

2014 Public Participation Plan Evaluation							
2010 vs. 2013	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Chart Reference	Notes
GOAL ONE: Widely disseminate, clear, complete, and timely information to the residents, affected agencies, and interested parties.							
Objective 1: <i>WILMAPCO will identify organizations and individuals representing a broad spectrum of community interests and encourage their participation in transportation planning processes.</i>	Public Advisory Committee	Number of names/addresses in WILMAPCO's database	5812	3 - 5% increase in # receiving WILMAPCO information	Target Met	Chart A, Page 7	13% Increase in Database
	EJ/TJ population identification	Geographic distribution of addresses in WILMAPCO's database	See Transporter Distribution Chart			Transporter Dist., Page 8	16% Increase in Transporter
	WILMAPCO's annual public opinion survey questions regarding familiarity with WILMAPCO	Number of E-news recipients	1306			Chart A, Page 7	13% Increase E-news
	DVRPC's annual air quality awareness survey question regarding familiarity with the Air Quality Partnership of Delaware	Number of different sources of comment on documents	10			Chart A, Page 7	Feedback Forum, Public Meeting, Email, Survey, Committee meeting, Fax, Letter, Exhibit Table, Facebook, Workshop, Interactive Mapping
Objective 2: <i>WILMAPCO will develop relationships and form partnerships with organizations in the communities WILMAPCO serves and use these partnerships to develop a better understanding of WILMAPCO's mission and activities among their members and constituents.</i>	Public Advisory Committee	Number of new partnerships formed	3	1 new partnership developed	Target Met		Brandywine Coalition, AARP Executive Council, Clean Cities Coalition
	Presentations to civic, municipal, county, and other stakeholder groups	Number of presentations made	17	2 community events/festivals attended	Target Met	Chart B, Page 9	Platinum Picnic, Peach Festival, Southbridge Community Day, Italian Festival, 55 + Expo, Wilmington Grand Prix, Newark Community Day, Elkton Fall Fest
	Literature distributed at events	Number of documents distributed	657	1 of the major minority group's festivals attended (Hispanic, African American, Asian)	Target Met	Chart B, Page 9	IndiaFest, Southbridge Community Day
	Partner with other agencies	Number of events/festivals participated in	26	1 event attended for the elderly population	Target Met	Chart B, Page 9	Platinum Picnic, 55 + Expo

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Objective 3: <i>Coordinate public involvement activities with other similar programs to make best use of staff and resources while minimizing public time demands.</i>	Local conferences/seminars arranged by other agencies	Number of conferences and seminars where staff presented (not including WILMAPCO workshops)	9	1 "Our Town" conference arranged biannually	Target Met	Chart B, Page 9	Smart Growth, UD Academy of Lifelong Learning, Greater Newark Partnership Forum, Delmarva Freight Summit, Marshallton Civic, Claymont Elementary, UD Transportation Infrastructure Forum, Civic League NCC, McVey Planner for a Day
	Seminars/conference arranged by WILMAPCO	Number of conferences arranged by WILMAPCO	3	Participation in 2 local transportation- related events/conferences	Target Met	Chart B, Page 9	Delmarva Freight Summit, AQP kickoff event, SLR Symposium
		Number of other agencies/groups participating in WILMAPCO events	9			Chart B, Page 9	DeIDOT, Nemours, SHA, MDP, HKD, SWPN, DCH, RideShare DE, DNREC, MDOT, etc.
Objective 4: <i>Information will be disseminated through a variety of media.</i>	Use a variety of visualization techniques, including: PowerPoint, maps, Google mapping, graphs, display boards, videos, giveaway incentive items, and WILMAPCO's website	Number of different techniques used to disseminate information	17		Target Met	See Notes	Techniques used: Website, E-News, Transporter, Press Release, Public Workshop, Presentation, PAC, Meetings, Google Mapping, Interactive Mapping, Legal Notices, Community, Radio, Advertorials, Events/Festivals, Surveys, Facebook
	All documents posted to the web page	Number of website visits received	63% Decrease	Documents produced will be posted to the website, written about in the newsletter and e-newsletter, and a press release will be sent out as necessary		Web Stats Graph, Page 10	
	Quarterly printed newsletter	Frequency of media contacts	approx. once per month			Chart D, Page 12	
	Monthly electronic e-newsletter	Number of minority media sources contacted	El Tiempo Hispano Hoy en Delaware News			Chart D, Page 12	
	Press releases	Number of incentive items distributed	1,870			Chart B, Page 9	

	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Chart Reference	Notes
Objective 5: <i>Transportation planning information will be conveyed in language and in a context that is understandable to the lay citizen.</i>	Documents that are easily understood by the general public	Number of documents reviewed by PAC for clarity and understandability	10	Outreach components of the TIP, UPWP, RTP, PPP reviewed by PAC. All other studies presented to PAC as appropriate	Target Met	Chart C, Page 11	
	PAC critique	Number of positive comments received from PAC	5	Jargon and acronyms minimized in public documents	Target Met	Chart C, Page 11	
GOAL TWO: Create an open and ongoing two-way public involvement process that ensures full citizen, agency, and interested party participation in, and input into, regional transportation planning.							
Objective 1: <i>WILMAPCO will conduct surveys to better understand concerns and interests and use this information to target message more effectively.</i>	Annual Public Opinion Survey	Number of surveys conducted	5	10% of contacted persons participate in survey or 3% of mail recipients return survey	Target Met	Chart E, Page 13	
	Periodic web-based and mail-in surveys	Number of responses received	1,326			Chart E, Page 13	
	Display board surveys						

	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Chart Reference	Notes
Objective 2: <i>WILMAPCO will seek to exceed federal requirements for public outreach in developing the Regional Transportation Plan (RTP), the Transportation Improvement Program (TIP), the Unified Planning Work Program (UPWP), and the Public Participation Plan (PPP).</i>	Minimum of 30-day public comment periods on major planning documents	Number of comments received on draft documents	11	3-5% increase	Target Not Met	Chart C, Page 11	Same number of comments as the previous evaluation
	All draft documents posted to website for comment and review	Number of web hits received	29,848	3-5% increase	Target Not Met	Web Stats Graph, Page 10	63% decrease
	Documents provided to public libraries	Number of libraries displaying documents	6 out of 25 Libraries Displaying WILMAPCO Documents	One letter mailed out to all municipalities and civic organizations in the WILMAPCO region to solicit UPWP and TIP submissions for studies or plans	Target Met		
	Review of public comments	Number of public meetings/workshops and presentations held to solicit comment	2				TIP = 2 public workshop
	Public meetings and workshops	Number of newsletter articles and press releases sent	TIP = 3 E-news, 1 Transporter, 2 PR RTP = N/A UPWP = 1 Transporter, 1 PR PPP = N/A	At least 1 newsletter article and 1 E-news article per document	Target Not Met	Chart D, Page 12	
	Press releases	Number of people opening the E-news	3135	3-5% increase	Target Met	Percent Change Chart, Page 15	100% increase
	WILMAPCO newsletter/e-news	Number of new locations for document distribution developed	0	1 new location for document distribution utilized per year	Target Not Met	Chart C, Page 11	
	Presentations						
	Public opinion surveys			3-5% increase in familiarity with WILMAPCO	Target Not Met	See Notes	2009 = 17% familiar 2010 = 31% familiar 2011 = 23% familiar 2012 = 20% familiar 2013 = 23% familiar

	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Chart Reference	Notes
Objective 3: <i>WILMAPCO will work with community stakeholders and land use and transportation agencies to coordinate transportation and land use planning activities through program development and community/area plans and studies.</i>	Legislative briefings	Number of community and area plans developed	7	Strive to accommodate all communities requesting a study	Target Met	FY 2014 UPWP	2013
	Various public outreach formats, including: public meetings, presentations, and documents	Number of comprehensive plans supported by WILMAPCO		Certification of comprehensive plans	N/A		Remove Target
	Varied meeting locations			Endorsement of community transportation plans	Target Met		
	Advisory committees established where necessary						
	Staff participation in development and scoping of plans and studies						

GOAL THREE: Achieve early and continuous involvement of the public in development of transportation plans, projects, and programs.							
Objective 1: <i>Increase public understanding of the processes used to make transportation planning decisions and increase the public's willingness to get involved by convincing them they can make a difference.</i>	Materials, publications, and literature	Public advisory committee attendance	74	A quorum of PAC members in attendance at each meeting	Target Not Met	PAC attendance chart, Page 14	2 PAC meeting w/o quorum in 2013
	Giveaway incentives	Number of documents produced that increase public understanding of the planning process	0	60% of comments received indicate understanding of process	Target Met	TIP Appendix G	100% of comments received indicated understanding of process
	Public Advisory Committee	Number of publications distributed	457	10% of meeting attendees receive WILMAPCO materials or publications	Target Met	Chart C, Page 11	10% of meeting attendees received WILMAPCO publications
		Number of attendees at meetings and events	5,209	3-5% increase in the PAC volunteer hours	Target Not Met	Chart B, Page 9	2009 = 4 PAC volunteer total 8 hours 2010 = 2 PAC volunteer total 5 hours 2011 = 5 PAC volunteer total 15 hours 2012 = No PAC volunteers 2013 = 2 PAC volunteer total 5 hours
		Number of incentive items given away	1,870			Chart B, Page 9	

	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Chart Reference	Notes
Objective 2: <i>Public participation strategies will be tailored to fit the audience and the issues, rather than using a “one size fits all” approach.</i>	Demographic analysis	Number of events attended	26			Chart B, Page 9	
	Events	Number of low literacy or foreign language documents created	2 SRTS Flyers	Surveys available in Spanish when appropriate	Target Met		Several display boards were created for outreach events
	Publications			Documents available in Spanish or other languages upon request	Target Met		SRTS Flyers were translated into Spanish
	LEP and low literacy documents			Maps and graphics used to assist LEP populations	Target Met		
Objective 3: <i>WILMAPCO will promote events and connect with each audience through a variety of channels and media.</i>	Flyers, press releases, website, E-news and other promotion techniques	Number of articles written about WILMAPCO	16	Appropriate use of press releases, PowerPoint presentations, website, graphic images and maps, flyers, website, Transporter, E-news, print media, radio and others whenever possible	Target Met	Chart D, Page 12	
	Calendar of events posted in major newspapers and the Transporter	Number of press releases sent	9			Chart D, Page 12	
Objective 4: <i>WILMAPCO will seek to improve its public participation program by regularly reviewing this plan and its outreach activities.</i>	Evaluation criteria	PAC endorsement		80% of Public Participation Plan Targets met	Target Not Met		Total Targets = 29 Total Needed = 23 Total Met = 21
	Surveys	Council adoption					
	Public comment						

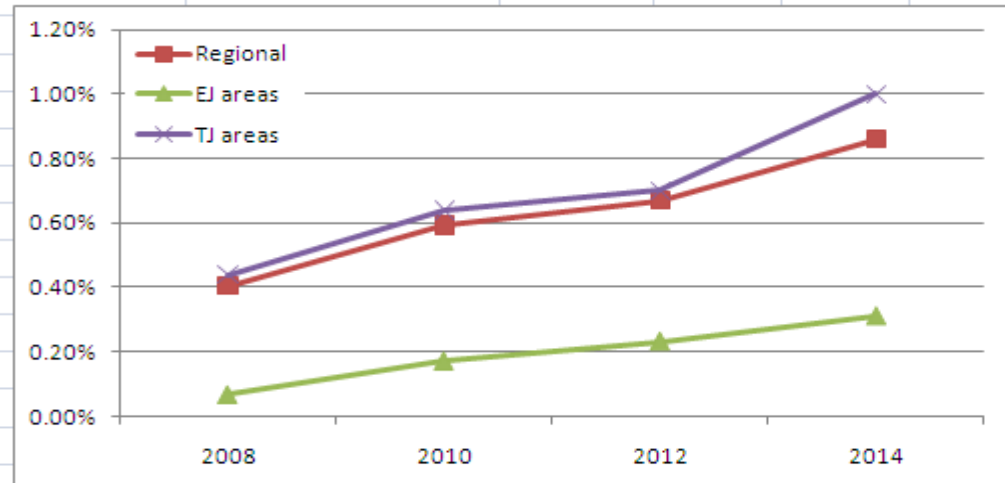
Chart A - 2013 WILMAPCO Database

Date	Names in Database	Transporter	E-news	Facebook Likes
January-13	5,812	4,498	1,306	89
March-13	5,841	4,494	1,352	91
June-13	5,915	4,563	1,445	94
May-14	6,038	4,691	1,701	109

% Change	11%	13%	22%	26%
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Transporter Distribution

Percentage of households subscribing to the Transporter

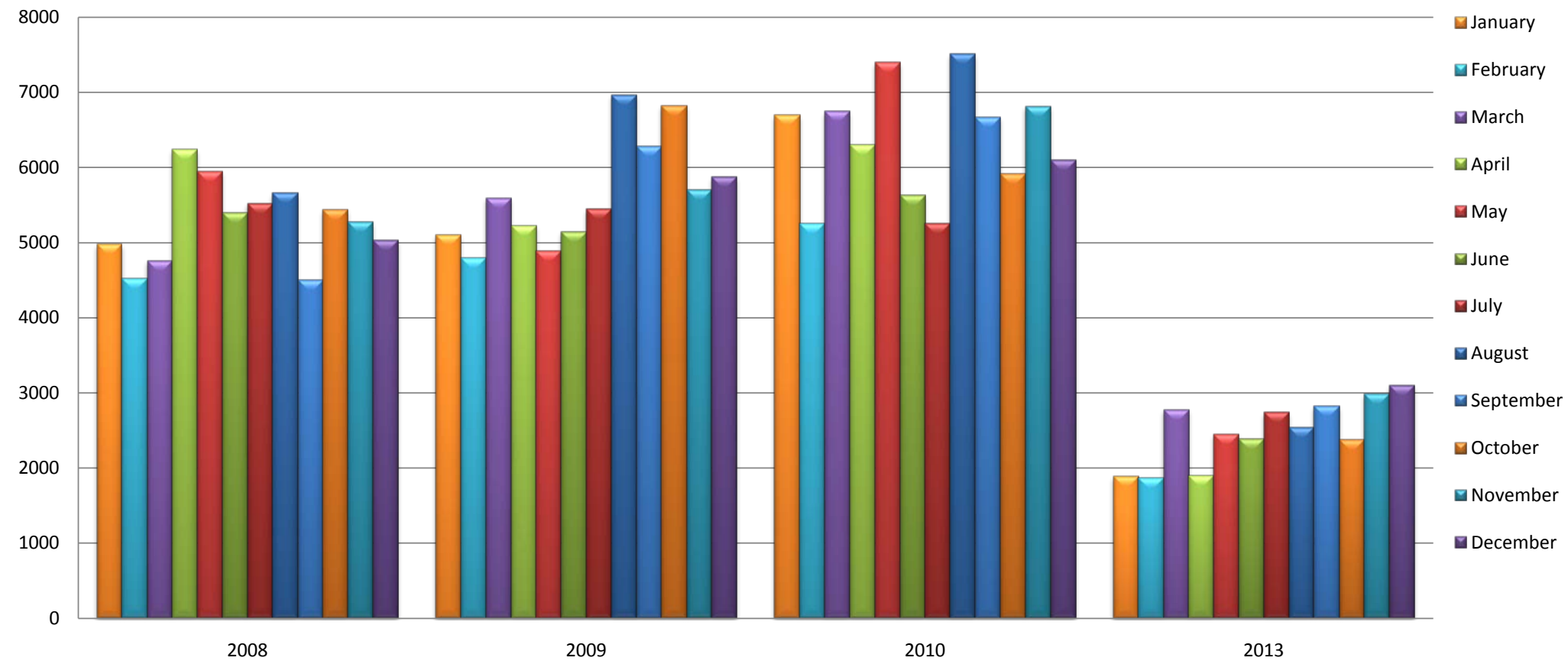


nonaffiliated subscribers to the newsletter – no PO boxes, as well as small errors with geocoding

Chart B - 2013 Meeting Attendance

Festivals/Events/Meetings/Summer Camp	Date	Number of Attendees	Presentation Made	Number/Type of Documents Distributed	# distributed	% of total receiving documents	# added to mailing list	Number/Type of Promotional Items Distributed	Target Population	Other agencies participating in WILMAPO Events
New Partners for Smart Growth Conference	February 12, 2013	30	Presentation			0%				
North East Public Workshop	February 13, 2013	30	WILMAPCO Workshop	Public Guide	5	17%		Magnets/Pens	20	City of North East
UD Academy of Lifelong Learning Presentation	April 20, 2013	50	Presentation	Public Guide	10	20%				UD
Newark Transportation Plan Public Workshop	April 20, 2013	36	WILMAPCO Workshop	Public Guide	5	14%		Magnets/Pens	15	City of Newark, Newark Bike Committee
Wilmington Earth Day Event	April 22, 2013	200	Exhibit Table	Public Guide, AQ Tips	50	25%		Magnets/Pens	150	Air Quality Partnership
Greater Newark Partnership Economic Forum	May 30, 2013	75	Presentation						NRTC	
Newark Bike Plan Public Workshop	June 26, 2013	18	WILMAPCO Workshop	Public Guide	5	28%		keychain, pens, magnets	20	City of Newark, Newark Bike Committee
Delmarva Freight Summit	June 26, 2013	80	Presentation	Public Guide	10	13%		bags/pens/key chains	50	Freight Community
Southbridge Weekend	July 20, 2013	100	Exhibit Table	Public Guide	20	20%		pens/magnets/keychain	50	Southbridge Residents
55+ Expo	August 8, 2013	250	Exhibit Table	Public Guide, RTP	40	16%		bags/pens/key chains	75	Cecil Seniors
Peach Festival	August 17, 2013	300	Exhibit Table	Public Guide, RTP	50	17%		bags/pens/key chains	200	general public
IndiaFest	August 24, 2013	500	Exhibit Table	Public Guide, RTP	30	6%		bags/pens/key chains	75	
TIP Workshop	August 26, 2013	20	WILMAPCO Workshop	Public Guide	2	10%		Magnets/Pens	10	DelDOT
Newark Community Day	September 15, 2013	200	Exhibit Table	Public Guide, Greenway Maps, Bike Maps	80	40%		bags/pens/key chains	100	Newark
Elkton Fall Fest	September 21, 2013	100	Exhibit Table	Public Guide	20	20%		bags/pens/key chains	70	Cecil
Southbridge Sea Level Rise presentation	September 24, 2013	90	Exhibit Table	Public Guide	20	22%		bags/pens/key chains	50	Southbridge Residents
Newark to Wilmington Trail Workshop	October 1, 2013	140	DelDOT Workshop at WILMAPCO			0%			Active Transportation	DelDOT
Marshallton Civic Presentation	October 10, 2013	30	Presentation			0%			Marshallton	Village of Marshallton
Wilmington Transit Moving Forward Public Workshop	October 16, 2013	50	WILMAPCO Workshop	Public Guide	5	10%		pens/magnets	20	City of Wilmington
Claymont Elementary SRTS walk to school week	October 21, 2013	800	Presentation			0%			Elementary Students/Parents	DelDOT
West Side Wilmington WCW	October 24, 2013	30	WILMAPCO WCW	public guides	10	33%		pens, magnets, lights	40	Westside Wilmington
UD Class Presentation on MPOs	October 28, 2013									DelDOT, City of Wilmington, DCH
CCBP Public Workshop	November 1, 2013	10	WILMAPCO Workshop			0%				Cecil Municipalities
Civic League of NCC	November 1, 2013	30	Presentation			0%				
UD Complete Communities Forum	November 4, 2013	150	Exhibit Table	Public Guide	45	30%		pens/magnets/key chains	50	
APA Webinar (Smart Growth in Small Towns)	November 6, 2013	5	Webinar			0%				
UD Transportation Infrastructure Forum	November 13, 2013	150	Presentation and Exhibit Table	Public Guide	50	33%		pens/magnets/key chains	60	
Transportation Planner for the Day at McVey	November 21, 2013	30	Presentation			0%				McVey Elementary School
Totals		5,209			699	13%			1,870	

wilmapco.org Page Views



WILMAPCO Reports - Page Views

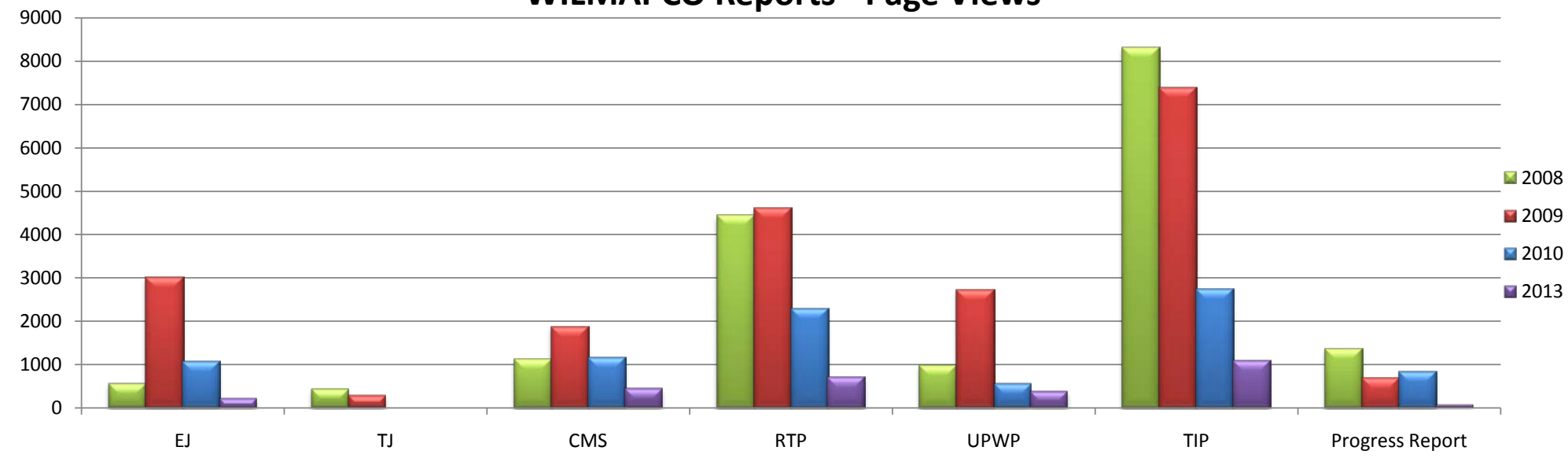
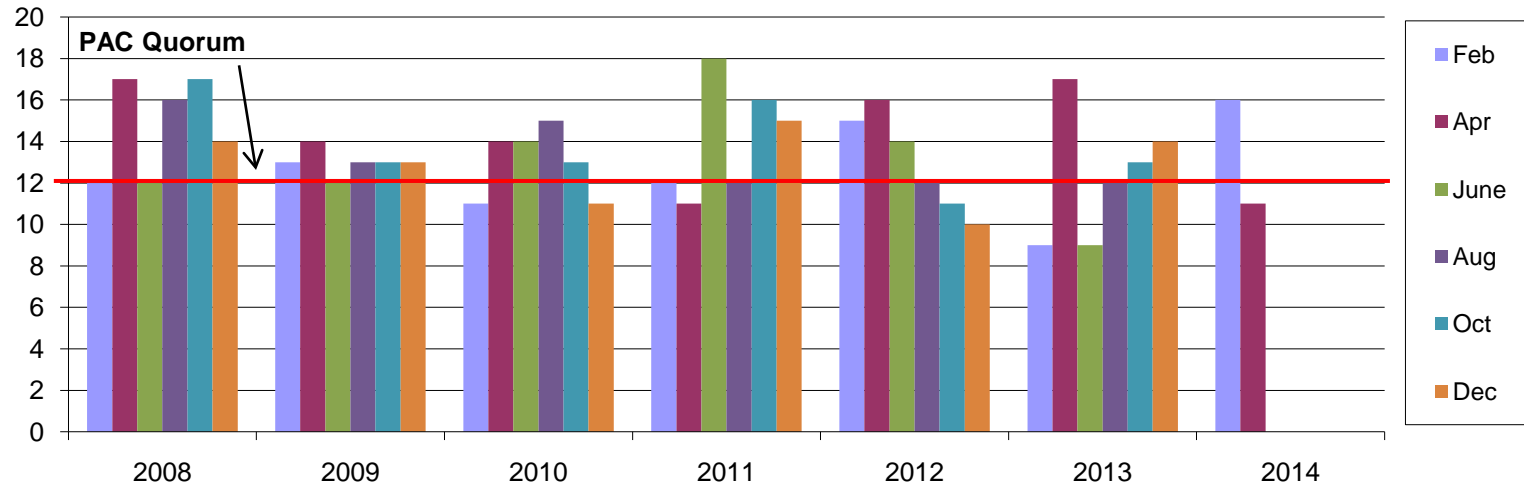


Chart D - 2013 Media Coverage

Date	Topic	WILMAPCO Mention	Source
January 7, 2013	Williams sides with Gordon on Barley Mill controversy	WILMAPCO mentioned	News Journal
February 6, 2013	Region's road congestion ranks 7th worst in US	Dan Interviewed	News Journal
February 11, 2013	WILMAPCO Public Workshop		Press Release
March 19, 2013	Creation of 'sharrows' proposed to improve Main Street cycling	UPWP Request	UD Review
April 19, 2013	Workshop on transportation issues set for Tuesday	Newark Transportation Plan	Newark Post
May 2, 2013	Official: Plan for new train station to be completed this summer	Dave Gula	Newark Post
May 2, 2013	Delmarva route considered for new high-speed rail line	Dan Blevins	News Journal
May 8, 2013	Will wetland park ease Southbridge flooding woes?	EJ Report	WDDE
June 18, 2013	Study: Port Deposit bus route not viable, but alternatives in place	Heather town presentation	Cecil Daily
June 24, 2013	Plans offer first glimpse at proposed Newark train station	Dave town presentation	Newark Post
June 25, 2013	Newark City Council hears plans for train station	Dave town presentation	WDEL
August 25, 2013	'Bicycle boulevards' proposed to push cycling in Wilmington	Wilmington TE Public Worksh	News Journal
September 5, 2013	Delaware WikiMapping Meetings	Heather Dunigan	WikiMapping Blog
October 9, 2013	Wilmington Transit Moving Forward	Dave Interviewed	WDEL
October 16, 2013	Wilmington Transit Moving Forward Public Workshops	Dave Interview	WITN 22
October 30, 2013	West Side Wilmington Walkable Community Workshop	Heather Dunigan	WDEL
Total articles =	16		

Chart E - 2013 WILMAPCO Surveys						
Date	Survey	Survey Method	Number Respondents	Number Contacted	Response Rate	Method of Contact
May-13	University of Delaware Employee Commuter Survey	Online	613			UD/Newark Bike Committee
May-13	Delmarva Freight Online Survey	Web		50		email
Jun-13	Elbert-Palmer Parent Survey	Paper	50	300	14%	Parent/Teacher Night
Jul-13	Cecil County Public Opinion Survey	Telephone	600	7,132	17%	Random Calling
Sep-13	Elbert-Palmer Sticker Survey	Sticker Board	63			Exhibit Table at Parent Night
Totals			1,326	7,482	16%	

PAC Attendance



Criteria Comparison Chart (2010 vs. 2013)

	Criteria	2009	2010	2012	2013	May-14	% Change (2010-2013)
1	Number of names/address in WILMAPCO database	4,762	5,032	5,684	5,812	6,038	13%
2	Number of names in the Transporter mailing list	3,547	3,759	4,370	4,498	4,691	16%
3	Number of e-news recipients	965	1,135	1,267	1,306	1,701	13%
4	Number of sources of comment on documents	8	9	9	10	11	10%
5	Number new partnerships formed	3	3		3	1	0%
6	Number of presentations made to outside groups	19	17	15	17	12	0%
7	Number of documents distributed	749	657	720	457	242	-44%
8	Number of festivals attended	8	10	13	10	8	0%
9	Number of staff presentations at conferences/seminars	15	9	10	6	4	-50%
10	Number of conferences arranged	3	3	2	3	3	0%
11	Number of other agencies participating in WILMAPCO event	16	9		10		10%
12	Number of press releases	12	9	14	10	1	10%
13	Number of techniques used to disseminate information	11	14	14	17		18%
14	Number of documents reviewed by PAC for clarity	11	10		6	7	-67%
15	Number of positive comments from PAC	6	5		5		0%
16	Number of surveys conducted	6	5	7	5	1	0%
17	Number of survey responses received	1,218	1,326	593	1,326	600	0%
18	Number of comments on TIP, UPWP, RTP, PPP	77	11		11	7	0%
19	Number of total web hits	67,868	48,705	31,945	29,848	12,853	-63%
20	Number of libraries displaying documents	10					
21	Number of workshops held to solicit comments on TIP, UPWP, RTP, PPP	3	2	3	2	3	0%
22	Number of Transporter articles regarding TIP, UPWP, RTP, PPP	5	6	3	2	2	-200%
23	Number e-news regarding TIP, UPWP, RTP, PPP	8	8	3	3	-	-167%
24	Number of press releases regarding TIP, UPWP, RTP, PPP	5	5	2	3	2	-67%
25	Number of articles regarding WILMAPCO	38	42	45	16	10	-163%
26	Number of e-news articles read	1,796		3,035	3,135	1,712	100%
27	Number of community and area plans/studies worked on	8	7		7	6	0%
28	Number of PAC members who have attended meetings	78	78	84	74	27	-5%
29	Number of publications produced about the process	1		1		1	
30	Number of attendees at meetings and events	7,240	5,209	8,512	5,209	1,545	0%
31	Number of incentives items given away	1,322	1,870	1,380	1,870	815	0%
32	Number of events attended	40	26	40	28	21	7%
33	Number of low literacy or foreign language documents produced	11			2	1	
34	Number of new places to distribute documents	1					
		Overall average					-22%