

Annual Public Outreach Summary

Public Participation is an integral part of the transportation planning process. The Jackson MPO's public outreach policies are laid out in the MPO's Public Participation Plan. This Annual Outreach Report provides an overview of the participation activities the MPO implemented over the past fiscal year (October 1, 2019 thru September 30, 2020). Due to health and safety concerns related to the COVID-19 pandemic, most of the MPO's outreach efforts did not take place in-person during 2020. Instead, outreach techniques utilizing social media, paid advertisements, and virtual meetings were utilized.



Transportation Planning Public Participation

Public participation is an integral part of the transportation planning process. The Jackson Metropolitan Planning Organization's (MPO's) Public Participation Plan outlines the methods used by CMPDD to provide a proactive public involvement process. In December, CMPDD published a summary of the MPO's participation activities for Fiscal Year 2019 (October 1, 2018 thru September 30, 2019) on CMPDD's website <http://www.cmpdd.org/public-participation-plan/>. An overview of 2019 activities included:

- 17 Committee Meetings with 323 in Attendance
- 20 Public Speaking Events
- 3 Public Meetings
- 40+ Citizens Attending the Long-Range Plan Kick Off Meeting
- 136 Online Surveys Completed
- 4 Newspaper TV Interviews
- 30+ Newspaper Mentions
- 1 Community Fair Event
- 3 Public Review and Comment Opportunities

The MPO's Public Participation Plan is a living document that is continuously reviewed for revisions to improve the participation process. Effective transportation planning must include the participation of those whose everyday lives are affected by how they are able to get to work, home, school, stores, and other services. 2020 will offer citizens several opportunities to be engaged in the regional transportation process. All public opportunities for citizen involvement are posted on CMPDD website, <http://www.cmpdd.org/public-notices/>. We look forward to hearing from you in 2020 as you help the Jackson MPO shape the regional transportation system.



Outreach at a Glance

11 Newspaper Ads

12 Committee Meetings
257 in Attendance

14 Public Speaking Events

2 TIP Review Opportunities

5 Public Comment Opportunities

4 Central Update Newsletters
1,070 Subscribers



Launched "What is the Jackson MPO" video on YouTube in July

432 Facebook Likes
457 Facebook Followers
16 MPO Facebook post

www.cmpdd.org
76,358 page views
24,099 visitors

Most Visited MPO website page: Transit (629 views)
<http://www.cmpdd.org/transit/>



CERTIFICATION REVIEW

On May 27, 2020, representatives from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) met remotely with staff from the Jackson MPO, MDOT and JTRAN transit officials to perform a Transportation Management Area Certification Review of the Jackson MPO's planning process. Federal regulations require FHWA and FTA to jointly certify the metropolitan transportation planning process being carried out complies with Federal regulation in areas with a population over 200,000 at least once every four years. The Certification Review process consisted of three main components: (1) a desk audit review of the Jackson MPO's planning documents and procedures; (2) a virtual site visit between FHWA, FTA, MPO Staff, MDOT, and JTRAN officials where MPO staff answered questions and presented additional information related to the MPO's planning process; and (3) an opportunity for the public to provide feedback on the effectiveness of the Jackson MPO's planning process with federal review team members. Following the review, FHWA and FTA issued a joint report in July stating the Jackson MPO substantially meets all federal requirements and highlighted several noteworthy practices being carried out by the Jackson MPO in the final report. The Jackson MPO was recertified through July 2024.

NOTEWORTHY PRACTICES

- Enhanced public participation and outreach activities
- Data collection and interactive mapping capabilities
- Commitment and coordination with regional leadership for transit services

PUBLIC COMMENT PERIOD

May 27 – June 27, 2020

TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

A key element of the Jackson MPO's work program is its development, maintenance, and implementation of the four-year Transportation Improvement Program or TIP for short. The TIP outlines how transportation dollars will be invested over a four-year period by federal, state, and local agencies to address the various capital and operating needs of the region, based on the priorities identified in the region's long-range transportation plan. The current TIP, Fiscal Year 2021-2024 was developed in 2020 and was released to the public for a 45-day public comment period prior to adoption. The FY 2021-2024 TIP includes projects carried forward from the FY 2019-2022 TIP along with projects selected for funding by the MPO in its latest Call for Projects, which took place in 2019. To ensure that project schedules are maintained as closely as possible, the MPO tracks each project from initial entry into the TIP through construction to completion.

TIP Development: February – June 2020

Public Comment Period: June 19 – August 5, 2020

Plan Adopted by the MPO: August 12, 2020

FHWA and FTA Approval: September 18, 2020

Effective Date: October 1, 2020

FFY 2021-2024 TRANSPORTATION IMPROVEMENT PROGRAM



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Transportation
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In cooperation with
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JACKSON URBANIZED AREA METROPOLITAN PLANNING ORGANIZATION PUBLIC PARTICIPATION PLAN

How your voice is heard November 2017



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PUBLIC PARTICIPATION PLAN

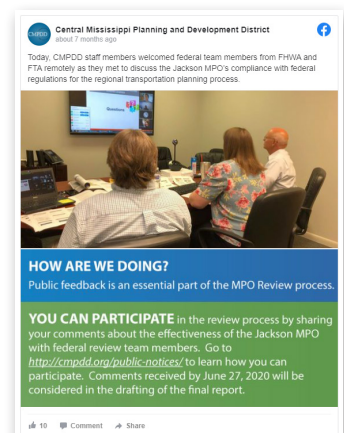
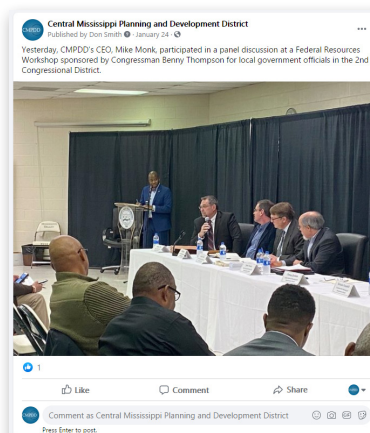
Obtaining public participation is an essential aspect of the transportation planning process. It is the goal of the Jackson MPO to provide a proactive public involvement process which increases public awareness and understanding; offers complete information and timely public notice; supports early and continued involvement of the public and transportation stakeholders; and provides opportunities for meaningful involvement and citizen feedback. In 2020, MPO staff initiated a review and update of the MPO's Public Participation Plan. Even with the COVID-19 pandemic, the Jackson MPO took proactive steps in 2020 to ensure the public has had ample opportunities to participate in the transportation decision-making process. The MPO increased the number of social media posts and paid newspaper advertisements announcing public participation opportunities, which resulted in increased public interest and submitted comments.

Public Comment Period: 45 days
September 19 – November 2, 2020

METROPOLITAN TRANSPORTATION PLAN

The Metropolitan Transportation Plan is a planning document that reflects a comprehensive blueprint of the region's transportation system needs over the next 25 years. It forecasts changes in the MPO region and seeks to identify transportation improvements needed to keep people and goods moving. The Plan's analysis of the transportation systems existing and future needs plays a key role in the MPO's selection of projects for federal grant funds awarded by the Jackson MPO. Development of the 2045 Metropolitan Transportation Plan involved a multiyear planning process. The Draft 2045 Plan, which includes the MPO's Congestion Management Process update and the MPO's initial Performance Measure Report, was released for a 45-day public comment period in September 2020

Public Comment Period: 45 days
September 19 – November 2, 2020



2020 PARTICIPATION OVERVIEW

Quarterly CMPDD Newsletter Quarterly Multiplan Newsbyte	OCT	2 Community meeting presentations 10-day public comment period TIP Amendments
Transit Committee Policy Committee 1 Community meeting presentation	NOV	Technical Committee Public meeting TIP Amendments
1 Community meeting presentation	DEC	
3 Community meeting presentations	JAN	Quarterly CMPDD newsletter
Bicycle and Pedestrian Subcommittee Policy Committee Quarterly Multiplan Newsbyte	FEB	Technical Committee 1 Community meeting presentation
2 Community meeting presentations	MAR	
Quarterly CMPDD Newsletter	APR	Quarterly Multiplan Newsbyte
30-day public comment period Certification Review Virtual Transit Committee Virtual Policy Committee	MAY	1 Community meeting presentation Virtual Technical Committee
45-day comment period new TIP	JUNE	
Quarterly CMPDD Newsletter YouTube Video Launch	JULY	Quarterly Multiplan Newsbyte
Virtual Bicycle and Pedestrian Subcommittee Virtual Policy Committee	AUG	Virtual Technical Committee
3 Community meeting presentations 45-day comment period Participation Plan	SEPT	45-day comment period 2045 MTP

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