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ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS

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# PUBLIC PARTICIPATION PLAN

2020

acog

ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS

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The contents of this report reflect the views of the Association of Central Oklahoma Governments (ACOG), the Metropolitan Planning Organization for the Oklahoma City Area Regional Transportation Study (OCARTS) Transportation Management Area. ACOG is responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect official views or policy of the U.S. Department of Transportation. This report does not constitute a standard, specification, or regulation.

Non-Discrimination Policy

It is the policy of the Association of Central Oklahoma Governments (ACOG), under Title VI of the Civil Rights Act of 1964; Title VII of the Civil Rights Act of 1968; Section 504 of the Rehabilitation Act of 1973; Age Discrimination Act of 1975; Section 324 of the Federal-Aid Highway Act of 1973; Civil Rights Restoration Act of 1987; and other related authorities and regulations, that no person in the United States shall, on the basis of race, color, national origin, religion, sex, disability, age, or familial status be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any federally or non-federally funded program or activity administered by ACOG or its subrecipients.

# TABLE OF CONTENTS

Introduction .....	1
Metropolitan Planning Organization .....	1
Figure 1: Oklahoma City Area Regional Transportation Study Area (OCARTS) .....	2
Metropolitan Transportation Plan .....	3
Transportation Improvement Program .....	3
Unified Planning Work Program .....	3
Title VI and Non-Discrimination .....	3
Environmental Justice Plan .....	3
Limited English Proficiency Plan .....	2
Public Participation Overview .....	2
Goals of Public Participation .....	2
Public Participation Plan .....	3
Public Participation Strategies .....	3
Public Meetings .....	4
Figure 2: OCARTS Organization .....	7
Meeting accessibility .....	8
Public Hearings .....	8
Development of the MTP .....	9
Stakeholder advisory group .....	9
Feedback .....	10
Press Outreach .....	10
Email .....	10
Websites .....	11
Social Media .....	14
Access to Information .....	15
Visualization .....	16
Outreach to underserved populations .....	17
Virtual Public Participation .....	18
Conclusion .....	18
Appendix I .....	19
MPO Contacts .....	19
Appendix II .....	21
Media Outlets the MPO Contacts .....	21

# INTRODUCTION

## METROPOLITAN PLANNING ORGANIZATION

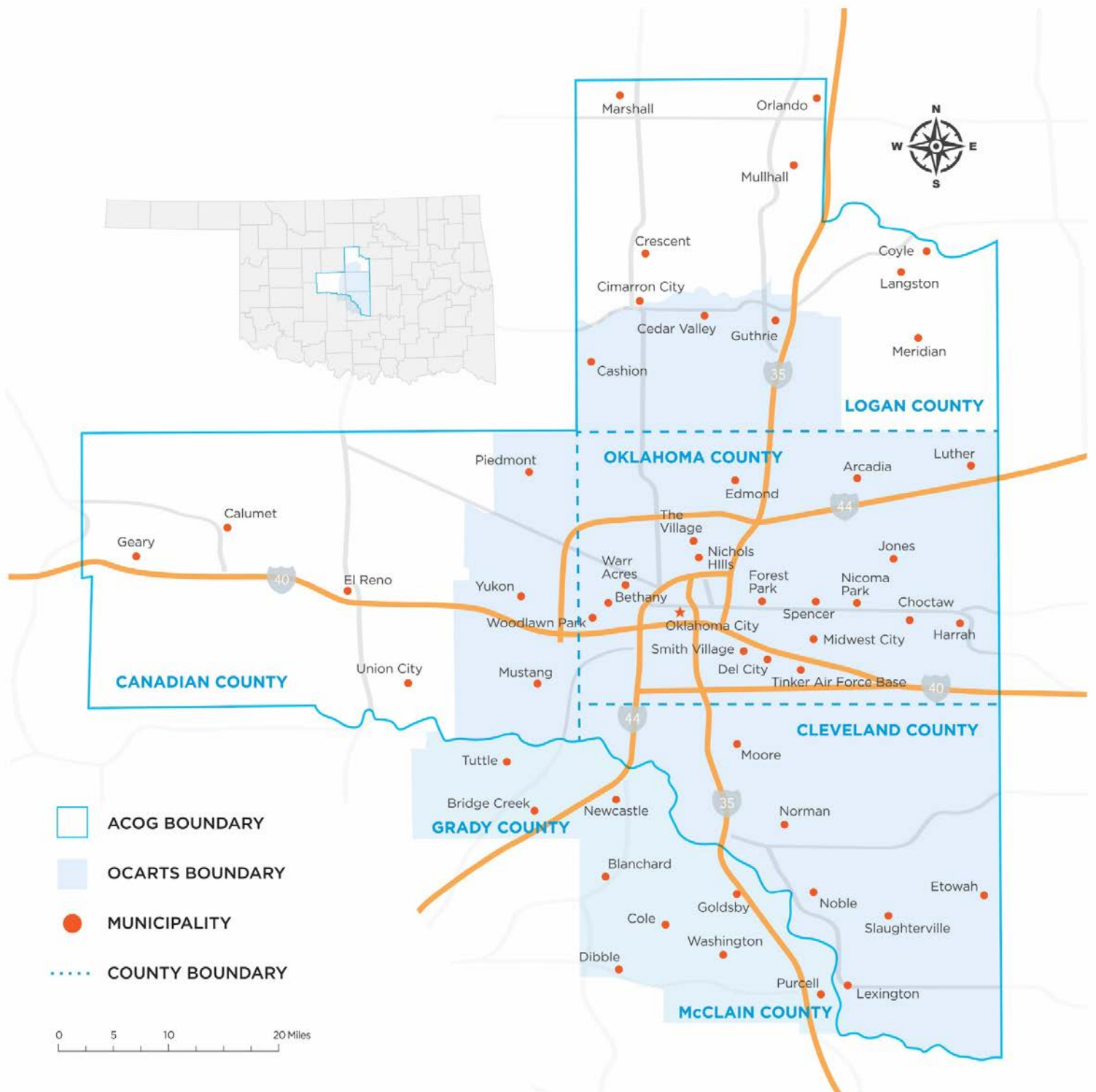
The Association of Central Oklahoma Governments (ACOG) serves as the Metropolitan Planning Organization (MPO) for the Central Oklahoma region. This is in compliance with the provisions of the Federal Highway and Federal Transit Acts of 1962, as amended by the Fixing America's Surface Transportation (FAST) Act, signed into law December 4, 2015. ACOG is a voluntary association of city, town, and county governments within the Central Oklahoma region. Established in 1966, ACOG's purpose is to aid local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. Key functions of the MPO include:

- Establish a setting for effective regional decision-making
- Identify and evaluate alternative transportation improvement options
- Prepare and maintain the Metropolitan Transportation Plan (MTP)
- Prepare and maintain the Transportation Improvement Program (TIP)
- Implement Performance-based Planning and Programming (PBPP) initiatives in the MTP and TIP
- Involve the public

ACOG is responsible for transportation planning throughout the Oklahoma City Area Regional Transportation Study (OCARTS) area, containing all of Oklahoma County and Cleveland County and portions of Logan County, McClain County, Grady County, and Canadian County. See [Figure 1](#) for a map of the OCARTS boundary.

ACOG supports and manages a variety of missions aimed at improving the lives of Central Oklahomans by serving as the MPO for the region. In this capacity, ACOG's primary role is to lead comprehensive, coordinated, and continuous transportation planning. As such, ACOG works with Federal Highway Administration (FHWA), Federal Transit Administration (FTA), Oklahoma Department of Transportation (ODOT), area transit providers, local governments, the public, and other stakeholders to prepare the MTP, TIP, and other planning documents. The MPO planning process and planning products are prerequisites for Central Oklahoma to receive federal transportation funding. The subsequent sections highlight a few of the major activities ACOG is involved with.

**Figure 1: Oklahoma City Area Regional Transportation Study Area (OCARTS)**



## **METROPOLITAN TRANSPORTATION PLAN**

The Metropolitan Transportation Plan (MTP) is developed at least every five years by ACOG and includes priorities for the next 30 years. The MTP is a fiscally constrained plan that outlines future investment in highway, transit, and multimodal improvements to support regional growth and ACOG goals. The plan includes recommendations for streets and highways, airport access, transit, freight movement, and bicycle and pedestrian ways. Encompass 2040, the current MTP for the OCARTS area, was adopted by the MPO in October 2016. As of December 20, 2017, the OCARTS area is an air quality attainment area, and therefore the MTP for Central Oklahoma is updated every five years. Encompass 2040 includes over \$10 billion in multimodal transportation investment projects, including preservation of the existing system. The next update, Encompass 2045, is anticipated to be completed in October 2021.

## **TRANSPORTATION IMPROVEMENT PROGRAM**

The Transportation Improvement Program (TIP) is a cooperatively developed four-year program outlining multimodal transportation improvements and services to be implemented within the OCARTS area. The improvements and services implemented work towards achieving the goals of the MTP. Selected projects must receive ACOG committee approvals before they are forwarded onto ODOT and then to FHWA for approval. The TIP is also responsible for implementing and monitoring Performance-Based Planning and Programming (PBPP) initiatives.

## **UNIFIED PLANNING WORK PROGRAM**

The Unified Planning Work Program (UPWP) is a description of the proposed multimodal transportation planning activities to be conducted in the ACOG region during the fiscal year. The UPWP is prepared annually and serves as a basis for requesting federal planning funds from the U.S. Department of Transportation, as well as a management tool for scheduling, budgeting, and monitoring the planning activities of the participating entities. The UPWP presents the scope and direction of all transportation planning activities in the region and specifies which work program tasks will be accomplished during the fiscal year.

## **TITLE VI AND NON-DISCRIMINATION**

Title VI of the Civil Rights Act explicitly prohibits discrimination on the basis of race, color, and national origin in programs and activities that receive federal financial assistance. ACOG's Title VI Plan outlines the relevant federal regulations, lists assurances, provides strategies for ensuring non-discrimination in the transportation planning process, and outlines ACOG's complaint process in order to remain compliant with Title VI.

ACOG's public participation process shall remain consistent with Title VI of the Civil Rights Act and other Title VI regulations, Executive Order 12898 (Environmental Justice), Executive Order 13166 (Limited English Proficiency), the Americans with Disabilities Act (ADA), and other federal non-discrimination policies. It is ACOG's policy that no person shall, on the basis of race, color, national origin, religion, sex, disability, age, or familial status be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any federally or non-federally funded program or activity administered by ACOG.

## **ENVIRONMENTAL JUSTICE PLAN**

Environmental justice is defined as the fair treatment and meaningful involvement of all people regardless of race, color, ethnicity, national origin, or income with regards to the development,

implementation, and enforcement of laws, regulations, and policies. FHWA requires ACOG to carry out environmental justice responsibilities as part of its non-discrimination program. ACOG's Environmental Justice Plan identifies the environmental justice populations in the OCARTS area as the following: racial minority populations, including Black or African American, Asian, American Indian or Alaskan Native, and Native Hawaiian or other Pacific Islander populations; Hispanic/Latino ethnicity origins populations; Limited English Proficiency (LEP) populations; elderly populations (65 and over) and young populations (17 and under); populations with a disability; low-income households; single female-headed households with children; zero-vehicle households.

ACOG's Environmental Justice Plan is used to evaluate the MTP, TIP, UPWP, and other transportation planning activities in order to identify and address disproportionately high and adverse effects these programs may have these populations. ACOG's Environmental Justice Plan is available on ACOG's [website](#).

## LIMITED ENGLISH PROFICIENCY PLAN

Limited English Proficient (LEP) individuals are those who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English. Failure to provide meaningful access to or providing differing treatment towards LEP individuals is a type of national origin discrimination, which is prohibited under Title VI of the Civil Rights Act. As part of ACOG's compliance with Title VI, ACOG must ensure that LEP individuals have meaningful access to its programs and activities.

ACOG's LEP Plan identifies LEP populations in the region and sets forth guidance and strategies for providing language assistance to LEP individuals to ensure meaningful access to the transportation planning process. ACOG's LEP Plan identifies the most prevalent LEP populations in the OCARTS area as those who speak Spanish, Chinese, and Vietnamese. Staff at ACOG are provided a guide for assisting LEP individuals, an interpreter-translator database, language identification cards, and forms for reporting encounters with LEP individuals in person, on the phone, or in writing. ACOG's LEP Plan is available on ACOG's [website](#).

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## PUBLIC PARTICIPATION OVERVIEW

Public participation is a key component of any government process. Public entities are accountable to both the public and their elected representatives and thus responsible for proactively pursuing meaningful input to best serve all constituencies. The challenge is that communities are diverse, requiring a strategic planning approach that informs and engages citizens to include vital public perspectives and input to government decisions. Specific requirements for public participation are provided by both the FTA and FHWA.

## GOALS OF PUBLIC PARTICIPATION

Public participation as part of the transportation planning process is a federal requirement under the Fixing America's Surface Transportation (FAST) Act legislation. MPOs are encouraged to follow the five public participation principles:

1. Inform and educate the public to allow for meaningful input
2. Reach out and build connections
3. Engage the public and encourage continued participation

4. Use input to shape policies, plans, and programs
5. Evaluate the public participation process periodically

## **PUBLIC PARTICIPATION PLAN**

ACOG's Public Participation Plan (PPP) is first and foremost an opportunity for stakeholders, including the public and their representatives, to learn how ACOG continues to strive for greater inclusivity, participation, and transparency. Tools and tactics are never static in public participation and emerging technological tools continually allow for new avenues of public engagement.

The PPP is routinely updated by ACOG to document guidelines and standards when soliciting general public comments on local transportation plans and programs. Flexibility in the proposed procedures will be maintained throughout the public participation process in order to encourage maximum public involvement. ACOG's PPP is also developed in coordination with statewide transportation planning public involvement efforts and consultation processes.

ACOG utilizes the PPP as both an opportunity and a guide for public involvement, demonstrating good faith efforts to engage the public in the transportation planning process to better integrate the perspectives of all Central Oklahomans.

Methods for encouraging public involvement include providing access to plans, programs, and their supporting materials and creating opportunities to comment as the plan or program develops. Implementation of scheduled activities is designed to meet or exceed requirements of the FAST Act. The PPP outlines methods and general time frames for the encouragement of citizens, affected organizations, and other interested parties to be involved in and comment on the MTP, TIP, and other aspects of the ongoing transportation planning process.

The PPP was developed in consultation with all interested parties and those interested parties were provided with reasonable opportunities to comment on the plan. The PPP development was coordinated with statewide public involvement processes and will be periodically reviewed for effectiveness in assuring the public participation process provides full and open access to all.

The PPP was available for a 45-day review period in which public comment and input was requested. No public comments were received. The PPP was also sent to area transit agencies who provided guidance from the FTA to be included in the final plan.

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## **PUBLIC PARTICIPATION STRATEGIES**

To best reach citizens and achieve the five goals of public participation, ACOG uses a variety of outreach tools, engagement methods, and informational techniques. Although these tools often work together, they can be used individually for online and face-to-face engagement to inform and engage stakeholders, build consensus, and obtain input for the transportation planning decision-making process. Because ACOG is a regional entity, many tools tend to favor forms of mass media that can reach a wider audience and are thus based on existing channels, particularly the Internet. Resources and tools are also available for interaction and engagement with small audiences and one-on-one interactions.



## PUBLIC MEETINGS

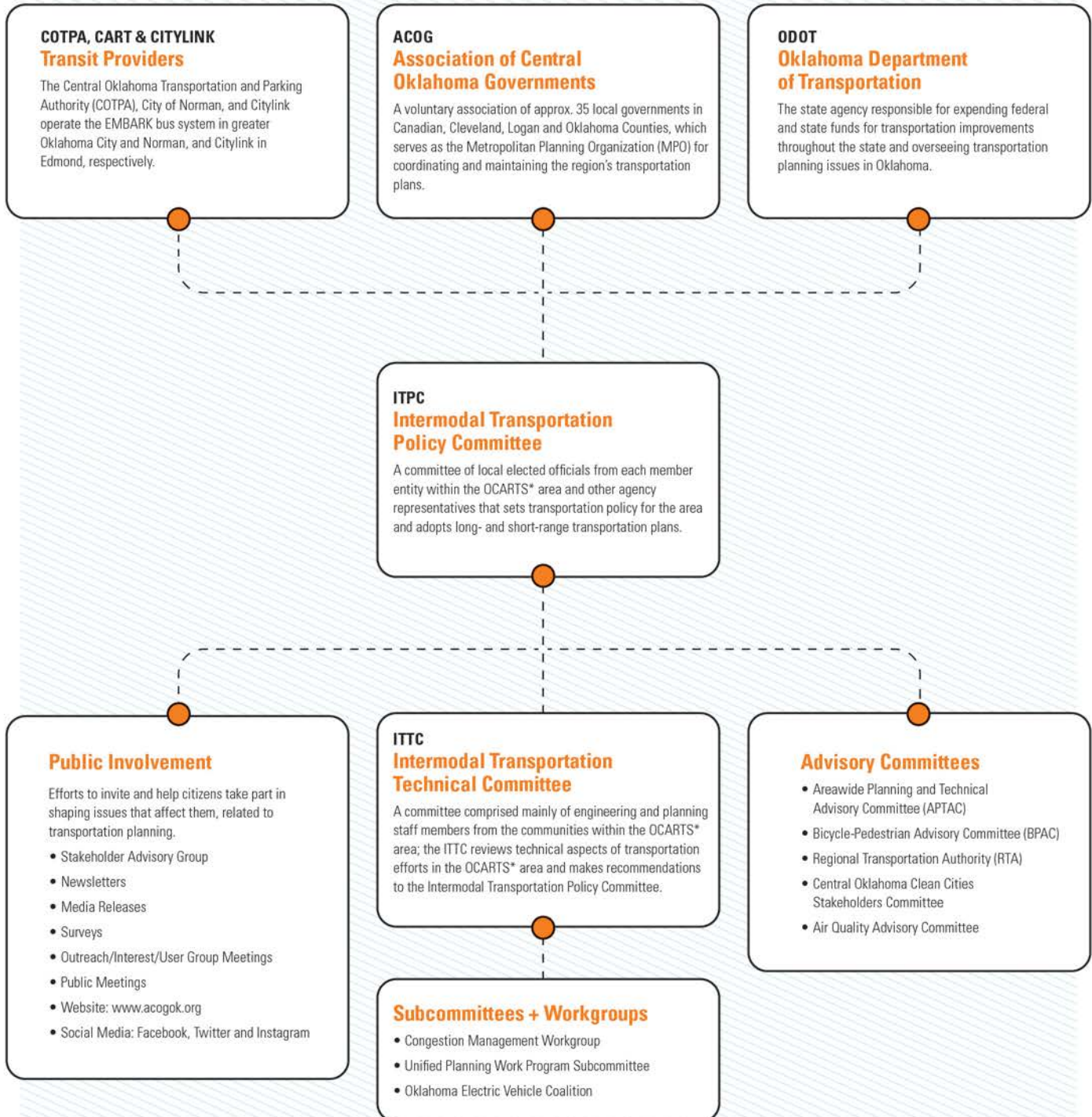
All ACOG committee meetings are public meetings. Members of the public and representatives from all organizations are welcome and encouraged to attend. Committee meetings comply with the Oklahoma Open Meeting Act by providing public notice for all scheduled committee meetings and conducting meetings according to a posted agenda. Notices include a notice of accommodation and allowing adequate time for special accommodation requests. Meetings are recorded and converted into minutes which are approved by the convening body at the following meeting and are made available for those who cannot attend in person. The OCARTS organization structure, which includes additional committees and subgroups, is shown in [Figure 2](#).

ACOG occasionally holds other public meetings, public engagement events, training sessions, work groups, and open houses in addition to MPO committee meetings for the purposes of direct interaction with the public. These special events are opportunities to introduce the public to the transportation planning process, to specific projects and programs within ACOG, gather both quantitative and qualitative input, and connect with citizens and organizations interested in becoming more regularly engaged in the transportation planning process. Public meetings utilize visualization methods such as maps and hand-outs and include special presentations such as PowerPoints and speakers.

ACOG provides multiple methods for ensuring the opportunity for public input during public meetings, which may include providing interpreters for those with limited English proficiency, sign-language interpreters, recorders, and various visualization techniques.

ACOG keeps track of the following measurements to determine the effectiveness of public meetings: number of meetings conducted, attendance of regular committee meetings and special events, demographics of attendees, number of persons with declared disabilities attended meetings, and ratio of meetings to meeting notices.

**FIGURE 2: OCARTS ORGANIZATION**



\* The Oklahoma City Area Regional Transportation Study (OCARTS) area includes all of Oklahoma and Cleveland Counties and portions of Canadian, Logan, Grady and McClain Counties that are urbanized or are expected to be urbanized within the next 20 years.

## Meeting accessibility

ACOG strives to hold public meetings at times and locations that are convenient and accessible to the general public, including persons with disabilities and those who need or want to access the meeting by public transit. Therefore, day of the week, time of day, building accessibility, and proximity to public transit are considered in scheduling meetings. ACOG provides accommodation, upon request, to the hearing and visually impaired, individuals who are not fluent in English, and others requiring assistance. Public meeting locations are held at ADA compliant venues that are easily accessed by riders of public transportation, such as on or near a transit route. Consideration is given to holding special meetings outside of traditional business hours at convenient times, avoiding potential conflicts with participation opportunities hosted by other regional units of government, and to holding public meetings in different areas of the region and utilizing non-traditional yet accessible locations such as schools and community centers.

## PUBLIC HEARINGS

ACOG is committed to providing for sufficient opportunity and means for the public to review and comment on the transportation planning process, including the adoption of the MTP and TIP. Citizens, affected public agencies, representatives of public transportation organizations, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of individuals with disabilities, and other interested parties will also have reasonable opportunity to review and comment on any substantial or significant change suggested for the MTP or TIP. To that end, prior to adoption or amendment of the MTP and the TIP, a public hearing will be conducted by ACOG's Intermodal Transportation Policy Committee (ITPC). A notice of public hearing will be published in at least one newspaper of general circulation within the OCARTS area in advance of any action taken by the ITPC.

A new TIP is adopted once every two years and ACOG will continue to provide opportunities for participation by interested parties in the development of the program. The proposed TIP will be published or otherwise made readily available for review and public comment. A notice of public hearing will be published at least 30 days prior to the date of the ITPC meeting at which a new TIP will be considered for adoption. Notice of public hearing for the TIP amendment will be published at least 10 days prior to the date of ITPC action. Proposed TIP adoptions and amendments will be presented to the Intermodal Transportation Technical Committee (ITTC) for its review and recommendation to the ITPC. The ITPC may take action on multiple TIP amendments by one motion under a consent docket listed on its agenda. Each proposed amendment shall be clearly described as to the project location, sponsoring entity, estimated cost, and proposed funding source(s). If any item proposed does not meet with the approval of all Committee members, that item will be heard separately, and a separate motion taken.

Additional public notice of proposed MPO plans and programs and their amendments may also be provided through press releases or other appropriate means. All public comments received will be summarized and presented to the ITPC prior to its consideration of the requested action. Additional opportunity for public comment will be provided if the final MTP or TIP differs significantly from the version that was made available for public comment that interested parties could not have reasonably foreseen from the public involvement efforts.

In addition to facilitating the opportunity for the public to comment on the transportation planning process, ACOG shall allow for open and explicit consideration and response to public input and comments.

In order to determine the efficacy of public hearings, ACOG will keep track of the following: number of public comments received, how public comments were received, number of complaints received, number of complaints received regarding ADA violations, how comments changed the plans, and how public concerns and preferences were addressed.

## DEVELOPMENT OF THE MTP

A new MTP is adopted once every five years and ACOG will continue to provide opportunities for participation by interested parties in the development of the plan. Opportunities will continue to be made available for citizens, affected public agencies, elected officials, representatives of transportation agencies, and private providers of transportation to be involved in the early stages of the plan development. The proposed MTP will be published or otherwise made readily available for review and public comment. Notice of public hearing for the MTP will be published at least 30 days prior to the date of ACOG's ITPC meeting at which the adoption or amendment will be considered. The proposed plan or amendment will also be reviewed by the Stakeholder Advisory Group and ITTC and a recommendation from both committees will be provided to the ITPC for its consideration.

ACOG conducts public meetings and outreach events as necessary during the development of the MTP to encourage questions and comments about existing transportation conditions and future needs. These outreach events shall be held at accessible times in public locations such as libraries and community centers. Documents translated into languages other than English and in-person translation services will be provided as requested and as necessary according to ACOG's LEP Plan.

During development of the MTP, ACOG tracks the following public participation measurements: number of public comments received, how public comments were received, number of complaints received, number of complaints received regarding ADA violations, how comments changed the plans, and how public concerns and preferences were addressed.

### Stakeholder advisory group

As part of the public participation process for the development of the MTP, ACOG will convene an advisory committee, comprised of individuals and representatives of interests, organizations, and institutions from across the region. These individuals and representatives will review elements of the transportation planning process and provide advisory input to the ITPC. Interests, organizations, and institutions to be recruited for the Stakeholder Advisory Group shall include, but not be limited to, chambers of commerce; minority households; neighborhoods; specific modes of transportation such as bicycle, pedestrian, highways, freight, air and rail; environmental and resource protection; advocacy organizations; public health and wellness; persons with disabilities, and more. [Appendix I](#) of this document includes a list of agencies and organizations with which ACOG regularly consults and collaborates. Many of these will also be invited to participate in the transportation planning process through representation on the Stakeholder Advisory Group.

ACOG will hold a Stakeholder Advisory Group kick-off event to start the public participation process and to introduce the committee to the development of the MTP. Following the initial kick-off event, ACOG will hold three more stakeholder meetings to inform the group about the MTP and allow for opportunities for public comment and feedback. Surveys will be employed before or around the time of the kick-off event and again throughout the plan development as a way to gain feedback.

The Stakeholder Advisory Group will reconvene to assist with development of the next MTP. ACOG will endeavor to expand membership to a wide variety of regional stakeholders, including individuals, organizations, and institutions, to ensure transparency, consensus, and representation. The Stakeholder Advisory Group will not only convene to review and advise the ITPC on elements of the



MTP, but also will work directly with staff to better integrate ongoing ACOG programs and activities with the needs and opportunities of Advisory Group representatives. Following adoption of the MTP, the Stakeholder Advisory Group will have the opportunity to review and recommend proposed plan amendments.

## FEEDBACK

ACOG utilizes surveys, both online and hard copy format, to engage the public and elicit feedback from citizens. Surveys allow ACOG to quantify and analyze responses as well as to create data visualizations and infographics to make survey results more accessible to committee members and to the public when results are shared. Online platforms make it easier to collate and analyze results as well as generate data visualization tools to make responses clearer and chart overall trends. ACOG will continue to utilize surveys throughout the development of the MTP to elicit information on public perceptions and opinions.

ACOG uses surveys as appropriate to gather public input, distributed through online channels such as the ACOG website, blog, social media, and transportation newsletter. Surveys will be available in multiple languages where appropriate. Hard copies will be available on request. Recipients of the survey will include media outlets, advocacy groups, public and private transportation interests, individual citizens, affected public agencies, and more. Surveys will continue to be utilized as an opportunity for public participation in the development of the MTP.

## PRESS OUTREACH

ACOG fosters relationships with regional print, radio, television, and online media outlets to create opportunities for coverage of ACOG programs and accomplishments. These opportunities allow ACOG to inform the public through major media outlets, thereby reaching a larger audience, and provide greater context by working with a journalist to supply information about the regional transportation planning process and products. Often, ACOG creates content specifically for inclusion in newspapers such as letters to the editor, infographics, key person interviews, and articles. Media outlets ACOG routinely contacts are listed in [Appendix II](#).

ACOG will work to foster and expand relationships with media outlets, including outlets geared toward minority, low-income, transit-dependent, and other underrepresented populations throughout the region. Awarded projects, grant opportunities, calls for public comment, regional events and accomplishments, Ozone Alert Day notifications, and alternative fuels are all broad subjects ACOG will continue to prepare for press outreach. Where appropriate, materials will be translated into other languages.

## EMAIL

ACOG utilizes Constant Contact to collate contact information for email recipients, distribute ACOG's quarterly email newsletter, and generate valuable metrics used to assess the success of individual email communications as well as communications over time.

ACOG will continue to keep the mailing list up-to-date and to monitor the average open rate and click-through rate of key emails.



## WEBSITES

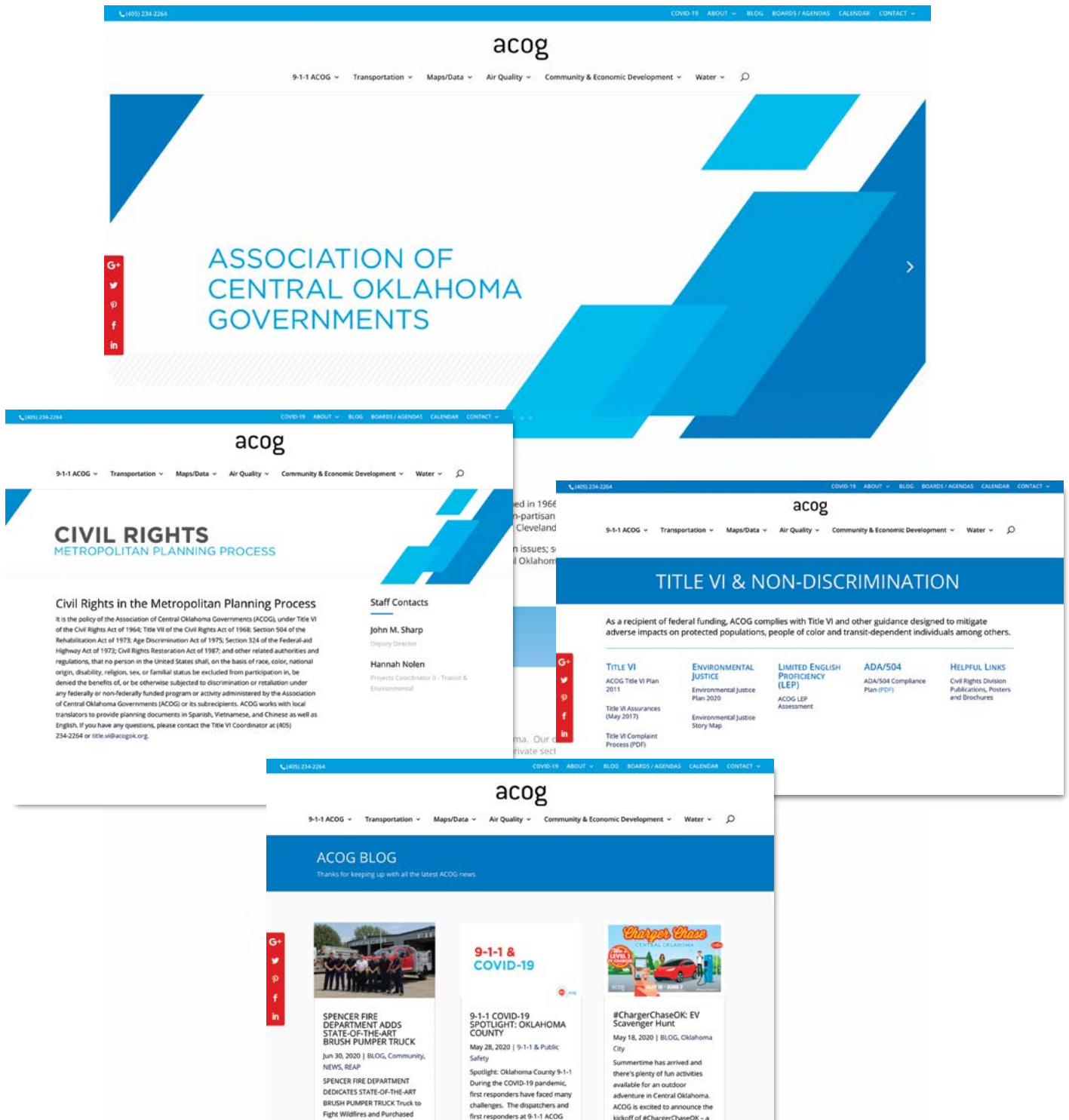
ACOG maintains a website to distribute information to the public about the transportation planning process. This site is regularly updated with content about ongoing projects and programs from across the region including opportunities for public participation conducted by local governments.

Many resources are made available through ACOG's website. Overviews are provided of transportation programs and planning processes including interactive web-based maps, regional traffic count data, previous plans, grant opportunities, and ACOG contact information. All ACOG committees have full annual schedules posted along with bylaws, lists of membership, agendas, and presentations.

ACOG will continue to regularly maintain its website to provide up-to-date information in a timely and concise fashion. Content to be continually added includes committee meeting dates, times and agendas, presentations, reports and studies, transportation planning documents (UPWP, MTP, TIP), amendments to the TIP, information on federally-funded projects, data visualizations and graphics, grant and funding notifications, air quality information, and other resources. A dedicated page within the ACOG website will serve as a resource for information about the development of the MTP and to solicit public input. ACOG will also continue to maintain the Civil Rights section of their website where updated copies of the Title VI Plan, Title VI Complaint Form and process, Limited English Proficiency Plan, Environmental Justice Plan, and other related documents are kept.

Launched in February 2010, the dedicated [ACOG blog](#) is a Wordpress-powered platform for staff-generated content promoting organizational, local, and regional news, information, and accomplishments. It is regularly updated and serves as ACOG's main platform for content and news. Social media and the respective ACOG websites direct traffic to the blog which is analyzed and measured for performance.

## ACOG WEBSITE




ACOG will continue to update the blog regularly with relevant content about transportation issues across the region and opportunities for greater public engagement. Content will be promoted via social media, email, websites, and other channels where appropriate. Analytics will continue to be monitored regularly to ensure readership. Content to be added to the blog will include grant and project award announcements, requests for public comment, upcoming public participation opportunities, regional activities, events, accomplishments and more. Topics will include transportation calls-for-projects, development of the MTP, dates and locations for public meetings, and more.

To measure the efficacy of the website, ACOG will measure the following: number of visitors per day, referral links utilized, time spent on site, total number of visitors, sources of referral traffic, sharing on social media, and number of click-throughs.

During the fall of 2018, ACOG launched the eTIP website (known as eTRACKER), a computerized information management and decision support system, which provides user friendly, comprehensive, and efficient tools for managing TIPs. Member entities can access and monitor their projects over the course of the TIP while members of the public can search and view ongoing and past TIP projects. Members of the public can access the eTIP at the following address:

<https://etracker.acogok.org/default.asp>



**eTRACKER**

The Transportation Improvement Program (TIP) is a listing of projects. The TIP outlines federally funded services to be implemented within the Oklahoma C area. The OCARTS Area TIP is prepared biennially by (ACOG) in its role as the Metropolitan Planning Org; Central Oklahoma.

The current federally approved TIP is for Federal Fis (Oct. 1 2017 - Sept. 30 2021).

The eTRACKER website represents the current TIP a up to date information. The "Map" tab can be used t more detail, or the "Advanced Search" tab can be se

The "Approved TIP Projects" tab lists all projects in t major modifications to the TIP since its initial appro increase in federal monies greater than 20% of the c

For more information on the Transportation Improv planning section on ACOG's website click here:

For any questions or comments contact:

ACOG Transportation Staff  
TIP@acogok.org

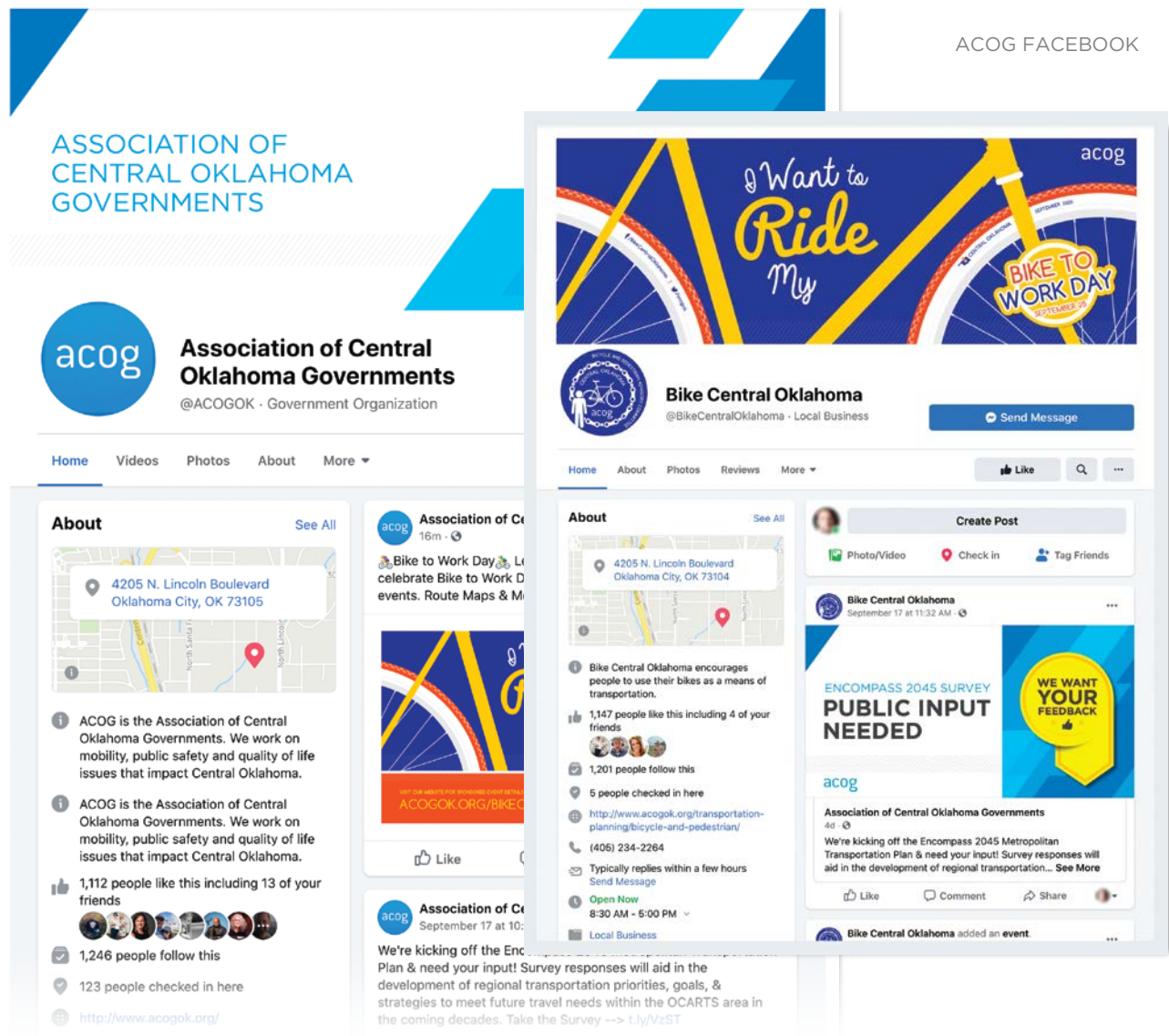
eTRACKER WEBSITE



## SOCIAL MEDIA

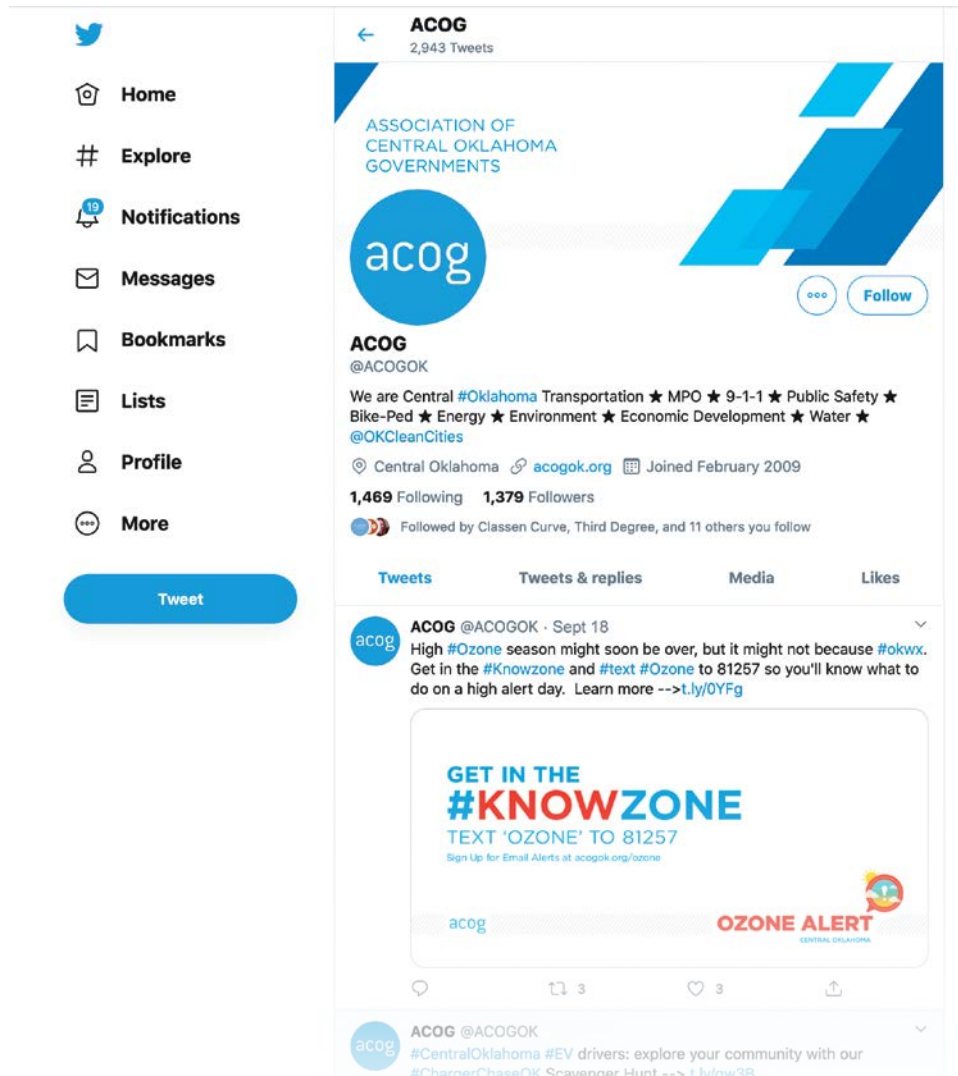
ACOG utilizes several social media platforms to encourage and elicit public participation. These social media platforms are valuable tools because they not only allow for direct one-on-one conversations with individuals and organizations but are virtually cost-free media channels for public outreach. Content to be distributed through social media includes links to the blog, websites, interactive maps, transportation newsletter, surveys, press articles and coverage, opportunities for regional or member local government public participation, transportation-related news stories and studies, research, infographics, data visualizations, job announcements, and more.

ACOG maintains two Facebook pages to engage the public and ensure accessibility to information and regional news ([ACOGOK](#) and [BikeCentralOklahoma](#)). The Bike Central Oklahoma Facebook page is an important tool in promoting annual Bike to Work Day and National Bike Month events around the region, but also serves as a focal point for bicycle and pedestrian topics. ACOG also maintains an Instagram account ([acogok](#)).



ACOG maintains two Twitter accounts: one for the agency as a whole ([acogok](#)) and one for the air quality public education program ([OKCleanCities](#)). The latter account more broadly addresses issues related to transportation in addition to environmental and emissions factors. Both accounts are regularly updated and used to both broadcast information as well as interact with the public.

#### ACOG TWITTER



To measure the efficacy of social media efforts, ACOG will continue to measure the following: number of comments, number of shares, number of likes, reach of individual posts, number or growth of likes over a period of time, number of click-throughs, number of people referred, number of overall visits to the page, mentions of relevant news, articles, and mentions elsewhere on social media.

## ACCESS TO INFORMATION

ACOG shall provide timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agency employees, private providers of transportation, other interested parties and segments of the community affected by transportation

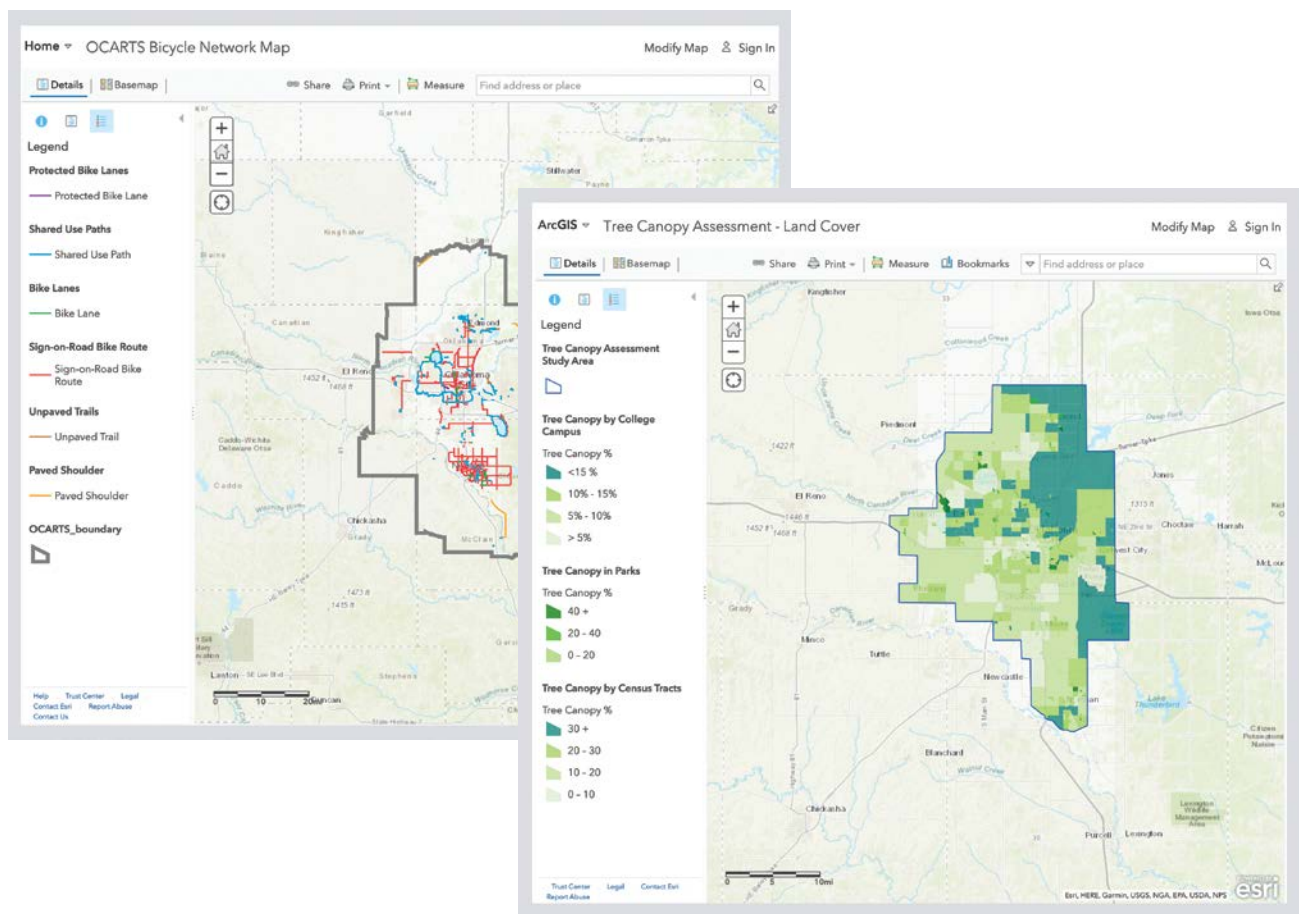
plans, programs, and projects. For easy accessibility, information will be made available in electronic format whenever possible on ACOG's website. Transportation planning documents, including materials related to the MTP, will be translated into languages other than English in accordance with ACOG's LEP Plan.

## Visualization

To aid in public understanding of the transportation planning process and activities occurring in the region such as the MTP and TIP, ACOG uses a variety of innovative visualization techniques.

ACOG manages an ArcGIS Online website ([acog.maps.arcgis.com](http://acog.maps.arcgis.com)) where interactive maps and data are stored and are accessible to the public. The webpage allows users to toggle layers of data uploaded by ACOG including regional bicycle facilities, projected population growth, traffic counts, regional snow routes, land use, and much more.

### ACOG ARGIS ONLINE EXAMPLES



These platforms serve as valuable tools when engaging both members of the public and member local governments as they allow ACOG to not only create a repository of relevant, accessible data but provide users with the ability to navigate that data, create their own custom maps using data layers and then extract or download those maps in varying formats to be used across platforms.



ACOG uses a variety of other visualization techniques such as PowerPoint presentations, graphics and illustrations, photographs, informational handouts, flyers and posters, and display booths at events. These visualizations are integrated into committee meetings, presentations, social media content, and website content. A variety of visualization techniques will be used to describe and summarize the MTP and the TIP.

## PRINT EXAMPLES



The Association of Central Oklahoma Governments is celebrating Bike Month with an areawide Bicycle Scavenger Hunt. This fun activity is an opportunity to get out and explore your community by bicycle!

### LIST OF LOCATIONS:

- |                             |                       |
|-----------------------------|-----------------------|
| • Bike Fix-it Station       | • Historical Landmark |
| • Bike Rack                 | • Library             |
| • Body of Water             | • Mural               |
| • Bus Stop                  | • Museum              |
| • City Hall                 | • Park                |
| • Community Center          | • Place of Worship    |
| • Community Garden          | • Post Office         |
| • Favorite Local Restaurant | • School              |
| • Favorite Local Shop       | • Sculpture           |
| • Fire Station              | • Trailhead           |

THE EVENT STARTS MAY 2 AT 8:00AM AND ENDS MAY 31 AT NOON. WINNERS WILL BE ANNOUNCED JUNE 1.

VISIT OUR WEBSITE FOR SPONSORED EVENT DETAILS: [ACOGOK.ORG/BIKECENTRAL](http://ACOGOK.ORG/BIKECENTRAL)

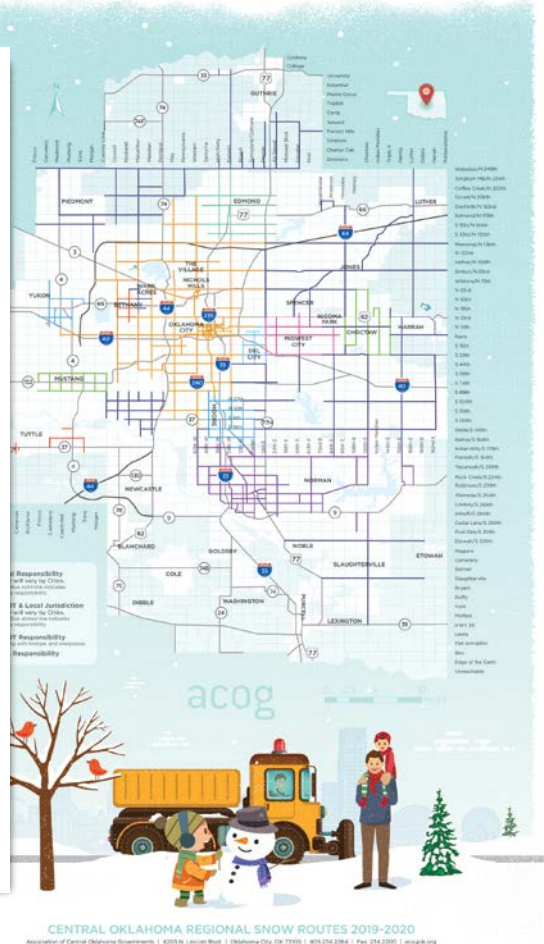
Facebook: [facebook.com/BikeCentralOklahoma](https://www.facebook.com/BikeCentralOklahoma) Twitter: [twitter.com/bikecogok](https://twitter.com/bikecogok)

### RULES:

- Ride your bicycle to a location listed on the left.
- Take a picture of you and your bike, just your bike, or your group with their bikes at the location.
- Post the picture to either Facebook, Instagram, or Twitter.
- Use the hashtag #BikeCentralOklahoma and tag @ACOGOK. Tag the location if possible. Pictures must be posted in your "feed" for it to count.

### PRIZES INCLUDE:

- A Bicycle Reflector Set
  - Bike Helmets - Multiple
  - Bike Horns - 2
  - Foot Pumps with Gauge - 2
  - Gift Cards - Multiple
  - Ride OKC Tour Voucher
  - 15" Bicycle Frame Pump
- \*One picture per each location will count towards a raffle drawing.



CENTRAL OKLAHOMA REGIONAL SNOW ROUTES 2019-2020

Association of Central Oklahoma Governments | 4035 N. Lincoln Blvd. | Oklahoma City, OK 73105 | 405.254.2384 | Fax: 254.2000 | [acogok.org](http://acogok.org)

## Outreach to underserved populations

ACOG must improve opportunities to engage populations who are traditionally underserved by the transportation planning process and often face challenges in accessing employment and other services. These groups include, but are not limited to, low-income and minority households and those with limited English proficiency. ACOG will continue to seek out the opinions of and consider the needs of these underserved populations by increasing the availability of information and documents in languages other than English, considering populations who cannot access online resources, reaching out to social and religious organization that likely serve the populations, and taking site location and accessibility into consideration when planning public meetings and events.

## VIRTUAL PUBLIC PARTICIPATION

During the COVID-19 pandemic in 2020, the need for alternative methods of public participation became apparent. Public meetings could no longer be held in person due to social distancing and many public group events had to be cancelled. With these limitations, efforts to notify, inform, and collaborate with community members had to be altered. Below are some of the public participation methods and strategies ACOG employed during the COVID-19 pandemic and other alternative strategies that could be employed in the future when needed:

- Virtual meetings were held on various platforms such as GoToMeeting, Zoom, and Microsoft Teams with limited or restricted in-person access. Virtual meetings or at least an option to attend a meeting virtually will be employed for the 2045 Stakeholder Advisory Group meetings.
- Sharing information on social media and the ACOG website emphasized in order to disseminate information and solicit public feedback.
- Rather than holding in-person Bike Month activities, alternative activities were planned such as ACOG's Areawide Bicycle Scavenger Hunt.
- In preparation for 2045 MTP update and Stakeholder Advisory Group meetings, online surveys will be distributed to gain feedback.
- Interactive maps and presentations shared on ACOG website and social media.

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## CONCLUSION

ACOG uses a variety of public outreach methods and platforms to incorporate public participation in the transportation planning process. While a priority is placed on adapting communications to the region's changing technologic and demographic landscapes, ACOG must continue to proactively seek methods of improving public participation and public involvement throughout the transportation planning process. Additionally, ACOG must seek to better quantify and document public participation efforts so as to better establish goals and milestones that allow for improved measurement and assessment of public participation efforts.

The PPP is periodically evaluated and revised, as needed, to ensure its continued effectiveness. A 45-day public review and comment period is provided with each proposed revision to the PPP.

Through regular assessment of the public participation plan and the methods therein, ACOG can continue to strive for greater inclusiveness, efficiency, and meaning in the regional transportation planning process through public participation. To that end, ACOG will review and update this plan every five years to ensure a full and open participation process.

# APPENDIX I

## MPO CONTACTS

The MPO cooperates with a number of Federal, State, Local, and Tribal agencies responsible for land use, transportation planning, natural resources, and other environmental and socioeconomic issues in Central Oklahoma. Additionally, ACOG contacts many other interested parties during the planning process to solicit comment on the MPO's transportation planning programs.

Those contacted include interested citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of people with disabilities, and representatives of users of public transit, pedestrian facilities, and bicycle facilities and more.

The following is a sample of agencies and organizations regularly contacted by ACOG:

- OCARTS Area Local Governments
- Bureau of Indian Affairs
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Federal Transit Administration
- Tinker Air Force Base
- US Army Corp of Engineers
- US Environmental Protection Agency
- US Fish and Wildlife Service
- Oklahoma Conservation Commission
- Oklahoma Corporation Commission
- Oklahoma Department of Transportation
- Oklahoma Department of Environmental Quality
- Oklahoma Department of Homeland Security
- Oklahoma Department of Human Services
- Oklahoma Department of Public Safety
- Oklahoma Department of Wildlife Conservation
- Oklahoma Department of Rehabilitation Services
- Oklahoma Historical Commission
- Oklahoma State Archaeologist
- Oklahoma State Preservation Office
- Oklahoma Transportation Commission
- Oklahoma Turnpike Authority
- Oklahoma Water Resources Board
- Oklahoma City Airport Trust
- Oklahoma City Community Foundation
- Oklahoma Municipal League
- American Automobile Association
- Oklahoma Railroad Association
- Oklahoma Trucking Association
- Central Oklahoma Transportation and Parking Authority (COTPA)
- Citylink
- Cleveland Area Rapid Transit (CART)
- First Capital Trolley
- The Oklahoma Alliance for Public Transportation
- AARP Oklahoma
- Aging Services of Cleveland County
- Areawide Aging Agency
- Council on Developmental Disabilities
- Oklahoma City Mayor's Council on Disability Concerns
- Oklahoma Foundation for the Disabled

- Oklahoma League for the Blind
- Asian Society of Oklahoma
- Latino Community Development Agency
- League of Women Voters
- Oklahoma Chinese Cultural Foundation
- The Cimarron Alliance
- Urban League of Greater Oklahoma City
- American Lung Association, Oklahoma Office
- Institute for Quality Communities, University of Oklahoma
- Oklahoma Bicycle Coalition
- Oklahoma Bicycle Society
- Oklahoma City Landrunners
- Neighborhood Alliance of Central Oklahoma
- NewView Oklahoma
- Oklahoma Safe Kids Coalition
- Oklahoma Safety Council
- Salvation Army
- The Homeless Alliance
- VarietyCare
- Youth Services of Oklahoma County
- Oklahoma Sierra Club
- Oklahoma Sustainability Network
- The Nature Conservancy, Oklahoma Chapter
- American Indian Chamber of Commerce Oklahoma
- Black Chamber of Commerce of Oklahoma City
- Greater Oklahoma City Chamber of Commerce
- Greater Oklahoma City Hispanic Chamber of Commerce
- Midwest City Chamber of Commerce
- Moore Chamber of Commerce
- Mustang Chamber of Commerce
- Northwest Oklahoma City Chamber of Commerce
- Piedmont Chamber of Commerce
- South Oklahoma City Chamber of Commerce

## APPENDIX II

### MEDIA OUTLETS THE MPO CONTACTS

- The Oklahoman
  - The Oklahoma Gazette
  - The Journal Record
  - The Norman Transcript
  - OKC.net
  - The Curbside Chronicle
  - The Oklahoma City Herald
  - The City Sentinel
  - Oklahoma City Free Press
  - NonDoc
  - Piedmont-Surrey Gazette
  - The Midwest City Beacon
  - The Guthrie News Leader
  - The Yukon Review
  - Edmond Life and Leisure
  - Bethany Tribune
  - Choctaw Times
  - Mustang Times
  - Mustang News
  - Moore American
  - El Reno Tribune
  - El Latino American
  - El Nacional
  - Tinker Take Off
  - Purcell Register
  - Tuttle Times
  - The Associated Press
  - The Black Chronicle
  - KOCO-TV
  - KFOR-TV
  - OETA-TV
  - KOKH-TV
  - KSBI-TV
  - KTUZ-TV
  - KOHC-TV
  - NEWS9-TV
  - KOSU-FM
  - KTOK-AM
  - KGOU-FM
  - KOKC-AM
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