



METROPLAN
GREATER † FLAGSTAFF

2024

Public Participation Plan



Adopted by MetroPlan Executive Board on January 9, 2025

Public Participation Plan

Flagstaff Metropolitan Planning
Organization, dba MetroPlan

3773 N Kaspar Dr.
Flagstaff, AZ 86004

Members

City of Flagstaff

Coconino County

Northern Arizona Intergovernmental Public Transit
Agency (NAIPTA) – dba Mountain Line

Arizona Department of Transportation (ADOT)

Northern Arizona University (NAU)

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En español:

Para más información, a esta interesado en participar en el planeamiento del proceso de transporte en su comunidad y necesita asistencia con idioma, por favor comuníquese:

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METROPLAN

GREATER † FLAGSTAFF

VISION:

The region is joined together by a transportation system that prioritizes the wellbeing of people and the environment

MISSION:

To facilitate improvements and programs for all transportation modes through collaborative priority setting, planning, and the strategic pursuit of funding.

Flagstaff Metropolitan Planning Organization (MetroPlan) Public Participation Plan

Contents

METROPLAN CONTACTS.....	2
ADOPTED BY THE EXECUTIVE BOARD OF THE FLAGSTAFF METROPOLITAN PLANNING ORGANIZATION (DBA METROPLAN).	4
METROPLAN PLANNING BOUNDARY	5
INTRODUCTION.....	6
BACKGROUND.....	6
EXECUTIVE BOARD AND TECHNICAL ADVISORY COMMITTEE.....	7
GOVERNANCE STRUCTURE.....	8
ENVIRONMENTAL JUSTICE ACTIVITY	9
METROPLAN TITLE VI NON-DISCRIMINATION POLICY STATEMENT	10
PUBLIC INVOLVEMENT TOOLS, TECHNIQUES, AND ACTIVITIES.....	11
MASTER DISTRIBUTION LIST.....	11
PROJECT-SPECIFIC OUTREACH TECHNIQUES	11
METROPLAN WEBSITE.....	12
MEDIA CONTACT AND ADVERTISING.....	12
PUBLIC MEETINGS AND WORKSHOPS	13
SURVEYS	13
ANNUAL REVIEW OF KEY PERFORMANCE MEASURES	14
PUBLIC COMMENT AND RESPONSE TO COMMENTS	14
WORK PROGRAM TASKS.....	15
REGIONAL TRANSPORTATION PLAN (RTP)	15
METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP)	16
AMENDMENTS TO ADOPTED DOCUMENTS.....	17
PUBLIC PARTICIPATION PLAN (PPP)	17
AMENDMENTS EXEMPT FROM THE PUBLIC PARTICIPATION PLAN	17
APPENDIX A: SUMMARY TABLE OF METROPLAN PUBLIC PARTICIPATION PROCEDURES AND TOOLS ...	18
APPENDIX B: ANNUAL STRATEGIC WORK PLAN GOALS, OBJECTIVES, AND KEY PERFORMANCE MEASURES	20
FY24 ACHIEVEMENTS.....	20
APPENDIX C: ANNUAL DEMOGRAPHICS REVIEW.....	25



**ADOPTED by the Executive Board of the Flagstaff
Metropolitan Planning Organization (DBA MetroPlan).**

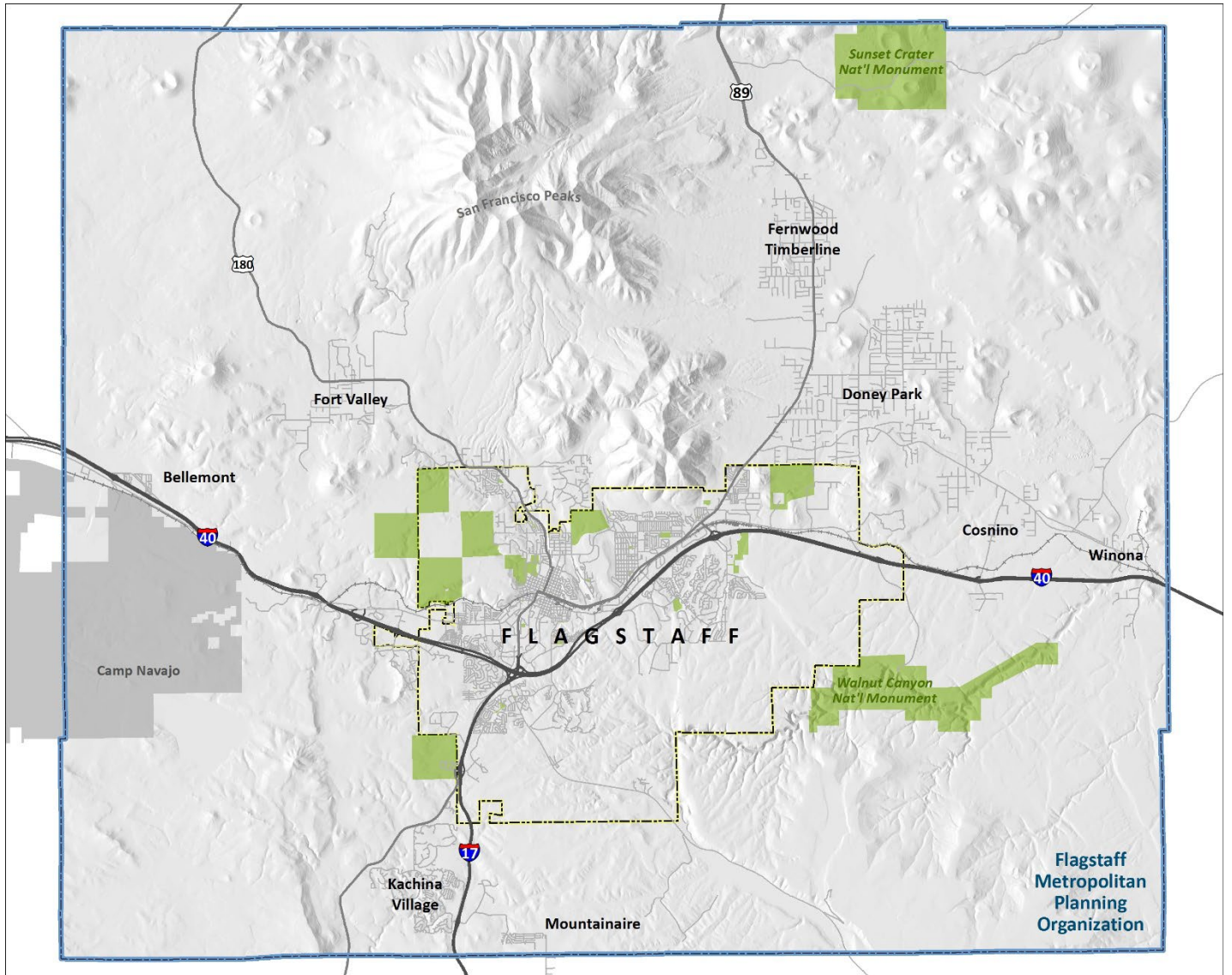
Miranda Sweet

Chair Sweet, MetroPlan Executive Board

Jan 13, 2025

Date

MetroPlan Planning Boundary



Flagstaff Metropolitan Planning Organization Public Participation

Introduction

This document guides the public involvement activities conducted by the Flagstaff Metropolitan Planning Organization (MetroPlan). The purpose of public participation is to ensure a proactive process affording the opportunity for the public to be involved in all phases of the multi-modal transportation planning process by providing complete information, timely public notice, sufficient periods for comment, full access to key decision points, and early and continuing engagement in developing transportation plans and programs. MetroPlan encourages active public participation in identifying and commenting on transportation issues, programs, and projects at every stage of the planning process.

Commencing with the Transportation Equity Act of the 21st Century (TEA-21), the need for public participation in all stages of the transportation planning process was emphasized by requiring metropolitan planning organizations (MPOs) to “include provisions to ensure early and continuing involvement of the public in the development of plans and Transportation Improvement Programs (TIPs).” The successor, Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), continues the tradition of public participation. Interested parties might include, but not be limited to: *citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, and representatives of the disabled*, as noted in Title 23 United States Code (USC), Section 134 I (5).

Background

The United States Congress created the requirement for establishing Metropolitan Planning Organizations. MetroPlan was established in 1996 with responsibility for transportation planning within the regional area generally surrounding Flagstaff, Arizona, and the state highway system within its boundaries. Federal regulations require that an MPO be designated to carry out a comprehensive, continuing, and coordinated transportation planning process for urbanized areas with a population of 50,000 or more. MetroPlan The region covered by MetroPlan is nearly 525 square miles and is shown on the preceding map.

Executive Board and Technical Advisory Committee

The Executive Board and TAC meetings shall be held in conformance with the Arizona Open Meetings Law (A.R.S. Sec. 38-431, et seq.). The meeting agenda will be prepared and then posted at the following locations: MetroPlan office and website (www.metroplanflg.org)

Agendas include MetroPlan's [Non-Discrimination Policy and](#) Federal Transit Administration (FTA) public notice: *"The Transportation Improvement Program (TIP) includes the Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) final program of projects for Sections 5307 and 5339 funding under the Federal Transit Administration unless amended. Public notice for the TIP also satisfies FTA public notice requirements for the final program of projects. The MetroPlan Public Participation Plan (PPP) provides public participation notices and processes for NAIPTA as required to meet federal and state requirements for public participation and open meetings."*

Meeting agendas will be forwarded in advance to member agencies (ADOT, City of Flagstaff, Coconino County, Mountain Line, NAU). Documentation to support the posting will be retained by the MetroPlan administrative assistant for three years after the fiscal year of posting. An advanced list of the upcoming year's regularly scheduled meetings will be posted on MetroPlan's website annually.

Citizens, elected officials, and staff will have the opportunity to speak on transportation issues at every regular meeting during the call to the public and/or as each agenda item is considered.

Regular meetings of the Executive Board and TAC will be recorded, and minutes drafted. Minutes will be available for public review upon request and available on the MetroPlan website at www.metroplanflg.org.

Adoption and Amendment of the Public Participation Plan

The PPP is reviewed and adopted every two years by the MetroPlan Board unless substantive changes are required before the two-year period. While care is taken in developing a robust PPP that reflects both MetroPlan and the communities' values, it is often necessary to make minor adjustment to reflect new outreach methods and improved data. The following Administrative Amendments may be made by the Executive Director without further action by the Board:

- Updates to outreach methods and tactics
- Updates to Key Performance Indicators
- Updates to Demographic data
- Amendments that are federally required in order to be in compliance with updated or new standards
- Non substantive updates such as to staffing, contacts, grammar, etc.

Governance Structure

The MetroPlan Executive Board is the forum for cooperative decision-making on transportation-related matters. This seven-member board is comprised of principal elected officials from local government, a representative from the Arizona State Transportation Board, and a representative from the Mountain Line Board of Directors.

The Executive Board provides policy guidance and direction for the metropolitan transportation planning process.

The Technical Advisory Committee (TAC) is an advisory committee to the Executive Board. The nine-member committee is comprised of technical staff from the member agencies, as well as representatives from the Arizona Department of Transportation’s Flagstaff District Engineering Office, and Transportation Planning Division. In addition, there is an ex-officio non-voting member from Northern Arizona University.

MetroPlan Technical Advisory Committee Representation

Staff members of the City of Flagstaff appointed by the Flagstaff City Manager	3 voting staff
Staff members of Coconino County appointed by the Coconino County Manager	2 voting staff
Staff members of ADOT appointed by the District Engineer	2 voting staff
Staff member of NAU appointed by the President’s office	1 voting staff
Staff member of Mountain Line appointed by the Mountain Line CEO	1 voting staff
Staff member of FHWA	1 non-voting staff

MetroPlan Executive Board Representation

City of Flagstaff	3 voting
Coconino County	2 voting
Az State Transportation Board	1 voting
Mountain Line	1 voting

Environmental Justice Activity

Title VI of the Civil Rights Act of 1964 requires outreach to underserved groups.

"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."

A further 1994 Presidential directive dictates, "Each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations." Executive Order 12898.

Groups impacted: low-income and minority populations, which may include sub-groups of elderly and disabled.

MetroPlan will make every effort to hold public meetings in facilities that are compliant with the Americans with Disabilities Act (ADA) and arrange for reasonable accessibility and accommodation to persons with disabilities. Further, to provide equally effective communication, MetroPlan will make preparations, when appropriate, for people requiring assistance, such as the hearing or visually impaired, upon request.

Limited English Proficiency

MetroPlan will assist persons with Limited English Proficiency (LEP) to participate in the transportation planning process. Staff will make every effort to provide Spanish translators and document translation, where feasible, upon request. Elderly persons or zero-vehicle households who are not able to attend meetings may make a request for the information at MetroPlan offices for delivery of materials to their homes.

MetroPlan staff, coordinating availability, is willing to go speak to groups in an effort to eliminate participation barriers and involve citizens in the transportation process.

For all transportation plans and programs, MetroPlan conducts a 4-Factor LEP Analysis to determine needs. MetroPlan uses information from the 2018-2022 American Community Survey to determine the extent of the need for translation services of its materials.

Current federal financial assistance for MetroPlan is provided by the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) via an annual transportation planning allocation. No lawsuits or complaints alleging discrimination on the basis of race, color, or national origin have been filed regarding MetroPlan.

MetroPlan Title VI Non-discrimination Policy Statement

The Flagstaff Metropolitan Planning Organization (MetroPlan) ensures nondiscrimination compliance on the grounds of race, color, national origin, age, sex/ gender, gender identity or expression, sexual orientation, ability, limited English proficiency, or low-income status as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Section 504 of the Rehabilitation Act of 1973, Executive Order 12898 (Environmental Justice), Executive Order 13166 (Limited English Proficiency), Code of Federal Regulations 49 part 21, Code of Federal Regulations 23 part 200, and Code of Federal Regulations 49 part 303.

No person will be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any MetroPlan program or activity. Every reasonable effort will be made to ensure nondiscrimination in all MetroPlan's programs and activities, whether those programs and activities are federally funded or not. MetroPlan's contractors must all comply with this policy.

MetroPlan program areas will work together to implement their mutual Title VI nondiscrimination responsibilities in all programs. Therefore, each MetroPlan program area will take responsibility for preventing discrimination and ensuring nondiscrimination compliance in MetroPlan programs and activities.

Title VI public posting: <https://www.metroplanflg.org/title6>

Public Involvement Tools, Techniques, and Activities

MetroPlan will utilize a variety of tools to educate and inform the public, which may include the interweaving of **visualization techniques** such as, but not limited to:

Maps	Flow Charts
Drawings and Graphics	Illustrations
Tables and charts	PowerPoint Presentation
Sketches	Diagrams
Video	Photographs
Artist Renderings	Images/Auto Shapes
Demonstration Projects	Callouts/Word Art
Geographic Information Systems (GIS)	Narrative Description

The use of these individual techniques, or a combination thereof, will assist in the communication process.

Master Distribution List

MetroPlan continues to build our distribution list, which is made consists of government officials, staff, and community members who are interested in keeping up on plans, projects, and educational programs. The list is used to inform groups with project updates, calls for action, and invites to participate in public outreach events and surveys. An email sign-up is available on MetroPlan’s website and presented at public events.

Project-Specific Outreach Techniques

Beyond MetroPlan’s standard and continuous outreach, specific projects may require additional activities to reach targeted audiences and provide early input opportunities and education.

To incentivize the community to attend and make outreach events equitability accessible, MetroPlan offers translation services upon request, and locations and times that are reachable by public transportation. MetroPlan may provide food. Other important considerations affecting the participation of different groups include reaching people within their own communities and during existing meeting schedules, focusing presentations to special interests of specific groups, and placement of announcements and flyers using different types of media. Project-specific outreach techniques reflect the input received from the public on MetroPlan’s outreach method effectiveness.

MetroPlan Website

MetroPlan has developed and regularly updated the organization's website to provide the most current information available for download on various topics. The website contents are expected to include the following:

- ☑ Contact information
- ☑ Current Executive Board and Technical Advisory Committee information
- ☑ Meeting calendars and agendas
- ☑ Press releases
- ☑ Current and past plans, projects, and resources
- ☑ Partner project information links
- ☑ Federally required documents
- ☑ Work products and publications
- ☑ Links to related agencies
- ☑ Email sign-up for regular communications
- ☑ Job opportunities and Requests for Proposals



Media Contact and Advertising

The media play a crucial role in getting information regarding significant transportation activities and issues to the public. MetroPlan will maintain ongoing communication with the media through various means, including press releases and interviews.

The Arizona Daily Sun will be utilized as the primary print medium for advertising transportation issues of interest to the general population. Public service announcements and interviews may be broadcast on local radio stations.

MetroPlan social media accounts provide ongoing communications and are used for a variety of public outreach, education and encouragement campaigns, project updates, and invites to participate in the planning process through surveys, open houses, workshops, and events.

Public Meetings and Workshops

Meetings and workshops are used to both inform the public of the planning process and solicit input, ideas, and feedback. The MetroPlan Executive Board and Technical Advisory Committee meetings each include time on the agenda for general public comment on transportation-related items.

In-person and virtual meetings may include informal presentations at regional sites, open houses, round tables, or other community forums, and formal presentations to various service clubs, civic, and professional groups.

MetroPlan uses a variety of non-traditional meeting types described below in an effort to provide opportunities to the community outside of the traditional public meeting format.

- *Open Houses* - This format offers the public the opportunity to come at any time they choose during open house hours, interact with a variety, and take the time they need to learn about specific issues that relate to their concerns. Open houses can also include interactive activities, such as voting on preferred project alternatives.
- *Pop-Up Booths* are an informal type of public meeting that brings an open house feel to the community. Pop-up booths are placed at well-attended community events to give the public a chance to learn and provide input in a quick and personal way.
- *Focus Groups* are used to reach specific groups and demographics to inform the planning process. MetroPlan works with local support services and organizations to reach seniors, students, people with mobility and accessibility issues, the unsheltered, etc.



Surveys

Not everyone has time to attend public meetings, or stop at a pop-up booth during their daily activities. To ensure MetroPlan reaches visitors, residents, commuters, second homeowners, and underrepresented community members, MetroPlan uses surveys. Surveys may be online or hard copy. They may be provided at events and meetings, hosted online, and in some cases are brought to the community through the Flagstaff Library and community centers, particularly for non-English speaking and underrepresented community members. Additionally, depending on the type of project, MetroPlan uses in-person intercept surveys to gather information about users of the Flagstaff transportation system. These survey methodologies help MetroPlan understand the travel behavior and decision-making process of transportation users throughout the region.

MetroPlan conducts an annual review of the survey demographics in comparison to the demographics of the Flagstaff region **(Appendix C)**



Annual Review of Key Performance Measures

MetroPlan, with the Technical Advisory Committee and Executive Board, developed a set of goals, objectives, and key performance measures (KPIs) as they relate to planning, federal funding, and public and stakeholder participation. MetroPlan will annually evaluate these KPIs to ensure communications are far-reaching and that the results from outreach efforts are representative of the region's demographic makeup. The goals, objectives, and KPIs will be revisited annually, and adjustments may be made. **(Appendix B)**

Public Comment and Response to Comments

Written comments received through the public involvement process will be included along with responses as an appendix to the document under review, as appropriate, or will otherwise be summarized and presented to the board or other body for awareness purposes.

For MetroPlan's Work Products, the scope, depth, and duration of public involvement will vary depending on the MetroPlan work product (document). The following section identifies the MPO's minimum input, review, and comment opportunities that will be offered before adoption.

Work Program Tasks

MetroPlan produces two major documents, the Regional Transportation Plan (RTP) and the Transportation Improvement Program (TIP). These two plans directly lead to the implementation of projects in the Flagstaff Region. Other MetroPlan documents, such as the Public Participation Plan, Overall Work Program, and modal plans inform the RTP and TIP and identify priorities. Public input is a vital component of each of these documents, and ultimately results in needed improvements to Flagstaff's transportation system.

Regional Transportation Plan (RTP)

The Regional Transportation Plan, also known as the RTP, is a comprehensive plan of the transportation system that covers, at the minimum, a 20-year planning horizon. Federal law requires that major updates occur at least every five years after it is adopted. A specific RTP process will be developed for each major update. All major updates to the RTP follow the same basic process as follows:

- During the early stages of plan development, at least two formal public meetings (a.k.a. workshops) will be hosted to involve interested parties.
- Stakeholders will be identified and engaged early in the process.
- Efforts to engage and inform the general public of the process and process results will include media outreach, website information, and potentially other methods.
- Continuing engagement during the development of the plan will occur in stages for the public and elected/appointed officials.
- The Draft RTP will be presented to the MetroPlan Technical Advisory Committee and Executive Board for review and comment before the public comment period.
- The comment period on the draft RTP will last for 30 days; copies of the plan will be placed in accessible facilities, and locations will be published in the primary newspaper.
- Comments will be collected and responses provided, as appropriate.
- The Final Draft RTP, comment, and response will be presented to the MetroPlan Technical Advisory Committee for review prior to the Executive Board recommendation.
- All written and appropriate public comments received will be made part of the final document.
- The Final RTP will be presented to the MetroPlan Executive Board for adoption.

Metropolitan Transportation Improvement Program (MTIP)

The Metropolitan Transportation Improvement Program is a short-term listing of projects expected to be in the immediate future. The Transportation Improvement Program (TIP) includes the Northern Arizona Intergovernmental Public Transportation Authority's final program of projects and funding under the Federal Transit Administration (FTA) unless amended. Public notice procedures for the TIP also satisfy FTA public notice requirements for the final program of projects (POP). The MTIP is updated at least every two years based on the following process:

- MetroPlan will announce a call for projects 30 days before the Technical Advisory Committee review.
- MetroPlan staff, in conjunction with the Technical Advisory Committee, will prepare a Draft MTIP, which will be recommended to the Executive Board for public review.
- The public review period on the MTIP will last 30 days
- Comments will be collected, and responses will be provided.
- The Final Draft MTIP, comment, and response will be presented to the MetroPlan Technical Advisory Committee prior to the Executive Board recommendation
- An ad giving notice will be placed in the local paper of record and state that the MetroPlan TIP process satisfies the NAIPTA program of projects notice process
- The Final MTIP will be presented to the MetroPlan Executive Board for adoption
- An ad giving notice will be placed in the local paper of record and state that the MetroPlan TIP process satisfies the NAIPTA program of projects (POP) notice process
- Amendments and Administrative Modifications
 - Changes meeting the ADOT prescribed criteria for amendments will be advertised and posted per MetroPlan's regular meeting procedures. Amendments will be reviewed by the TAC which will make a recommendation to the Executive Board for final action.
 - A TIP/STIP requires formal amendments when one or more of the following criteria are met:
 - Change to a federally funded project or source of federal funds.
 - Additions or deletions of projects which will require air quality analysis.
 - Major change in the project description, limits, scope, or project phase.
 - Change in project schedule over one year.
 - The change results in a cost increase of greater than 25 percent.
 - Adding a new federally funded project (in attainment areas).
 - Please see ADOT's MPO and COG procedures manual, chapter 8, for more complete explanations.

- ADOT, MPO, and COG Guidelines and Procedures Manual | Department of Transportation (azdot.gov)

Amendments to Adopted Documents

Amendments to the RTP and the TIP are occasionally necessary after they have been adopted. With the exception of emergency or exempt projects, amendments will utilize the following process:

- MetroPlan will announce the proposed amendment via agenda posting
- Amendments will be reviewed by the TAC with a recommendation to the Executive Board for adoption
- Upon review by the Executive Board, the amendment will either be approved or denied

Public Participation Plan (PPP)

The Public Participation document will be updated as required based on the following process:

- MetroPlan staff, in conjunction with the Technical Advisory Committee, will prepare a draft PPP and/or related amendments.
- Draft PPP will be presented to Executive Board prior to public review
- The comment period on the updated PPP will last 45 days
- The MetroPlan Technical Advisory Committee shall review all written public comments and prepare responses prior to recommendation to the Executive Board for adoption

An explicit public involvement plan (PIP) will be developed for each task in the annual Unified Planning Work Program and budget. Each PIP will be tailored to the complexity and impact of the task on the public.

Amendments Exempt from the Public Participation Plan

Certain amendments to adopted documents will be exempt from the public involvement process:

- Emergency projects, necessary for the safety and welfare of the citizenry
- Minor revisions or technical amendments, such as:
 - Minor cost changes
 - Changes in cost shares between agencies
 - Splitting projects, minor changes in the project location
 - Typographical corrections
 - Other administrative changes include but are not limited to the lead agency, contingency, and funding source.

Appendix A: Summary Table of MetroPlan Public Participation Procedures and Tools

Summary of MetroPlan Public Participation Procedures and Tools

Public Participation Component	Meetings	Public Comment Period	Typical Public Participation Techniques	Additional Comment
Adopted Documents, Plans, and Programs				
Regional Transportation Plan (RTP)	Initial and subsequent public meetings TAC Executive Board	30 days	News Release Website Comment Forms	Update every 4 years. Comments received to be included in RTP
Metropolitan Transportation Improvement Program (MTIP)	TAC Executive Board	30 days	News Release Website Comment Forms	Update every 1-2 years. Public comments provided to Executive Board
Public Participation Plan (PPP)	TAC Executive Board	45 days	News Release Website Comment Forms	Updated as required Public comments provided to Executive Board
Amendments to adopted documents	TAC Executive Board	N/A	Website	Non-exempt amendments
Amendments Exempt from public participation	N/A	N/A	N/A	Emergency projects and minor revisions
Open Public Meetings				
Executive Board Meetings	Regularly scheduled meetings	N/A	Master distribution list Website	Public comments accepted at the meeting
TAC	Regularly scheduled meetings	N/A	Master distribution list Website	Public comments accepted at the meeting

Public Participation Component	Meetings	Public Comment Period	Typical Public Participation Techniques	Additional Comment
Outreach Components				
Title VI & Environmental Justice	TAC Executive Board	N/A	Mailings upon request News release Website Coordinate communications with local organizations and agencies.	Assist persons with limited English proficiency.
MetroPlan Website	N/A	N/A	Web address supplied with news releases, on business cards, and other web links	Maintained and updated regularly
Staff Presentations	Government, community groups, business, and professional groups	N/A	N/A	Upon request; subject to staff availability
News Release	N/A	N/A	Sent to news media	N/A

Appendix B: Annual Strategic Work Plan Goals, Objectives, and Key Performance Measures

FY24 Achievements

Goal 1:

1

Maximize Funding for Transportation Projects and Programs

OBJECTIVES

Objective 1.1: Align capital and programmatic needs with priorities and fund sources.
Objective 1.2: Expand match and revenue generating options.
Objective 1.3: Coordinate partners' legislative priorities related to transportation.
Objective 1.4: Ensure good standing with funders.

KEY PERFORMANCE INDICATORS

1. Number funding opportunities sought
2. Amount of funding obtained
3. Develop annual legislative agenda and workplan
4. Clean audits and reviews

GOAL 1: MAXIMIZE FUNDING FOR TRANSPORTATION PROJECTS AND PROGRAMS

Trend

FY 2024 SNAPSHOT

Total Pursued
\$128,452,123

Total Awarded
\$66,799,865

Grants Pursued 30

Grants Awarded 16

Partner + MetroPlan Competitive Funding FY20-24

Fiscal Year	MetroPlan-Led Pursued	MetroPlan-Led Awarded	Partner-Led Pursued	Partner-Led Awarded
FY2020	~\$5,000,000	~\$0	~\$25,000,000	~\$15,000,000
FY2021	~\$30,000,000	~\$0	~\$5,000,000	~\$5,000,000
FY2022	~\$15,000,000	~\$0	~\$10,000,000	~\$5,000,000
FY2023	~\$25,000,000	~\$5,000,000	~\$50,000,000	~\$20,000,000
FY2024	~\$60,000,000	~\$35,000,000	~\$75,000,000	~\$40,000,000



FY24 Legislative Agenda & Workplan | *Accomplishments:*

- ✓ AZ SMART statute changes
 - Eligibility expansion to MPOs/COGs and Transit
- ✓ Project Advocacy
 - RTAC
 - AZ Rural Transportation Summit



Clean audits and reviews

- Independent Single Audit
 - ✓ Wrapped up FY23
 - FY24 begins
- ADOT Audit
 - ✓ Completed
 - Timeline/frequency at ADOT discretion

Goal 2:

2

Deliver Plans that Meet Partner and Community Needs

OBJECTIVES









- Objective 2.1:* Maintain trust through reliable and transparent project management.
- Objective 2.2:* Expand inclusion of transportation disadvantaged community members and organizations in planning processes from setting planning priorities to implementing outcomes.
- Objective 2.3:* Fill gaps in transportation data and make data accessible.
- Objective 2.4:* Position partners for successful implementation of plans.



KEY PERFORMANCE INDICATORS

1. Involvement of stakeholders in scoping through final recommendations
2. Participant demographics reflect community demographics
3. Number of new data sets collected and available on the website
4. Number of policy, project or other recommendations implemented

GOAL 2: DELIVER PLANS THAT MEET PARTNER AND COMMUNITY NEEDS

	Q1	Q2	Q3	Q4
 1. Involvement of stakeholders in scoping through final recommendations (Plans / Engagements)				
 2. Participant demographics reflect community demographics	N/A	N/A	N/A	N/A
 3. Number of new data sets collected and available on the website (year to date)	4 YTD	4 YTD	4 YTD	4 YTD
 4. Number of policies, project, or other recommendations implemented	0	0	0	0

Goal 3:

3

Build MetroPlan's Visibility in the Community

OBJECTIVES

Objective 3.1: Educate, inspire, and empower individuals in the planning process through creative education opportunities, public events, and demonstrations.

Objective 3.2: Expand MetroPlan's visibility through branding and marketing - social media, print, and digital materials.

Objective 3.3: Promote the value MetroPlan brings to the community.

KEY PERFORMANCE INDICATORS

1. Number of public outreach events attended or organized
2. Number of people/organizations interacted with annually
3. Number of follower/ subscribers to social media and e-news sign-ups
4. Number of people reached through other media such as direct mailers, poster

GOAL 3: BUILD METROPLAN'S VISIBILITY IN THE COMMUNITY

	Q1	Q2	Q3	Q4
1. Number of public outreach events attended or organized	0	0	0	3
2. Number of people/organizations interacted with quarterly	0	3	88	951
3. Number of <u>new</u> followers/ subscribers to social media and e-news sign-ups	44	40	38	98
4. Number of people reached through other media such as direct mailers, poster distribution, etc.	152	0	0	980



GOAL 3: BUILD METROPLAN'S VISIBILITY IN THE COMMUNITY

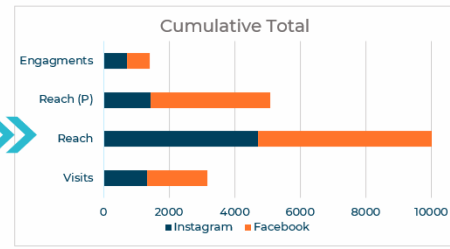
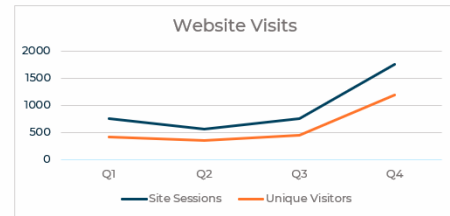
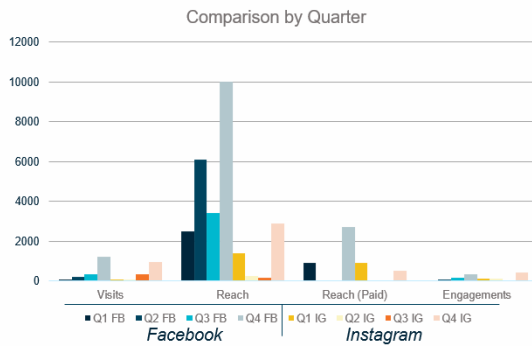
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TOTAL OF SOCIAL MEDIA FOLLOWERS:

- ▶ Facebook 130
- ▶ Instagram 271



Goal 4:

4 Implement Programs that Encourage Mode Shift

OBJECTIVES

- Objective 4.1:** Conduct community-oriented multimodal demonstration and pilot projects.
- Objective 4.2:** Implement programs at K-12 schools to reduce parent pick up and drop off.
- Objective 4.3:** Educate the public about economic, health, congestion, climate, equity and other benefits of multimodal transportation.

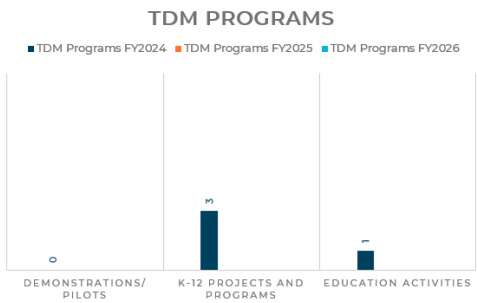


KEY PERFORMANCE INDICATORS

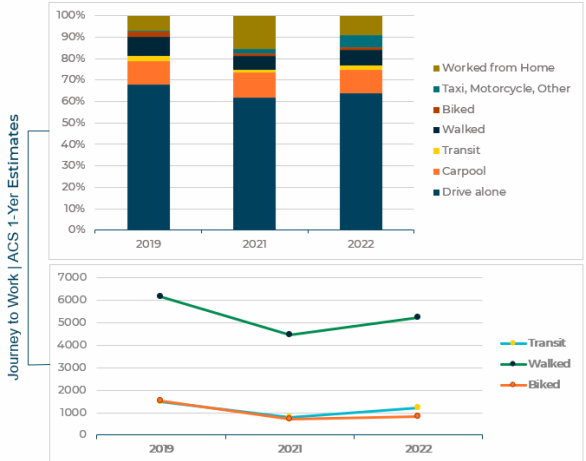
- Increase % of trips made by walking, cycling, micro-mobility and public transit
- Reduction in K-12 school traffic
- Number of programs, pilots and demonstrations conducted

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GOAL 4: IMPLEMENT PROGRAMS THAT ENCOURAGE MODE SHIFT



Reduction in K-12 school traffic
 ➤ MetroPlan has hired a Safe Routes to School Coordinator



Appendix C: Annual Demographics Review

MetroPlan administers public surveys to help inform planning and programming projects for the organization and partner agencies. Annually, MetroPlan reviews the survey demographics as provided by respondents to the regional demographics of the Census. This review allows MetroPlan to better understand who is participating and who is not in order to make adjustments in the public outreach process in an effort to reach a more diverse community members. The annual review was first initiated for fiscal year 2024. These demographics have provided a baseline for MetroPlan staff to build upon.

FY2024 Findings

Age

- N/A - MetroPlan should update the categories to match the census for comparison. Currently we cannot because of how our questions are categorized

Gender

- Represented

Education

- Lower education not represented (*High School Degree (Grade 12 or GED) and Some college or associates degree*)

Race/Ethnicity

- American Indian/Alaska Native and Hispanic pop. Not represented

Income

- Lower income under not represented (under \$49,999)

Disability

- N/A No census data

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2024 MetroPlan Public Participation Plan

Final Audit Report

2025-01-13

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