



## Public Participation Plan

**Draft: December 31, 2023**

**Update: June 12, 2024**

### **Carson Area Metropolitan Planning Organization**

Serving Carson City, Northern Douglas County and Western Lyon County

*This report was funded in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation. The views and opinions of the Carson Area Metropolitan Planning Organization expressed herein do not necessarily state or reflect those of the U.S. Department of Transportation.*

---

# TABLE OF CONTENTS

- 1. Introduction ..... 1
- 2. Public Participation Plan Purpose and Goals..... 2
  - 2.1. Purpose..... 2
  - 2.2. Outreach Goals and Objectives ..... 3
    - 2.2.1 Underserved and Underrepresented Populations..... 4
    - 2.2.2 Accessibility ..... 1
- 3. Federal and State Requirements..... 1
  - 3.1. Federal Requirements ..... 1
  - 3.2. State Requirements ..... 2
- 4. Outreach Strategies and Tools ..... 3
  - 4.1. In-Person Engagement..... 4
  - 4.2. Digital and Print Engagement..... 5
- 5. Public Participation for MPO Documents ..... 6
  - 5.1. Regional Transportation Plan ..... 6
  - 5.2. Transportation Improvement Program..... 7
    - 5.2.1 Transportation Improvement Program Project Outreach ..... 8
  - 5.3. Unified Planning Work Program..... 8
  - 5.4. Public Participation Plan ..... 8
- 6. Evaluation and Recordkeeping..... 9
  - 6.1. Reported Outcomes ..... 12
  - 6.2. Recordkeeping ..... 12
- 7. How to Contact CAMPO ..... 12

## LIST OF ACRONYMS

|        |  |
|--------|--|
| ADA    | Americans with Disabilities Act                |
| C.F.R. | Code of Federal Regulations                    |
| CAMPO  | Carson Area Metropolitan Planning Organization |
| LEP    | limited English proficiency                    |
| MPO    | Metropolitan Planning Organization             |
| NRS    | Nevada Revised Statutes                        |
| OML    | Open Meeting Law                               |
| PPP    | Public Participation Plan                      |
| RTP    | Regional Transportation Plan                   |
| TIP    | Transportation Improvement Program             |
| UPWP   | Unified Planning Work Program                  |
| USDOT  | United States Department of Transportation     |

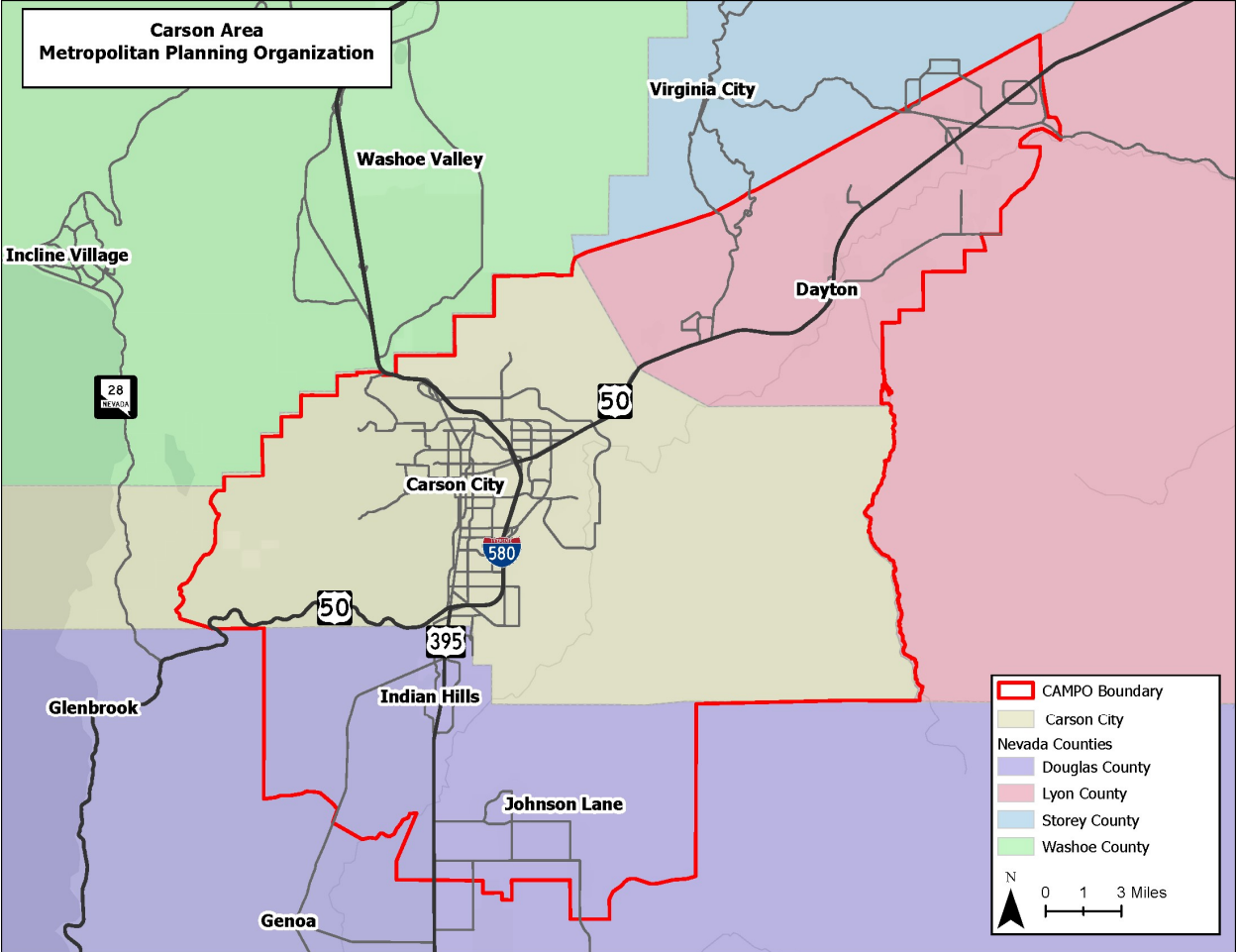
# 1. INTRODUCTION

The Carson Area Metropolitan Planning Organization (CAMPO) is committed to promoting meaningful community engagement in the regional transportation planning process. Robust public and stakeholder involvement from planning through implementation will result in investments that meet the needs of the traveling public. This Public Participation Plan (PPP) identifies the goals, strategies, and tools to be used to encourage participation.

CAMPO is the federally recognized Metropolitan Planning Organization (MPO) for the Carson City urbanized area. An MPO is a federally mandated and federally funded transportation policymaking organization that is made up of representatives from local government and governmental transportation authorities.

CAMPO’s planning area encompasses nearly all of Carson City (except for the area within the Tahoe Basin), along with portions of northern Douglas County and western Lyon County, as shown in the map below.

**Figure 1: CAMPO Planning Area**



Because CAMPO is housed within the Carson City Public Works Department, there is a well-established and collaborative relationship between the two agencies. However, the agencies do not adhere to the same policies or requirements, nor do they maintain the same procedures for public outreach due to the additional federal requirements for MPOs. However, local agencies like Carson City Public Works or the Carson City RTC may use this plan to support their individual public outreach activities in so far as it meets federal requirements for their respective areas.

## **2. PUBLIC PARTICIPATION PLAN PURPOSE AND GOALS**

### **2.1. Purpose**

CAMPO is seeking opportunities to increase meaningful public participation in the transportation planning process. The U.S. Department of Transportation (USDOT) defines meaningful public outreach as a process that proactively seeks full representation from the community, considers public comments and feedback, and incorporates that feedback into a project, program, or plan when possible. This includes outreach that begins early in the planning process and continues through design and construction, providing opportunities for input that will shape project outcomes, and tailoring outreach methods to the unique needs of each undertaking.

Robust community engagement results in transportation plans and strategies that address the concerns of area residents and businesses and facilitate successful project implementation. The outreach process places a priority on innovative approaches, outreach to underserved communities, and strengthening partnerships with other regional agencies.

Outreach strategies will draw from a set of tools tailored to the type of plan or project and the stage within the planning process. It is important to consider the type of outreach that will be most effective in achieving the desired outcome, such as providing information, visioning, and responding to recommendations to foster meaningful engagement.

CAMPO will use a variety of outreach strategies and tools with the goal of reaching a diverse and representative subset of the region's population. A combination of virtual/online and in-person engagement opportunities will be offered to ensure wide accessibility (see Section 4).



## 2.2. Outreach Goals and Objectives

### 2.2.1 Goals

CAMPO's outreach goals seek to provide opportunities for meaningful community and stakeholder engagement throughout the transportation planning process. This means providing opportunities for the community to shape the vision and priorities of both regional plans and corridor-based improvements. The agency's outreach goals are summarized in the following graphic:

- 1 Increase public engagement throughout the transportation planning and project development process
- 2 Consider the concerns and priorities of residents in the selection of transportation investments
- 3 Implement an equitable and inclusive engagement process that bridges language, cultural, and economic differences
- 4 Strengthen community partnerships throughout the region
- 5 Provide reasonable accommodation and access to people with disabilities, so that all residents can easily participate in the regional planning process

## **2.2.2 Objectives**

In order to achieve the goals outlined in the previous section, CAMPO has developed a proactive series of objectives. The various strategies and procedures that will help the agency achieve its desired outcomes are detailed in the remaining sections of this document and summarized below. CAMPO will work to:

- a. Ensure that outreach methods are accessible and relevant for all residents, including underserved and underrepresented populations (e.g., low-income, minority, and limited English proficiency (LEP)).
- b. Hold public meetings and events in physically accessible spaces.
- c. Provide meeting materials in accessible formats (e.g., screen reader accessible and/or multiple languages upon request).
- d. Make use of a variety of both virtual and in-person outreach strategies to ensure convenience, relevance, and accessibility for all residents.
- e. Monitor and document the relative success of various outreach methods throughout the year and adjust subsequent efforts accordingly.

## **2.2.3 Underserved and Underrepresented Populations**

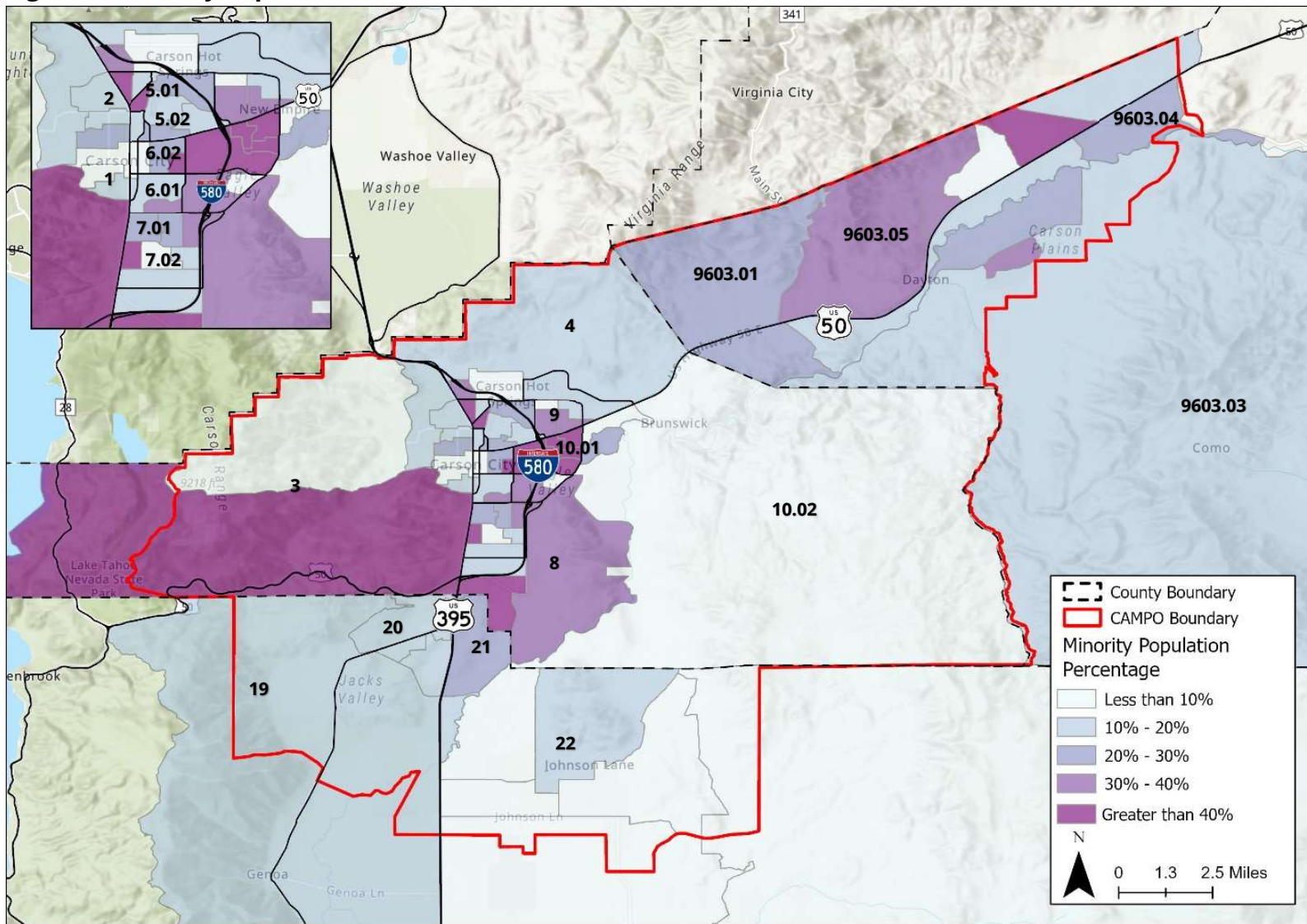
CAMPO is committed to providing an equitable and inclusive planning process, including adherence to federal Title VI requirements. This means reaching out to a broad spectrum of residents and targeting populations who may have been traditionally underserved. It also means making special efforts to reach populations who are often underrepresented in the planning process, including seniors, individuals with disabilities, low income households, limited English proficiency populations, zero car households, and minority populations.

As outlined in the agency's goals and objectives (Sections 2.2.1 and 2.2.2), CAMPO will employ a variety of outreach strategies to ensure that a diverse set of residents can actively and meaningfully engage in the planning process. Providing both in-person and online engagement opportunities in accessible formats and locations ensures convenience and accessibility for residents by removing several common barriers to participation, including childcare, transportation, time availability (particularly during either daytime or after-work hours), and language/translation concerns.

Ensuring that the outreach process reaches a diverse audience helps produce more equitable plans, policies, and projects. Thus, the agency will strive to move beyond simply satisfying Title VI requirements to create a truly inclusive process.

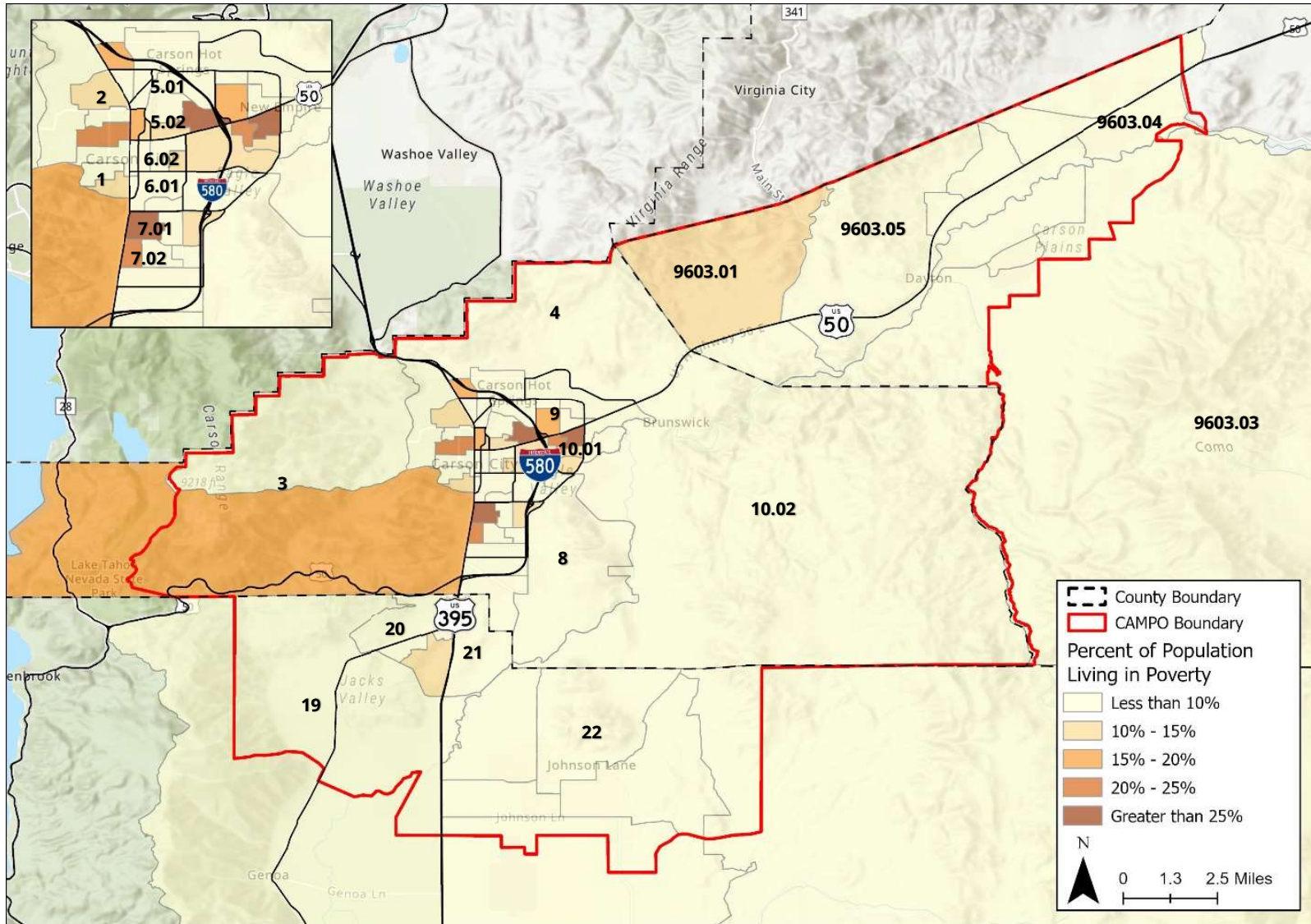
The following series of maps shows U.S. Census tract data of the location and concentration of historically underserved and/or underrepresented population groups, including designated Environmental Justice populations, throughout the CAMPO planning area.

**Figure 2: Minority Population**

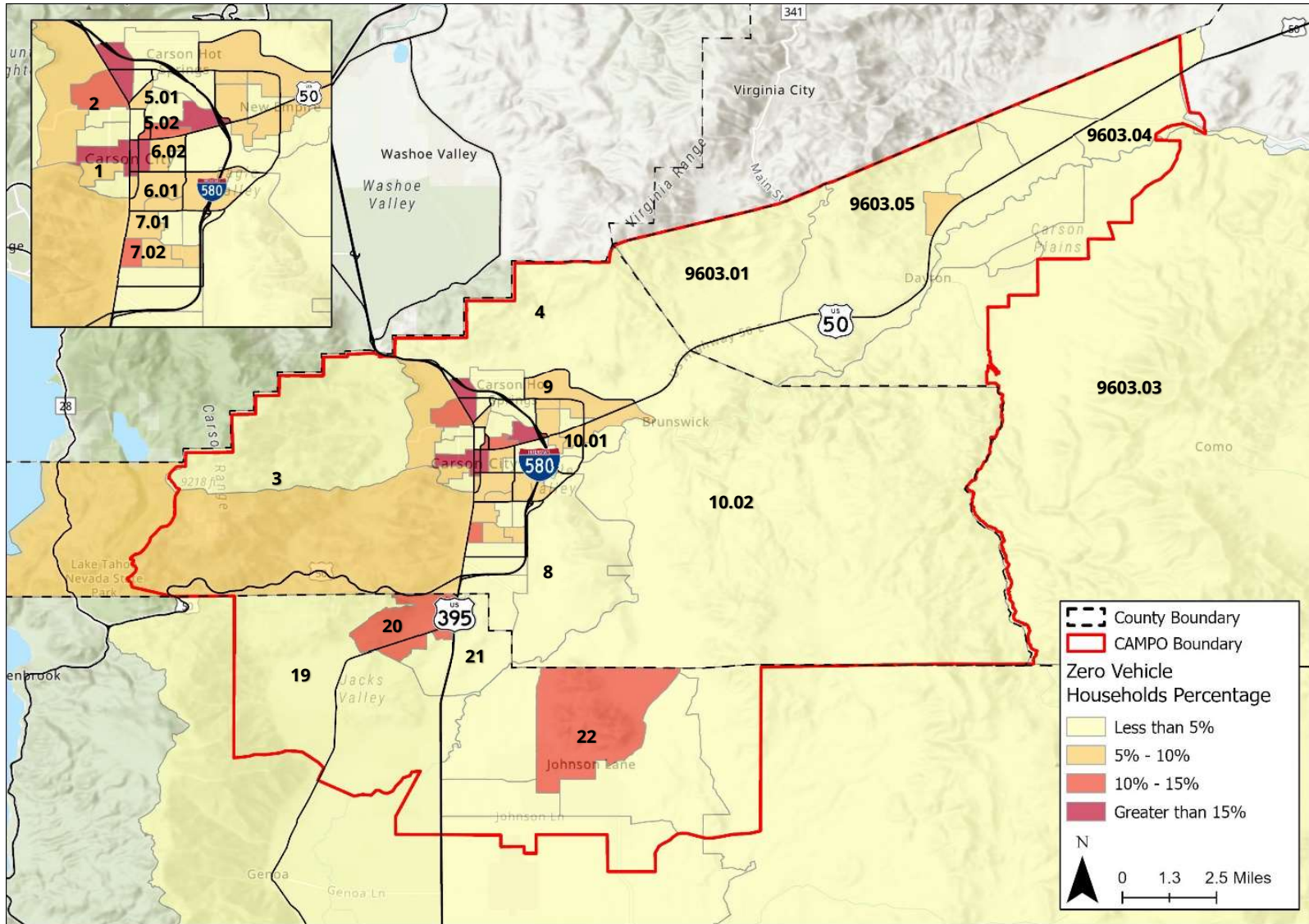




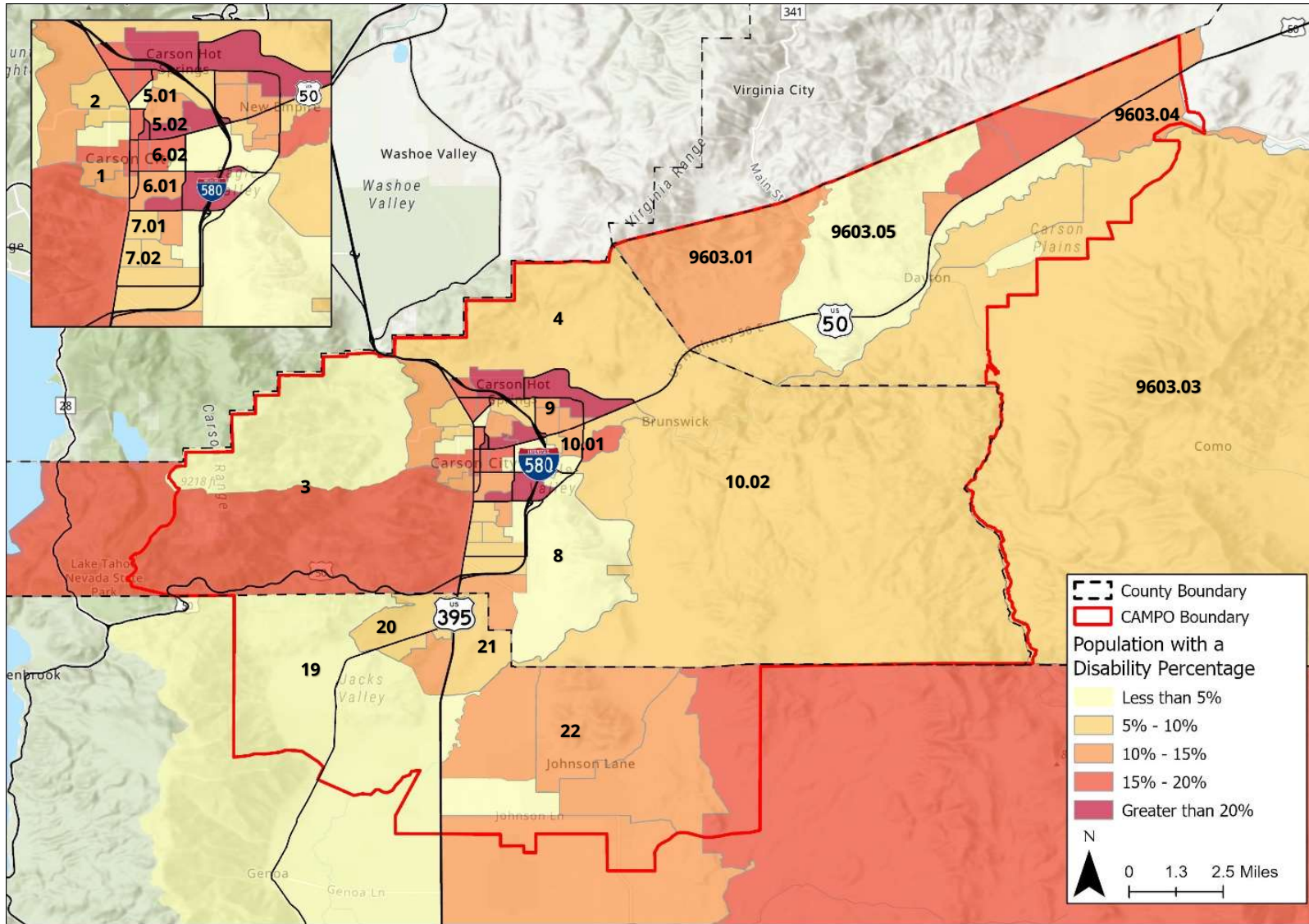
**Figure 3: Population in Poverty**



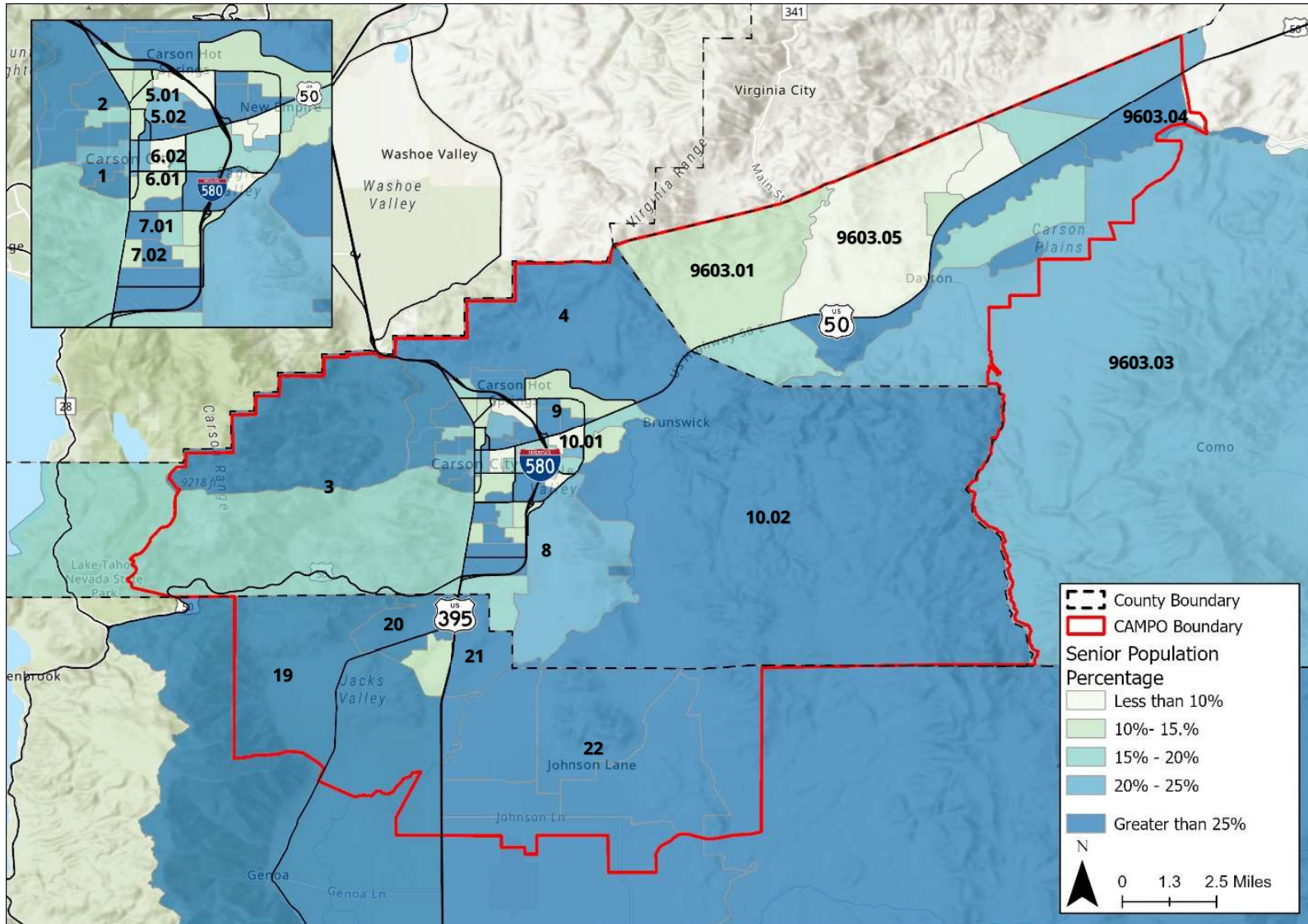
**Figure 4: Zero Vehicle Households**



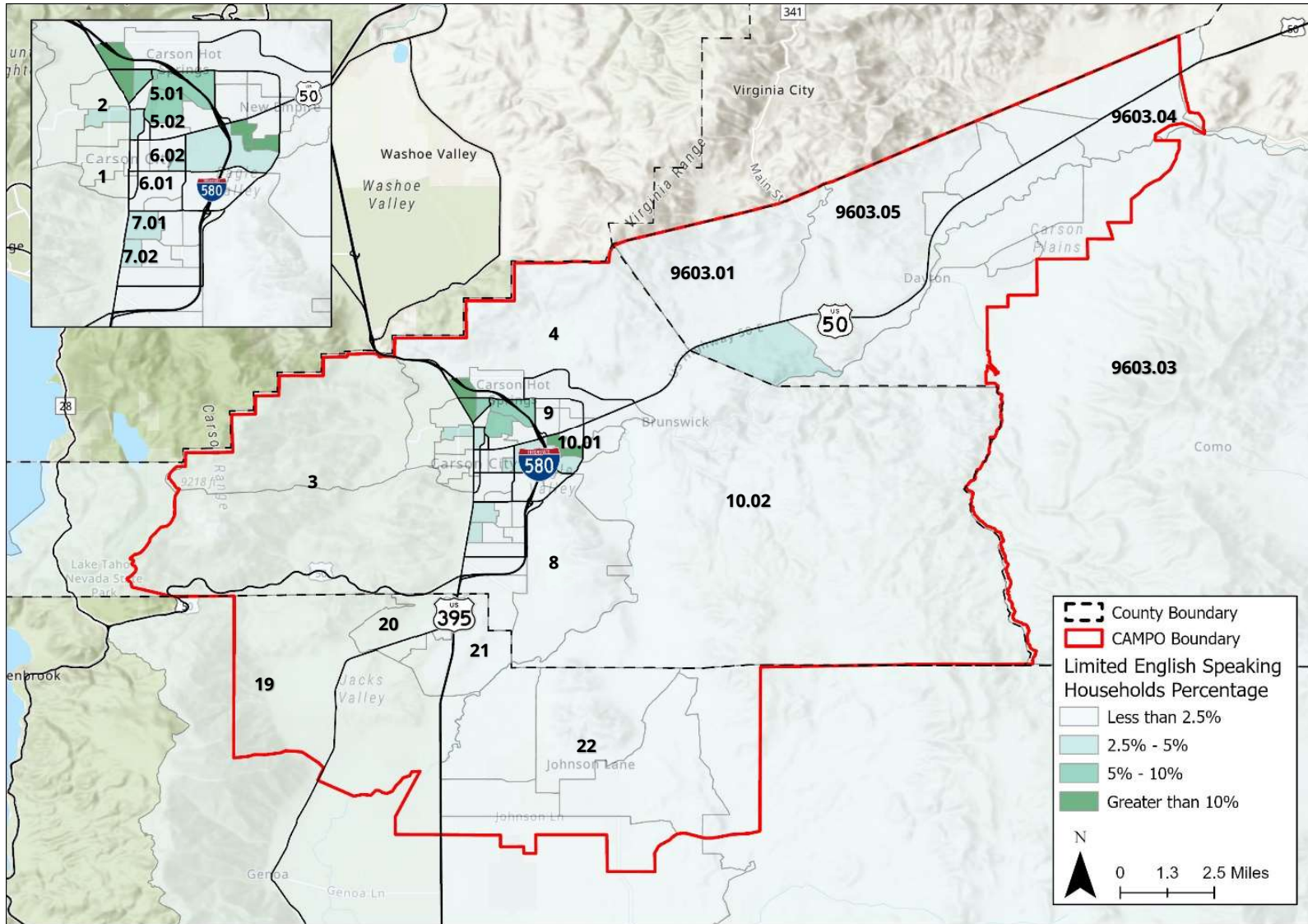
**Figure 5: Population with a Disability**



**Figure 6: Senior Population**



**Figure 7: Limited English Proficiency**



## 2.2.4 Accessibility

Accessibility includes access to places and information. CAMPO is committed to providing both traditional and digital accessibility measures. The agency is committed to holding public meetings and events in accessible spaces (i.e., those that are accessible for individuals with disabilities and on transit routes), at convenient times, through adequate public notice, and with meeting materials in accessible formats.

CAMPO's metropolitan planning process will be carried out in accordance with the provisions of the Americans with Disabilities Act (ADA) of 1990 and the Rehabilitation Act of 1973, which states:

*...that no otherwise qualified individual with a disability in the United States shall, solely by reason of his or her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.*

In compliance with these federal requirements, materials will be provided in a screen-reader-accessible format upon request. Materials will also be provided in multiple languages and/or translation services will be provided upon request. These provisions ensure that individuals with visual impairments, non-English speakers, and those with limited English proficiency (LEP) can meaningfully participate in the planning process.

CAMPO will work towards compliance to meet obligations under Title II of the ADA Web Content Accessibility Guidelines (WCAG) including meeting technical standard WCAG 2.1, Level AA by the April 24, 2026 deadline.

Further, CAMPO will use visualizations such as maps and charts to help describe plans and will make public information available in electronically accessible formats.

## 3. FEDERAL AND STATE REQUIREMENTS

### 3.1. Federal Requirements

Regional transportation planning is guided by laws, rules, and policies set by local, state, and federal governments. Federal law requires that MPOs develop a PPP identifying opportunities for the public and interested stakeholders to be involved in transportation planning processes. The PPP serves as a handbook that outlines methods for engagement and strategies for obtaining meaningful input and describes state and Federal regulations regarding public participation.

Under the Bipartisan Infrastructure Law, the latest federal surface transportation funding and authorization bill signed in 2022, MPOs must identify a broad and inclusive list of

stakeholders that should be provided with opportunities to comment and be involved in planning processes. This includes affected state and local government agencies, tribal governments, federal land management agencies, transportation disadvantaged populations, transportation providers, traditionally underserved populations, and others. This legislation also encourages MPOs to use social media and web-based tools to foster public participation and solicit public feedback.

Federal law (23 Code of Federal Regulations [C.F.R.] 450.316) dictates that a minimum 45-day comment period is to be provided before the PPP is adopted by the MPO. It must be provided to both the Federal Highway Administration and Federal Transit Administration and also be posted online. MPOs are also required to coordinate with the statewide transportation planning public participation and consultation processes.

CAMPO will continue to adhere to all applicable federal requirements for public participation.

### **3.2. State Requirements**

Public engagement within Nevada must adhere to the [Nevada Open Meeting Law](#) (Nevada Revised Statutes [NRS] 241.020). The Nevada Open Meeting Law (OML) was enacted in 1960 to ensure that the actions and deliberations of public bodies be conducted openly.

Proper notice must be given in advance of each meeting of a public body (prior to 9:00 a.m., three working days before the meeting) and must include:

- Time, place, location, and/or how to join remotely
- Live public comment option
- List of locations where notice is posted and contact info
- Clear statement of topics to be considered
- List of items “for possible action”
- Be posted on agency website and state website

Meeting agendas will be posted at the following locations:

- Carson City Hall: 201 North Carson Street
- Carson City Library: 900 North Roop Street
- Carson City Community Center: 851 E William Street
- Carson City Public Works: 3505 Butti Way
- Carson City Development Services, Planning Division: 108 E Proctor Street
- Douglas County Executive Offices: 1594 Esmeralda Avenue, Minden
- Lyon County Manager’s Office: 27 South Main Street, Yerington
- Nevada Department of Transportation: 1263 S Stewart Street, Carson City

- Carson City Website: [www.carson.org/agendas](http://www.carson.org/agendas)
- Official State Website: <https://notice.nv.gov>

Meetings should include periods for public comment at the beginning and end of the meeting, or after each item. CAMPO Board and committee members may participate in meetings remotely; however, a physical location will be provided to allow members of the public to attend and interact with members in real time. The public will also be given the opportunity to hear/observe the meeting live; comment via phone, other remote system, or by prerecorded message; and view materials posted on the CAMPO website per NRS 241.020(11) posting procedures. Written minutes should be kept of each meeting. CAMPO will also continue to adhere to the Nevada OML in its outreach practices.

#### 4. OUTREACH STRATEGIES AND TOOLS

To achieve the goals outlined in Section 2, CAMPO will make use of a variety of outreach strategies and tools. CAMPO implements a wide variety of planning initiatives, including corridor studies, transportation policies, and area plans, in addition to the required MPO documents. Each individual planning effort may require a customized outreach approach to best meet the needs of the community.

##### OPPORTUNITIES FOR EDUCATION

- Presentations
- Small Group Meetings
- Community Events
- Open House Events
- Newsletters
- Websites
- StoryMap
- Visualization Techniques

CAMPO will provide a carefully crafted mix of education and opportunities for feedback during all outreach efforts to ensure that residents and other stakeholders are able to participate in an informed and meaningful way. Some engagement tools are targeted toward ongoing outreach and education and to strengthen relationships with community partners, rather than for specific planning projects. Several of the engagement tools described in the following sections, including both in-person and virtual opportunities, are well-suited for providing education. These tools include presentations, small group meetings, community and open house events, newsletters, websites, StoryMap pages, and a variety of visualization techniques. CAMPO will also work to use clear, plain, and accessible language, including non-English languages as appropriate, to ensure broad engagement and participation.

Sign-in sheets shall be provided at each in-person activity, where appropriate, following the requirements in CAMPO's Title VI Plan.



## 4.1. In-Person Engagement

### IN-PERSON ENGAGEMENT

- CAMPO Board Meetings
- Other Council and Commission Meetings
- Public Hearings
- Advisory Committee Meetings
- Stakeholder Meetings
- Small Group Meetings
- Community Events
- Open House Events

**CAMPO Board Meetings:** Information about core planning products and other key transportation plans and studies will be presented periodically at CAMPO Board Meetings. Some materials will be presented for approval, while others will be for information and/or discussion only.

**Other Council and Commission Meetings and Presentations:** CAMPO will present to Councils, Commissions, and other elected officials throughout the planning process. These presentations will ensure that elected officials remain apprised of agency efforts and provide an opportunity for questions and feedback before draft and final materials are produced.

**Public Hearings:** Public hearings provide a formal opportunity for members of the community to provide comments into the public record for consideration by local officials and project team members. Public hearing requirements may be satisfied through CAMPO Board meetings and/or other council and commission meetings.

**Advisory Committee Meetings:** Advisory committees will be formed for select plans and projects. Members will meet to assist with visioning, develop alternatives, review draft work products, and other tasks.

**Stakeholder Meetings:** These meetings will be used to collect feedback from targeted groups of community leaders and other residents. Stakeholders are often involved throughout the duration of a specific plan or project and have more specific knowledge or experience.

**Small Group Meetings:** Small group meetings may include targeted meetings or special events to facilitate discussions and question and answer sessions. These meetings provide an opportunity for informal dialogue among residents, planning staff, elected officials, and other community representatives.

**Community Events:** CAMPO will selectively participate in community events to help distribute information and/or collect feedback about ongoing planning efforts. These events will allow the agency to meet people where they are.

**Open House Events:** Open houses are typically larger events occurring at selective times during the planning process, such as during visioning, project selection, or draft plan preparation. They may be virtual or in-person and include a presentation, boards, surveys,

and opportunities for commenting. They also provide an opportunity for residents to ask questions and interact directly with MPO staff.

## 4.2. Digital and Print Engagement

### DIGITAL AND PRINT ENGAGEMENT

- Electronic Newsletters
- Websites
- StoryMaps
- Social Media
- Surveys
- Visualizations
- Press Releases
- Ads
- Mail Notices
- Comment Forms
- Translation
- Accessible Materials

**Electronic Newsletters/Email Lists:** Newsletters and email lists are used to share information electronically with larger groups of stakeholders and residents. Interested parties have the ability to sign up to receive correspondence throughout the planning process.

**Websites:** The web presence for a plan or project can be part of an existing or a new site devoted to the effort. A project website or web page is used to share information about the effort, including purpose, timeline, major milestones, and upcoming events. Draft and final materials can also be posted.

**StoryMap:** A StoryMap is a specific type of project website used to present maps and data in a more user-friendly format. StoryMaps are interactive and intuitive to use, and relatively easy to develop and customize.

**Social Media:** The expanded reach of social media has increased its importance in public participation efforts. Social media platforms vary in terms of audience demographics, such as age and geographic area. CAMPO will work to engage a diverse set of residents through platforms such as Facebook, Twitter, Instagram, YouTube, and NextDoor. The agency will emphasize consistent messaging across platforms. Paid advertising may be used to boost views and engagement, as needed.

**Surveys:** Surveys are an excellent tool for collecting feedback and ideas from a large and diverse audience. Both paper and online versions can be developed to ensure accessibility and inclusiveness. Online versions facilitate the process of compiling and analyzing results.

**Visualization Techniques:** Photos, infographics, 3D visualizations, before-and-after images, and other visualization techniques help bring plans to life. They also help residents better understand technical concepts. CAMPO is committed to using a variety of visualization techniques to make the planning process more engaging and effective.

**Press Releases:** Press releases are used to formally announce a plan, study, or upcoming event. They may be shared with local media and partner agencies for further distribution.

**Media Ads/Sponsored Segments:** Media ads and/or sponsored radio segments may be used to disseminate information and advertise upcoming participation opportunities.

**Display Ads:** Display ads are larger format or graphical ads used to bring attention to a plan, study, or event. They may be placed in print or online media.

**Legal Ads:** Legal ads are required for specific plans. These ads are typically included in print media to provide notice of formal comment periods.

**Mail Notices:** Notices describing participation opportunities may be mailed to affected residents for plans and studies, as appropriate.

**Comment Forms:** Comment forms are used to collect feedback at various points in the planning process. They may be provided at in-person meetings and events, or on project websites/web pages.


**Language Translation:** Language translation may be provided proactively for some written materials or upon request.


**ADA Accessible Websites and Materials:** All print and web materials will meet or exceed federal ADA accessibility requirements to ensure an inclusive planning process. Some websites, web pages, and PDF documents may also be provided in a screen reader accessible format.


## 5. PUBLIC PARTICIPATION FOR MPO DOCUMENTS

### CORE PLANNING PRODUCTS

 **RTP:** Long-range plan that guides transportation planning and policy decisions

 **TIP:** Short-term program that implements the projects in the RTP

 **UPWP:** Statement of work that identifies the planning priorities and activities

 **PPP:** Plan that guides outreach efforts for the RTP, TIP, UPWP, and other studies

CAMPO produces several core transportation planning products, including the Regional Transportation Plan (RTP), the Transportation Improvement Program (TIP), the Unified Planning Work Program (UPWP), and the PPP. Each of these documents is produced and maintained separately in compliance with specific federal and/or state regulations, including the Bipartisan Infrastructure Law and the Nevada Open Meeting Law, as described in Section 3. Each of the core planning products have different requirements for public participation as described in the following sections.

### 5.1. Regional Transportation Plan

The **Regional Transportation Plan (RTP)** is a long-range plan that guides transportation planning and policy decisions over the next 20+ years. It sets the tone for transportation investments by identifying a regional vision, setting goals and objectives, and identifying a fiscally constrained list of projects aimed at achieving the stated vision and goals. The RTP is updated at a minimum of every 5 years.

A final draft for adoption or formal amendment to the RTP will be available for review by the CAMPO Board, general public, and, if applicable, by the Advisory Workgroup, during an official public review period of no less than 30 days. Any comments received during the formal public review period will be documented in a record of public comment developed specifically for each update and provided to CAMPO for its consideration prior to taking final action on the plan. All documented comments will be made available to the general public.

An administrative modification to the RTP is a minor revision that includes but is not limited to changes to document references, project/project phase costs, informational consistency, and other miscellaneous grammatical items as determined by staff. An administrative modification is a revision that does not require public review and comment or a redemonstration of fiscal constraint.

In the event of an administrative modification, CAMPO staff may act to implement minor revisions to the RTP without public review or comment. The CAMPO Board will be informed of any administrative modifications that occur at the next meeting of the Board following the modification.

Approval of a new RTP may include the formation of an advisory workgroup that will meet periodically based upon a predetermined plan development schedule as the development of each section progresses.

## **5.2. Transportation Improvement Program**

The **Transportation Improvement Program (TIP)** implements the projects in the RTP in the near-term, over at least a 4-year period. The TIP is updated at least every 4 years to ensure that high-priority projects from the RTP are being funded and implemented in a timely manner.

The final draft of an adoption or formal amendment to the TIP will be presented for public review for a period of no less than 14 days. Any comments received during the formal public review period will be documented in a record of public comment developed specifically for each update and provided to CAMPO for its consideration prior to taking final action on the plan. All documented comments will be made available to the general public.

An administrative modification to the TIP will follow the same criteria adopted by the Nevada Department of Transportation, which has been approved by the Federal Highway Administration. An administrative modification will be applied under the following situations:

1. When there is a change in a public funding category with no change in the priority of a project in the TIP.
2. When a project is moved from one year of the TIP to another year of the TIP, either forward or back.

3. When a positive cost estimate change representing less than either \$5 million or 20% of the total project cost is requested/anticipated.
4. When a positive or negative change in the unprogrammed balance forward is received.
5. When a positive or negative change in the anticipated fund allocation is received.
6. When a project is added to use federal funds for repayment of previously authorized work and all repayments will come from unallocated funds.
7. When a new planning study is identified.
8. When a project is advance constructed.

In the event of an administrative modification, CAMPO staff may act to implement minor revisions to the TIP without public review or comment. The CAMPO Board will be informed of any administrative modifications that occur at the next meeting of the Board following the modification. CAMPO's public participation process satisfies the public participation process for the TIP.

### **5.2.1 Transportation Improvement Program Project Outreach**

For each project detailed in the CAMPO TIP, CAMPO encourages the lead agency to use the outreach strategies outlined in Section 4 to receive input that informs and shapes the project design prior to completion of the project.

### **5.3. Unified Planning Work Program**

The **Unified Planning Work Program (UPWP)** is a statement of work identifying the planning priorities and activities to be undertaken within the CAMPO planning area over the next 2 years. The UPWP includes a description of planning work and resulting products, details about who will perform the work, the timeframe for completing each of the work elements, the cost of each of the work elements, and the funding source for each of the work elements.

The final draft of an adoption or formal amendment to the UPWP will be presented for public review for a period of no less than 30 days. Any comments received during the formal public review period will be documented in a record of public comment developed specifically for each update and provided to CAMPO for its consideration prior to taking final action on the plan. All documented comments will be made available to the general public.

### **5.4. Public Participation Plan**

The **Public Participation Plan (PPP)** guides outreach efforts for the agency's RTP, TIP, UPWP, and other transportation planning studies, as appropriate. The effectiveness of the PPP will be periodically reviewed to ensure the plan continues to provide an easily accessible process for all of those wishing to be involved. If the CAMPO Board or staff determines that the

existing PPP can be improved, a new public comment period will ensue following any significant changes to the document.

A final draft of an adoption or formal amendment to the PPP will be available for review by the CAMPO Board and general public during an official public review period of no less than 45 days. Any comments received during the formal public review period will be documented in a record of public comment developed specifically for each update and provided to CAMPO for its consideration prior to taking final action on the plan. All documented comments will be made available to the general public.

An administrative modification to the PPP is a minor revision that includes but is not limited to changes to document references, changes for informational consistency, and other changes to address miscellaneous grammatical items as determined by staff.

## **6. EVALUATION AND RECORDKEEPING**

CAMPO is constantly seeking opportunities to increase meaningful public participation in the transportation planning process. To ensure continued improvement, the agency is committed to evaluating the effectiveness of outreach strategies being employed on a regular basis. Outreach strategies the agency may use throughout the planning process, along with their desired outcomes and associated evaluation measures are summarized in Table 2. The agency will use a combination of qualitative and quantitative evaluation measures to create a more holistic view of success.

**Table 2: Evaluation of Public Outreach Strategies**

| Strategy  | Desired Outcomes   | Evaluation Measures   |
|---|--|---|
| Participation in community events                   | <ul style="list-style-type: none"> <li>• Share information and collect feedback from a large and diverse audience</li> <li>• Meet people where they are</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of interactions</li> <li>• Quality of feedback received</li> </ul>                            |
| Stakeholder meetings                                | <ul style="list-style-type: none"> <li>• Collect targeted feedback from area nonprofits and other community-based organizations with an interest in transportation</li> <li>• Build partnerships with community organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Number of meetings</li> <li>• Partnerships formed</li> <li>• Quality of feedback received</li> </ul> |
| Council meetings/ presentations                     | <ul style="list-style-type: none"> <li>• Give presentations to keep elected officials apprised of CAMPO activities</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of meetings attended</li> <li>• Number of presentations given</li> </ul>                      |
| Advisory committee meetings                         | <ul style="list-style-type: none"> <li>• Use in-person and virtual formats to increase participation</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of meetings with each format offered</li> <li>• Attendance</li> </ul>                         |
| Informal, small group meetings (e.g., coffee chats) | <ul style="list-style-type: none"> <li>• Use small group meetings to collect targeted feedback</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of sessions</li> <li>• Diversity/quality of feedback</li> </ul>                               |
| Open house events                                   | <ul style="list-style-type: none"> <li>• Use open house meetings to share information with and collect feedback from larger groups</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of meetings held</li> <li>• Meeting attendance</li> </ul>                                     |
| Public hearings*                                    | <ul style="list-style-type: none"> <li>• Hold project-based public hearings to satisfy federal requirements</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of hearings held</li> <li>• Meeting attendance</li> </ul>                                     |
| Electronic newsletters/email lists (eNews)          | <ul style="list-style-type: none"> <li>• Provide periodic updates to a broad community contact list</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of subscriptions/ individuals on list</li> </ul>  |
| Website*  | <ul style="list-style-type: none"> <li>• Provide 24/7 access to useful transportation resources</li> </ul>   | <ul style="list-style-type: none"> <li>• Monthly pageviews</li> <li>• Average length of visit</li> </ul>                                      |
| Social media: Facebook, Twitter,                    | <ul style="list-style-type: none"> <li>• Reach a large, diverse audience</li> </ul>  | <ul style="list-style-type: none"> <li>• Audience reached (number and location)</li> </ul>  |

| Strategy  | Desired Outcomes  | Evaluation Measures   |
|---|---|---|
| Instagram, YouTube, and/or NextDoor               | <ul style="list-style-type: none"> <li>• Advertise events and opportunities to provide feedback</li> <li>• Collaborate with partner organizations to reach a larger audience</li> </ul> | <ul style="list-style-type: none"> <li>• Number of comments, likes, and shares</li> </ul>   |
| Surveys   | <ul style="list-style-type: none"> <li>• Use map-based and text surveys to gather feedback from large and diverse audiences</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of responses</li> </ul>   |
| StoryMap  | <ul style="list-style-type: none"> <li>• Use StoryMaps to provide information via an interactive experience</li> </ul>  | <ul style="list-style-type: none"> <li>• Pageviews</li> <li>• Average duration of user visits</li> </ul>                                  |
| Visualization techniques*                         | <ul style="list-style-type: none"> <li>• Make complex transportation topics easy to understand</li> </ul>   | <ul style="list-style-type: none"> <li>• Type, quality, and quantity of visualizations used</li> </ul>                                    |
| Press releases                                    | <ul style="list-style-type: none"> <li>• Provide information to local media outlets</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of press releases</li> </ul>  |
| Media ad purchase/ sponsored TV or radio segments | <ul style="list-style-type: none"> <li>• Provide targeted messages developed by the agency on various topics</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of ads/segments</li> <li>• Audience reached (number/diversity)</li> </ul>                 |
| Display ads                                       | <ul style="list-style-type: none"> <li>• Place large format and/or graphical print ads about upcoming meetings</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of ads placed</li> </ul>  |
| Legal ads*  | <ul style="list-style-type: none"> <li>• Place legal ads in print and/or online media as required</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of ads placed</li> </ul>  |
| Mail notices                                      | <ul style="list-style-type: none"> <li>• Use U.S. Postal Service mail to distribute notices as appropriate</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of notices mailed</li> </ul>  |
| Comment forms                                     | <ul style="list-style-type: none"> <li>• Provide opportunities to comment at virtual and in-person public meetings</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of comments received</li> <li>• Quality of comments received</li> </ul>                   |
| Language translation*                             | <ul style="list-style-type: none"> <li>• Provide print and online materials in languages used by local residents</li> </ul>   | <ul style="list-style-type: none"> <li>• Number of documents translated</li> <li>• Number of requests received for translation</li> </ul> |



| Strategy                                       | Desired Outcomes  | Evaluation Measures   |
|--|---|---|
| ADA-accessible websites and digital materials* | <ul style="list-style-type: none"> <li>• Provide ADA-compliant digital materials</li> </ul> | <ul style="list-style-type: none"> <li>• Type and/or quantity of materials translated</li> <li>• Plans/projects for which translation services were provided</li> </ul> |

\* Required by federal and/or state statute for some plans or document types

### 6.1. Reported Outcomes

CAMPO will collect information about the relative success of the outreach methods used throughout the year (i.e., after each major outreach event). Following each event, key metrics will be summarized and stored for use in an end-of-year report. The agency will develop an annual Public Participation Summary Report, as part of the Annual CAMPO Network Monitoring Report to be posted on the agency’s website at the end of each year.

### 6.2. Recordkeeping

CAMPO will maintain and make available to the public upon request the full record of the agency’s engagement, including attendance, and comments from affected communities. This information will be provided as an appendix to the Public Participation Summary Report as part of the Annual CAMPO Network Monitoring Report, described in Section 6.1.

## 7. HOW TO CONTACT CAMPO

All comments received at a CAMPO meeting or event will be recorded or accepted in person at the time of a meeting. In addition, comments will be accepted at any other time and may be submitted via mail or faxed to the following address:

Carson City Public Works Department  
 Attention: Transportation Division  
 3505 Butti Way  
 Carson City, NV 89701  
 (P) 775-887-2355  
 (F) 775-887-2112

Comments may be submitted at any time through the CAMPO website, [www.carsonareampo.com](http://www.carsonareampo.com), by email to [campocomments@carson.org](mailto:campocomments@carson.org) or through Carson City’s virtual city hall available online at [Carson.org/Connect](http://Carson.org/Connect).