CHAPTER 3 PUBLIC INVOLVEMENT

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3. OVERVIEW OF THE PUBLIC INVOLVEMENT PROCESS

Community input is crucial to developing a plan that accurately identifies and addresses the public's needs and desires. The City of Temple involved the public early in the planning process by providing continuous, transparent, and effective access to information about the study and the decision-making process used to determine final recommendations. By involving the public throughout the life of the study, the City employed an open decision-making process that encouraged the development of a plan supported by the public. Ultimately, feedback from the community helped define existing mobility issues in Temple. establish goals that defined success in addressing those issues, develop initial solutions proposed by the project team, and inform the final set of proposed solutions.

The City was mindful of the need to include residents that have historically been underrepresented in the planning process. Special attention was made to reach out to community members and stakeholders from these demographics to gather input for the Plan. Given the circumstances revolving around the Covid-19 pandemic and impacts to typical meeting structures, the City was able to use a mix of in-person and virtual tools to conduct meetings and gather feedback.

The public involvement period lasted throughout the life of the project from March 2021 to May 2022. During this time, various meetings were held with the public, stakeholders, and a project Steering Committee.

Figure 3-1: Public Involvement Schedule

2027 Launched Public Website Feb. Round 1 of Stakeholder 2021 Workshops and Public Mar. - Apr. Information Social Media updates, 2021 Distribution of Flyers, Utility Bill inserts and Newspaper Ads, Mav Public Meeting #1 2021 Round 2 of Stakeholder

> June - Sept. 2021 Round 3 of Stakeholder Workshops Oct. - Nov

Workshops

"What is a Mobility Plan" Video

2022 Jan.

Released

Round 4 of Stakeholder Workshops

> 2022 May

2022 Feb. - Apr.

Public Meeting #2

Social Media updates,

Distribution of Flyers, Utility Bill inserts and Newspaper Ads

2021

Dec.

Social Media updates, Distribution of Flyers, Utility Bill inserts and Newspaper Ads Public Meeting #2

3.1 Meetings

Conversations with Temple community members provided crucial context for the data analysis conducted, as well as a better understanding of the community needs and wants for their future transportation system. Due to the COVID-19 pandemic, meetings occurred both virtually and in-person, depending on the safety protocols required by local officials at the time of the meeting. At times, the project team used a "hybrid" approach, meaning the meeting occurred in-person with an option to join the meeting virtually if desired. If held virtually, meetings were conducted on a variety of digital platforms, including Microsoft Teams, Zoom, and Facebook Live. Online public meetings were publicized via the Temple MMP webpage and links were posted in outreach materials.

Three types of meetings were held at various points throughout the project: 1) Steering Committee, 2) Stakeholder and 3) Public meetinas.

3.1.1 Steering Committee Meetings

The Steering Committee was composed of about a dozen technical advisors who helped design the internal planning process. Members included multiple staff members from the City of Temple as well as other decision-makers from the community, such as representatives from the Killeen-Temple Metropolitan Planning Organization (KTMPO) and the Reinvestment Zone (RZ). The committee provided guidance on planning process, public engagement, the analysis process, and components of the final MMP.

3.1.2 Stakeholder Meetings

Stakeholders were identified in collaboration with the project Steering Committee. The project team developed a list of stakeholders and their key issues, concerns, and interests. Stakeholders were engaged at multiple points in the planning process to offer their unique insight on the history and dayto-day aspects of life in Temple. Meetings were held with an initial stakeholder group that represented various sectors of the community, including neighborhood associations, community organizations, school districts, active transportation users, public transportation users, parks and recreation users, public safety and emergency response, resource and regulatory agencies, aviation, freight and manufacturing, and economic development. Additional meetings were held with: Temple Area Builder's Association (TABA), Hill Country Transit (The HOP), East Temple Neighborhood Initiative (ETNI), Zoe's Wings, the Meredith-Dunbar Early Childhood Academy, and the Chamber of Commerce.

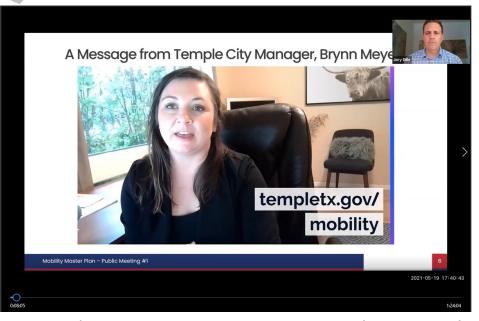


Figure 3-2: Screenshot of Presentation for Public Meeting 1 on Zoom

3.1.3 Public Meetings

The team engaged with residents throughout the Temple area. gleaning broader insight about the public's goals and priorities for transportation in Temple. Two public meetings occurred to provide opportunities for citizens to learn about the Plan and give input on their needs and concerns to be addressed in the proposed MMP. A public hearing was held to present the draft findings and recommendations to the Temple City Council and to provide an opportunity for public feedback on the plan. The first meeting was entirely virtual, and the subsequent meetings were hybrid (virtual and in-person).

Public Meeting 1 was held in May 2021. This meeting presented an overview of the study and solicited public input on what was important to the community, challenges and issues, and general concerns. There were 90 attendees via the virtual Zoom meeting or Facebook Live.

Public Meeting 2 was held in January 2022. This meeting presented the results of the existing systems analysis and solicited public input on potential recommendations. 62 people attended this meeting in person, and an additional 79 people attended virtually using either the Zoom meeting link or Facebook Live.

Public Hearing will be held in May 2022 and will present the draft MMP to the City Council and solicit public input, including potential final modifications.

Detail of the feedback received at each of these meetings can be found in Appendix X: Public Involvement Technical Memorandum







3.2 Tools

3.2.1 Virtual / Online Public Involvement

In light of the COVID-19 pandemic and the growing culture of remote work, utilizing a project webpage as well as publicizing visualized data through social media was an effective way to engage with the community from a safe distance. The following digital methods supplemented the meetings with Steering Committee members, stakeholders, and the public.

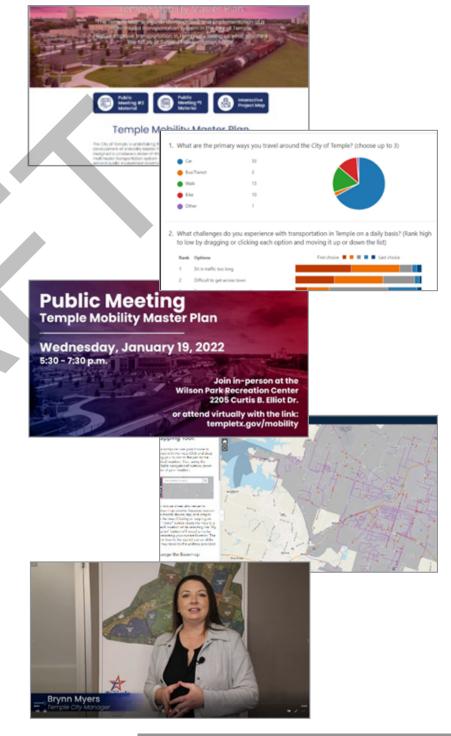
MMP Webpage - A project webpage was published on the City of Temple website. Material on the webpage provided public access to project details, links to meetings, and contact information. The site also included all materials from meetings, such as display boards and maps. All graphics that were distributed digitally depicted data in a way that told a story, making more intricate details of the plan and outcomes from analyses easier to understand. As draft chapters of the Mobility Master Plan were developed, they were added to this webpage for public viewing, before the final Plan was adopted.

Interactive Mapping Tool – As part of the online webpage, users were able to view a map of Temple and place comments on specific locations. The tool allowed users to draw lines, shapes, or points on the map and then add detail about specific concerns or improvements they would like to see in the area.

Social Media Outreach – The City of Temple employed the City's Facebook, Instagram, Nextdoor, and Twitter accounts to present project information and to announce public meetings.

Survey Tools - The online survey platform, Microsoft Teams Forms, was employed as an interactive tool to engage the public and stakeholders. This tool was used during meetings as well as during project milestones to solicit feedback. Video Production

Video Production – The project team created a brief, engaging video to promote the second public meeting and the project as a whole. The video included commentary from the City Manager. Brynn Myers, and Assistant City Manager, David Olson, P.E.



3.2.2 Physical Materials

While much of the communication between the project team and community members occurred digitally, traditional methods of communication supplemented the virtual outreach methods and provided access to those who would not have been informed of the plan otherwise. Physical materials used to promote the MMP and solicit community feedback included meeting handouts (Spanish and English), project flyers, utility bill inserts, newspaper display ads, printable surveys, traditional media (press releases, public service announcements, etc.), and physical display boards and maps at in-person meetings.

3.3 What We Heard

3.3.1 Interactive Map Results

The interactive map was available for comment from May 2021 to February 11, 2022, and over 400 comments were received. The graphics below show the types of comments received and their percentages.

3.3.2 Public Meeting Results

Over 60 comments were received from Public Meeting 1 either through discussion during the meeting or through comment forms received through May 31, 2021. Most of the comments were related to the following topics:

- · Improving availability of transit,
- · Expanding bike trails and sidewalk network,
- · Connecting areas of the City, such as east Temple to the Industrial Park.
- Considering micro mobility options, such as bike rentals and point-to-point transportation,
- · Improving intersections to reduce delay and improve safety,
- · Controlling speed on certain roadways, and
- · Funding of improvements.

During Public Meeting 2, the public submitted 372 surveys forms and 43 comments forms.



Figure 3-3: Results of comments received on the Interactive Mapping Tool

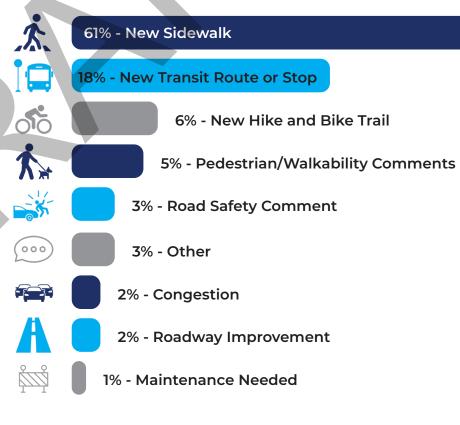
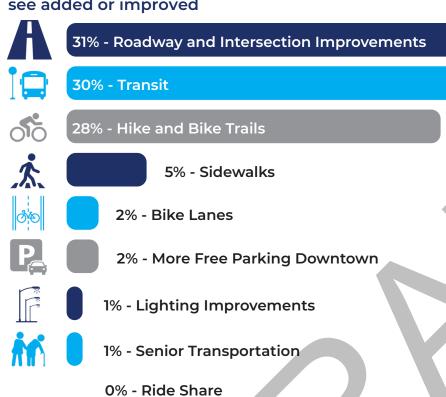


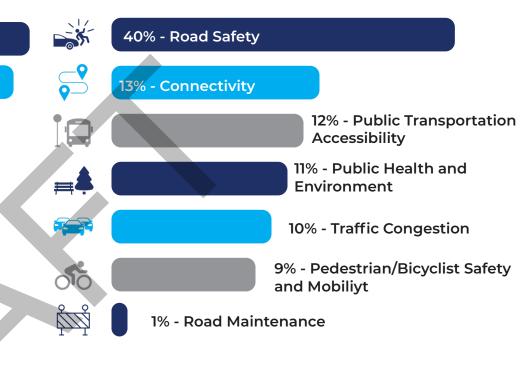
Figure 3-4: Interests - Items the public wants to see added or improved



3.3.3 What Does the Public Input Tell Us?

- Improving safety for road users including bike and pedestrians is a high priority
- Improving connectivity and access to economic and public health facilities is supported
- Traffic and intersection improvements have a high level of support
- · Transit improvements are supported especially for those with mobility challenges

Figure 3-5: Concerns - Issues the public sees



3.3.4How Was the Public Input Used in the Decision-Making Process?

Feedback gathered at each of these critical points was used to inform the planning and analysis process. This feedback was used to focus the analysis process, modify planning scenarios, adjust and prioritize goals and objectives, and ultimately shape recommendations.

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