

Public Outreach Plan Oahu Regional Transportation Plan 2035

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Table of Contents

1	Introduction	1
1.1	Background – Plan Context	1
1.2	Decision-Making Process.....	1
2	Goals and Objectives of the ORTP 2035 Public Outreach Plan.....	3
3	Outreach Approach	4
3.1	Key Stakeholders.....	6
3.2	Key Stakeholder Outreach.....	8
4	Public Outreach Overview.....	10
4.1	Public Outreach Tools.....	10
4.2	Tools Utilized throughout the Planning Process.....	11
5	Public Outreach Plan Implementation	12
5.1	Beginning the Planning Process – Issues Identification.....	12
5.2	Developing and Refining Plan Scenarios.....	15
5.3	Completing the Planning Process – Plan Completion, Review, and Feedback	18
5.4	Throughout the Planning Process.....	19
6	Conclusion	21

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Acronyms and Abbreviations

CAC	Citizen Advisory Committee
CFR	Code of Federal Regulations
DBEDT	Department of Business, Economic Development and Tourism
DPP	Department of Planning and Permitting
DTS	Department of Transportation Services
HDOT	Hawaii Department of Transportation
OahuMPO	Oahu Metropolitan Planning Organization
ORTP	Oahu Regional Transportation Plan
PB	Parsons Brinckerhoff
NB	Neighborhood Boards
T6/EJ	Title VI and Environmental Justice
TAC	Technical Advisory Committee

1 Introduction

The Oahu Metropolitan Planning Organization (OahuMPO), the federally-designated metropolitan planning organization for the island of Oahu, is conducting an update of the *OahuMPO Regional Transportation Plan* (ORTP) to the planning horizon year of 2035. The ORTP is the official guide for the development of the major surface transportation facilities and programs to be implemented on Oahu. Based upon projected transportation needs and a constrained financial plan, the ORTP identifies short- and long-range strategies and actions that will ultimately lead to the development of an integrated, intermodal transportation system that facilitates the safe, efficient, and economical movement of people and goods. The ORTP is updated once every five years and is revised as necessary. The OahuMPO Policy Committee approved the current ORTP, entitled *Oahu Regional Transportation Plan 2030*, in April 2006. The ORTP 2035 is scheduled to be adopted by the OahuMPO Policy Committee by February 2011.

This *Public Outreach Plan* establishes public outreach goals and objectives, approach, and products. It is guided by *The OahuMPO Participation Plan*, a document endorsed by the OahuMPO Policy Committee on December 15, 2006.

1.1 Background – Plan Context

The OahuMPO ORTP 2030 presented numerous challenges facing island transportation:

- Growth in population, which predicted a 27-percent growth in travel
- Increasing traffic on highways with work commute trips becoming more congested
- The ongoing need for emergency access
- The ever-present need for infrastructure maintenance
- Limited resources to meet growing needs

National statistics indicate:

- Hawaii is leading the nation with the longest work commute³
- Hawaii is among the states leading in rate of pedestrian fatalities⁴

1.2 Decision-Making Process

There are four distinct entities of the OahuMPO that participate in the decision-making process. The decision-making body is the Policy Committee, which is advised by two primary advisory committees, the Technical Advisory Committee (TAC), and the Citizen

³ INRIX® National Traffic Scorecard, Travel Time Index, June 2008

⁴ Based on Pedestrian Fatalities per 100,000 Population. U.S. Department of Transportation, National Highway Traffic Safety Administration, Traffic Safety Facts 2007, Washington, DC: available at http://www.nhtsa.dot.gov/portal/nhtsa_static_file_downloader.jsp?file=/staticfiles/DOT/NHTSA/NCSA/Content/TSF/2007/810994.pdf, February 2009.

Advisory Committee (CAC). The OahuMPO Executive Director and staff are responsible for implementing policy set by the OahuMPO Policy Committee.

The Policy Committee is a thirteen-member body consisting of three State Senators, including the Chair of the Senate transportation committee; three State Representatives, including the Chair of the House transportation committee; five City Council members; the Hawaii Department of Transportation (HDOT) Director; and the City's Department of Transportation Services (DTS) Director. The OahuMPO Policy Committee is expected to take action on the vision, goals and objectives, the draft plan to be circulated for public review, and the final draft plan. As a Committee, they are concerned with adequately identifying issues and challenges, remaining responsible stewards of public resources, learning and understanding policy and project alternatives, and serving all populations.

The TAC is responsible for ensuring the technical competency of the planning process and is advisory to both the Policy and the OahuMPO Executive Director. Its members are the high-level technical staff of HDOT, DTS, the State's Department of Business, Economic Development and Tourism (DBEDT), and the City's Department of Planning and Permitting (DPP). The Managing Director of the Hawaii Transportation Association, a University of Hawaii faculty member, and representatives from the Federal Highway Administration, Federal Transit Administration, and Federal Aviation Administration are non-voting members of the TAC.

The CAC is the foundation of *The OahuMPO Participation Plan*. The CAC advises the Policy Committee and the OahuMPO Executive Director with input from its members on transportation planning issues. At present, the CAC consists of representatives from about 45 community associations, Neighborhood Boards (NBs), professional associations, businesses, private transportation providers, a transportation management association, developers, and other interested parties.

A working group of the CAC has been established to assist with the ORTP 2035 *Public Outreach Plan*. This group will monitor progress on the plan and serve as a sounding board for outreach techniques.

Planning processes are also informed by citizens, stakeholders, Federal, State, and City agencies, commercial users, and civic and business groups. These groups and individuals will be invited and encouraged to participate in the planning process.

2 Goals and Objectives of the ORTP 2035 Public Outreach Plan

The overall goal of the ORTP 2035 *Public Outreach Plan* is to support the planning process so that the regional transportation plan reflects the needs and concerns of the public.

Consistent with *The OahuMPO Participation Plan*, the ORTP 2035 *Public Outreach Plan* objectives include:

- Conducting public participation and outreach using best practices to serve all users of the transportation system more effectively, including citizens who are traditionally underserved and under-represented, such as minority, low-income, elderly, and disabled populations.
- Providing interested communities, groups, and individuals with pertinent information in a timely manner.
- Employing effective means of obtaining feedback from interested communities, groups, and individuals, and providing feedback to stakeholders regarding how comments will be used throughout the transportation planning process.

3 Outreach Approach

Strategies, approaches, and techniques are being employed for each stage of the ORTP 2035 planning milestones; namely, identifying issues, collecting and analyzing public feedback, and completing the plan. Overall, the approach intends to:

- Foster early and continuous involvement
- Involve traditionally underserved populations
- Encourage participation which leads to support and ownership of the ORTP 2035

The OahuMPO recognizes that effective outreach to underserved populations may require non-traditional approaches. Following the passage of Title VI of the Civil Rights Act of 1964, which prohibited discrimination on the basis of race, color, and national origin, a series of Federal laws and Presidential Executive Orders extended civil rights protections in federally-assisted programs and activities. These protections have been further enhanced by the State of Hawaii. The major initiatives are shown below. The result is that Federal and/or State funds may not be used in ways that subsidize, promote, or perpetuate discrimination based on race, color, national origin, sex, age, or physical or mental disability, sexual orientation, or limited English proficiency.

The island of Oahu has unique demographic characteristics because minorities make up the majority of the population. Because of this racial and ethnic diversity, the OahuMPO and DPP⁵ developed a method to define Oahu Title VI/Environmental Justice (T6/EJ) areas that would be more representative of the demographics of the island and more accurately target T6/EJ communities in outreach efforts. These OahuMPO T6/EJ Areas are defined as areas where the minority or low-income populations' concentration was meaningfully greater than the surrounding population. Using Census data, OahuMPO analysis uses the Federal definition of minority as well as the "poverty thresholds" as defined by the Census Bureau. Rather than relying on T6/EJ definitions that may not be as meaningful to Oahu's demographic composition, the OahuMPO method normalizes census block group data so that basic statistical measures can be applied. The method related the relative concentration of a minority group or low-income households within a census block group to the total population within the census block group. A block group qualifies as T6/EJ if the relative frequency of one or more minority groups or low-income households was in the highest 16 percent (greater than one standard deviation) of frequencies across the island. Block groups are then assembled into the OahuMPO T6/EJ Areas. *The OahuMPO Public Outreach Plan* will use this method to identify and strategically target T6/EJ communities.

Consistent with best community outreach practices, and Federal guidelines, developed for T6/EJ populations shown in the following table, the outreach strategies detailed herein are designed to meet the goals and objectives of *The OahuMPO Participation Plan* and the characteristics of the targeted audience.

⁵ Oahu Metropolitan Planning Organization and Department of Planning and Permitting. *Environmental Justice in the OMPO Planning Process: Defining Environmental Justice Populations*. March 2004

Possible Barrier	Potential Strategies
Individuals holding multiple jobs and/or unusual job hours	Activities, location, and time of community outreach may need to be adjusted to accommodate schedules of community members
Low levels of education and/or literacy issues	<p>Adjust presentation materials to an easy reading level</p> <p>Staff may need to record oral responses and comments</p> <p>Braille and/or sign language may be required</p> <p>Educate participants of their rights in the transportation planning process</p>
Unique family structures (e.g., single parents, multi-generational families)	<p>Activities, location, and time of community outreach may need to be adjusted to accommodate schedules of community members</p> <p>Childcare may need to be provided to enable participation</p>
Less likely to have modes of personal transportation (i.e., private car)	<p>Post participation information online so meeting attendance is not mandatory</p> <p>Community outreach activities need to be transit accessible</p> <p>May need to provide shuttle service to outreach activity</p> <p>Meet at ADA accessible meeting locations in the community</p>
Less access to Internet, technology or computer literacy issues	Provide information to community businesses, churches, and/or organizations
Language barriers	<p>May need to provide interpretive services and/or multi-lingual handouts and presentation materials</p> <p>Advertise community outreach activities in local language newspapers</p>
May have some distrust of government agencies due to misperceptions or previous experiences	<p>May need local organizations to provide “introductions” or sponsor events</p> <p>Provide information to community businesses, churches, and/or organizations</p>

Possible Barrier	Potential Strategies
Limited understanding of how a project will affect their lives and how participation in the process would benefit them	Need to educate people about the planning process and that they have the power to influence decisions
Cultural differences	<p>Techniques need to be adapted to consider how cultural groups interact with presenters of new information, how they typically interact with one another, and how they make decisions</p> <p>Convey issues in ways that are meaningful to cultural groups</p>

3.1 Key Stakeholders

The United States Code of Federal Regulations (CFR) 450.316 defines the following categories of interested parties to be considered when developing a regional transportation plan: citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties. In addition, CFR 450.322 requires the metropolitan planning organization to consult, as appropriate, with state and local agencies responsible for land use management, natural resources, environmental protection, conservation, and historic preservation.

Reaching out to key stakeholders will help the project team better understand the current transportation issues and needs of the island and the many communities that make Oahu their home. Key stakeholders include citizens-at-large, commercial users, large land owners and building developers, business organizations, community and civic groups, colleges and universities, underserved populations, and government agencies.

As shown in the above table, underserved populations (low or moderate income, linguistically isolated or low literacy, elderly, or physically challenged populations) may have additional barriers impeding full participation in the planning process as cited in the *Hawaii Environmental Justice Report*.⁶ For this reason, a concerted effort will be made to include underserved populations in the ORTP 2035 update process.

There are eight key stakeholder groups identified for this project that will be targeted to receive information and education early in the planning process in order to involve them at critical stages for public input. Partnering with these organizations will facilitate data

⁶ Kahihikolo, Leslie R. *Hawaii Environmental Justice Initiative Report*, 6-6. State of Hawaii Environmental Council. January 9, 2008.

collection that represents the broad spectrum of Oahu's transportation needs. Specific key stakeholder groups include the following:

1. Citizens-at-large
2. Commercial users
 - a. Freight and cargo movers and consolidators
 - b. Heavy equipment rental companies
 - c. Large employers
 - d. Manufacturers and suppliers
 - e. Private transportation providers
 - (1) Bus operators
 - (2) Car rental companies
 - (3) Fleet operators
 - (4) Taxi companies
 - (5) Tour operators
 - f. Retailers and wholesalers
 - g. Trash haulers
 - h. Utilities and communications companies
3. Large land owners and building developers
4. Business organizations
 - a. Chambers of commerce
 - b. Contractors associations
 - c. Employee unions
 - d. Insurance companies
 - e. Tourism promotion organizations
 - f. Professional organizations, including but not limited to the American Planning Association, American Institute of Architects, American Society of Landscape Architects, American Society of Civil Engineers, and Institute of Traffic Engineers
5. Community and civic organizations
 - a. Bicycle and pedestrian advocates
 - b. Transit users
 - c. Environmental advocacy organizations
 - d. Hawaiian and ethnic societies
 - e. Historic preservation societies
 - f. Interested community groups
 - g. Senior citizens organizations
 - h. Social clubs (e.g., Rotary, Lions)
6. Colleges and universities
 - a. Administrators
 - b. Students
7. Underserved populations, including minorities, those with low or moderate income, linguistically isolated or low literacy populations, elderly, and physically challenged populations

8. Government agencies
 - a. Federal agencies
 - (1) Department of Agriculture
 - (2) Department of Defense
 - (a) Air Force
 - (b) Army
 - (c) Coast Guard
 - (d) Marine Corps
 - (e) Navy
 - (3) Environmental Protection Agency
 - (4) Federal Aviation Administration
 - (5) Federal Highway Administration
 - (6) Federal Lands Management
 - (7) Federal Transit Administration
 - (8) Fish and Wildlife Service
 - (9) Homeland Security
 - (10) Housing and Urban Development
 - (11) National Marine Fisheries Service
 - (12) National Oceanic and Atmospheric Administration
 - (13) National Park Service
 - (14) United States Postal Service
 - b. State agencies
 - (1) Department of Civil Defense
 - (2) Department of Hawaiian Homelands
 - (3) Department of Health
 - (4) Department of Land and Natural Resources
 - (5) Department of Transportation (airports, harbors, highways)
 - (6) Office of Hawaiian Affairs
 - c. City agencies
 - (1) Department of Emergency Management
 - (2) Department of Planning and Permitting
 - (3) Department of Transportation Services
 - (4) Emergency Medical Services
 - (5) Honolulu Fire Department
 - (6) Honolulu Police Department
 - (7) NBs
 - (8) TheBus
 - (9) TheHandi-Van

3.2 Key Stakeholder Outreach

Outreach tools have been designed to reach each of the key stakeholder groups and sub-groups identified above. To summarize, the table below describes the planned outreach tools that will involve each key stakeholder group.

Stakeholder Groups	Planned Outreach Tools
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Citizens-at-large Underserved populations Government agencies	Telephone surveys Focus groups Stakeholder interviews Public meetings Electronic communications ⁷
Commercial users Large land owners and building developers Business organizations Community and civic groups Colleges and universities	Telephone surveys Stakeholder interviews Public meetings Electronic communications

⁷ Electronic communications includes use of e-mails, the OahuMPO Web site, as well as a range of social networking portals, such as Facebook, Twitter, etc.

4 Public Outreach Overview

While transportation is one among many issues facing communities on Oahu today, it is an exceptionally important and complex issue – decisions regarding transportation affect nearly everyone on the island in one way or another. It is crucial that public outreach to communities and key stakeholder groups be multi-faceted and engage individuals and groups to the extent to which they want to be involved. Because of this, the ORTP 2035 update project will be designed around three levels of public communication.

1. The goal of targeted public outreach is the active involvement of those who are currently most affected by or interested in transportation issues. Their concerns and comments will be addressed to the extent possible as the alternatives evolve, and the project team will provide feedback on how public input influenced the decisions. This group will participate in telephone surveys, focus groups, stakeholder interviews, and public meetings, and will be kept informed by direct mail, the project Web site, and social and print media.
2. The goal of general public outreach is to consult with the public and encourage further education and involvement. The concerns and comments of this group will be listened to and acknowledged, and they will be provided feedback on how their input was incorporated into the decision making process. This group will participate in public meetings and be kept informed via the Web site, and social and print media.
3. On the broadest level, the goal of public outreach is to inform the public about the plan content and process, and invite their comments. The project Web site and social and print media are important sources of information for this group, and provide them access to the materials needed to better understand the issues, opportunities and alternatives included in the plan.

Indicators of the effectiveness of the public outreach during the planning process are the number of people who participate and, more importantly, the relevance of stakeholder input and meaningful content of public comments that will feed back into this process.

4.1 Public Outreach Tools

Public outreach tools will be tied to the information to be disseminated and feedback returned at each milestone in the planning phase. The outreach tools that will be utilized in each phase are:

<i>Planning Phase</i>	<i>Products and Deliverables</i>
Identifying issues –Summer 2009	Stakeholder interviews Telephone survey Focus groups
Developing and refining plan scenarios – Winter 2010	Focus groups Stakeholder interviews Regional public meetings Telephone survey Press releases Written planning process updates
Reviewing, soliciting feedback and completing the plan – Fall 2010	Islandwide public meeting Press releases Written planning process updates

4.2 Tools Utilized throughout the Planning Process

In addition to the specific products and deliverables listed in the table above, some tools are planned to be used throughout the planning process to foster early and continuous involvement. These tools will be tailored to support the planning process by sharing project information and asking for citizen and stakeholder input at strategic points within the process. Ongoing outreach tools include:

- Media updates and alerts
- Newspaper and publication articles, editorials, newspaper inserts, paid and earned advertisements
- Media interviews
- Organized public meetings for specific presentations, updates, and building general support
- Comment and response forms for stakeholder input and feedback
- Updates to the OahuMPO Web site, Facebook, Twitter, and other electronic communications
- Static display boards, Microsoft® PowerPoint presentations, and flyers

5 Public Outreach Plan Implementation

The following sections describe outreach activities planned for each project stage. It includes more detail regarding the purpose and intended audience.

5.1 Beginning the Planning Process – Issues Identification

Telephone surveys, key stakeholder interviews, and focus groups will be conducted to identify issues. The measure of effectiveness for these activities is the relevance of information received to the subsequent planning process.

Key Stakeholder Interviews		
<i>Description</i>	<i>Objective</i>	<i>Target Audience</i>
Twenty detailed one-on-one question and answer sessions (each approximately 30 minutes in length)	Assess initial issues and gather information to create a list of potential needs for planned improvements and scenarios	Industry and commercial users, decision makers, community leaders, environmental group leaders

These interviews will be face-to-face and telephone-based with subset of key stakeholders (up to twenty respondents) to help gain an understanding of dominant issues across a broad spectrum of viewpoints. Major and often competing perspectives need to be heard and taken into account in the subsequent planning process.

The key stakeholder groups will be identified from the critical representation list, outlined in Section 3.1. Individuals will then be chosen to participate in an interview with an eye to maintaining diversity across the identified industries and groups.

Focus Groups		
<i>Description</i>	<i>Objective</i>	<i>Target Audiences</i>
Detailed facilitated group meetings	Assess initial issues and gather information to create a list of potential needs for planned improvements	T6/EJ community members and all-hazards first responders, i.e., emergency medical, fire, and police

Focus groups will be small, generally 8-to-10 people, and personal with face-to-face discussions to help identify planning issues. Two of the seven focus groups will be conducted early in the planning process – one with T6/EJ service providers and one with all-hazards first responders.

The purpose of conducting a focus group is to provide the ability to observe body language and non-verbal clues among group participants as they continually build upon each other's comments and provide an opportunity to probe and reach beyond initial responses and

rationales. It gives participants an opportunity to take part in the planning process through interactive exercises and techniques.

Sources for recruitment of qualified participants for this round of focus groups will come from the PB Team lists of emergency service providers and social and transportation service agencies. Additional community centers, churches, public health centers, and institutions that serve the target populations will be contacted as necessary. The PB Team will determine which organizations will be contacted.

Screening questions are developed to ensure recruited participants meet the criteria required. Standard screening questions include, but are not limited to, length of Hawaii residency, how often the person has participated in qualitative research sessions, employment industry conflicts, and defined behavioral screening criteria. Fourteen qualified participants are recruited for each group to seat 8-to-10. The over-recruitment is necessary to allow for no-shows due to illness, last minute scheduling conflicts, etc.

Recruitment will be conducted by a team of experienced recruiters. Potential participants will be screened and, if qualified, invited to participate. A letter of confirmation and a map to the facility is sent within 24 hours of the recruitment interview. Follow-up reminder phone calls are placed within 24 hours of when the group will convene.

Focus group sessions will be conducted in OmniTrak's professional facility located at 841 Bishop Street, Suite 1250, Honolulu, Hawaii 96813. Light refreshments are served during the group sessions. Validated parking is provided for all participants and observers. In addition, OmniTrak will provide transportation assistance and other accommodations as may be necessary to ensure those with disabilities or other logistical impediments may participate.

A standard focus group is usually scheduled in the evening or on Saturday so as not to interfere with work commitments. However, given that the participants in these focus groups are professionals, attendance may be higher if scheduled during the work day. These schedule variables will be explored by the recruiters as part of set up. Regardless of the time, the group flow is as follows:

- Participants arrive
- Identification is verified
- Re-screening to confirm they meet the group criteria
- Participant selection is determined (selection of 8-to-10 participants)
- Participants are seated
- Group session is conducted
- Participants are thanked for their time and presented with their incentive

A discussion guide will be developed and approved ahead of time. The discussion guide will be necessary to ensure objectives are covered and the flow remains consistent within the allotted time.

The information received from the initial focus groups and key stakeholder surveys will help to design the questions for the telephone survey described below.

Telephone Survey		
<i>Description</i>	<i>Objective</i>	<i>Target Audience</i>
Detailed one-on-one question and answer session (survey will take about 18 minutes)	Assess initial issues and gather information about potential areas of concern and needs for planned improvements	Citizens-at-large

The first telephone survey will utilize an islandwide, random, statistically valid sample size of 600 Oahu residents. If a call is answered by a person who does not feel comfortable speaking English, the call will be transferred to an interviewer who speaks that person's language. At a 95% confidence level, the margin of error is +/-4%.

Demographic information will be collected during the interview process. This first telephone survey will be conducted early in the planning process (Summer 2009). Its purpose will be to identify issues to help define planning scenarios. In addition, this outreach effort will help advertise the project kickoff via the Web site which will be concurrent with this activity. The telephone survey will be conducted by OmniTrak and managed by PB.

5.2 Developing and Refining Plan Scenarios

This stage will incorporate a second set of stakeholder interviews and focus groups with three regional meetings to help define the draft plan. The measure of effectiveness for these activities will be the relevance of information received to feed back into the plan development and a demonstration that stakeholders understand information presented about transportation needs and the proposed planning scenarios.

Regional Public Meetings		
<i>Description</i>	<i>Objectives</i>	<i>Target Audience</i>
Three public meetings to talk face-to-face with the general public	Present information about the potential scenarios and associated transportation projects and programs; listen to concerns and issues, answer questions about the planning process, and gather comments on citizen preferences	Citizens-at-large

To help solicit feedback, the regional public meetings will be held in areas experiencing major transportation challenges. When these areas have been identified through the earlier stages of public involvement efforts, specific locations that are accessible for all members of the public, including those with disabilities, will be determined.

To ensure the public attends and participates in the meetings, media relations and internal advertising techniques will be utilized. Media relations activities include print advertisements that will be placed one week before the scheduled meetings in local newspapers, community newspapers, and popular language newspapers read by the targeted community. The targeted community will be identified as the neighborhoods and communities that are experiencing rapid change are forecast to develop, or that are currently experiencing transportation issues. Press releases will be sent out to local media and community radio interviews will be scheduled. Public service announcements about the meetings will also be coordinated with local radio stations.

Internal advertising techniques include the Web site and other electronic communications and printed materials. The project Web site will announce the upcoming meetings and have information available about when and where the meetings will be held, including directions and parking information. Updated content will be provided to be used for the Web site, Twitter, Facebook, and other electronic communications. All printed materials will reference the project Web site to give the public more information about the meetings. When meeting attendees sign in to the meeting they will be asked if they want to join the project e-mail update list so that they can receive future project updates by e-mail.

In order to reach T6/EJ communities, outreach efforts will be made to social programs that serve this population. Efforts may include a poster advertising the public meetings or flyers that will be distributed to social and transportation service organizations or commercial facilities that cater to their needs. If these methods are not sufficient, the use of targeted postcard mailings will be considered. The mailings will go to these communities using available geographic data and mail carrier routes. In areas where this information is not available, the project team will canvas neighborhoods with flyers the day of the regional meeting outside local markets. A few days before the public meeting, a vinyl banner advertising the meeting will be placed at the meeting location to serve as a reminder about the meetings and to capture local drive-by and/or pedestrian traffic. ORTP 2035 project information will be made available at meetings being conducted for other transportation projects and studies. Also, materials may be distributed to parents through the schools if agreed to by the schools' principals. NBs will also receive project information that they can place in their newsletters and updates if they choose.

The format of the meetings will be a composite of a meeting and an open house. "Stations" will be arranged around the room to focus on specific topic areas of the ORTP 2035. The subject of each station will be determined through a collaborative process among the PB project team and OahuMPO staff. Each station will be staffed by knowledgeable project team members and will have an easel with paper and pens for participants to write comments which the team will fold into subsequent work.

For example, one station could cover financial trade-offs. Various projects or programs supporting plan scenarios could be shown with accompanying rough order of magnitude cost estimates. Attendees could be asked to prioritize projects knowing the relative cost of those improvements.

There will be two presentations given at each of the public meetings. The first will occur near the start of the open house and the second will begin about two-thirds through the time frame of the meeting. The purpose of this will be to give all meeting attendees the same information. This will also present an opportunity for attendees to ask questions and provide verbal and/or written comments. This format also facilitates the fluidity of the open house format where members of the public can come and go as best meets their schedules. The set times for presentations will be part of the invitation and advertisements for the meetings to build an appropriate level of expectation.

Feedback will be gathered in a number of ways to increase the potential for input into the planning process. Comment and response sheets will be pre-printed with specific questions – attendees can sit at a table and fill them out at the meeting or mail them in later. Attendees can also write comments on flip charts located at each station. Attendees can ask questions or make statements during the oral presentation – these will be recorded for the team's subsequent use. Attendees will also be directed to the Web site and e-mail address of the project so they will be able to submit comments to the team at a later date. Comment forms will be available on the Web site that mirror the forms available at the meetings. Announcements concerning these meetings as well as links to comment forms will also be made using Facebook, Twitter, and other social networking sites.

Key Stakeholder Interviews		
<i>Description</i>	<i>Objective</i>	<i>Target Audience</i>
Forty detailed one-on-one question and answer sessions (approximately 30 minutes each)	Outline the proposed scenarios and ask questions to refine the list of potential transportation projects	Industry and commercial users, decision makers, community leaders, environmental group leaders

These stakeholder interviews will include the same subset of 20 from the earlier phase plus another 20 individuals.

The goal of the second round of stakeholder interviews will be to discuss the details needed in order to refine the list of potential planning scenarios and associated transportation projects that will have been developed based upon a combination of needs outlined in the first round of stakeholder interviews and various technical analyses that will be done by the PB team. Selection of who will be interviewed needs to accommodate the diversity of citizens and stakeholders and issues they will have brought forth.

Focus Groups		
<i>Description</i>	<i>Objective</i>	<i>Target Audience</i>
Five detailed group discussions for meaningful dialogue with facilitated meetings	Hone in on the list of initial issues and concerns in order to ask questions and refine the list of potential scenarios and transportation projects	T6/EJ community members

Focus groups will be conducted for the targeted T6/EJ community, including persons with limited English proficiency, persons with disabilities, youth, and seniors. These underserved populations will help identify planning issues and transportation needs.

Additional participants may be recommended by social and transportation service provider agencies, including those which participated in the first round of focus groups. These agency clients may meet the criteria for participation in the focus groups.

These focus groups are typically conducted in English. If specific ethnic groups are identified and they do not speak English, a moderator fully-versed in the appropriate language will be used. Simultaneous translation will take place for the observers in attendance.

It is OmniTrak's experience with over 26 years in the industry that focus groups can be conducted in English with a large variety of populations. Once recruitment begins and the

PB team determines otherwise, a change in methodology or approach can be discussed to serve the needs of the project more appropriately and to be sensitive to the focus group participants. One option would be to conduct a series of in-depth, face-to-face interviews using the moderator’s guide. These in-depth interviews could be conducted in targeted languages and would capture the same type of information.

5.3 Completing the Planning Process – Plan Completion, Review, and Feedback

This phase includes a second telephone survey to validate citizen preferences concerning the proposed scenarios and prioritization of transportation improvements and one islandwide public meeting to communicate the proposed ORTP 2035 plan and how public input and comments have been addressed and incorporated. The measure of effectiveness is confirmation of widespread agreement with key issues, plan scenarios, and transportation improvements.

Telephone Survey		
Description	Objective	Target Audience
Detailed one-on-one question and answer session conducted by public outreach consultant (survey will take about 18 minutes)	Validate citizen preferences concerning the proposed scenarios and prioritization of transportation improvements	The general public will be surveyed as well as members of the T6/EJ community

This telephone survey will include 600 islandwide random households. In addition, this survey will include 400 targeted underserved T6/EJ populations, for a total of 1,000 respondents. At a 95% confidence level, the margin of error is +/-4%

If a call is answered by a person who does not feel comfortable speaking English, the call will be transferred to an interviewer who speaks that person’s language.

The goals of this second telephone survey are to test the accuracy and scale of identified plan scenarios and to help prioritize the potential transportation improvements to be included in those scenarios. If needed, adjustments can be made to the plan before the islandwide public meeting to ensure it appropriately reflects input provided by citizens.

Islandwide Public Meeting		
<i>Description</i>	<i>Objective</i>	<i>Target Audience</i>
One public meeting to talk face-to-face with the general public about the proposed ORTP 2035	Provide information about contents of the ORTP 2035 and demonstrate how previous public input was incorporated into the plan	Citizens-at-large

One islandwide public meeting will be held to review the draft ORTP 2035. The meeting will be an opportunity for the project team to check back with the general public, review what was considered, and show them how their input was addressed and used in the process. This will give the public participants a sense of ownership in the ORTP 2035.

The meeting format will be similar to the regional meetings with a combination of presentation and specific topic stations. Outreach efforts to advertise the meetings will be similar to the outreach effort for the regional meetings. In addition, a project e-mail list, which will have been compiled at the regional meetings, will be used as a notification source list.

Comments received on the draft plan at this meeting, via the project Web site, or other method will be considered for inclusion in the final ORTP 2035. The public participation process will conclude with the final adoption of the ORTP 2035 by the Policy Committee.

5.4 Throughout the Planning Process

PB will provide content updates for the OahuMPO Web site, Facebook, Twitter, and other electronic communications, as well as media announcements throughout the entire planning process to inform the public about the development of the ORTP 2035. This will include foreign-language media and organizations serving identified ethnic groups in efforts to disseminate information to underserved populations. Updates will be tied to major project milestones.

Deliverables from each outreach activity (i.e., survey, focus group, public meeting) will be presented with an executive summary that contains an overview of the activity purpose, method(s) used, target audience(s), and key results and findings. All incoming comments will be directed to OahuMPO staff. Project specific comments will be copied and provided to PB. A meeting log documenting all stakeholder meetings will be maintained in addition to a stakeholder and comment Microsoft® Access database that will enable the project team to track all project participants and incoming comments. Reports may be generated from these documentation tools upon request and final versions will be provided to OahuMPO upon project completion.

PB will also monitor plan effectiveness by evaluating the relevance of stakeholder input to the planning project at each project phase. If the OahuMPO and PB have not received sufficient information from the public needed to proceed, it will develop methods to gather

additional information from targeted sources. Every effort will be made to design outreach activities and tools to meet the needs of the planning process, while providing quality information to stakeholders in order to support meaningful participation. As a “living document,” the ORTP 2035 *Public Outreach Plan* may be revised and refined based on project developments and new information gathered during outreach activities. Major revisions to the plan will be incorporated only after discussion with the PB project team and OahuMPO sign-off.

6 Conclusion

This *Public Outreach Plan* has been developed to encourage early and ongoing public participation at the appropriate milestones within the planning timeline to enhance the quality of the ORTP 2035 and its ability to meet the future needs of Oahu's citizens. It is anticipated that all outreach efforts will be conducted in partnership with the OahuMPO staff and in a manner consistent with *The OahuMPO Participation Plan*.