

# 2022

## Engaging the Community

### Public Participation Plan

Regional Transportation Commission of Southern Nevada  
Metropolitan Planning Organization & Transit Planning

Executive Summary  
December 2022





## ***Executive Summary***

The **Public Participation Plan (plan)** establishes policies, processes and methods for engaging citizens, stakeholder groups, and other interested parties in regional transportation and transit planning. As required by federal regulations for Metropolitan Planning Organizations, the plan also establishes the public participation and amendment process for the Regional Transportation Plan and Transportation Improvement Program.

### ***RTC Policies for Public Involvement***

- ☑ Provide opportunities for involvement
- ☑ Engage the public early
- ☑ Engage traditionally underserved populations
- ☑ Build partnerships for engagement
- ☑ Provide easy access to information and meetings
- ☑ Consider and respond to public input
- ☑ Coordinate with statewide plans
- ☑ Be creative, flexible, and evaluate participation outcomes

## Transportation and Transit Plans

The plan establishes public comment periods, public meetings, and Regional Transportation Commission of Southern Nevada (RTC) Board and committee reviews required for transportation and transit plans, including:

### *Regional Transportation Plan*

Long-range plan for the region's transportation needs and investment, completed in conjunction with the four (4)-year **Transportation Improvement Program**, a list of funded roadway and transit projects

### *Unified Planning Work Program*

Two-year program outlines planning studies and activities for the RTC's Metropolitan Planning Organization (MPO), such as the Regional Transit Center Study and Livable Centers Study program

### *Congestion Management Plan*

Federally required plan for managing the region's traffic congestion. The plan establishes multimodal performance measures, assesses transportation system performance, provides alternative strategies for congestion management, and evaluates the effectiveness of previously implemented congestion management strategies.

### *Major Transit Service Changes*

Review of potential bus route and schedule changes

### *Community Mobility Program*

Funding for non-profit service providers who offer transportation services to seniors, veterans, people with disabilities, and low-income residents





## Community Engagement Summary

The Public Participation Plan is developed both through identifying federal regulations for engagement as well as through community input and feedback. A **45-day public comment period held from Aug. 26 – Oct. 23, 2022** (extended for a total of 59 days) allowed the public multiple opportunities to provide input on the plan.

Public Participation Plan outreach **reached over 2,000 people** through the following efforts:

- Presentations at meetings of the RTC Metropolitan Planning Subcommittee and the Executive Advisory Committee;
- Peer review by key stakeholders and communications experts;
- Plan webpage with 2-minute overview video (English and Spanish) and online survey;
- Virtual open house with video presentation of the Plan (English and Spanish) and online survey;
- Twenty community events including the City of North Las Vegas Mexican Independence Day Celebration and the BTC Pop-up Produce Market;
- Social media posts throughout all RTC's social media channels and blog posts that were shared through multiple email campaigns.

Overall, the outreach campaign brought community awareness for the Public Participation Plan update by **engaging 1,735 people through social media** and just over **300 through email**. Over **8,500 people attended community events** with an opportunity to engage with RTC during the public comment period as well.

Additionally, these efforts garnered **698 survey responses** to an online survey about participation preferences.

## ***Key Takeaways***

- >>>** Survey results are evidence of RTC's ability to reach a diverse representation of the Southern Nevada community.
- >>>** Survey responses show a slight preference for virtual/remote participation opportunities (58%), but a significant number of survey respondents (42%) prefer in-person opportunities as well.
- >>>** The top engagement preferences among survey respondents include online surveys (64%), email (62%), community events (47%), and informal public meetings (41%) such as focus groups.
- >>>** Overall, there are a broad range of preferences for a variety of engagement methods, confirming that a broad range of tools and tactics are needed when engaging with the community at large.
- >>>** Public comments made during the Plan update show a desire for more opportunities to engage/speak directly with decision makers during transportation and transit planning processes.
- >>>** Public comments on the Plan also show a desire to increase RTC's communications and engagement efforts in the Spanish-speaking community. This need is reflected in the low response rate by those viewing RTC information and taking the survey in Spanish.
- >>>** Several public comments express needed improvements to follow up communication by the RTC, specifically to email communication.
- >>>** There is an opportunity to improve how community feedback affects transportation and transit planning decision making as well as an opportunity to improve the public's understanding of how and why decisions are made for specific plans and projects.
- >>>** There is room to improve the diversity of respondents who participated in the Public Participation Plan survey, which may be reflective of RTC's engagement needs overall. Some significant gaps in representation occurred, most notably youth under the age of 17, individuals who identify as Hispanic or Latino, and individuals who are limited English speakers.
- >>>** There is also a gap in data for evaluating gender and sexual minority representation in RTC's public participation efforts.

Additional comments and input were incorporated into the final plan when applicable and appropriate and RTC remains committed to providing equitable and inclusive engagement opportunities for all of the Southern Nevada community.

## Community Engagement Planning

RTC's Metropolitan Planning Organization and Transit Planning departments have several processes to achieve public participation goals. These processes are described in detail throughout the plan.

### *Public participation goals include:*

>>> The public has multiple opportunities to learn about and participate in regional transportation and transit planning processes.

>>> Public engagement participants are reflective of the community and/or study area at large, including representation of disadvantaged communities and other vulnerable populations.

>>> The community is involved and engaged in transportation and transit planning processes.

>>> The community understands how public engagement informed the planning and decision making processes.

Generally, RTC's public participation processes include the formation of a technical advisory committee and a spatial analysis of the study area to identify vulnerable and disadvantaged populations. This analysis informs the makeup of the technical advisory committee as well as the engagement plan. The plan includes a list of key stakeholders, tools, tactics, best practices, and resources for use in outreach planning. Stakeholders and representatives identified during the analysis are recruited to the technical advisory committee and strategies are selected that should be successful with engaging target audiences identified for the project or plan.

The Plan also details several tools for conducting this analysis, all of which are available to RTC's partners and the community at large. These tools include: The [Southern Nevada Community Health Score Index](#), RTC's [Equity Factors Map](#) and the [SNS Community Data Map](#), which provides quick access to community census information.

Appendix D also provides additional details around best practices for engagement and Appendix E provides in-depth tools for engagement planning that were developed as part of the [Southern Nevada Strong Community Engagement Toolkit](#).

Additionally, individual engagement plans set the plan sets goals and performance measures for evaluating the success of plan and project public participation processes. Internally, RTC tracks demographics of participants (primarily through survey responses) and evaluates whether participants are representative of race, ethnicity, gender, age, and income. Comparing response rates to census data to see where gaps in participation occurs allows RTC to adjust its efforts as needed throughout the engagement process.

## *Performance Measures*

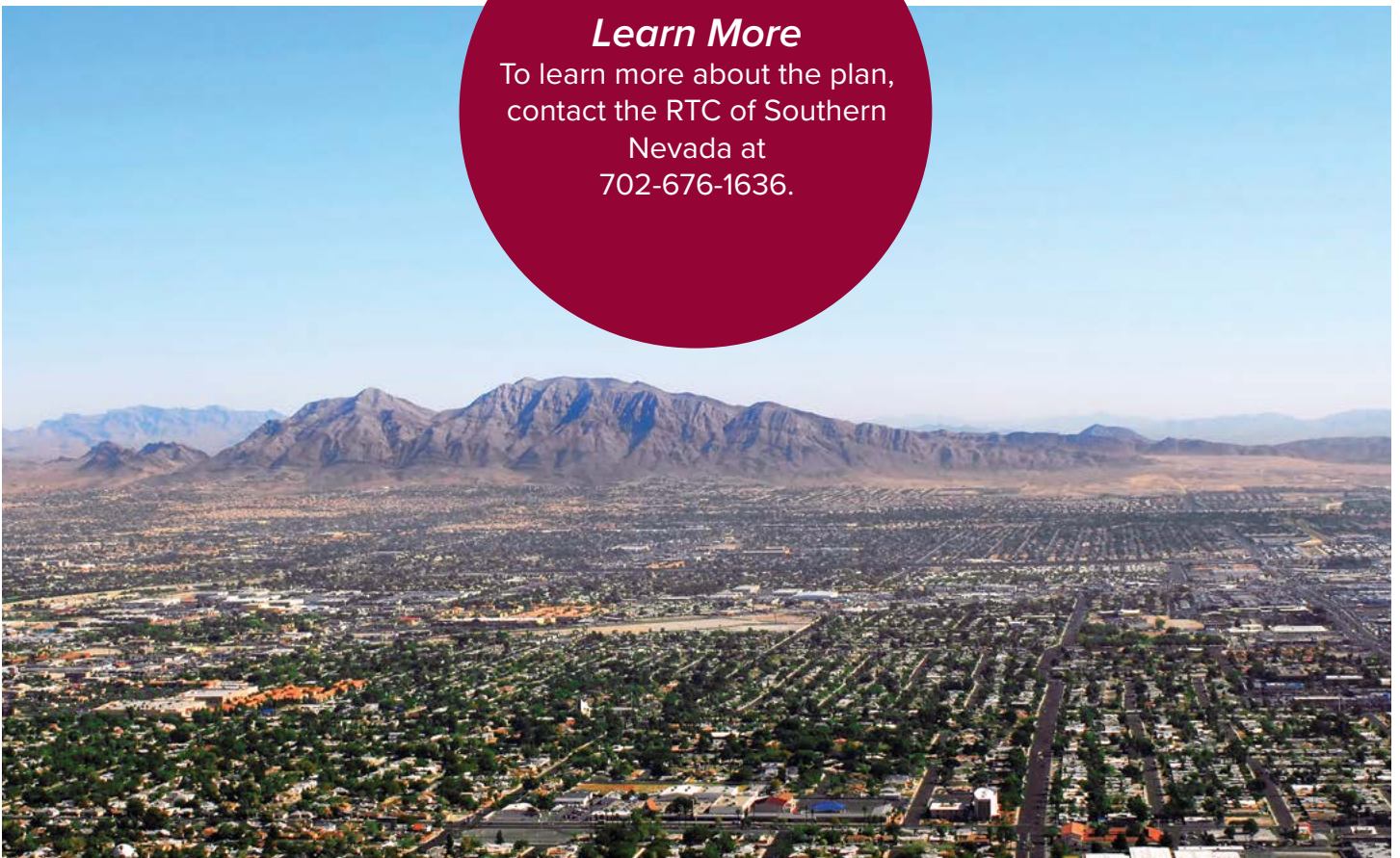
Several new performance measures have also been established to evaluate the public participation in action. These performance measures can guide individual engagement plan efforts as well.

### *Performance measures should help answer questions such as:*

- >>> Are we reaching our target audience and receiving feedback that is inclusive of the community at large?
- >>> Are MPO and Transit planning documents effective at communicating the desired message?
- >>> To what degree is the community participating in public participation opportunities and regional transportation and transit planning?

### *Learn More*

To learn more about the plan,  
contact the RTC of Southern  
Nevada at  
702-676-1636.



## *RTC Committee Quick Reference Guide*

Regional transportation and transit decisions are made by the RTC Board of Commissioners, who receive recommendations from the committees summarized below. Committee meetings are open to the public and occur on an ongoing basis. Go to [rtcsonv.com](http://rtcsonv.com) for upcoming meeting dates and agendas and to sign-up to receive e-mail notifications.

Committee	Key Topics
Executive Advisory Committee	Transportation planning, transit, streets and highways funding, roadway design
Metropolitan Planning Subcommittee*	Transportation planning and programming
Operations Subcommittee*	Traffic management and roadway operations
Specifications Subcommittee*	Roadway design
Southern Nevada Strong Steering Committee	Southern Nevada Strong regional plan implementation
Transportation Resource Advisory Committee	Transportation infrastructure funding and resources
Bus Shelter and Bench Advisory Committee	Bus shelters and benches
Transportation Access Advisory Committee	Paratransit and mobility for seniors and people with disabilities
Evaluation Committee	Evaluation of the Chief Executive Officer
Finance Committee	Budget and finances

*\*Subcommittee of the Executive Advisory Committee*