PERFORMANCE MEASURES FOR PUBLIC INVOLVEMENT

FLORIDA DEPARTMENT OF TRANSPORTATION
CENTER FOR URBAN TRANSPORTATION RESEARCH

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OCTOBER 16, 2012

TRANSPORTATION RESEARCH BOARD WEBINAR
Background

- “Assessing the Practice of Public Involvement in Florida” (2006)
  - Evaluation of FDOT and MPO practices
  - Recommended formal evaluation methods focusing on desired outcomes

- “Performance Measures to Evaluate the Effectiveness of Public Involvement Activities in Florida” (2008)
  - Project to develop systematic methodology to evaluate public involvement practices
Assessment of Florida Public Involvement Practices

- Found few, if any, formal methods to measure effectiveness
- Several interviewees requested formal evaluation methods
- Recommended development of systematic performance measures:
  - Focusing on desired outcomes
  - Advancing FDOT strategic objectives and business plan
Development of Performance Measures

- Document current performance measure practices
  - Generally
  - Specific to public involvement
- Develop systematic methodology to evaluate public involvement practices
  - Based on defined performance measures
- Coordinate with established FDOT performance management process
Document Current Practices

- National scanning survey
  - State DOTs and MPOs
  - Follow-up survey of agencies indicating performance measurement activities

- Key Findings
  - Not many agencies across the country attempting to systematically evaluate public involvement practices
  - Current practices generally rely on quantitative, output-based measures
  - Lack of standards and definitions across the country
Document Current Practices

- Literature Review
  - Performance measurement literature
  - Public involvement literature

- Key Findings
  - Easy to understand and communicate
  - Measure outcomes, not just outputs
  - Use sets of indicators – do not rely on single indicators
  - Balance data collection cost with value of information
  - Good indicators lend themselves to usable targets
Working Group

- Rusty Ennemoser, Project Manager
- George Ballo, Contract Manager
- CUTR Project Faculty
  - Jeff Kramer, AICP
  - Kristine Williams, AICP
- Technical Working Group
  - Kris Carson, District 7 - PIO
  - Larry Ferguson, Central Office – Performance Management
  - Lee Ann Jacobs, Federal Highway Administration
  - Phil Matson, Indian River County MPO
  - Kathy Neill, Central Office - Policy Planning
  - Cathy Owen, District 6 - EMO
  - Gus Schmidt, District 4 - PLEMO
  - Kelly Teague, METROPLAN Orlando
Public Involvement Framework

- **Goal (overarching agency purpose for activity)**
  - Ensure that all interested parties have an opportunity to participate fully in the transportation decision-making process and that public input is carefully considered.
Public Involvement Framework

- Objectives (subcomponents of agency goal)
  - Equity - Provide equitable access to transportation-decision making
  - Information - Inform the public early, clearly and continuously
  - Methods - Use a variety of methods to involve and engage the public
  - Responsiveness - Carefully consider public input in transportation decisions
Public Involvement Framework

- Indicators
  - **Equity, Information, Methods, Responsiveness**
  - variables used to measure progress toward an objective
  - the underlying performance measurement framework of the tool
Public Involvement Framework

- Targets
  - specified, measurable criteria for evaluating the performance indicator
Equity – Provide Equitable Access to Transportation Decision-Making

- Indicator E-1 – Access to information and participation opportunities by persons with disabilities
  - Target: [100%] of disabled persons who requested accommodations were satisfied with efforts made to accommodate their needs
  - Target: [100%] of meetings, events and project-related information sources are accessible to people with disabilities

Data and Measurement: Number of requests, number of accommodations, survey or comment forms by requestor, report by PM
Indicators

- **Equity**
  - Access by disabled persons
  - Convenience of meetings to transit
  - Geographic Dispersion of involvement opportunities
  - Convenience of meeting time
  - Convenience of meeting location
  - Information in languages other than English
Indicators

- Information
  - Clarity and adequacy of project info
  - Response time to inquiries
  - Affected parties are aware of proposed action
  - Affected parties feel ample notice was provided for meetings
Indicators

- **Methods**
  - Participants are involved using multiple techniques
  - Affected parties had adequate opportunity to participate
  - Perception of the value of methods used
    - Project Manager, Public

- **Responsiveness**
  - Agency partners feel their ideas were considered
    - Individuals, Government Units, Organizations, User Groups
Developing A Data Collection and Analysis Tool

- A comprehensive tool for FDOT
  - Facilitates data collection and analysis during environmental assessment public involvement
- Low security risks
- Not web-based
- Easy to install and use
- Robust and versatile
- Microsoft Access
  - VBA, XML, SQL
PIPM Tool Functions

- collect and store data (surveys)
- store and organize data collected outside the tool
- quantify public involvement activities and compare results to predetermined targets in an easy to use report format
- technical support through an interactive user and reference guide
Public Involvement Performance Measurement Tool

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v1.0

Use the ribbon above to navigate. Rolling the mouse over buttons will provide you with a description of what that button does.

Below are some helpful shortcuts:

- Start a new project
- Edit an existing project
- Enter details for a Technique
- View a Project's progress
- Close this screen
Public Involvement
Performance Measurement Tool

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Targets

**Year:** 2011

**Target E-1A:** 100% of disabled persons that requested accommodations were satisfied with efforts made to accommodate their needs

**Target E-1B:** 100% of meetings, events and project-related information sources are accessible to persons with disabilities

**Target E-2A:** 75% of public involvement events are within 1/1 mile of a transit stop

**Target E-2B:** 75% of public involvement events are within paratransit service areas

**Target E-3:** Fulfilled: At least one meeting or opportunity is located in each affected subarea within the study area

**Target E-4:** At least 75% of participants and invitees felt the meeting or event was held at a convenient time

**Target E-5:** At least 75% of participants and invitees felt the meeting or event was held at a convenient location

**Target E-6A:** Fulfilled: Information is provided in languages other than English where the affected population comprises a high proportion of non-English speakers

**Target E-6B:** Fulfilled: Translators are available at public meetings in areas where a high proportion of the affected population comprises non-English speakers

**Target I-1A:** At least 50% agree that the information provided by the Department was clear

**Target I-1B:** At least 50% agree that the information provided by the Department was adequate

**Target I-2A:** Responses to public inquiries are made within ___ working days of the date of receipt

**Target I-2B:** Responses to media inquiries are made within ___ working days of the date of receipt
## Project Report

### 1234567 * Stein Way Road Improvements

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Actual</th>
<th>Target (Set by administrator, 2011)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1_A</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td><em>Participant satisfaction with efforts to accommodate persons with disabilities</em></td>
<td></td>
</tr>
<tr>
<td>E1_B</td>
<td>67%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td><em>Accessibility of meetings, events, and information to persons with disabilities</em></td>
<td></td>
</tr>
<tr>
<td>E2_A</td>
<td>0%</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td><em>Public involvement events within walking distance of fixed route transit service</em></td>
<td></td>
</tr>
<tr>
<td>E2_B</td>
<td>100%</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td><em>Public involvement events are accessible paratransit service</em></td>
<td></td>
</tr>
<tr>
<td>E3</td>
<td>0%</td>
<td>Fulfilled</td>
</tr>
<tr>
<td></td>
<td><em>Geographic dispersion of involvement opportunities</em></td>
<td></td>
</tr>
<tr>
<td>E4</td>
<td>100%</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td><em>Participants and invitees felt meetings were held at a convenient time</em></td>
<td></td>
</tr>
<tr>
<td>E5</td>
<td>100%</td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td><em>Participants and invitees felt meetings were held at a convenient location</em></td>
<td></td>
</tr>
<tr>
<td>E6_A</td>
<td>Fulfilled</td>
<td>Fulfilled</td>
</tr>
<tr>
<td></td>
<td><em>Information provided in languages other than English</em></td>
<td></td>
</tr>
<tr>
<td>E6_B</td>
<td>Fulfilled</td>
<td>Fulfilled</td>
</tr>
<tr>
<td></td>
<td><em>Translators made available at public meetings</em></td>
<td></td>
</tr>
<tr>
<td>I1_A</td>
<td>73%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Multi-year Measures & Targets Indicator Chart

Indicator 14

Friday, September 07, 2012
4:38 PM

The purpose of this indicator is to identify whether affected parties feel that they had adequate notice of a public meeting.

For this target, the tool calculates the percent of respondents that felt ample notice was provided for public meetings, finding the share of total responses per project that were marked “Strongly Agree” or “Somewhat Agree.” The above graph compares performance levels with predefined targets.
The PIPM Tool User Guide offers screen-by-screen help as well as reference material to explain all aspects of the application.

Press F1 for add-in help.
Testing and Review

- Beta Testing
  - Two FDOT districts used the PIPM Tool in a true setting, using data from real projects
  - 9 months
  - Detailed debriefings with the users to understand their experiences and issues

- Practitioner Review
  - Review by professionals familiar with public involvement

- Recommendations
  - Found possible improvements, made recommendations for revisions before full release
Revisions and Release

- Revisions to the PIPM Tool
  - Considering recommendations from testing and review, incorporating changes
  - Tailor the application for easy installation, provide guidance to end users

- Full v1.0 Release
  - Voluntary statewide implementation
  - Computer-based tutorials
Public Involvement Handbook Update

- Chapter 10: Evaluation of the Effectiveness of Public Involvement Programs
  - Establishing an Evaluation Framework
  - Identifying Indicators
  - Data Collection and Evaluation Methods
  - Improvement Strategies

- Provides guidance and general framework
- Reaches a broader audience
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http://www.dot.state.fl.us/emo/pubinvolvement.shtm

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