

## Summary of Public Engagement Committee Meeting

March 9, 2018 (Mugs Café)

### Participants:

Becky Adams  
Leesa Freasier  
Becca Green  
Regina Taylor

### Representing:

Arkansas Department of Health (ADH)  
City of Bryant/ADH  
Rock Region METRO  
Youth Outreach/Girl Scouts

### Metroplan Staff:

LaKesha Stewart      Public Outreach Planner  
Susan Markman        Senior Planner for Policy

Engagement should follow two tracks. One is **ongoing, consistent reporting on Metroplan activities**. The committee felt that this is a crucial element to engaging the public. A number of suggestions were made:

- **Provide regular updates** on “what Metroplan is doing” directed toward target audiences (elected officials, planning commissions, neighborhood groups) and general public. Updates could be short and project-specific, or they could ask a question that goes to an issue under current discussion.
- **Develop “MPO 101”** for target audiences. The presentation can be easily modified, depending on the audience and objective.
- Make target audiences and general public aware of Metroplan **funding opportunities**.
- **Be a presence in communities**. Participate in activities, attend meetings, etc.

The other engagement track is **specific to the plan update**. Two changes to previous years’ strategies are suggested:

- (1) Instead of casting a broad net to capture as many people as possible, this effort should target specific audiences. Everyone acknowledged that there are **multiple target audiences**, including but not limited to:
  - minority and LEP groups
  - people with disabilities
  - youth (a more precise definition and goals will be fleshed out later)
  - leadership (elected and others) of smaller communities; and
  - residents of smaller communities not part of the urban core.

Outreach techniques will vary with each group.

(2) The Vision has been reaffirmed with every plan update. Therefore, the focus will be on validating participation and implementing the Vision.

**Desired outcomes:**

- (1) Validate participation in planning process.
- (2) Learn about issues affecting communities and obstacles to implementing the vision.
  - What we learn will inform the plan update – “From Dreaming to Doing”
- (3) Bring smaller communities into the circle.

Secondary outcomes (still important and beneficial) include:

- (4) Communities learn how they can benefit from regional cooperation.
- (5) Each community can come together to agree/prioritize the things it would like to improve.

Establishing a feedback loop is critical to the success of the outreach effort. This is the feedback loop that is depicted in Metroplan’s Title VI Program & LEP Plan:

