



# Evaluation of Public Involvement Activities

## Baltimore Regional Transportation Board

*November 30, 2021*



# Background of Discussion

In FY 2020, BMC hired a consultant team to review 3 key areas of public involvement:

Evaluate the effectiveness of current BRTB public involvement activities/key documents

Review BRTB public involvement activities with key participants

Tools, trainings, and recommendations to improve the public involvement and decision-making process

# Review of the PAC

The PAC identified a range of issues that caused them concern. To address this, the consultant recommended either of two options:

**Option A: Retool the PAC**

**Option B: Replace the PAC with New Forms of Engagement**

While a limited number of items could be addressed, many items remain a challenge. BMC has expressed an interest in pursuing the virtual panel.

# Considering a Virtual Panel

- Would serve as a permanent focus group, providing input for various activities and topics throughout the year
- Aim for approximately 50-75 members
- The panel would mainly function “asynchronously” through email outreach and online feedback
- Current and past members of the PAC would be invited to join
- Additional members recruited with help from the BRTB and from BMC’s email lists, social media followers, and organizations representing a wide range of constituencies

# Proposed Forms of Panel Interaction

- **Surveys**
- **Preference polls or trade-off exercises**
- **Forums or threaded chats that allow members to interact with each other on a given topic**
- **Requests to review and comment on draft materials**
- **Requests for volunteers to help design a particular public involvement activity**
- **Scheduled virtual meetings that could include updates or special topic presentations from staff and Board members, followed by breakout groups**
- **An annual in-person summit in conjunction with Every Voice Counts**

# Virtual Panel - Draft Mission Statement

The BRTB has established a Virtual Panel as an **ongoing way of engaging with the public**. The panel serves as a collaborative space for the public to provide input and feedback during the planning and project development process. Through regular virtual interaction with BMC staff and guest speakers, panel members share their local knowledge and direct experience as users of the region's transportation network, bringing attention to opportunities, challenges, and emerging trends. In this way, the panel helps BRTB to develop and implement comprehensive work programs that reflect the diverse and evolving needs of the Baltimore region. By providing inclusive and diverse representation across the region's communities and groups, the panel supports BRTB's efforts to advance equity in transportation plans and programs.

# Other Public Involvement Continues

- In addition to a Virtual Panel, there would continue to be activities such as:
  - E-newsletters
  - 30-day comment periods
  - Pop-up events
  - Resilience 2050 activities
  - 25<sup>th</sup> anniversary of Bike 2 Work

# For More Information

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**Regina Aris** | Assistant Director - Transportation  
410-732-0500 x1046 | [raris@baltometro.org](mailto:raris@baltometro.org) | [www.baltometro.org](http://www.baltometro.org)

**Monica Haines Benkhedda** | Public Involvement Coordinator  
410-732-0500 x1047 | [mhainesbenkhedda@baltometro.org](mailto:mhainesbenkhedda@baltometro.org) | [www.baltometro.org](http://www.baltometro.org)

