PUBLIC INVOLVEMENT PLAN (PIP)

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1.0 Introduction

1.1 Overview

Public involvement and outreach is critical to the success of any planning study, and should involve the interaction of the general public as well as with other groups associated with the planning and delivery of transportation services.

The Puerto Rico Department of Transportation and Public Works (DTPW), through the Puerto Rico Highways and Transportation Authority (PRHTA), in coordination with the Metropolitan Planning Organization (MPO), is conducting the development of Long Range Transportation Plans (LRTPs) to year 2040 for each of the seven transportation planning regions. For the preparation of long range transportation plans in Puerto Rico, as discussed later in this plan, there are both specific Federal requirements for public involvement in the transportation plan development process, and general guidance developed by the MPO in its current Public Involvement Plan (PIP) for the execution of the regional planning operation, and administration of funds through Federal Transit Administration programs.

This document describes the specific Public Involvement Plan to be implemented during the development of the 2040 long range transportation plans. It is noted that this PIP for the long range transportation plans is tailored to conform the Federal requirements and complements the current guidance of the MPO’s PIP, and its specific program to be followed in implementing the public involvement methods.

The PIP is to be itself a proactive process and is to promote meaningful and ongoing participation from a broad cross-section of the public representing the diverse points of views on the issues. It is designed to reach a broad representation of the agencies, stakeholders, and citizens. This will facilitate dissemination of information and ideas in a two-way communication process, and will provide and open and ongoing channel for communication and dialogue throughout the course of the study.

It is recognized that the success of the LRTP depends upon a successful public outreach effort. As such, the MPO structure for the seven transportation planning regions is committed to conduct a public involvement program that focuses on soliciting community interaction and incorporates an evaluation of community impacts and opinions throughout the public involvement process.

The active participation of citizens and interest groups helps to characterize the vision for transportation’s role, and will help guide the long term transportation investments in each planning region of Puerto Rico, the purpose of achieving the best possible mobility connections. It is believed that the positive value of implementing a strong public involvement effort will result in public awareness of and support for the 2040 LRTP.

This plan documents the public participation process and the strategies and tools to be deployed in engaging the citizens and stakeholders. It also identifies other outreach efforts to reach the range of demographic groups, especially targeting those citizens who are not as easily reached through traditional outreach methods, and who may be more reliant on public policy regarding transportation.

All public involvement activities undertaken through this plan will be evaluated and refined on an ongoing basis through the study process, and will be fully documented as the process proceeds through completion.
1.2 Public Involvement Plan (PIP) Requirements

1.2.1 Federal Requirements

Adopted in August 2005, Section 6001 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provides guidance on both metropolitan and statewide planning processes, and specific requirements for public participation.

Per SAFETEA-LU requirements, the public participation plan “shall be developed in consultation with all interested parties and shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.” In addition, the new public participation requirements also include the following elements:

- Public meetings and workshops must be accessible.
- Generous use of visualization techniques to present plan information including maps, charts, graphs, and other methods.
- Public information must be made available in electronically accessible formats, such as the World Wide Web (internet).

All public involvement techniques anticipated under this public involvement plan are designed to comply with these regulations. There are also Federal regulations concerning environmental justice. U.S. Executive Order 12898 defines environmental justice as the fair treatment and meaningful involvement of all people – regardless of race, ethnicity, income, or education level – in transportation decision-making.

1.2.2 MPO Public Involvement Plan

MPO Transportation Planning Regions

The Puerto Rico MPO framework is organized in seven transportation planning regions in Puerto Rico which are each defined as MPO regions, according to the 2000 Census definition of urbanized areas and population distribution in the island.

There are two large population Transportation Management Areas (TMAs) – San Juan and Aguadilla – and five other smaller population transportation planning regions comprising nine other Urbanized Areas. Each urbanized area comprises several municipalities. The transportation planning regions are summarized as follows:
Task 2.1

Public Involvement Plan

- San Juan Transportation Management Area (TMA)
- Aguadilla Transportation Management Area (TMA)
- Northeast Region
  - Fajardo Urbanized Area
- North Region
  - Arecibo Urbanized Area
  - Florida-Barceloneta Urbanized Area
- Southeast Region
  - Guayama Urbanized Area
- South Region
  - Ponce Urbanized Area
  - Juana Díaz Urbanized Area
  - Yauco Urbanized Area
- Southwest Region
  - Mayaguez Urbanized Area
  - San Germán-Cabo Rojo Urbanized Area

The following map shows the location of each of the seven transportation planning regions in Puerto Rico.
MPO Organization

The MPO organization structure incorporates the three components of policy decisions, technical oversight, and public involvement into its framework of committees. It is the intention that this committee structure will be utilized and leveraged to conduct the specific public involvement program described in this document for the 2040 LRTPs, and that the MPO committee structure will also be involved in the plan development process by providing direction, oversight, and policy decision making. This aspect of project coordination is discussed in more detail in Section 3 of this document. The following chart shows the organizational structure of the Puerto Rico MPO.

Puerto Rico’s Metropolitan Planning Organization

The key elements of this structure are summarized below:

- **To assure a forum for cooperative decision-making in the planning process, the MPO has structured several committees (Policy, Technical and Citizen Participation) to ensure that transportation planning is conducted in a coordinated, comprehensive, continuous and cooperative manner. There are additional committees and groups supporting this framework.**

- **Policy Committees:** The MPO carries out its regional transportation planning responsibilities through three Policy Committees: one for the San Juan Urbanized Area (SJUA) another for the Aguadilla Urbanized Area (AUA) and one for Urbanized Areas Under 200,000 Population (UZA). Members are involved in the planning process from its inception to the final approval of the routine planning documents prepared by the MPO annually. The members of the MPO include representatives from federal, state and municipal governments involved in transportation issues as well as operators of mass transportation systems and state-level planning agencies.
- **Technical Committee (TC)** - The TC is comprised of technical representatives of MPO agencies and municipalities including public and private transportation providers. Its members are professionals in the area of transportation, transit, land use and public works.

- **Technical Group (TG)** – This is an ad hoc subcommittee of the MPO’s Technical Committee comprised of DTPW, PRHTA, municipal and other agency liaison representatives, private entities and consultants. Their primary purpose is to establish a participatory forum during development or revision of regional transportation studies and plans.

- **Public Participation Committee (PPC)** – This is an ad hoc committee of the MPO comprising representatives from state and federal agencies, local civic, professional and community groups and the general public. They are organized by the PRHTA at the regional and municipal levels to provide an early forum to the community about studies and Metropolitan and Statewide Transportation Plans under consideration or development and to receive their comments and input in the process. This is a critical mechanism for effective participation in the transportation planning process.

- **Public Involvement Committee (PIC)** - This is a PRHTA committee organized to promote and facilitate the participation of representatives of private agencies, community organizations and the general public. It also assures that the interests and social, economic and environmental concerns of the community are being considered in the planning process. Committee members consist of representatives from the DTPW’S Office of Communications, the Office of the Assistant Secretary for Planning Federal Coordination Offices and the Strategic Planning Area who coordinate public participation activities and assure that they are being carried out effectively according to the Public Involvement (PI) Plan.

- **Central Planning and Coordination Work Group (CPCWG)** - The MPO relies on the expertise of the Central Planning and Coordination Work Group comprised of technical staff from the DTPW’s Office of the Assistant Secretary for Planning (including the Federal Coordination Offices and Strategic Planning Office); and the PRHTA’s Planning Area (including the Environmental Studies Office). Its purpose is to provide technical support to the MPO’s committees and subcommittees and to prepare the planning products, including the TIP, STIP, UPWP and TPs according to directives established by the MPO. It is also one of the mechanisms used by the DTPW to carry out outreach efforts to the community.

- **Non-Metropolitan Area Representation** – Participation in the planning process is provided to representatives from non-metropolitan areas through outreach efforts and coordination activities with affected local officials with responsibility over transportation and the general public. PRHTA staff annually carries out a series of regional orientation meetings to explain the planning and project programming process, provide information about the availability of funds and the petition preparation and evaluation processes. This forum is also utilized to receive input from the community on transportation-related problems and concerns.

**MPO Public Involvement Plan Guidance**

The MPO has developed a Public Involvement Plan document which presents general guidance for the public participation and involvement process to be used by the Puerto Rico Department of Transportation and Public Works (DTPW) in coordination with the MPO, designated by the Governor in 1973, and the Puerto Rico Highway and Transportation Authority (PRHTA), for transportation planning.

This document also seeks to provide guidance to planners, project managers, consultants and MPO members on designing and implementing public involvement programs to achieve early and continuing public input and involvement so that the best possible transportation decisions are made which promote safety and enhance the quality of life of Puerto Rico’s citizens.
The MPO PIP summarizes the federal requirements for public involvement, and describes the participants in the process, including the MPO Policy Committee, and several other committees and groups, and their composition and roles. The plan then reiterates the strategies for public involvement as enumerated in SAFETEA-LU legislation, and discussed previously.

Public involvement is not limited to special events or high profile projects or just to those projects utilizing Federal funds. It is also an essential part of the planning process used by the PRHTA, as an operational arm of the MPO, in the development of its transportation program. There are numerous techniques used to disseminate information about projects, identify issues and concerns and involve the public at an early stage. These techniques are geared to the scope of work being undertaken. Typically, depending on the magnitude and type of project, public input is accomplished through some or all of the following activities:

- Educational Activities
- Early and Continued Public Participation
- Outreach Activities

The MPO PIP also discusses the approach for public involvement as part of metropolitan transportation plans, to include these elements:

- Public Participation Group (PPG) to provide input and feedback on transportation topics.
- MPO Technical Committee reviewing development of the plans
- Coordination with municipalities through mayors and their delegates. The mayors are also represented on the MPO Policy Committees.
- Three meetings are required for each metropolitan plan:
  - To describe the transportation planning process,
  - To present study findings and alternatives under consideration, and
  - Third, to present the draft plan which has incorporated prior comments and recommendations from the public and stakeholders.
- Public meetings are conducted with a comment period and a record of feedback,
- Plans are reviewed for air quality compliance and other potential environmental aspects, and
- The final plan is coordinated with the FTA and FHWA, as well as with the Puerto Rico Planning Board.

1.3 Goals and Objectives of the Public Involvement Plan

This Public Involvement Plan (PIP) for preparation of the 2040 LRTPs is designed to involve agencies and the public as participants and to enable them to provide meaningful input to the process and outcomes of the LRTP process. The plan strives to establish new forums for information exchange while also taking advantage of existing groups and organizations. Outreach efforts will educate, inform and involve the public as to the purpose and progress of the study by highlighting transportation needs and issues, technical considerations, and potential impacts. Outreach techniques are designed to encourage participation in the public process and to generate meaningful feedback. The PIP provides tools for both disseminating study-related information and gathering public input that reflects community concerns and interests.

The goals of the public involvement plan for this project are:
• **To consult with the public and stakeholders to gather their ideas for solutions to transportation needs.** This process is an opportunity for the community to voice concerns and opinions about current and future transportation policies, programs and plans across Puerto Rico.

• **To inform and involve the public throughout the process.** This plan is structured to inform, listen to, and learn from the public throughout the study process. The success of the LRTP development process relies on the input of the public, based on awareness of the issues and needs.

The objectives of the PIP include the following.

• Develop an early, proactive, and ongoing public participation process that includes the general public, stakeholders, and other governmental agencies at the commonwealth, regional and local levels.

• Build a marketing campaign to heighten the public’s awareness about transportation issues, and publicize the role of DTPW and the MPO in the development of a long range transportation plan.

• Create communications channels with the general public to encourage public participation and obtain input from those who are most reliant on the LRTP results.

The approach of this PIP to accomplishing these goals and objectives includes these components:

• Conform to Federal requirements and MPO PIP guidance for public involvement.
• Leverage existing the MPO committee structure and MPO public involvement outreach activities.
• Augment MPO PIP with additional outreach and communication strategies.
• Provide regional accessibility for engagement of the general public across the island.
• Address environmental justice aspects of public involvement.

### 1.4 Overview of the Transportation Plan Development Process

The chart below illustrates key steps in the long range transportation plan process, showing the timing of the three planned phases of public involvement meetings to coordinate the plan development process. Concurrently, there will be meetings with MPO committees periodically, leading to MPO plan approval.
The graphic below illustrates the relation between the technical analysis tasks across the top and the public participation activities which inform the technical process at three significant points.
2.0 Public Involvement Program Components

2.1 Public Involvement Plan (Task 2.1)

The prior discussion addressed an overview of the LRTP process and the plan documents to be developed, and summarized the applicable Federal requirements and MPO guidance for public involvement. The following discussion centers on the major components of this PIP as a program (complementary to the current MPO’s PIP) to conduct the process of public participation in the development of the LRTP. These components are:

- Planned PIP events and coordination activities
- PIP communications channels
- PIP materials
- Documentation of the PIP process undertaken

2.1.1 Planned Activities and Schedule

The following list summarizes the main activities and products that will be part of the PIP process for the LRTPs:

- Public Meetings/Workshops: Meetings will be conducted across the seven planning regions, with more in the larger population areas. There will be a sequence of three meeting cycles during the project, as follows:
  - First Round: To be held as the LRTP network analysis has advanced. Focus on LRTP overview, process and schedule, and transportation issues and directions.
  - Second Round: To be held once transportation network problems are identified and options are proposed. Focus on transportation options, seeking public input on ways to address needs.
  - Third Round: To be held near the end of the draft LRTP stage. Focus on transportation choices – priorities, mode preferences, and funding capacity.
- Additional Meetings/Briefings: Sessions with key officials, agency representatives, and others.
- Stakeholder Advisory Group: This group will be comprised of representatives from interest and environmental groups, businesses, civic organizations and the general public.
- Public Involvement Materials and Mechanisms
  - Fact Sheets
  - Newsletter Articles
  - Contact List
  - Press Releases
  - Media Outreach Activities
  - Project Website
  - Transportation Hotline
  - Introductory Video
  - Study Brochure

These PIP elements are described in the later sections of this document. The sequence of activities and their timing (subject to adjustment as the process continues) is provided in the table below. The following table illustrates the various events and coordination activities, and the production of various supporting information and materials.
2.1.2 Contact Lists

The LRTP team will obtain existing contact lists maintained by the Office of Communications and Press, and will complement them with contacts supplied by visitors to the project webpage, and other sources. This list will include governmental agencies, elected officials, civic and business associations, MPO representatives, non-profit and social service organizations, schools, groups representing or interacting with traditionally underserved populations, and other stakeholders involved in transportation initiatives.

This list will assist in readily contacting people with announcements of upcoming events, meeting invitations, and other important project information, and will demonstrate that the project is attempting to reach, involve, and communicate with many people impacted by the project. During the course of the project, the list will be updated with contact information provided by sign-in sheets from public information open houses, comment forms, phone calls, emails and other correspondence.

Given the scale of the project, the intent for this contact list is for electronic email communications in advance of planned workshops and meetings, and for interim announcements regarding project activities and progress.

2.2 Public Meetings (Task 2.5)

These public meetings form the core of the PIP outreach efforts, though they are complemented by many other elements. Meetings will be conducted across the seven planning regions, with more in the larger population areas.

The LRTP team will organize, publicize, facilitate, and document the three rounds of open-house style public workshops to be conducted at strategic and accessible locations throughout the study area during each round. Each meeting will be planned and executed in accordance with the DTPW and PRHTA guidelines. Meetings are proposed in an interactive format to allow citizens the opportunity to identify and discuss issues with study staff. At each meeting, a formal presentation with Q&A session will be conducted.

Then, attendees will be divided into groups to discuss a particular issue or issues related to the study. Sample topics may include: existing conditions, opportunities and constraints, mobility issues, funding issues, economic development, etc. The topics will be chosen based on the point in the study and the desired information to be obtained. Comments from each group will be recorded by a study team member on large flip charts. Participants will be asked to prioritize the importance of the collective comments using a “place the dot by your top 3-5 most important issues” type of approach. This information will be used by the study team to guide the next phase of study development. A feedback mechanism such as a comment form and/or questionnaire will also be utilized to solicit specific feedback and ideas. A court
reporter will also be available to record the comments offered by meeting participants who are unable to read or write due to educational level, age, or disability.

The first round of public information open-house workshops will provide participants the opportunity to review existing deficiencies, review the range of improvement strategies to be studied, and provide comments on the types of strategies that should be investigated.

The second round of public information will present the alternatives investigated and the evaluation results. A summary of the feedback collected during the prior rounds of public meetings will be available for review. Materials will also illustrate how public feedback was integrated into the planning process.

The final round of public information open-house workshops will present the results of the evaluation of the final scenarios. A summary of the feedback collected during the prior rounds of public meetings will be available for review. Materials will also illustrate how public feedback was integrated into the planning process.

2.3 Additional Meetings and Briefings (Task 2.6)

Under this element, the LRTP team will prepare for and attend briefings with elected officials and other representatives as needed. These contacts will be coordinated with DTPW and PRHTA staff to determine the content and design of the briefing materials and prepare the materials.

2.4 Citizens Advisory Committee and Regional Economic Development Committees (Task 2.2)

The objective of these committees is to evaluate public meetings and studies results in order to discuss and define infrastructure needs, alternatives, and strategies. These committees will represent under represent populations, technical experts from academia and professional organizations, as well as regional economic development organizations. This is in essence the Public Participation Group component which is identified in the Puerto Rico MPO Public Involvement Process document (referred as adhoc citizen committee and groups shown at page 4).

2.4.1 Membership

This group will be comprised of representatives from existing organizations and entities representing elderly, handicapped, low-income communities including non-urbanized, as well as freight, professional organizations representing engineers, planners, architectures and economist. The citizens advisory group will help with study guidance through the identification of opportunities and constraints, as well as in the identification of additional community leaders to help disseminate and gather information to reflect community concerns, needs, and desires. It is anticipated that the advisory group could include groups representing the traditionally underserved.

2.4.2 Meeting Schedule and Locations

As one large group, the citizens advisory group will meet several times during the course of the study. The meeting locations can vary throughout the study area (as practical) to provide a more convenient setting to discuss the study progress.
2.4.3 Initial Questionnaire

A questionnaire will be developed and distributed to the citizens and economic development group. The forms will be returned at least one week prior to the meeting and the results will be recorded, summarized, and presented as a basis for discussion at the first advisory group meeting. The information gathered through the questionnaire exercise will also provide valuable input into the finalization of the PIP. Those members that do not complete the questionnaire prior to the first meeting will have the opportunity to complete the questionnaire at, or for a period of time after, the meeting. Issues to be addressed in the questionnaire will include: opportunities and constraints, public outreach techniques, stakeholder involvement techniques, media outlets, opportunities for their assistance in information dissemination and gathering, and other topics identified by the study team.

2.5 Public Involvement Materials (Task 2.3)

2.5.1 Study Web Site

A project web page for the 2040 Puerto Rico LRTP program will be developed as a component of the DTPW/PRHTA homepages. The website will allow users to interact with the project team and PRHTA staff as well as access data, complete surveys, and provide input. All of the public informational materials will be available for downloaded in easy to use formats. The website content will be updated periodically as the study progresses and include fact sheets, newsletter articles, and public meeting announcements. At the conclusion of the study, the contents of the website will be turned over to DTPW and PRHTA.

2.5.2 Project Fact Sheets

Fact sheets outlining key study goals and progress throughout the project will be prepared and periodically updated. The project fact sheet will convey the project purpose and incorporate information at an appropriate level of detail for the general public. The fact sheet will be distributed to individuals interested in the study, available at public meetings related to other ongoing projects, and be available on the study Web page.

2.5.3 Newsletter Articles

A list of relevant organizations that distribute regular newsletters in Puerto Rico will be prepared and maintained. Periodic newsletter articles (up to eight throughout the study period) will be prepared and distributed to organizations for inclusion in their existing publications. The articles will be distributed at key milestones during the study to provide updated information about the study’s progress. Articles will be posted on the project website as well.

2.5.4 Hotline

The Transportation Hotline will enable the public to communicate their ideas and respond to surveys using the phone service. A toll-free number will be established or the existing DTPW telephone service line will be utilized. There should be a friendly electronic answering service for callers to record their input into the LRTP update process or ask questions about the process. The answering service should be available in Spanish and English. The public input will be documented, summarized, and analyzed for use in the LRTP development process.
2.5.5 Introductory Video

This introductory video will introduce the updates of the LRTP plans to the public in an easy to understand manner. The video may include an interview with Secretary of Transportation, Mr. Rubén A. Hernández Gregorat, MEM, PE, a highlight of existing transportation deficiencies, future growth, the importance of the transportation network in economic development, and other factors that support the investment in the future transportation infrastructure. The introductory video, approximately 5 minutes in length, will be developed with a script and theme to be reviewed and approved by the DTPW and PRHTA.

2.5.6 Study Brochure

An informational brochure will be produced at the conclusion of the project, so DTPW and PRHTA can continue to illustrate the project efforts and accomplishments.

2.5.7 Project Identity

In an effort to help ensure a clear, well-placed position for the Puerto Rico LRTPs in the minds of the public, a project logo and theme identity will be developed. This core theme will guide project communications and will be used on all written materials and displayed prominently at public activities.

2.5.8 Communication Through Visualization

One of the Federal public involvement requirements is to utilize visualization techniques. To meet this requirement and to convey the components of the LRTP to the public, the project team will use a variety of maps, graphics and images. Examples of the types of images to be used include photographs of different transit vehicle types or specific transportation improvements. The project team will utilize GIS to create maps of demographic and socioeconomic conditions, display existing and proposed transportation conditions and improvements, and to identify the future land use scenarios considered as part of the transportation model. The project team will make every effort to ensure that information provided to the public in newsletters and documents is accompanied by graphics that highlight the key points and help to convey the message.

2.6 Traditionally Underserved Populations (Task 2.4)

To assist in encouraging the participation of minority and low-income populations in the planning process, the LRTP team will work closely with municipal officials and MPO members in the study area. As noted in the MPO PIP, municipal governments, as part of their Territorial Plans, generally have identified low income and disadvantaged areas and their input into the planning process will be key to assuring not only in identifying but in seeking the active participation of these groups. The LRTP team will also utilize socio-economic data produced by the 2000 Census.

Special efforts will be made to reach out to communities with racial and ethnic minorities, as well as populations with low educational attainment and income levels. These populations are recognized as key stakeholders for the transportation plans. Historically, minority and low-income populations have been underrepresented in the decision-making process. Thus, minority, disadvantaged, and low-income neighborhoods (determined by 2000 census tract block group statistics) will be identified. Where
necessary, a targeted outreach plan may be developed to improve communication with and involvement of stakeholders with concentrated environmental justice population groups.

While the distribution options discussed above may be appropriate for those that are upper- or middle-income, Spanish-speaking, and literate, it is doubtful that they would serve the traditionally underserved. Low-income populations generally cannot afford to own a computer and have Internet access, and/or a subscription to a newspaper. The majority of the Puerto Rico municipios (over 80 percent), have over 40 percent of their households with incomes less than the poverty level for the previous 12 months based upon the U.S. Census, 2005–2007 American Community Survey. In most instances, the low-income populations are also low-literate. As seen in the table below, over 10 percent of the population has an educational attainment level below the 5th grade. These statistics are summarized in the table which follows.

Puerto Rico Educational Attainment and Poverty Statistics

<table>
<thead>
<tr>
<th>Population 25 Years of Age or Older</th>
<th>Islandwide Average</th>
<th>Range by Municipio</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Grade or Less</td>
<td>10.5%</td>
<td>18.5%</td>
<td>6.5%</td>
<td></td>
</tr>
<tr>
<td>8th Grade or Less</td>
<td>22.8%</td>
<td>38.3%</td>
<td>14.7%</td>
<td></td>
</tr>
<tr>
<td>&lt; 12th Grade (No high school diploma)</td>
<td>33.6%</td>
<td>49.1%</td>
<td>23.4%</td>
<td></td>
</tr>
<tr>
<td>Households with income below poverty level, previous 12 months</td>
<td>44.3%</td>
<td>63.2%</td>
<td>27.3%</td>
<td></td>
</tr>
</tbody>
</table>


These populations are often most affected by transportation improvements and the study team would like to learn the needs and desires of these populations and the best way to reach them for further input. Several techniques that have been successfully utilized to reach the traditionally underserved are listed below. These or other similar techniques will be implemented through the PIP as the study progresses, allowing for the development of a tailored outreach campaign. These populations can be engaged through techniques such as:

- Coordination with civic, charity, and social service organizations interacting with target populations;
- Enlisting middle and high school students to take home information and read to their parents, if necessary. This technique could involve obtaining feedback on concerns about transportation, convenient places and times to meet, and the availability of transportation to attend meetings;
- Radio call-in shows or cable access programs in which local leaders discuss transportation issues and ask for public input, or simply the advertisement of the study and ways to get involved;
- Reading services for the blind to ensure that blind citizens are engaged in the process;
- Word-of-mouth by meeting with local civic and service organization leaders;
- Information read from the pulpit to reach the populations that depend on faith-based organizations to disseminate information; and
• Surveys conducted at free public fairs, local retail outlets, or in communities with significant pedestrian activity allowing a large number of people to be reached at once.
• Coordination with municipal-level officials to leverage local-level communications channels with their citizens.

In addition to special outreach efforts, the more traditional outreach methods will have features intended to better accommodate the target communities and population groups, described as follows:

• **Public meetings and workshops**—For the planned public meetings and workshops, bilingual staff will be able to communicate with attendees in both Spanish and English. Additional outreach, in the form of emails to organizations who interact with the target populations to help disseminate information about scheduled meetings and workshops. Further, efforts will be made so that community meetings are planned in locations convenient to and easily accessible by these groups.
• **Press releases**—Public notices for the workshops and meetings are published only newspapers of wider circulation, press releases will be sent to a variety of minority and community newspapers, through coordination with the Office of Communications and Press.
• **Website**—The project website will include webpage contents in Spanish and English. Graphics will be used to the extent practical for communication of information. While many documents will be in English only, project fact sheets and newsletter articles can be provided in both Spanish and English. In addition, the website will include a link to request additional information about the project in Spanish.
• **Hotline**—The project telephone hotline will be formatted to accommodate Spanish-speaking individuals.
• **Surveys and feedback**—Any comment cards and opinion surveys will be available in both English and Spanish versions, whether hardcopies, in emails or on the project website.

The implications of low-income also affect the time and place of meetings. Low-income populations generally have less access to personal transportation and thus may not be able to travel to locations that require them to have personal transportation. They often work second-shift jobs or have two jobs and are not available for standard meeting times. Meetings may need to be held near their communities or transportation may need to be provided if they are to participate. Numerous tools and techniques have been suggested and the appropriate tools to engage these populations will be selected for inclusion in the PIP through discussions with DTPW and PRHTA, study team members, and stakeholder group guidance.

### 2.7 Media Outreach (Task 2.8)

#### 2.7.1 Coordination with Office of Communications and Press

News releases in public, special group, and minority newspapers, magazines, TV, and radio stations will be coordinated with the DTPW/PRHTA Office of Communications and Press. Release content, printing, and distribution of materials will be coordinated with DTPW/PRHTA as well.

#### 2.7.2 Media Contact List

A list of media contacts will be provided by the Office of Communications and Press. These contacts will be used in distribution of project materials.
2.7.3 Meeting/Workshop and Project Publicity

Media outreach will be an ongoing feature throughout the LRTP development. Publicity, including media releases, for public meetings and workshops will be coordinated prior to meeting/workshop dates. Release content, printing, and distribution of materials will be coordinated with DTPW/PRHTA as well. Available cost-efficient media outlets to reach the public will be used where possible. These media activities will be utilized as appropriate, as follows:

- Schedule interviews with high profile people on public affairs programs,
- Post key meetings on the interactive LRTP project Web site,
- Distribute media advisories,
- Distribute press releases prior to key events,
- Submit photos/press releases of event highlights to community papers,
- Conduct interviews of transportation users or providers and post on Web site, and
- Assisting PRHTA with press releases and public service announcements.

Broadcast email messaging will be used to invite stakeholders to future public workshops. Recipients will be derived from any stakeholder and contact lists maintained by the Office of Communications and Press, and from additional emails submitted through the project website.

These media outreach activities will be documented in monthly reports as part of the PIP monthly progress reports in Task 2.1. These monthly reports will be compiled into a PIP record document at the conclusion of the project to fully document the media outreach process conducted throughout the project.

2.8 Public Involvement Documentation (Task 2.7)

2.8.1 Updating of PIP

As the study progresses, any adjustments, updates and refinements to the PIP will be incorporated to keep the PIP current with its implementation.

2.8.2 PIP Documentation

Comprehensive documentation and accurate interpretation and analysis of findings are essential to the success of the 2040 Puerto Rico LRTP public involvement process and the successful implementation of the plan. A final PIP document will be prepared which summarizes the public involvement process undertaken throughout the project. Separate sections of this document will be devoted to the public involvement activities undertaken for each of the LRTPs for the seven transportation planning regions, and for the islandwide LRTP. Items to be included are:

- Study Contact List
- Media Contact List
- Public Meeting Minutes
- Public Comments and Responses
- News Articles and Releases
- Meeting Handouts
- Presentation Materials
2.8.3 PIP Review

Evaluation of the effectiveness of public involvement efforts is a key aspect of developing a public involvement plan. Spurred by federal interest, transportation planning organizations and have started evaluating all public involvement efforts in order to determine which public involvement tools are effective for specific uses and under what circumstances they are not. Evaluation measures are also important in documenting the level of public involvement achieved. Key performance measures are indicated in the table which follows.

<table>
<thead>
<tr>
<th>Technique</th>
<th>Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Involvement Plan</td>
<td>Successful implementation of strategies and techniques</td>
</tr>
<tr>
<td></td>
<td>Participant feedback</td>
</tr>
<tr>
<td>Study Contact List</td>
<td>Number of contacts</td>
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<tr>
<td></td>
<td>Number of communiciques</td>
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<tr>
<td>Stakeholder Questionnaire</td>
<td>Number of questionnaires completed</td>
</tr>
<tr>
<td></td>
<td>Variety in stakeholders contacted</td>
</tr>
<tr>
<td></td>
<td>Benefit of information gathered</td>
</tr>
<tr>
<td>Project Steering Committee</td>
<td>Number of meetings</td>
</tr>
<tr>
<td></td>
<td>Number of Committee members attending</td>
</tr>
<tr>
<td></td>
<td>Inclusion of information/guidance provided</td>
</tr>
<tr>
<td>Public Meetings/Workshops</td>
<td>Number of attendees</td>
</tr>
<tr>
<td></td>
<td>Number of comments received</td>
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<tr>
<td></td>
<td>Types of comments received</td>
</tr>
<tr>
<td></td>
<td>Participant feedback</td>
</tr>
<tr>
<td>Newsletter Articles/Fact Sheets</td>
<td>Number of newsletters and fact sheets distributed</td>
</tr>
<tr>
<td></td>
<td>Reader feedback</td>
</tr>
<tr>
<td></td>
<td>Number of avenues used to reach the public</td>
</tr>
<tr>
<td>Project Website</td>
<td>Number of visitors to the site</td>
</tr>
<tr>
<td></td>
<td>Number of comments received</td>
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<tr>
<td></td>
<td>Types of comments received</td>
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<tr>
<td>Meeting Notifications</td>
<td>Number of notifications distributed</td>
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<tr>
<td></td>
<td>Timeliness of distribution</td>
</tr>
<tr>
<td></td>
<td>Variety in posting locations</td>
</tr>
<tr>
<td></td>
<td>Number of avenues used to reach the public</td>
</tr>
</tbody>
</table>

Based on plan performance, communication and outreach techniques will be modified and new techniques added to ensure plan success. In order to evaluate the effectiveness of our outreach efforts, a debriefing will be held after each meeting and input will be solicited from appropriate LRTP team staff regarding the meeting outcomes. A brief synopsis of each meeting will also be developed. An overview of the success of the public involvement program will be presented in the final public involvement report, in addition to supporting documentation.
3.0 MPO, and Agency Coordination

3.1 MPO Committees

With a project of this scale and importance, project oversight calls for a committee structure to coordinate the development of the project work and tasks with DTPW and PRHTA, and in its capacity as the MPO under Federal requirements, as well as other participating agencies and stakeholders. The LRTP team will coordinate with PRHTA in the coordination with the various committees, and will participate in meetings with these entities as presented later in this section.

3.1.1 Policy Committees

The LRTP team will coordinate with the MPO Policy Committees during the study. These meetings would be coordinated quarterly and/or at key milestone points during the study. Draft transportation plans will be presented to the policy committees for adoption near the end of the study process. As with other such meetings, the consultant will coordinate its presentation with the meeting agenda and provide any supporting materials needed. The consultant will obtain minutes of these meetings for the project files.

3.1.2 Technical Group

The Technical Group is a subcommittee of the MPO Technical Committee, and is an ad hoc group whose purpose is to provide a participatory forum for the development of regional transportation plans. The Technical Group comprises DTPW, PRHTA municipal, and other agency representatives, certain private entities and consultants. The LRTP team will coordinate with the designated MPO Technical Group during the study. These meetings would be coordinated quarterly and/or at key milestone points during the study. As with other such meetings, the consultant will coordinate its presentation with the meeting agenda and provide any supporting materials needed. The consultant will obtain meeting minutes of these meetings for the project files.

3.1.3 Public Participation Committee (PPC)

The Public Participation Committee is an ad hoc committee of the MPO comprising representatives from Commonwealth and Federal agencies, local civic, professional, and community groups, and the general public. These groups are organized by the PRHTA at the regional and municipal levels to provide a forum on behalf of their communities for regional and islandwide transportation plans, as a mechanism for receiving comments and input into the planning process. The LRTP team will coordinate with the designated MPO PPC during the study. These meetings would be coordinated quarterly and/or at key milestone points during the study. As with other such meetings, the consultant will coordinate its presentation with the meeting agenda and provide any supporting materials needed. The consultant will obtain meeting minutes of these meetings for the project files.

3.2 DTPW/PRHTA Coordination

The Project Steering Committee includes staff from the Strategic Planning Office who are managing the project, as well as any other invited staff or management. This body will provide the regular and direct
oversight of project production, review of deliverables, and input at key technical and production milestone points. Bi-weekly progress meetings will be conducted. The LRTP team will provide any necessary materials for each meeting, including an agenda and supporting technical information, in advance of each scheduled meeting. In addition, presentations of discussion topics, as required and appropriate, will be developed by the LRTP team as part of meeting materials. Monthly progress reports will be provided along with other interim updates.

Also, a Technical Review Committee has been established drawing from staff within PRHTA for periodic interaction with the LRTP team at meetings, and to provide review comments on submitted technical deliverables. This group will meet periodically based on the project work flow requirements.

### 3.3 Coordination with Other Agencies

Coordination with Federal, Commonwealth, regional and local agencies will be generally on an ad hoc basis in regard to particular topics such as data collection, analysis assumptions, agency policies, and proposed improvement projects. Most of these entities are also represented on various MPO committees which will afford another avenue for coordination and interface. These coordination activities will be ongoing during the duration of the project.

### 3.4 Internal Project Website

As part of the overall project management tools to be employed for this project, a project website will be established. The project website’s primary focus is for its utility as a project management tool and the sharing of technical information about the project and project data files, as these elements are developed and refined. The general public will not have access to this website. Those having access to the site will be consultant team members, the DTPW/PRHTA project management staff, other agency technical staff, and other invited parties.

### 3.5 Schedule of Activities

The sequence of activities and their timing (subject to adjustment as the process continues) is provided in the table below. This table illustrates the various events and coordination activities, and the production of various supporting information and materials.

<table>
<thead>
<tr>
<th>MPO/PRHTA/Agency Coordination</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
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<tbody>
<tr>
<td>MPO Policy Committees</td>
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<tr>
<td>MPO Technical Group</td>
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<tr>
<td>Public Participation Committee</td>
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<tr>
<td>Project Steering Committee</td>
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<tr>
<td>Coordination with Other Agencies</td>
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<tr>
<td>Website (for Technical &amp; Mgt. Staff)</td>
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### 3.6 Documentation

Documentations of coordination and activities described in this section will be documented as noted, and will be compiled in a manner consistent with the public involvement activities as described in Section 2.8.