

PRELIMINARY RESULTS

DRAFT



Chapter 5
**COMMUNITY
OUTREACH**



5 Community Outreach

Vital to the success of the LRTP is actively informing and engaging the public early in the planning process so that decisions can be informed and influenced by public input and the plan recommendations can reflect community needs and desires. Opportunities to participate were continuous throughout the study schedule to keep open lines of communication, build relationships, encourage mutual understanding and improve the outcomes of the plan.

The LRTP engagement process was designed to fulfill the “Involve” promise of the International Association for Public Participation (IAP2) Spectrum of Public Participation goal:

“To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered,” and the promise that “We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.”

The public outreach and involvement for the LRTP was coordinated with the SVMPO’s Short-Range Transit Plan, which was prepared concurrently, and linked with the SVMPO Transportation Improvement Program (TIP). This coordination provided efficiencies that benefitted all three regional transportation planning efforts in the SVMPO planning area.

Outreach activities were conducted in coordination with member jurisdictions within the SVMPO, including Cochise County, City of Sierra Vista, Town of Huachuca City, Fort Huachuca, as well as the SVMPO Board of Directors, the Technical Advisory Committee (TAC), and the Bicycle and Pedestrian Advisory Subcommittee (BPAC), to help ensure all stakeholders and communities were given the opportunities to participate.

Project Website

The SVMPO’s existing website was leveraged to distribute information about the LRTP and provide a location from which to share the draft LRTP chapters for the public and stakeholders to review. A dedicated web page was created to store this information. **Figure 1** shows a screenshot of the project website, which included:

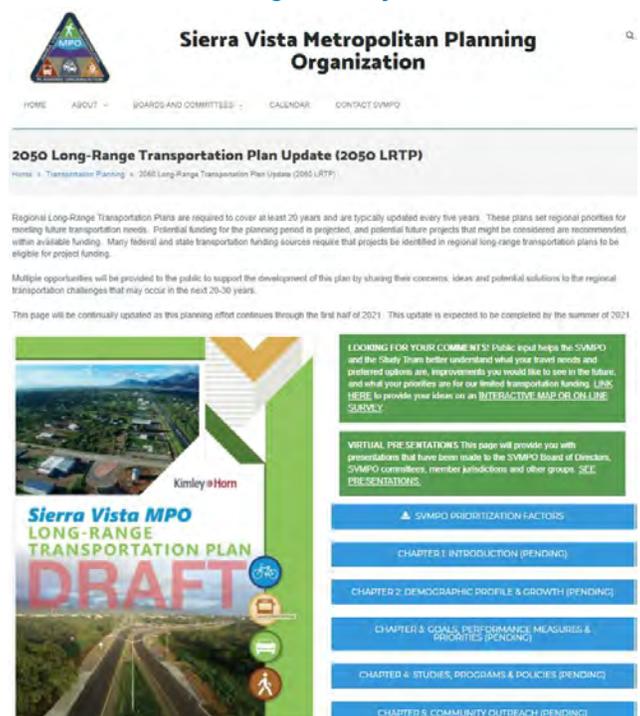
- A description of the project and its goals.
- Links to the **project survey** and **interactive map** while they were available.
- Links to each LRTP chapter as they were completed.
- Links to presentations given to the Board of Directors, TAC, and BPAC.

COVID-19 Impact

Due to the COVID-19 pandemic, which was active throughout the LRTP planning process, public and stakeholder outreach activities utilized “touchless” engagement techniques or virtual formats.

Participation in virtual outreach was a challenge for a region with an aging population and limited internet connectivity. The engagement process remained fluid to react to ever changing public health guidelines and State or local jurisdiction requirements.

Figure 1. Project Website Screenshot





Virtual Engagement

[THIS SECTION TO BE COMPLETED AFTER PUBLIC OUTREACH]

The project survey and interactive map were available at svmpo.com/transportation-plan between December X, 2020 and April X, 2021. These tools were the primary source of public input to shaping the LRTP's recommendations. The survey was advertised using several tactics, including:

- News release to [PUBLICATION] on January 7, 2021 and in the Fort Huachuca newsletter on [PUBLICATION DATE].
- Paid advertisement in the Sierra Vista Herald, on [PUBLICATION DATE].
- Via member agency Public Information Officers (PIOs) who distributed it through member agency social media accounts.
- Through the Board of Directors, TAC, and BPAC.
- With physical information boards and information sheets (described in greater detail below).

Project Survey

The project survey asked 33 questions organized into four categories:

- **Existing transportation system.** Questions on how respondents travel around the region and how many vehicles they own.
- **Future transportation system.** Questions on how respondents think transportation needs will change over the plan horizon and how they think transportation improvements should be prioritized for investment. Questions on how to fund future transportation improvements were also asked.
- **Modal needs.** Questions on respondents' comfort level with each mode of travel and how they think improvements should be made for vehicles, bicycles, pedestrians, and transit.
- **Respondent demographics.** A series of optional questions on the age, gender, race and ethnicity, disability status, and general home location to determine if the survey is reaching a diverse group of respondents that successfully reflected a cross-section of the region's demographics.

A screenshot of a portion of the project survey is shown in Figure 2.

[DESCRIPTION OF SURVEY RESULTS]

Interactive Map

The interactive map was built upon the Social Pinpoint online platform. Users were presented a map showing SVMPO region and comments already placed by other users. Users were able to zoom and pan around the map as well as search for specific locations.

Figure 2. Project Survey Screenshot

The screenshot shows a web-based survey titled "Project Survey". It contains three questions:

- 1. Understanding your transportation choices helps us to plan to help people travel to where they need and want to go. How do you travel in our region?**
 - Motor Vehicle
 - Motorcycle/Moped
 - Bicycle
 - Transit
 - Other
- 2. How many vehicles do you have in your household?**
 - Zero Vehicle Household
 - 1 Vehicle Household
 - 2 Vehicle Household
 - 3 or more Vehicle Household
- 3. Think of how your parents traveled when they were young adults? How do you imagine that people might travel in the year 2050?**

A "Close" button is visible in the bottom right corner of the survey window.



Community Outreach

Users were asked to comment about existing issues or desired improvements by dragging pinpoints into the map based on five categories:



Car Comment. Issues or opportunities for travel using a personal vehicle. Examples may include observed safety issues, congestion issues, or a desired new roadway connection.



Bus Comment. Issues or opportunities for travel using buses, whether Vista Transit or some other service. Examples may include the need for a new or modified bus stop, a location the user wants to be better served by transit, or a new type of service altogether.



Bike Comment. Issues or opportunities for travel on bicycles. Examples may include safety or maintenance issues on existing bicycle facilities, desired locations for new bicycle facilities, or bicycle parking needs.



Walking Comment. Issues or opportunities for traveling on foot. Examples may include gaps in sidewalk infrastructure, needed new crosswalk locations, or desired hiking paths.



General Comment. Issues or opportunities that do not apply directly to a single mode listed above. Examples may include better or new trailhead facilities to access recreation opportunities, safety issues between different modes, or comments on a mode that does not currently exist in the region, such as shared bicycles or scooters.

A screenshot of the interactive map is shown in Figure 3.

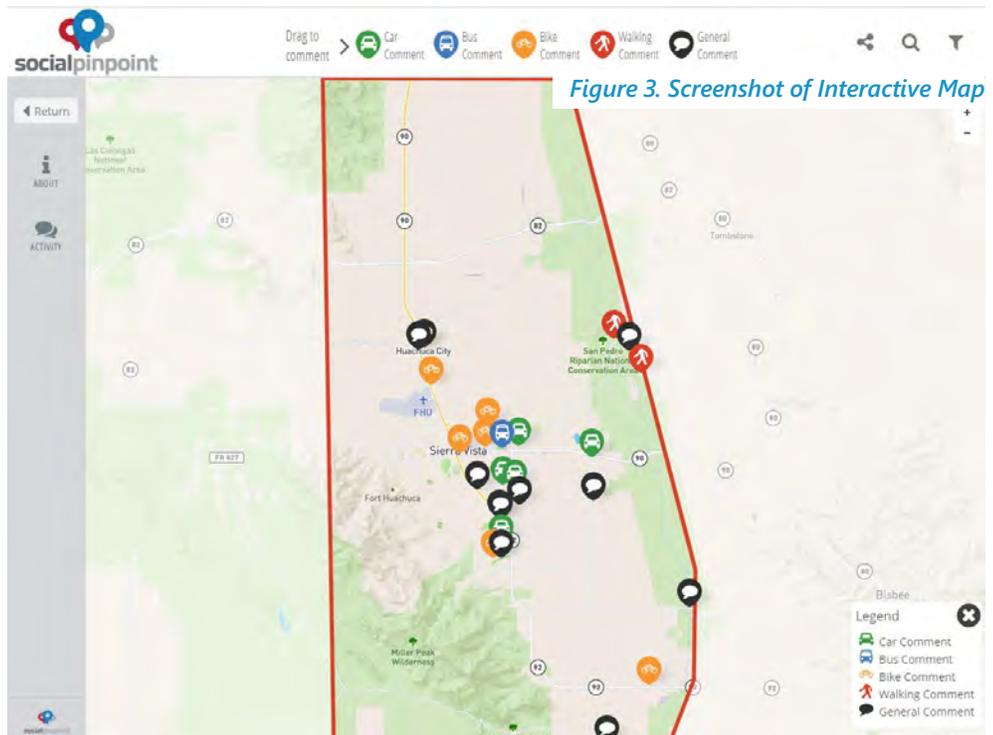
[DESCRIPTION OF MAPPING RESULTS]

L RTP Information Board and Flyers

To advertise the virtual survey and to provide awareness of SVMPO and the L RTP, information boards were placed at several activity centers across the SVMPO region.

Transit Survey Results

A concurrent outreach effort targeted specifically Vista Transit riders. Vista Transit drivers handed out hard copy surveys and encouraged participation. 74 surveys were returned representing XX% of riders during that time. Details of this targeted outreach is described in the Short-Range Transit Plan.





Community Outreach

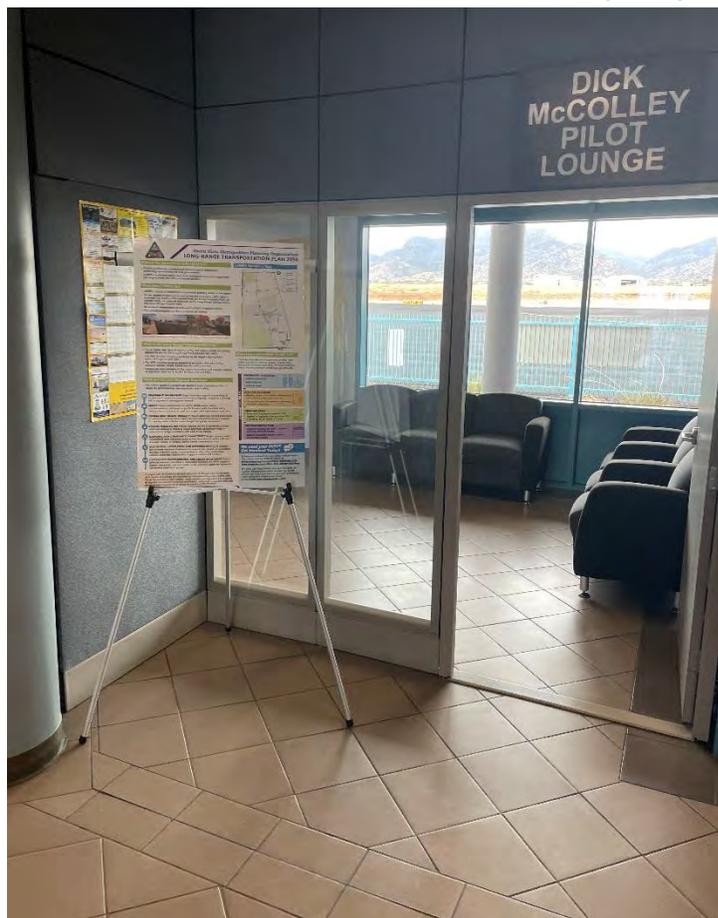
These boards included a description of the purpose of the SVMPO services it provides to the region along with a map of the SVMPO boundary and major features. It also included an overview of the LRTP, LRTP regional priorities and major steps in the planning process. These boards included information about how people could get involved – with links to the project website and virtual engagement activities and directions for those that might need Spanish translation assistance to get involved.

In addition to the boards, 1/3-sheet flyers with a brief intro to the LRTP and how to access the virtual engagement opportunities were placed with the large boards so that people did not need to remember the website to access the virtual engagement or to distribute to their friends and families.

Large boards and flyers were placed at the following locations throughout the SVMPO region:

- Vista Transit Center: February X, 2021 through March X, 2021.
- Sierra Vista Municipal Airport: March 29, 2021 through April X, 2021.
- Huachuca City Town Hall: Start Date, 2021 through End Date, 2021
- Sierra Vista City Hall Lobby: Start Date, 2021 through End Date, 2021
- City of Sierra Vista Public Works Training Room: Start Date, 2021 through End Date, 2021
- Add other locations as they occur

Photo 1. LRTP Information Board at Sierra Vista Municipal Airport



Member Jurisdiction Coordination

Coordination with each member jurisdictions occurred through the Board of Directors and two other committees that make up SVMPO's management and advisory structure. Additional coordination with member agency staff, such as specific transit and aviation coordination, occurred as needed on specific topics such as the transit and aviation topics.

SVMPO Board of Directors Coordination

The Board of Directors acts as the policy body coordinating transportation planning and related activities within the SVMPO region. The Board of Directors consists of five elected officials from each of the three member jurisdictions and one representative from the ADOT State Transportation Board.

SVMPO provided updates and received feedback from the Board of Directors during the regular meetings on:

- **September 17, 2020.** Introductory materials on the LRTP scope of work and schedule.
- **October 15, 2020.** A working session with the Board was held to discuss LRTP priorities for project ranking and public outreach opportunities. The Board adopted the LRTP regional priorities at a regular Board meeting on the same date.



Community Outreach

- **January 28, 2021.** Update on ongoing activities related to completing the LRTP.
- **March 31, 2021.** Update on ongoing activities related to completing the LRTP.
- **May 27, 2021.** Update on ongoing activities related to completing the LRTP.
- **June 24, 2021.** Review of the draft LRTP document and comment opportunity.
- **August 26, 2021.** Adoption of the LRTP document.

Technical Advisory Committee Coordination

The TAC consists of member jurisdiction's leadership in their Public Works, Engineering, and Community Development departments. Representatives are professional and certified engineers or planners bringing a high level of technical expertise to develop the SVMPO's programs, plans, and projects. Their recommendations are forwarded to the Board of Directors for approval.

SVMPO staff and the project team provided regular updates and received feedback from the TAC during the regular meetings on:

- **September 2, 2020.** Introductory presentation and materials on the LRTP scope of work and schedule.
- **November 4, 2020.** Overview of the results of the October working session with the Board of Directors and progress update on LRTP activities.
- **January 27, 2021.** Review of potential transportation projects compiled from previous regional and local planning efforts throughout the region to identify modifications, additions, or removal of projects to be evaluated as part of the LRTP.
- **March 10, 2021.** Review of the results of the regional travel demand model scenarios, the preliminary LRTP project list with planning-level cost estimates, and future public outreach options.
- **May 12, 2021.** Update on ongoing activities related to completing the LRTP.
- **June 9, 2021.** Review of the draft LRTP document and comment opportunity.
- **August 11, 2021.** Recommendation for adoption of the LRTP document to the SVMPO Board of Directors.

Bicycle and Pedestrian Advisory Committee Coordination

The BPAC is a subcommittee of the SVMPO Board of Directors that advises on programs, plans, or projects that support the regional goals related to bicycling and pedestrian activities, including connections to recreational facilities.

SVMPO staff and the project team provided regular updates and received feedback from the BPAC during the regular meetings on:

- **September 29, 2020.** Introductory discussion about recently completed or ongoing bicycle or pedestrian improvement projects and identification of potential criteria for prioritizing future non-motorized network enhancements in the LRTP.
- **November 29, 2020.** Review of the regional priorities adopted by the Board of Directors and their potential impacts on bicycle and pedestrian project prioritization.
- **March 2, 2021.** Review of the preliminary list of bicycle and pedestrian projects compiled from previous regional and local planning efforts along with a discussion on potential locations for future trailhead facilities.
- **May 4, 2021.** Update on the ongoing activities related to completing the LRTP.
- **August 3, 2021.** Recommendation for adoption of the LRTP document to the SVMPO TAC.



Community Outreach