

**Rapid City Area Metropolitan Planning Organization  
Public Participation Project Plan Worksheet**

**Prior to developing any transportation product, Metropolitan Planning Organization staff should consider the following information when designing a specific public participation plan.**

1. Determine the specific goals and objectives that public involvement is to accomplish.  
The public involvement activities seek to gain an understanding of the priorities and needs for the possible expansion of the current public transportation system, as well as the associated probable costs.
2. Identify the public that either might be interested in participating or whose involvement is necessary in order to achieve the objectives.  
The general public and stakeholders who are interested in utilizing public transit in Rapid City and the surrounding area.
3. Select a technique(s) for interacting with the public that will achieve the objectives.  
Surveys, focus groups, open houses, presentations, public meetings, and online surveys.
4. Select suitable notification techniques for reaching the desired public with the desired information.  
Advertisements and notices in local newspapers, on the Rapid City website, on the Rapid Transit website, on the Box Elder website, social media outlets, and fliers at the Transit Center, on buses, and at local government offices.
5. Conduct the appropriate involvement technique(s).  
Surveys, focus groups, websites, daytime and evening public meetings.
6. Determine how the techniques are to be evaluated.  
Number of people attending public meetings/completing surveys and/or comments received.
7. Incorporate the results of the involvement into the plan, document, special study, or project.  
Input from the public and stakeholder input activities will be used to develop the Transit Feasibility Study.

Project: **Transit Feasibility Study**      Today's Date: **9/13/2016**      Staff: **Kip Harrington**