

Criteria Comparison Chart

	Criteria	2009	2010	% Change
1	Number of names/address in WILMAPCO database	4,762	5,032	6%
2	Number of names in the Transporter mailing list	3,547	3,759	6%
3	Number of e-news recipients	965	1,135	18%
4	Number of sources of comment on documents	8	9	13%
5	Number new partnerships formed	3	4	33%
6	Number of presentations made	19	56	195%
7	Number of documents distributed	749	1,606	114%
8	Number of festivals attended	30	41	37%
9	Number of conferences attended	15	11	-27%
10	Number of conferences arranged	3	5	67%
11	Number of other agencies participating in WILMAPCO event	16	20	25%
12	Number of press releases sent	12	13	8%
13	Number of techniques used to disseminate information	11	12	9%
14	Number of total web vists received	66,485	47,294	-29%
15	Number of documents reviewed by PAC for clarity	11	12	9%
16	Number of positive comments from PAC	6	6	0%
17	Number of surveys conducted	6	6	0%
18	Number of survey responses received	4,974	4,691	-6%
19	Number of comments on TIP, UPWP, RTP, PPP	77	123	60%
20	Number of web hits on draft documents	14,736	5,605	-62%
21	Number of libraries displaying documents	10	7	-30%
22	Number of workshops/public meetings held to solicit comments	3	4	33%
23	Number of Transporter articles regarding TIP, UPWP, RTP, PPP	5	11	120%
24	Number e-news regarding TIP, UPWP, RTP, PPP	8	8	0%
25	Number of press releases regarding TIP, UPWP, RTP, PPP	5	5	0%
26	Number of articles resulting from press releases	50	50	0%
27	Number of e-news articles read	1,796	3,029	69%
28	Number of community and area plans/studies worked on	8	14	75%
29	Number of PAC members who have attended meetings	91	91	0%
30	Number of publications produced about the process	1	-	-100%
31	Number of attendees at meetings and events	7,240	13,857	91%
32	Number of incentives items given away	1,322	1,454	10%
33	Number of low literacy or foreign language documents produced	5	10	100%
34	Number of new places to distribute documents	1	-	-100%
		Overall average		22%

Chart A - WILMAPCO Database

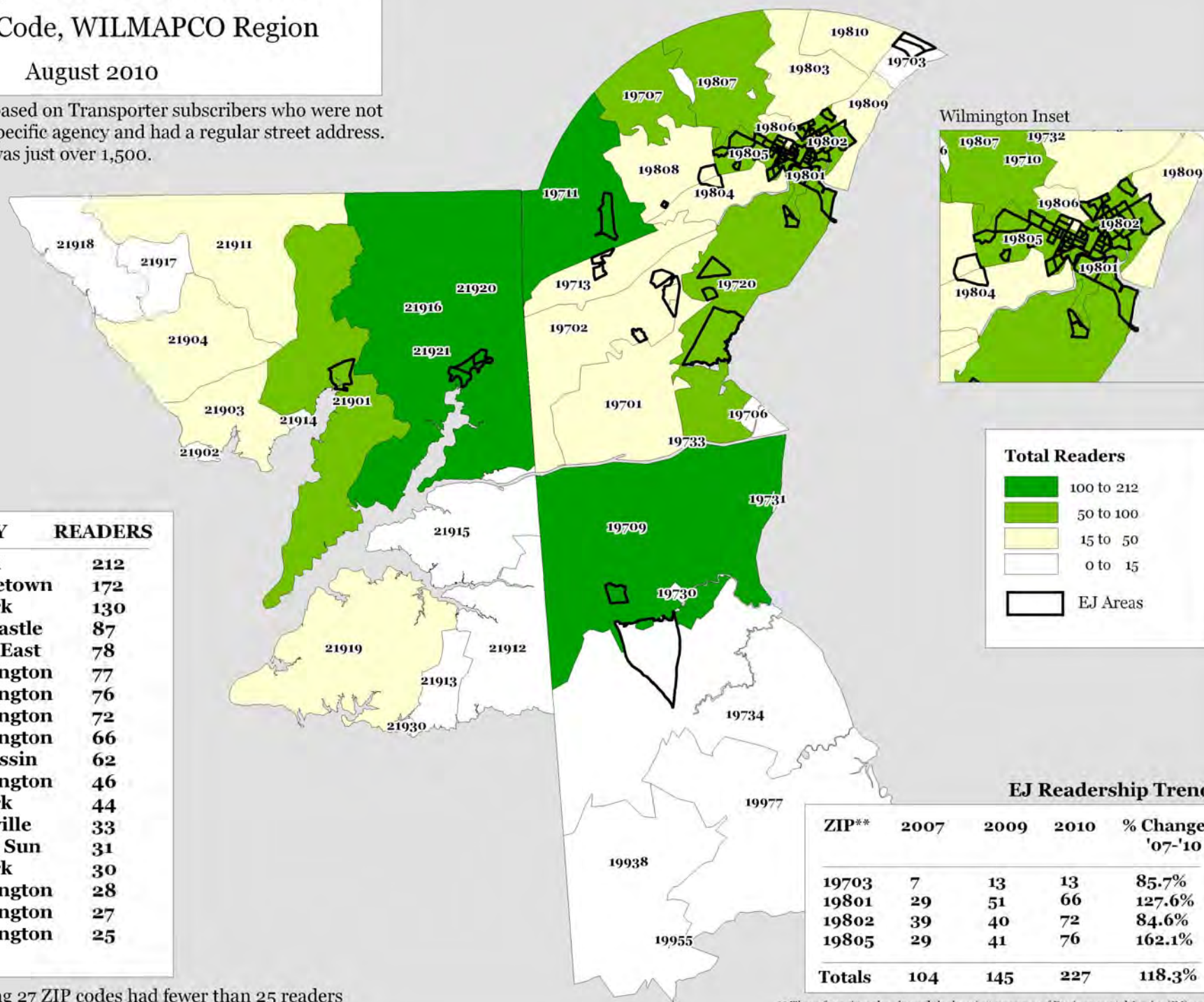
	Names in Database	Transporter	Enews	Sources of Comment
August-08		3308	783	Website Feedback Forum
January-09	4603	3461	803	Public Meeting/Workshop
February-09	4780	3423	819	Email
April-09	4765	3370	824	Surveys
July-09	4701	3378	848	Committee Meeting
August-09	4588	3390	937	Fax
September-09	4749	3531	946	Letters
October-09	4762	3547	965	Exhibits/Tabling Events
December-09	4809	3599	968	Facebook
March-10	4863	3622	984	
July-10	4934	3686	1041	
November-10	5032	3759	1135	
% Change	6%	6%	18%	

"Transporter" Distribution*

by ZIP Code, WILMAPCO Region

August 2010

* Distribution is based on Transporter subscribers who were not affiliated with a specific agency and had a regular street address. The sample size was just over 1,500.



ZIP	CITY	READERS
21921	Elkton	212
19709	Middletown	172
19711	Newark	130
19720	New Castle	87
21901	North East	78
19807	Wilmington	77
19805	Wilmington	76
19802	Wilmington	72
19801	Wilmington	66
19707	Hockessin	62
19803	Wilmington	46
19702	Newark	44
21903	Perryville	33
21911	Rising Sun	31
19713	Newark	30
19809	Wilmington	28
19808	Wilmington	27
19810	Wilmington	25

Note: The remaining 27 ZIP codes had fewer than 25 readers

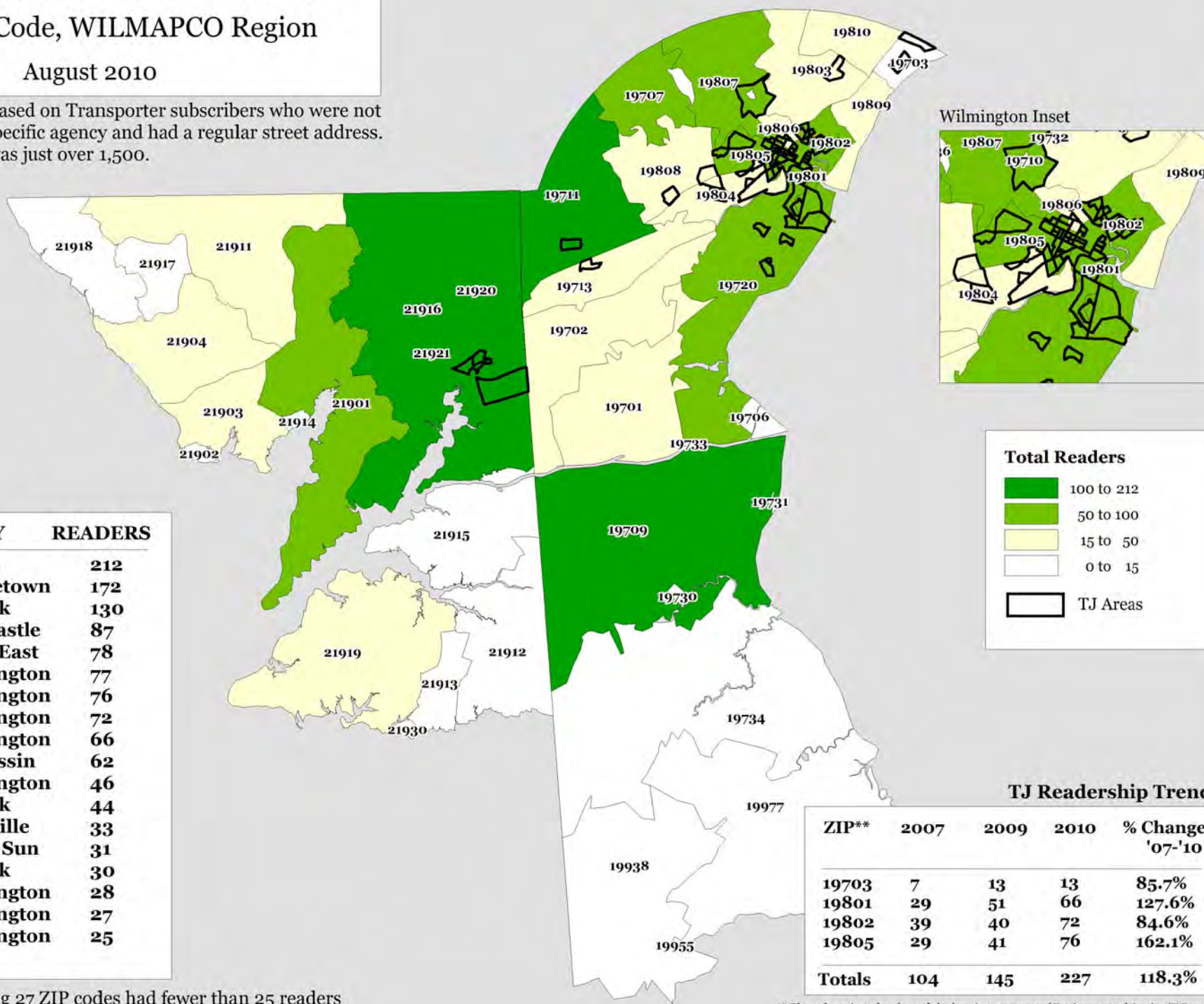
** These four zip codes showed the heaviest presence of Environmental Justice (EJ) areas

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** These four zip codes showed the heaviest presence of Environmental Justice (EJ) areas

Chart B - Meeting Attendance											
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Festivals/Events/Meetings/Summer Camp	Date	Number of Attendees	Presentation Made	Number/Type of Documents Distributed	# distributed	% of total receiving documents		Number/Type of Promotional Items Distributed		Target Population	Other agencies participating in WILMAPO Events
GOP Headquarters	January 27, 2010	12	Downstate Rail Task Force								
Cecil County Business Expo	January 28, 2010	200			0		12	20 Magnets	20	Cecil County Businesses/Resident	
Elkton Bike Plan Meeting	February 16, 2010	8	Elkton Bike Plan							Elkton Cyclists/Resdients	City of Elkton
Partnership for Sustainable Communities	February 17, 2010										
CSSC Regional Rail Meeting	February 22, 2010		Regional Rail								
TIP/CTP Workshop	February 22, 2010	13		TIP, RTP Summar, Public Guide	5	38%	5	2 Hide-a-Key 2 Magnet 3 Pen	7	Region's residents/PAC	DelDOT
Legislative Hall	February 24, 2010	20	Demographics							Legislators	
Mayors Economic Cluster	March 8, 2010		Yes								
Wilmington University Sociology Class	March 9, 2010		Instructed Class								
Delaware Valley Smart Growth Alliance	March 12, 2010										
Transportation Symposium	March 16, 2010		Yes								
Newark Transportation Plan	March 23, 2010	15	Yes								
Delaware Rail Plan Workshop	March 26, 2010										
Delaware GIS Conference	March 30, 2010	200	Yes - conducted 3 sessions							DE GIS users	
								12 Slap Bracelet 12 Magnets 12 Hide-a-key 12 Hats 12 Pens			
WILMAPCO Federal Certification Review	April 7, 2010	12	Yes	All	12	100%			60	FTA, FHWA, EPA	FTA, FHWA, EPA
Federal Certification Review Public Meeting	April 7, 2010	4								FTA, FHWA, EPA, Public	FTA, FHWA, EPA
Rail Summit	May 10, 2010										
								20 Hide-a-Key 40 Pen 10 Magnets			
Northeast Wilmington Community Day	May 15, 2010	50	Exhibit Table	RTP Exec. Sum, Public Guide	30	60%			70	Northeast Community	
Southbridge TE Workshop	May 18, 2010	20	Yes							Southbridge Community	Southbridge Civic Association
Wilmington Public Works Committee	May 19, 2010	15	DCS								
								20 Pens 10 Hide-a-key 5 Magnets			
Newark Transportation Plan Public Workshop	May 19, 2010	40	WILMAPCO Public Workshop	Public Guide, RTP Exec. Summary, Newark Bike Committee Brochure	30	75%			35	Newark Residents	DelDOT

Festivals/Events/Meetings/Summer Camp	Date	Number of Attendees	Presentation Made	Number/Type of Documents Distributed	# distributed	% of total receiving documents		Number/Type of Promotional Items Distributed		Target Population	Other agencies participating in WILMAPO Events
Claymont Renaissance Reception	May 20, 2010	150	Boards							Claymont Community & Leaders	CRDC, DelDOT, DRAC, Claymont Renaissance
2010 Delaware Bike Summit	May 21, 2010	170		Public Guide, WBP, Bike Brochures	50	29%		20 Hide-a-key 15 Pens 10 Magnets	45	Elected Officials, Planners, Engineers, Citizens, Advocates	DelDOT, State Parks, Dover/Kent MPO, White Clay Bike Club, Delaware Bike Council
Southbridge Street Tree Meeting	May 27, 2010	10		Planning Guide	2			2 Magnets 2 Pens	4	Southbridge residents near Elbert-Palmer	Delaware Horticulture, City of Wilmington
Platinum Picnic	June 9, 2010	700	Exhibit Table	RTP Executive Summary, Planning Guide	200			200 Pens 300 Hide-a-key 50 Magnets	550	Senior Citizens	DNREC
NASTO Conference	June 14, 2010	200	Exhibit Table	Planning Guide, Market St. Walking tour, RTP Executive Summary	10			30 Pens 10 Magnets 15 Hide-a-key	55	Transportation Professionals	DelDOT
NCCCC Economic Development Committee	June 15, 2010	20									
Elkton Bike Plan Public Workshop	June 16, 2010	25	Elkton Bike Plan								City of Elkton
Claymont Elementary School Code of Conduct	August 1, 2010	15	Claymont Elementary School SRTS Program	SRTS Flyers, SRTS Sourcebook	5			Pens Magnets	10	Parents of CES Students	NCCPD, Claymont Redevelopment Cooperation
Senior Lifestyle Expo	August 5, 2010	200	Exhibit Table	Planning Guide, RTP Exec Summary, Guidebook for older DE	100			75 Pens 50 Magnets 1 Backpack 75 Hide-a-key	201	MD Seniors	
Southbridge Community Day	August 14, 2010	40	Ped/Bike Safety training for kids and exhibit table	Safety coloring books	25			50 Pens/Pensils 5 personal fans 15 Bookmarks	85	Southbridge residents	
Peach Festival	August 21, 2010	5000	Exhibit Table	Public Guides, RTP Exec Summary, ECG guide, NCC Bike Map, TIP Workshop flyer, Transporter Newsletter				Pens Magnets Hide-a-key	100	SNCC Residents	
Northern Transportation and Air Quality Summit	August 23, 2010	50	Yes								
Perryville TOD Public Workshop	September 12, 2010	25		Public Guides, RTP Exec Summary	30			Pens Magnets	30	Perryville Residents	Town of Perryville
Italian Festival				Child Ped Safety Brochures	200						
Elkton Alliance	November 1, 2010		Elkton TOD Presentation								
Pro Bike Pro Walk	September 13, 2010	400									
Rail Volution	October 19, 2010	2000									
Mid-atlantic Regional Planning Roundtable	September 30, 2010	125		Public Guide	20			Pen Magnet Hide-a-key	40	Mid-Atlantic planners, students, elected officals, general population	

Festivals/Events/Meetings/Summer Camp	Date	Number of Attendees	Presentation Made	Number/Type of Documents Distributed	# distributed	% of total receiving documents		Number/Type of Promotional Items Distributed		Target Population	Other agencies participating in WILMAPO Events
2040 RTP Meetings:											
Cecil County	September 27, 2010	4	RTP Presentation	Public Guide, 2040 RTP	8			Pen			
Elkton	September 27, 2010	2	RTP Presentation	Public Guide, 2040 RTP	4						
MDOT	September 27, 2010	2	RTP Presentation	Public Guide, 2040 RTP	4						
DelDOT	October 7, 2010	7	RTP Presentation	Public Guide, 2040 RTP	14						
Office of State Planning Coordination	October 7, 2010	4	RTP Presentation	Public Guide, 2040 RTP	8						
DNREC/MDE	October 7, 2010	3	RTP Presentation	Public Guide, 2040 RTP	6						
New Castle County	October 12, 2010	3	RTP Presentation	Public Guide, 2040 RTP	6						
City of Wilmington	October 13, 2010	4	RTP Presentation	Public Guide, 2040 RTP	8						
DE Governor's Appointee	October 13, 2010	1	RTP Presentation	Public Guide, 2040 RTP	2						
DTC	October 13, 2010	6	RTP Presentation	Public Guide, 2040 RTP	12						
FHWA	October 18, 2010	1	RTP Presentation	Public Guide, 2040 RTP	2						
Cecil County Municipalities	October 28, 2010	100	RTP Presentation	Public Guide, 2040 RTP	20						
New Castle County Municipalities	November 3, 2010	1	RTP Presentation	Public Guide, 2040 RTP	2						
Newark	November 8, 2010	30	RTP Presentation	Public Guide, 2040 RTP	20						
Our Town Public Forum	November 17, 2010	125	RTP Presentation	Public Guide, 2040 RTP	200						
Newport	November 18, 2010	10	RTP Presentation	Public Guide, 2040 RTP	20						
Chesapeake City	November 22, 2010	15	RTP Presentation	Public Guide, 2040 RTP	30						
Charlestown	November 23, 2010	20	RTP Presentation	Public Guide, 2040 RTP	40						
Townsend	December 1, 2010	15	RTP Presentation	Public Guide, 2040 RTP	30						
Preservation Roundtable	December 3, 2010	7	RTP Presentation	Public Guide, 2040 RTP	14						
Middletown	December 6, 2010	45	RTP Presentation	Public Guide, 2040 RTP	10						
Odessa	December 6, 2010	11	RTP Presentation	Public Guide, 2040 RTP	22						
Port Deposit	December 7, 2010	50	RTP Presentation	Public Guide, 2040 RTP	10						
Cecilton	December 8, 2010		RTP Presentation	Public Guide, 2040 RTP	0						
Elsmere	December 9, 2010	18	RTP Presentation	Public Guide, 2040 RTP	36						
City of Wilmington's Economic Cluster	December 13, 2010	12	RTP Presentation	Public Guide, 2040 RTP	24						
NCC Chamber of Commerce	December 14, 2010	38	RTP Presentation	Public Guide, 2040 RTP	10						
Rising Sun	December 14, 2010	22	RTP Presentation	Public Guide, 2040 RTP	10						
Centreville Civic Association	December 14, 2010	10	RTP Presentation	Public Guide, 2040 RTP	10						
City of New Castle	December 14, 2010	20	RTP Presentation	Public Guide, 2040 RTP	10						
City of Wilmington's City Council Public Works Subcommittee	December 15, 2010	20	RTP Presentation	Public Guide, 2040 RTP	40						
Elkton Mayor & Commissioners	December 15, 2010	28	RTP Presentation	Public Guide, 2040 RTP	20						
Delaware City	December 20, 2010	21	RTP Presentation	Public Guide, 2040 RTP	20						
Cecil County Commissioners	December 21, 2010	25	RTP Presentation	Public Guide, 2040 RTP	20						
North East	December 22, 2010	13	RTP Presentation	Public Guide, 2040 RTP	10						
Totals		10,452			1,431	14%			1,312		

Chart C - Document Distribution													
Document	Date Adopted/ Completed	Number of Transporter Articles (since Oct. 09)	Number of E-news Articles (since Oct. 09)	Number of Transporter articles	Number of Press Releases	Number of Public Workshops	Other Techniques Used	Number of Public Comments Received	Number of Presentations Made (WILMAPCO Committies)	Number of Presentations (Outside WILMAPCO)	Number Distributed	PAC Review/Comments	Number of Positive PAC comments received
JFS Walkable Community Workshop Report	12/7/09	1	1			3					10		
2009 Regional Progress Report	1/14/10								3			PAC Review	
2009 PPP Evaluation	1/14/10		1						3			PAC Approve	A lot of work went into the evaluation and it is a good beginning
FY 2011-2014 TIP	3/10/10	3	4	2	3	1	Feedback Forum Virtual Workshop	35	10		5	PAC Approve Outreach	Happy to see use of the virtual public workshop
Elkton Truck Signage Study	3/11/10						presented at public meetings, website, Elkton Fall Festival, mailing	3	3	1	20	PAC Review	
FY 2011 UPWP	5/13/10	1	1	2					4			PAC Approve Outreach Component	Very ambitious outreach plan Very happy with WILMAPCO's outreach efforts WILMAPCO's public outreach is great
Wilmington Downtown Circulation Study	7/15/10	2	1	2		3		300	2			PAC Review	
2010 Mixed Use Report	9/1/10						document mailed			4	15		
Chesapeake Parking Study		1					survey	75				PAC Review	
Elkton TOD		3	1	2	1	2	survey (see survey chart) Flyers mailed		1	1			
Newark Transportation Plan			2	1	1	2	Poster Survey and Community Day, Facebook		2	1		PAC Review	
Perryville TOD Plan		1	1	2	1	1							
Sea-Level Rise							Flyer		2			PAC Review	
Data Report 10: Dirty Roads			1						1			PAC Review	
Elkton Bicycle Plan		2	2	3	1	2			4	2		PAC Review	
2040 Regional Transportation Plan		10	2	7	2	1	Our Town	83				PAC Approve Outreach	
Newark Train Station Study		1	2	1					1				
FY 2012-2015 TIP					1	1			3			Approve Release for Public Comment	
2010 PPP Evaluation									1				
Sidewalk Gap Analysis												PAC Review	Great to have project priortization
Totals		46	19	22	10	16		496	40		50		6

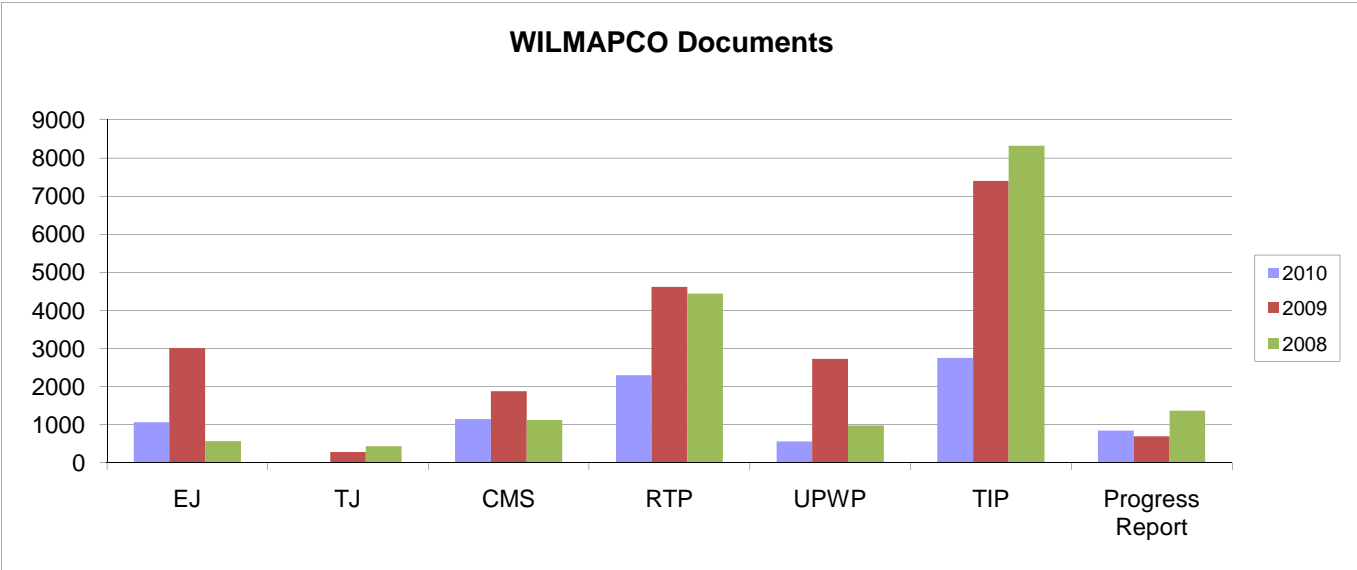
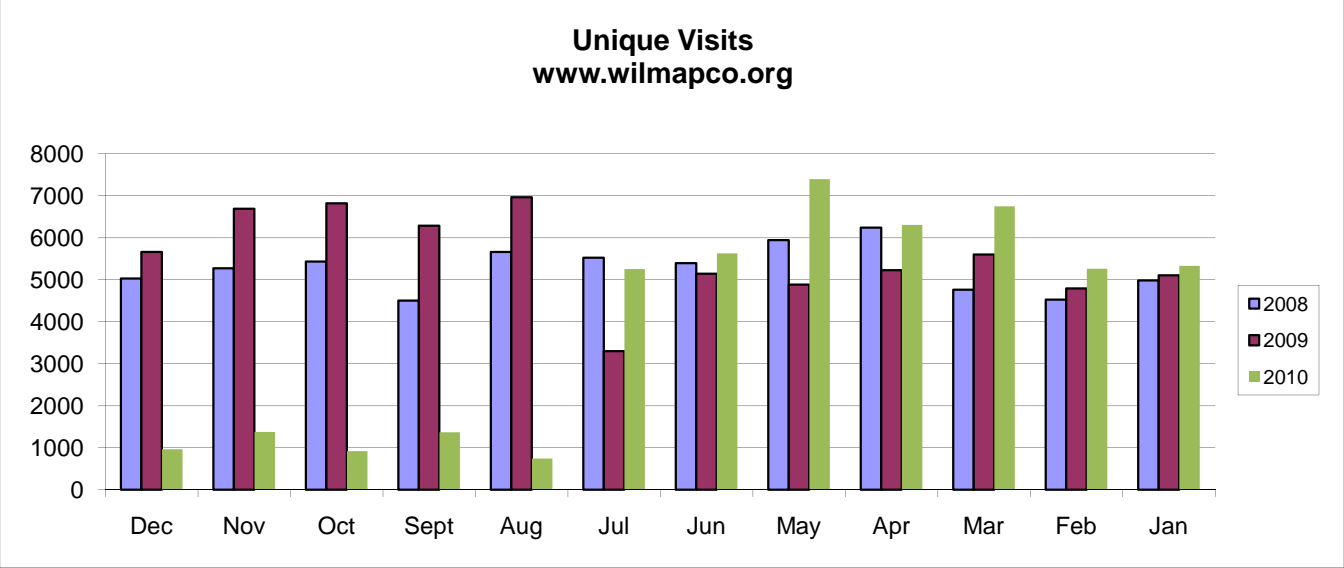


Chart D - Media Coverage

Date	Topic	Staff Quoted	Source
December 21, 2009	Elkton Signage Study		Blog
January 3, 2010	MD Will Feel Impact of UD Plans for Chrysler Site	WILMAPCO Mention	News Journal
January 18, 2010	2011 TIP Comment Period	Council Meeting	Middletown Transcript
January 19, 2010	DCS	Dave Interviewed	WDEL
January 20, 2010	2011 TIP Comment Period	press release	Newark Post
January 20, 2009	Safe and Mobile Delaware Campaign Video	Dave Interviewed	Delaware DMV
January 20, 2009	2011 TIP Comment Period	press release	News Journal
January 22, 2009	2011 TIP Comment Period	press release	News Journal
January 29, 2010	US 301	Bond Bill	Spark Weekly
February 3, 2010	2011 TIP Comment Period	Enews	DE Bike News
February 7, 2010	2011 TIP	Heather Interviewed	News Journal
March 14, 2010	US 13 and Pedstrians	Heather	News Journal
April 1, 2010	Federal Certification Review	Press Release	Middletown Transcript
April 13, 2010	Ozone Season Kickoff Event	Press Release	Middletown Transcript
April 13, 2010	Ozone Season Kickoff Event	Press Release	Sussex Countain.com
April 14, 2010	Ozone Season Kickoff Event	Press Release	Community News
April 14, 2010	Ozone Season Kickoff Event	Press Release	Dover Post
April 20, 2010	DE Bike Summit	Press Release	Salisbury News
April 30, 2010	Rodney Square Clears the Air	Interview Dave G.	News Journal
May 3, 2010	Ozone Season Kickoff Event	Press Release	Middletown Transcript
May 4, 2010	Spare the Air Alerts	Press Release	News You can Use Blog
May 19, 2010	Easing Traffic Congestion in Newark	Interview Heather	WDEL
May 28, 2010	Delaware Safety in NCC: second parametic unit could	Dan Interview	News Journal
June 15, 2010	Elkton Bike Plan Public Workshop	press release	Elkton E-newsletter
June 18, 2010	Elkton Bike Plan	Dave Interviewed	Cecil Whig
June 15, 2010	Elkton Bike Plan Workshop	press release	Cecil Whig
July 26, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Bike DE Blog
August 2, 2010	Joint CTP/TIP Hearing	Enews	NCC Civic League Blog
August 3, 2010	2011 TIP Amendment Press Release	press release	Community News
August 3, 2010	2011 TIP Amendment Press Release	press release	Bike DE News
August 12, 2010	2011 TIP Amendment Press Release	press release	Middletown Transcript
August 20, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Newsroom America Blog
August 20, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Delaware Facebook
August 20, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Delmarva Town Crier
August 21, 2010	Rt. I-95 and Rt. 1 Interchange Project	PAC Member Quoted	News Journal
August 21, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Salisbury News
August 25, 2010	Joint CTP/TIP Hearing	WILMAPCO Press Release	NCC Civic League Blog
August 26, 2010	Joint CTP/TIP Hearing	WILMAPCO Press Release	Delaware Way Blog
August 26, 2010	Joint CTP/TIP Hearing	DeIDOT press release	Newark Post
September 13, 2010	Hockessin WCW	Press Release	Community News
September 30, 2010	Mid-Atlantic Regional Planning Roundtable	Interview Tigist	WDEL
October 10, 2010	Perryville TOD Public Workshop	Press Release	Cecil Guardian
October 17, 2010	Newark Train Station Tiger II Grant	DeIDOT press release	Brandywine East Community News
November 15, 2010	Our Town	press release	AmericanTowns.com community events
November 11, 2010	Newark Transportation Plan Public Workshop	press release	Newark Post
November 10, 2010	Our Town	press release	Civic League of NCC Blog
November 16, 2010	Our Town	press release	Delaware Way Blog
November 16, 2010	Our Town	Interview Randi	WDEL (replayed several times throughout the day)
November 16, 2010	Claymont Transportation Plan	Interview Dave G.	WDEL
November 16, 2010	Our Town	press release	Newsworks (WHYY)
January 18, 2011	2012-2015 TIP Public Comment Period	press release	Newsworks (WHYY)
Total articles = 50			

Chart E - WILMAPCO Surveys						
Date	Survey	Survey Method	Number Respondents	Number Contacted	Response Rate	Method of Contact
Mar-10	DE Bike Summit Registration	Web	275	1,000	28%	email
Mar-10	Newark Transportation Plan	Poster Board (Public Workshop)	72	800	9%	
May-10	DE Bike Summit Post Summit Survey	Web	50	180	28%	Telephone
Jul-10	Public Opinion Survey	Telephone	600	5,259	11%	
Sep-10	Newark Transportation Plan	Poster Board (Newark Community Day)	210	1,000	21%	
Oct-10	Mid-Atlantic Regional Planning Roundtable Eval	Web	11	125	9%	WILMAPCO Exhibit Table
Totals			1,218	8,364	18%	

1/20/2011

Status of Comprehensive Plans for WILMAPCO Local Governments

New Castle County	Certified/ Adopted	Update in Progress
County Comprehensive Plan	2007	X
Arden Village*	2007	X
Ardencroft Village*	2007	X
Ardentown Village*	2007	X
Bellefonte	2007	
Delaware City	2008	
Elsmere	2004	X
Middletown	2005	
Newark	2008	
New Castle	2009	
Newport	2008	
Odessa	2006	
Smyrna	2005	
Townsend	2010	
Wilmington	Various Years	
Cecil County		
County Comprehensive Plan	2010	
Cecilton	2010	
Charlestown	2008	
Chesapeake City	2009	
Elkton	1998	X
North East	2004	X
Perryville	1999	X
Port Deposit	2008	
Rising Sun	1996	X

Source: University of Delaware, Cecil County Office of Planning & Zoning, New Castle

County Department of Land Use

*- Under County Jurisdiction

PAC Attendance

