

INFORMATION ITEM – ANNUAL REVIEW OF PUBLIC PARTICIPATION PLAN

Document History

MEETING	DATE	TYPE OF ITEM	STAFF CONTACT	PHONE
Transportation Policy Board	07/17/2024	Information	Grant Johnson	(360) 416-6678

DISCUSSION

The Skagit Council of Governments (SCOG) uses the Public Participation Plan (Plan) to guide SCOG’s public outreach activities and techniques. In August 2017, the Transportation Policy Board adopted an updated version of the Plan after a minor update process. The minor update reflects changes at SCOG and federal law, but does not change the Plan’s public participation processes, tools, or techniques. Since its adoption and update, SCOG continues to implement the Public Participation Plan. The annual review included in this memo is one public participation procedure outlined in the Plan.

EVALUATION METRICS

The Plan lists several evaluation metrics to track public participation at SCOG and assess various public participation activities. Metrics tracked by staff include the following six categories:

- Governing bodies and committee meetings;
- Public notification;
- Interaction with community organizations and stakeholder groups;
- Special public meetings and events;
- Surveys; and
- Website.

For each of these categories, data has been collected for the May 1, 2023 – April 30, 2024 timeframe and is presented below.

Governing Bodies and Committee Meetings

Figure 1 displays the number of comments given and public attendance at Transportation Policy Board meetings during the reporting timeframe. Two public comments were made at Transportation Policy Board meetings during the reporting timeframe, however, the public attended meetings throughout the year. On average, four members of the public attended a meeting each month. Attendance at these meetings was highest in March 2024. Transportation Policy Board meetings were held hybrid in person and online via GoToMeeting during the reporting period.

FIGURE 1: PUBLIC INVOLVEMENT AT TRANSPORTATION POLICY BOARD MEETINGS

Public Attended Transportation Policy Board Meetings Throughout the Year

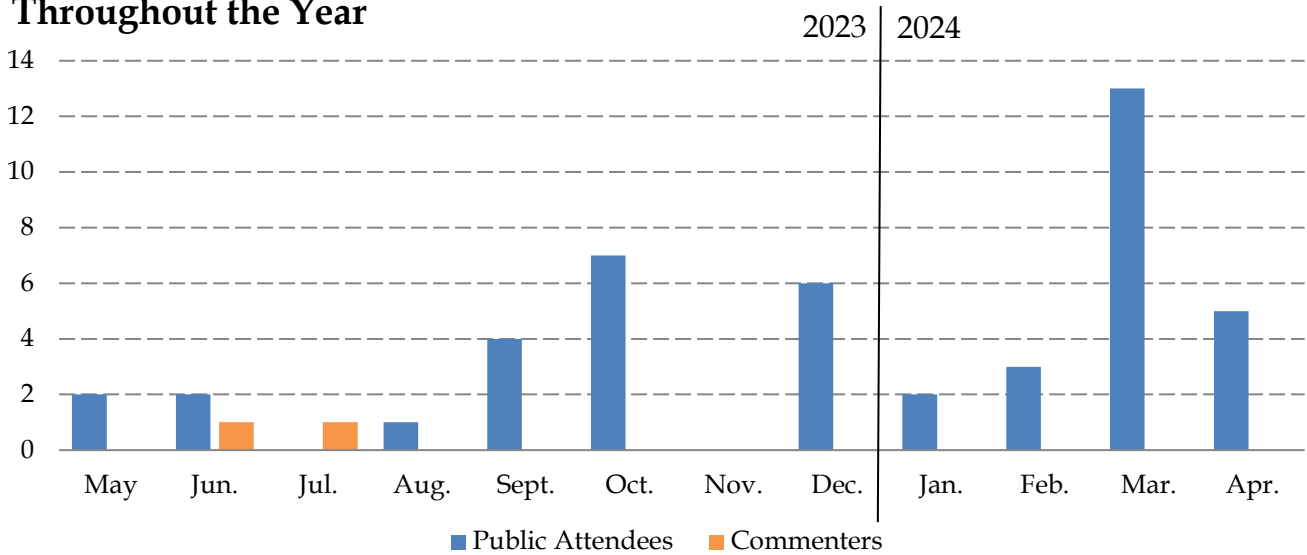
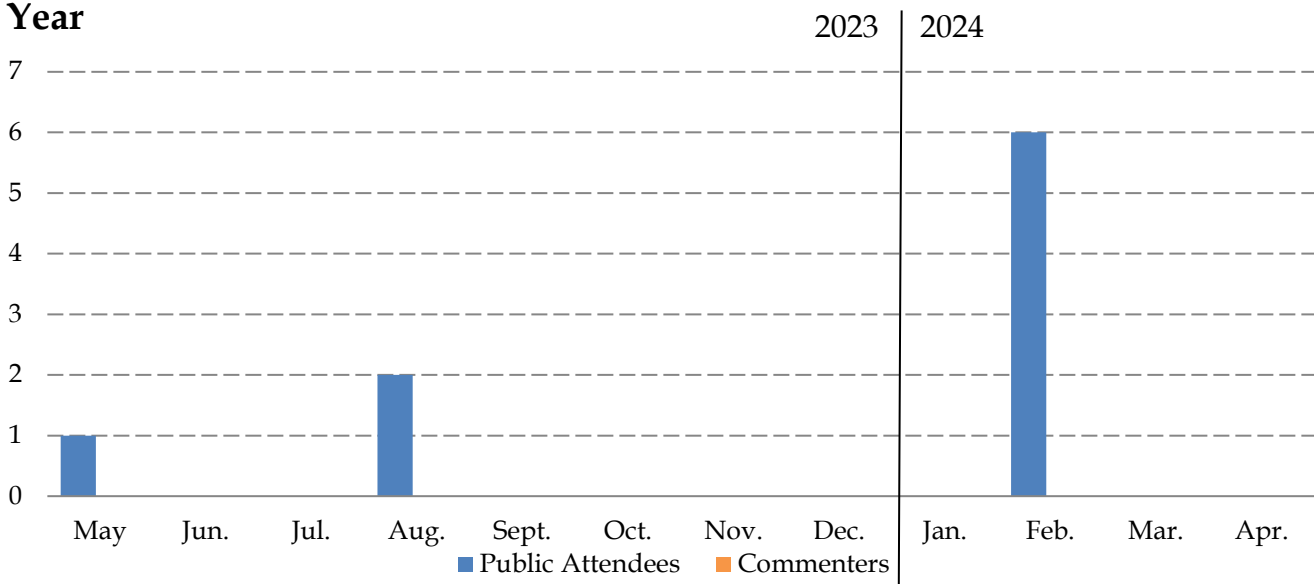


Figure 2 displays the number of comments given and public attendance at the four Board of Directors meetings held during the reporting timeframe. Board of Directors meetings featured lower attendance than Transportation Policy Board meetings, with an average of two members of the public attending each meeting. No public comments were made during the reporting timeframe at Board of Directors meetings.

FIGURE 2: PUBLIC INVOLVEMENT AT BOARD OF DIRECTORS MEETINGS

Public Attended Board of Directors Meetings Throughout the Year



Public Notification

Most months, SCOG has a public comment period for the Regional Transportation Improvement Program amendments. SCOG staff did not receive comments on these monthly amendments during the reporting timeframe. Three other public comment periods were held; the 2023–2026 Title VI Plan, Technical Advisory Committee Project Selection Recommendation, and the 2024-2029 Regional Transportation Improvement Program. No comments were received during these public comment periods.

Special Public Meetings and Events

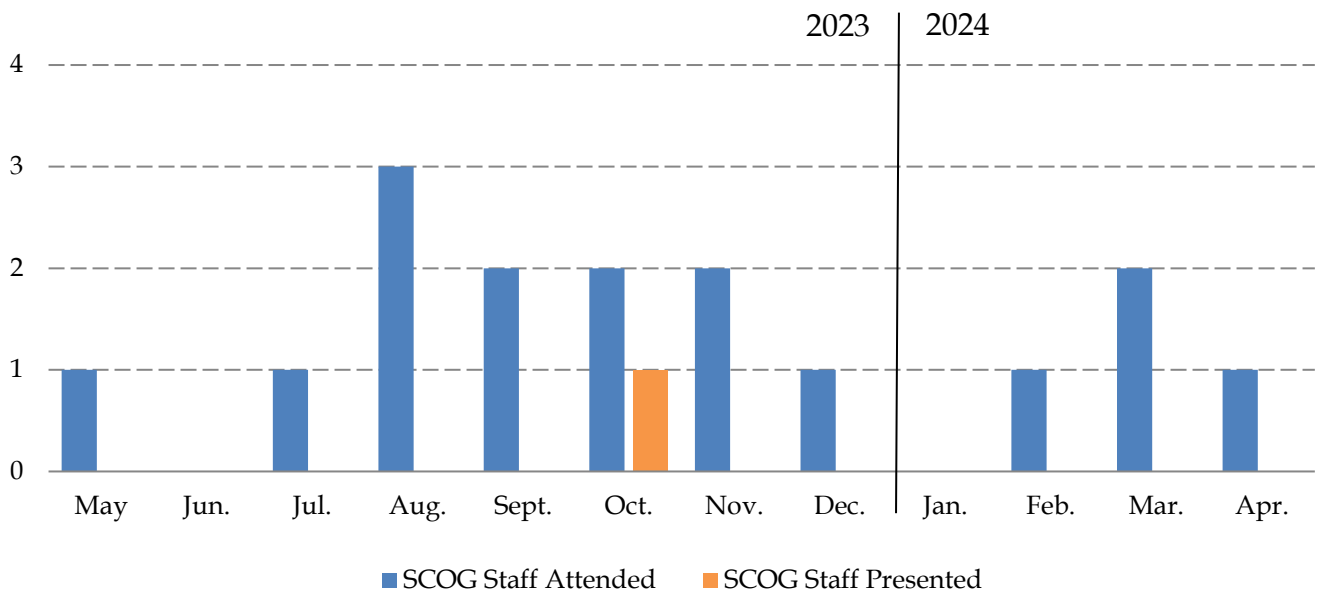
SCOG held one special public event during the 2024–2025 reporting period. A countywide Growth Management Act Planning Workshop was held on June 29, 2023. Stakeholders involved included Washington Department of Commerce, State Legislators, Growth Management Act Steering Committee Members, Growth Management Act Technical Advisory Committee members, and members of the public. Eleven members of the public attended this workshop, and workshop discussion items included a wide range of topics focused mainly on the implications to changes to the Growth Management Act on the upcoming comprehensive plan updates for local jurisdictions.

Interaction with Community Organizations and Stakeholder Groups

SCOG staff regularly attend and present at meetings around Skagit County. These vary from presentations at conferences on regional transportation planning to participation in regional stakeholder groups and forums on public health issues. Routine meetings and training that SCOG staff coordinates, and attends, are not included in this measure. *Figure 3* displays staff attendance and presentations at community organizations and stakeholder meetings throughout the reporting period.

FIGURE 3: SCOG STAFF COMMUNITY ORGANIZATIONS AND STAKEHOLDER MEETINGS AND PRESENTATIONS

SCOG Staff Attended Meetings Throughout Most of the Year



Surveys

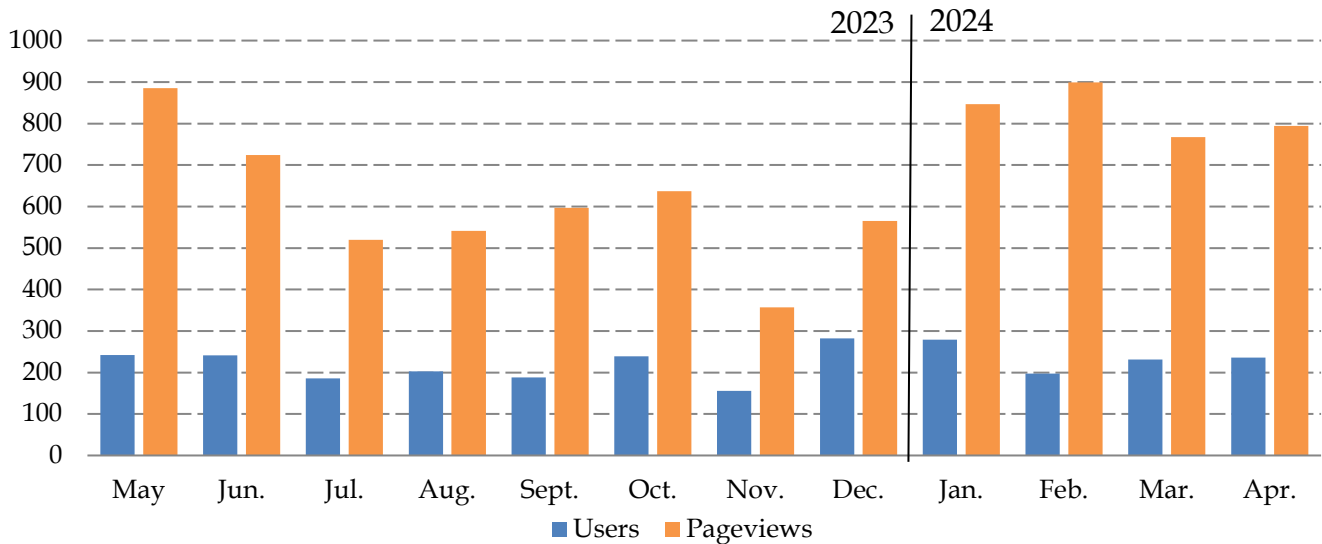
SCOG conducted one survey, the Comprehensive Economic Development Strategy Business Survey, during the 2023–2024 reporting timeframe. This survey was conducted from November to December 2023 and received 80 responses.

Website

Website traffic varied during the reporting timeframe, with an average of 223 users on the website each month, and an average of 678 page views per month. *Figure 4* displays data on website users and page views by month. A review of website analytics software indicates the cities with the most users include Seattle, Mount Vernon and Moses Lake. 97% of users viewed the SCOG website using an English language browser.

FIGURE 4: SCOG WEBSITE USERS AND PAGEVIEWS

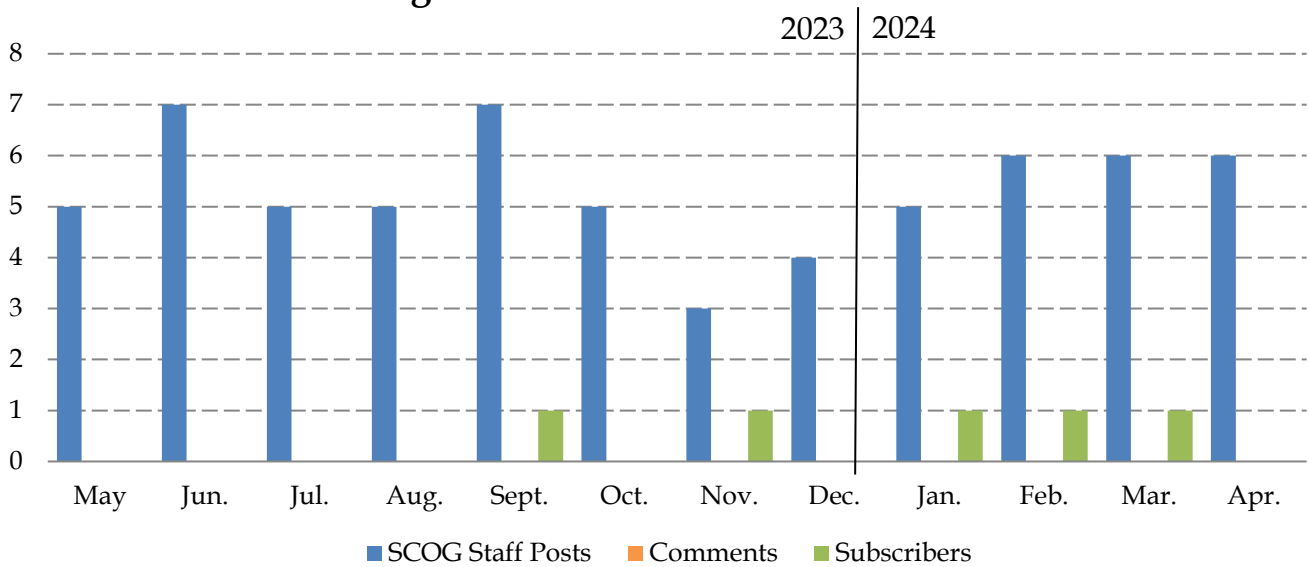
Website Tracking Data Shows Variation throughout the Year



SCOG received no public comments on the website during the reporting period. The website’s subscriber list gained 5 new subscribers during the reporting period, and currently there are 44 people on the subscriber list. Subscribers receive email notifications on self-selected SCOG topics when new information becomes available. *Figure 5* displays data on SCOG staff posts, comments, and subscribers during the reporting period.

FIGURE 5: SCOG WEBSITE DATA FOR POSTS, COMMENTS, AND SUBSCRIBERS

New Subscribers Throughout the Year



NEXT STEPS

SCOG will continue to implement the Public Participation Plan and track evaluation measures over time. Future updates to the Public Participation Plan may influence the metrics tracked.

PUBLIC PARTICIPATION EVALUATION METRICS SUMMARY DATA

	2023								2024				Totals
	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	
Transportation Policy Board Meetings (Weekday Mornings-Afternoons)													
Public Attendees	2	2	0	1	4	7	0	6	2	3	13	5	45
Commenters	0	1	1	0	0	0	0	0	0	0	0	0	2
Board of Directors Meetings (Weekday Mornings-Afternoons)													
Public Attendees	1			2		0				6			9
Commenters	0			0		0				0			0
Public Comment Periods*													
Comment Periods	2	2	1	1	2	1	0	0	1	1	1	1	13
Commenters	0	0	0	0	0	0	0	0	0	0	0	0	0
Comments	0	0	0	0	0	0	0	0	0	0	0	0	0
Staff Responses	0	0	0	0	0	0	0	0	0	0	0	0	0
Revisions Based on Comments	0	0	0	0	0	0	0	0	0	0	0	0	0
Local Government, Community Organization & Stakeholder Meetings (Weekday Mornings-Afternoons-Evenings)													
SCOG Staff Attended	1	0	1	3	2	2	2	1	0	1	2	1	16
SCOG Staff Presented	0	0	0	0	0	1	0	0	0	0	0	0	1
Surveys													
Administered								1					1
Respondents								80					80
SCOG.net Website													
SCOG Staff Posts	5	7	5	5	7	5	3	4	5	6	6	6	64
Users	242	241	186	203	188	239	156	282	279	197	231	236	2680
Page views	885	724	520	541	597	637	357	565	847	899	767	794	8133
Comments	0	0	0	0	0	0	0	0	0	0	0	0	0
Subscribers	0	0	0	0	1	0	1	0	1	1	1	0	5

* Note: month public comment period ends