Appendix 4:
Public Involvement Plan

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The East-West Gateway Council of Governments

COMMUNITY CONNECTIONS

Public Involvement Plan

EAST-WEST GATEWAY
Council of Governments
Creating Solutions Across Jurisdictional Boundaries

Create Meaningful Engagement Opportunities That Are Accessible to Everyone

A Note from the Executive Director

The East-West Gateway Council of Governments (EWG) has always had a strong commitment to public involvement in our regional decision-making processes. Our Board of Directors make transportation-related decisions affecting everything from the vitality of our regional economy to the daily lives of our citizens. Our work impacts our environment and our neighborhoods. Public guidance and advice are a vital consideration in how we allocate millions of dollars to transportation and other projects here in the St. Louis region.

We are constantly developing new resources, analyzing regional trends through data analysis, and providing technical assistance and education for our member governments and their constituents. Meaningful public involvement is not always easy. We are all aware that in today's fast paced world it is challenging to achieve high levels of engagement on issues that have a longer time horizon or on initiatives that are not in our own backyards. But it is our obligation and mission to educate, inform and involve. Our process of engaging the public must give ALL people a variety of opportunities to influence public decision-making.

The purpose of the East-West Gateway Public Involvement Plan is to set forth expectations and procedures for public involvement in our region's transportation planning and other processes. Federal funders provide lots of guidance about what we MUST do but we have "wide latitude to determine how, when and how often specific public involvement measures should take place, and what specific measures are most appropriate." This is a huge responsibility and we don't take it lightly. This document outlines our resources and approach but most importantly it outlines specific public involvement goals and strategies that our staff will work to achieve in the coming years.

This plan benefitted from the time and expertise of many people. We received invaluable input from an advisory committee of community members, suggestions from focus groups and a public survey. This plan will change and grow as East-West Gateway continues to engage our political leaders, businesses, residents and community organizations. Public involvement starts with you. I invite all our partners and stakeholders to become involved in regional planning discussions with us and in your community. It is only through your involvement that we can truly create a regional agenda that is meaningful.

Ed Hillhouse

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Regional Planning Matters

Regional planning might not seem like the most exciting topic. Every day we are bombarded with requests for our time and attention and it is often hard to find the time to PARTICIPATE, especially when the issue doesn't seem to affect us directly at this moment. Moreover, when we deal with big regional issues, like planning for regional safety and security, planning for a sustainable future, planning for new levees, planning for future business, planning for the needs of our changing population, planning for future land use, or planning for future infrastructure needs, it is often hard to believe that our voice or opinion could be heard in a meaningful way.

The East-West Gateway Council of Governments (EWG) undertakes many different types of regional planning activities, in partnership with federal, state, local governments and nonprofit organizations. We understand that our decisions affect all of our region's citizens and therefore this public involvement plan works to create avenues for you to participate in all of our planning activities.

Transportation Impacts Each of Us

EWG is responsible for a wide variety of regional planning activities but none more highly visible than the transportation planning and funding decisions for the St. Louis region. Transportation has a tremendous impact on a wide range of regional activities and institutions. Our transportation system makes it possible for us to get where we want to go, as well as to enjoy products and services from all over the world. It is a driving force behind our region's economic health and our ability to grow.

In the St. Louis metropolitan region, our vast transportation system includes the Mississippi River, Lambert St. Louis International Airport and several regional airports, MetroLink (light rail), Metro Bus and paratransit services, ports, bike paths and greenways, sidewalks and the many local or state roadways and bridges we use each day.

EWG is designated by the federal government as the region's Metropolitan Planning Organization (MPO), charged with coordinating transportation planning for the St. Louis metropolitan region. This includes roadway construction and maintenance projects, as well as bus, rail, pedestrian, and bicycle projects from bridges that span our rivers to streetscape improvements in our neighborhoods.

Allocating transportation dollars for specific projects and programs is a huge responsibility. EWG staff considers a number of federal requirements, such as the need to conform to federal air quality standards and inclusive public involvement, in our decision making. In addition, we must work with limited transportation funding made available by federal, state, and local sources to pay for projects. Our needs far outweigh our resources so we make tough decisions that balance many regional needs.

The advice and input of a wide range of stakeholders is critical to making good regional decisions. Stakeholders include individuals and groups alike. They include citizens, business owners, environmental and civic organizations and advocacy groups that represent the needs of the underserved/underrepresented-including low income, minority, elderly, and disabled populations.

Your Voice Makes a Difference

Each of our stakeholders has a different perspective, a different set of needs and interests that East-West Gateway hears and considers. Public involvement encompasses the process and the methods used by EWG to inform and involve the public in regional issues and decisions. It is required by the federal laws that guide metropolitan planning organizations. But, it is also a valued tool we use to ensure that investments made by state and local governments utilizing public dollars are meaningful and meet the needs of our citizens and other stakeholders. We will work diligently through this plan to reach you. Please join us and PARTICIPATE.

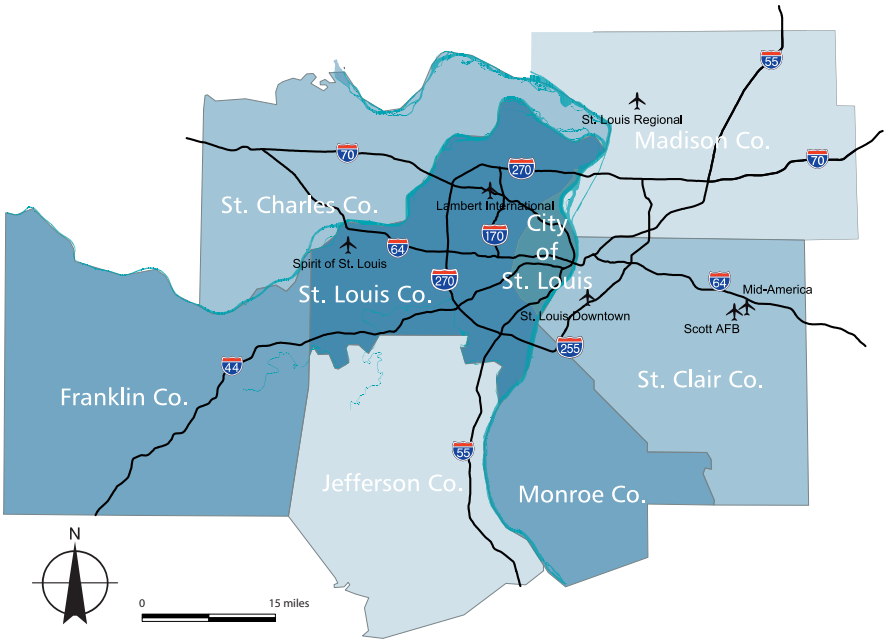
All citizens ... must be involved in regional discussions surrounding social, economic, environmental, community development and transportation planning decisions

Who We Are

East-West Gateway Council of Governments is a membership organization for local governments in the St. Louis metropolitan area. We cover eight counties including the city of St. Louis; Franklin, Jefferson, St. Charles, and St. Louis counties in Missouri; Madison, Monroe, and St. Clair counties in Illinois. Formed in 1965, EWG provides a forum for the local governments of the bi-state St. Louis area to work together to solve problems that cross jurisdictional boundaries. Our 24-member Board of Directors is comprised of the chief elected officials from our eight counties and numerous other elected officials.

EWG's designation as a regional council of governments (COG) means that the agency has the civic responsibility to set the table for cooperative planning and problem-solving among and between any of its member local governments who believe that they can accomplish better things by working together than by acting separately. Although much of this cooperative planning takes place among the eight major jurisdictions of the region, it is not uncommon to find several small cities and towns clustered around a community betterment initiative at EWG. These initiatives address issues as diverse as tax policy, environmental quality, regional security, economic development, and community planning.

EWG Metropolitan Planning Area



EWG is the metropolitan planning organization (MPO) for the area, which means that the federal government and the states have vested legal authority and responsibility in the agency for developing and adopting plans for the region's transportation system.

Any transportation project within the boundaries of the eight member counties that will be fully or partially funded with federal dollars must be contained in plans that are formally adopted by the Board of Directors.

Transportation planning is not simply an exercise in design and engineering. It requires understanding and addressing the complex relationship between mobility and the region's economy, community, and ecology. Its final product is an evolving transportation investment strategy to serve the region's economic vitality and broad quality of life goals.

The tools we use include population and employment estimates, land use and transportation facility inventories and maps, environmental quality assessments, computer models of existing and future travel patterns, and activities to engage interest groups and community residents in setting priorities.

One of the Council's strengths is providing an understanding of the regional impact of local decisions. Effective public engagement and education is an essential part of the planning process and helps to inform the work of our agency.

The Public Involvement Planning Process

As the regional planning agency, our community and transportation planning activities impact every citizen in the St. Louis metropolitan area. Like all public entities, we are required to engage in a public involvement process that garners input from all of our citizens, regardless of geography, economic background, age, ethnicity, race, physical or developmental ability. Our commitment is to provide opportunities for everyone to have an active voice in regional policy decisions. This plan meets these requirements and guides staff in their public involvements and efforts to ensure meaningful engagement opportunities.

East-West Gateway Council of Governments is required by the Federal Highway Administration and Federal Transit Administration to develop, submit, and implement a public involvement plan. All citizens, including low-income, minority, older adults, limited English proficient populations and individuals living with disabilities, must be involved in regional discussions surrounding social, economic, environmental, community development and transportation planning decisions.

We began to develop this plan in 2013. As part of the year-long process, the following actions were taken to support this plan's development, completion and passage.

- EWG's community engagement staff established a Public Involvement Planning Advisory Committee that represented key perspectives in the community. The planning committee met four times throughout the process and had a clear set of tasks and outcomes.

- EWG's community engagement staff reviewed meeting evaluation forms submitted over the past few years. Feedback from various regional planning initiatives such as Renewing the Region (RtR), Transportation Improvement Plan (TIP), Long Range Plan (LRP) and the Regional Plan for Sustainable Development (RPSD) helped inform this public involvement plan.

- All EWG staff was included at the beginning and the end of the planning process. Since this plan provides the blueprint for agency public participation efforts, the full staff was asked to engage in the creation of the mission and vision for the plan. We also discussed current engagement efforts and requested ideas that should be considered as we developed the plan.

- An EWG staff advisory committee, comprised of staff members who manage projects with major public involvement components, were convened at key points in the process. The goal of this staff committee was to ensure that the ideas that were recommended for inclusion in the plan fit the needs of key agency projects and could be realistically implemented.

- The planning process also included a public survey concentrating on the approached for reaching citizens effectively. The survey received over 400 responses from around the region.

- Eleven focus groups were held with more than 85 community members representing diverse constituencies.

- Comments from the 45 day public comment period were considered and incorporated .

- The Board of Directors approves the plan in May 2014.

Thank you to our Public Involvement Planning Advisory Committee

Bola Akande
City of Brentwood

Vianey Beltran
Hispanic Chamber of Commerce of Metro St. Louis

Laura Cohen
Environmental Advocate

Gerry Hasenstab
Catholic Urban Programs (IL)

Mayor Monica Huddleston
City of Greendale

Will Jordan
Equal Housing Opportunity Council

Linda Lehr
Monroe County

Gayle McHenry
Shepherd's Center of Webster/ Kirkwood

Patrick McKeehan
Small Business Development Center (IL)

S.J. Morrison
Madison County Transit

Mark Phillips
Metro

Naomi Soule
Missouri Rehabilitation Services for the Blind

Dr. Morris Taylor, Ph.D.
Southern Illinois University-Edwardsville

Terry Wilson
Franklin County

Mission of the Public Involvement Plan

Create Meaningful Engagement Opportunities That Are Accessible to Everyone

Vision:

EWG staff, in our commitment to include all citizens in regional planning discussions and decisions, will create and continuously support a framework that guides our public involvement efforts. Our public involvement program will always include specific strategies that welcome ideas, leverage partnerships, respect differences, embrace community, share knowledge, and foster responsive solutions that reflect the citizen's regional aspirations.

GOALS

This plan offers meaningful opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation and community plans at East-West Gateway. One of the primary goals of EWG as the MPO in providing opportunities for public involvement is to ensure that transportation plans reflect community values and benefit all segments of the community equitably.

We envision a future where communities will see themselves as part of the regional decision-making process and understand how to accomplish their goals. We hope to offer our citizens an effective voice and a way to be heard by regional decision makers. We will work with our Board, our staff and our partners to ensure that the public concerns and aspirations are consistently understood and considered.

Goal 1

EWG will clearly articulate the process for public information and involvement from the outset of a project.

Goal 2

EWG will create mechanisms that document public feedback and make it available for public consideration and report how we used/ incorporated public input in the decision-making process.

Goal 3

EWG will create and strengthen the Council's strategies for reaching people and communicating appropriately.

Goal 4

EWG will assure that every effort is made to ensure nondiscrimination in all of our programs and activities, whether they are federally funded or not.

Goal 5

EWG will provide access to and create quality information, education and data.

Goal 6

EWG will continuously evaluate the effectiveness of our public involvement program.

Our Commitment to the Community

The following fundamentals drive East-West Gateway public involvement activities:

Inclusive

We proactively reach out and engage citizens and take specific actions to ensure the involvement of typically hard-to-reach communities including low income, minority, Limited English Proficiency (LEP), senior adult and disabled, so these groups have an opportunity to participate and contribute.

Responsive

We strive to respond and incorporate appropriate public comments into all transportation decisions.

Accurate

We make every effort to provide accurate information.

Respectful

All feedback we receive is given careful and respectful consideration.

Proactive and Timely

Participation methods allow for early involvement and are ongoing and proactive so participants can impact Council decisions.

Understandable

Participation methods have a clear purpose and are described in language that is easy to understand.

Transparent

We will report how the public's input informs decisions.

Authentic and Meaningful

We support public participation as a dynamic and meaningful activity that requires teamwork and commitment at all levels of the organization.

Customized

We customize our public participation methods in a variety of ways to match local and cultural preferences.

Public Involvement Goals and Strategies

The community engagement staff will be responsible for working with all EWG staff to design action items and timelines for each of the following goals and will track progress.

Goal 1

EWG will clearly articulate the process for public information and involvement from the outset of a project.

Objective 1: Ensure meaningful participation opportunities for ALL communities.

Strategy A: In consultation with community engagement staff, a planning process will be developed and then tracked for all projects.

Approach: *Staff will meet with PIP staff to discuss their plans allowing for early input that continues throughout the project/ planning process. Plans must explicitly consider potential for influence and how feedback will be incorporated and must identify hard to reach communities and how these communities will be reached and engaged.*

Strategy B: We will create an advisory committee comprised of people who represent key perspectives of the community to help EWG staff assess their plans.

Approach: *Staff should present their public involvement strategy to this committee at the beginning of a project/planning process.*

Strategy C: EWG will collect data on how people receive their information and provide feedback.

Approach: *Staff will consider public involvement survey feedback when planning outreach strategies. (see Appendix)*

Objective 2: Create a vehicle for evaluation at the end of the public involvement activity.

Strategy A: In collaboration with EWG staff a new project close out process will be created with an eye toward documenting public involvement efforts and outcomes.

Strategy B: New evaluation and tracking mechanisms will be developed to collect feedback and assessment on all public involvement processes.

Approach: *These will be analyzed and reported out in conjunction with the advisory committee at regular intervals. Staff will be required to collect this data and submit to community engagement staff at regular intervals.*

What We Heard: In advisory committee meetings, we heard that staff needs to decide the best strategies in advance. We also heard that we shouldn't ask for feedback after everything has been decided and we need to tell people what we actually need to know so they can provide useful feedback. Survey results showed that 63 percent of respondents really want information or feedback concerning regional issues. EWG needs to work hard to create opportunities to hear people better and respond accordingly. EWG should provide clear statements when requesting ideas and opinions on input into planning. Ask specific questions. Define the feedback needs. EWG should obtain data about communities with whom we work before we engage.

Goal 2

EWG will create mechanisms that document public feedback and make it available for public consideration and report how we used/ incorporated public input in the decision-making process.

Objective 1: Report back often to the community as to status of input, decisions and plans.

Strategy A: Create an easy to find, dedicated space for public involvement reporting on the EWG website that "tie-in" to Facebook and Twitter.

Strategy B: Create an agency monthly electronic newsletter that reports the activities of the agency to the community.

Strategy C: Create a monthly electronic update for e-mail and print that specifically reports public involvement outcomes, opportunities, activities and strategies.

What We Heard: The public needs to know that EWG utilizes public opinion in the decision-making process. People want to hear back on discussions and results of meetings. They want to be kept in the "loop" when regional and community planning and actions are taking place. Do this on a regular basis not just at the end of the process. Survey results showed that 72 percent of respondents voice their opinions through online surveys; 50 percent also opt to talk to their elected official to voice their opinions. Survey results tell us that 72 percent of respondents in the region utilize online newspapers to get information; followed by watching the local news stations.

Goal 3

EWG will create and strengthen the Council's strategies for reaching people and communicating appropriately.

Objective 1: Find new and creative ways to reach and involve people.

Strategy A: Redesign and assess necessary content of EWG website to make it more user friendly, to ensure important information is easier to find and that content is relevant for users.

Strategy B: The agency will continue to enhance its social media capabilities.

Approach: *EWG has recently begun using Facebook and Twitter. We will explore ways to begin to use integrated video, surveys and blogs.*

Strategy C: We will create a communication staff committee to discuss, assess existing and implement new outreach communication tools and strategies.

Approach: *This committee will meet quarterly to assess and improve our social media content and its efficacy, to identify new social media options and website options and to ensure that all the use of all electronic and other communication tools are coordinated.*

Objective 2: Expand the types of opportunities for participation.

Strategy A: Develop creative programming, including speaker series, discussion forums and expanded policy briefings.

Strategy B: Identify new strategies for reaching people electronically including web meetings, on-line real-time question and answer sessions, interactive electronic open houses and webinars

Strategy C: Conduct effective, productive and interactive meetings.

Approach: *Project staff should work with community engagement staff to identify planning meeting activities that maximize participation. Identify new ways to collect public feedback at meetings including touchpad polling surveys at the end of meetings to ensure collection of evaluation data.*

Objective 3: Expand and enhance the EWG network through partnerships.

Strategy A: Assess current agency memberships in order to ensure agency participation with a broad array of partners and track EWG attendance and participation in meetings and events.

Strategy B: Serve as a matchmaker to help partners find the right resources.

Strategy C: Create a process under which EWG staff actively contacts and engages with new groups quarterly.

Strategy D: Actively look for new partnership opportunities through sponsorship/involvement in regional events.

Objective 4: Create training for staff to introduce members of the communities that we need to reach and discuss appropriate approaches for engagement.

Strategy A: Invite members of key community groups to be part of an ongoing agenda and introduce their groups to staff.

Strategy B: Introduce staff to fundamental and advanced approaches and tools for effective public involvement

What We Heard: EWG needs to update and remodel the website. Create an effective webpage. Make the website more interactive. Social media is a must to communicate to the public. Staff should trust community's suggestions when trying to reach people. Staff needs to use diverse strategies and means. EWG should be more visible in communities—connecting, listening, and involving them in the process.

Utilize the community organizations to better reach people through publications, places of worship, alumni organizations, homeowner associations, etc. Go to where the groups are already meeting such as senior meals, coffee shops, at fish frys, educational situations (classrooms).

EWG needs to recognize and access memberships to and support for other organizations. Find ways to use new technology to reach people. Explain who we are. Survey results show that 61 percent of respondents get their information from the workplace with 50 percent receiving information from community organizations and or community meetings.

Goal 4

EWG will assure that every effort is made to ensure nondiscrimination in all of our programs and activities, whether they are federally funded or not.

Objective 1: Provide information to the public regarding Title VI obligations.

Strategy A: Post EWG's policy statement regarding Title VI on the website along with the complaint procedure.

Strategy B: Title VI, ADA, and environmental justice materials will be available at EWG meetings.

Strategy C: EWG will offer translations of necessary materials and provide appropriate accommodations as requested. We will track all requests for accommodation.

Approach: *EWG has developed informational material regarding Title VI obligations. Information regarding requests for accommodation must be included on all public involvement materials along with the agency's Title VI statement.*

Goal 5

EWG will provide access to and create quality information, education and data.

Objective 1: Data, information, and plans need to focus on relevance and impact to the public whenever possible.

Strategy A: Identify new ways to present data/information to the public, including on our website and through social media, in an understandable and accessible manner.

Strategy B: Work to make our GIS and demographic products easily available to the communities and groups that have an interest.

Strategy C: Continue to expand and enhance *Where We Stand* and its updates and ensure broad distribution of regional policy analysis of the topics we choose to highlight.

Strategy D: Continue to expand and enhance the availability of training and workshops on EWG projects, grants and key regional and local government policy issues.

Strategy E: Create partnerships with public radio, news and television outlets.

What We Heard: EWG needs a comprehensive communications strategy. Be careful not to make presentations too technical and avoid bureaucratic language. EWG needs to understand its communities by collecting its own data and data from other agencies. 62 percent of survey respondents feel that EWG should share information and data with the public. Use more visuals, less words. 60 percent feel that EWG should provide information and education for the public about regional topics.

Approach: *Materials produced for public consumption need to use formats that are accessible and make sense to non-planning professionals and include explanations of how the data material can be used. Data and information should include a staff contact for questions. Staff should look at how searchable databases can be used and made available.*

Objective 2: Ensure that staff has access to the appropriate tools and information.

Strategy A: Create an intranet site where staff can post and find the latest information, data and updates from colleagues that can be used internally by different departments.

Approach: *Community Engagement staff in consultation with program staff will develop a toolkit for staff that includes resources, templates, internal databases and shared materials to enhance our efforts to effectively communicate with our publics.*

Objective 3: Information, education, data development and articulation needs to consider all Title VI, EJ, ADA, and LEP requirements in the planning stages and ensure that citizens, members and contractors are aware of these requirements.

Strategy A: Community engagement staff in cooperation with program staff will continue to develop mechanisms to ensure that citizens understand their rights under Title VI, to ensure that recipients of funding are fulfilling their obligations and that EWG documents its efforts to ensure compliance.

Goal 6

EWG will continuously evaluate the effectiveness of EWG public involvement program.

Objective 1: Continuously evaluate participant and public satisfaction.

Strategy A: Track participation efforts and approaches for every EWG sponsored meeting.

Strategy B: Create a realistic evaluation policy and ensure that staff is capturing necessary and appropriate evaluation data.

Strategy C: Create an internal database to capture all evaluation data.

Strategy D: Analyze the results of evaluative data on a regular basis to illustrate changes in participation, representative participation and identify areas for improvement.

Strategy E: Institute a EWG regional public awareness and satisfaction survey every two to three years to assess public perceptions about EWG and assess how we can improve our outreach efforts.

Strategy F: Implement an agency self-evaluation process of public involvement efforts annually.

Approach: *Utilize advisory committee for assistance on evaluation techniques and analysis.*

What We Heard: A project close-out process could be implemented. Experiences about what has worked and what hasn't need to be shared. Identify a tracking mechanism that does not require unreasonable staff time requirements.

The Agency's Core Plans

Public participation is a valuable tool used to shape plans that accurately reflect the goals and vision for the region. EWG develops several core plans on a regularized schedule that have stipulated, minimum public input requirements. In each case we strive to find new avenues to engage the public and expand input beyond what is required. EWG recognizes that specific plans and studies with regional goals and objectives are more valuable when active community input is included. The following plans describe EWG's core plans with public comment periods identified. All of EWG's core plans are available on the EWG website.

A. Unified Planning Work Program

The Unified Planning Work Program (UPWP) is used to organize and unify all of the agency's work for the coming year. The development of the UPWP creates an opportunity for the policy-makers on the Board of Directors, the agency's advisory committees, and our funding agencies to review and consider EWG's many discrete activities in the context of the whole. It also provides staff with a valuable management tool and is part of grant applications for several state and federal programs.

Unexpected circumstances sometimes necessitate additions to the document outside the regular annual cycle. When this happens, and funding has been clearly identified for new activities, the Board can amend new work into the UPWP as part of monthly board meetings.

The complexity of our work frequently demands interdepartmental coordination, interdisciplinary research, and considerable involvement of members of the affected public and constituent interest groups. Virtually none of the work elements contained in the UPWP can be properly implemented without a team effort.

The UPWP is supported by financial grants and in-kind resources from federal, state, and local government sources, non-profit organizations as well as private foundations. EWG submits this UPWP to our funding agencies as a commitment to fulfill our legal obligations as the region's designated MPO, and to our local governments and the public as a commitment to do all we can to enhance quality of life as the region's council of governments.

Comment period: 45 days
Update schedule: Annually

B. Long-Range Transportation Plan

The Long-Range Transportation Plan (LRTP) is the cornerstone of the metropolitan transportation planning process and serves as a blueprint for the management of the region's transportation system. It identifies transportation improvements for a 25 to 30 year period. It articulates region-wide transportation goals, policies and strategies ranging from road and transit improvements to projects that enhance bike, pedestrian and freight movement. As required by federal law, EWG develops the LRTP every four years.

The principles and strategies included in the LRTP are carried out through a variety of short range transportation-related plans and programs. Chief among these is the Transportation Improvement Program (TIP), which reflects short-term decisions on how federal funds are spent in the region. In effect the TIP is used to implement the LRTP. Other plans connected to the implementation of the LRTP include, the Coordinated Human Services Plan, the Regional Bike and Walking Transportation Plan, the Regional Freight Study, the Congestion Mitigation Process and OneSTL:The Plan for Regional Sustainable Development.

The Council's Board of Directors oversees the development of short and long range plans for the region and selects the federally and locally funded capital projects and operational initiatives that best carry our the principles and strategies of the long-range plan.

The Council develops the LRTP under certification from the U.S. Department of Transportation and under joint agreements among the states of Missouri and Illinois and the eight counties in the region: the city of St. Louis, St. Charles, St. Louis, Franklin, Jefferson, Madison, Monroe and St. Clair counties. All federally-funded transportation projects must be consistent with the principles of the LRTP to be included in the TIP.

Comment period: 30 days
Update schedule: Every 4 years

C. Transportation Improvement Program

The Transportation Improvement Program (TIP) is a financial and implementation schedule for projects receiving federal transportation funding in the St. Louis metropolitan area. The TIP documents how St. Louis will prioritize limited transportation resources to meet the needs of the region. It contains major surface transportation projects planned to receive federal, state and local funding within the metro area that will be carried out in a four year period. Project examples include new roadways, additional through lanes to existing streets, interchange construction or modification, improvements to intersections, transit amenities and bicycle/pedestrian facilities. EWG updates the TIP every year.

Projects identified in the TIP are prioritized from, and must be consistent with, the region's 20-year Long-Range Transportation Plan. The TIP consists of a four-year program: the current year plus the next three consecutive years. Each year the TIP is modified by adding a new fourth year and advancing the first of its future years to current status. While the projects in the TIP are shown for a four-year time period, the emphasis is on the first three years. Presenting a four-year span allows for a more systematic forecast of funding needs during a four-year planning cycle, and provides a more comprehensive view of the program for public information purposes.

Public notice of public involvement activities and time established for public review and comment on the TIP satisfies the program of projects requirements of the Section 5307 Program for public transportation operators.

Comment period: 30 days
Update schedule: Annually

D. Public Involvement Plan

The Public Involvement Plan (PIP) provides a framework to guide the public participation process for all activities at EWG including transportation-planning projects and a range of programs and special studies, including major investment studies. This plan specifies EWG's strategies and techniques to be considered and employed in achieving the goals of the public participation process.

As part of the plan we document and assess current public involvement approaches and activities. We identify new ways that our agency should and can reach out to the public, inform the public and ensure meaningful involvement from all of our citizens.

The plan is informed by the board of directors, staff, an advisory committee and citizen feedback.

EWG is dedicated to a planning process that allows all citizens affected by the agency's activities to have a voice. As the designated metropolitan planning organization for transportation planning in the bi-state St. Louis area, EWG receives federal funding from the Federal Highway Administration (FHWA) the Federal Transit Administration (FTA), the Environmental Protection Agency (EPA) and other state and federal agencies responsible for metropolitan planning.

Effective public involvement requires that the agency be as inclusive as possible to serve the widest range of citizens, especially the hard to reach populations who reside in the bi-state area. The plan will be continuously reassessed for updating needs.

Comment period: 45 days
Update schedule: As needed

Title VI Policy Statements

The East-West Gateway Council of Governments assures that no person shall, on the grounds of race, color, national origin, or gender, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987 (PL 100.259) (Title VI), or because of a disability, as provided by the Americans with Disabilities Act (ADA), be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. East-West Gateway further assures that every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not. East-West Gateway includes Title VI and ADA language in all written agreements with subrecipients, contractors and consultants and will monitor programs and activities for compliance. East-West Gateway's Title VI Coordinator is responsible for initiating and monitoring Title VI and ADA activities, preparing required reports, and other responsibilities as required by law.

Non-discrimination policy

East- West Gateway is committed to ensuring that its plans and processes include as many individuals as possible and that no one is discriminated against in the implementation of its programs. East-West Gateway has a non-discrimination policy to help ensure that discrimination does not occur, and if someone believes they have been discriminated against, there is a process to follow to file a complaint and have the matter investigated. The non-discrimination policy applies to race, color, sex, national origin, disability, and limited English proficiency. The Non-Discrimination Policy and Procedure Manual may be found at www.ewgateway.org, or a copy may be obtained by contacting the Title VI Coordinator at 314-421-4220 or 618-274-2750, or by email at TitleVI@ewgateway.org. As referenced in the Non-Discrimination Policy and Procedure Manual, East-West Gateway is required to have a plan in place to address the challenge of citizens in our region of Limited English Proficiency, who may want to participate in our activities but cannot effectively do so due to language barriers. In certain cases, East-West Gateway has an obligation to ensure that appropriate accommodations have been made to make information available to LEP communities. More information on our non-discrimination processes can be found in the EWG Title VI program.

Tracking and Evaluation

We know that the key factors in a successful effort are that participants have a clear concept of the goals of the meetings, that they understand what they are being asked to do and they know how we will incorporate their input. Included in evaluation design is developing a process for ensuring that feedback is considered and incorporated where appropriate and then communicated back to our stakeholders.

Participation Tracking (see Goal 6)

In order to improve upon the participation process and to improve upon the use of public input, the EWG staff will track public involvement activities. Part of this tracking will involve the consideration of follow-up and feedback to the public. To facilitate participation tracking the EWG staff will utilize the project tracking form template shown on this page. The act of tracking public participation not only will help to create more effective public outreach efforts, but it will also serve as one means for the EWG to evaluate how well various participation and outreach efforts work.

EWG Participation Tracking Form

1. Event:

a. Date:

b. Conducted by:

c. Attendees (# and type):

2. Summary of public comments/concerns/interests that need to be addressed:

3. Information learned:

4. Who gets information?

a. When?

b. How?

5. Follow-up with the public:

a. Immediate follow-up activities:

Who will?	With whom? (Name/address/phone)	For what?	When?

b. Feedback to the public (what did we do with their input?)

Who will?	With whom? (Name/address/phone)	For what?	When?

6. Process advice:

a. What worked well in this public participation activity?

b. What would I change next time?

c. How can this information be shared with others working at/with EWG?

Engagement Tools We Are Currently Using

East-West Gateway has many approaches that are currently used to reach the public and garner input.

East-West Gateway Committees—EWG supports numerous committees that include citizens and professionals from other organizations for the purpose of advising the agency's work. These committees include the Air Quality Advisory Committee, the Water Resources Council, the Transportation Planning Committee, the Bicycle and Pedestrian Advisory Committee, and the Advisory Council of the St. Louis Area Regional Response System. Citizens and officials on these committees provide regular and ongoing input.

The agency also convenes ad hoc advisory policy and technical committees to support agency initiatives as needed. The Great Streets Advisory committee, the Northside-Southside advisory committee (considers alternatives for future light rail expansion) and the working group assisting with the agency's creation of a Coordinated Human Services Transportation Plan, are a few of the newer policy groups created to improve the services in the region.

Presentations—EWG staff, by invitation, attends meetings of numerous civic, volunteer, business, neighborhood, and professional organizations to share information about the agency's work.

Publications—Numerous regular publications are created to inform and educate the public on regional issues of concern. Other materials are continuously developed to support citizen engagement as the need arises. Examples include:

- *Local Government Briefings* (a weekly newsletter distributed by e-mail and fax). Any individual who asks to be placed on the distribution list is accommodated.
- *Where We Stand: A Regional Strategic Assessment* that ranks the St. Louis Metropolitan Area as compared to 35 major metropolitan areas throughout the nation on indicators of regional importance.
- *Talking the Talk: A Pocket Guide to the Language of Transportation Planning:* Updated in 2007 and designed to aid citizens in understanding transportation planning and the problem-solving process.
- Annual *Public Officials Directory:* An eight county reference guide containing contact information for key local government elected officials and personnel.
- *Know Your Rights*- Title VI brochure series: Available in English, Spanish and Bosnian.
- *East-West Gateway Informational Brochure:* Explains the mission, history and functions of the agency and how the public and others can be involved in agency activities.
- *Frequently Asked Questions about the TIP:* A Q&A brochure explaining the Transportation Improvement Program process.

The Internet—EWG website, Twitter, Facebook, the EWG interactive blog—EWG maintains a web site at www.ewgateway.org . Information and educational materials about planning and problem-solving activities are regularly posted for the public to review on this web site. Copies of draft plans, reports, final publications, RFPs, meeting agendas and minutes are also available. Opportunities to learn and be involved in EWG activities and other regional events are posted. The web page has interactive features, allowing citizens to register their comments on an ongoing basis. We also use Twitter, Facebook and the agency blog for continuous outreach and engagement.

The Outstanding Local Government Achievement Awards—Each year, East-West Gateway presents its Outstanding Local Government Achievement Awards recognizing the extraordinary work of municipal, county, public safety and school district officials. Nominations are widely solicited from community organizations and individuals and local government officials. The goals of the program are to acknowledge the good work occurring in the local government community, to raise public awareness of the positive impacts of local government and to involve community members in a program that highlights the progress in their communities.

Local Government Partnership—The agency is also a member of the Local Government Partnership, a collaborative effort with the University of Missouri.
The Partnership mission is to provide technical assistance and training to local government officials throughout the region.

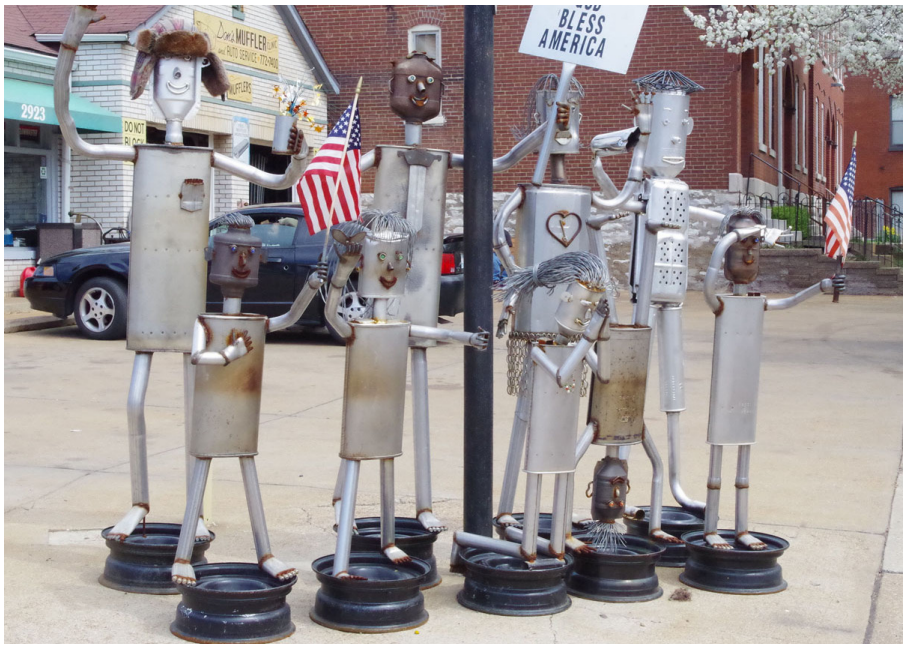
Technical Assistance and Training—Council staff works with local officials and citizens to recognize, analyze and find regional solutions. EWG works with citizens, community organizations and local government officials, providing technical assistance and training to help them voice their perspectives and do business more effectively.

Workshops—EWG hosts workshops that are open to the public in accessible settings on an array of regional issues.

Surveys—Staff utilizes surveys in order to gather more comprehensive information and viewpoints from the region. Responses and results of the surveys can be found on the website.

Mapping—Our GIS team develops maps to inform the public, our research partners and for use in presentations. They produce a new map each month on different demographic trends that are made available on our website.

Research—The research staff provides indepth analysis of regional trends related to transportation planning, demographic changes, and sustainability planning. Staff uses Geographic Information Systems (GIS) applications, and data from the Census and other sources to ensure the availability of accurate information.



Conclusion

East-West Gateway has maintained and enhanced its strong commitment to public involvement since its inception 49 years ago. This document is another phase in an on-going planning process designed to ensure continuous improvement in our efforts. We are committed to overcoming today's challenges to public participation and identifying new avenues to involve all the citizens of the region. We would therefore ask you to contact us with any suggestions you may have.

Please send comments, feedback or inquiries on this plan to:

Julianne Stone
Manager, Community Engagement and Local Government Services
East-West Gateway Council of Governments,
One S. Memorial Drive. Suite 1600,
St. Louis, MO 63102
Phone: 314-421-4220 or 618-274-2750

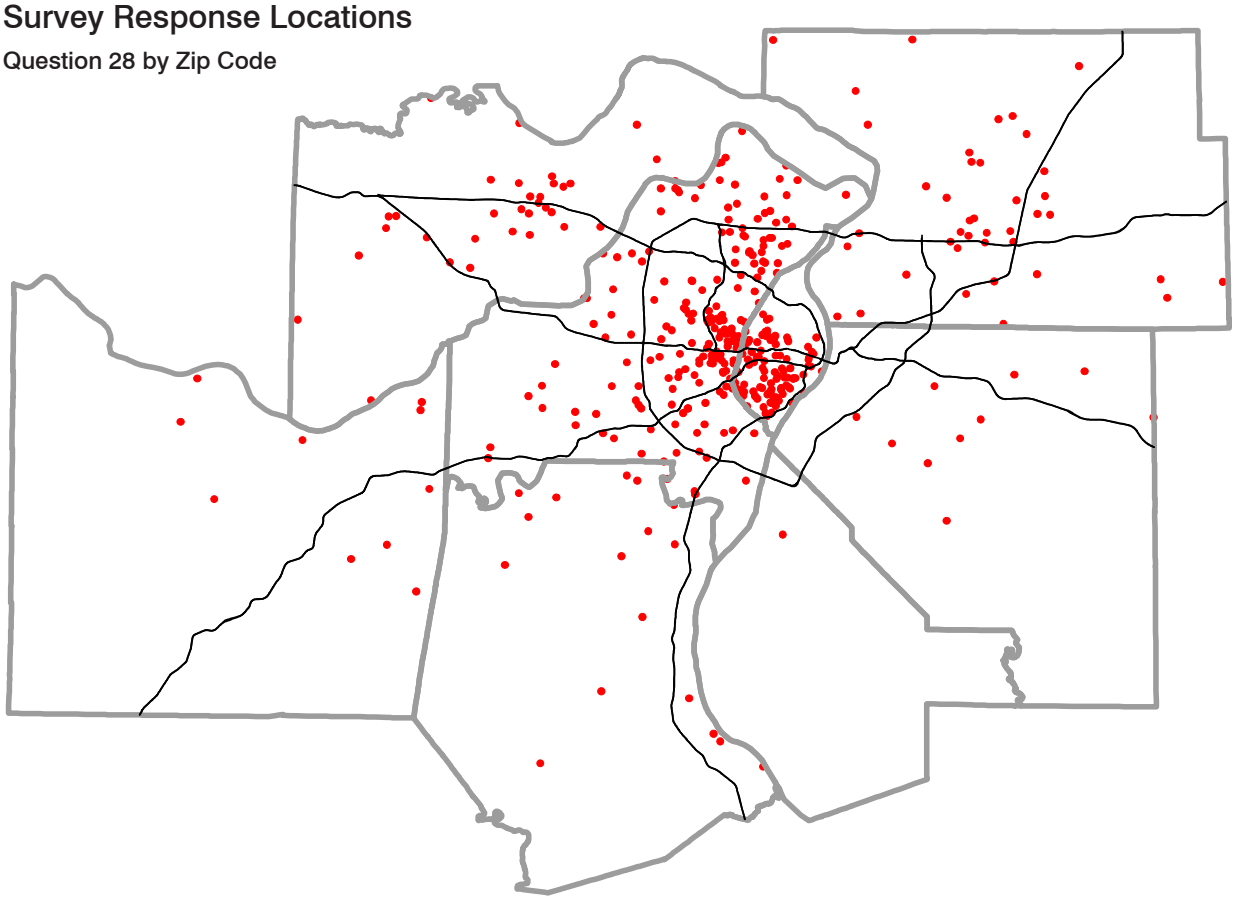
Appendix:

Public Involvement Survey

This survey is a collection of facts and opinions on how the public receives information about EWG and our region. It explores the challenges that keep individuals from participating in events and what might make one more likely to share their opinions about big regional projects and smaller ones that may only impact specific communities. We have also thrown in a couple of questions on what issues are important and what they think EWG goals should be as they relate to public participation. EWG staff, members of the community and our partner organizations can use this information to hone appropriate outreach strategies for target audiences. We received 409 responses to the survey.

Survey Response Locations

Question 28 by Zip Code



Pertaining to East-West Gateway:

1: Are you familiar with the activities of the East-West Gateway Council of Governments? (Check all that apply)

	Response Percent	Response Count
I've been to an East-West Gateway sponsored meeting or event.	54%	202
I've heard about East-West Gateway on the news.	53%	196
My jurisdiction/agency has received funding from East-West Gateway.	31%	113
I have completed an East-West Gateway survey.	21%	77
I've participated in an East-West Gateway project.	32%	117
I've received information from East-West Gateway.	49%	181
I work with East-West Gateway as part of my job.	36%	135
I have never heard of or worked with East-West Gateway.	16%	58
Other (please specify)	15	15
answered question		371
skipped question		13

2: Which of the following East-West Gateway activities are most important to you? (Check all that apply)

	Response Percent	Response Count
Economic Development/Jobs	69%	240
Environment	41%	143
Homeland Security	12%	42
Highway/Street System Improvements	62%	213
Public Transit System Improvements	61%	211
Sustainability	51%	178
Community Participation and Training	35%	120
Regional Dialogues	36%	123
Intergovernmental Collaboration	54%	188
Local and Regional Data	48%	167
Other (please specify)		13
answered question		346
skipped question		38

2. Other

"Historic preservation "Public Safety "Media bias "Natural disaster preparation/response

"Selling off or removing deteriorating or abandoned property

"Universal design and accessibility for people with disabilities

"Regional planning "Biking and walking improvements

"Equitable Transportation Investments/Project funding & PEDESTRIAN SAFETY

Communication:

3: Which of the following electronic resources do you use to get information about what is happening in your community or the region? (Check top 3)

	Response Percent	Response Count
Television	62%	209
Radio	54%	182
Youtube	3%	10
Twitter	15%	49
Facebook	32%	110
Next Door (electronic neighborhood network)	8%	26
Newspapers (online or print)	74%	251
Electronic Newsletters	53%	178
E-mail	62%	211
Phone calls	17%	59
Text messaging	10%	35
Blogs	10%	35
Other. Also, if you selected TV, radio or blog, please specify.		72
answered question		339
skipped question		45

4: Which of the following community-based resources do you use to get information about what is happening in your community or the region? (Check top 3)

	Response Percent	Response Count
Workplace	61%	201
Neighborhood organizations/meetings	48%	157
Neighborhood places (i.e. barbershop, coffee house)	19%	61
House of worship/spiritual leader	11%	35
Community-wide event (i.e. Earth Day, Annie Malone, International Festival)	26%	84
U.S. mailed newsletters, flyers, etc.	47.4%	156
Yard signs, neighborhood banners, door-hangers	22%	72
Roadside variable message boards	18%	58
Community bulletin boards	16%	51
Neighborhood Library	9%	28
Local elected officials	30%	98
Other (please specify)		21
answered question		329
skipped question		55

3. Other

(Responses are aggregated to eliminate duplication)

- *"Local network TV news,*
- *"Local Radio (KMOX, KPNT, KDHX, KWMU, KTRS, WSIE, KJFF)*
- *"National Public Radio*
- *"Local Blogs and Forums (UrbanSTL, NextSTL, urbanreviewstl)*
- *"Preservation Office, pretty much any development or preservation blog in STL.*
- *"I read half a dozen STL specific blogs including Mayor Slay's*
- *"St. Louis Post Dispatch (Stltoday.com and Weekly Transportation Chat)*
- *"Push and notifications from smartphone and mobile applications*
- *"Mostly: word of mouth*
- *"Webcasts*
- *"City Hall/City websites*
- *"PUBLIC News Announcements. Community Website and Community news sites*
- *"Work "LinkedIn.*
- *"Neighborhood Watch Program*

5: Where or to whom would you be most likely to voice your opinion? (Check all that apply)

	Response Percent	Response Count
Workplace	50.3%	167
Neighborhood meeting	49.1%	163
Organization meeting	47.3%	157
House of worship/spiritual leader	6.9%	23
Radio call-in	4.5%	15
Youtube video	0.9%	3
Online survey	72.0%	239
Mail-back survey	27.7%	92
Leave message on a phone line	9.9%	33
At a virtual meeting	10.5%	35
Twitter	11.1%	37
Comment section of local website	20.5%	68
Facebook	24.7%	82
Next Door (electronic neighborhood network)	6.3%	21
Letter to the editor	14.5%	48
Letter to or conversation with an elected official	43.1%	143
Newsletter contribution	12.3%	41
Yard sign	3.9%	13
Public/Council Meeting	34.6%	115
Public demonstration	6.0%	20
Phone bank for an organization	2.4%	8
Blog	5.7%	19
Though educational institution.	7.8%	26
Other. Also if you selected TV, radio, website, blog or organization please specify.		16
answered question		332
skipped question		52

5. Other
(Responses are aggregated to eliminate duplication)

- *Have a toll free comment line*
- *Local Blogs and Forums (NextSTL, UrbanreviewSTL,*
- *E-mail*
- *Petition*
- *Public radio*
- *STLtoday.com*
- *Local Radio (KMOX, KWMU, KSHE)*
- *Local Television*
- *Climate Reality St. Louis and Sierra Club*
- *American Planning Association - St. Louis Metro Section*
- *St Louis County Council on Disabilities, Paraquad, Diversity Awareness Partnership*
- *Kirkwood Chamber of Commerce in Kirkwood*
- *Any organization I'm a part of*
- *E-mail to elected officials*

4. Other (Responses are aggregated to eliminate duplication)

Friends *University* *Social media (Facebook, Neighborhood Social Media),* *Community Based Social Media)* *Local media* *Mostly: word of mouth* *Municipal website* *Newspaper* *American Planning Association - St. Louis Metro Section* *Websites* *St. Louis American* *Webster-Kirkwood Times newspaper* *Web calendars like RFT and Explore St. Louis*

Time, Access, Location:

6: When are you most likely to attend a public meeting or event? (Check all that apply)

	Response Percent	Response Count
Morning during the week	29.8%	98
Afternoon during the week	32.8%	108
Evening during the week	69.3%	228
Saturday	23.7%	78
Sunday	10.3%	34
Online (Flexible Schedule)	36.8%	121
Not likely to attend	8.8%	29
Other (please specify)		8
answered question		329
skipped question		55

6. Other

"Lunchtime on weekdays

"Any week day

"Early morning - before work

7: If you require accommodations, such as an interpreter, language translation, special seating or transportation issues, have you ever requested them?

	Response Percent	Response Count
Yes	3%	6
No	97%	195
answered question		201
skipped question		183

8: Has a lack of accommodations ever prevented you from attending an event?

	Response Percent	Response Count
Yes	5.0%	13
No	95.0%	249
answered question		262
skipped question		122

9: If you have a disability, what type of accommodations do you need?

	Response Count
...see pullout list to the right	39
answered question	39
skipped question	345

9. Type of Accommodataion

"I'm disabled, use a wheelchair. Don't need accommodations. Just make sure location is accessible

"Large print materials and transportation for me with my relater

"Transportation *"Braille*

"Wheelchair lift *"Hearing*

10. Other

"Online (2)

"School building - let's take advantage of these buildings our tax dollars built.

"Near transit

10: What is your preferred meeting location? (Check all that apply)

	Response Percent	Response Count
City Hall/ Government Building	73%	234
Community Center/ Recreation Building	82%	263
Library	56%	179
Restaurant	22%	71
Church/House of Worship	16%	50
Coffee Shop	25%	81
School Building	50%	160
Neighbor's Home	10%	33
Other (please specify)		11
answered question		320
skipped question		64

11: If there is a meeting about a community topic that interests you, are you willing to travel?

	Response Percent	Response Count
I will go to a city other than my own.	40%	129
I will go to a county other than my own.	23%	75
I will go to a state other than my own (Missouri or Illinois).	17%	55
I will not attend a meeting out of my own community.	13%	43
I do not attend meetings.	7%	22
answered question		324
skipped question		60

12: If you are willing to travel, how far are you willing to go?

	Response Percent	Response Count
Less than 10 minutes.	9%	30
10-20 minutes travel time.	36%	116
20-30 minutes travel time.	35%	112
30 minutes or more.	24%	78
Not willing to travel.	4%	14
answered question		325
skipped question		59

9. Accommodation Continued...

"Young families are chronically under-represented in all things, because they are "handicapped" in their ability to show up and make their voice heard. Yet, we are building the better world — for them!

"No steps, microphones, no slide show type of presentations.

"Mobility impairment in wheelchair. Stairs, doorways, Limited meeting space.

"Sighted assistance in getting to my seat and hearing assistance [microphone, sitting up front, etc]

"Visual (legally blind)

"I need a listening device, and a place that is near public transportation.

"Hearing impairment - not sure how to accommodate that.

"Main level access, elevator, handicapped parking that's not a mile away from the entrance

"Accessibility as specified by ADA, public transportation

"Large screens & type

13: How are you presently involved in your community? (Check all that apply)

	Response Percent	Response Count
I serve on a nonprofit, neighborhood, or local government board.	48.8%	146
I participate on a community discussion blog.	9.7%	29
I donate to or am a member of a local organization.	51.5%	154
I attend local community meetings (i.e. city council, neighborhood associations.)	60.5%	181
I participate in regional organizations (i.e. NAACP, Urban League, United Way.)	21.1%	63
I plan community events.	26.1%	78
I am not currently involved.	13.0%	39
Other. Also, please specify organizations of which you are a member.		32
answered question		299
skipped question		85

13. Other

- *International City/County Management Association*
- *City/Arch/River Advisory, Patch neighborhood board*
- *I am an elected official - member of NAACP, Coalition of 100 Black Women, and Democratic Club*
- *I serve as an employee of a municipal government*
- *North County Inc., chamber of commerce, Rotary-Florissant*
- *Delta Sigma Theta*
- *Benton Park West Neighborhood Association, St. Louis Rehabbers Club, St. Louis Association of Community Organizations*
- *urbanreviewstl.com*
- *Homeowners Association*
- *Metro Tri Club*
- *Crossing Church*
- *Work for a City*
- *Government employee*
- *Suburban Mayors, 24:1,*
- *Also work part-time for neighborhood nonprofit organization*
- *APA, CNU, EDF, MBG, MRRA*
- *League of Women Voters, St. Vincent Greenway Inc., FOCUS St. Louis, Sierra Club*
- *I work in municipal government.*
- *I am a Village Administrator in IL*
- *St. Louis Metro section APA St. Louis section ULI*
- *Metropolitan Congregations United*
- *Work for a local government*
- *I have participated in past community planning projects*
- *Top Ladies of Distinction-Cardinal Chapter*
- *I am an employee at city hall*
- *Neighborhood Watch*
- *Work for local government*
- *I work for a municipality*
- *Elks Lodge, Mo City Clerks and Finance Officers,*
- *IIMC, NAP*
- *I am involved through working at a non-profit*
- *Through my job at a university*
- *I'm a member of CERT*

14. Other

- *Collaborative events*
- *If it is a subject that affects my constituents*
- *If it's related to sustainability, I'll be there.*
- *It matters to an underserved population or it protests an onerous population*
- *Refreshments are always so refreshing!*
- *It is well run meeting with fair opportunities for discussion*
- *It directly affects my interests.*
- *It concerns an environmental or sustainability issue.*

14: What would motivate you to attend an information session on an important community or regional issue? (Check all that apply)

	Response Percent	Response Count
It is a subject of interest that directly affects me.	93%	286
It is taking place as part of a meeting/gathering that I already attend.	53%	164
The session is available online.	33%	101
There is a public health concern.	33%	103
There is a natural disaster concern.	26%	80
I want to be more informed.	61%	189
I want to improve my community.	70%	216
I want to meet my neighbors.	20%	62
It's fun and there are refreshments.	19%	57
Other (please specify)		8
answered question		308
skipped question		76

15: What would keep you from attending a meeting? (Check all that apply)

	Response Percent	Response Count
The issue is not important to me.	77%	236
There will be too many people at a meeting, I prefer a smaller group.	11%	33
I don't feel like I would be welcome.	14%	44
It is not in my community.	24%	74
I don't believe my opinion will be taken into consideration.	27%	83
No means of transportation.	6%	19
No public transit access.	7%	22
I don't speak English very well.	1%	3
No refreshments.	4%	11
Inconvenient time of day.	73%	225
I'm concerned that I won't be able to hear and/or see the speaker.	4%	11
Location or area perceived as not safe.	30%	93
Family care (family member at home who requires assistance).	8%	25
Concern about accessibility.	3%	10
Other (please specify)		17
answered question		308
skipped question		76

15. Other

- *Little advanced notice*
- *Usually painfully boring.*
- *Many meetings are more argument than discussion*
- *Overbooked already*
- *Did not know about the meeting although posted but not on an email list*
- *A pattern of ignoring public input / no feedback or response*
- *Perception there will be few substantial outcomes coming from a meeting*
- *Health*
- *Anxiety about not knowing anyone*
- *When I did attend neighborhood association meetings, it was full of crackpots who wanted to spout off. There wasn't anything productive about it.*
- *Not knowing when the meetings are taking place*
- *Accessibility - ready & free parking*
- *Not enough time to fit into work & life*
- *Time restrictions due to job; or other meeting conflicts; there are always more meetings I want to attend than is realistic*
- *The weather*
- *Churches - perceived hidden agendas when meeting in a church*
- *Meeting conflict*

16: When we reach out to ask for your involvement and feedback on an important community or regional project, how would you like us to inform you about what is happening?

	Response Count
...see pullout list below	206
answered question	206
skipped question	178

16. Other (Responses are aggregated to eliminate duplication)

- *E-mail or online (very high number of responses)*
- *Through multiple news media: blogs, online news, radio, etc.*
- *Social media, Facebook, Twitter, Nextdoor (high number of responses)*
- *Internet surveys like this one are great*
- *Telephone*
- *Text Alerts*
- *Work through local organizations, E-mail blast, Electronic Message Boards*
- *Public notices,*
- *Newsletter by mail*
- *Radio or newspaper (online)*
- *Direct mailing (newsletter, postcard explaining issue)*
- *Emails through organizations I'm already connected*
- *Through community e-bulletins like this one from North County Inc (NCI).*
- *Newsletter*
- *Flyer*
- *Radio Ads/announcements*
- *Local Government Briefing Newsletter*
- *Newsletter or a link on your website.*
- *Regular updates - online is fine*
- *Roadside/Street signs, flyers*
- *Radio or Television Q & A - Virtual Meetings; Online Report*
- *Use the TV news...if you have a site setup to take comments, they will direct us there.*
- *Printed materials*
- *E-mail followup or web link where updates are posted*
- *Online surveys through email*
- *Blogs*
- *Articles*
- *Volunteer opportunities*
- *Community newsletter (print or electronic)*
- *EWGCC newsletter, press releases, etc.*
- *Blog that is updated regularly*
- *Start as early as possible before a decision is required by your staff.*
- *City newsletter or website.*

17: What are the best ways to present informational material to you? (Check all that apply)

	Response Percent	Response Count
Maps, charts or other visual aids.	73%	225
Post online video.	40%	123
Post information online for review.	75%	233
Discussion with subject experts.	46%	142
Printed materials.	57%	176
Display or posters at a library or community event.	25%	77
Presentation at a conference or workshop.	51%	156
Translated materials in my preferred language.	1%	4
Other (please specify)		9
answered question		309
skipped question		75

17. Other

- *Post at MetroLink stops*
- *Braille*
- *Facebook group to follow*
- *Electronic (e-mail, files)*
- *White paper*
- *Update your outdated website!*

18. Other

- *"Anonymous comments*
- *"Let the people speak & listen to them, not yourselves & what you want. And not just those who you've convinced, but everyone who it could involve.*
- *"Online survey*
- *"Project website*
- *"E-mail*
- *"Group discussion helps me generate better questions*
- *"Online survey. Feedback form on website post event.*
- *"Opportunity to ask questions not in front of an audience*

18: Which of the following methods would help you express your views on a specific issue? (Check all that apply)

	Response Percent	Response Count
Comment card/written survey	67%	205
Opportunity to speak or address a panel/audience	34%	104
Electronic voting	62%	188
Group discussion	53%	163
Focus group	53%	160
One-on-one conversation	45%	136
Translation available	1%	2
Meeting facilitated by a 3rd party	16%	49
Availability of social media channels (i.e. blog, Facebook page, twitter page)	29%	87
Virtual meetings	20%	60
Other (please specify)		8
answered question		305
skipped question		79

Public Involvement Goals

19: Which of these public involvement goal statements resonate with you? (Check up to 5)

	Response Percent	Response Count
Find new and creative ways to reach people.	56%	166
Identify strategies for reaching immigrant communities.	16%	48
Ensure meaningful participation for all communities.	59%	175
Create mechanisms that report how we incorporate public feedback.	29%	86
Provide information and education for the public about regional topics.	62%	186
Report on how public input is used.	38%	113
Solicit input early and throughout the decision-making process.	60%	170
Expand the types of opportunities for involvement in regional planning.	40%	120
Continuously evaluate the effectiveness of our public involvement program.	34%	102
Share information and data with the public.	63%	188
Partner with organizations to enhance our network.	42%	124
Other (please specify)		9
answered question		299
skipped question		85

19. Other

- *"Update website, it's awful*
- *"Address communication obstacles in non English speaking residents.*
- *"Identify strategies for reaching the disability communities*
- *"Eliminate the redundancy of multiple organizations offering/ doing same thing, region wide.*
- *"All information must be factual and accurate, don't play politics!!*
- *"All are good!*
- *"Use community input to inform your decisions/ projects/funding*

20: What is your age?

	Response Percent	Response Count
Less than 18	0.0%	0
18 to 24	3%	8
25 to 34	20%	60
35 to 44	23%	70
45 to 54	22%	67
55 to 64	24%	72
65 to 74	8%	25
75 or older	1%	4
answered question		306
skipped question		78

Demographics

21: What is your gender?

	Response Percent	Response Count
Female	48%	146
Male	52%	158
Self-identification other than those listed above.		2
answered question		304
skipped question		80

22: What race/ethnicity would you consider yourself to be?

	Response Percent	Response Count
White (Caucasian)	87%	254
Black (African American)	11%	31
Hispanic	3%	8
Asian	1%	2
Native American	0%	1
Hawaiian/Pacific Islander	0%	0
Other. Ethnic origin, nationality or any information not listed above		5
answered question		292
skipped question		92

22. Other

"Indian

23: What is your approximate average household income?

	Response Percent	Response Count
Less than $35,000	13%	39
More than $35,000	87%	254
answered question		293
skipped question		91

24: What is the highest level of education you have completed?

	Response Percent	Response Count
Did not attend high school.	0%	0
Attended high school.	2%	5
Graduated from high school/GED.	4.%	12
Attended university, community or vocational college.	11%	32
Graduated from university, community or vocational college.	29%	87
Attended graduate school.	10%	29
Completed graduate school.	47%	142
answered question		302
skipped question		82

25: Are you a person with a disability?

	Response Percent	Response Count
Yes	7%	22
No	93%	278
If yes, please specify		16
answered question		300
skipped question		84

26: In what language do you prefer to receive information?

	Response Count
English	255
answered question	255
skipped question	129

27: How often do you access the internet?

	Response Percent	Response Count
Every day.	96%	289
Once a week.	0%	0
Several times a week.	4%	13
Once a month.	0%	0
Several times a month.	0%	0
Rarely.	0%	0
I do not have access.	0%	0
answered question		302
skipped question		82

28: In what ZIP code is your home located?

See survey response location map on page 16.

25. Specify Disabilty

- *"Some paralysis*
- *"Leqally blind, mild hearing loss and end orthopedic*
- *"Poor vision*
- *"Orthopedic*
- *"Spinal cord injury, paralysis*
- *"Totally Blind*
- *"Legally blind and hard of hearing*
- *"Blind*
- *"I am deaf and blind.*
- *"I have Muscular dystrophy and other health issues.*
- *"Hard of hearing*
- *"I use a wheelchair*
- *"Rheumatoid Arthritis, Fibromyalgia*
- *"Unable to walk*
- *"Visually impaired*
- *"Hearing deficit*

29: Please name the community in which you live.

	Response Count
Various	282
answered question	282
skipped question	102

30: Additional comments or suggestions

	Response Count
...see comments in pullouts that follow	42
answered question	42
skipped question	342

30. Additional Comments or Suggestions

"My favorite way to get info is with my rss feed. With it I subscribe to tons of sites and if something new is posted it shows up in my feed – I don't have to remember to check a site. It is better than Facebook as i can get back to something in my feed easily. If you have a blog or site with rss syndication send me a link -I will subscribe.

"Please advocate for robust public transportation to bring people together and wean us off the blight of sprawling highways, Integrated communities, desegregation, Preservation of historic architectural legacy as a tool for revitalization of poor communities.

"Reach out to the numerous higher education institutions to host regular regional seminars. It is amazing how the region is divided and segmented. Highlight regional cooperation. The YMCA is finally creating a metro organization. The Catholic dioceses should look at collaboration. The tourism bureaus should also collaborate. There are many opportunities for regionalism. EWG would be better served with a name like St. Louis region. It should be St. Louis Place/ STL city/ STL County, Greater St. Charles, Southern STL etc. Keep the monikers to SAINTS with greater, southern, upper and Place as defining images.

"As long as this group attempts to apply regional solutions to local issues it will continue to struggle with defining a mission.

"We need more clearly marked bike trail and paths, and we need to involved minority communities, immigrants and people of color - Hispanics and blacks, youth too.

"Why when considering improvement in St. Louis Metropolitan Area you all never consider going North County (north above New Halls Ferry Road, I-270 to the Missouri River). I believe we need a thoroughfare that will take us down town St. Louis City or Rapid transit that will get there.

"I am an elected official representing (and advocating for 39 municipalities in North County which includes most of University City.

"You need to re-brand EWG and reintroduce the organization to the community. Expand your resources to more ground level groups, such as muni's, school, senior groups, chambers of commerce, other populated groups, you need to better network.

30. Additional Comments or Suggestions Continued...

"I question the general public's knowledge of the existence/role/structure/purpose of EWGCoG

"I believe that the regional area should consolidate. Maybe drop the 92 St. Louis county cities. Do maybe 20 or so

"Remove political connections that serve NO purpose and understanding the responsibility of the appointed position and focus on the MISSION and keep politics OUT. Political appointments should be willing to serve and accomplish the goals for the betterment of the community. The involvement of this agency really has NOT served my community well in my opinion. The lack of information is not distributed to me realizing that I really do not make a difference to this agency. Get back to basics and focus on the mission and purpose.

"I think EW Gateway also needs to do a better job in soliciting input directly from municipal officials. The St. Louis area has an abundance of intelligent and experienced municipal employees, and from my experience, EWG rarely engages them for input prior to their studies.

"Public meetings should have press releases and the website could be updated. The council does good work in my opinion and I am currently starting to study Urban Planning. Also, I work for the St. Louis County Board of Elections and have spent most of my life living in St. Louis, MO.

"I think it would be helpful to add what county you live in and separately what county you work in.

"Consider hiring a graphic artist to attend public input meetings and capture public comments visually instead of simply with words. Once complete, share the finished work with the public as a way to communicate the meeting outcomes.

"Biggest thing is to show respect for community members who show up - nothing should be a "done deal" if you're asking for input - best recent bad example was the South County Connector public process - many participants questioned why the preferred route (to solve a county problem) placed greater impacts on city residents than county residents! The only rationalization given by the COUNTY planning staff was that it would involve the least amount of land acquisition and that people in Shrewsbury objected to ANY route through their city!

"Madison County Transit buses should run on major holidays persons work on those days getting a cab costs too much.

"Keep up the great work! The content on your site is great, but it is definitely time to update the online presence. I would love to see more open/visible access to GIS data and other valuable information.

"Thank you for the comprehensive questionnaire.

"I am involved due to job which is located in a zip code other than my home and in the St. Louis County community.

"Families with young children are chronically under-represented in planning sessions, as families are temporarily "handicapped" by childcare and severe time restraints for many years. Thus, infrastructure often neglects to provide for their needs, (ie: wider sidewalks to accommodate double strollers, toddler toilets, drinking fountains at child level, adequate restroom facilities for women, stepping stools to wash hands, the list goes on.) Please set up an assessment tool to determine if the views of very young families are properly represented. As a nature teacher and preschool teacher, I am happy to provide this viewpoint at any time:. Thx for all you do! Saint Louis is awesome.

30. Additional Comments or Suggestions Continued...

"Well done.

"The organization comes off cheesy, disingenuous, old-school, and exclusive. If it can overcome this image, it will attract more involvement from a broader spectrum of citizens.

"Most people have no idea EWG even exists. I only know of EWG because of my job.

"EWGCG should stay out of project implementation. You can barely do planning, your implementation particularly supervision of design contracts has been a disaster.

"1. While I like that you are taking your time to get a sense of how to better reach the community, this survey is not the way to do it. You are asking exploratory questions in a format that is quite restricting. I'm actually really interested to know how you are going to go about getting actual valuable data from this. You asked us to rank absolutely nothing out of those check boxes... There's no way to analyze this which makes me think this is a PR generating survey. 2. You took my demographics, whatever, so you should know that the only thing I really care about is getting a new bridge over the Missouri River in Washington, MO. That's some community feedback because a lot of people in Franklin and Warren Co are concerned about it.

"Open houses for the public to comment on the TIP are pointless. Involve the public earlier on if possible.

"It is important that community is heard and the suggestions seriously considered. In the St. Louis region, the old, exclusive, patriarchal approach of the privileged, "we're the experts and know what to do and how to do it" has consistently retarded progress, alienated creativity and certain constituencies. This is a sink or swim moment for the region. We have to get it right, right away of we'll be left behind while other more progressive regions thrive. I don't believe the influencers are lifelong learners. Instead they live in their comfort zone, The same people, doing the same thing, all the time. There is a glimmer of hope and energy transplants and newly returning St. Louisans are bringing to the table. If only the closed, good ole boy network will respect them and work with them. What could they possibly be afraid of? They have all the resources and power. It's a shame.

"Thanks for this survey. Thought you asked good questions.

"Do a better job of involving wealth of talent among municipal officials and administrators.

"This survey took me 24 minutes. Getting rid of abandoned and deteriorating properties would be a place to begin improving all or most neighborhoods. Absent or negligent owners have the option of selling their property or at least making it secure and nonhazardous to their neighbors. The proceeds of sales could finance the effort. Why does the City own these properties?

"People have meeting/open house fatigue. If there's going to be a meeting, we need to make them as effective and meaningful, as possible. It would be nice for major agencies in region to so some coordinating around big regional projects.

"Thank you and good luck!

"I have been to several EW Gateway meetings and they all seem to do a lot of asking questions, but nothing ever gets changed.

"I feel Jefferson County is treated as a stepchild of EWG and other groups and does not receive its fair share of regional $$ for infrastructure or economic projects.

30. Additional Comments or Suggestions Continued...

"The East West Gateway Blog is very interesting, and I wish that you would publish more often.

"Plans fail without people.

"So glad you are doing this! We need real, meaningful participation that is more like collaboration and empowerment of community members--not just informing or consulting residents as to what EWG has already decided to do.

"I know EW Gateway tries to do community engagement, I just think it's done so uncreatively. No one wants to go to a community meeting. A community meeting with less than 100 people is not an effective meeting-even for topics that are more "boring" like roads. Meet people where they are at-do street teams, installation displays at MetroLink stops, etc. Partner with organizations that are really strong at community engagement like Beyond Housing to understand best practices in community engagement.

"I think you should really try to push the tech/social boundaries of engagement throughout the region and become a model for other local jurisdictions. The old school ways aren't working any more.

"Thanks for the opportunity.

"Please fix our roads and create a more pedestrian-friendly sidewalk on Brentwood Blvd. (trees, buffer between pedestrian and cars and/or pedestrian underpass.

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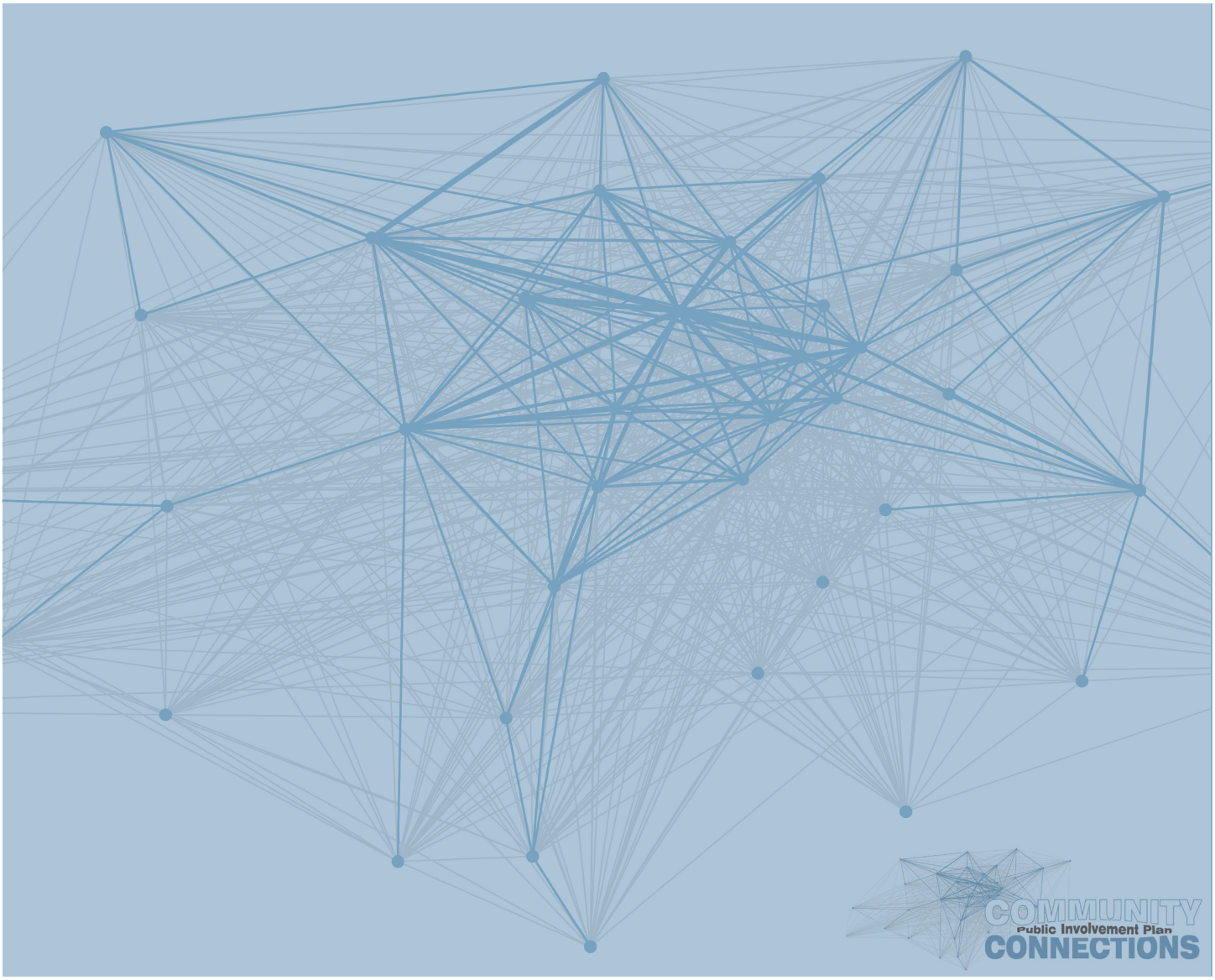

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