



NORTHERN ARIZONA
REGIONAL TRANSPORTATION
SAFETY PLAN



Public Involvement Plan

Regional Transportation Safety Plan



METROPLAN
GREATER + FLAGSTAFF

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The Public Involvement Plan (PIP) is a living document which will be updated throughout the life of the project to better reflect improved outreach strategies that respond to the public's needs. Future iterations and reports will be posted online.

Introduction and Overview

The Northern Arizona Council of Governments (NACOG) is leading the development of this Regional Transportation Safety Plan in partnership with the Central Yavapai Metropolitan Planning Organization (CYMPO) and MetroPlan (Flagstaff Metropolitan Planning Organization).

MetroPlan has developed the Public Involvement Plan (PIP) with recommendations to be used by each organization as part of the Regional Transportation Safety Plan (RTSP). The PIP will provide a general set of activities associated with each task. Each organization; NACOG, CYMPO, and MetroPlan will be responsible for customizing and implementing the PIP in their respective jurisdictions. While MetroPlan is the author of the PIP, each organization further customized its strategies to meet each unique community.

MetroPlan is the Metropolitan Planning Organization (MPO) for the Flagstaff region. According to federal regulations (**23 CFR 450.104**), an MPO is the required forum for cooperative transportation decision-making for the area. The MPO is considered the engine that drives regional collaboration and coordination, facilitating local resources to meet regional transportation needs while being responsive to community interests and local laws and policies.

The RTSP will:

- Address safety from a holistic perspective to reduce and prevent serious injuries and fatalities on our regional roadways
- Engage stakeholders and the public with vested interests in transportation planning and safety
- Establish an equity framework for participation, prioritization, and implementation
- Build relationships with organizations serving underserved communities
- Establish a framework identifying objectives, strategies, and performance measures for transportation safety that are consistent with state and national safety standards
- Expand and refine recommendations for programmatic elements in safety education, enforcement, and evaluation
- Create a prioritized list of safety projects, implementation schedules, and funding

GUIDING PRINCIPLES:

1. Reaching diverse populations requires a variety of outreach methods.
2. Large-scale outreach is a team effort, including internal staff and external partners.
3. Effective outreach requires strong relationships – with local governments, advocacy groups and advisory committees.
4. Successful outreach takes time and funding to plan and implement.
5. Stakeholders want to see results. Transparent outreach includes collecting feedback and reporting on what you heard.

The RTSP is expected to be completed in January 2024 and adopted in February 2024.

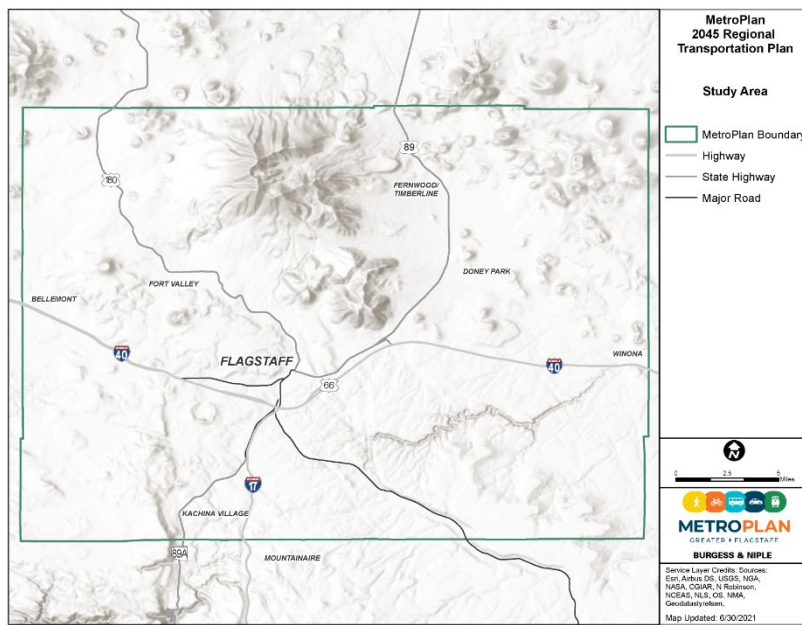
Transportation includes a variety of travel modes (biking, walking, driving, rolling) that work as a system for the safe, efficient movement of people and goods. The transportation system is more than roadways. **Transportation planning provides** the information, tools, and stakeholder/public involvement needed for improving transportation safety performance. The decisions that are influenced by transportation planning include the following:

- Policies
- Projects for each mode (biking, walking, driving)
- Safety Emphasis Areas and Priorities
- Funding allocations
- Information and Education



Study Area

Figure 1 - MetroPlan Study Area



The study area includes the greater Flagstaff region, which consists of a 525 square-mile area including the City of Flagstaff, Belmont, Fort Valley, Kachina Village, Mountainaire, Doney Park, and the surrounding area. **Figure 1** illustrates the MetroPlan planning boundary.

Planning for Stakeholder and Public Engagement

This Public Involvement Plan (PIP) is intentionally designed to be flexible and adaptable to change and adjustment throughout the planning process, and to address all applicable requirements. This document will evolve and eventually become a record of all public involvement efforts and outcomes. Every version will be dated for documentation purposes. Regional transportation planning involves many contributors:

- Regional Agencies
- Local Government
- User and Special Interest Groups
- Private Sector
- Legal System
- Federal Government
- Tribal Governments
- States



And MUST involve the Public.

Guidance from the International Association for Public Participation

In planning for public engagement activities, it is helpful to refer to [International Association for Public Participation \(IAP2\)](#) guidance to ensure that communications, outreach, and involvement activities are conducted in a manner appropriate and relevant to each unique project situation. This thoughtful approach to planning to engage the public encourages credibility through consideration of what “promise to the public” can be accomplished by each project. The levels of the IAP2 Public Participation Spectrum (see below) include *Inform*, *Consult*, *Involve*, *Collaborate*, and *Empower*. The *Inform* level represents the lowest level of public impact on a decision; the public at this level is a recipient of information. The *Empower* level represents the highest level of public impact on a decision; the public at this level is a decision-maker. The promise to the public varies between those two extremes within the remaining three levels.

Level	Role of the Public	Promise to the Public
Inform	<i>Recipient</i>	We will keep you informed
Consult	<i>Commenter</i>	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision
Involve	<i>Participant</i>	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
Collaborate	<i>Partner</i>	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible
Empower	<i>Decider</i>	We will implement what you decide

Source: IAP2 “Planning for Effective Public Participation” Student Manual © 2006.

IAP2’s Foundations of Public Participation also provide guidance helpful in shaping a plan for community engagement and involvement. According to the IAP2 “Planning for Effective Public Participation” Student Manual © 2006, “Effective Public Participation is:

1. Values-based: values held by the community affect how people will perceive the process, participate (or not), and perceive the outcome.
2. Decision-oriented: the participation of the public can affect the outcome.
3. Goal-driven: specific, purposeful, productive outcomes are to be achieved.

Furthermore, IAP2 promotes the following Core Values to drive public participation planning:

1. The public should have a say in decisions about actions that could affect their lives.
2. Public participation includes the promise that the public’s contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

The RTSP will target 4 specific groups:

Public	Public includes individuals and business that resides in or visits our community.
Stakeholders	Stakeholders are individuals or representatives from organizations or interest groups that have a strong interest in MetroPlan's work and policies.
Partners	Partners are the agencies that will adopt and implement safety policies, projects, and programs. These partners sit on MetroPlan's Technical Advisory Committee, Management Committee, and Executive Board.
Leaders	Leaders are individuals, groups, or groups that influence policy and direction for the city and/or county. These are often elected officials such as city council members or county board of supervisors.

In addition to these important Foundations and Core Values, Metroplan is expressly committed to the **accessibility** of the process for all residents, businesses, and other transportation system users within the region. This Plan is deliberately attentive to underserved populations and those populations traditionally less likely to participate. In the Flagstaff area, this includes non-English speaking populations, those with limited access to the internet, and lower-income areas. This is consistent with IAP2 Core Value #4. The following table provides a high-level overview of the anticipated spectrum of outreach for each project task.

Project Task	IAP2 Spectrum	Who	Recommended Outreach
Task 2 <i>Public involvement plan</i>	Inform, Consult	Stakeholders Partners Leaders Public	Website, print/digital marketing, presentations, virtual open house, social media, public events, community meetings
Task 3 <i>Safe System Performance</i>	Inform, Consult, Involve	Stakeholders Partners Public	Stakeholder interviews, survey, community outreach.
Task 4 <i>Safety Emphasis Areas</i>	Consult, Involve	Stakeholders Partners Public	Story/mapping exercise with the public – what are their safety concerns and experiences.
Task 5 <i>Policy/Network Screening – prioritize safety needs</i>	Involve, Collaborate	Partners Stakeholders Leaders	Committee/Community meetings and briefings
Task 6 <i>Identify/Analyze Resources</i>	Involve, Collaborate	Partners Leaders	Identify recommended goals, policies, and strategies for each emphasis area
Task 7 <i>Implementation</i>	Collaborate, Empower	Partners Leaders	Committee presentations and materials provided on website.
Task 8 <i>Project identification</i>	Collaborate, Empower	Partners Stakeholders Public	Presentations and materials on prioritized list of hot spots
Task 9 <i>Performance Measures, Evaluation, Equity analysis</i>	Involve, Collaborate, Empower	Partners Stakeholders Leaders	Presentations and materials on performance measures and effectiveness of safety programs. Gather additional feedback on equity analysis from local organizations that serve disadvantaged communities.
Task 10 <i>Final Plan</i>	Collaborate, Empower	Partners Leaders Public	Final presentation and materials of recommendations and prioritized list.

Engaging our Partners and Stakeholders

Community engagement for the RTSP is intended to be inclusive and multi-faceted. The best way for an MPO to build a Stakeholder and Public Involvement Plan is to lean on its existing relationships: MPOs are a product of important working relationships among a variety of local, county, regional, and state government representatives, as well as community organizations, and cannot be effective without them. Instrumental in the development of this PIP is collaboration and coordination with the Technical Advisory Committee (TAC) which includes entities conducting related planning efforts (Planning Partners), and Stakeholders.

MetroPlan is committed to working with community stakeholders and our partners to design the public involvement program, discover community values, concerns, and interests, help inform public survey tools and increase the reach of the engagement program.

A stakeholder is a person or group with the power to respond to, negotiate with, or change the strategic future of an organization. MetroPlan worked with its Technical Advisory Committee (TAC) and Partners to develop a stakeholder list of individuals representing the following interests:

- Bicycle and Pedestrian
- Citizens
- Communications
- Education
- Engineering
- Environment
- Management
- Planning
- Policy
- Public Health and safety
- Roads and trails
- Social Services
- Title VI
- Transit
- Transportation

Stakeholder outreach was initiated in **January X, 2023**. MetroPlan sent an email to the entire list of approximately **(X) stakeholders**.

Stakeholders provide invaluable information and resources. The Consultant team for this project will conduct a series of stakeholder and partner interviews with local public agencies that will inform and address local safety concerns, review opportunities for safety improvements, and develop strategies for future funding of safety-related projects.

Additional Safety Analysis with Stakeholders

Crash Data Output: As part of this project, NACOG will provide each jurisdiction with an Esri ArcGIS Online Story Map that will capture the output from the crash data analysis as well as recommended countermeasures. These story maps will provide agencies with an understanding of the crashes within their jurisdiction and allow them to assess the best countermeasures and funding opportunities to support safety improvements.

Safety Committee: MetroPlan intends on identifying individuals through the RTSP process that represents local agencies and community groups to serve on an annual “safety committee”. This committee will convene in late 2024 and provide an annual review and direction of safety projects. Additionally, this committee will:

- Create more effective solutions
- Improve the community’s knowledge of safety projects, programs, and plans
- Increase the likelihood that projects, programs, and plans will be accepted
- Empower people from different backgrounds to become involved in transportation decision-making

Table 1- provides a snapshot of the types of stakeholders that will be engaged in the RTSP process:

Tribal Governments	Local, State, & Federal Agencies	Community Organizations
Navajo Nation	Federal Highway Administration (FHWA)	Friends of Flagstaff Future
Yavapai Apache Nation	Arizona Department of Transportation (ADOT)	Flagstaff Bicycling Organization
Yavapai Prescott Indian Tribe	City of Flagstaff	Northern Arizona Healthcare
White Mountain Apache Tribe	Coconino County	Health and Human Services
Hopi Tribe	Mountain Line	Bicycle Advisory Committee
	Northern Arizona University (NAU)	Pedestrian Advisory Committee
	Flagstaff Police Department	Coordinated Mobility Council

How We Will Engage the Public

This section provides an outline of the activities that will be used to engage and involve the greater Flagstaff community in the RTSP.

Messaging and Publicity

A carefully crafted brand and narrative is a powerful tool to bring participants to the table for planning projects. Utilizing this deliberate and thoughtful activity, MetroPlan is able to not only inform people about the process, but we are also able to inspire people to want to be involved by communicating why safety and safe roads matter to them.

The RTSP is creating a vision together with our communities that will identify strategies that are equitable, data-driven, and collaborative to reduce or eliminate serious injuries and fatalities on our roads.

This topic can be triggering to our community members who have lost loved ones due to careless acts and behaviors. Therefore, it is important to develop core motivations and themes that represent the essence of the engagement effort so that those can be threaded through messaging and brand identity. As part of this effort, NACOG, MetroPlan, and CYMPO are developing a descriptive name for the initiative, focused on why the RTSP matters.

Brand aesthetic and messaging that will effectively serve public engagement in the RTSP process as well as continue to build community trust in MetroPlan. To that end, visual identity (logo(s), color/font palettes, and brand guidelines are under development, including instructions on how to cobrand MetroPlan accurately and effectively and the RTSP public engagement effort and future initiatives. Also, underway are the following:

- Develop project narrative
- Develop a social media content plan for the RTSP engagement process.
- Develop paid Facebook and Instagram ads to engage residents and build an audience for social media following.

Once the brand and messaging are developed, publicity to direct people to the project website and encourage participation will happen via Facebook, Instagram, and email. Other publicity may be accomplished via direct mail, and print/radio advertising based on gaps in participation that are identified via website analytics discussed below.

Project Website

The RTSP will have a prominent presence at metroplanflg.org including opportunities for the public to review the information and answer questions and/or provide comments at their convenience. We will track participation using website analytics so we can identify gaps. Publicity supplemental to social media and email (e.g., direct mail or print/radio advertising) may be planned and executed based on these identified gaps.

Survey

A key feature of the project will be an online survey developed in conjunction with technical milestones to gather input that will inform the RTSP. A single survey is planned that will be available online and paper versions will be available at public events and/or located at strategic locations like community centers and libraries.

In addition to the survey, an online interactive mapping exercise through *Social Pinpoint* will be launched where the public and stakeholders alike can provide input on areas of concern. This data collection method will assist the planning process in providing additional data that is not captured in formal crash data.

In-person opportunities

The team recognizes that in addition to a robust social media and online presence, it will be crucial to provide access to the process for people who do not have or use the internet. It is for this reason, and the benefit of enhanced dialogue with the community, that MetroPlan has undertaken efforts to identify and schedule opportunities to provide information and gather feedback either verbally and/or by means of a hard-copy survey at regularly scheduled meetings and community events.

Activities will include an interactive mapping exercise where participants can geographically identify and pinpoint unsafe locations and infrastructure for driving, walking, bicycling, and rolling, along with adding comments that will be tabulated by the consultants and evaluated by staff.

MetroPlan will also explore ways of “passive engagement” opportunities that can be designed with limited staff on-site but provide the public with opportunities to participate based on their schedule and interest level.

Table 2 - provides a snapshot of the types of community events and opportunities that will be considered as part of the RTSP planning process.

Community Events	Community Briefings	Passive Engagement
Earth Day Festival Bike Bazaar Farmers Market Wed. Night Market	Pedestrian Advisory Committee Bicycle Advisory Committee Transportation Commission Coordinated Mobility Council	Information and engagement kiosks: <ul style="list-style-type: none"> • Community centers • Library • Downtown Connection Center

Virtual Meetings

Virtual meetings are generally more convenient for people to attend because they can do so from their home or office and do not have to take time out of their schedule to travel to a location that may or may not be easily accessible for them. In addition to attending community events and meetings that are hosted by other organizations, MetroPlan will publicize and host virtual meetings as part of existing Technical Advisory Committee and Executive Board meetings.

Schedule of Outreach Activities

The below schedule captures both stakeholder and public outreach. This schedule may be adjusted as needed to better serve the community.

Tasks	2022				2023											
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Phase 1: Development																
Kickoff Meeting	✕															
Public Announcements - website, emails, social media			✕	[Orange bar from Dec 2022 to Nov 2023]												
Online survey						[Orange bar from Feb to Mar 2023]										
Social Pinpoint						[Orange bar from Feb to Mar 2023]										
Public events/pop-up events (active and passive options)							[Orange bar from Mar to May 2023]									
Public/Stakeholder Meetings (Virtual)					✕			✕								
Stakeholder Interviews (Local Agencies)			[Orange bar from Oct 2022 to Dec 2022]													
Story Maps			[Orange bar from Oct 2022 to Dec 2022]								[Orange bar from Jul to Sep 2023]					
Stakeholder Interviews (Health and Safety Providers)										[Orange bar from Jun to Jul 2023]						
Convene a "Safety Congress/Committee"														✕		
Briefings (Other committees/special interest groups)												[Orange bar from Aug to Sep 2023]				
Regional Council/Executive Board Meetings							✕								✕	
TSC/TAC Meetings					✕						✕			✕	✕	

Reporting of Results

The results of the public involvement program will be important to help policymakers in the region understand public opinion related to actions that will be needed to achieve the RTSP safety goals.

All conversations with stakeholders and the public (e.g., notes from in-person and virtual meetings, survey results, etc.) will be documented and posted to the project website. The documentation of conversations and survey results, therefore, will be thoughtfully prepared and summarized to provide credible assurance to stakeholders and the public that MetroPlan is listening.

