

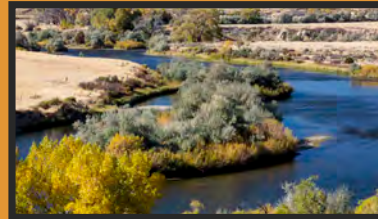
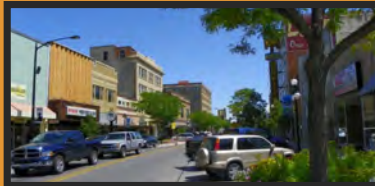


CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

QUICK GUIDE

PUBLIC PARTICIPATION

FOR THE CASPER AREA MPO



2021



INTRODUCTION

Transportation is one of the key contributors to the Casper area quality of life and economic viability. Generally, the need for transportation stems from our need to access goods, services, and other people within and beyond the region. The ease by which we can get to and from home, school, work, medical services, and entertainment, is dependent upon the efficiency and effectiveness of the region's transportation system. Transportation planning must be conducted in terms of regional and community goals and values, such as protection of the environment, effect on the regional economy, and maintaining the quality of life that area residents enjoy. The Casper Area Metropolitan Planning Organization (MPO) provides cooperative, comprehensive, and quality transportation planning to the Casper area. The success of the MPO and its transportation planning efforts is largely dependent upon public participation.

The Public Participation Plan (PPP) is an adopted document of the Casper Area MPO to ensure broad public involvement during development, review, and implementation of regional transportation projects and programs. The plan identifies the goals and federal requirements that need to be addressed throughout the public participation process. It is a roadmap for Casper Area MPO staff, committees, partners and consultants to use to:

- Understand what the MPO is and what the community characteristics and demographics are
- Review how stakeholders and the public want to engage with the MPO over the next five years
- Ensure federal requirements are being followed
- Develop Public Involvement Plans (PIP) for projects of all sizes and types
- Prepare Request for Proposals (RFP) using consistent language and to ensure community needs will be accommodated

UNDERSTANDING THE CASPER AREA MPO

The Casper Area MPO was designated as a metropolitan statistical area as a result of the 1980 Census. At that time, the Casper Area Transportation Planning Process (CATPP) was authorized as an MPO.

The member jurisdictions and agencies included in the Casper Area MPO include:

- **Town of Bar Nunn**
- **City of Casper**
- **Town of Evansville**
- **City of Mills**
- **Natrona County**
- **Wyoming Department of Transportation (WYDOT)**

See Chapter 1 in the PPP for more information on the Casper Area MPO and the governing plans and programs that inform MPO projects.

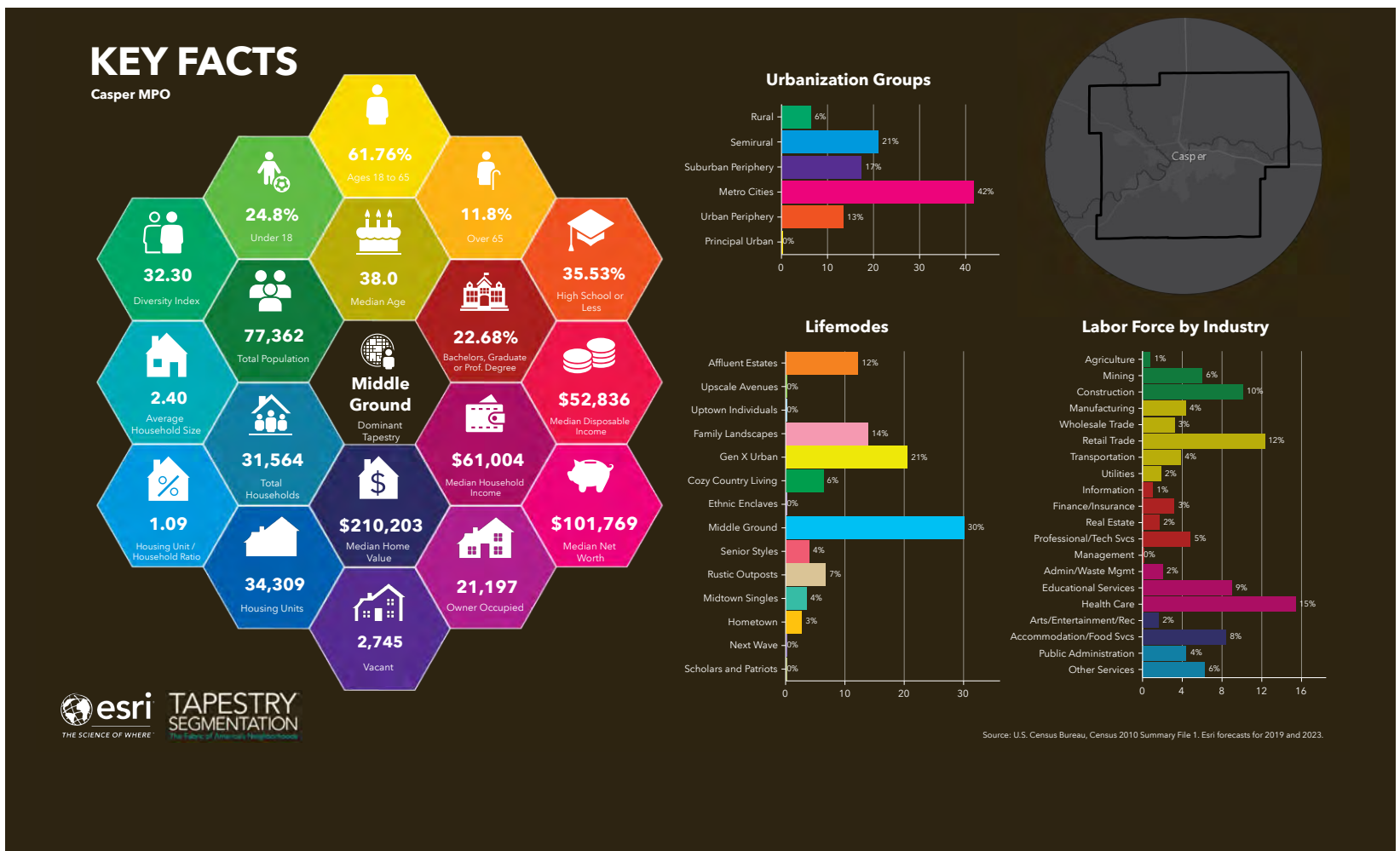


UNDERSTANDING THE COMMUNITY

The Casper Area MPO strives to make sure all citizens have the opportunity to participate in the transportation planning process. The MPO believes all should have access to providing input by taking into consideration the demographics and socioeconomic trends of the diverse Casper area community.

COMMUNITY SNAPSHOT

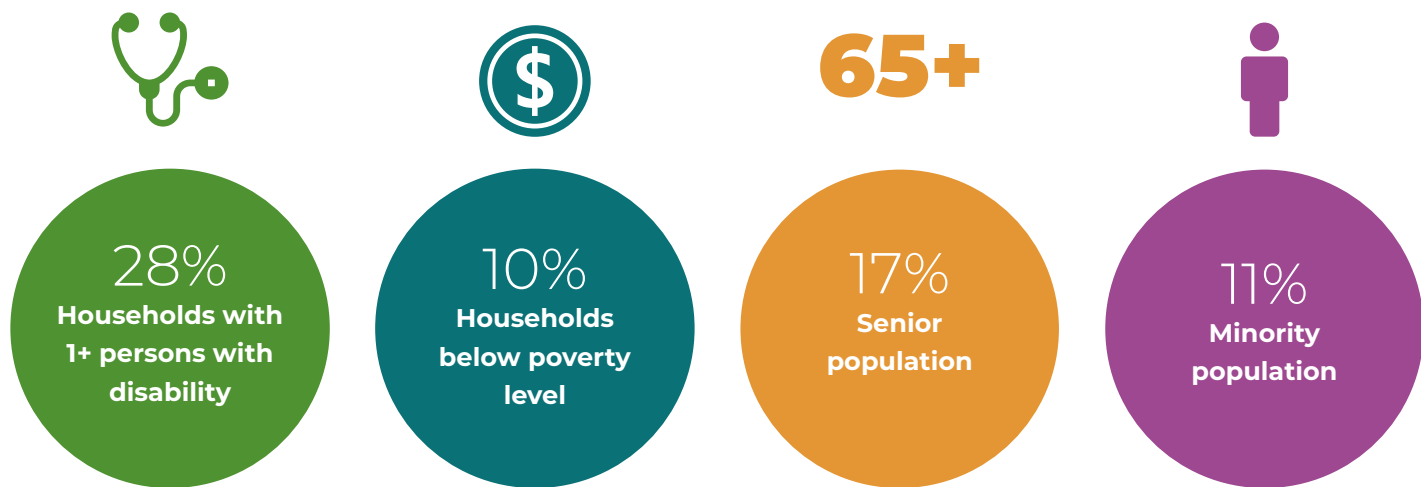
ESRI Tapestry Segmentation was used to understand community demographics and other transportation-related trends in the Casper area. The graphic below shows the key demographic facts and other community characteristics that can help guide decisions related to outreach in the Casper area.



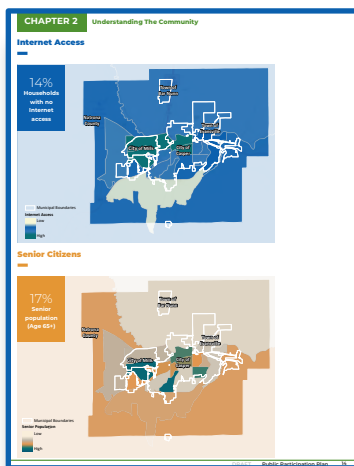
UNDERSTANDING THE COMMUNITY

PROTECTED CLASSES

To identify the location and concentration of communities protected under Title VI and other nondiscriminatory regulations, the following maps were created for each group to better understand areas that need additional participation tools. This data and these maps should be used in the development of PIPs for projects and in larger, MPO-led programs. By understanding these protected classes and where they are concentrated geographically, the MPO and consultant teams can ensure two things: the transportation plans address improvements that incorporate analysis of protected classes, and that outreach and input tools and tactics are being used that are appropriate to the protected class. Having this data in the PPP will allow for PIPs to be more thoughtfully developed and to ensure federal protected class outreach requirements are being followed for each project. The protected classes include the following:



After analysis of the raw data and the geographic spread of protected classes in the Casper Area MPO region, key statistics were pulled for each class for quick reference.



**SEE CHAPTER 2 IN THE PPP
FOR MORE INFORMATION**

LISTEN FIRST

WE DID OUR RESEARCH

To update our previous Public Participation Plan that was created in 2014, our team:



Analyzed existing communication materials, methods, and processes



Examined demographic and socioeconomic trends



Conducted stakeholder listening sessions



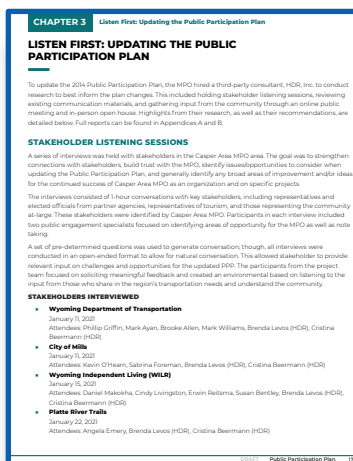
Identified new virtual engagement tools



Reviewed social media chatter



Held a self-guided online public meeting



SEE CHAPTER 3 IN THE PPP FOR MORE INFORMATION



FEDERAL REQUIREMENTS

FEDERAL HIGHWAY ADMINISTRATION (FHWA) AND FEDERAL TRANSIT ADMINISTRATION (FTA) PARTICIPATION REQUIREMENTS

To address Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) requirements, each governing document must include a proactive public involvement process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing involvement of the public in developing projects.

METROPOLITAN TRANSPORTATION PLANNING

The Casper Area MPO follows the FHWA Title 23 Sec. 134 Metropolitan transportation planning requirement in the transportation planning process. The requirement/policy states that:

“It is in the national interest to encourage and promote the safe and efficient management, operation, and development of surface transportation systems that will serve the mobility needs of people and freight. This will help foster economic growth and development within and between States and urbanized areas, while minimizing transportation-related fuel consumption and air pollution through metropolitan and statewide transportation planning processes. It will also encourage the continued improvement and evolution of the metropolitan and statewide transportation planning processes by metropolitan planning organizations, State departments of transportation, and public transit operators.”



FEDERAL REQUIREMENTS

TITLE VI

Title VI of the Civil Rights Act requires that Federal-aid recipients prevent discrimination in all programs whether these programs are federally funded or not. The MPO is required to implement strategies of Environmental Justice that ensure that there are no barriers to citizen involvement and that minority and low income populations are engaged in transportation decision-making. These protected groups throughout Casper are further detailed in Chapter 3 of the PPP.

The MPO will follow these three general principles provided by Environmental Justice:

- 1 | To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low income populations**
- 2 | To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.**
- 3 | To prevent the denial of, reduction in, or significant delay of the receipt of benefits by minority and low income populations**

Title VI of the Civil Rights Act of 1964 states: “No person in the United States shall, on the ground of race, color or national origin be excluded from participation in, be denied the benefits of or be subjected to discrimination under any program or activity receiving federal financial assistance.” Subsequent laws and Presidential Executive Orders added handicap, sex, age or income status to the criteria for which discrimination is prohibited. The Casper Area Metropolitan Planning Organization (MPO) Title VI Plan



For information on the Casper Area Title VI Program and Plan or to file a formal complaint, visit https://casperwy.gov/residents/roads_and_parking/metropolitan_planning_organization/governing_documents or call (307) 235-8255.

To file a complaint by mail, please send a letter to:

**Title Vi Coordinator – Community Development
City of Casper, Wyoming
200 North David
Casper, WY 82601-1815**

If the complainant is dissatisfied with the City’s resolution of the complaint, a complaint can be filed by mail, fax or phone to:

**Federal Transit Administration – Region 8
Attn: Civil Rights Officer
1961 Stout St., Ste 13301
Denver, CO 80294-3007
303-362-2400
Fax: 303-362-2424**

FEDERAL REQUIREMENTS

was developed to ensure the Casper Area MPO is in compliance with nondiscrimination requirements as outlined in Title 23 CFR and 49 CFR and related laws and provides specific information on how to file a nondiscrimination complaint.

ENVIRONMENTAL JUSTICE

The FHWA Environmental Justice Guidebook states that, “effective community engagement addresses the needs of and incorporates input from a broad spectrum of interested parties including residents, businesses, and transportation system users. Within the context of a broad public involvement process, transportation agencies need to focus extra effort on outreach to and engagement of traditionally underrepresented populations.” [FHWA-HEP-11-024 2.Public Involvement].

LIMITED ENGLISH PROFICIENCY (LEP)

On August 11, 2000, President Clinton signed Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency”, which further clarifies Title VI of the Civil Rights Act. As defined in the executive order, Limited English Proficiency (LEP) persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English. The executive order requires federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services, so LEP persons can have meaningful access to them. It is expected that agency plans will provide for such meaningful access consistent with, and without unduly burdening the fundamental mission of the agency. The executive order states that individuals with a limited ability to read, write, speak or understand English are entitled to language assistance under Title VI of the Civil Rights Act. The Casper MPO will provide language assistance on projects based on language demographics within a plan or project area, or upon request.

COMMITMENT TO INCLUSIVE PARTICIPATION

Every effort has been made in this PPP to provide a framework for reaching traditionally underserved populations, including low income and minority households, persons with disabilities, and non-English language households (data noted in Chapter 2). The needs of those traditionally underserved by the existing system will be sought and considered by the Casper Area MPO.



**SEE CHAPTER 4 IN THE PPP
FOR MORE INFORMATION**



PUBLIC INVOLVEMENT PROCESS & STRATEGIES

MPO PUBLIC INVOLVEMENT & PARTICIPATION GOALS

This PPP is intended to provide direction for public involvement activities to be conducted by the MPO during transportation planning projects and programs. The MPO's goals for public participation include:

- 1** Providing timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agencies, private providers of transportation, and other interested parties.
- 2** Obtaining meaningful and productive public input leading to better decisions that meet the community's needs.
- 3** Promoting an open and transparent public involvement process that inspires trust in the information that is being presented.
- 4** Assuring participants that their input is heard and considered and understand how their comments will be used.
- 5** Engaging community leaders who can help the MPO access hard-to-reach groups including youth, elderly, minorities, immigrants, and low-income residents and to understand their interests.
- 6** Providing adequate public notice of public participation activities and allow time for public review and comment at key decision points.
- 7** Responding to and documenting public comments and questions to assure participants that their input is heard and considered.
- 8** Coordinating the Public Participation Process with statewide Public Participation Processes wherever possible to enhance public consideration of the issues, plans and programs, and reduce redundancies and costs.
- 9** Partnering with the Wyoming Department of Transportation (WYDOT) during the agency's Statewide Infrastructure Improvement Program (STIP) and during the MPO's TIP process to coordinate public involvement efforts where necessary.

PUBLIC INVOLVEMENT SCHEDULE

As noted in the Public Involvement Plan (PIP) section, a detailed, date-specific project schedule should be developed that identifies the technical and public involvement milestones appropriate for

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

the project scope, budget, geographic area, and community characteristics. See below in the Public Involvement Strategies section for more detail on when to activate, generally, a particular effort. In essence, public involvement strategies should be diverse throughout the project timeline.



See page 32 in the PPP for more detailed public involvement schedule information

WORKBACK SCHEDULE TEMPLATE

A workback schedule should be used for major public involvement activities, including, but not limited to, public meetings/open houses, stakeholder group meetings, video production, and pop-up or street fair events. It is important to note that the number of activities and deadlines will vary based on the complexity of the effort (i.e., a pop-up event may have fewer workback schedule items than an in-person public meeting).



See page 33 in the PPP for a sample workback schedule

PUBLIC INVOLVEMENT PLAN (PIP)

A variety of public participation strategies can be incorporated into each Casper Area MPO transportation planning project. Each project should develop a specific PIP that details which strategies are being used to create public awareness and gather input during the project development, aligning with the technical schedule and milestones. The PIP should include, but is not be limited to:

- Public involvement goals
- Target audience
- Project key messages
- Tools being used and how they will be promoted
- Schedule
- Roles and responsibilities for project team
- Review protocol

More information and templates in appendix C of the PPP.

The tools used, frequency of use, and level of effort will also vary on a project basis depending on the budget, timeline, and input needs. In addition, public involvement processes shall be coordinated with statewide public involvement processes wherever possible to enhance public consideration of the issues, plans, and programs and reduce redundancies and costs. It must be consistent with Title VI of the Civil Rights Act of 1964 and the Title VI assurance executed by each State, and identify actions necessary to comply with the Americans With Disabilities Act of 1990, as noted in Chapter 4 of the PPP. Public Participation is central to the core mission of the Casper Area MPO as such public participation is a crucial component to all planning activities on a variable basis. The Casper Area MPO will engage in thorough public participation specifically for the primary activities and plans of the MPO including the LRTP, MTIP, and UPWP. At a minimum project specific PIPs will include a reasonable assessment of the public participation requirements for individual small, medium and long term projects and identifies specific goals and public participation strategies and events for each project.

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

PUBLIC PARTICIPATION MANAGEMENT AND COORDINATION

The following are more management, coordination and administrative federal requirements and general best practices as it relates to PIPs. These elements should be noted in every PIP developed for MPO programs and projects to ensure requirements will be met. The Casper Area MPO will, in their governing documents (the LRTP, MTIP, and UPWP), gather and publish comments and responses obtained during the public participation phases of those projects, and note them in the finalized documents. This process will also pertain to smaller scale studies when applicable. The MPO will follow the FHWA requirement 23 CFR 450.316(a)(2). Definition can be found at: <https://www.fhwa.dot.gov/legisregs/directives/fapg/Cfr450c.htm>.

PUBLIC COMMENT PERIOD

A formal public comment period for submission of written comments via mail, email, comment form, or phone is held prior to the adoption of the transportation plan or program or to the adoption of amendments to the plan or program. All transportation planning projects and programs require a minimum of 30-day public comment period. The Policy Committee can decide to extend the public review period.

COMMENT RESPONSE PROTOCOL

The MPO will review and document all comments received from the public. A record of all comments received will be logged in an Excel spreadsheet or other comment management system and archived with the plan/program document it relates to.

After the 30-day comment period requirement noted above, comments will be responded to within 30 business days. Responses will be distributed in the format received from the commenter (email, mail, etc.) and logged in the comment management table. A summary of public comments received shall be presented to the MPO Policy Committee at the time the plan, program, or document is adopted.

PUBLIC NOTIFICATION TIMING

General Notification/Release Schedule Before Public Meeting, Event or Comment Period

The following schedule is general and will vary based on the final PIP for the program or project

When	Notification Tactic
6 weeks before	Initial public notification by way of website update
	Save-the-day social media post
	Notice to MPO Committees, City Council and other Agency Partners
4 weeks before	Distribution list notification by way of e-blast
	Social media post
3 weeks before	Press release notification to MPO and City media contacts
2 weeks before	Two social media posts
1 week before	Follow-up press release to MPO and City media contacts; two social media posts; follow-up distribution list e-blast
	Up to four social media posts during week (varies based on public impact/reach of the project)
	Follow-up distribution list e-blast

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

Week of	Newspaper notification (legal notice and/or classified advertisement; include comment period dates, location of plan to review, etc.)
Day before	Final press release reminder
	Social media post
Day of	"Join Us Today" social media post and website update
	Newspaper notification #2 (legal notice and/or classified advertisement; include comment period dates, location of plan to review, etc.)

DOCUMENT AVAILABILITY

Draft and final MPO documents will be available for public review and comment prior to adoption in hard-copy and digital format at local public spaces depending on the project area and project impact to the community, and may include libraries and jurisdictions. All documents will also be posted on the MPO's website and/or external project-specific website during public comment periods and after final adoption.



See page 37 in the PPP for more detail on distribution lists

PUBLIC INVOLVEMENT STRATEGIES

This section includes a comprehensive list of the public participation strategies that can be used throughout a project. The strategies should be included in the PIP. Each project will be different, so this is meant to be a guide or menu-of-services of public involvement tools that can be chosen from according to the elements listed below. These tools incorporate best practices in public involvement, and are also specific to what was heard from stakeholders and the public (see Chapter 3) and during the 45-day public comment period of this PPP.



For when to best use these strategies based on project size, audience type, time to create the tool, and other factors, see Chapter 5 in the PPP

GENERAL COMMUNICATIONS

The strategies below are ways to inform the community on general MPO information and project-specific updates. They can also be used to promote opportunities for engagement.

EMAIL

Meeting announcements and MPO information is emailed to interested persons that have submitted their email addresses to MPO staff. This email can provide updates or announcements about project-specific updates or updates from the MPO.

PROJECT-SPECIFIC HOTLINE

A project hotline can be created for the public to call and leave a message with questions, comments, or concerns. They can also use the hotline to request information in a different format, such as printed materials or Spanish translation. The hotline should be monitored daily and responses should be provided within 72 hours, as needed.

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

PROJECT-SPECIFIC WEBSITE

Project-specific websites can be used to display extensive information about individual projects, such as major MPO activities like the LRTP. These sites are used when project information is too extensive to be included on the MPO site. The general MPO site provides links to project sites. Public participation materials and communication channels will direct people to the website to learn more or provide input.

MPO WEBSITE

The Casper Area MPO website provides basic information about the MPO process, members, meeting times, and contact information. The site includes information about specific products of the MPO, such as an update of the LRTP. MPO documents, such as the Public Participation Plan and the MTIP will also be made available for downloading from the site. The site provides many links to other transportation-related sites. The site is used to promote regular and special meeting, planning studies, publications, and work products. Public participation materials and communication channels will direct people to the website to learn more or provide input.

SOCIAL MEDIA

Social media posts using the MPO's channels should be used to engage with the public on a regular basis and promote general information and public participation opportunities. Each post should include an image or video that supports the content, as well as tagging other handles and adding hashtags. Images could include fun memes, infographics, or photography, and videos can include interviews, animation, or short gifs.

FACT SHEETS OR BROCHURES

Fact sheets or brochures provide summary information regarding MPO and/or project-specific information. They can be distributed at public events, on the MPO website, and in public places, such as libraries and community centers. The fact sheet or brochure should be graphic-friendly and easy to read and understand.

NEWSLETTERS

Newsletters, either hard copy or in electronic version, can be used for ongoing communication or for an as-needed project-specific basis. Each issue of the newsletter can include MPO and/or project-specific updates and opportunities for public engagement. When MPO or project-specific newsletters are not used, articles may be prepared for publication in other newsletters produced by municipalities, neighborhood groups, homeowner associations, church groups, civic groups, or others that may have an interest in the project. These articles are subject to the publication dates and space restrictions of the individual publishers.

PRESENTATIONS

PowerPoint or Prezi presentations can be created to inform the public and key stakeholders. They can be broadcast on public television channels, shown at events, and loaded onto a website.

VIDEOS

Videos can be developed to educate the public about the MPO or a specific project. Videos can be documentary-style that show people talking, or can show images, b-roll and/or graphics with a voiceover. They can be used on social media, website, TV, and in presentations.

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

PROMOTING OPPORTUNITIES FOR PARTICIPATION

DIRECT MAIL

Direct mailings can be used to announce public participation opportunities and general updates to a targeted area or group of people. Direct mailings can be post cards, letters, or flyers. An area may be targeted for a direct mailing because of potential impacts from a project or to an area that historically haven't provided input.

PUBLIC DISPLAYS

A variety of displays, including yard signs, posters, billboards, and flyers can provide general information and public participation opportunities. Locations for the displays could include community workshops, public locations, open houses, and similar events designed to attract the public. A sign on the site should be large enough so that passers-by, whether on foot or in a vehicle, can read it. Another option is to place posters or bulletins on community bulletin boards where people are likely to see them.

PAID PRINT ADVERTISEMENTS

Paid advertisements can be done to promote information and opportunities for engagement through various media outlets, including but not limited to newspaper, TV, radio, or transit. Advertisements include newspaper inserts, as well as legal notices in the classified section of a newspaper for meetings and events which should include the time, place, and agenda for any regular, special, or emergency meeting, along with contact information.

PAID SOCIAL MEDIA ADVERTISEMENTS

Paid social media advertisements can be used to increase awareness of general information and public participation opportunities. They can be used as a separate advertisement or "boosting" an existing social media post to generate more views. Posts can be targeted to specific zip codes and/or to the entire Casper area.

PRESS RELEASES

Press releases should be created to publicize general MPO milestones and project-specific updates, including public participation opportunities, project kick-offs, and other key milestones. Each press release should include a quote from the MPO supervisor or relevant project-specific staff, as well as a graphic, image, or video, if possible. Releases should include quotes from jurisdictional representatives and/or the MPO supervisor.

INPUT TOOLS

COMMENT FORM

General comment forms can be used to collect open-ended feedback at public events and online. They should include an area for the person to provide their name, organization, address, contact information (email and/or phone), and comment/question.

SURVEYS

Surveys can be used when general or specific input from the public is desired. They can be provided in a digital platform using SurveyMonkey and/or available in a hard-copy format for those without Internet

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

access. They can be promoted virtually or available at public events.

COMMENT MAP

A comment map can be used to provide location-based input. They can be provided in a virtual platform where participants can drop a pin on a location and provide a comment/question, and/or using a printed roll plot at a public event where participants can place sticky notes on the map. The map should be easy to read and can callout specific project details.

LIVE POLLING

Polling questions can be conducted during a meeting or event that allow participants to provide anonymous input while the results are presented live. Polls can be generated through platforms, such as Mentimeter or in built-in polling tool using a Zoom Pro account.

PARTICIPATORY BUDGETING

Participatory budgeting activities can be incorporated in a virtual or in-person setting that allows people to decide how to spend a pre-determined budget. This will help prioritize projects based on where participants allocate their budget.

INTERACTIVE GAMES/ACTIVITIES

Games or other interactive activities can be used in a virtual or in-person setting to provide a fun and unique way for participants to provide input. For example, a virtual reality game can be created where there is a rendering of a specific project and participants can select the elements they like and/or dislike.

COMMENT KIOSK

Kiosks can be distributed in parks or community gathering locations with a comment box, notepad, and pen attached for people to write comments. It can also provide general information about the project and contact information to learn more.

MEETING THE COMMUNITY

ONE-ON-ONE STAKEHOLDER MEETINGS

The MPO can attend or host meetings with individual stakeholder groups that have particular interest in an activity. These meetings may be in the setting of an existing group unrelated to the MPO. They may also be held in an informal setting, such as a resident's home or a local meeting place. Informal meetings allow interested citizens and local officials to discuss issues and concerns in a more personable setting.

SMALL GROUP MEETINGS

The MPO can attend or host meetings with small groups, such as homeowners associations, neighborhood groups, civic groups, interest groups, or other groups that are impacted or voiced interested in specific projects. The meetings can have a short presentation by staff followed by an open discussion.

TOWN HALL MEETINGS

This meeting format is more informal than council meetings and provides open communication

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

between the public and members of the representative organization. The main purpose of a town hall meeting is to develop open communication between the public and those individuals who control the organization or committee. They can be hosted in-person or through a telephone town hall hosted through a third-party platform. The telephone format is more expensive, but reaches a larger audience.

PUBLIC MEETINGS

Public meetings are less formal than a public hearing. The purpose of these meetings are to share information and discuss issues, not to make decisions. Due to their openness and flexibility, public meetings are preferable to hearings as a forum for discussing complex or detailed issues.

OPEN HOUSE

Open houses are informal meetings in a public location where people can talk to involved officials on a one-on-one basis. The meetings allow residents to ask questions and express their concerns directly to project staff. This type of gathering is helpful in accommodating individual schedules, allowing attendees to visit at any time during a specific timeframe.

WORKSHOPS/CHARRETTES

Workshops are seminars or gatherings of small groups of people, usually between 10 and 30, led by a small number of specialists with technical expertise in a specific area. Participants typically discuss a specific project or design, with a facilitator to guide the discussion and can include activities, such as a mapping exercise or design development. These workshops/charrettes are generally open to the public, but require an RSVP to design the format around the amount of attendees. For example, if 50 people plan on attending, the group would be broken up into two smaller groups to provide a more personable experience. These types of workshops may be by invitation, last up to one full day, and involve a site visit.

FOCUS GROUP

Focus groups involve an invited group of participants interacting with an experienced moderator for a short time frame. The focus group consists of screened participants, usually selected randomly from a targeted group or groups. Often, the moderator uses the same discussion outline or questions to obtain input from several focus groups, each group targeting a different segment of the community, such as from a particular geographic location or age group. The focus group provides qualitative feedback from the community and offers flexibility for the moderator to probe relevant topics that arise from the discussion. Examples of uses for focus groups include identifying perceptions and misperceptions around issues, and identifying potential problem areas and barriers for particular user groups. The MPO may want to consider focus groups to gauge public opinion before controversial activities or processes.

STAKEHOLDER INTERVIEWS

Stakeholder interviews or listening session can be held to gain insight into specializations, needs, and function in making transportation planning/engineering decisions. Key persons can be consulted throughout a planning process, but are typically consulted early on regarding existing conditions information, issues, opportunities, and goals for a given project.

TASK FORCE

The task force is comprised of invited participants with a high level of knowledge about transportation planning and a willingness to commit to what is usually an extended meeting or series of meetings. The

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

work of the task force is in depth and often technical in nature, such as identifying and evaluating strategies for achieving the goals and objectives of a specific plan, providing input on ways to reduce demand on the transportation system, and evaluating strategies for urban development that reduce the need to rely on the automobile. The task force requires a high level of involvement on the part of both participants and staff, but provides more extensive and in-depth input than possible with outreach techniques that target the general public.

ONLINE PUBLIC EVENTS

Self-guided online public events can be created to allow stakeholders and the public to engage, provide feedback, and access information as their personal schedules allow. They can have the same materials as the traditional in-person meeting and can include embedded surveys, comment forms, games, comment maps, and other interactive elements.

WEBINARS

Online public webinars can be created to allow stakeholders and the public to engage, provide feedback, and have live virtual discussions. They can include a presentation, live polling, breakout groups, question and answer sessions, and other interactive elements.

POP-UP EVENTS

Pop-up events can be hosted at high-trafficked community areas in the form of a booth or table. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

EXISTING EVENT ATTENDANCE

Similar to the pop-up events, the MPO can attend existing events in the form of a booth or table, such as farmers markets, parades, and other group-gatherings. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

STREET FAIR/BLOCK PARTY

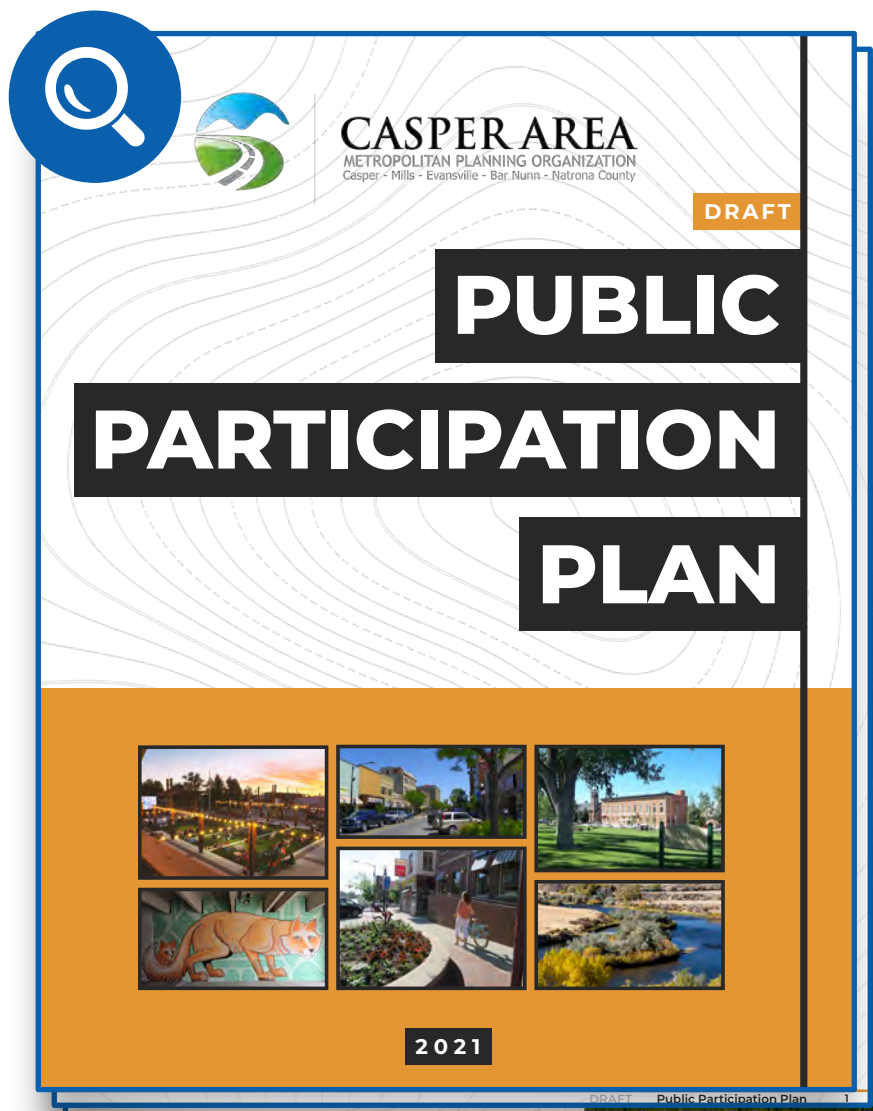
Sharing public excitement with the community through entertaining and vibrant outreach is one way to garner political and social buy-in for the project. A street fair or block party can be held to bring the community together to educate them about a project, gather meaningful input and provide hands-on project demonstrations of the proposed design improvements. It can include games, live music, food trucks, local business booths (with a fee to participate to help fund the event), live artists, and other entertainment.

RECAP

The success of the Casper Area MPO transportation projects and programs relies heavily upon public participation. The MPO wants to involve communities early in the transportation planning process and include involvement opportunities beyond formal hearings. This PPP it is meant to be a reference guide for Casper Area MPO staff, committees, partners and consultants to use to:

- Understand what the MPO is and what the community characteristics and demographics are
- Review how stakeholders and the public want to engage with the MPO over the next five years
- Ensure federal requirements are being followed
- Develop PIPs for projects of all sizes and types
- Prepare RFPs using consistent language and to ensure community needs will be accommodated

This plan will be updated every five years to make sure the participation process provides full and open access to all, and to ensure it incorporates best practices and new engagement tools/tactics.

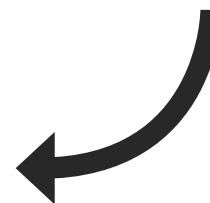


REVIEW THE

FULL PUBLIC

PARTICIPATION PLAN

FOR MORE DETAILS



QUICK GUIDE: PUBLIC PARTICIPATION FOR THE CASPER AREA MPO



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

**This guide was created by HDR
and the Casper Area MPO.**

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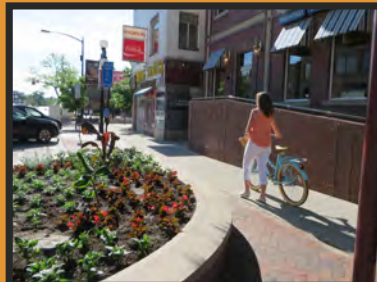
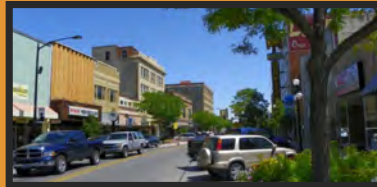


CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

PUBLIC

PARTICIPATION

PLAN



2021

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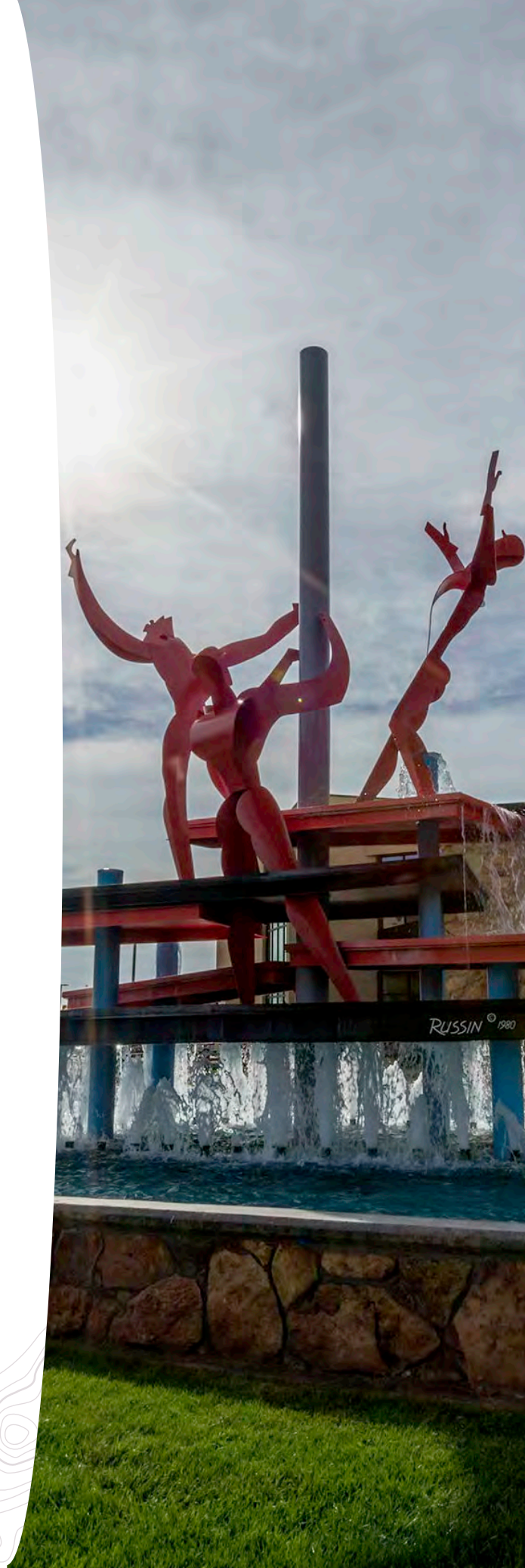
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INTRODUCTION

Transportation is one of the key contributors to the Casper area quality of life and economic viability. Generally, the need for transportation stems from our need to access goods, services, and other people within and beyond the region. The ease by which we can get to and from home, school, work, medical services, and entertainment, is dependent upon the efficiency and effectiveness of the region's transportation system. Transportation planning must be conducted in terms of regional and community goals and values, such as protection of the environment, effect on the regional economy, and maintaining the quality of life that area residents enjoy. The Casper Area Metropolitan Planning Organization (MPO) provides cooperative, comprehensive, and quality transportation planning to the Casper area. The success of the MPO and its transportation planning efforts is largely dependent upon public participation.

The Public Participation Plan (PPP) is an adopted document of the Casper Area MPO to ensure broad public involvement during development, review, and implementation of regional transportation projects and programs. The plan identifies the goals and federal requirements that need to be addressed throughout the public participation process. It is a roadmap for Casper Area MPO staff, committees, partners and consultants to use to:

- Understand what the MPO is and what the community characteristics and demographics are
- Review how stakeholders and the public want to engage with the MPO over the next five years
- Ensure federal requirements are being followed
- Develop Public Involvement Plans (PIP) for projects of all sizes and types
- Prepare Request for Proposals (RFP) using consistent language and to ensure community needs will be accommodated



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CHAPTER

1

UNDERSTANDING THE CASPER AREA MPO

The Casper Area MPO was designated as a metropolitan statistical area as a result of the 1980 Census. At that time, the Casper Area Transportation Planning Process (CATPP) was authorized as an MPO.

The member jurisdictions and agencies included in the Casper Area MPO include:

- **Town of Bar Nunn**
- **City of Casper**
- **Town of Evansville**
- **City of Mills**
- **Natrona County**
- **Wyoming Department of Transportation (WYDOT)**

These jurisdictions and agencies leverage the MPO to develop transportation planning activities within the Casper metropolitan area. MPO staff is employed by the City of Casper as a division of the Community Development Department and is permanently assigned to transportation planning duties.

CASPER AREA MPO RESPONSIBILITIES

The work undertaken by the Casper Area MPO is devoted to intermodal transportation planning activities, which will eventually create a more effective and efficient transportation system. These activities include, but are not limited to:

- 1 Assisting member agencies, governing bodies, and officials in making decisions on the development of the urban transportation system.
- 2 Soliciting public participation at all levels of the planning process to ensure that matters of importance to the public are reflected in final recommendations.
- 3 Describing planning activities to be undertaken during the program year cooperatively by the MPO, WYDOT, and member agencies.
- 4 Maintaining qualifications for the Casper Area MPO to participate in Federal aid highway and transit programs for improvements and additions to the existing street and highway system.
- 5 Promoting the cooperative recommendations through the forum of the planning process, in responding to transportation needs.
- 6 Assessing transportation system impacts and identifying solution alternatives in support of plan recommendations.
- 7 Planning and designing transportation facilities supportive of a safer, more efficient transportation system.
- 8 Overseeing operating and funding policies for public transportation systems within the urbanized area with an emphasis on bus service for the general public, elderly, and persons with disabilities.
- 9 Managing the responsibilities of the transportation planning process in a cost-effective manner within the constraints of available federal, state, and local funds.

CASPER AREA MPO GOVERNING PLANS AND PROGRAMS

Below are the transportation plans and programs that the Casper Area MPO is responsible for developing, implementing, and managing.

UNIFIED PLANNING WORK PROGRAM (UPWP)



The objective of the Unified Planning Work Program (UPWP) is to provide local officials and participating agencies with a method of ensuring that local and federal transportation planning resources are allocated in accordance with established governmental policies. It gives a general overview of the planning process and a description of the planned work program for the coming fiscal year. The UPWP provides guidance and structure for development of planning projects and allows for the efficient use of funding.

The UPWP is prepared annually and describes the work activities that will be undertaken by the MPO. It is intermodal, including highway, transit, freight, and bikeway/pedestrian planning projects. Direct aviation projects are developed and overseen by the Natrona County Airport Board of Trustees, and are not included in the UPWP.

LONG RANGE TRANSPORTATION PLAN (LRTP)



The LRTP, also known as Connecting Crossroads, analyzes existing and future roadway conditions, transit operations, non-motorized facilities, rail operations, and airport operations. Specific recommendations to address transportation deficiencies are provided, and the plan is intended to be flexible and capable of responding to a constantly changing community.

The LRTP analyzes individual transportation modes and how they work together, encouraging the integration of the various transportation components into a comprehensive system to meet the mobility needs of all the area's transportation users. It reflects the vision and directions of local officials, relevant agencies, stakeholders, and the general public. The LRTP is updated every five years.

METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP)



The MTIP provides a list of projects proposed for implementation with capital, planning, construction, and administration costs. It provides a framework for the efficient expenditure of transportation funds in a manner consistent with local needs and priorities during the planning period. The MTIP covers three Federal Fiscal Years from October 1 through September 30. The projects in the MTIP are included the State Transportation Improvement Program (STIP) and support the various goals and objectives of the STIP.



Because the City of Casper houses the MPO and is the designated recipient of FTA Section 5307 grant funds (transit operating assistance), this PPP satisfies the City's responsibilities for public participation related to its annual Transit Program of Projects (POP). The City, through the MPO, develops projects for the MTIP, which includes funding for transit operations, rolling stock, and other capital expenses. All public notices for the MTIP must have an explicit statement that public involvement activities and times established for public review of and comments on the MTIP will satisfy the POP requirements.

MPO DECISION MAKING COMMITTEES

Three committees help guide the Casper Area MPO transportation planning efforts--the Policy Committee, Technical Committee, and Citizens' Advisory Committee. Additional committees are convened on an as-needed basis, including bikeway, pedestrian, transit, and highway advisory committees. The committees and their duties are discussed in further detail below.

POLICY COMMITTEE

The Policy Committee reviews and approves the UPWP and the MTIP. It also develops and adopts policy regarding the long- and short-range elements of the transportation plan. The Committee acts as the approval authority for the federally financed surface transportation projects within the MPO boundary.

Members include elected or appointed representatives from:

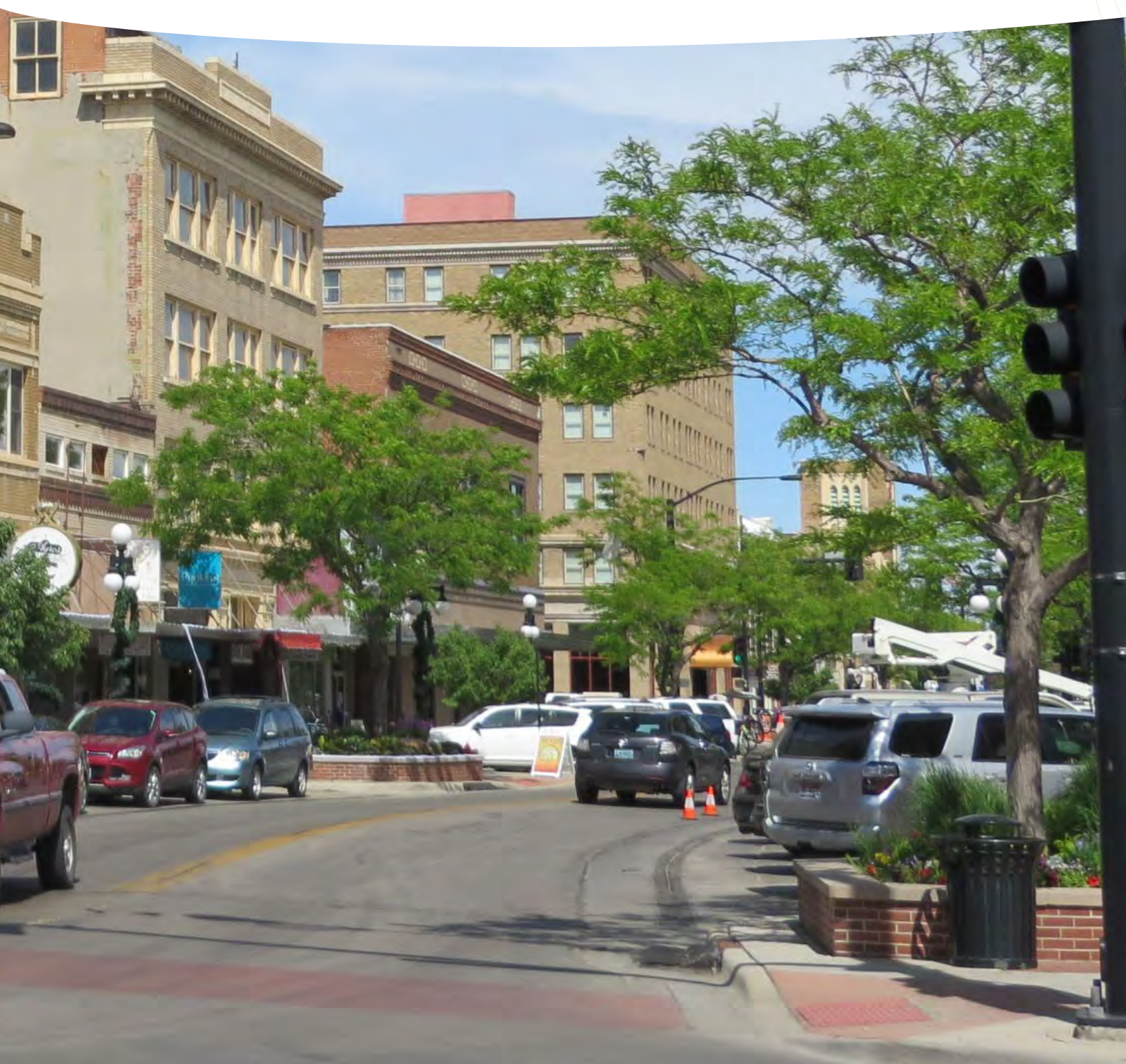
- City of Casper
- Natrona County
- Town of Bar Nunn
- City of Mills
- Town of Evansville
- WYDOT
- Transit Manager
- Casper/Natrona County International Airport
- Federal Highway Administration (FHWA) (nonvoting member)

TECHNICAL COMMITTEE

The Technical Committee is composed of professional engineers and planners who represent the MPO's member jurisdictions, including WYDOT. This committee provides ongoing technical assistance on various planning studies. Members help define specific work products, aid in the development of requests for proposals (RFP), and interview prospective consultants.

CITIZENS' ADVISORY COMMITTEE

The Citizens' Advisory Committee provides community-based input to the MPO on various transportation issues. A Committee member is appointed by the local councils of the member's residence. Committee members may convene committees to consider various issues as needed. Members of the Committee inform the Technical and Policy Committees of the need for various community projects and take information back to the community regarding construction schedules and other transportation-related information.



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CHAPTER

2



UNDERSTANDING THE COMMUNITY

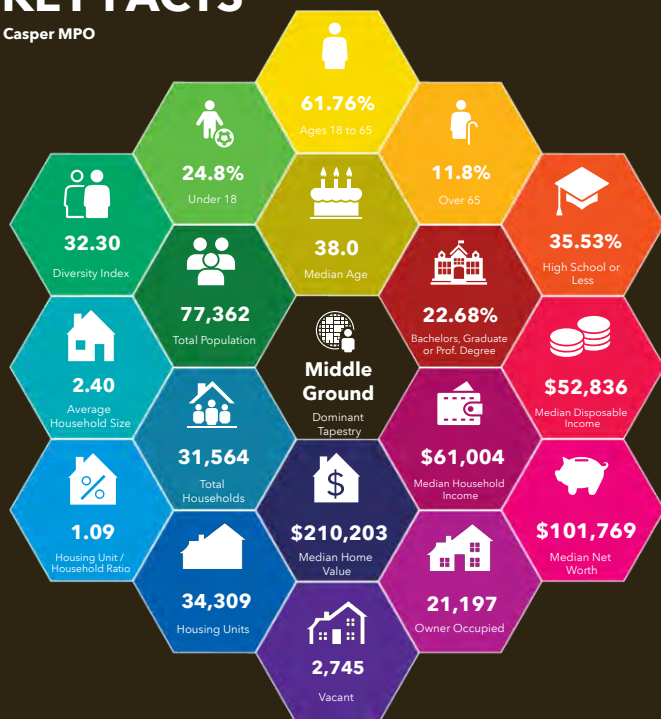
The Casper Area MPO strives to make sure all citizens have the opportunity to participate in the transportation planning process. The MPO believes all should have access to providing input by taking into consideration the demographics and socioeconomic trends of the diverse Casper area community.

COMMUNITY SNAPSHOT

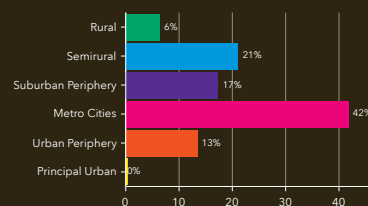
ESRI Tapestry Segmentation was used to understand community demographics and other transportation-related trends in the Casper area. This graphic shows the key demographic facts and other community characteristics that can help guide decisions related to outreach in the Casper area.

KEY FACTS

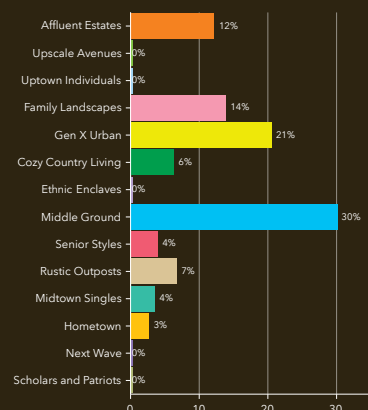
Casper MPO



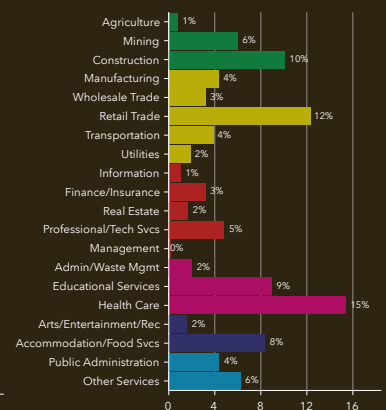
Urbanization Groups



Lifemodes



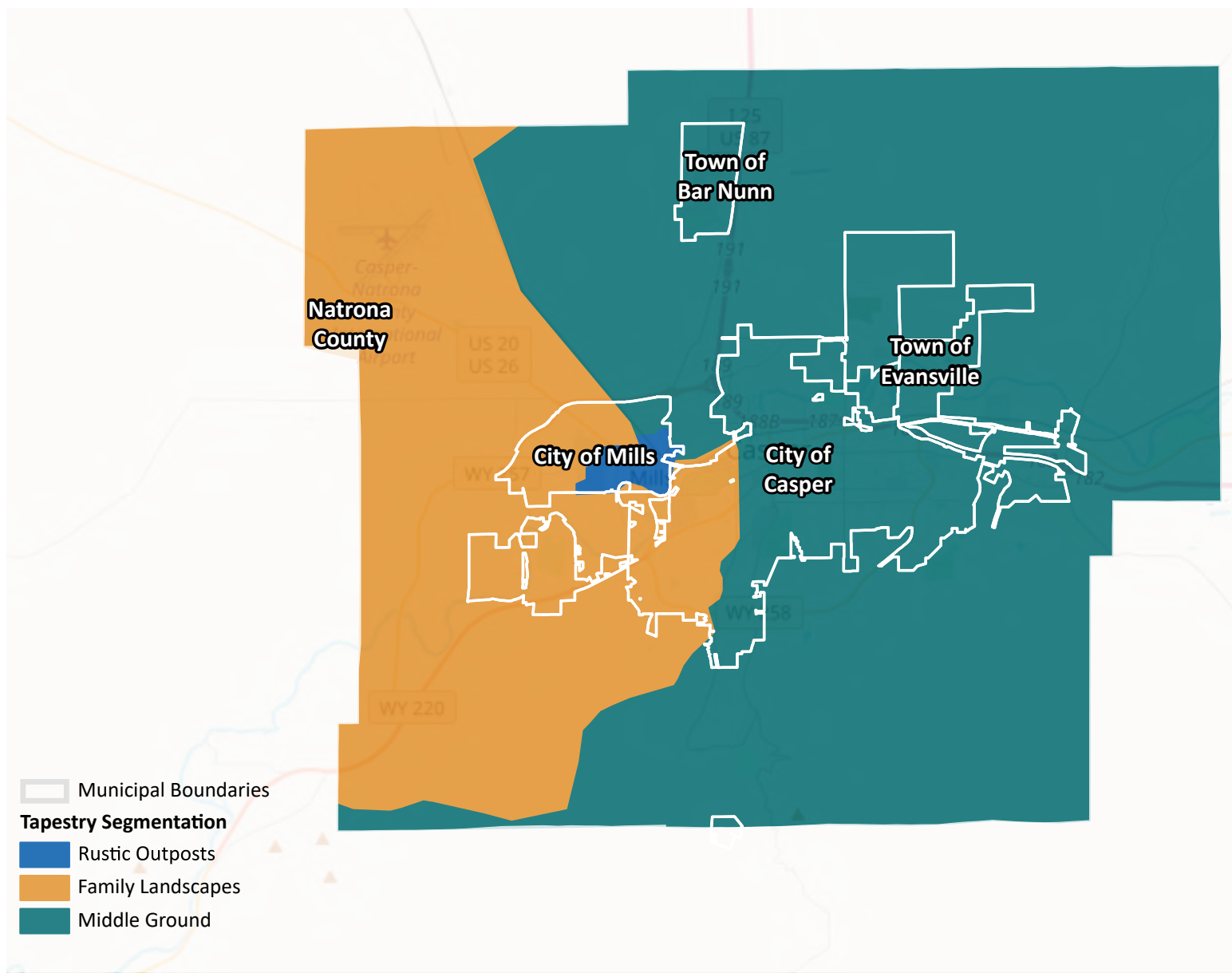
Labor Force by Industry



SOCIOECONOMIC TRENDS

Using ESRI's Tapestry Segmentation, below is a look into the socioeconomic and demographic composition traits of the Casper area community. These are further categorized into LifeMode groups, which represent markets that share common experiences and significant demographic traits. The following page contains a breakdown of top LifeModes for the area that provide an understanding of how these different traits influence public participation tactics provided in the MPO transportation planning process. The MPO understands that not all residents fit within these categories and are unique in their own way; however, the groups and their characteristics provide a general foundation to inform the public participation process.

This map showcases that the Casper Area MPO includes three LifeModes that are further described below. This information allows the readers of the PPP to better understand community characteristics and public outreach desires in each LifeMode. Knowing this allows for more strategic PIP development – like using public outreach tools that resonate with the particular LifeMode the project might be in. Or, if it's an MPO-wide program, how the PIP might be customized to these three areas.



LifeMode 4 | Family Landscape

ESRI LifeMode Characteristics

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semi-rural areas with a low vacancy rate (second lowest)
- Homeowners (79%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the United States
- Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

Public Outreach

- Connect at home improvement stores (Home Depot, Lowes, Ace Hardware, etc.)
- Notification at golf courses, community centers with pools, theme parks
- Notification kiosks/banners at shopping malls; posters at family restaurants
- Paid ads on Pinterest
- Posted information at churches and day care centers/schools at high-traffic pickup areas
- Partner with youth sports leagues
- Project information included in real estate monthly newsletters
- Check into opportunities to work with Home Depot or Lowes to get time to mention upcoming project events prior to clinics
- Advertisements in professional or recreational local sports outlets
- Pop-up events at sports parks and dog parks
- Postings in local apps like NextDoor

LifeMode 8 | Middle Ground

ESRI LifeMode Characteristics

- Lifestyles of thirtysomethings
- Millennials in the middle: single/married, renters/homeowners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority attended college or attained a college degree
- Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), search for employment
- Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

Public Outreach

- Outreach through property manager
- Outreach online; target mobile-friendly
- Social media advertising
- Messaging towards impact or input targeted around ease of use or leisure activities
- Text messages for communication
- Advertisements on Internet, such as on YouTube, Facebook, Twitter
- Advertisements at movie theatres
- Advertisements on Spotify, Pandora, or sports apps
- Sponsored videos on YouTube or informational videos on YouTube
- Heavy outreach focused on mobile-friendly information; SMS messaging

LifeMode 10 | Rustic Outposts

ESRI LifeMode Characteristics

- Country life with older families in older homes
- Depend on manufacturing, retail, and healthcare jobs, with some mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must
- Live within their means, shop at discount stores, and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts who grow their own vegetables, love their pets and enjoy hunting and fishing
- Technology is cost prohibitive and complicated so they pay bills in person; use the yellow pages; and read newspapers, magazines, and mail-order books

Public Outreach

- Print media rather than on line
- Pop-ups at small, local venues
- Advertisements in local newspapers
- Fliers at mobile home parks
- Information at nurseries
- Information at check cash buildings
- Advertise in entertainment coupon books
- Disperse information through employers
- Mailed materials are key

PROTECTED CLASSES

To identify the location and concentration of communities protected under Title VI and other nondiscriminatory regulations, the following maps were created for each group to better understand areas that need additional participation tools. This data and these maps should be used in the development of PIPs for projects and in larger, MPO-led programs. By understanding these protected classes and where they are concentrated geographically, the MPO and consultant teams can ensure two things: the transportation plans address improvements that incorporate analysis of protected classes, and that outreach and input tools and tactics are being used that are appropriate to the protected class. Having this data in the PPP will allow for PIPs to be more thoughtfully developed and to ensure federal protected class outreach requirements are being followed for each project. The protected classes include the following:



**Households with
1 + persons with
a disability**



**Households
below the
poverty level**

65+

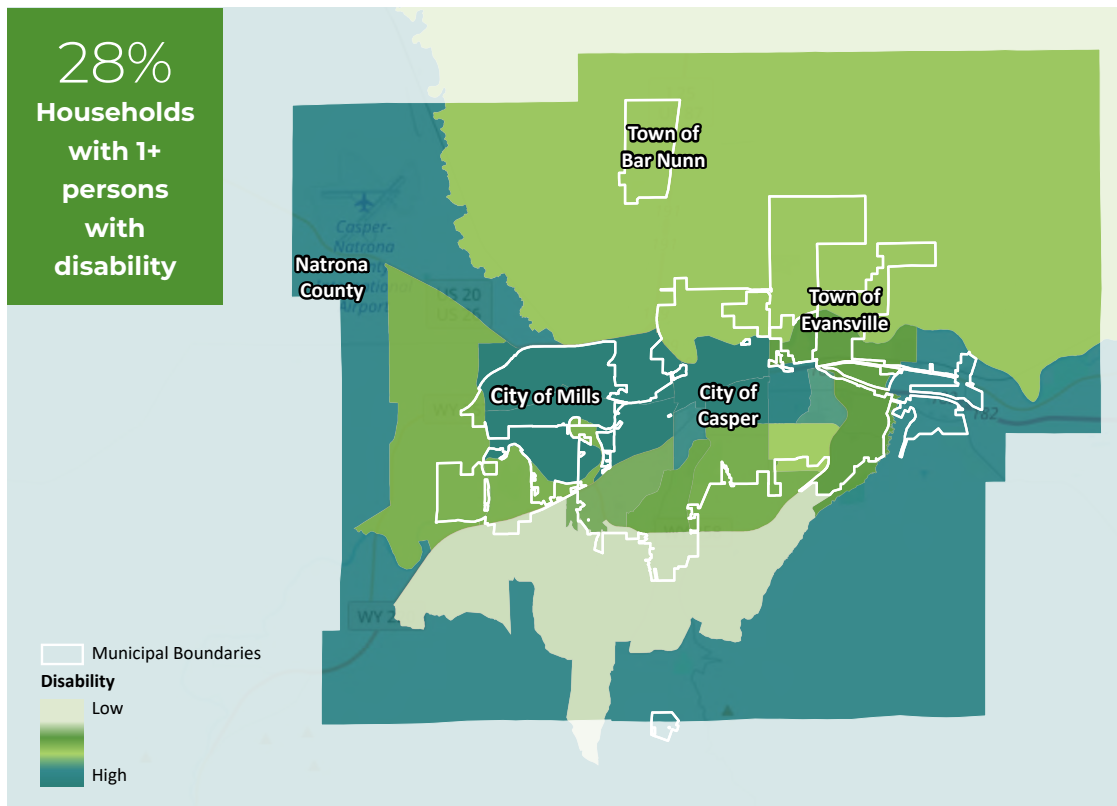
**Senior
population**



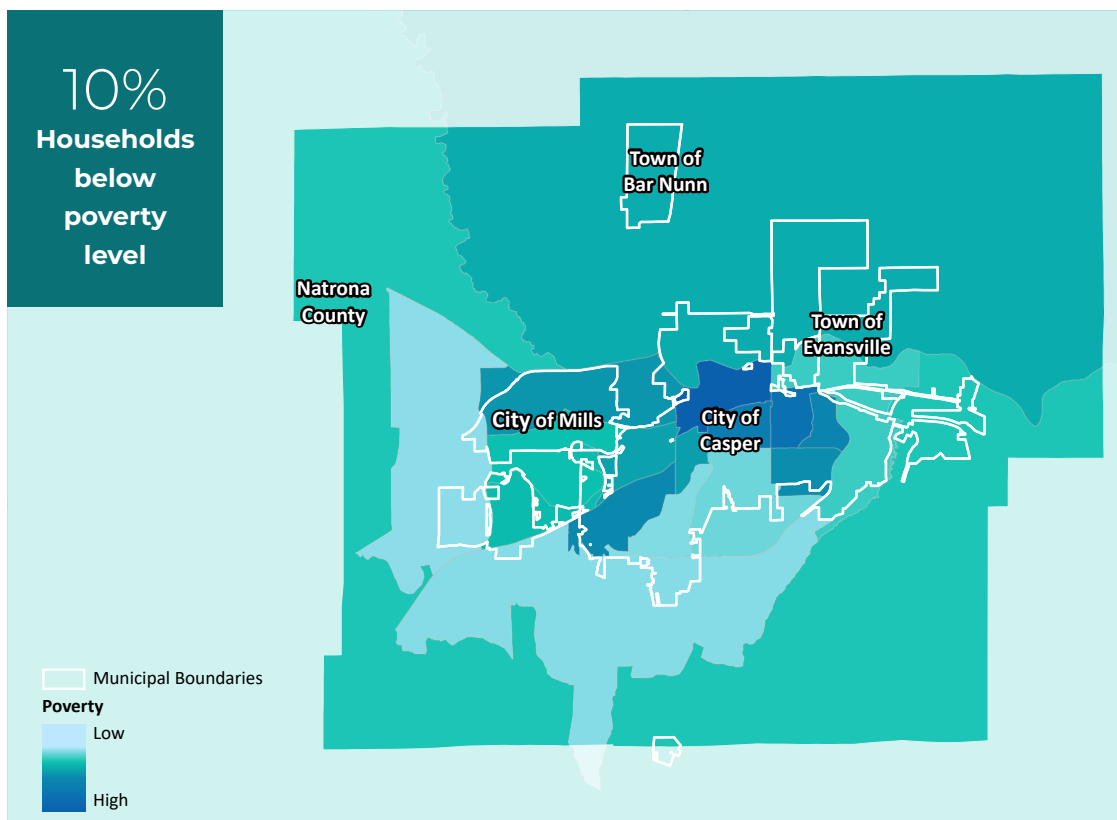
**Minority
population**

After analysis of the raw data and the geographic spread of protected classes in the Casper Area MPO region, key statistics were pulled for each class for quick reference.

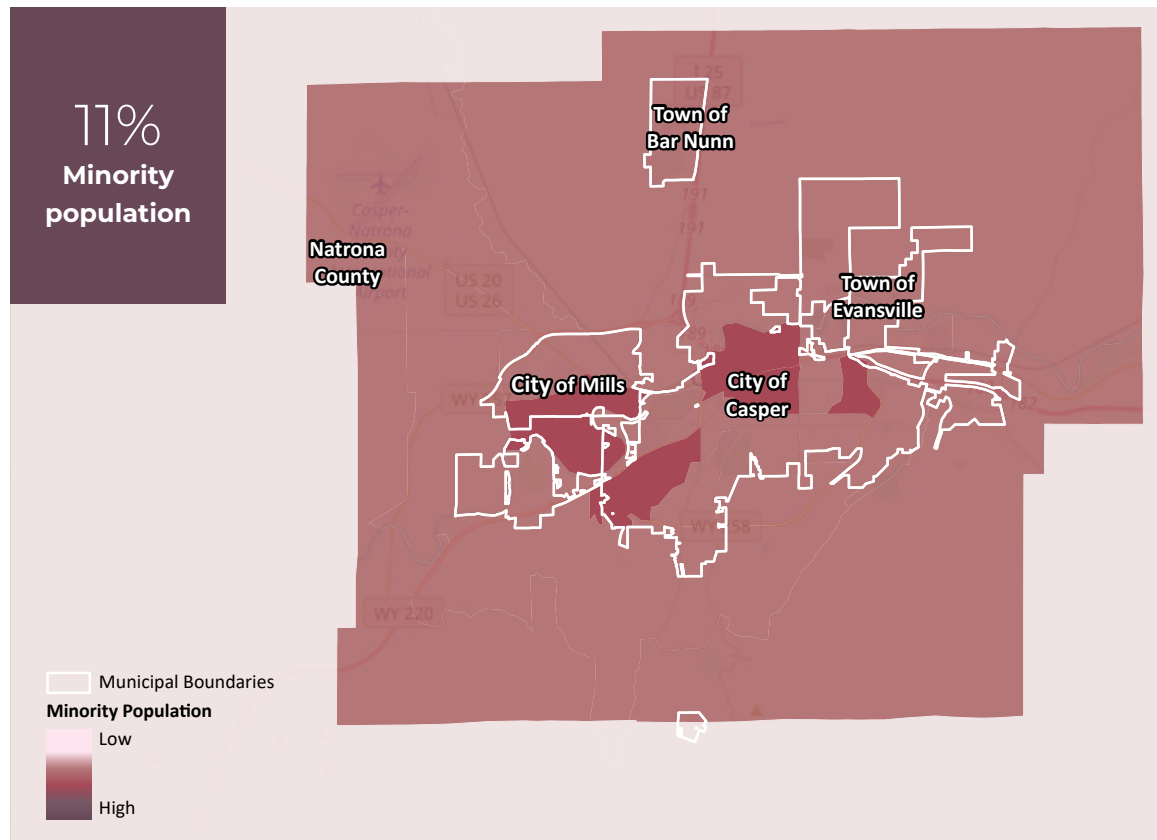
ADA Community



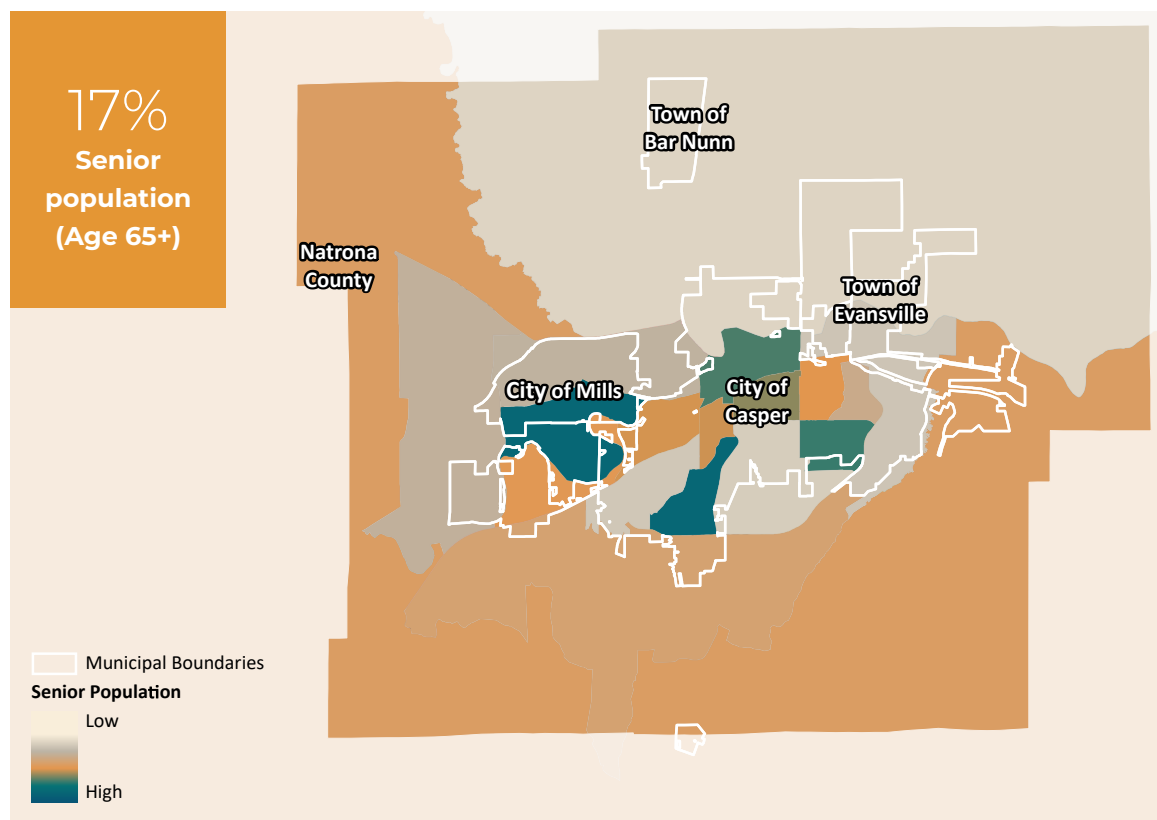
Poverty



Minority

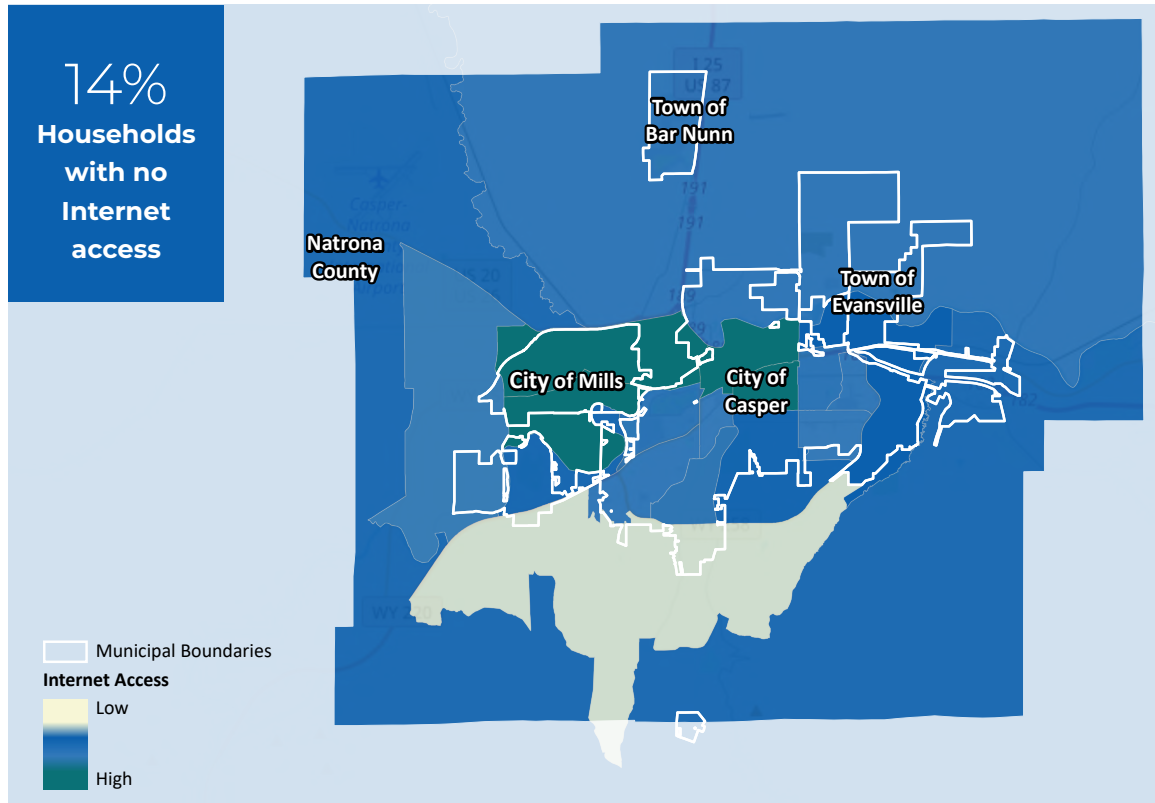


Senior Citizens



Internet Access

Households with no Internet access is not a protected class under the federal civil rights definition. The MPO understands no Internet access is a barrier to participating, so it was important for this PPP to document the areas in which alternatives to digital outreach should be considered. See Chapter 5 for alternative strategies.





CHAPTER

3

LISTEN FIRST: UPDATING THE PUBLIC PARTICIPATION PLAN

To update the 2014 Public Participation Plan, the MPO hired a third-party consultant, HDR, Inc. to conduct research to best inform the plan changes. This included holding stakeholder listening sessions, reviewing existing communication materials, and gathering input from the community through an online public meeting and in-person open house. Highlights from their research, as well as their recommendations, are detailed below. Full reports can be found in Appendices A and B.

STAKEHOLDER LISTENING SESSIONS

A series of interviews was held with stakeholders in the Casper Area MPO area. The goal was to strengthen connections with stakeholders, build trust with the MPO, identify issues/opportunities to consider when updating the Public Participation Plan, and generally identify any broad areas of improvement and/or ideas for the continued success of Casper Area MPO as an organization and on specific projects.

The interviews consisted of 1-hour conversations with key stakeholders, including representatives and elected officials from partner agencies, representatives of tourism, and those representing the community at-large. These stakeholders were identified by Casper Area MPO. Participants in each interview included two public engagement specialists focused on identifying areas of opportunity for the MPO as well as note taking.

A set of pre-determined questions was used to generate conversation; though, all interviews were conducted in an open-ended format to allow for natural conversation. This allowed stakeholder to provide relevant input on challenges and opportunities for the updated PPP. The participants from the project team focused on soliciting meaningful feedback and created an environment based on listening to the input from those who share in the region's transportation needs and understand the community.

STAKEHOLDERS INTERVIEWED

- **Wyoming Department of Transportation**

January 11, 2021

Attendees: Phillip Griffin, Mark Ayan, Brooke Allen, Mark Williams, Brenda Levos (HDR), Cristina Beermann (HDR)

- **City of Mills**

January 11, 2021

Attendees: Kevin O'Hearn, Sabrina Foreman, Brenda Levos (HDR), Cristina Beermann (HDR)

- **Wyoming Independent Living (WILR)**

January 15, 2021

Attendees: Daniel Makokha, Cindy Livingston, Erwin Reitsma, Susan Bentley, Brenda Levos (HDR), Cristina Beermann (HDR)

- **Platte River Trails**

January 22, 2021

Attendees: Angela Emery, Brenda Levos (HDR), Cristina Beermann (HDR)

■ Visit Casper

February 12, 2021

Attendees: Brook Hoffman, Brenda Levos (HDR), Cristina Beermann (HDR)

■ Town of Evansville

February 25, 2021

Attendees: Mayor Chad Edwards, Cristina Beermann (HDR), Kira Olson (HDR)

■ Citizens Advisory Committee

March 22, 2021

Attendees: Cathy Stepp, Cristina Beermann (HDR), Kira Olson (HDR)

QUESTIONS ASKED

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
2. Have you been satisfied with the response time and interactions with the MPO?
3. I am going to ask you some questions that we typically associate with what we call a SWOT analysis. When you think about how the MPO communicates and interacts with the community, what would you say are the:
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
4. What methods of outreach would you prefer the MPO employ to share information with the community? Examples:
 - a. Newspaper
 - b. Newsletter
 - c. Website
 - d. Email
 - e. Text
 - f. In-Person Meetings
 - g. Social Media
 - i. Facebook
 - ii. Instagram
 - iii. Twitter
 - h. Online/Virtual meetings
 - i. Other
5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairy Audacious Goal)
8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?

IMPORTANT FINDINGS

PREFERRED OUTREACH METHODS

When stakeholders were asked the preferred outreach methods for community and stakeholder engagement, the following themes were mentioned.

DIGITAL OUTREACH

Stakeholders emphasized the need for digital outreach during the COVID-19 pandemic and beyond. In order to reach a wide range of audiences, they believe both traditional and more progressive forms of outreach should be utilized. In particular, they referenced the need for employing outreach via:

- Social media
- Website
- TV
- Radio
- Text
- Email

IN-PERSON MEETINGS

In tandem with digital/online outreach, several stakeholders discussed the importance of offering in-person meetings and input opportunities for those who do not use the Internet/social media.

PHYSICAL OUTREACH

Some stakeholders mentioned the potential for posting information throughout the region in physical spaces, such as:

- Billboards
- Information at bus stops
- Via flyer distribution

UNDERUTILIZED NEWS OUTLETS

A handful of stakeholders provided specific news outlets for Casper Area MPO to use for the dissemination of information. Those news outlets include the following:

- The “TidBit” Newspaper
- Oil City News
- WyoCity News



SWOT (STRENGTHS, OPPORTUNITIES, WEAKNESSES, THREATS)

STRENGTHS

- Organization
- Collaboration (including good representation across the area)
- Communication & ability to disseminate information
- Diligent about obtaining public feedback
- MPO is inclusive and looks at the big picture and doesn't focus in on the boundaries of Casper
- Knowledgeable team

WEAKNESSES

- Ability to align availability among stakeholders across the region for important meetings, etc.
- Learning curve associated with funding of MPO's projects
- The community does not always know what is on MPO's radar in terms of projects

OPPORTUNITIES

- More community outreach: engage citizens on what they would like to see
- Seeing project through to completion
- Educate the public on the MPO and their work
- Capitalize on other outreach mechanisms
- Enhance outreach with elected officials throughout the region
- Not a lot of controversy. No one is "against" the MPO

THREATS

- Funding
- Amount of influence partner agencies have over Casper Area MPO as opposed to the City of Casper's influence
- Citizens and landowners generally don't want to pay (taxes) for projects

BOLD GOALS FOR THE CASPER AREA MPO

Stakeholders were asked what "big, hairy, audacious goals" they have for Casper Area MPO and were encouraged to offer any and everything that came to mind. The goals provided as a response to this question are outlined below:

- Need to keep a transit system cheap and affordable for users and keep it accessible for the lower income populations
- Move as many projects forward as the MPO can feasibly handle (revisit backlog)
- Keep things running smoothly and keep sense of community at the heart of work and communications
- Be realistic in the Long-Range Plan
- Conduct a community-wide trail study (building on a previous one)
- WILR would like to be included in the Long-term and Five-Year Transit Strategic Plan
- Improve transit connections and headways to medical facilities

REMAINING RECOMMENDATIONS

Stakeholders were asked to provide any other recommendations they thought would be useful to the team while updating the PPP. Those open-ended recommendations included:

- Host meetings near or at restaurant/bars to entice a more diverse crowd
- Leverage partnerships with these stakeholder organizations. Each stakeholder expressed a willingness to utilize their network and existing contacts to spread the word of the MPO's work and opportunities for input

ONLINE MEETING

The Casper Area MPO hosted an online public meeting from January 26 to March 7, 2021. The self-guided meeting provided an overview about the MPO, including past, current, and future transportation planning projects, with the opportunity for visitors to provide feedback on the public participation process.

Topics included:

- Overview of the Casper Area MPO
- Introduction to the MPO director and various committees
- Participation on future transportation projects
- Interactive map labeling past, current, and future projects
- Direction to the website and how to stay informed

Of the 264 visitors, 158 accessed the meeting by typing in the link, 80 clicked from Facebook, two from LinkedIn, and six from undetected platforms. Visitors accessed the online event by desktop computer (54%), smartphone (26%), and tablet (2%), and other undetected devices (18%). Below is a map of where the responses came from based on the 36 zip codes that were provided.

QUICK STATS

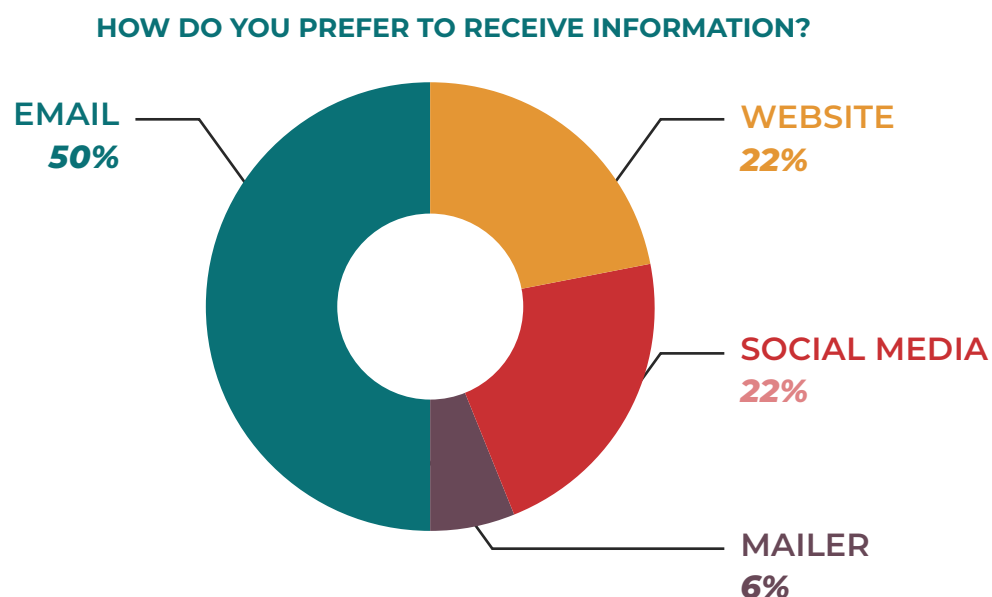
246
VISITORS

36
SURVEY RESPONSES

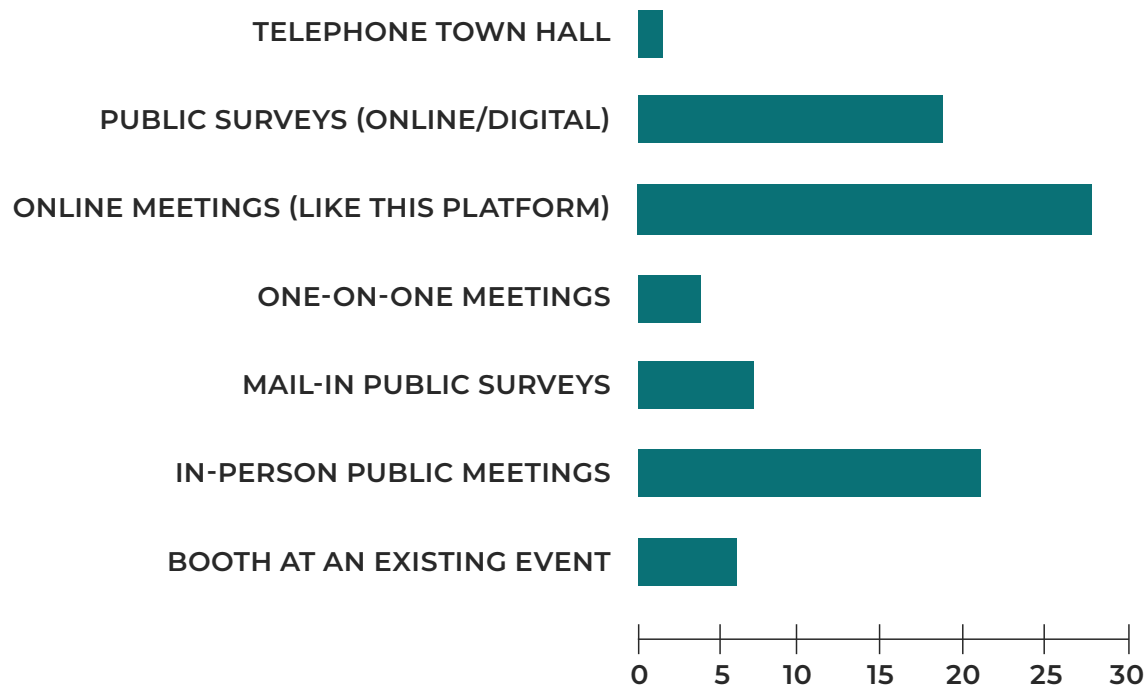
59
SIGN-IN RESPONSES

SURVEY RESPONSES

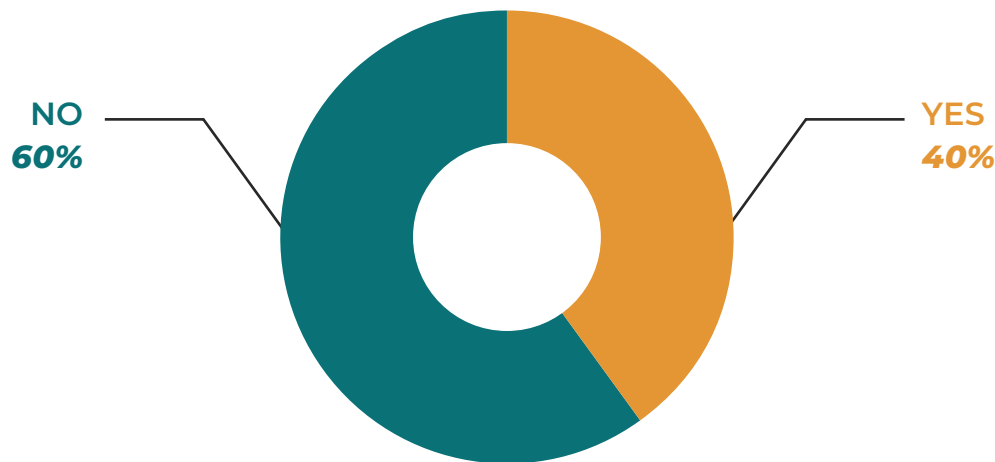
The recommendations based on the survey responses are reflected in the public participation strategies in Chapter 5 and helped guide the recommendations in this plan.



HOW DO YOU PREFER TO PARTICIPATE IN FUTURE EFFORTS?



IS THIS YOUR FIRST TIME INTERACTING WITH THE CASPER AREA MPO?



SOCIAL MEDIA ANALYSIS

In January 2021 and then again after this online meeting closed for public comment, a social media analysis was conducted to see if there was any change in social media engagement after the MPO did a promotional push for the online meeting public comment period. Before the online meeting promotional efforts, there was only Facebook social media traffic for the Casper Area MPO, either the MPO posts or people talking to/tagging the MPO. When analysis was done after the online meeting closed, social media traffic from/about the MPO came from Facebook, Twitter and other online news sources. Further, social media traffic to the MPO social sites, or talking about/tagging the MPO on other author channels, nearly doubled during the promotion of the online meeting, meaning more people were paying attention to and tracking the MPO on social media than before the online meeting. A full social media report is in Appendix C.

APRIL 28, 2021 – PUBLIC OPEN HOUSE EVENT

Below is a public open house event summary. In Chapter 5, gold stars are placed by tools and tactics that the public wanted the MPO to consider the most. This event was the launch of the 45-day, required public comment period for this updated PPP.

OPEN HOUSE SUMMARY

OVERVIEW

The Casper Area MPO hosted a public open house for the updated Public Participation Plan on April 28, 2021 from 5 to 6:30 p.m. at the Gruner Brothers Brewery. There was a total of 24 attendees. The event was an open house format with a presentation and Q&A at 5:30 p.m.

The goal of the event was to discuss the draft plan with interactive activities to gather input on new engagement tools and strategies for future MPO projects. The event also began the 45-day comment period for the public to review the plan and provide their feedback. Open house topics included:

- About the MPO
- Public Participation Plan overview
- Feedback received to-date
- Community demographics
- New engagement tools
- How to provide comments to the draft Public Participation Plan

PROMOTION

The event was promoted through the following outlets.

- Social media (Facebook, Twitter, and Instagram)
- Eblast to stakeholder list
- Printed flyer invites
- Two-day advertisement in the Casper Star Tribune

BOARD ACTIVITY RESULTS

Fresh Engagement Tools – Top Three

1. Street Fair/Block Party (9 stars)
2. Comment Map, Comment Kiosk, Existing Event Attendance (tied at 6 stars)
3. Live Polling (3 stars)

Participation Methods – Top Three

1. In-person public meetings, public surveys (tied with 8 stars)
2. Booth at an existing event (7 stars)
3. Self-guided online meetings, mail-in public surveys (tied with 1 star)

Other:

- Surveys on fixed-route and door-to-door uses
- Online billing survey
- Focus groups (i.e. ADA, pedestrian access)

Receiving Information – Top Three

1. Website, email (tied with 8 stars)
2. Social media (5 stars)
3. Press release, mailer (tied with 1 star)

Other:

- Advertise in the Nickle (free newspaper)

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CHAPTER

4

FEDERAL REQUIREMENTS

The MPO must follow these federal requirements and legislative measures throughout the public participation process in any/all planning efforts. How the MPO will accomplish these requirements is further detailed in the Public Involvement Process in Chapter 5.

FEDERAL HIGHWAY ADMINISTRATION (FHWA) AND FEDERAL TRANSIT ADMINISTRATION (FTA) PARTICIPATION REQUIREMENTS

To address Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) requirements, each governing document must include a proactive public involvement process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing involvement of the public in developing projects. The MPO must follow the requirements and criteria specified as follows:

- Require a minimum public comment period of 45 days before the Public Participation Plan (PPP) involvement process is initially adopted or revised.
- Provide timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agency employees, private providers of transportation, other interested parties and segments of the community affected by transportation plans, programs and projects (including but not limited to central city and other local jurisdiction concerns).
- Provide reasonable public access to technical and policy information used in the development of projects and open public meetings where matters related to the Federal-aid highway and transit programs are being considered.
- Require adequate public notice of public involvement activities and time for public review and comment at key decision points, including, but not limited to, approval of plans and TIPs (in nonattainment areas, classified as serious and above, the comment period shall be at least 30 days for the project and major amendment(s)).
- Demonstrate explicit consideration and response to public input received during the planning and program development processes.
- Seek out and consider the needs of those traditionally underserved by existing transportation systems, including but not limited to low-income and minority households.
- When significant written and oral comments are received on the draft transportation plan (including the financial plan) as a result of the public involvement process or the interagency consultation process required under the U.S. EPA's conformity regulations, a summary, analysis, and report on the disposition of comments shall be made part of the final plan.
- If the final transportation plan differs significantly from the one which was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts, an additional opportunity for public comment on the revised plan shall be made available.
- Public involvement processes shall be periodically reviewed by the MPO in terms of their effectiveness in assuring that the process provides full and open access to all.

- Metropolitan public involvement processes shall be coordinated with statewide public involvement processes wherever possible to enhance public consideration of the issues, plans, and programs and reduce redundancies and costs.
- Be consistent with Title VI of the Civil Rights Act of 1964 and the Title VI assurance executed by each State, which ensure that no person shall, on the grounds of race, color, sex, national origin, or physical handicap, be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination under any program receiving Federal assistance from the United States Department of Transportation.
- Identify actions necessary to comply with the Americans With Disabilities Act of 1990
- Provide for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials.
- Provide for the involvement of local, State, and Federal environmental, resource and permit agencies as appropriate.

METROPOLITAN TRANSPORTATION PLANNING

The Casper Area MPO follows the FHWA Title 23 Sec. 134 Metropolitan transportation planning requirement in the transportation planning process. The requirement/policy states that:

“It is in the national interest to encourage and promote the safe and efficient management, operation, and development of surface transportation systems that will serve the mobility needs of people and freight. This will help foster economic growth and development within and between States and urbanized areas, while minimizing transportation-related fuel consumption and air pollution through metropolitan and statewide transportation planning processes. It will also encourage the continued improvement and evolution of the metropolitan and statewide transportation planning processes by metropolitan planning organizations, State departments of transportation, and public transit operators.”



TITLE VI

Title VI of the Civil Rights Act requires that Federal-aid recipients prevent discrimination in all programs whether these programs are federally funded or not. The MPO is required to implement strategies of Environmental Justice that ensure that there are no barriers to citizen involvement and that minority and low income populations are engaged in transportation decision-making. These protected groups throughout Casper are further detailed in Chapter 3.

The MPO will follow these three general principles provided by Environmental Justice:

1 To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low income populations



2 To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.

2

3 To prevent the denial of, reduction in, or significant delay of the receipt of benefits by minority and low income populations



By providing the opportunity for everyone to participate in the transportation planning process, the MPO is ensuring that residents have the ability to express their needs and concerns thereby influencing transportation planning in their community.



CASPER AREA MPO TITLE VI

Title VI of the Civil Rights Act of 1964 states: “No person in the United States shall, on the ground of race, color or national origin be excluded from participation in, be denied the benefits of or be subjected to discrimination under any program or activity receiving federal financial assistance.” Subsequent laws and Presidential Executive Orders added handicap, sex, age or income status to the criteria for which discrimination is prohibited. The Casper Area Metropolitan Planning Organization (MPO) Title VI Plan was developed to ensure the Casper Area MPO is in compliance with nondiscrimination requirements as outlined in Title 23 CFR and 49 CFR and related laws and provides specific information on how to file a nondiscrimination complaint..

To review the following Title VI documents, please visit:

https://casperwy.gov/residents/roads_and_parking/metropolitan_planning_organization/governing_documents:

- Title VI Plan
- Title VI Complaint Form
- Non-discrimination Statement
- Discrimination Complaint Procedures
- Notice Under the Americans with Disabilities Act

The Title VI Plan contains environmental justice strategies for minority, low-income, and LEP populations that inform the public participation goals and outreach strategies in the PPP. Both the PPP and Title VI Plan contribute to the overall planning process of the Casper Area MPO's main plans for projects and studies.

ENVIRONMENTAL JUSTICE

The FHWA Environmental Justice Guidebook states that, “effective community engagement addresses the needs of and incorporates input from a broad spectrum of interested parties including residents, businesses, and transportation system users. Within the context of a broad public involvement process, transportation agencies need to focus extra effort on outreach to and engagement of traditionally underrepresented populations.” [FHWA-HEP-11-024 2.Public Involvement].

The intent of environmental justice is to avoid, minimize, or mitigate disproportionately high and adverse effects on minority and

For information on the Casper Area Title VI Program and Plan or to file a formal complaint, visit https://casperwy.gov/residents/roads_and_parking/metropolitan_planning_organization/governing_documents or call (307) 235-8255.

To file a complaint by mail, please send a letter to:
Title Vi Coordinator – Community Development
City of Casper, Wyoming
200 North David
Casper, WY 82601-1815

If the complainant is dissatisfied with the City's resolution of the complaint, a complaint can be filed by mail, fax or phone to:
Federal Transit Administration – Region 8
Attn: Civil Rights Officer
1961 Stout St., Ste 13301
Denver, CO 80294-3007
303-362-2400
Fax: 303-362-2424

low-income populations; and ensure the full and fair participation by all potentially affected communities in the transportation decision-making process. Environmental justice addresses fairness toward the disadvantaged and addresses the possible exclusion of racial and ethnic minorities, low income people, the elderly, and persons with disabilities or communication barriers from decision-making.

The federal government has identified environmental justice as an important goal in transportation, and local and regional governments must incorporate environmental justice into transportation planning. Casper Area MPO goals that relate to the public transportation and transportation planning process, including those processes for the long-range transportation plan, transportation improvement program, and specific project planning.

Even though the term “environmental justice” is not in federal legislation, the concept and its application have been developed through a succession of court cases, transportation regulations, agency memoranda, and Executive Orders. Much of the legal application is based on Title VI of the Civil Rights Act of 1964 that provides protection from discriminatory actions or results from federal, or federally assisted or approved, actions. In terms of transportation planning, environmental justice seeks to ensure that the disadvantaged:

1. Have access to the decision-making process.
2. Realize benefits from investments that are commensurate with the population as a whole.
3. Do not shoulder a disproportionate share of the negative effects and burden resulting from the implementation of transportation projects.
4. Do not incur a disproportionate share of the financial cost.

LIMITED ENGLISH PROFICIENCY (LEP)

On August 11, 2000, President Clinton signed Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency”, which further clarifies Title VI of the Civil Rights Act. As defined in the executive order, Limited English Proficiency (LEP) persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English. The executive order requires federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services, so LEP persons can have meaningful access to them. It is expected that agency plans will provide for such meaningful access consistent with, and without unduly burdening the fundamental mission of the agency. The executive order states that individuals with a limited ability to read, write, speak or understand English are entitled to language assistance under Title VI of the Civil Rights Act. The Casper MPO will provide language assistance on projects based on language demographics within a plan or project area, or upon request.

COMMITMENT TO INCLUSIVE PARTICIPATION

Every effort has been made in this PPP to provide a framework for reaching traditionally underserved populations, including low income and minority households, persons with disabilities, and non-English language households (data noted in Chapter 2). The needs of those traditionally underserved by the existing system will be sought and considered by the Casper Area MPO.

The image features a solid red background. On the left and right sides, there are vertical strips of a white topographic map pattern, consisting of thin, wavy red lines. In the center, the word "CHAPTER" is written in a bold, white, sans-serif font.

CHAPTER

5

PUBLIC INVOLVEMENT PROCESS & STRATEGIES

MPO PUBLIC INVOLVEMENT & PARTICIPATION GOALS

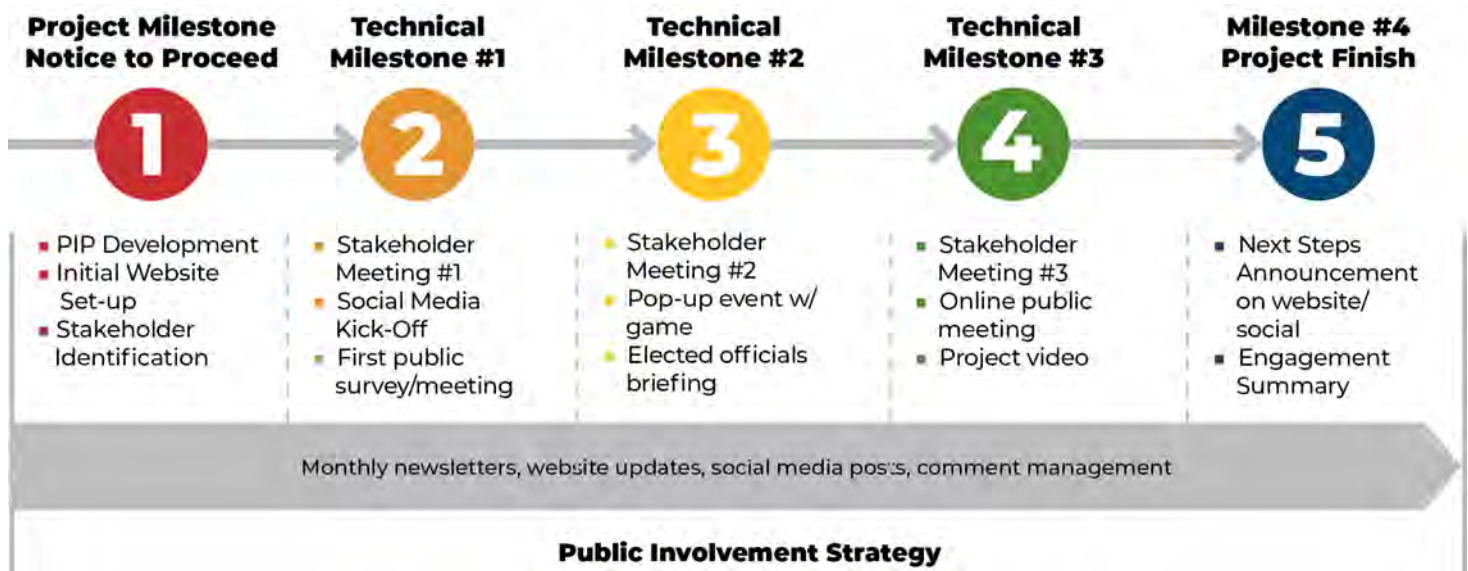
This PPP is intended to provide direction for public involvement activities to be conducted by the MPO during transportation planning projects and programs. The MPO's goals for public participation include:

- 1** Providing timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agencies, private providers of transportation, and other interested parties.
- 2** Obtaining meaningful and productive public input leading to better decisions that meet the community's needs.
- 3** Promoting an open and transparent public involvement process that inspires trust in the information that is being presented.
- 4** Assuring participants that their input is heard and considered and understand how their comments will be used.
- 5** Engaging community leaders who can help the MPO access hard-to-reach groups including youth, elderly, minorities, immigrants, and low-income residents and to understand their interests.
- 6** Providing adequate public notice of public participation activities and allow time for public review and comment at key decision points.
- 7** Responding to and documenting public comments and questions to assure participants that their input is heard and considered.
- 8** Coordinating the Public Participation Process with statewide Public Participation Processes wherever possible to enhance public consideration of the issues, plans and programs, and reduce redundancies and costs.
- 9** Partnering with the Wyoming Department of Transportation (WYDOT) during the agency's Statewide Infrastructure Improvement Program (STIP) and during the MPO's TIP process to coordinate public involvement efforts where necessary.



PUBLIC INVOLVEMENT SCHEDULE

The public involvement schedule represents a typical transportation planning project that the MPO would manage. As noted below in the Public Involvement Plan (PIP) section, a detailed, date-specific project schedule should be developed that identifies the technical and public involvement milestones appropriate for the project scope, budget, geographic area, and community characteristics. The schedule below is a guide for when a general strategy below should be activated during a project. The number of technical milestones in this sample schedule is assumed to be four over a course of 12 months, and the public involvement outreach is assumed to be for a medium-sized project. See below in the Public Involvement Strategies section for more detail on when to activate, generally, a particular effort. In essence, public involvement strategies should be diverse throughout the project timeline. For example, in this schedule, there is a blend of in-person and digital outreach to allow tech-savvy Casper area constituents and those of the aging population to participate in project input opportunities. It also highlights the importance of ongoing strategies like posts to the project website, social media channels, traditional media outreach, newsletter blasts and comment management after public touch-points.



WORKBACK SCHEDULE TEMPLATE

In addition to this typical project process, a workback schedule template can be used for major public involvement activities, including, but not limited to, public meetings/open houses, stakeholder group meetings, video production, and pop-up or street fair events. It is important to note that the number of activities and deadlines will vary based on the complexity of the effort (i.e., a pop-up event may have fewer workback schedule items than an in-person public meeting).

DATE

The most important element of this schedule is the date/deadline date in the first column. It is important to agree on the task and deadline when developing this schedule, specifically the review time for deliverables and tasks. Typically, there should be at least a 4-7 day review time between the project team and the Casper Area MPO; however, this will depend on the review needs and protocols developed at the onset of the project. If City of Casper staff, MPO Committees, or other partners need to review materials, that should be considered when managing expectations of review time.

TASK

This column will list the task associated with the effort, like promotional materials, notification posts, presentation development, etc.

STATUS/NOTES

As the effort progresses, it is important to update the status column with any pertinent notes.

RESPONSIBILITY

The responsibility column will also depend on the project team make-up (just MPO staff, blend of City and MPO staff, blend of MPO staff and a consultant team, etc.). Typically, the project team is the developer of the task and the MPO staff is the reviewer of the task or facilitator of the distribution of materials, like posting on social media).

For an example of a detailed workback schedule for an in-person public meeting, see Appendix C.

Casper Area MPO Workback Schedule Template

Date	Task	Status/ Notes	Responsibility [Agency or Project/Consultant Team]
Day 1	Public Involvement Tool Kick-Off Meeting [identify what the tool or the activity is here]		Casper Area MPO & Project/Consultant Team
Week 1	Development of printed promotional material(s) [if this effort requires public notification/promotion, identify the most labor-intensive promotional item to start on first; other promotional items that don't need as much creation time noted later in schedule]		Project/Consultant Team
Week 2	Provide edits to the printed promotional material(s) to the Project/Consultant Team [add rows if there are additional reviews needed, like from City of Casper staff, City Council, MPO Committees, etc.]		Casper Area MPO
Week 3	Invitation flyer edits incorporated and final invitation distributed [identify where the invitation will be distributed; add rows as needed based on lead time (i.e. newspapers need notices sooner than what it would take to e-blast a distribution list]		Project/Consultant Team
Week 4	Social media content and supportive image development [identify where the invitation will be distributed; add rows as needed based on lead time (i.e. newspapers need notices sooner than what it would take to e-blast a distribution list]		Project/Consultant Team
Week 4	Draft media press release [a press release should be produced and distributed for project efforts that require public comment notification and to be used for promotion of meetings and events]		Project/Consultant Team
Week 4	Email notice, update, or invitation to stakeholders about effort [this effort should include the promotional flyer or other project materials, as appropriate; i.e. if the e-blast is to promote an event, include the promotional flyer; if the e-blast is to notify the stakeholder of draft plans, include a link or attachment of the plan]		Project/Consultant Team
Week 4	Development of presentation and meeting boards [if this effort is for a public or stakeholder meeting, begin development of these materials]		Project/Consultant Team
Week 5	Press release revisions sent back to Project/Consultant Team		Casper Area MPO
Week 5	Social media content and supportive image revisions sent back to Project/Consultant Team		Casper Area MPO
Week 5	Public Meeting Plan development [this step would take place if there was a public event or meeting only]		Project/Consultant Team
Week 6	Final press release sent two weeks prior to event, meeting or beginning of comment period		Casper Area MPO
Week 7	Presentation and board edits back to Project/Consultant Team		Project/Consultant Team
Week 7	Social media content and supportive image posted		Casper Area MPO
Week 7	Finalize Public Meeting Plan		Casper Area MPO

Week 8	Finalize additional notification needs (newspaper ads, e-blasts, social posts, website updates)		Casper Area MPO & Project/Consultant Team
Week 8	Finalize presentation, boards or other plan documents for event or public comment period		Casper Area MPO & Project/Consultant Team
Week 8	Finalize logistics for meeting/event – nametags, sign in sheets, comment cards and feedback exercise		Project/Consultant Team
Week of	Newspaper notification of event and/or comment period; final social media push; print materials for event, meetings, council packets, etc.		Casper Area MPO & Project/Consultant Team
Day of	Day of/end of task [this could be the end of the comment period, day of the meeting event, etc.]		N/A
Within 30 days after	Create wrap up document and post publicly [this could be a meeting summary, comment documentation and review spreadsheet, etc.]		Casper Area MPO & Project/Consultant Team

PUBLIC INVOLVEMENT PLAN (PIP)

A variety of public participation strategies can be incorporated into each Casper Area MPO transportation planning project. Each project should develop a specific PIP that details which strategies are being used to create public awareness and gather input during the project development, aligning with the technical schedule and milestones. The PIP should include, but is not be limited to:

- Public involvement goals
- Target audience
- Project key messages
- Tools being used and how they will be promoted
- Schedule
- Roles and responsibilities for project team
- Review protocol

More information and templates in appendix C

In using data from previous chapters, public involvement will be tailored to the unique aspects of the process depending on the project's geographic scope, the type of project, the characteristics of affected communities, and the level of public interest. The tools used, frequency of use, and level of effort will also vary on a project basis depending on the budget, timeline, and input needs. In addition, public involvement processes shall be coordinated with statewide public involvement processes wherever possible to enhance public consideration of the issues, plans, and programs and reduce redundancies and costs. It must be consistent with Title VI of the Civil Rights Act of 1964 and the Title VI assurance executed by each State, and identify actions necessary to comply with the Americans With Disabilities Act of 1990, as noted in Chapter 4.

Public Participation is central to the core mission of the Casper Area MPO as such public participation is a crucial component to all planning activities on a variable basis. The Casper Area MPO will engage in thorough public participation specifically for the primary activities and plans of the MPO including the LRTP, MTIP, and UPWP. At a minimum project specific PIPs will include a reasonable assessment of the public participation requirements for individual small, medium and long term projects and identifies specific goals and public participation strategies and events for each project.

PUBLIC PARTICIPATION MANAGEMENT AND COORDINATION

The following are more management, coordination and administrative federal requirements and general best practices as it relates to PIPs. These elements should be noted in every PIP developed for MPO programs and projects to ensure requirements will be met. The Casper Area MPO will, in their governing

documents (the LRTP, MTIP, and UPWP), gather and publish comments and responses obtained during the public participation phases of those projects, and note them in the finalized documents. This process will also pertain to smaller scale studies when applicable. The MPO will follow the FHWA requirement 23 CFR 450.316(a)(2). Definition can be found at: <https://www.fhwa.dot.gov/legregs/directives/fapg/Cfr450c.htm>.

PUBLIC COMMENT PERIOD

A formal public comment period for submission of written comments via mail, email, comment form, or phone is held prior to the adoption of the transportation plan or program or to the adoption of amendments to the plan or program. All transportation planning projects and programs require a minimum of 30-day public comment period. The Policy Committee can decide to extend the public review period.

COMMENT RESPONSE PROTOCOL

The MPO will review and document all comments received from the public. A record of all comments received will be logged in an Excel spreadsheet or other comment management system and archived with the plan/program document it relates to. An example comment management table can be found here (Figure 1).

Figure 1

Name	Organization	Email	Phone	Comment Source (email, mail, phone, comment form, verbal)	Comment Date	Comment	Comment Response Date	Comment Response	Notes	Topic
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After the 30-day comment period requirement noted above, comments will be responded to within 30 business days. Comment responses should be written in a clear and understandable style so that it is easy for the community to understand the reasons for the final decision and how public comments were considered. Responses will be distributed in the format received from the commenter (email, mail, etc.) and logged in the comment management table. A summary of public comments received shall be presented to the MPO Policy Committee at the time the plan, program, or document is adopted.

PUBLIC NOTIFICATION TIMING

Notice of the public review period will be issued prior to the start of the public comment period. The type of notice will depend on the project needs, and can include, but isn't limited to, placement of a newspaper advertisement, promotion on the MPO website, and other promotional strategies per the project PIP (which will respect project scope, budget and schedule). Federal requirements just ask for sufficient notification of project input opportunities, which should be noted in the PIP. If there is a public participation meeting/ event, notifications should be distributed a minimum 14 days prior to the meeting/ event date.

General Notification/Release Schedule Before Public Meeting, Event or Comment Period

The following schedule is general and will vary based on the final PIP for the program or project

When	Notification Tactic
6 weeks before	Initial public notification by way of website update
	Save-the-day social media post
	Notice to MPO Committees, City Council and other Agency Partners
4 weeks before	Distribution list notification by way of e-blast
	Social media post

3 weeks before	Press release notification to MPO and City media contacts
2 weeks before	Two social media posts
1 week before	Follow-press release to MPO and City media contacts; two social media posts; follow-up distribution list e-blast
	Up to four social media posts during week (varies based on public impact/reach of the project)
	Follow-up distribution list e-blast
Week of	Newspaper notification (legal notice and/or classified advertisement; include comment period dates, location of plan to review, etc.)
Day before	Final press release reminder
	Social media post
Day of	"Join Us Today" social media post and website update
	Newspaper notification #2 (legal notice and/or classified advertisement; include comment period dates, location of plan to review, etc.)

DOCUMENT AVAILABILITY

Draft and final MPO documents will be available for public review and comment prior to adoption in hard-copy and digital format at local public spaces depending on the project area and project impact to the community, and may include libraries and jurisdictions. All documents will also be posted on the MPO's website and/or external project-specific website during public comment periods and after final adoption. To adhere to Title VI and other federal requirements, documents will be available in alternative languages and made ADA-compliant upon request (or as noted in the PIP based on community characteristics from Chapter 2).

DISTRIBUTION LISTS

An example distribution list table is shown in Figure 2. These lists are for internal use. Two different types of lists are described here, noting when/how they would be used.

Figure 2

Name	Organization	Type (Interested party, Neighborhood Organization, Business, Elected Official, Media, etc.)	Email	Phone	Notes
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MPO MASTER LIST

The MPO should maintain a master distribution list of all contacts, including name, organization, mailing information, phone, and email. The list will be used for maintaining up-to-date committee membership lists, interested parties, homeowner's association contacts, and the newsletter mailing list. It also will include contacts for concerned residents, elected officials, appropriate federal, state, and local government contacts, local media, organized environmental groups, civic, religious groups, community organizations, facility employees, and local businesses. The list will be used to provide MPO and project updates and opportunities for participation.

PROJECT-SPECIFIC CONTACT LIST

Additional distribution lists separate from the master list should be developed for each project or program throughout the public participation process. This includes participants in public meetings, events, or those who sign up for the distribution list.

PUBLIC INVOLVEMENT STRATEGIES

This section includes a comprehensive list of the public participation strategies that can be used throughout a project. The strategies should be included in the PIP. As noted above in the Public Involvement Schedule section, each project will be different, so this is meant to be a guide or menu-of-services of public involvement tools that can be chosen from according to the elements listed below. These tools incorporate best practices in public involvement, and are also specific to what was heard from stakeholders and the public (see Chapter 3) and during the 45-day public comment period of this PPP.



A gold star is placed next to those tools that the public liked the most during an April 28, 2021 public meeting held in Casper, Wyoming.



A green star is placed next to those tools that are most suitable for the Protected Classes and other under-served community members.

*** Because costs of labor and materials vary across consultants and vendors, and because this is a five-year plan, specific costs are not noted here. The MPO will detail project-specific budgets in RFPs, as appropriate.*

- Project size/type

Size	Geography	Example
Small	Specific project location in one jurisdiction	Intersection design
Medium	Specific project location in two or more jurisdictions	Roadway design, bikeway/trail plan
Large	Entire Casper Area	Long Range Transportation Plan

- Audience type: Specifies the type of audience that tool is likely to reach.
- Creation time: Time it takes from start to finish given the average timeline to create and implement the tool.

Minimal	1-20 hours
Medium	1-3 weeks
High	1 month or longer

- When to activate during project: Identifies when this tool should be activated during a typical transportation planning project (refer to overarching schedule above)
- Meets Federal Requirements: Check box to determine if meeting one or more of the federal requirements noted in Chapter 4.


The strategies are divided into general communications, promoting opportunities for engagement, input tools, and meeting the community.

GENERAL COMMUNICATIONS

The strategies below are ways to inform the community on general MPO information and project-specific updates. They can also be used to promote opportunities for engagement.


★ EMAIL

Meeting announcements and MPO information is emailed to interested persons that have submitted their email addresses to MPO staff. This email can provide updates or announcements about project-specific updates or updates from the MPO.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Impacted stakeholders Local jurisdictions Residents Interested parties	Minimal	Monthly to quarterly	 Timely, accessible project information; adequate notice for input

★ PROJECT-SPECIFIC HOTLINE

A project hotline can be created for the public to call and leave a message with questions, comments, or concerns. They can also use the hotline to request information in a different format, such as printed materials or Spanish translation. The hotline should be monitored daily and responses should be provided within 72 hours, as needed.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Impacted stakeholders Residents Those with no Internet	Minimal	At onset of project; monitor weekly	 Reaches protected groups under Title IV, specifically those without Internet access

★ PROJECT-SPECIFIC WEBSITE


Project-specific websites can be used to display extensive information about individual projects, such as major MPO activities like the LRTP. These sites are used when project information is too extensive to be included on the MPO site. The general MPO site provides links to project sites. Public participation materials and communication channels will direct people to the website to learn more or provide input.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large	All	Medium	At onset of project; minimum monthly updates	 Timely, accessible project information; adequate notice for input

★ MPO WEBSITE


The Casper Area MPO website provides basic information about the MPO process, members, meeting times, and contact information. The site includes information about specific products of the MPO, such as an update of the LRTP. MPO documents, such as the Public Participation Plan and the MTIP will also be made available for downloading from the site. The site provides many links to other transportation-related sites. The site is used to promote regular and special meeting, planning studies, publications, and work

products. Public participation materials and communication channels will direct people to the website to learn more or provide input. The primary products of the MPO should be prominently displayed on the landing page of the MPO website. The website should include all governing MPO documents, as well as an archive of previous MPO plans and studies.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	Medium	At onset of project; ; minimum monthly updates (less frequent if there is a project-specific website)	 Timely, accessible project information; adequate notice for input


★ SOCIAL MEDIA

Social media posts using the MPO's channels should be used to engage with the public on a regular basis and promote general information and public participation opportunities. Each post should include an image or video that supports the content, as well as tagging other handles and adding hashtags. Images could include fun memes, infographics, or photography, and videos can include interviews, animation, or short gifs.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All – reaching a wide range	Minimal – Medium depending on social media scope in PIP and visual needs (i.e. static images that the MPO already has means less creation time than a custom meme or video)	Typically one post every two-weeks; weekly to twice-per-week during public comment periods or on-demand online meeting launch	 Timely, accessible project information; adequate notice for input

★ FACT SHEETS OR BROCHURES

Fact sheets or brochures provide summary information regarding MPO and/or project-specific information. They can be distributed at public events, on the MPO website, and in public places, such as libraries and community centers. The fact sheet or brochure should be graphic-friendly and easy to read and understand.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Impacted stakeholders City Council Residents Interested parties	Medium	Generic version at onset; updated quarterly	 Timely, accessible project information; adequate notice for input


★ NEWSLETTERS

Newsletters, either hard copy or in electronic version, can be used for ongoing communication or for an as-needed project-specific basis. Each issue of the newsletter can include MPO and/or project-specific updates and opportunities for public engagement. When MPO or project-specific newsletters are not used, articles may be prepared for publication in other newsletters produced by municipalities, neighborhood groups, homeowner associations, church groups, civic groups, or others that may have

CHAPTER 5


Public Participation Strategies

an interest in the project. These articles are subject to the publication dates and space restrictions of the individual publishers.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Impacted stakeholders City Council Residents Interested parties	Medium	At each technical milestone and public input opportunities; post to email, website and post in public spaces in project area	 Timely, accessible project information; adequate notice for input


★ PRESENTATIONS

PowerPoint or Prezi presentations can be created to inform the public and key stakeholders. They can be broadcast on public television channels, shown at events, and loaded onto a website.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Impacted stakeholders City Council Residents Interested parties	Minimal – Medium, depending on graphics needs, like custom maps, technical renderings, site plans, etc.	At key project milestones and then a final 'next steps' presentation at end of project	 Timely, accessible project information; reaches protected groups under Title IV, specifically those without Internet access

VIDEOS


Videos can be developed to educate the public about the MPO or a specific project. Videos can be documentary-style that show people talking, or can show images, b-roll and/or graphics with a voiceover. They can be used on social media, website, TV, and in presentations.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	All	High; short, cell-phone captured video updates for social media can be implemented as a more cost-effective way to use video during a project	Once during critical project milestone with a major update or input opportunity; for cell phone effort, monthly to quarterly	 Timely, accessible project information

PROMOTING OPPORTUNITIES FOR PARTICIPATION


★★ DIRECT MAIL

Direct mailings can be used to announce public participation opportunities and general updates to a targeted area or group of people. Direct mailings can be post cards, letters, or flyers. An area may be targeted for a direct mailing because of potential impacts from a project or to an area that historically haven't provided input.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All; mailer should be distributed to at least 500 feet and up to 1 mile radius of project area	Impacted residents	Medium	When public input is needed; direct mail is primarily used as a promotional tool	 Timely, accessible project information; adequate notice for input; reaches protected groups under Title IV, specifically those without Internet access


★ PUBLIC DISPLAYS

A variety of displays, including yard signs, posters, billboards, and flyers can provide general information and public participation opportunities. Locations for the displays could include community workshops, public locations, open houses, and similar events designed to attract the public. A sign on the site should be large enough so that passers-by, whether on foot or in a vehicle, can read it. Another option is to place posters or bulletins on community bulletin boards where people are likely to see them.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Small – Yard Signs	Impacted residents	Medium	When public input is needed; direct mail is primarily used as a promotional tool	 Timely, accessible project information; adequate notice for input ; reaches protected groups under Title IV, specifically those without Internet access
Medium – Yard signs, posters	Nearby residents	– High, depending on project size		
Large – on-site displays at public gathering spaces in project area, billboards, yard signs, posters	Businesses and organizations			

★ PAID PRINT ADVERTISEMENTS

Paid advertisements can be done to promote information and opportunities for engagement through various media outlets, including but not limited to newspaper, TV, radio, or transit. Advertisements include newspaper inserts, as well as legal notices in the classified section of a newspaper for meetings and events which should include the time, place, and agenda for any regular, special, or emergency meeting, along with contact information.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	All	Medium	When public input is needed; direct mail is primarily used as a promotional tool	 Timely, accessible project information; adequate notice for input ; reaches protected groups under Title IV, specifically those without Internet access

PAID SOCIAL MEDIA ADVERTISEMENTS

Paid social media advertisements can be used to increase awareness of general information and public participation opportunities. They can be used as a separate advertisement or “boosting” an existing social media post to generate more views. Posts can be targeted to specific zip codes and/or to the entire Casper area.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large	All – reaching a wide range of ages – can be targeted to different zip codes	Minimal	Start two-weeks leading up to public input or comment period; post weekly to daily depending on budget	 Timely, accessible project information; adequate notice for input

★★ PRESS RELEASES


Press releases should be created to publicize general MPO milestones and project-specific updates, including public participation opportunities, project kick-offs, and other key milestones. Each press release should include a quote from the MPO supervisor or relevant project-specific staff, as well as a graphic, image, or video, if possible. Releases should include quotes from jurisdictional representatives and/or the MPO supervisor.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large	Local newspapers and publication readers	Minimal	Two weeks and then one day before public comment period begins	 Timely, accessible project information; adequate notice for input ; reaches protected groups under Title IV, specifically those without Internet access

INPUT TOOLS


★ COMMENT FORM

General comment forms can be used to collect open-ended feedback at public events and online. They should include an area for the person to provide their name, organization, address, contact information (email and/or phone), and comment/question.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Event and meeting participants (in-person and online)	Minimal	Have available digitally or in-print for each public involvement effort	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period


★★ SURVEYS

Surveys can be used when general or specific input from the public is desired. They can be provided in a digital platform using SurveyMonkey and/or available in a hard-copy format for those without Internet access. They can be promoted virtually or available at public events.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	Medium	Have available digitally or in-print for each public involvement effort	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access

★★ COMMENT MAP

A comment map can be used to provide location-based input. They can be provided in a virtual platform where participants can drop a pin on a location and provide a comment/question, and/or using a printed roll plot at a public event where participants can place sticky notes on the map. The map should be easy to read and can callout specific project details.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Event participants	Medium - High	During public meetings (in-person or online); not appropriate for pop-up events or existing event attendance	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access

★ LIVE POLLING

Polling questions can be conducted during a meeting or event that allow participants to provide anonymous input while the results are presented live. Polls can be generated through platforms, such as Mentimeter or in built-in polling tool using a Zoom Pro account.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Event participants with cell phones	Minimal	During in-person or 'live' virtual public or stakeholder events/ meetings	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period


★★ PARTICIPATORY BUDGETING

Participatory budgeting activities can be incorporated in a virtual or in-person setting that allows people to decide how to spend a pre-determined budget. This will help prioritize projects based on where participants allocate their budget.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large, MPO master planning efforts	Event participants Stakeholders	Medium-High	Once during appropriate technical milestone	 Explicit consideration and response to public input received; collecting comments during the 30 day comment period


★ INTERACTIVE GAMES/ACTIVITIES

Games or other interactive activities can be used in a virtual or in-person setting to provide a fun and unique way for participants to provide input. For example, a virtual reality game can be created where there is a rendering of a specific project and participants can select the elements they like and/or dislike.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Event participants	Medium-High	During public meetings (in-person or online); not appropriate for pop-up events or existing event attendance	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period

★★ COMMENT KIOSK

Kiosks can be distributed in parks or community gathering locations with a comment box, notepad, and pen attached for people to write comments. It can also provide general information about the project and contact information to learn more.


Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	Impacted residents Nearby residents/visitors	High	During public comment period	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access

MEETING THE COMMUNITY

The MPO will host events at ADA accessible facilities whenever possible.


★ ONE-ON-ONE STAKEHOLDER MEETINGS

The MPO can attend or host meetings with individual stakeholder groups that have particular interest in an activity. These meetings may be in the setting of an existing group unrelated to the MPO. They may also be held in an informal setting, such as a resident's home or a local meeting place. Informal meetings allow interested citizens and local officials to discuss issues and concerns in a more personable setting.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Impacted residents Partners Business/organizations	Medium	One meeting at each technical milestone	 Explicit consideration and response to public input received; provided for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials; provided for the involvement of local, State, and Federal environmental, resource and permit agencies as appropriate


★ SMALL GROUP MEETINGS

The MPO can attend or host meetings with small groups, such as homeowners associations, neighborhood groups, civic groups, interest groups, or other groups that are impacted or voiced interested in specific projects. The meetings can have a short presentation by staff followed by an open discussion.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Impacted residents Partners Neighborhood organizations Business/organizations	Medium	One meeting at each technical milestone	 Explicit consideration and response to public input received; provided for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials; provided for the involvement of local, State, and Federal environmental, resource and permit agencies as appropriate


★ TOWN HALL MEETINGS

This meeting format is more informal than council meetings and provides open communication between the public and members of the representative organization. The main purpose of a town hall meeting is to develop open communication between the public and those individuals who control the organization or committee. They can be hosted in-person or through a telephone town hall hosted through a third-party platform. The telephone format is more expensive, but reaches a larger audience.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	Medium	Typically only once during project at milestone needing most public input	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access


★★ PUBLIC MEETINGS

Public meetings are less formal than a public hearing. The purpose of these meetings are to share information and discuss issues, not to make decisions. Due to their openness and flexibility, public meetings are preferable to hearings as a forum for discussing complex or detailed issues.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	High	During one or two major project milestones; utilize digital input opportunities to lower cost and diverse audience reach	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access


★ OPEN HOUSE

Open houses are informal meetings in a public location where people can talk to involved officials on a one-on-one basis. The meetings allow residents to ask questions and express their concerns directly to project staff. This type of gathering is helpful in accommodating individual schedules, allowing attendees to visit at any time during a specific timeframe.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	High	During one or two major project milestones; utilize digital input opportunities to lower cost and diverse audience reach	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access


★ WORKSHOPS/CHARRETTES

Workshops are seminars or gatherings of small groups of people, usually between 10 and 30, led by a small number of specialists with technical expertise in a specific area. Participants typically discuss a specific project or design, with a facilitator to guide the discussion and can include activities, such as a mapping exercise or design development. These workshops/charrettes are generally open to the public, but require an RSVP to design the format around the amount of attendees. For example, if 50 people plan on attending, the group would be broken up into two smaller groups to provide a more personable experience. These types of workshops may be by invitation, last up to one full day, and involve a site visit.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Stakeholders City Council Agency partners Business/property owners	High	During one or two early planning project milestones; great during master planning or early design efforts	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period


★ FOCUS GROUP

Focus groups involve an invited group of participants interacting with an experienced moderator for a short time frame. The focus group consists of screened participants, usually selected randomly from a targeted group or groups. Often, the moderator uses the same discussion outline or questions to obtain input from several focus groups, each group targeting a different segment of the community, such as from a particular geographic location or age group. The focus group provides qualitative feedback from the community and offers flexibility for the moderator to probe relevant topics that arise from the discussion. Examples of uses for focus groups include identifying perceptions and misperceptions around issues, and identifying potential problem areas and barriers for particular user groups. The MPO may want to consider focus groups to gauge public opinion before controversial activities or processes.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large	All – can be targeted to specific group	High	During one or two early planning project milestones; great during master planning or early design efforts	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period


★ STAKEHOLDER INTERVIEWS

Stakeholder interviews or listening session can be held to gain insight into specializations, needs, and function in making transportation planning/engineering decisions. Key persons can be consulted throughout a planning process, but are typically consulted early on regarding existing conditions information, issues, opportunities, and goals for a given project.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All; number of stakeholders will be based on the project impact	Jurisdictions Partners Neighborhood organizations Business/organizations	High	At onset of the project before first technical milestone	 Explicit consideration and response to public input received; provided for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials; provided for the involvement of local, State, and Federal environmental, resource and permit


TASK FORCE

The task force is comprised of invited participants with a high level of knowledge about transportation planning and a willingness to commit to what is usually an extended meeting or series of meetings. The work of the task force is in depth and often technical in nature, such as identifying and evaluating strategies for achieving the goals and objectives of a specific plan, providing input on ways to reduce demand on the transportation system, and evaluating strategies for urban development that reduce the need to rely on the automobile. The task force requires a high level of involvement on the part of both participants and staff, but provides more extensive and in-depth input than possible with outreach techniques that target the general public.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large	Jurisdictions Partners Neighborhood organizations Business/organizations	High	Once during each technical milestone	 Explicit consideration and response to public input received; provided for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials; provided for the involvement of local, State, and Federal environmental, resource and permit agencies as appropriate.


★ ONLINE PUBLIC EVENTS

Self-guided online public events can be created to allow stakeholders and the public to engage, provide feedback, and access information as their personal schedules allow. They can have the same materials as the traditional in-person meeting and can include embedded surveys, comment forms, games, comment maps, and other interactive elements.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All (typically medium – large, but smaller projects may benefit if audience is tech-savvy)	All	Medium	Up to one or two per project depending on the technical milestone input needs; blend with in-person efforts.	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period


WEBINARS

Online public webinars can be created to allow stakeholders and the public to engage, provide feedback, and have live virtual discussions. They can include a presentation, live polling, breakout groups, question and answer sessions, and other interactive elements.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Medium - Large	Stakeholders City Council Agency partners Business/property owners	High	Once or twice during major technical milestones	 Explicit consideration and response to public input received; provided for the involvement of traffic, ride-sharing, parking, transportation safety and enforcement agencies; commuter rail operators; airport and port authorities; toll authorities; appropriate private transportation providers, and where appropriate city officials; provided for the involvement of local, State, and Federal environmental, resource and permit agencies as appropriate.


★ ★ POP-UP EVENTS

Pop-up events can be hosted at high-trafficked community areas in the form of a booth or table. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	Medium-High	In advance of public input opportunities in order to promote the meeting/event or to get simple feedback from the public with a survey	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access


★ ★ EXISTING EVENT ATTENDANCE

Similar to the pop-up events, the MPO can attend existing events in the form of a booth or table, such as farmers markets, parades, and other group-gatherings. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
All	All	Medium	In advance of public input opportunities in order to promote the meeting/event or to get simple feedback from the public with a survey	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access

★★ STREET FAIR/BLOCK PARTY

Sharing public excitement with the community through entertaining and vibrant outreach is one way to garner political and social buy-in for the project. A street fair or block party can be held to bring the community together to educate them about a project, gather meaningful input and provide hands-on project demonstrations of the proposed design improvements. It can include games, live music, food trucks, local business booths (with a fee to participate to help fund the event), live artists, and other entertainment.

Project Size	Audience Type	Creation Time	When to activate during project	Federal Requirements
Large (Medium is adequate scope/ budget)	All	High	Typically only one per project at major technical milestone that needs substantial public input; blend with digital input tools; or use to celebrate project outcomes	 Explicit consideration and response to public input received; considering the needs of those traditionally underserved by existing transportation systems; collecting comments during the 30 day comment period; reaches protected groups under Title IV, specifically those without Internet access



CONCLUSION

The success of the Casper Area MPO transportation projects and programs relies heavily upon public participation. The MPO wants to involve communities early in the transportation planning process and include involvement opportunities beyond formal hearings. This PPP it is meant to be a reference guide for Casper Area MPO staff, committees, partners and consultants to use to:

- Understand what the MPO is and what the community characteristics and demographics are
- Review how stakeholders and the public want to engage with the MPO over the next five years
- Ensure federal requirements are being followed
- Develop PIPs for projects of all sizes and types
- Prepare RFPs using consistent language and to ensure community needs will be accommodated

This plan will be updated every five to seven years to make sure the participation process provides full and open access to all, and to ensure it incorporates best practices and new engagement tools/tactics.



The background of the cover features a topographic map pattern with brown contour lines on a white background, flanking a central dark brown vertical band.

PUBLIC PARTICIPATION PLAN APPENDICES

APPENDIX A: FULL ANALYSIS REPORT

PUBLIC PARTICIPATION ANALYSIS REPORT

INTRODUCTION

This report captures the results and recommendations from reviewing the Casper Area Metropolitan Planning Organization (MPO) public participation efforts, including the existing Public Participation Plan, stakeholder listening session highlights, accessibility of communications materials and the website, and the utilized social media outlets.

PUBLIC PARTICIPATION PLAN

A review of the Public Participation Plan (PPP) was conducted to analyze effectiveness and gaps of public participation, and the overall document structure.

RECOMMENDATIONS

Overall, the PPP document contains thorough information about the Casper Area MPO's responsibilities, transportation plans and programs, and public participation approach. Below is a breakdown of recommendations to improve the PPP.

- Document should be more graphic-friendly to allow for easier public consumption and navigation. Here is a good example of [Memphis MPO PPP](#)
- Recommend restructuring and retitling the chapters and sections as follows. This includes deleting various sections that are repetitive (for example, the Goals and Policies section):
 - Chapter 1: Introduction
 - Chapter 2: Understanding the Casper Area MPO
 - Section 2.1: History
 - Section 2.2: Responsibilities
 - Section 2.3: Governing Documents and Plans
 - Section 2.3.1: Unified Planning Work Program (UPWP)
 - Section 2.3.2: Long Range Transportation Plan (LRTP)
 - Section 2.3.3: Transportation Improvement Program (TIP)
 - Section 2.3.4: FTA Program of Projects
 - Section 2.4: Committees
 - 2.4.1: MPO Policy Committee
 - 2.4.2: MPO Technical Committee
 - 2.4.3: MPO Citizens' Advisory Committee
 - Chapter 3: Regulatory Review
 - Section 3.1: MAP 21
 - Section 3.2: Title VI
 - Chapter 4: Public Participation Management and Coordination
 - Section 4.1: Public Comment Period
 - Section 4.2: Public Notification
 - Section 4.3: Staff Availability
 - Section 4.4: Document Availability
 - Section 4.5: Contact list



- Section 4.6: Comment Management
- Chapter 5: Public Participation Goals and Strategies
 - Section 5.1 Goals
 - Section 5.2: Strategies
 - Section 5.2.1: General Communications
 - Section 5.2.2: Promoting Opportunities for Participation
 - Section 5.2.3: Input Tools
 - Section 5.2.3: Meeting the Community
- Under the new section titled “Strategies”:
 - Regroup all tools into the appropriate categories
 - Add innovative and virtual tools as recommended throughout this report
 - Add the level of effort for each, including staff, time, budget, and reach
- Enhance goals of public participation to address FTA audit concerns and personalize towards the residents and visitors of the Casper Area
- Make sure grammar and spelling is correct throughout the document
- Add a chapter that defines the general census data of the community, including protected classes, such as minorities, non-English speaking households, low income, persons with disabilities, persons aged 65 and older, vehicle access and internet access
- Under the Regulatory Review – add nondiscrimination legislation, including Americans with Disabilities Act of 1990, Executive Order 12898: Environmental Justice (EJ), Executive Order 13166: Limited English Proficiency, and any additional legislation



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

STAKEHOLDER LISTENING SESSIONS



SUMMARY

A series of interviews was held with stakeholders for the Casper Area MPO. The goal was to help the project team strengthen connections with stakeholders, build trust with the MPO, identify issues/opportunities to consider when updating the Public Participation Plan, and generally identify any broad areas of improvement and/or ideas for the continued success of Casper Area MPO as an organization and on specific projects.

The interviews consisted of 1-hour conversations with key stakeholders, including representative and elected officials from partner agencies, representatives of tourism, and those representing the community at-large. These stakeholders were identified by Casper Area MPO. Participants in each interview included two public engagement specialists focused on identifying areas of opportunity for the MPO as well as note taking.

A set of pre-determined questions was used to generate conversation; though, all interviews were conducted in an open-ended format to allow for natural conversation. This allowed stakeholder to provide relevant input on challenges and opportunities for the updated PPP. The participants from the project team focused on soliciting meaningful feedback and created an environmental based on listening to the input from those who share in the region's transportation needs and understand the community.

STAKEHOLDERS INTERVIEWED

- **Wyoming Department of Transportation**
January 11, 2021
Attendees: Phillip Griffin, Mark Ayan, Brooke Allen, Mark Williams, Brenda Levos (HDR), Cristina Beermann (HDR)
- **Town of Mills**
January 11, 2021
Attendees: Kevin O'Hearn, Sabrina Foreman, Brenda Levos (HDR), Cristina Beermann (HDR)
- **Wyoming Independent Living (WILR)**
January 15, 2021
Attendees: Daniel Makokha, Cindy Livingston, Erwin Reitsma, Susan Bentley, Brenda Levos (HDR), Cristina Beermann (HDR)
- **Platte River Trails**
January 22, 2021
Attendees: Angela Emery, Brenda Levos (HDR), Cristina Beermann (HDR)
- **Visit Casper**
February 12, 2021
Attendees: Brook Kaufman, Brenda Levos (HDR), Cristina Beermann (HDR)
- **Town of Evansville**
February 25, 2021
Attendees: Mayor Chad Edwards, Cristina Beermann (HDR), Kira Olson (HDR)
- **Citizens Advisory Committee**
March 22, 2021
Attendees: Cathy Stepp, Cristina Beermann (HDR), Kira Olson (HDR)

QUESTIONS ASKED

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
2. Have you been satisfied with the response time and interactions with the MPO?
3. I am going to ask you some questions that we typically associate with what we call a SWOT analysis. When you think about how the MPO communicates and interacts with the community, what would you say are the:
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
4. What methods of outreach would you prefer the MPO employ to share information with the community? Examples:
 - a. Newspaper
 - b. Newsletter
 - c. Website
 - d. Email
 - e. Text
 - f. Social Media
 - i. Facebook
 - ii. Instagram
 - iii. Twitter
 - g. In-Person Meetings
 - h. Online/Virtual meetings
 - i. Other
5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
7. If you could set one BHAG for the Casper Area MPO, what would that be? (**B**ig **H**airy **A**udacious **G**oal)
8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?

IMPORTANT FINDINGS

PREFERRED OUTREACH METHODS

When stakeholders were asked the preferred outreach methods for community and stakeholder engagement, the following themes were mentioned.

Digital Outreach

Stakeholders emphasized the need for digital outreach during the COVID-19 pandemic and beyond. In order to reach a wide range of audiences, they believe both traditional and more progressive forms of outreach should be utilized. In particular, they referenced the need for employing outreach via:

- Social media

- Website
- TV
- Radio
- Text
- Email

In-Person Meetings

In tandem with digital/online outreach, several stakeholders discussed the importance of offering in-person meetings and input opportunities for those who do not use the internet/social media.

Physical Outreach

Some stakeholders mentioned the potential for posting information throughout the region in physical spaces, such as:

- Billboards
- Information at bus stops
- Via flyer distribution

Underutilized News Outlets

A handful of stakeholders provided specific news outlets for Casper Area MPO to use for the dissemination of information. Those news outlets include the following:

- The “TidBit” Newspaper
- Oil City News
- WyoCity News

SWOT (STRENGTHS, OPPORTUNITIES, WEAKNESSES, THREATS)

Strengths

- Organization
- Collaboration (including good representation across the area)
- Communication & ability to disseminate information
- Diligent about obtaining public feedback
- MPO is inclusive and looks at the big picture and doesn’t focus in on the boundaries of Casper
- Knowledgeable team

Weaknesses

- Ability to align availability among stakeholders across the region for important meetings, etc.
- Learning curve associated with funding of MPO’s projects
- The community does not always know what is on MPO’s radar in terms of projects

Opportunities

- More community outreach: engage citizens on what they would like to see
- Seeing project through to completion
- Educate the public on the MPO and their work
- Capitalize on other outreach mechanisms
- Enhance outreach with elected officials throughout the region
- Not a lot of controversy. No one is “against” the MPO

Threats

- Funding
- Amount of influence partner agencies have over Casper Area MPO as opposed to the City of Casper’s influence
- Citizens and landowners generally don’t want to pay (taxes) for projects



BOLD GOALS FOR THE CASPER AREA MPO

Stakeholders were asked what “big, hairy, audacious goals” they have for Casper Area MPO and were encouraged to offer any and everything that came to mind. The goals provided as a response to this question are outlined below:

- Need to keep a transit system cheap and affordable for users and keep it accessible for the lower income populations
- Move as many projects forward as the MPO can feasibly handle (revisit backlog)
- Keep things running smoothly and keep sense of community at the heart of work and communications
- Be realistic in the Long-Range Plan
- Conduct a community-wide trail study (building on a previous one)
- WILR would like to be included in the Long-term and Five-Year Transit Strategic Plan
- Improve transit connections and headways to medical facilities

REMAINING RECOMMENDATIONS

Stakeholders were asked to provide any other recommendations they thought would be useful to the team while updating the PPP. Those open-ended recommendations are included below:

- Host meetings near or at restaurant/bars to entice a more diverse crowd
- Leverage partnerships with these stakeholder organizations. Each stakeholder expressed a willingness to utilize their network and existing contacts to spread the word of the MPO’s work and opportunities for input



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

ACCESSIBILITY



The Casper Area MPO is not a federal agency and is therefore not required to comply with Section 508 of the Rehabilitation Act of 1973; however, as an entity that may receive federal assistance it is subject to Section 504. In addition, the Casper Area MPO is subject to accessibility standards put forth by the Americans with Disabilities Act (ADA), particularly Title II. Note that a final rule specifying technical standards under ADA have not been adopted, meaning there are no government standards for website accessibility at this time. In summary, print and digital materials developed and published by the MPO should be ADA compliant and meet WCAG 2.0 standards (for web) to best meet the needs of people with disabilities.

RECOMMENDATIONS

These recommendations generally relate to the documents analyzed, but could be applied to future publications by the MPO:

- All digitally-available documents should be made ADA compliant.
- When multiple colors are used to convey information (i.e. map, diagram, chart), color blind-safe colors should be used.
- Avoid using color only to convey information in a map, diagram, chart or graphic.
- When placing text within a colored shape or when placing colored text on a white background, check for color contrast. A manual color contrast check is part of making a document ADA compliant.
- When graphics and maps are split across two pages, consider making those pages 11x17 (or similar) to retain the intended look-and-feel and readability.
- Consider creating digital version of surveys for increased reach and responses. Examples of survey platforms include SurveyMonkey, JotForm, and Google Forms.
- Choose fonts that are clear and easy to read. Section 508 guidelines recommend using font sizes of at least 10pt for standard text.
- Consider developing an MPO brand standard that includes clear and readable fonts and color palettes that are contrast- and color blind-safe.

The background of the page is a light gray topographic map with thin, wavy contour lines. A thick, solid red horizontal band cuts across the middle of the page, creating a visual separation. The word "WEBSITE" is centered within this red band in a bold, white, sans-serif font.

WEBSITE



General accessibility observations for ease of use were conducted of the MPO pages within the larger City of Casper website. In addition, overall user-friendliness and navigation was analyzed.

RECOMMENDATIONS

- Remove fully justified text on every page.
- Change center-justified headers and text to left-justified.
- Create descriptive hyperlinks as opposed to 'click here.'
- Remove underlining from headers and text if they are not hyperlinks.
- Remove logo and italicized tagline from all pages; move to right sidebar panel.
- Maintain left sidebar navigation (see below) on every page.
- Maintain right sidebar panel (see below) on every page.
- In general, organize content into bulleted or numbered list and use heading styles to create structure for content and documents.
- Remove contact information from the bottom of every page; keep this information within a right sidebar panel on every page.
- Based on the web analytics provided to HDR by the MPO, it appears as though fewer than 150 unique page views occurred in 2020. This may be the result of:
 - The location of the MPO website within the City of Casper site. Users would need to navigate to Residents > Roads and Parking > MPO to get to the landing page. Consider moving the MPO pages to a more prominent section of the website and/or otherwise calling attention to the MPO pages on the City's homepage or top-level navigation.
 - Consider additional social media posts to drive users to new or engaging content on the MPO pages.
 - Consider hosting a unique website just for the Casper Area MPO that the City of Casper then links to from the existing MPO subpage referenced here
- Regularly update project information, meeting dates, and publications and share these updates through other communication channels (newsletters, social media posts, etc.).

SUGGESTED ORGANIZATION STRUCTURE

Left Sidebar Navigation Panel

- MPO Planning Organization (landing page)
 - Current Projects
 - Past Project Index
 - Transit Program
 - Document Library
 - MPO In the News
 - Committees
 - Meeting Calendar
 - Request for Proposals
 - Staff Directory

Right Sidebar Panel

- Logo
- Tagline (left justified)



- Contact information is fine as-is
- MPO Facebook Feed
- MPO Twitter Feed

MPO Landing Page

- <Remove small bold Casper Area Metropolitan Planning Organization header, remove logo and tagline>
- Keep first paragraph as-is.
- Project Highlight
 - Description and Link to most recent project
- Upcoming Engagement Opportunity
 - Add details for upcoming engagement
- Annual Report
 - Current status paragraph and hyperlink (when published)

CURRENT PROJECTS

- Introduction statement
- iframe of [interactive map](#)
- List of Projects (update information for all projects listed)
 - Incorporate call-out areas if/when engagement opportunities are in effect for a given project
- Past Project Index (this can be its own page but moved to a sub-page under the Current Projects page OR the content from this page could be copied onto the current projects page).
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

TRANSIT PROGRAM

- Select one vehicle photo to place at the top of the page, mimicking a banner effect
- Transit Program header (change center-justified text to left-justified)
 - Introduction statement
- The Bus header
 - Description of this service
 - Resources subheader
 - Bulleted list of documents, hyperlinked
- Title VI paragraphs
 - Title VI Program hyperlink
- <Remove other photos>
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

DOCUMENT LIBRARY

- <Create list of important documents, group them by type, create appropriate headers, add relevant documents beneath headers in a bulleted list>
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>



MPO IN THE NEWS

- <Verify that the news items listed are in reverse chronological order, add dates of publications to each news item.>
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

COMMITTEES

- <Remove tagline>
- Policy Committee header
 - Add descriptive text from the current MPO landing page
 - Make list of committee members a bulleted list
- Technical Committee header
 - Add descriptive text from the current MPO landing page
 - Make list of committee members a bulleted list
- Citizen's Committee
 - Add descriptive text from the current MPO landing page
 - Make list of committee members a bulleted list
 - <Remove underlining, do not make this two columns, and use sub headers to organize information.>
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

MEETING CALENDAR

- <Remove underlining, change center-justified text to left-justified, remove logo and tagline>
- Content is fine as-is.
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

REQUEST FOR PROPOSALS

- <Change center-justified text to left-justified>
- Content is fine as-is.
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

STAFF DIRECTORY

- <Remove logo and tagline>
- Content is fine as-is.
- <Remove contact information from the bottom of this page; contact information should be within a right sidebar panel>

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SOCIAL MEDIA

2021

Social media is now the number one online activity. It crosses geographic boundaries, reaches all demographics and provides two-way, real time communication. People have come to expect individualized and immediate communications. The Casper Area MPO should utilize social platforms to reach multiple audiences, provide timely, accurate information and engage in meaningful dialogue to enhance public perception of the MPO. Content can help to raise awareness and understanding of the transportation system, infrastructure improvements, transportation technology and MPO's role in maintaining and improving the city.

An analysis of the MPO's social media platforms took place and is broken down into the strengths, weaknesses, opportunities, and threats chart below, as well as an analysis of the campaigns, messaging, and management.

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
Reputable organization	Lack of a dedicated social media personnel	Making a strategic hire to help guide and implement social strategy	Rapid pace of changing technology, social platforms and trends
Source of accurate and trusted information	Not maximizing platforms for key content and audiences	Creating partnerships with stakeholders, including trucking industry, first responders & traffic incident management organization, government official, DOTs, and media outlets	Being left behind when it comes to industry communication standards and public expectation
Public necessity; government organization	Inconsistency in brand and brand voice on social channels (graphics and copy)	Incorporate social media as a key component of the larger communication strategy	Lack of established protocols could result in organization safety gaps – Both in information and access
Subject-matter experts to provide information to the communications team	Absence of overarching strategy and goals, and metrics measuring goals	Leverage SMEs to enhance storytelling related to MPO initiatives, utilize analytics, metrics, and listening tools to implement and iterate	Differing population segments and multiple stakeholder groups
Known need for improvement	Low audience engagement	Early outreach and targeted communications to specified audiences	Preconceptions or bias toward MPO. Public distrust of government agencies as a whole



Regular posting on Facebook	Low increase in followership this year	Paid page promotion to generate new followers, and resurrection of Twitter	Not controlling your narrative
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SOCIAL MEDIA CAMPAIGN

A social media campaign is a coordinated communications effort to highlight information or sentiments about an organization or overall brand—through at least one social media platform.

Goals and Objectives

Determine the objectives needed to achieve Casper Area MPO communication goals:

Awareness: Objectives that generate interest in MPO initiatives. Increasing brand awareness is about telling people what makes the MPO valuable.

- Brand Awareness
- Reach

Consideration: Objectives that get people to think about your organization and seek more information

- Page Traffic
- Engagement
- Video Views
- Lead Generation and Sign-Ups
- Messages

Conversions: Objectives that encourage people interested in your organization to take an action beyond the social platform

- Web page Traffic
- Virtual meeting participation
- Online survey

Platforms

Below is a breakdown of the platforms currently used by the MPO and their uses, as well as an analysis of followers and engagement.

Facebook:

- Use for educational and awareness campaigns
- Safety stories and initiatives (bike, ped, transit)
- Use for key project milestones and completions
- Public or online meeting promotion; public input
- Job listings (perhaps once a month)
- Behind the scenes content
- Share content from other stakeholders and industry professionals important to the traveling public (U.S. Department of Transportation, WyDOT, FHWA, National Highway Traffic Safety Administration, City of Casper, local bike orgs, city council, local tourism)



Twitter:

- Quick, promotable, shareable content
- Online meetings, open house info
- Utilize stakeholders to increase messaging. Consider tagging police, fire, news media, school districts, public transit agencies, cities and other local agencies with strong followership.
- Follow other MPOs and National organizations (Association of Metropolitan Planning Organizations; Federal Transit Administration)
- High potential platform for MPO

Platform Analysis

PLATFORM	CURRENT FOLLOWERS	AVERAGE POST ENGAGEMENT
Facebook	705	>100
Twitter	524	>5

SOCIAL MEDIA MANAGEMENT

Currently, Facebook is the only platform being utilized by the Casper Area MPO. A Twitter account does exist but is dormant. Below is a breakdown of a traditional management process and how it can be leveraged by the MPO.

Approval Process

The MPO should implement a content calendar and review process. This will allow the designated social media individual to review all posts going to social media pages – looking for content, consistency in voice, and branding elements.

Monitoring and Responding

The Casper Area MPO social page should be monitored and comments should be responded to either within a timely manner (within 24 hours if possible) with accurate and authentic responses. The MPO should work to keep the conversation positive. Some example responses include:

- Thank you for your comment. We are looking into this.
- We appreciate your feedback. Thank you.
- We're glad you brought this information to our attention. We will look into this further.
- Thank you for your input. If you visit our website (include link) you can find more information.

The MPO should try to let the conversation play out when possible and provide responses, as needed. Some ways to redirect the online conversation include:

- Create a new post. This will push the current conversation further down on the page
- Use a private message to take the conversation off the page
- Provide accurate information/facts to help redirect the conversation

Handling Negative Feedback

Handling negative feedback steps:



- Do your best to answer questions or provide information.
- Try to remove the conversation from public view – take it to messenger, email or phone.
- Mute the user (this means the user and their friends can see the comment, but the general public can't).
- Block or remove the user – try to avoid this unless absolutely necessary. Disgruntled individuals want to be heard, they will find another outlet for their frustration, likely one the MPO doesn't control.
- Report the user – if the user violates code of conduct, you can and should report the user.

SOCIAL MEDIA MANAGEMENT RECOMMENDATIONS

- Create monthly content calendars for storytelling, holiday or feature posts (See Appendix A for sample calendar).
- Monitor posts you pre-schedule for any comments that may need a response. Respond to all comments requiring response.
- Commit to a comment response protocol with timing (i.e. within 24 hours Monday through Friday).
- Monitor posts you pre-schedule that may need to be altered, either in timing or content, based on local or national events.
- Identify stakeholder partners or national resources that you can share content from and tag in posts where appropriate.
- Resurrect Twitter.
- Take inventory of all platforms, user access and credit cards tied to accounts for safety, redundancy and to mitigate risk.
- Claim the Casper Area MPO name on all new and popular social platforms, even if you do not use the platform. This prevents someone from taking your name, should you want to use it in the future, and protects your brand.

SOCIAL MEDIA CONTENT RECOMMENDATIONS

- Hire a part- or full-time social media manager as part of your communications team or utilize an outside firm or freelancer (See Appendix B for sample consultant description).
- Create brand guidelines, both in copy and visuals, for all posts. Define guidelines by social media platform (Twitter, Facebook, etc.).
- Develop a strategy per platform to maximize engagement.
- Determine if additional platforms are necessary to your organization, such as LinkedIn, Nextdoor, and Instagram.
- Create graphics for the sizing specifications of each platform.
- Designate budget for paid promotions – page promotions, big wins and public meetings are a good use of those allocated dollars.
- Update account information, bios, and descriptions on your social media channels consistent with brand voice.
- Build content for social media. The more you can keep people on your page as opposed to sending them to another site, the more engagement you'll get.



- Include social media as part of your overall communication plan and strategy for Casper Area MPO.
- Utilize stakeholders or partners to share information from your page. Share partner agency, local government, transportation agency, or additional stakeholders' posts when applicable. Consider tagging when appropriate.
- Try to limit the text in the graphics. Small text is challenging to read.

Social Media Content Calendar Example

Launch Date	Platform	Content	Graphics/Links	Notes
12/2/2020	Facebook	Help shape the future of transportation in Casper. Join our online meeting today.		Boost for \$75
12/3/2020	Twitter	Help shape the future of transportation in #Casper. Join our online meeting today. #CasperMPO		
12/18/2020	Facebook	We want your input on the Mills Main Street project! Go to [website] to view the proposed improvements through downtown Mills and give us your feedback.		

SOCIAL MEDIA CONSULTANT ROLE

This role requires a strategic thinking with a persistent drive towards execution. The successful firm will have experience with developing and managing social media, industry knowledge and experience with digital advertising. They will collaborate closely with leaders across the organization to develop strategy, maintain social channels, understand current trends and industry developments, decrease liability and improve user experience.

Responsibilities

- Develop project social media campaign strategy including:
 - Formulate the paid advertising strategy and ensure that recommendations and decisions are consistent with the intended objectives and strategies
 - Work with local areas, stakeholders and industry experts to create content



- Implement protocol and standards for social media campaigns from beginning to end including, pre-launch, optimization, analytics and post-launch efforts
- Establish, synthesize data and report metrics on digital marketing and social media efforts
- Write and guide effective search engine optimization content social media accounts
- Act as gatekeeper for visual identity and brand voice across all channels
- Conduct research and analysis to discover new trends and opportunities
- Utilize listening tools to track relevant conversations and contribute information/resources
- Leverage storytelling skills to deliver insights that are clear, concise and actionable
- Monitor digital conversations to understand what people are saying about the project
- Measure effectiveness of communications and messaging
- 24/7 listening and monitoring, metrics and sentiment analysis
- Customizable reports and dashboards
 - Able to capture traditional and social media posts, articles and comments
 - Identify key demographics, locations and media sources
 - Gauge impressions, reach and engagement
 - Understand audience and communications preferences
 - Identify opportunities to improve messaging and communication
 - Defining project risks/trending issues
 - Measurement overall sentiment on project and issues

Social Media Listening Report

In order to understand the presence of conversations taking place regarding transportation in the Casper Area, the Metro Planning Organization and their key projects, a social media “listening” platform called Talkwalker, was utilized to compile all relevant mentions. Social media findings were pulled between December 23, 2020 - January 21, 2021 and beginning January 22, 2021 – March 9, 2021. During the latter timeframe, the “Get to Know your Casper Area MPO” online meeting was launched and promoted. This document outlines the findings, some insights, and recommendations based on the results. Additional information and specific posts are also provided as an Appendix to this document.

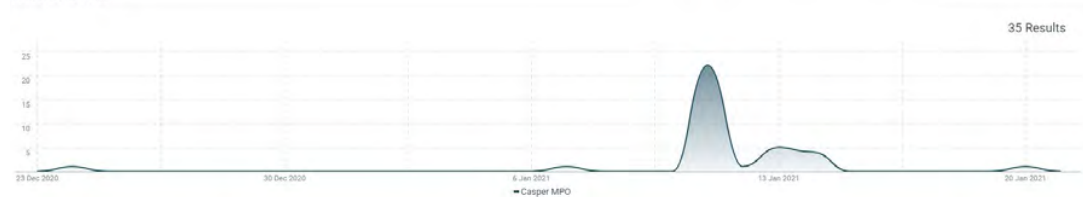
RESULTS OVER TIME

To understand the typical conversations taking place, social media posts were pulled over a 1-month time period, the first ranging from December 23, 2020 through January 21, 2021 and the second began January 22, 2021 through March 9, 2021. The following shows the frequency and source of relevant mentions over each specific timeframe.



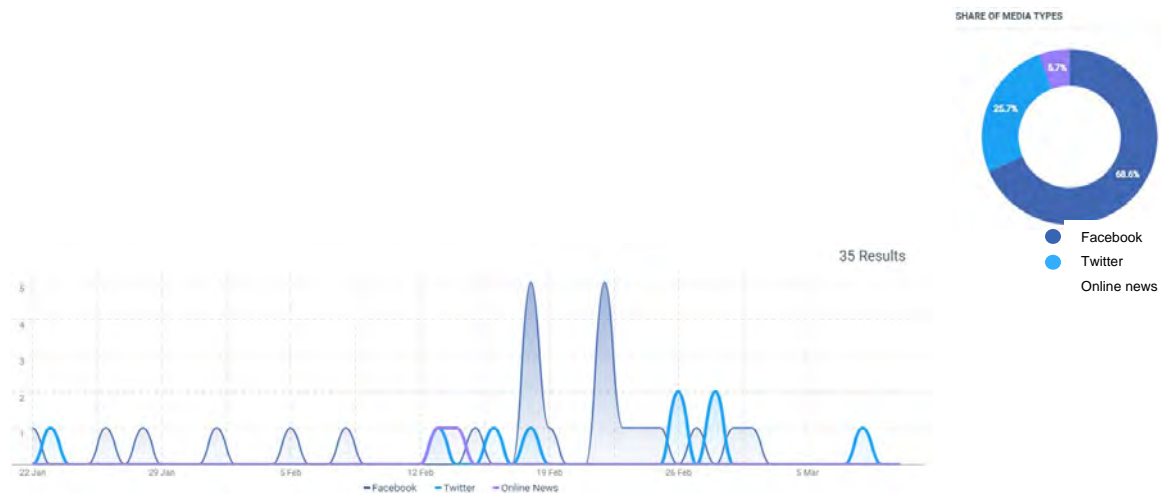
December 23, 2020 – January 21, 2021

RESULTS OVER TIME



Note that all mentions from December 23, 2020 through January 21, 2021 took place via Facebook.

January 22, 2021 – March 9, 2021



Note that mentions from January 22, 2021 – March 9, 2021 included Facebook, Twitter, and online news sources.

AUTHORS

December 23, 2020 – January 21, 2021

The Casper MPO's Facebook account was the primary author of all posts related to the organization and their projects. It is important to note that many other social media users comment on Casper MPO's posts and therefore reflect an important trend related to Casper MPO's social media presence: community members see posts and are willing to provide feedback by commenting on posts.

There was one other unique author who mentioned relevant transportation planning and the Casper Area MPO. This post is related to a partnership between MPO and the Casper Disabled People Group to advocate for the disabled community's transportation and transit needs.

January 22, 2021 – March 9, 2021



During the timeframe of January 22, 2021 through March 9, 2021, the authors posting about Casper Area MPO, and the opportunity for community members to visit the online meeting, varied significantly more than the month prior. Though many posts were still published by the Casper Area MPO's Facebook account, there were several unique authors that contributed to the conversation.

Many of those unique authors are partner organizations and/or local stakeholders. By notifying them of the opportunity for community input and asking that they 'share' the MPO's original post, the potential for reaching more community members increased greatly. Additionally, visibility in the news and among other partner organizations is beneficial for increasing awareness of Casper Area MPO as an organization. The unique authors that shared posts and/or articles regarding Casper Area MPO included: Casper Star-Tribune, The Association of Metropolitan Planning Organizations, The Municipal, Wyoming Independent Living

INSIGHTS

Although the results from the initial report showed not many authors aside from Casper Area MPO initiating posts, there was an important presence of social media interactions via comments on Casper Area MPO's posts. Providing the opportunity for community members to learn about projects and comment on posts is essential to continue. Casper MPO's ability to track conversations relevant to them also provides the opportunity to control the accuracy of information being shared.

While it offers many benefits, the fact that Casper Area MPO's Facebook account was the primary author of relevant posts showed that there is opportunity for a greater reach to more community members. To capitalize on this opportunity, stakeholders were asked in early February to share Casper MPO's posts regarding the online meeting. As noted above, some select stakeholders shared these posts and increased the reach. In doing this, additional outlets were also utilized, which allows Casper MPO's audience to expand.

RECOMMENDATIONS

Based on the findings, it is recommended that Casper Area MPO continues posting and providing a social media platform for sharing information and for community members to provide input.

It is also recommended that Casper Area MPO continues and builds on existing relationships with partner organizations, including the City of Casper, Town of Mills, Evansville, Bar Nunn, and Natrona County. Due to the disabled community's advocacy of the Casper Area MPO's transit services, it is recommended that this partnership continues to be leveraged as well. By asking these partner agencies to share key posts the Casper MPO Facebook Account posts, the opportunity for a much greater reach can continue to be accomplished.

APPENDIX B: FULL STAKEHOLDER INTERVIEW MEETING NOTES

Wyoming Department of Transportation

January 11, 2021

Attendees: Phillip Griffin, Mark Ayan, Brooke Allen, Mark Williams, Brenda Levos (HDR), Cristina Beermann (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Mark sits on MPO policy committee (as a voting member)
 - Brooke sits on technical committee for MPO
 - Most interaction is with either the policy or technical committee
 - They try to attend some public meetings
2. Have you been satisfied with the response time and interactions with the MPO?
 - Interactions have been fine, haven't had any problems
 - The MPO generally keeps things at pretty good pace, provides information, etc.
 - Response time is fine – the current staff is more responsive than previous staff
 - COVID-19 has presented some challenges but, all has been going well
 - Kudos to Jeremy Yates
3. The next series of questions are associated with a SWOT analysis.

Strengths:

 - The MPO is organized
 - Additional staff has experience and understands tasks/timing
 - Good at disseminating information
 - Diligent about obtaining feedback & public involvement

Weaknesses:

 - Jeremy is new to the role and not as familiar with funding (the navigation of this process is tricky)
 - There is a learning curve, but he is good at asking questions

Opportunities:

 - Increase funding
 - Apply lessons learned when selecting consultants

Threats:

 - So many organizations involved in the MPO – important to be aware of how this dynamic works
 - MPO is a separate entity from Casper but has previously heard other entities say that the City of Casper seems to have more control over MPO than others.
 - Something to be aware of
4. What methods of outreach would you prefer the MPO employ to share information with the community?
 - Over the last year there has been tremendous turnout for public/informational meetings
 - MPO has been doing a good job of hitting the world
 - The timing, presentations and cookies for each meeting have been good

5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
 - Adjusted well despite COVID, engagement still seems fine but unsure if it is as much as pre-COVID
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - No concerns
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairly Audacious Goal)
 - Would like to see the MPO's Long Range Plan be more realistic
 - Seems like there are some items included that won't happen
 - The MPO's vision and WYDOT's vision don't always align – MPO's has more input from other entities/agencies whereas WYDOT is looking from their own lane
8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
 - If a public meeting is directly adjacent to a bar – consider providing cocktails and nachos
 - Generally, they are pleasantly surprised with how well it's gone
 - MPO is doing best they can with COVID – we're all struggling but they've made it work
 - Online meetings will always miss a certain segment of community
 - Need to get back to in-person as an option
 - Even as we've moved back into being involved with the rest of the world – there's a segment of the population that will now continue to expect a virtual/digital input option for the future
 - MPO should consider this in plans

Town of Mills

January 11, 2021

Attendees: Kevin O'Hearn, Sabrina Foreman, Brenda Levos (HDR), Cristina Beermann (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Sabrina has been with Mills for about a year – worked with the MPO a lot within that time
 - She is on policy committee
 - Kevin is on the technical committee
 - Has a good relationship with the MPO – mutually beneficial
 - Kevin made note of how well the MPO gets along with municipalities in the area
 - Good representation across entities in the area on the MPO
 - Works well – very collaborative
2. Have you been satisfied with the response time and interactions with the MPO?
 - Yes!
3. The next series of questions are associated with a SWOT analysis.

Strengths:

 - Collaboration
 - Communication
 - The team is open to determining best use of funding

Weaknesses:

 - Getting all the players together is not always easy
 - Virtual meetings have made it easier
 - Representation is as good as it can be
 - Small towns struggle but do their best

Opportunities:

 - Getting projects done – continuing to push them along

Threats:

 - Potential federal funding cuts
 - The MPO is good at making sure everyone understands what funding is available, the schedule constraints, etc.
 - Mills became a class a city last year, so they feel like they have more priority then other entities within the area
4. What methods of outreach would you prefer the MPO employ to share information with the community?
 - TV and radio are underutilized
 - Might consider billboards
 - Before working with MPO, felt uninformed of meetings/events
 - Could advertise public meetings better – doesn't have a great solution but something to investigate

5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
 - Virtual outreach – seems like people don't like it but don't have much of an option
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - For the most part MPO is doing fine – achieving more ADA compliance within WY than expected
 - Must be very careful when using federal funds to make sure outreach is ADA compliant
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairy Audacious Goal)
 - Get as many projects going as they can feasibly handle
 - Don't want to overdo it per se but would like to catch up
 - Revisit backlog to make sure feasible
 - Keep things running smoothly and keep the sense of community – we all benefit together
 - Example – live in Casper, work in Mills, etc.
 - Jeremy and Renee have been doing a good job
 - The Riverfront Project
 - Need to be careful of putting the cart before horse
8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
 - Continue to notify folks of opportunities for input
 - More radio and TV (funding dependent)
 - Try to achieve diversity in age/demographics
 - Offer hotdogs and beer

Wyoming Independent Living (WILR)

January 15, 2021

Attendees: Daniel Makokha, Cindy Livingston, Erwin Reitsma, Susan Bentley, Brenda Levos (HDR), Cristina Beermann (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Have worked with the MPO to brainstorm ideas to determine what would be helpful in the area
 - Had a nice variety of community members in the area, businesses, and those using transportation – got good information
 - Erwin has not been involved with MPO much
2. Have you been satisfied with the response time and interactions with the MPO?
 - Susan usually hears about MPO through CATSY board meetings
 - Not much direct interaction with Casper MPO
 - The group said they are not very aware of MPO/the services they provide
 - Brenda provided an overview of the MPO and their responsibilities
3. What would be useful for your organization when the MPO is working on transportation planning/looking at projects?
 - Erwin and Susan would like to be involved in the development of the Long-Term/5 year Transit Strategic Plan
 - There are many medical buildings, etc. that are not currently being served by transit, so they'd like to be involved in determining improvements for connecting transit users with these facilities
 - East connection to medical facilities in particular
 - Susan is currently working with up to 200 people. Most are within the city and without the ability to drive or convenient access to transportation
 - Special accommodations (ADA/wheelchairs) – many require vans
 - Most are 50+ in Casper but some young college students using transit to get to school, etc.
 - Issues with "suburb" access as often as those are defined within Casper proper
 - Communities around Casper and the service to medical facilities in Mills poses an issue
 - Buses go every hour, usually pretty on-schedule, but in order to get to Mills to east side, would require at least 4 bus transfers
 - There is another service available that's curb to curb but requires they make an appointment at least 3 days in advance
 - COVID has limits on how many people they can allow on the bus and that is causing challenges as well

4. What methods of outreach would you prefer the MPO employ to share information with the community?
 - Susan prefers in-person meetings (get more information face to face)
 - Previous brainstorming sessions were a mix of in-person and zoom
 - Challenges with accessibility
 - Could inform constituents via hospitals and doctors
 - Information on the buses themselves or in cabs
 - Could consider flyers at stores on the back of bathroom doors
 - Flyer distribution in transit system
 - Texting – would be great if there were actual phone numbers
 - In-person or zoom type meetings
 - Radio
 - TV
 - "The TidBit newspaper"

5. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - ASL
 - Interpreter
 - Spanish

6. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairly Audacious Goal)
 - Make medical care as accessible as possible (examples Denver, Rapid City)
 - Volunteer driver pool/platform – connect those who are willing to drive and those who need a ride
 - Like a "volunteer uber" type of a platform
 - Non-emergency medical transportation
 - An agency/entity that just does non-emergency medical transportation/Medicaid travel
 - Medicaid travel will pay for rides if there is a provider available --- great to have a provider/ride available
 - Most people are not aware of this

7. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
 - Reaching out to those end users to understand their true experience and challenges
 - Example: trying to keep sidewalks clear for those in wheelchairs
 - Getting City and transportation folks to work together better might help solve some of the issues of facilities that are not served by transit
 - With Sheridan's fixed route, Cindy notices that buses and bus stops are great for advertising

- Getting community involved in sponsoring shelters is great
- Suggests private advertisers invest in building more protective bus stops so they can advertise there. Would be great for bringing more robust stops and funding those improvements

Platte River Trails

January 22, 2021

Attendees: Angela Emery, Brenda Levos (HDR), Cristina Beermann (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Angela is familiar with MPO, does a lot of work with them.
 - She knew the previous manager very well and she is just starting to get to know Jeremy.
 - Some of their work overlaps. MPO has sponsored some summits.
 - Recently found out that a project they had been trying to work on had been included as a budgetary item to be approved and she did not know.
 - She thinks there could be some more communication from MPO directly to her and her board – update them on projects that are on their radar.
2. Have you been satisfied with the response time and interactions with the MPO?
 - Has been happy with communications for the most part.
 - She tries to forward all info to her board. Occasionally she'll send an email and doesn't get a response but for the most part she is pleased.
3. The next series of questions are associated with a SWOT analysis.

Strengths:

 - The MPO looks at the big picture of community – not just Casper but the surrounding as well. That inclusive view is key.

Weaknesses:

 - Not always knowing what is on their radar.

Opportunities:

 - They are constrained by what they can spend their money on – it's great to have plans and have money that allows for the planning. Would like to see the projects come to fruition more.

Threats:

 - Assumes that their toughest job is getting feedback. They've been very proactive, and pandemic has been challenging. Before they were at farmers market and other events but COVID has made that difficult.
4. What methods of outreach would you prefer the MPO employ to share information with the community?
 - Asks that the MPO give her information
 - They can leverage their contact database of trail users – capture pedestrian/non-motorized transportation
 - Email
 - Facebook
 - Would like to see events pick back up post-COVID?
 - Plan on hosting events in summer 2021
 - Spring cleanup at end of May, July, August

5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
 - She isn't sure – she feels like they tend to be generally silent so didn't notice a difference.
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - Currently, a lot of people aren't interested in going to in person meetings. Unsure how long that will continue.
 - Recently held a charrette and pushed information out on Facebook during the event itself, maybe this is something that will continue.
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairy Audacious Goal)
 - Would love if MPO would do another community-wide trail study
 - There may be opportunities for getting more input because we're doing it more remotely
8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
 - Platte River Trails is all-in to help Casper MPO
 - If they are interested, their partnership could be even stronger
 - They would welcome playing a more significant role in helping push information out or whatever they need help with

Visit Casper

February 12, 2021

Attendees: Brook Hoffman, Brenda Levos (HDR), Cristina Beermann (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Currently engages very little, her agency (Visit Casper) is interested in working with the MPO more but hasn't yet. Has worked on some wayfinding but otherwise very little working relationship/experiences.
2. Have you been satisfied with the response time and interactions with the MPO?
 - All previous interactions have all been great.
3. The next series of questions are associated with a SWOT analysis.

Strengths:

 - Employees are very knowledgeable and have good authority in that space.

Weaknesses:

 - People do not know what an MPO is and how it works.

Opportunities:

 - Education.
 - The MPO doesn't always align with City of Casper limits – could align better with the county and leverage partnerships

Threats:

 - Is funding at risk?
4. What methods of outreach would you prefer the MPO employ to share information with the community?
 - Important to reach some on social and some via newspaper – there is a constant struggle of reaching different audiences via different outlets
 - Recommends having an item on work session agendas for elected officials
5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
 - She isn't sure – she feels like they tend to be generally silent so didn't notice a difference.
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - Brook doesn't see a need for other languages as not much diversity among the community.
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairy Audacious Goal)
 - Find ways to be well funded – have enough money (grant, infrastructure) in order to enhance walkability, infrastructure, etc.

8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
- Would be helpful for elected officials to know and learn about the MPO, and be able to help advocate for funding, grants, etc.

Town of Evansville

February 25, 2021

Attendees: Mayor Chad Edwards, Cristina Beermann (HDR), Kira Olson (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Very involved with the MPO – including street studies and bicycle studies
 - Mayor Edwards has been on the selection panels and groups, and he sits on the policy committee as vice chair
2. Have you been satisfied with the response time and interactions with the MPO?
 - Yes. Has a good relationship and work hard to be in constant communication.
3. The next series of questions are associated with a SWOT analysis.

Strengths

- Haven't dealt with the MPO in the community aside from town hall events. The MPO is persistent.
- Most is vender driven.
- MPO is organized.
 - Cover a lot of communities so they get pulled in a lot of directions. The MPO does a good job handling that.

Weaknesses

- None

Opportunities

- More community outreach
- Would like to know what projects the citizens would like to see (most of the projects are driven by the elected officials. MPO could look at increased direct outreach of this nature to the community members)

Threats

- None

4. What methods of outreach would you prefer the MPO employ to share information with the community? Examples:
 - 1st preference is in-person meetings - big proponent of in person
 - Social Media – 2nd choice - social media is a must these days
 - Website – 3rd choice
5. In 2020 we experienced the COVID 19 pandemic, how did you feel the MPO addressed and adjusted to meet this challenge?
 - Had limited in person and is augmented by online so everyone can be included
6. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - No
7. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairly Audacious Goal)
 - They have a great trail system in Casper. One of the studies is to tie into trail system. A unified trail system that is connected would be great for the community

8. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
- They are currently doing a 5-Year Transit Plan. Mayor Edwards is cognizant of keeping cost down. Need to keep a transit system cheap and affordable for users. Need to keep it accessible for the lower income populations

Citizens Advisory Committee

March 22, 2021

Attendees: Cathy Stepp, Cristina Beermann (HDR), Kira Olson (HDR)

1. We want to get a better understanding of how you engage with the Casper Area MPO, can you describe how you have interacted in the past?
 - Liz Becker sending out an email to stakeholders she knew in the community asking people to join the Citizen Advisory Committee
 - That was when she first learned about the MPO
 - It has not been well marketed in the community where it exists – people don't know what it does or where the money comes from.
 - Cannot get the community engaged because majority of the community doesn't know who the MPO is.
 - Cohesive plan on how to get ahold of people. Cathy says that it is easy to see the gaps and where we need to go.
2. Have you been satisfied with the response time and interactions with the MPO?
 - It is getting better
 - COVID has spurred the MPO to get more Facebook/online presence.
 - Engaging people through Zoom to get them to participate
 - Especially those who can't be at an event or meeting
 - Communication dropped off at the beginning of COVID but since the first of the year (2021) communication has started back up again.
 - Need to have the engagement to get the projects done.
3. The next series of questions are associated with a SWOT analysis.
 - Strengths**
 - The plans themselves are robust and well thought out.
 - They try to think through any pushback they think they might get.
 - Very committed staff that works well together and is very well organized.
 - Weaknesses**
 - Style of community engagement is open house style. It is not effective way to engage community. COVID has started to push the MPO away from that and lean into technology.
 - Opportunities**
 - Branding the MPO and informing the community.
 - Social media/technology
 - Not a lot of controversy. No one is "against" the MPO
 - Threats**
 - Landowners don't want to pay for the projects (despite explaining that we aren't going tax or bond the community)
 - Community members trying to micromanage the projects
4. What methods of outreach would you prefer the MPO employ to share information with the community? Examples:
 - Digital only media in town. Digital only newspaper. They are the most neutral voices, developed a larger audience because they are neutral.
 - Needs to be a better effort to include all of the media outlets, not just the traditional media.

- Oil City News
 - WyoCity News
 - Kyle Gamroth and Amber Pollock – New City council members. They would be great partners to get some info out there.
5. Are there any accessibility concerns that you have? Secondary Languages that communications should be provided in?
 - Recently started having those conversations. City of Casper has a committee about differently abled people. They are providing ADA advisement.
 - Getting better at putting more info out in multiple languages but a long way to go. The primary second language is Spanish.
 6. If you could set one BHAG for the Casper Area MPO, what would that be? (Big Hairy Audacious Goal)
 - Engagement. The Chamberland project that Jeremy laid out in February was the most attended meeting we have had.
 - There was misinformation on Facebook thinking they were going to be annexed into the City.
 - Once they realized that wasn't the case, they just left and there was a lost opportunity to engage.
 - Cathy would like to see that level of engagement in a positive way.
 7. What didn't we ask you about that you think it is important for use to know in preparing the Public Participation Plan?
 - A lot of tension with community. Stress that Wyoming is not the same as Colorado.

APPENDIX C: FULL SOCIAL MEDIA ANALYSIS

This analysis is also noted and documented in Appendix A. This is the original document from the Social Media Analysis.



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

CASPER AREA MPO
SOCIAL MEDIA REPORT

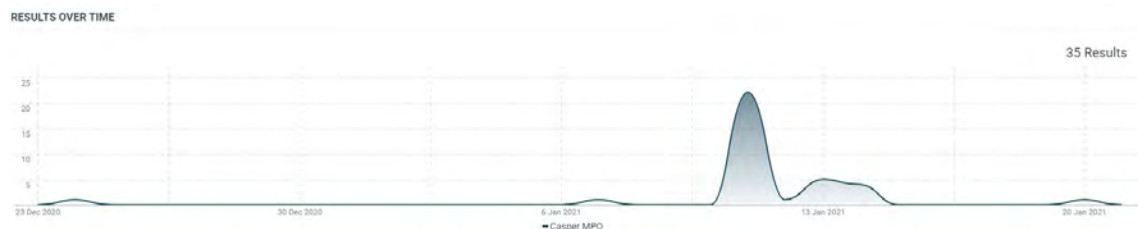
Overview

In order to understand the presence of conversations taking place regarding transportation in the Casper Area, the Metro Planning Organization and their key projects, a social media “listening” platform called Talkwalker, was utilized to compile all relevant mentions. Social media findings were pulled between December 23, 2020 and January 21, 2021 and the again from January 22, 2021 and March 9, 2021. During the latter timeframe, the “Get to Know Your Casper Area MPO” online meeting was launched and promoted. This document outlines the findings, some insights, and recommendations based on the results. Additional information and specific posts are also provided as an Appendix to this document.

Results Over Time

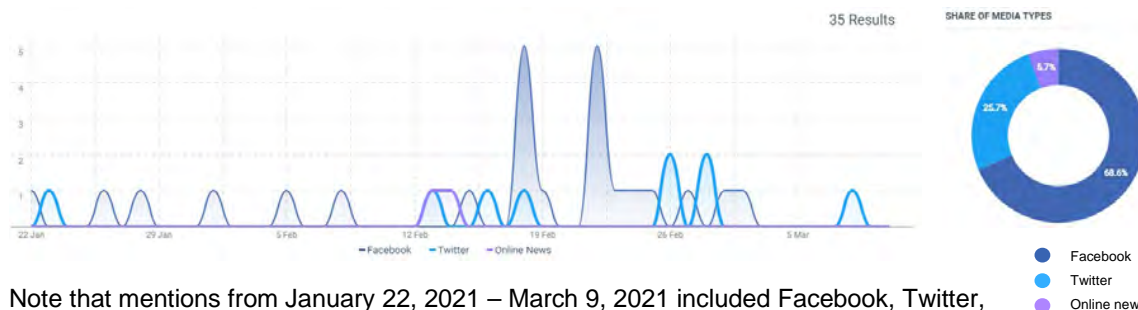
To understand the typical conversations taking place, social media posts were pulled over a 1-month time period, the first ranging from December 23, 2020 through January 21, 2021 and the second began January 22, 2021 and went through March 9, 2021. The following shows the frequency and source of relevant mentions over each specific timeframe.

December 23, 2020 – January 21, 2021



Note that all mentions from December 23, 2020 through January 21, 2021 took place via Facebook.

January 22, 2021 – March 9, 2021



Note that mentions from January 22, 2021 – March 9, 2021 included Facebook, Twitter, and online news sources.



Social Media Authors

December 23, 2020 – January 21, 2021

The Casper Area MPO's Facebook account was the primary author of all posts related to the organization and their projects. It is important to note that many other social media users comment on Casper Area MPO's posts and therefore reflect an important trend related to Casper Area MPO's social media presence: community members see posts and are willing to provide feedback by commenting on posts.

There was one other unique author who mentioned relevant transportation planning and the Casper Area MPO. This post is related to a partnership between MPO and the Casper Disabled People Group to advocate for the disabled community's transportation and transit needs.

January 22, 2021 – March 9, 2021

During the timeframe of January 22, 2021 through March 9, 2021, the authors posting about Casper Area MPO, and the opportunity for community members to visit the online meeting, varied significantly more than the month prior. Though many posts were still published by the Casper Area MPO's Facebook account, there were several unique authors that contributed to the conversation.

Many of those unique authors are partner organizations and/or local stakeholders. By notifying them of the opportunity for community input and asking that they 'share' the MPO's original post, the potential for reaching more community members increased greatly. Additionally, visibility in the news and among other partner organizations is beneficial for increasing awareness of Casper Area MPO as an organization. The unique authors that shared posts and/or articles regarding Casper Area MPO included: Casper Star-Tribune, The Association of Metropolitan Planning Organizations, The Municipal, Wyoming Independent Living

Insights

Although the results from the initial report showed not many authors aside from Casper Area MPO initiating posts, there was an important presence of social media interactions via comments on Casper Area MPO's posts. Providing the opportunity for community members to learn about projects and comment on posts is essential to continue. Casper MPO's ability to track conversations relevant to them also provides the opportunity to control the accuracy of information being shared.

While it offers many benefits, the fact that Casper Area MPO's Facebook account was the primary author of relevant posts showed that there is opportunity for a greater reach to more community members. To capitalize on this opportunity, stakeholders were asked in early February to share Casper MPO's posts regarding the online meeting. As noted above, some select stakeholders shared these posts and increased the reach. In doing this, additional outlets were also utilized, which allows Casper MPO's audience to expand.



Recommendations

Based on the findings, it is recommended that Casper Area MPO continues posting and providing a social media platform for sharing information and for community members to provide input.

It is also recommended that Casper Area MPO continues and builds on existing relationships with partner organizations, including the City of Casper, Town of Mills, Evansville, Bar Nunn, and Natrona County. Due to the disabled community's advocacy of the Casper Area MPO's transit services, it is recommended that this partnership continues to be leveraged as well. By asking these partner agencies to share key posts the Casper Area MPO Facebook Account posts, the opportunity for a much greater reach can continue to be accomplished.



Appendix

Results: December 23, 2020 – January 22, 2021



Casper Area Metropolitan Planning Organization shared an image



And the other big part of this plan is to recommend a secondary access in and out of this area. Which of these is your preference?

published on 11/01/21 at 18:50 | Facebook | United States | facebook.com

MATCHING COMMENTS (ALL)

17

A secondary access in and out of this area would be our preference.

published on 11/01/21 at 19:06 | Someone | www.facebook.com

Hank Whitaker Thanks! Do you have a preference of crossing the river into Paradise Valley or north through the neighborhood into the River Crossing development?

published on 11/01/21 at 19:09 | Casper Area Metropolitan Planning Organization | www.facebook.com

Nancy Lavonne Hunt ... you live over there... what do you think?

published on 11/01/21 at 19:20 | Someone | www.facebook.com

I would be against a road crossing into PV. That would be too much traffic on our already narrow streets. The county doesn't plow well enough in the winter either, or maintain the roads at all....striping, pot hole fills...

published on 11/01/21 at 19:21 | Someone | www.facebook.com

I do not have a preference between those two options. We live at the corner of River Meadows and Johnstone Rd. This creates a lot of traffic past our house because it is the only access available. So it would be nice if everybody had 2 options in and...

published on 11/01/21 at 19:26 | Someone | www.facebook.com

I live at that stop sign that nobody stops at now. At least now all of the traffic are people that live down here.

published on 11/01/21 at 19:27 | Someone | www.facebook.com



MATCHES

Casper MPO

METRICS

20

707

0/10

2 Facebook Likes, 18 Comments, 707 Facebook Followers



Casper Area Metropolitan Planning Organization shared an image



Don't forget we are at Fort Caspar tonight at 5:30 and 5:30 presenting ideas for upgrading Chamberlin Road and ensuring continued access in and out of Dempsey Acres and River Meadows. The meeting can also be joined online via Microsoft Teams at the...

published on 11/01/21 at 15:49 | Facebook | United States | facebook.com

MATCHING COMMENTS (ALL)

2

For the 5:30 session, here is the Teams link...

published on 11/01/21 at 15:50 | Casper Area Metropolitan Planning Organization | www.facebook.com

For the 6:30 session, here is the Teams link...

published on 11/01/21 at 15:51 | Casper Area Metropolitan Planning Organization | www.facebook.com



MATCHES

Casper MPO

METRICS

4

707

0/10

2 Facebook Likes, 2 Comments, 707 Facebook Followers



Casper Area Metropolitan Planning Organization shared an image



Happy Holidays from the Casper Area MPO! Thank you to everyone who participated in our modified public meetings and events this year. We look forward to refining this practice in the new year and seeing you all again whether in person or online.

published on 24/12/20 at 11:07 | Facebook | United States | facebook.com



MATCHES

Casper MPO

METRICS

4

707

0/10

4 Facebook Likes, 707 Facebook Followers



Casper Area Metropolitan Planning Organization created a post

Thank you everyone who came back for the second session tonight! We have a great turnout and are loving it! We are still here monitoring Facebook and broadcasting via the Teams links so share any comments or questions you have, now or any time.

published on 11/01/21 at 19:53 | Facebook | United States | facebook.com



MATCHES

Casper MPO

METRICS

3

707

0/10

3 Facebook Likes, 707 Facebook Followers



Casper Area Metropolitan Planning Organization shared an image



One of the goals of this study to try and keep this from happening again. Do you remember any of the bank washouts of Chamberlin?



MATCHES

Casper MPO

METRICS

3

707

0/10



CASPER AREA METROPOLITAN PLANNING ORGANIZATION

Casper • Mills • Evansville • Bar Nunn • Natrona County

CASPER AREA MPO SOCIAL MEDIA REPORT



Casper Area Metropolitan Planning Organization shared an image



City of Casper officials announced the launch of **Casper 311** today. "This is an online and mobile app for ... **Casper 311** is available for both Android and Apple devices by downloading the MyCivic311 app and selecting the City of Casper..."

published on 20/01/21 at 16:35 | Facebook | United States | facebook.com



MATCHES Casper MPO
METRICS 2 707 0/10
2 Facebook Likes, 707 Facebook Followers



Casper Area Metropolitan Planning Organization shared an image



Here are some of the engineer's recommendations for upgrading the storm water collection system. Thoughts? Questions?

published on 11/01/21 at 18:43 | Facebook | United States | facebook.com



MATCHES Casper MPO
METRICS 2 707 0/10
1 Facebook Shares, 1 Facebook Likes, 707 Facebook Followers



Casper Area Metropolitan Planning Organization shared an image



Part of this plan will also be recommendations too stabilize the slope in this area to handle future flood events and outfall.

published on 11/01/21 at 18:47 | Facebook | United States | facebook.com



MATCHES Casper MPO
METRICS 1 707 0/10
1 Facebook Likes, 707 Facebook Followers



Casper Area Metropolitan Planning Organization created a post

We are about to get started on session 1 and we are packed! If you are thinking of coming out tonight please wait until the 6:30 session, you will not likely be allowed in at this time. Wow!! Thanks everyone for coming out this evening!

published on 11/01/21 at 18:26 | Facebook | United States | facebook.com



MATCHES Casper MPO
METRICS 1 707 0/10
1 Facebook Likes, 707 Facebook Followers



Casper Community Transit Survey

Casper Area Metropolitan Planning Organization shared a link

...the community survey on transit in the Casper area! We surveyed the bus riders, we talked with stakeholder groups, and now ... they feel about the transit system in Casper. This survey is for everyone, bus riders or not, so please take a couple of...

published on 13/01/21 at 15:01 | Facebook | United States | facebook.com



MATCHES Casper MPO
METRICS N/A 707 N/A
707 Facebook Followers



Casper Disabled People Group Advocates for Transportation Access

tom morton created a post

...the partnership with the Casper Area Metropolitan Planning Organization, and advocate for the disabled community. Pursue... Pursue grants to help fund transportation projects. Casper's Top News Stories of...

published on 12/01/21 at 15:02 | Online News | United States | k2radio.com



MATCHES Casper MPO
METRICS N/A 25K N/A
50K Alexa pageviews, 25K Alexa Monthly Unique Visitors



Casper Area Metropolitan Planning Organization created a post

Teams links to join our Mills Chamberlain Road and Bar Nunn Antelope Drive/Salt Creek Highway events next week are posted in the comments for each event. Please join us remotely if you can!



MATCHES Casper MPO



Results: January 22, 2021 – March 9, 2021

Casper Area Metropolitan Planning Organization shared an image

published on 24/02/21 at 09:08 | Facebook | United States | facebook.com

MATCHING COMMENTS (ALL)

- Shared on the Casper's Council of People with Disabilities.
published on 27/02/21 at 12:05 | Someone | www.facebook.com
- Hi John! Thank you for sharing that. It will be open until March 5th.
published on 01/03/21 at 09:29 | Casper Area Metropolitan Planning Organization | www.facebook.com

Casper Area Metropolitan Planning Organization shared an image

published on 13/02/21 at 12:45 | Facebook | United States | facebook.com

MATCHING COMMENTS (ALL)

- Thank you! 🍌❤️
published on 18/02/21 at 06:11 | Someone | www.facebook.com
- Would love to chat!
published on 18/02/21 at 06:24 | Someone | www.facebook.com
- I haven't used the city transportation system but a few things I've noticed while driving by are: A shelter or wall to block the wind at bus stops would be a great start. I see folks quite often standing and waiting for the city bus in the bad...
published on 18/02/21 at 10:26 | Someone | www.facebook.com
- Shannon Garrison thank you for posting this. I am one of those who waits in the weather for a bus. It is so hard sometimes.
published on 18/02/21 at 11:14 | Someone | www.facebook.com
- Love to know more please.
published on 18/02/21 at 12:45 | Someone | www.facebook.com
- Definitely put benches and basic covers at all the Bus stops! 1% sales tax should cover that and get local company's to bid it! AND, schedules around to wn to pick up would be nice! Ask us local Businesses to put the posters up!
published on 19/02/21 at 06:49 | Someone | www.facebook.com

Casper MPO

MATCHES

METRICS

44

711

0/10

11 Facebook Shares, 31 Facebook Likes, 2 Comments, 711 Facebook Followers

Casper MPO

MATCHES

METRICS

31

706

0/10

5 Facebook Shares, 15 Facebook Likes, 11 Comments, 706 Facebook Followers



CASPER AREA METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County

CASPER AREA MPO SOCIAL MEDIA REPORT



Casper Area Metropolitan Planning Organization shared an image



We've extended our online meeting until Friday! The Casper Area MPO is looking for your thoughts on how we should keep you informed on **transportation planning** within our community. Please visit our online meeting to learn more about what we are...

published on 02/03/21 at 10:10 | Facebook | United States | facebook.com



Casper Area MPO Online Meeting



Casper Area Metropolitan Planning Organization shared a link

...key contributors to the Casper Area quality of life and economic viability, so your input on the **transportation planning** process is essential! Visit our online meeting to learn more about your Casper Area MPO and tell us your thoughts as we update...

published on 08/02/21 at 16:10 | Facebook | United States | facebook.com



Casper Community Transit Survey

Casper Area Metropolitan Planning Organization shared a link

...http://caspertransitsurvey.com/ and tell us what you think about transit in the Casper Area. This survey is for everyone in our community whether you use the transit system or not, but we cannot plan a great system without community...

published on 22/01/21 at 16:17 | Facebook | United States | facebook.com



Casper Area Metropolitan Planning Organization shared an image



...report is available for public comment at the Natrona County Library in downtown Casper and on our website until March 12th...

published on 23/02/21 at 17:24 | Facebook | United States | facebook.com



Association of Metropolitan Planning Organizations @Assoc_MPOs shared an image



Casper Area MPO Repost: We are also wrapping up our Chamberlin Road Study and the draft report is available for public comment at the libraries in Mills and downtown Casper, at the Mills Town Hall, and on our website until March 19th. <https://t.co/Jq3SbRbAnO> ...pic.twitter.com/UVGScKfDdk

published on 28/02/21 at 13:15 | Twitter | United States | twitter.com

MATCHING RETWEETS (ALL)

1

RT @Assoc_MPOs: Casper Area MPO Repost: We are also wrapping up our Chamberlin Road Study and the draft report is available for public comment at the libraries in Mills and downtown Casper, at the Mills Town Hall, and on our website until March 19th. <https://t.co/Jq3SbRbAnO> ...pic.twitter.com/UVGScKfDdk

published on 28/02/21 at 13:17 | IE Guapo! (CarlosD55941404) | IE Guapo!



The Municipal February 2021



Casper Area Metropolitan Planning Organization shared a link

Everyone loves a good **transportation planning** article, right? Check out page 22! https://lasuu.com/thepapersinc/docs/municipalFeb_21_web?fr=sYWMYzD3NTgwOTQ

published on 05/02/21 at 16:03 | Facebook | United States | facebook.com



Casper Area Metropolitan Planning Organization shared an image



The Casper Area MPO is looking for your thoughts on how we should keep you informed on **transportation planning** within our community. Visit our online meeting to tell us your preferences and learn more about...

published on 01/02/21 at 11:08 | Facebook | United States | facebook.com



Casper Area Metropolitan Planning Organization shared an image



Interested in learning more about how the Casper Area MPO plans to bring transportation improvements to your community? ...you'd like to stay involved in the **transportation planning** process. Visit our online meeting any time before February 19...

published on 26/01/21 at 16:36 | Facebook | United States | facebook.com



Casper Area Metropolitan Planning Organization shared an image



...draft report is available for public comment at the libraries in Mills and downtown Casper, at the Mills Town Hall, and on our website until March 19th...



MATCHES

METRICS

Casper MPO

22

714

0/10

3 Facebook Shares, 19 Facebook Likes, 714 Facebook Followers



MATCHES

METRICS

Casper MPO

7

707

0/10

3 Facebook Shares, 4 Facebook Likes, 707 Facebook Followers



MATCHES

METRICS

Casper MPO

6

705

0/10

3 Facebook Shares, 3 Facebook Likes, 705 Facebook Followers



MATCHES

METRICS

Casper MPO

5

710

0/10

3 Facebook Shares, 2 Facebook Likes, 710 Facebook Followers



TAGS

MATCHES

METRICS

Casper MPO

2

575

N/A

1 Retweets, 1 Twitter Likes, 575 Twitter Followers



MATCHES

METRICS

Casper MPO

2

707

0/10

2 Facebook Likes, 707 Facebook Followers



MATCHES

METRICS

Casper MPO

2

706

0/10

2 Facebook Likes, 706 Facebook Followers



MATCHES

METRICS

Casper MPO

2

705

0/10

1 Facebook Shares, 1 Facebook Likes, 705 Facebook Followers



MATCHES

METRICS

Casper MPO

1

711

0/10

1 Facebook Shares, 711 Facebook Followers



CASPER AREA METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County

CASPER AREA MPO SOCIAL MEDIA REPORT



Casper Area MPO Accepting Opens Comments for the Antelope Drive & Salt...



mia johnson created a post

...available for review and comment. The **Casper Area MPO**, in accordance with its Public Participation Plan, releases all draft... Library and the MPO's Office located in **Casper's** City Hall at 201 N. David. For further information or to arrange special...

published on 13/02/21 at 22:59 | Online News | United States | www.wyomingnewsnow.tv



Casper Area MPO @CasperWyoMPO tweeted

The **Casper Area MPO** is back on Twitter! Stay tuned for updates on our projects, public input opportunities, and other transportation information.

published on 08/03/21 at 17:45 | Twitter | United States | twitter.com



Association of Metropolitan Planning Organizations @Assoc_MPOs shared an image



Casper Area MPO RT: **ONLINE MEETING EXTENDED!** Please visit the self-guided online meeting to get to know the **Casper Area MPO**, learn more about current and future projects, and provide input on how you'd like to stay involved. gettoknowyourcasperareampo.com pic.twitter.com/5yFPJ9zmpg

published on 26/02/21 at 09:08 | Twitter | United States | twitter.com



WyoIndependentLiving @Wyo_Independent shared an image



The **Casper Area MPO** has a self-guided online public meeting available for the community to learn more about the MPO and provide input now through March 5th. gettoknowyourcasperareampo.com pic.twitter.com/AadBF8GevV

published on 26/02/21 at 07:30 | Twitter | United States | twitter.com



The Municipal @TheMunicipal shared a link

Casper transportation plan looks forward 30 years themunicipal.com/2021/02/casper... #municipal #government #transportation

published on 18/02/21 at 09:00 | Twitter | United States | twitter.com



The Municipal @TheMunicipal shared a link

Casper transportation plan looks forward 30 years themunicipal.com/2021/02/casper... #municipal #government #transportation @VisitCasper

published on 16/02/21 at 12:04 | Twitter | United States | twitter.com



Public Input Opportunity for Transportation Planning in the Casper Area Closing Soon



mia johnson created a post

...to the **Casper** area quality of life and economic viability. The **Casper Area Metropolitan Planning Organization's** (MPO) ... community in **Casper**, Mills, Bar Nunn, Evansville, and Natrona County on **transportation planning** projects. On January 26...

published on 14/02/21 at 00:08 | Online News | United States | www.wyomingnewsnow.tv



CBS NewsChannel 5 @kgwntv shared a link

Casper Area MPO Accepting Opens Comments for the Antelope Drive & Salt Creek Highway Access Study and Plan wyomingnewsnow.tv/2021/02/14/cas...

published on 13/02/21 at 23:05 | Twitter | United States | twitter.com



Casper Community Transit Survey

Casper Area Metropolitan Planning Organization shared a link

One day left! Go to <http://www.caspertransitsurvey.com/> and tell us what you think (or don't think) about our **Casper** Area transit system. The survey closes Friday January 29th.

published on 28/01/21 at 16:55 | Facebook | United States | facebook.com



Casper Star-Tribune @CSTribune shared a link

The Star-Tribune chats with the supervisor of the **Casper Area Metropolitan Planning Organization** about the changes that could be coming to Bar Nunn's roadways. trib.com/news/local/cas...

published on 23/01/21 at 17:49 | Twitter | United States | twitter.com



MATCHES

Casper MPO

METRICS

1

20K

N/A

1 Twitter Shares, 20K Alexa pageviews, 20K Alexa Monthly Unique Visitors



MATCHES

Casper MPO

METRICS

N/A

517

N/A

517 Twitter Followers



TAGS

Casper MPO

MATCHES

N/A

576

N/A

576 Twitter Followers



TAGS

Casper MPO

MATCHES

N/A

60

N/A

60 Twitter Followers



MATCHES

Casper MPO

METRICS

N/A

734

N/A

734 Twitter Followers



MATCHES

Casper MPO

METRICS

N/A

733

N/A

733 Twitter Followers



MATCHES

Casper MPO

METRICS

N/A

20K

N/A

20K Alexa pageviews, 20K Alexa Monthly Unique Visitors



MATCHES

Casper MPO

METRICS

N/A

3.7K

N/A

3.7K Twitter Followers



MATCHES

Casper MPO

METRICS

N/A

706

N/A

706 Facebook Followers



TAGS

Casper MPO

MATCHES

N/A

12.9K


N/A

12.9K Twitter Followers

APPENDIX B: BRAND GUIDE & TEMPLATES

Native files have been provided to MPO to distribute to consultants as needed.

BRAND GUIDE



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County

PUBLIC PARTICIPATION PLAN

BRAND GUIDE

CASPERWY.GOV

LOGOS

STANDARD



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

BLACK & WHITE



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

COLOR BACKGROUND



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

Casper - Mills - Evansville - Bar Nunn - Natrona County



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

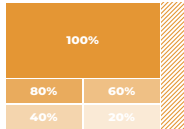
BRAND GUIDE | PUBLIC PARTICIPATION PLAN | CASPER AREA MPO

01

COLOR PALETTE

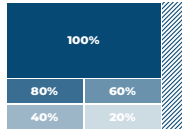
PRIMARY

Mimosa



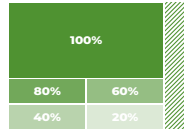
RGB: 228/150/52
CMYK: 9/46/93/0
HEX #: e49634

Navy



RGB: 7/73/117
CMYK: 100/75/31/14
HEX #: 074975

Grass



RGB: 79/146/49
CMYK: 73/21/100/6
HEX #: 4f9231

Sky



RGB: 11/96/174
CMYK: 92/66/0/0
HEX #: 0b60ae

Charcoal



RGB: 40/40/40
CMYK: 71/65/64/68
HEX #: 282828

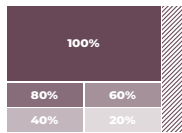
SECONDARY

Macintosh



RGB: 201/48/51
CMYK: 0/92/79/18
HEX #: c93033

Plum



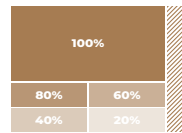
RGB: 104/72/87
CMYK: 55/71/47/29
HEX #: 684857

Teal



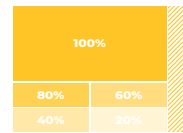
RGB: 10/113/118
CMYK: 88/39/49/14
HEX #: 0a7176

Sand



RGB: 166/124/82
CMYK: 32/49/74/10
HEX #: a67c52

Canary



RGB: 255/197/38
CMYK: 0/23/93/0
HEX #: ffc526

FONT

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + [] { } \ | ; ' : " , . / < > ? ~

STYLES

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

Extra Bold Italic

Black

Black Italic

FREE FOR PERSONAL & COMMERCIAL USE

GOOGLE FONTS: https://fonts.google.com/specimen/Montserrat?preview.text_type=custom

ADOBE FONTS: <https://fonts.adobe.com/fonts/montserrat>

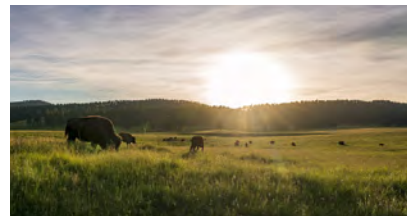
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1001 FONTS: <https://www.1001fonts.com/montserrat-font.html>

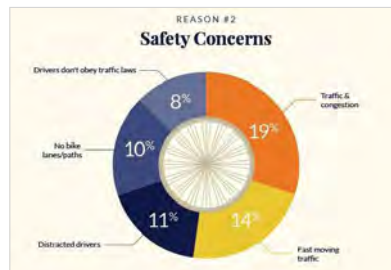
DAFONTS: <https://www.dafontfree.io/montserrat-font-family/>

BEFONTS: <https://befonts.com/montserrat-font-family.html>

PHOTOGRAPHY

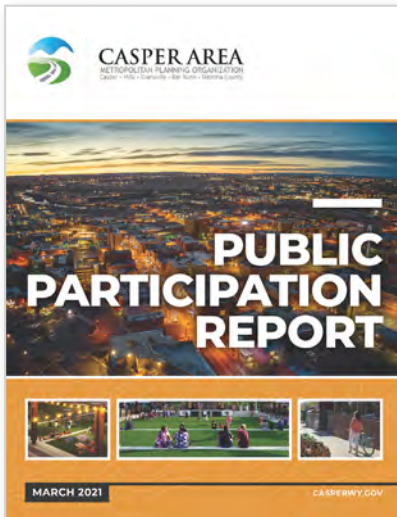


DESIGN INSPIRATION

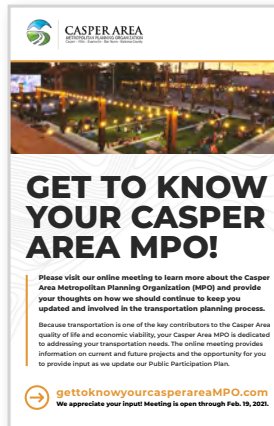


DESIGN EXAMPLES

REPORT



FLYER



SOCIAL MEDIA





CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evanville - Bar Nunn - Natrona County

PROJECT MEMO/TRANSMITTAL TEMPLATE

MEMO

RE:

Date:

To: Recipient Name

From: Your Name

CC: Other Recipients

Body text looks like this.

- Bullets look like this.
 - Sub bullets look like this.

Heading Three

Body text looks like this.

1. Numbered lists look like this.



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

MEETING AGENDA

MEETING NAME

Re:

Date:

Time:

Location:

Participants:

HEADING TWO

- Body text looks like this.
- Bullets look like this.
 - Sub bullets look like this.

Heading Three

- Body text looks like this.
1. Numbered lists look like this.

Title



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION
Casper · Mills · Evansville · Bar Nunn · Natrona County

Title

Subheader

Text

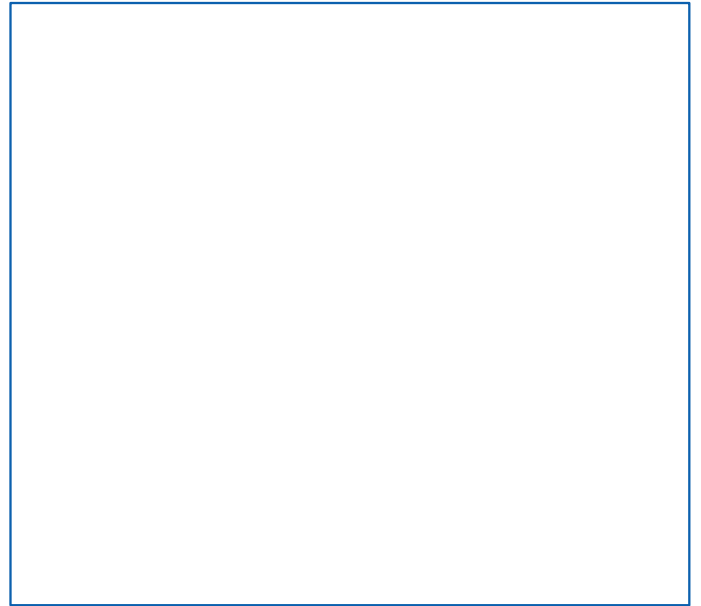


Title



Subheader

Text



Title



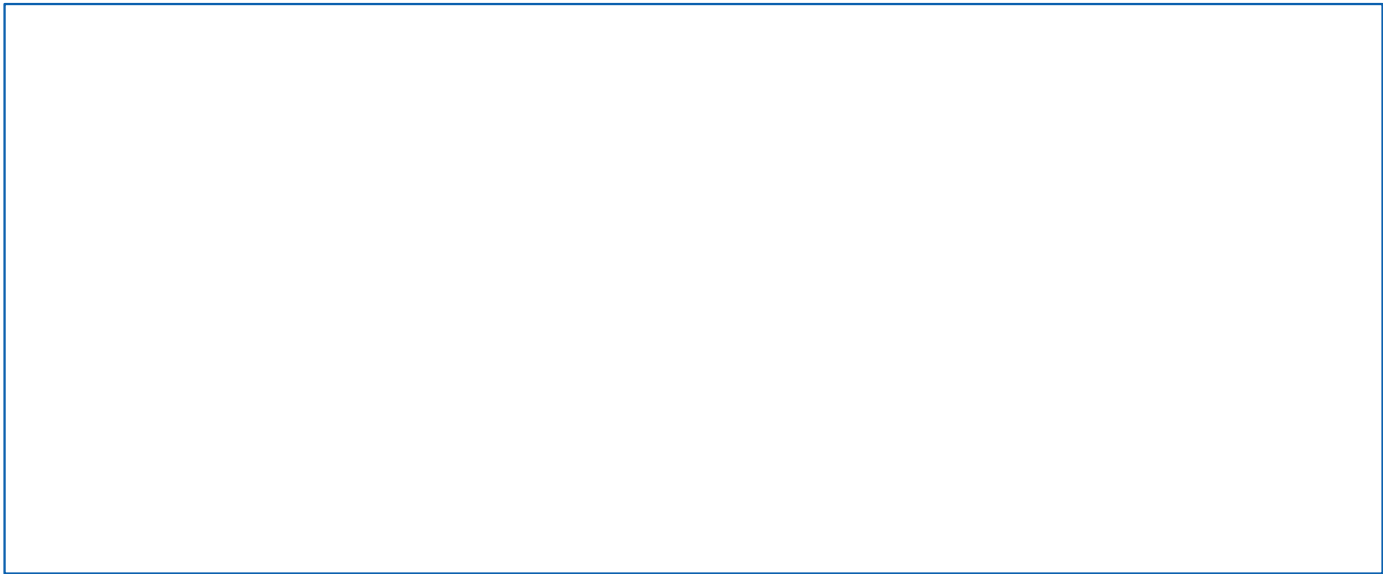
Subheader

Text

Subheader

Text

Title



Title

Optional Subtitle



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Mills • Evansville • Bai Nunn • Natrona County



PUBLIC OPEN HOUSE

LET'S PLAN OUR TRANSPORTATION FUTURE TOEGHER!



Wednesday, April 28

**5 to 6:30 p.m. with a presentation at 5:30 p.m.
Gruner Brothers Brewery – 1301 Wilkins Circle**

You are invited to attend our safe and fun in-person public open house to review the draft Public Participation Plan, learn more about projects, and meet your MPO staff.

Transportation is one of the key contributors to the Casper area quality of life. We want to make sure you are involved in our planning process so that our transportation system meets your needs.




Your safety is important to us. Due to COVID-19, wearing a mask and keeping a 6-foot distance from other attendees will be encouraged. Masks and hand sanitizer will be provided.

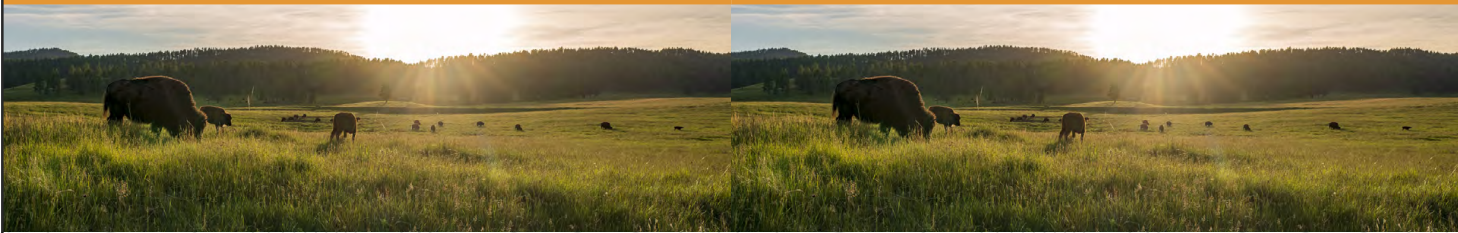
PROMOTIONAL SPLIT FLYER SAMPLE



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Mills • Evanston • Bar Nunn • Natrona County




CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Mills • Evanston • Bar Nunn • Natrona County




PUBLIC OPEN HOUSE

GET TO KNOW YOUR CASPER AREA MPO!

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**We want your input
on our updated Public
Participation Plan!**

**ATTEND OUR
PUBLIC OPEN HOUSE**



We want your input

on our updated

Public Participation Plan!

VISIT OUR PUBLIC OPEN HOUSE



**We've updated
our Public
Participation Plan!**

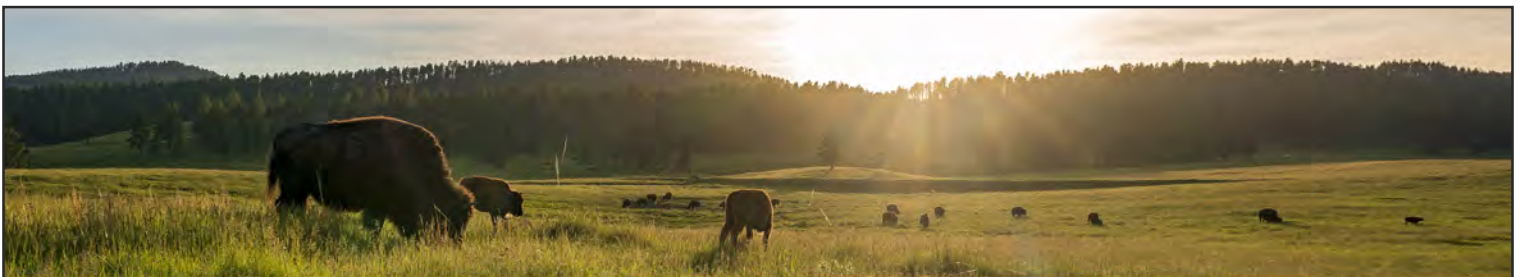
**JOIN US @
GRUNER
BROTHERS
BREWERY**

**WE WANT
YOUR
INPUT!**

PUBLIC OPEN HOUSE



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Hills • Evansville • Bear River • Natrona County



**We want your input on our updated
Public Participation Plan!**

**ATTEND OUR
PUBLIC OPEN HOUSE**



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Hills • Evansville • Bear River • Natrona County



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Bar Nunn - Natrona County

WELCOME TO OUR PUBLIC OPEN HOUSE

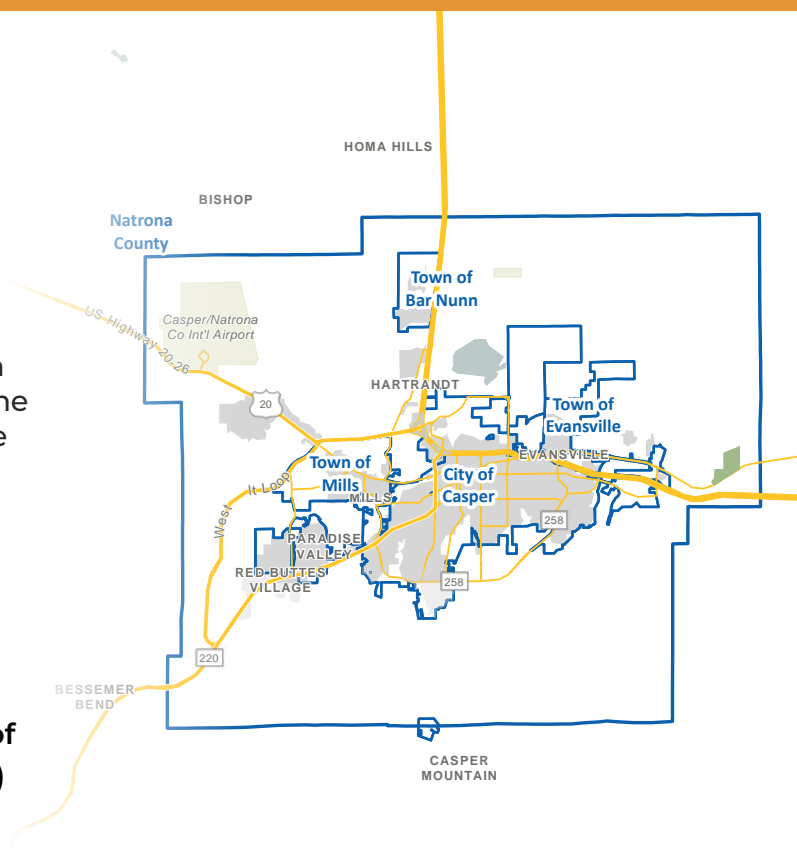
We're happy you're here!



About the MPO

Transportation is one of the key contributors to the Casper area quality of life and economic viability. The Casper Area MPO was created to work with the local jurisdictions and agencies below to develop transportation planning activities that satisfy the community's present and future needs.

- Town of Bar Nunn
- City of Casper
- Town of Evansville
- City of Mills
- Natrona County
- Wyoming Department of Transportation (WYDOT)



Recent Projects

Long Range Transportation Plan (LRTP) **Completed January 2020**

The LRTP, also known as Connecting Crossroads, analyzed existing and future roadway conditions, transit operations, non-motorized facilities, rail operations, and airport operations.

Wayfinding Master Plan **Completed April 2020**

The Casper Regional Wayfinding System provides a strategic, logical, and aesthetically pleasing approach to orient and direct visitors and residents to and around key area destinations.

Mills Main Street Corridor Study and Plan **Completed December 2020**

The purpose of this study was to provide corridor improvement recommendations and redesign concepts of SW Wyoming Boulevard through the City of Mills with the objectives of enhancing connectivity, safety, placemaking, and economic opportunity.

Bar Nunn Salt Creek Highway Corridor Traffic Study and Plan **Completed February 2021**

The Casper Area MPO has commissioned a study that will provide an in-depth traffic study of Salt Creek Highway from Howard to Westwinds Road, conduct inventory and analysis of the corridor, and look at impacts of abandoning a 700-foot section of Antelope Drive at its intersection with Salt Creek Highway.

Chamberlain Road Planning and Environmental Linkage (PEL) Study **Completed February 2021**

The PEL Study will evaluate improvement options for the section of Chamberlain Road from the intersection of Pontiac and Chamberlain Road to the boundary of the City of Mills, approximately 415 yards to the south.

Current Projects

Evansville - Lathrop Road Traffic Study **October 2020 - July 2021**

The Casper Area MPO and the Town of Evansville are sponsoring a traffic study on the intersections of Curtis St. and Lathrop Rd., Lathrop Rd. and Blackmore Rd and Blackmore Rd and East Yellowstone Highway in Evansville, Wyoming.

Transit Strategic Development Plan **June 2021**

This plan will cover the Federal Fiscal years 2022-2026 and produce short term goals and a long-term strategic plan for the Casper Area Transit System.

Future Projects

Unified Planning Work Program (UPWP)

The objective of the Unified Planning Work Program (UPWP) is to provide local officials and participating agencies with a method of ensuring that local and federal transportation planning resources are allocated in accordance with established governmental policies.

Casper Rail Trail Extension Plan

The Casper Rail to Trail Extension plan will guide the creation and extension of the trail system from Hat Six Road to Edness Kimball Wilkins State Park.

East Yellowstone Intersection Improvement Study

The East Yellowstone Intersection Improvement Study would address operational and safety issues at both intersections on East Yellowstone from 1st to 2nd Street.

Downtown Casper One-Way to Two-Way Conversion Study

The Downtown Casper One-Way to Two-Way Conversion Study would review impacts and issues to be addressed on the potential conversion of Wolcott and Durbin streets from one-way to two-way to improve downtown retail opportunities and improve safety across transportation modes.

City of Casper Complete Streets & Ordinance Plan

The Casper Complete Streets & Ordinance plan is intended to develop a plan to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders across all city streets as well as provide for a framework to codify transportation and streets related ordinances across the City of Casper.

COMING SOON

Evansville Trail Linkage Study

The Evansville Trail Linkage study will assess the feasibility of connecting existing trails in the town of Evansville to the existing Rail Trail System.

Robertson Road to Mills Trail Extension Plan

The Robertson Road to Mills Trail Extension Plan would create a long-term document to assess the feasibility and guide the development of the construction of a pathway beginning at Robertson Road at the beginning of the Mills jurisdiction, north to the Platte River Trails corridor at the river.

Casper Area Trails, Path and Bikeway Plan Update and Safety Outreach

This project will update the MPO's 2014 Trails, Path and Bikeway Plan and provide guidance and tools for safety outreach to pedestrians, motorists, and bicyclists.

What is the Public Participation Plan?



ABOUT THE PLAN

The success of the Casper Area MPO transportation projects and programs relies heavily upon your participation. We want to involve you and your community early in the transportation planning process and include involvement opportunities beyond formal hearings.

The Public Participation Plan helps direct how you can be involved in the transportation planning process. It identifies the goals of participation and describes the various tools that can be used to create public awareness and gather meaningful input during the transportation planning process.



WE DID OUR RESEARCH

To update our previous public participation plan that was created in 2014, our team:

- Analyzed existing communication materials, methods, and processes
- Conducted stakeholder listening sessions
- Reviewed social media chatter
- Examined demographic and socioeconomic trends
- Identified new virtual engagement tools
- Held a self-guided online public meeting

How Do You Want To Participate in the Future?

PLACE A STICKY DOT ON YOUR PREFERRED METHODS OF PARTICIPATION AND RECEIVING INFORMATION:

PARTICIPATION METHODS

Self-guided online meetings

In-person public meetings

Telephone town hall

Public surveys (online/digital)

Mail-in public surveys

Booth at an existing event

One-on-one meetings

Other
(write your ideas below)

PLACE A STICKY DOT ON YOUR PREFERRED METHODS OF PARTICIPATION AND RECEIVING INFORMATION:

RECEIVING INFORMATION

Website

Email

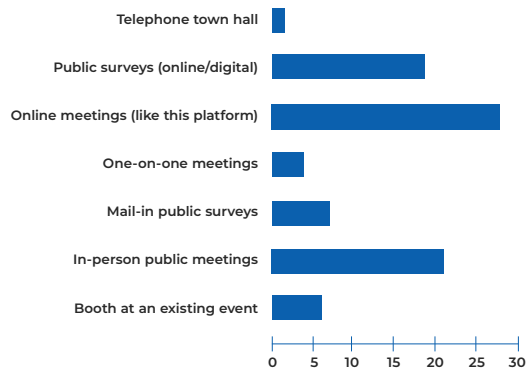
Social Media

Mailier

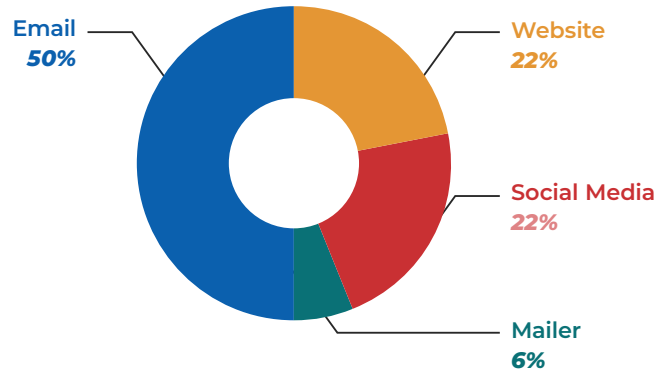
Other
(write your ideas below)

What We've Heard So Far

How do you prefer to participate in future efforts?

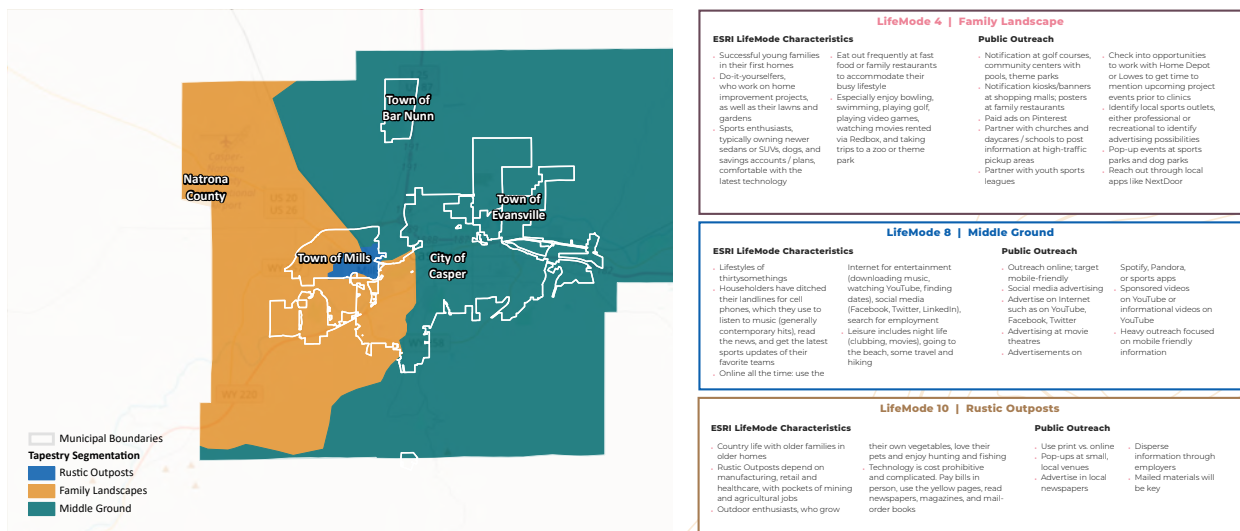


How do you prefer to participate in future efforts?



Our Socioeconomic Behaviors

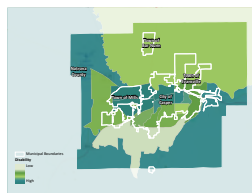
Using ESRI's Tapestry Segmentation, here is a look into the socioeconomic and demographic composition traits of the Casper area community. We understand that not all our residents fit within these buckets and are unique in their own way, however this provides a general foundation to inform the public participation process.



Inclusive to ALL Voices

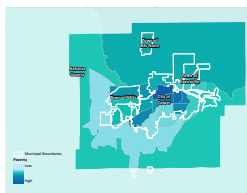
To identify the location and concentration of communities protected under Title VI and other nondiscriminatory regulations, the following maps were created for each group to better understand areas that need unique participation tools.

ADA Community



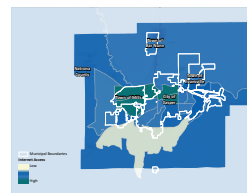
28%
Households with
1+ persons with
disability

Poverty



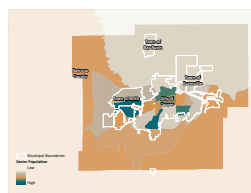
10%
Households
below poverty
level

Internet Access



14%
Households
with no Internet
access

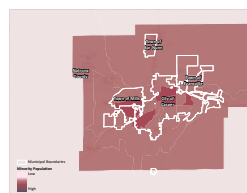
Senior Citizens



65+

17%
Senior
population

Minority



11%
Minority
population

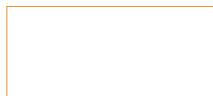
Fresh Engagement Tools

**PUT A STAR STICKER BY
THE IDEAS YOU PREFER!**



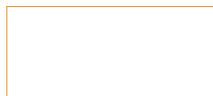
PAID SOCIAL MEDIA ADVERTISEMENTS

Paid social media advertisements can be used to increase awareness of general information and public participation opportunities. They can be used as a separate advertisement or "boosting" an existing social media post to generate more views. Posts can be targeted to specific zip codes and/or to the entire Casper area.



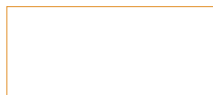
COMMENT MAP

A comment map can be used to provide location-based input. They can be provided in a virtual platform where participants can drop a pin on a location and provide a comment/question, and/or using a printed roll plot at a public event where participants can place sticky notes on the map. The map should be easy to read and can callout specific project details.



LIVE POLLING

Polling questions can be conducted during a meeting or event that allow participants to provide anonymous input while the results are presented live. Polls can be generated through platforms, such as Mentimeter or in built-in polling tool using a Zoom Pro account.



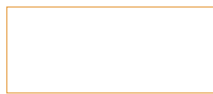
PARTICIPATORY BUDGETING

Participatory budgeting activities can be incorporated in a virtual or in-person setting that allows people to decide how to spend a pre-determined budget. This will help prioritize projects based on where participants allocate their budget.



INTERACTIVE GAMES/ACTIVITIES

Games or other interactive activities can be used in a virtual or in-person setting to provide a fun and unique way for participants to provide input. For example, a this or that photo activity where participants can select their favorite photo from a pair to provide us an idea of the different types of project-specific elements they like and dislike.



COMMENT KIOSK

Kiosks can be distributed in parks or community gathering locations with a comment box, notepad, and pen attached for people to write comments. It can also provide general information about the project and contact information to learn more.

Fresh Engagement Tools

**PUT A STAR STICKER BY
THE IDEAS YOU PREFER!**

ONLINE PUBLIC EVENTS

Self-guided online public events can be created to allow stakeholders and the public to engage, provide feedback, and access information as their personal schedules allow. They can have the same materials as the traditional in-person meetings and can include embedded surveys, comment forms, games, comment maps, and other interactive elements.

WEBINARS

Online public webinars can be created to allow stakeholders and the public to engage, provide feedback, and have live virtual discussions. They can include a presentation, live polling, breakout groups, question and answer sessions, and other interactive elements.

POP-UP EVENTS

Pop-up events can be hosted at high-trafficked community areas in the form of a booth or table. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

EXISTING EVENT ATTENDANCE

Similar to the pop-up events, the MPO can attend existing events in the form of a booth or table, such as farmers markets, parades, and other group-gatherings. They can have general information, fact sheets, brochures, giveaways, iPads for surveys, and other informative and input gathering tools.

STREET FAIR/BLOCK PARTY

Sharing public excitement with the community through entertaining and vibrant outreach is one way to garner political and social buy-in for the project. A street fair or block party can be held to bring the community together to educate them about a project, gather meaningful input and provide hands-on project demonstrations of the proposed design improvements. It can include games, live music, food trucks, local business booths (with a fee to participate to help fund the event), live artists, and other entertainment.

Next Steps

Share Your Ideas

Read the draft Public Participation Plan and submit your comments by June 9, 2021.



gettoknowyourcasperareaMPO@gmail.com



Casper Area MPO
200 North David Street Room 203.
Casper, WY 82601

Stay Involved

Follow us on Facebook and visit our website to sign up for our distribution list to learn about upcoming projects and opportunities to provide your input.



www.facebook.com/CasperAreaMPO/



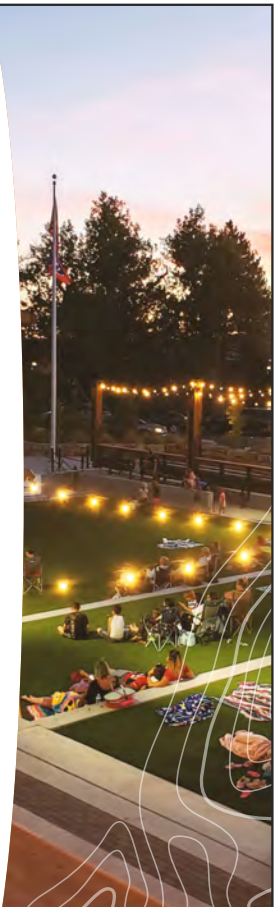
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APPENDIX C: PUBLIC INVOLVEMENT PLAN FRAMEWORK, EVENT/MEETING WORKBACK SCHEDULE & EVENT PLAN SAMPLES

PUBLIC INVOLVEMENT OUTLINE/Framework



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper - Mills - Evansville - Barr Nunn - Natrona County

PUBLIC INVOLVEMENT PLAN FRAMEWORK

PUBLIC INVOLVEMENT PLAN FRAMEWORK

As noted in the Public Participation Plan, a Public Involvement Plan (PIP) should be developed for all Casper Area MPO programs and projects, no matter the geographic size, scope or budget of the project.

This framework is to be used as an outline or tool in developing a PIP. It is important to note that PIP content will vary based on the scope, public impact and needed public input reach for the project.

There are a variety of public participation strategies (see Chapter 5) that can be incorporated into each project so the length of the PIP will vary, too.

Generally, a PIP should be structured to include the following and should be in the Casper Area MPO report template, which abides by the brand guide, noted in Appendix D of the PPP.

PROJECT BACKGROUND

General description of the project, including the project area, project goals and desired outcomes. This information is typically the overview in the other MPO plan or in the RFP associated with the project. This content will be repurposed for public-facing materials.

PUBLIC INVOLVEMENT GOALS

This section outlines the relevant public involvement goals as noted in the PPP. It will address the federal requirements related to public involvement, as well. This content will be repurposed for public-facing materials to showcase to the public the importance of gathering community input.

PROJECT SCHEDULE

A project schedule with key technical and public involvement milestones is to be noted in this section, including. This schedule will ensure that the technical team and the public involvement team are coordinating appropriate efforts. It is important for this schedule to outreach critical path items related to each project task. For example, if the technical team has a set of 30% engineering drawings showing improvements to a roadway or trail, it should not continue with design until stakeholders and the public are given the opportunity to give input. The schedule



and process being noted in the PIP will also showcase to federal and other agency stakeholders, partners and elected officials that public involvement is a critical element to the project's technical work.

ROLES AND RESPONSIBILITIES

After understanding the schedule and project milestones, the PIP should outline the roles and responsibilities of the project team. In this section, there should be a list of project team members and what their role will be. In addition, it should be noted what the public involvement materials review protocol is, like review times, who review what deliverable and when, proxies should a reviewer be unavailable, and how reviews should be documented. This section could also include a more thorough QA/QC process for public involvement deliverables.

TARGET AUDIENCES

A list of targeted audiences will be noted in this section and will include key community characteristics from Chapter 2 in the PPP, in particular the Title VI and protected classes in the particular project area. This section is important to ensure the right stakeholders and community members are being engaged with. This list will vary significantly based on the demographics in the project area and the public impacts of the project. For example, a target audience for a 5-mile multimodal roadway design will include adjacent property owners to the corridor, whereas a MPO-wide bikeway master plan may not. A detailed list of stakeholders can be noted here or in the Outreach/Input Strategy & Tools when discussing stakeholder working groups or other task forces. It is also appropriate to put distribution and contact lists in the PIP as an appendix.

PROJECT KEY MESSAGES

A set of project key messages should be listed in this section and agreed upon by the project team prior to the development of public-facing materials. It is important to note that this section will be updated as the project moves along. It is also appropriate to have a Key Messages Manual as a separate document or appendix.

OUTREACH/INPUT STRATEGY & TOOLS

This is the heart of the PIP and will include the detailed public involvement efforts for the project. These strategies and tools should include those noted in Chapter 5 of the PPP and tailored for the scope, budget and public impact of the project. In addition to what strategies and tools will be used and when, this section will also include details on how they will be promoted and what materials are to be created (a list of promotional and notification tools are noted in Chapter 5 of the PPP).



COMMENT MANAGEMENT

This section will outline the requirements, both for the MPO and for federal partners, the documentation, review and response protocol for public comments and input. A separate comment management document will be created using the guidance in the PPP. It is important to note in this section what project team member/entity will be responding to public inquiries that are unassociated with a public input opportunity (i.e. a public member emails the project team with comments/questions, but it wasn't during a formal public comment period).

Recommended RFP Language related to Public Involvement Plan (PIP)

The following language is recommended for the Casper Area MPO staff to include in future RFPs. The language will adjust and be tailored to the specific project, as needed.

A Public Involvement Plan (PIP) is to be included as a deliverable for this project. The Public Participation Plan (PPP) shall be used as a reference in developing the PIP, understanding the project area community, and identifying strategies and tools appropriate for the impact, budget and scope of this project. The proposer should include details on which strategies will be used to create public awareness and gather input during the project development, aligning with the technical schedule and milestones. The PIP should include the following, but the proposer is to include other PIP elements necessary to address inclusive public involvement that also following Title VI and other federal requirements for outreach.

- Public involvement goals
- Target audience
- Project key messages
- Tools being used and how they will be promoted
- Schedule
- Roles and responsibilities for project team
- Review protocol

WORKBACK SCHEDULE SAMPLE

Casper MPO In-Person Public Meeting Workback Schedule			
Date	Task	Status	Notes
Week of March 14th	Draft invitation flyer (digital/print) to City by COB, Friday, March 19th		HDR
Week of March 21st	Invitation flyer revisions sent back by City, COB Wednesday, March 24th		City of Casper
	Invitation flyer edits incorporated, final invitation sent by Friday, March 26th		HDR
Week of March 28th	Social media content development and supportive image (Facebook, NextDoor?) - Monday, March 29		HDR
	Draft press release to City by COB, Monday, March 29		HDR
	Email invitation to stakeholders by Wednesday, March 31st		City of Casper
	Storyboarding (Session One) Presentation and Boards - Wednesday, March 31st		All hands on deck
	Begin development of Presentation and Boards @ Storyboard Session One		HDR
	Press release revisions sent back by City to HDR Thursday, April 1		City of Casper
	Send draft social media content and supportive image to City by Friday, April 2		HDR
Week of April 4th	Public Meeting Plan development		HDR
	Press release edits incorporated, final press release sent by COB Monday, April 5		HDR
	Social media edits sent by City by Wednesday, April 7		City of Casper
	Draft Boards for City Review by COB, Wednesday, April 7 (one)		HDR
	Draft Presentation for City Review by COB, Wednesday, April 7 (one)		HDR
	Distribute Press Release- Wednesday, April 7		City of Casper
	Final social media content and image sent and distributed by Friday, April 9		HDR
Week of April 11th	Social media promotional posts are scheduled		City of Casper
	Draft boards revisions sent back by City, Monday, April 12th (one)		City of Casper
	Draft Presentation revision sent back by City, Monday April 12th (one)		City of Casper
	Storyboarding (Session Two) Presentation and Boards - Tuesday, April 13th		All hands on deck
	Draft boards and presentation edits incorporated sent by Thursday, April 15th (final draft)		HDR
	Finalize Public Meeting Plan		HDR
Week of April 18th	Board drafts two review and edits sent by City, Tuesday, April 20th (Final draft)		City of Casper
	Presentation draft two review and edits sent by City, Tuesday, April 20th (Final draft)		City of Casper
	Refreshments ordered by Wednesday, April 21st		HDR
	Final Presentation edits incorporated sent by COB Thursday, April 23rd (Final)		HDR
	Final Board edits incorporated sent by COB Thursday, April 23rd (Final)		HDR
	Develop collateral materials – nametags, sign in sheets, comment cards and feedback exercise		HDR
	Finalize boards and presentation by Friday, April 23rd		Assume three days before final meeting date
Week of April 25th	Final Boards and Presentation ready for printing and distribution, Monday, April 26		HDR
	Collateral materials printed, including sign-in sheet, comment forms, maps and staff nametags		HDR
	Meeting plan and attendance finalized, day of checklist is ready		HDR
	Stanley packed with meeting materials		HDR
	Pick up refreshments day of		HDR
	Public Meeting is Wednesday, April 28, 2021		All hands on deck
	Public comment period begins (Day One) - April 28, 2021		N/A
	Post meeting materials online for public by COB Friday, April 30		City of Casper
Week of June 6th	Public comment period ends - June 6, 2021		City of Casper

PUBLIC EVENT PLAN

Details

When: Wednesday, April 28
5 – 6:30 p.m. with presentation at 5 p.m.

Where: Gruner Brothers Brewery
1301 Wilkins Cir, Casper, WY 82601
Contact: Sonya Gruner
307-439-2222
sonya@Grunerbrewing.com

Contact Information

MPO

- Jeremy: [cell phone number]
- Renee: [cell phone number]
- Pam: [cell phone number]

HDR

- Katie Angell: [cell phone number]
- Tara Bettale: [cell phone number]
- Kira Olson: [cell phone number]

Boards & Staff

Topic	Staff
<ul style="list-style-type: none">• Welcome<ul style="list-style-type: none">◦ Safety recommendations◦ Sign-in table◦ Snacks	Pam
<ul style="list-style-type: none">• About the MPO<ul style="list-style-type: none">◦ Recent and current projects◦ What is the Public Participation Plan?	Renee
<ul style="list-style-type: none">• How do you want to participate in the future?<ul style="list-style-type: none">◦ What we've heard so far◦ Our socioeconomic behaviors◦ Inclusive to ALL voices	Katie

<ul style="list-style-type: none"> Fresh engagement tools <ul style="list-style-type: none"> Station to learn more about and try out new tools – online event, survey, etc. 	Tara
<ul style="list-style-type: none"> Next steps <ul style="list-style-type: none"> Comment area Future projects 	Pam
<ul style="list-style-type: none"> Open house floater 	Jeremy
<ul style="list-style-type: none"> Presentation 	Jeremy (introduction) Katie (about the PPP)
<ul style="list-style-type: none"> Corn hole 	Kira

Materials

Material	Quantity Per Event
Boards	12
Comment form	100
Sign-in sheet	5
Easels	12
Pens	20
Tape	1
Scissors	1
Permanent markers	10
Sticky dot sheets	10
Extension cord	1
Thumb drive with presentation	1
Computer for presenting	1
Camera	1
Name tags	7
Blank name tags for attendees	100
Stapler	1
Paper clips	1
Comment box	1

Venue to provide:

- Projector and screen
- Microphone

PUBLIC PARTICIPATION PLAN



CASPER AREA
METROPOLITAN PLANNING ORGANIZATION
Casper • Mills • Evansville • Bar Nunn • Natrona County

**This plan was created by HDR
and the Casper Area MPO.**

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