *Did you give people opportunities to shape alternatives?*
- » *How many people accessed or downloaded project information from DRCOG's website?*
- » *How many people unsubscribed from electronic communications about the project?*
- » *How many people opted-in to your project's interest list?*
- » *From eblasts and social media, how many people clicked through to information on DRCOG's website about your project?*
- » *Compared to the number sent, how many recipients opened emails or surveys about your project?*
- » *How many replies, mentions or comments did information about the project garner on social media?*
- » *How many people attended in-person opportunities (such as public hearings or open houses) to provide their perspectives?*
- » *Did you hold in-person opportunities to participate at accessible locations? How did you define accessibility?*
- » *Did you hold in-person opportunities to participate at various times? How did you determine what those times would be?*

- » *How did you supplement in-person opportunities to participate with online opportunities to participate?*
- » *How many comments did you receive on the project?*
- » *Did the comments you receive represent a diversity of perspective?*
- » *What demographic groups did people participating and providing comment represent?*
- » *Did people indicate a willingness to provide their perspectives in the future?*
- » *How did you modify or change the project based on public input?*

REFLECTIONS AND OPPORTUNITIES FOR IMPROVEMENT

In-person participation at public hearings typically was minimal and typically included only one or two people, if any, so encouraging greater in-person participation is a significant opportunity area. DRCOG previously sent postcards for public hearings, however, staff decided to stop that tactic as most recipients were also on DRCOG's eblast lists and requests to be added to the mailing list were infrequent. Not all public hearings in 2019 were advertised through an eblast, so DRCOG staff recommends sending out an announcement and reminder of each public hearing and comment period.

Although the meeting room is accessible, public hearings are typically held at 6:30 p.m. during a Board of Directors meeting. Considering the constraints of the Board meeting timing and location, staff may need to explore creative solutions to increase in-person participation. Other strategies such as attending community events were more successful at reaching people. Staff estimate they talked to more than 500 people at the summer events. Developing a strategy to receive feedback on residents' impressions of the engagement opportunity and willingness to participate in the future would be valuable.

Click-through rates of eblasts promoting engagement opportunities were about 35% for most of DRCOG's 2019 projects. DRCOG's eblasts received about 800 clicks

each for the MVRTP and Regional Vision Zero surveys, 400 clicks on the MVRTP engagement results and about 250 clicks on the TIP public hearing announcement. Although these click-through rates exceed industry standards for eblasts from governments and nonprofits, opportunities remain to increase click-throughs by reviewing mailing lists and creating more targeted lists by adding more community organizations that work with under-represented populations. It is critical that DRCOG hear from a wide range of demographic groups that represent the diversity of the Denver region. While less than 1% of people unsubscribe from eblasts, DRCOG staff recommends continuing to create compelling content to encourage greater interest and participation.

Projects already underway early in 2019 received public input at the final stage of a project, while those begun later in the year, such as MVRTP and Regional Vision Zero, engaged the public earlier in the process. DRCOG's public engagement plan prioritizes engagement early and often, allowing the public more opportunities to shape alternatives. Beginning engagement early also allows DRCOG staff to be more responsive to public input before the product direction is finalized. MVRTP outreach was timed to coincide with the beginning of the public engagement process, which guided and informed the next steps of the plan, such as scenario planning options. Respondents to the Regional Vision Zero survey have similarly influenced the areas of focus in the plan.

DRCOG experimented with more online participation options to supplement in-person participation. Because more residents responded than during previous engagement efforts, and participants indicated that responding online was easy and comfortable, DRCOG staff consider online options to be successful methods for engagement. Interactive comment maps in particular were well-received and could be beneficial for future projects that need to obtain location-specific feedback. However, because DRCOG staff did not collect demographic information, it

is not clear how representative the group of online map commenters were. Moving forward, staff are committed to making sure that these tools are also successful in obtaining the input of underrepresented groups.

Social media was effective at promoting DRCOG's projects and creating opportunities for resident participation. Posts with visual content received significantly more interaction, especially photos from events that DRCOG staff attended. On average, DRCOG's Facebook and Twitter posts receive an average of 20 engagements while post engagement around these topics was half that, at ten. Improving post quality and increasing interactions by adding more compelling images and video is a goal for 2020. Through the plan consultant, DRCOG used paid Facebook advertising to promote the Regional Vision Zero survey. Paid Facebook advertising was successful in obtaining more survey responses than through unpaid channels and should be considered for future projects to reach a wider range of people. Staff noted that the commenting feature should not be available on paid posts as the number of comments require significant time from DRCOG staff to monitor.

All projects that received public comments incorporated a comment matrix for the Board of Directors to review prior to adoption. In future staff presentations to the Board, greater emphasis should be placed on the comments that have been received and staff responses.

Objective: Involve Under-Represented Communities

EVALUATION CRITERIA

- » *Did participation include youth, people with disabilities, people from low-income communities, people from communities of color, or people who speak languages other than English?*
- » *Did you conduct a demographic analysis of people affected by the project to identify race, language proficiency, income and other factors?*

- » *Did you facilitate translation of materials or meeting presentations into languages other than English?*
- » *Did you make project information available at community locations such as health care clinics, local markets, markets serving speakers of languages other than English, community centers and schools?*
- » *How many comments did you receive in languages other than English?*
- » *Did meeting materials include an Americans with Disabilities Act notice?*
- » *Did you receive requests for materials to be provided in alternative formats, such as Braille? If so, did you accommodate such requests?*
- » *Were opportunities for public participation held in venues that are accessible and barrier free?*

REFLECTIONS AND OPPORTUNITIES FOR IMPROVEMENT

In order to better assess gaps in reaching under-represented communities, staff recommends collecting more demographic data from those participating in DRCOG’s engagement activities. The MVRTP survey asked optional demographic questions, which revealed room for improvement in reaching a more representative diversity of perspectives. For example, the percent of respondents who indicated they were either lower income, younger than 18, Hispanic, Black, Asian or Pacific Islander did not align with the percent of those populations that live in the Denver region. The Civic Advisory Group and Youth Advisory Panel were created for MVRTP to help address disparities in engagement between groups, but staff recommends continued analysis of how to better reach people of various demographics.

DRCOG staff found that attending existing community events was successful at reaching a more diverse population than typical mailing list outreach efforts. Future efforts should prioritize attending events to raise awareness of and encourage participation in DRCOG’s work while continuing to develop relationships with underrepresented groups and community organizations.

Staff found that shorter activities at booths encouraged participation and that using a tablet to obtain survey responses was not particularly effective in person. DRCOG was able to reach more people at cultural events such as the Westminster Latino Festival, Aurora Global Fest and Colorado Black Arts Festival. County fairs were not ideal for engaging the public with DRCOG’s projects due to limited number of contacts and observed interest levels. Holding meetings in locations other than DRCOG offices should continue to be considered when possible.

Staff found it valuable to have translated materials at community events. All booth materials for MVRTP outreach were translated, which proved to be effective as they were used by many attendees. Staff had an interpreter at the Westminster Latino Festival, which allowed for longer conversations with attendees, but still found it useful to have translated materials to engage Spanish speakers at other events.

DRCOG received only three responses to the online MVRTP survey in Spanish, but nearly 200 responses to the Spanish-language Regional Vision Zero survey. The MVRTP survey was promoted only through general social media posts and eblasts to existing mailing lists, while the Regional Vision Zero survey was promoted through paid Facebook advertising. The paid advertising was able to reach more Spanish speakers than existing mailing lists. As a result, staff recommends developing relationships with people who speak languages other than English in part by using paid social media advertising.

No requests for materials to be provided in alternative formats were received. Meeting locations and times are generally accessible. Among all engagement efforts, only Citizens’ Academy was promoted through flyers at community locations. An opportunity for improvement would be to promote all project engagement opportunities at locations such as libraries and community centers.

Objective: Communicate Complete, Accurate Understandable and Timely Information

EVALUATION CRITERIA

- » *Did federal regulations guide public engagement? How did you comply with all federal regulations?*
- » *Before distributing to people, did you test information, materials or surveys for clarity among people not involved in the project?*
- » *Did you review (or invite review of) information for accuracy?*
- » *Was any information deemed a vital document? If so, did you translate it into other languages as guided by DRCOG's Limited English Proficiency plan?*
- » *Did you make people aware of the availability of information through email, web or partner networks?*
- » *Are you clearly advertising meetings, workshops, surveys and other opportunities to participate on DRCOG's website.*
- » *Did you provide at least two weeks' notice of meetings, workshops and other opportunities to participate?*
- » *How far in advance did you provide notice?*
- » *Did you invite community organizations to share opportunities to participate with their members?*
- » *Did people indicate they believed their involvement was considered or influenced the project?*
- » *Did you email information about meetings, workshops, surveys and other opportunities to participate to relevant DRCOG lists?*
- » *Did work with Communications and Marketing to provide information and notice of opportunities to participate via social media?*
- » *What type of media coverage did the engagement process associated with your project receive?*
- » *Did you make information about pending decisions available to the public at least one week in advance of any decision-making milestones?*

REFLECTIONS AND OPPORTUNITIES FOR IMPROVEMENT

Overall, DRCOG's public engagement efforts met the evaluation criteria for 2019. Staff complied with the minimum federal requirements for public engagement with adequate public notice, public comment periods and public hearings, as noted above in the project descriptions. All public hearings were properly noticed and invitations to workshops and opportunities to participate were sent out in sufficient time. Information about pending decisions were made available to the public more than a week before decision-making milestones. DRCOG staff translated materials for MVRTP pop-up outreach and online surveys into Spanish. Staff raised awareness of DRCOG projects and opportunities for input at meetings, workshops and online through DRCOG's website, emails to partner networks and social media. Media coverage, particularly on the Regional Vision Zero project survey and video, also helped to raise awareness of DRCOG projects.

An opportunity for improvement is to better test information, materials and surveys for clarity prior to releasing them to the general public. It would also be beneficial to develop a method for surveying participants to evaluate their perceived involvement in and influence of DRCOG projects.

