



2024 Measures of Effectiveness Report



Prepared Under MassDOT Contract #126742

Old Colony Planning Council
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Email: mwaldron@ocpcrpa.org

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Boston, MA 02116

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Email: MassDOT.CivilRights@state.ma.us or MBTAcivilrights@mbta.com

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Office of Civil Rights

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The views and opinions of the Old Colony Planning Council expressed herein do not necessarily state or reflect those of the U. S. Department of Transportation.

The **2024 Measures of Effectiveness Report** was prepared by the following members of the Old Colony Planning Council staff under the supervision of Charles Kilmer, Deputy Director/Transportation Program Manager, and the direction of Mary Waldron, Executive Director.

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Introduction

Public Participation is fundamental to the Old Colony Metropolitan Planning Organization (MPO) transportation planning efforts. Public Participation leads to better projects, studies, outcomes, and helps to determine the allocation of limited funding in line with community and regional goals. In addition to assisting with helping develop better projects, public outreach fosters greater trust between citizens and Local, State, and Federal Governments and their representative entities such as the Old Colony MPO. Lastly, the MPO is required by State and Federal partners to ensure it is including members of the public in the transportation planning process.

To ensure the Old Colony MPO is meeting its public participation requirements, measures are necessary to determine whether its [Public Participation Plan \(PPP\)](#) is accomplishing its goals. Through a series of data collection efforts during outreach efforts, the MPO can see where the PPP is succeeding and where there are opportunities for greater participation. This report explores outreach efforts and measures their effectiveness in expanding public participation to members of the public and outside organizations in MPO planning activities.

Measuring Public Participation

To better understand how the MPO is meeting its commitment to fostering public engagement in all MPO planning activities, it is vital to develop a series of measurements to understand the effectiveness of the public outreach efforts. By tracking public engagements, whether in person, via email, through social media, or utilizing virtual public engagement, the MPO can determine if its public outreach efforts are delivering the desired and required results.

Evaluation of Outreach Efforts

The Old Colony MPO tracks all the outreach efforts it conducts. Public meeting attendance is recorded, with additional attention given to attendees from Title VI protected classes. The MPO tracks the methods it employs in getting information to the public on upcoming meetings, releasing public documents, and viewing and engaging the public through its social media presence. Through collecting this information, the MPO gains greater clarity on where it is doing well and where there is a need to increase public engagement. The items tracked are known as Measures of Effectiveness (MOE). The MOEs are listed below:

Measures of Effectiveness (MOE)

- Meeting attendance
- Number of LEP/Title VI protect class encounters.
- Number of documents translated into LEP safe harbor clause languages.
- Number of direct engagements with outside organizations
- Number of correspondence (social media, direct mailings, email, etc.)

Engagement Overall

The Old Colony MPO engages in a number of public outreaches each year. Last year, in 2024, OCPC either participated in or hosted a total of 60 transportation outreach engagements, seven fewer than 2023 and three less than the five-year average of 63. Some of these engagements were public meetings for projects or initiatives, such as Corridor Studies or Road Safety Audits (RSAs). Other encounters were direct engagement activities with outside organizations or

participation in other organizations' meetings or events to bring greater attention to the role of the MPO. The MPO also hosts a series of scheduled public meetings throughout the year. Two of those regularly scheduled meetings are the Metropolitan Planning Organization meeting and the Joint Transportation Committee meeting, which take place during most months throughout the year.

Figure 1: Overall Engagement by Year

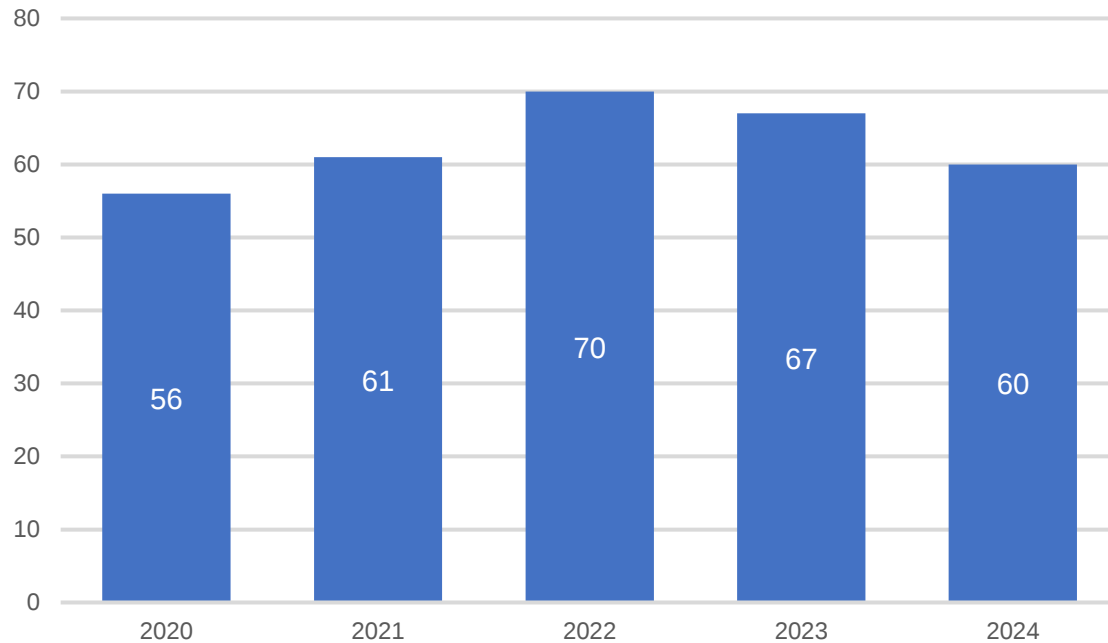


Table 1: 2024 Public Outreach – Meetings and Events

Date	Organization/Municipality	Location	Purpose
1/4/2024	Old Colony Planning Council (OCPC)	Virtual	Joint Transportation Committee (JTC) Meeting
1/17/2024	OCPC	Virtual	Metropolitan Planning Organization (MPO) Meeting
1/24/2024	Massachusetts Bicycle & Pedestrian Advisory Board (MABPAB)	Virtual	Board Meeting
1/31/2024	OCPC	Virtual	Board of Directors Meeting
2/1/2024	Brockton Area Transit Authority (BAT)	Virtual	BAT Advisory Board Meeting
2/1/2024	OCPC	Virtual	JTC Meeting
2/20/2024	OCPC	Virtual	MPO Meeting
2/28/2024	OCPC	Virtual	Board of Directors Meeting
3/7/2024	OCPC	Virtual	JTC Meeting
3/19/2024	OCPC	Virtual	MPO Meeting
3/20/2024	Old Colony Bicycle and Pedestrian Advisory Committee (OCBPAC)	Virtual	Committee Meeting
3/27/2024	OCPC	Virtual	Board of Directors Meeting
4/4/2024	OCPC	Virtual	JTC Meeting

Table 1 Continued: 2024 Public Outreach – Meetings and Events

Date	Organization/Municipality	Location	Purpose
4/17/2024	WalkMassachusetts	Virtual	April Meeting
4/18/2024	Town of Duxbury	Duxbury	Site Visit/Windshield Survey
4/24/2024	Massachusetts Department of Transportation (MassDOT)	Virtual	Duxbury Route 3 Bridge Replacement Project 605294 Public Meeting
4/24/2024	OCPC	Virtual	Board of Directors Meeting
5/2/2024	OCPC	Virtual	JTC Meeting
5/8/2024	OCBPAC	Virtual	Committee Meeting
5/8/2024	Toole Design/Town of Abington	Abington	Road Safety Audit – Summer Street @ Plymouth Street
5/10/2024	Greater Brockton Workforce Investment Board	Brockton	Construction Career Day – Massasoit Community College
5/15/2024	OCPC	BAT Center	Bike with BAT Day
5/21/2024	OCPC	Virtual	MPO Meeting
5/21/2024	Town of Hanson	Virtual	Select Board Meeting – Transportation Improvement Program – Route 14 Project
5/29/2024	MABPAB	Virtual	Board Meeting
5/29/2024	OCPC	Virtual	Board of Directors Meeting
5/30/2024	BAT	Virtual	BAT Advisory Board Meeting
6/6/2024	OCPC	Virtual	JTC Meeting
6/18/2024	OCPC	Virtual	MPO Meeting
6/18/2024	OCPC	Plympton	Route 58 at Center Street Road Safety Audit
6/24/2024	MassDOT	Virtual	Capital Investment Plan (CIP) Public Meeting
6/26/2024	OCPC	Hybrid	Board of Directors Meeting
7/16/2024	OCPC	Virtual	MPO Meeting
7/18/2024	OCPC	Hybrid	Route 139 (Stoughton) Corridor Study Public Meeting
7/24/2024	MABPAB	Virtual	Board Meeting
7/25/2024	BAT	Virtual	BAT Advisory Board Meeting
9/5/2024	OCPC	Virtual	JTC Meeting
9/18/2024	OCBPAC	Virtual	Committee Meeting
9/25/2024	MABPAB	Virtual	Board Meeting
9/25/2024	OCPC	Virtual	Board of Directors Meeting
10/3/2024	OCPC	Virtual	JTC Meeting
10/3/2024	BAT	Virtual	BAT Advisory Board Meeting
10/9/2024	OCPC	Avon	Downtown Avon Road Safety Audit (RSA)
10/15/2024	OCPC	Virtual	MPO Meeting
10/18/2024	BAT	BAT	BAT's 50 th Anniversary/ Customer Appreciation Day

Table 1 Continued: 2024 Public Outreach – Meetings and Events

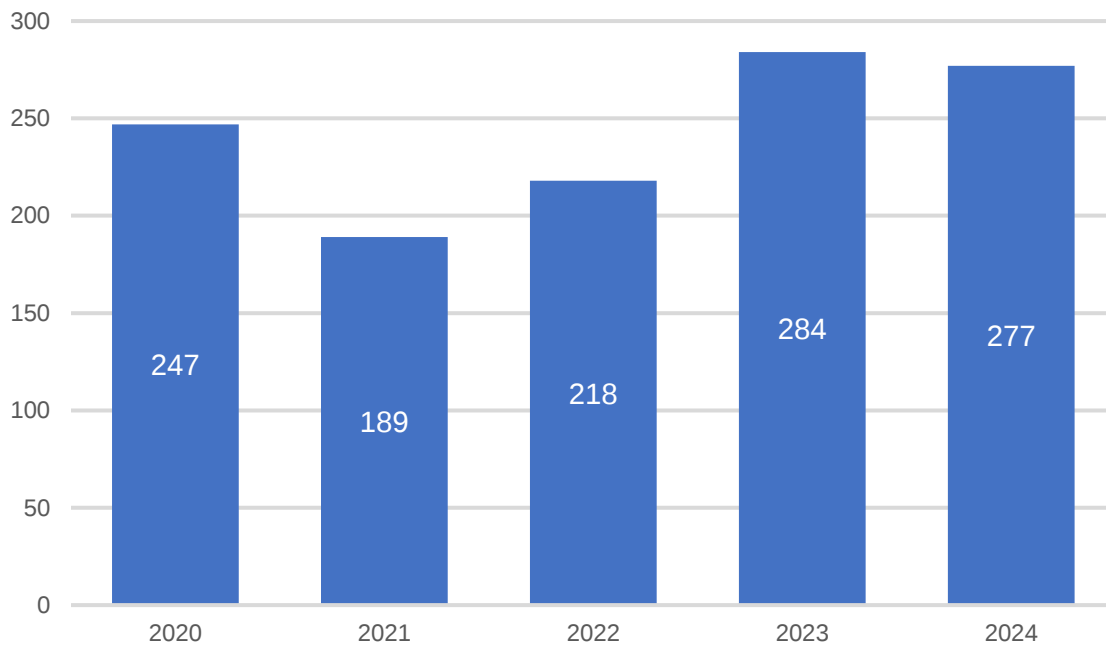
Date	Organization/Municipality	Location	Purpose
10/30/2024	OCPC	Virtual	Board of Directors Meeting
11/7/2024	OCPC	Virtual	JTC Meeting
11/13/2024	OCPC	OCPC	Geography of Brockton Class Visit (Bridgewater State University)
11/13/2024	OCPC	Virtual	Board of Directors Meeting
11/19/2024	OCPC	Virtual	MPO Meeting
11/20/2024	MABPAB	Virtual	Board Meeting
11/20/2024	Bridgewater State University (BSU)	BSU	GIS Day
11/21/2024	MassDOT	East Bridgewater	Route 18 at Highland Street Road Safety Audit (RSA)
12/5/2024	OCPC	Virtual	JTC Meeting
12/5/2024	MassDOT	Virtual	Corridor Improvements on Route 139 at Main/Center/Silver Streets (Hanover) Public Information Meeting
12/11/2024	OCPC	Virtual	Old Colony Safe Streets for All (SS4A) Action Plan Meeting
12/17/2024	OCPC	Virtual	MPO Meeting
12/18/2024	OCBPAC	Virtual	Committee Meeting
12/18/2024	MassDOT	Virtual	Vulnerable Road User Public Information Meeting

Metropolitan Planning Organization (MPO) Meetings

The Metropolitan Planning Organization meeting discusses transportation policy decisions and determines the Transportation Improvement Program's (TIP) list of projects and guides the development of the Unified Planning Work Program (UPWP). The Old Colony MPO hosted ten (10) MPO meetings in 2024 with an average attendance of 28 people per meeting, one less meeting and an average of two more people compared to MPO meetings hosted in 2023. Total attendance at MPO meetings decreased from 2020 to 2021, increased each of the next two years, and decreased slightly in 2024. In the year 2021, attendance yielded the lowest total of the five-year analysis. However, it should be noted that there were only eight (8) MPO in meetings in 2021 compared to eleven (11) meetings in 2023, ten (10) meetings in 2020 and 2024, and nine (9) meetings in 2022. If there were two additional meetings in 2021 that had the average monthly attendance, then the total attendance would have been 236 people.

Since the start of the COVID-19 pandemic, correspondence from the MPO has been only digital via email. Meeting information and agenda are emailed to 348 individuals or various organizations on the Old Colony MPO's contact list. These emailings increased by four over 2023 due to added individuals and organizations as time has gone by and the continued use of Zoom to host virtual meetings. Meeting information, including the agenda, staff reports, minutes, and YouTube links to meeting recordings, are posted to the OCPC website.

Figure 2: MPO Meeting Attendance by Year

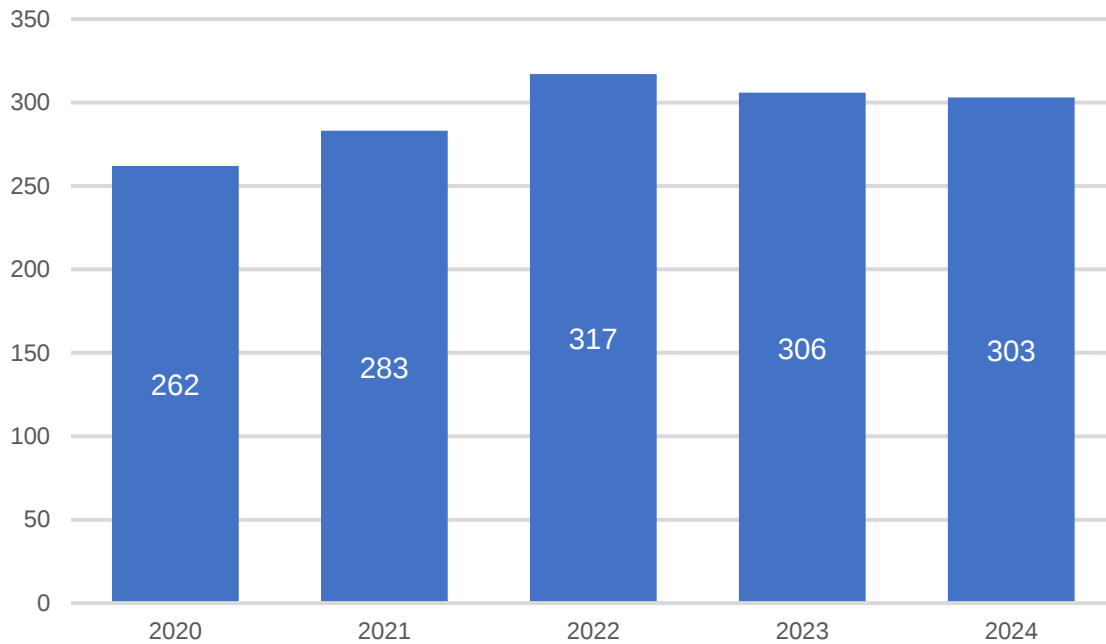


Joint Transportation Committee (JTC) Meetings

The Old Colony Joint Transportation Committee (JTC) is an advisory committee to the Old Colony MPO and Old Colony Planning Council. The JTC is a venue where the public can be involved to help the determination of transportation projects to better utilize limited funding. These meetings tend to happen monthly with an average of 10 meetings per year. The average JTC meeting attendance was 30 participants for 2024 (an average of two more participants over 2023), with an average of 28 participants over the last five years. The total yearly JTC attendance increased by over 20 participants in 2021 and 2022 compared to the previous years, followed by slight decreases in 2023 and 2023. Some of the decline can be contributed to work/meeting schedule conflicts or other personal time constraints that keep members of the public from attending. It should be noted that there were two fewer meetings in 2020 than in the three years that followed. If there was one additional meeting in 2020 that experienced that year's average attendance (29 attendees), the total attendance would have been 291 attendees. There were also meetings in every month from 2021 to 2023 except for July, a typical month missed at the beginning of the Fiscal Year. It should be noted that attendance has increased since the initiation of virtual meetings, allowing attendees to participate from home or in their offices.

As with the MPO, correspondence sent out to the public covering JTC meetings and the topics to be discussed are emailed as well. Meeting information and agenda are emailed to 312 individuals or various organizations on the Old Colony MPO's contact list. These emailings have increased above 2023 like the MPO because the JTC includes some parties from the same email contact list. Meeting information, including the agenda, staff reports, minutes, and YouTube links to meeting recordings, are posted to the OCPC website.

Figure 3: JTC Meeting Attendance by Year



External Engagement

Each year, the Old Colony MPO engages members of the region in several different planning initiatives. Three of these initiatives in 2024 were the Old Colony Safe Streets for All (SS4A) Action Plan, the Route 139 Corridor Study, and multiple Road Safety Audits. With such planning studies/projects, public engagement is necessary to understand how the public feels about a project or initiative. In 2024, OCPC conducted and directly engaged in 36 external public engagement activities, twenty-four fewer than 2023. These external engagements ranged from hosting Road Safety Audits and other public outreach events to presenting on traffic safety studies at Select Board meetings and hosting Bridgewater State University students for planning related discussions.

In previous years (before the COVID-19 pandemic), all external engagements were held or conducted in person such as meeting directly with business associations such as Brockton's Downtown Business Association. A portion of the engagements in 2022 and 2023 were related to the Long Range Transportation Plans (LRTP), completed every four years. The fluctuation in engagements over the previous five years is the result of the number of projects and initiatives in which the Old Colony MPO conducted or was involved. Since March 2020, all of the MPO meetings have been held virtually with the exception of the June 2021 MPO Meeting, at which the signatories attended the meeting in-person while all other attendees attended virtually. Similarly, since April 2020, all of the JTC meetings have been held virtually, with the exception of the June 2024 meeting, which was hybrid. During 2023, the Old Colony MPO returned to in-person events for some of their engagements (public outreach for the LRTP, Coordinated Human Services Transportation Plan, and BAT's Title VI Report, as well as hosting Road Safety Audits) for the first time since before the pandemic. The MPO will continue to do so going forward.

Figure 4: External Public Engagement by Year (update 2020 & 2021)

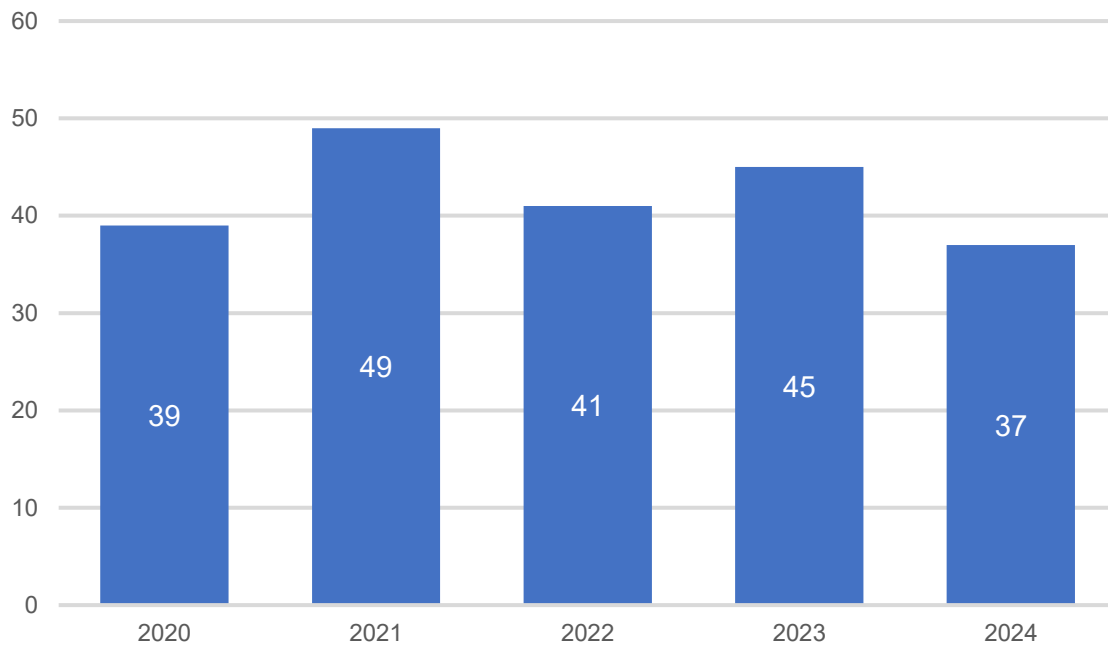


Figure 5: Matthew Dyer and Guoqiang Li at the Stoughton Police Station for the Route 139 Corridor Study Public Meeting



Figure 6: Ray Guarino at the Stoughton Police Station for the Route 139 Corridor Study Public Meeting



Engagement of Protected Classes

The MPO makes every effort to ensure that individuals from traditionally underserved communities are a major part of the public participation processes. Before COVID-19 when all engagements were held in person, all public outreach event notices on the OCPC website were able to be translated into the four Limited English Proficiency (LEP) languages for the MPO's region using the Title VI Safe Harbor Clause. These four languages identified using the Safe Harbor Clause are French-Creole, Haitian-Creole, Portuguese, and Spanish.

As previously mentioned, from the beginning of the COVID-19 pandemic to the end of Calendar Year 2022, all external engagements had been held virtually, thus eliminating the need to mail out meeting documents beforehand and provide printed materials at the engagements. The Old Colony JTC and MPO meetings are still held virtually, Council meetings are hybrid, and outreach efforts for transportation projects have returned to in-person (hybrid or virtual when necessary). The Old Colony MPO has continued to be prepared to provide any materials for any engagements in any language requested. While the MPO did not receive any requests for translations of documents in 2024, the MPO does translate surveys for its corridor studies into LEP languages (which are mentioned in the next section). Should any requests for document translation be received or surveys be filled out in any of the LEP languages, they will be documented in future reports. In 2023, the MPO contracted with BAT to complete their triennial Title VI Report. When the draft report was completed and ready for its 21-day public review and comment period, the notice was issued in the Enterprise Newspaper (based in Brockton, Massachusetts) as well as El Mundo Boston, the oldest Latino media outlet in Massachusetts.¹ The MPO will be looking into utilizing El Mundo regularly for its public outreach efforts and will provide documentation in future MOE reports. The Old Colony MPO will also research to find additional media outlets for non-English speaking populations (similar to El Mundo) and include them in our public outreach. To ensure awareness of all activities and public outreach efforts, the MPO has added all contacts

¹ <https://elmundoboston.com/>

and stakeholders on the ROA (Reflections, Opportunities, and Actions) Taskforce to the MPO's emailing list and newsletter.

The MPO provides other services and resources: the Old Colony Planning Council website, which can be translated into nine (9) different languages, and the newsletter, which can be translated into 49 different languages. Per federal regulations, the Title VI Notice of Protections is included on all agendas which the Council hosts and is also on the website. For anyone who seeks to file a Title VI complaint, the process is explained on the Title VI webpage on the OCPC website and has the phrase "If this information is needed in another language, please contact the MPO Title VI Coordinator at 508-583-1833," which is provided in 12 languages and downloadable complaint procedures and forms in the same languages as well. The Title VI webpage also has OCPC's recently completed Annual and Triennial Title VI Reports. The Title VI webpage can be found at <https://oldcolonyplanning.org/title-vi-ada/> for more information.

Survey Metrics for Corridor Studies

One addition to the Old Colony MOE Report is an analysis on public surveys for any and all corridor studies that the MPO undertakes. As mentioned in the 2023 Report, no surveys were filled out in any of the four LEP safe-harbor languages (Spanish, Portuguese, French-Creole, and Haitian-Creole) for the Route 18 Corridor Study in Bridgewater and East Bridgewater. The results are displayed in Table 2. In FFY 2024, during the Route 139 Corridor Study, the OCPC released a survey that provided translations in Spanish, Portuguese, Haitian-Creole, Chinese Simplified, and Chinese Traditional. The surveys for these Corridor Studies are listed in Appendices A and B. As shown in Table 3, all but one of the completed surveys were completed in English, with the lone non-English survey response submitted in Portuguese. While only one non-English survey was received, the Old Colony MPO will continue to translate the surveys into the LEP languages.

Table 2: Survey Results for the Route 18 Corridor Study

Language	Surveys Answered
English	404
Spanish	0
Portuguese	0
French-Creole	0
Haitian-Creole	0
Total	404

Table 3: Survey Results for the Route 139 Corridor Study

Language	Surveys Answered
English	127
Spanish	0
Portuguese	1
Haitian-Creole	0
Chinese Simplified	0
Chinese Traditional	0
Total	128

For next year's MOE Report, there will be three corridor studies whose surveys will be analyzed: Route 28 in Avon, Route 3A in South Plymouth, and Route 104 in Bridgewater. This report will continue to analyze the results annually of the MPO's public surveys.

Correspondence

The Old Colony MPO utilizes several different media to communicate with members of the public about current planning invites, upcoming outreach events, and the release of public documents for a period of review and comment. The methods of correspondence span a wide range, from standard sources like the OCPC website and newsletter to social media such as Facebook, X (formerly Twitter), and Instagram. As times have changed, the MPO relies more on social media platforms to engage members of the public and is always looking for new tools to keep the public engaged. For example, all public meetings such as the MPO and JTC meeting notices are published on the OCPC Facebook page and X & Instagram accounts. Since the beginning of the COVID-19 pandemic, OCPC has ceased mailing printed copies of agendas and notices for meetings and events and now sends these notices via email and the OCPC Newsletter, which are faster and more convenient. These meeting notice emails include town and city clerks, and the notices are also posted on the OCPC website. In 2019 (the last full year of utilizing mailings for notices), there were 3,600 direct mailings sent out for just the JTC and MPO meetings, not including other meetings, conferences, and events that OCPC hosted.

Digital

Digital correspondence, such as email, social media, and the OCPC website, are readily used by the Old Colony MPO in its outreach activities. Email is the primary method of communication used by the MPO. It is employed to send out meeting notifications and to respond to members of the public about MPO activities when utilized for public outreach purposes. Along with email, the MPO has established a strong social media presence. Currently, the Old Colony MPO uses six different types of digital platforms in its outreach efforts. These six digital platforms are Facebook, X, Instagram, YouTube, LinkedIn, and the OCPC website. It is through these digital platforms that the MPO seeks to raise awareness about its initiatives at a time when so many things are competing for people's attention. Also, the MPO seeks to get younger people involved in MPO activities and sees social media as the way to achieve this since this cohort tends to get most of their information through these platforms.

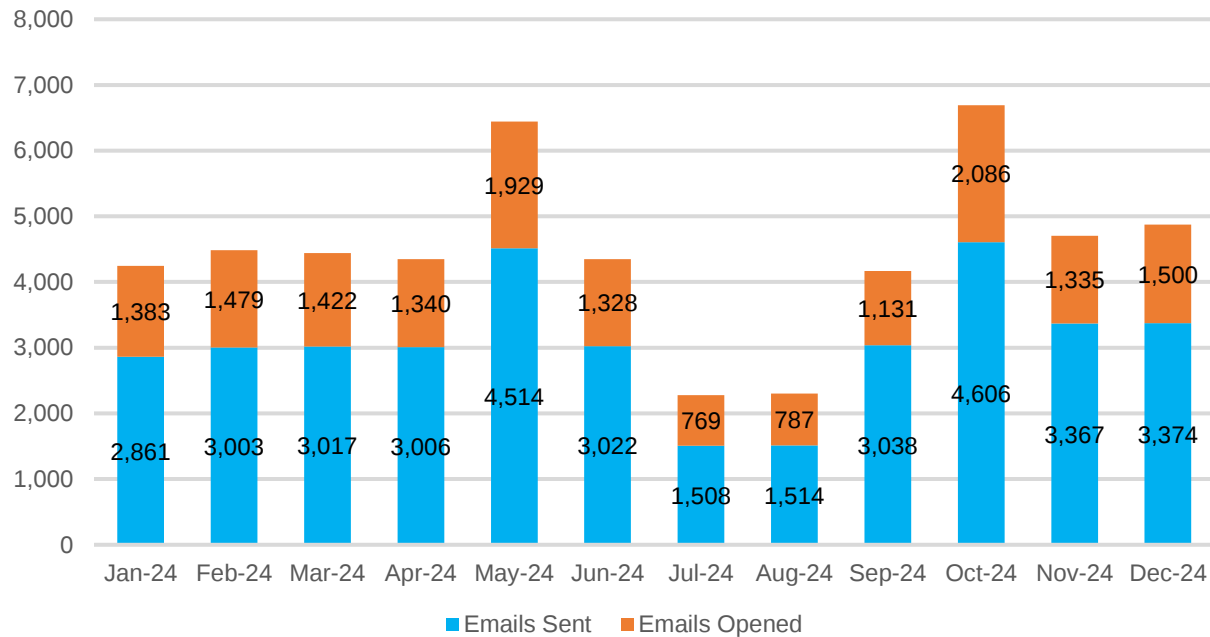
Email

The Old Colony MPO sends many emails every year as part of its public outreach efforts. In 2024, the MPO sent over 6,500 emails (calculated by emails sent times the number of recipients) to inform members of the public and their officials of planning initiatives being conducted by the MPO. Such emails contain meeting flyers, agendas, and additional information about who recipients should contact if they have any questions. Additionally, the MPO solicits feedback from members of the public on publicly released documents such as the TIP and UPWP, which individuals can email in their comments and recommendations.

In 2020, OCPC started producing an organizational newsletter sent out to our 17 communities, partner organizations, and stakeholders. The newsletter aims to inform the reader about what is currently happening at the Council. The newsletter touches upon recently released documents, grant opportunities, and other relevant information about which the Council believes our partners should be informed. The following total amounts for newsletters (for both sent and opened) were calculated by multiplying the number of recipients by the number of newsletters. During 2024, OCPC sent out a total of 36,830 newsletters and the receivers opened and read 16,489 (44.8%). Calendar Year 2024 saw an increase of both sent and opened newsletters, with an additional 5,753 newsletters sent and a 7.0% increase in newsletters opened and read. During 2024, there were an additional 735 recipients that were added to the newsletter list, which brought the total to 1,869 people by the end of 2024. October 2024 was the month with the most newsletters sent (4,606) and most opened/read newsletters (2,086). August 2024 yielded the highest open rate

with 52.0%. Four months in 2024 yielded higher percentages of opened newsletters than the highest month in 2023 (September at 48.2%).

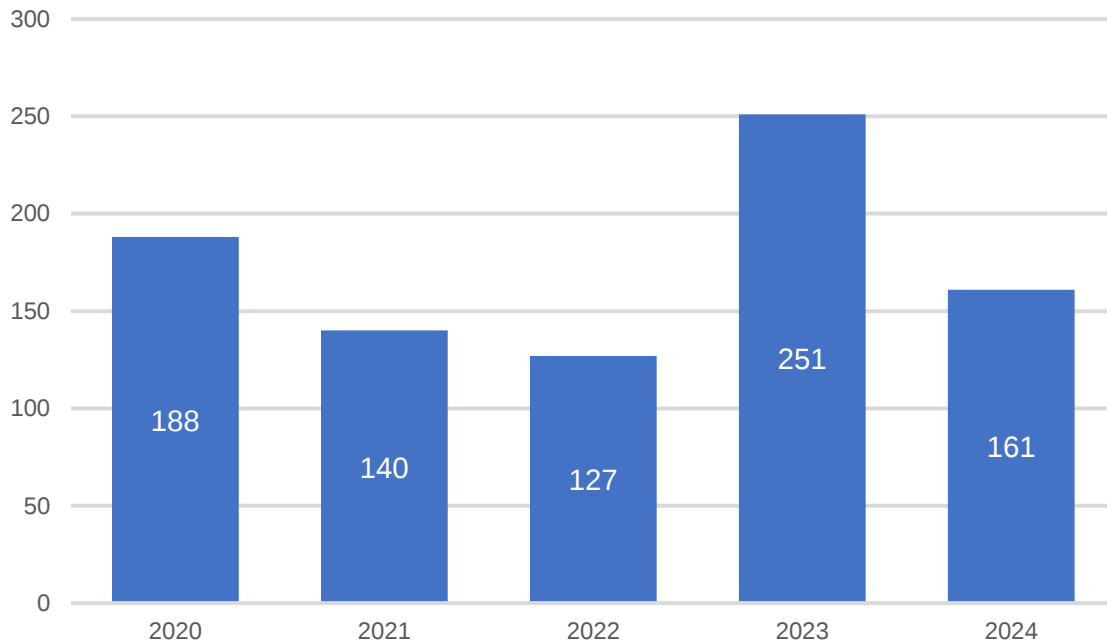
Figure 7: OCPC Newsletter by Month



Social Media

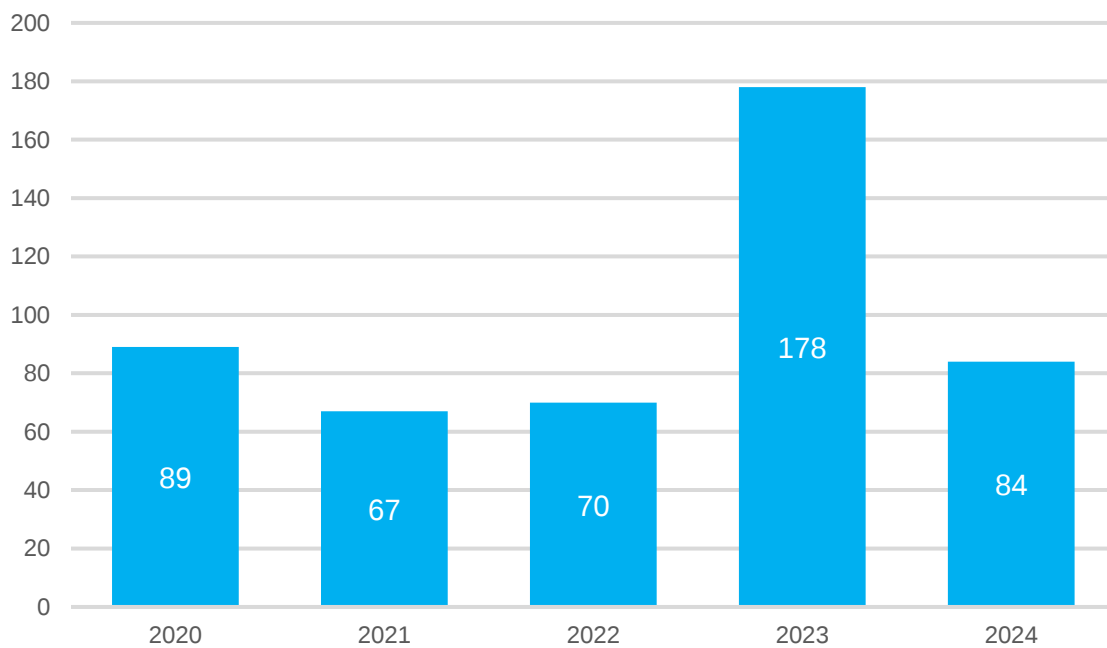
Social media platforms like Facebook, X, Instagram, YouTube, and LinkedIn have become a larger part of the Old Colony MPO's go to for dissemination of public outreach notifications, especially since the beginning of the COVID-19 pandemic. In 2024, the MPO made 161 Facebook posts about public engagement events along with other regional and Commonwealth initiatives, a 36% decline under 2023, and those posts yielded 48,344 impressions (likes, reactions, comments, and shares), a 50% increase over 2023. The use of Facebook by the MPO has dramatically increased over the last three years. This increase in Facebook utilization has to do with the number of projects needing a public participation component and some projects requiring a higher degree of public engagement such as the Long Range Transportation Plan, but also to have an additional platform to conduct outreach for the Council. Going forward, the MPO will continue to increase its usage of Facebook as a platform for public engagement.

Figure 8: Facebook Postings by Year



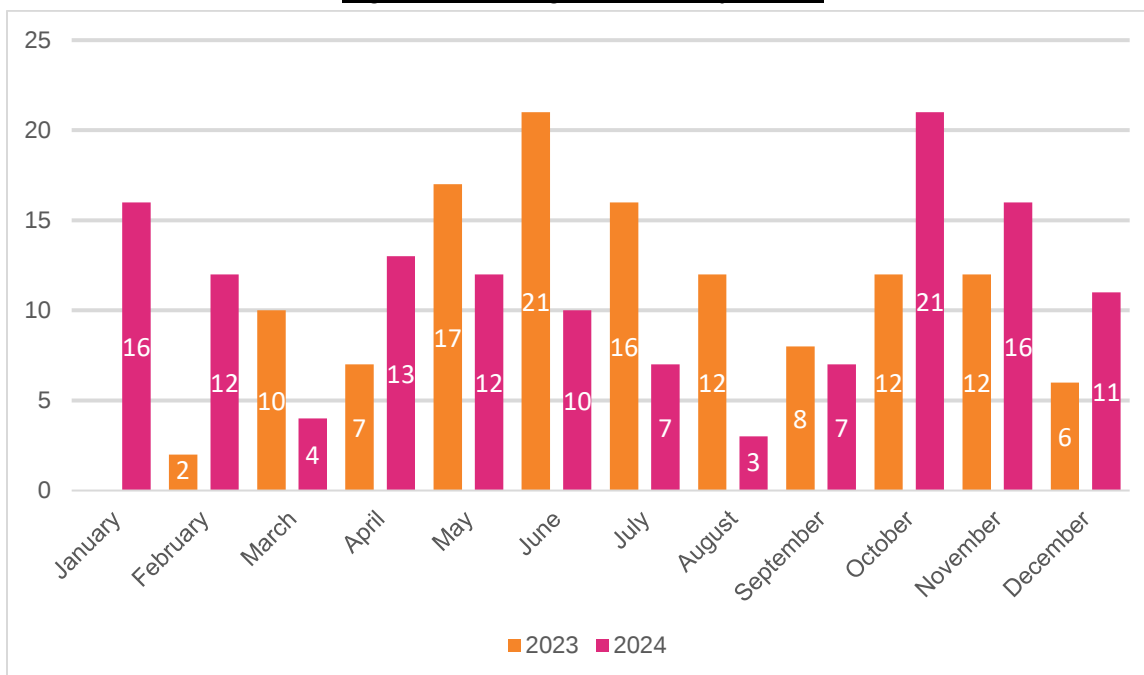
The MPO uses X to send out information on upcoming outreach events, release of public documents for review, and disseminate other regional information to members of the public. Last year, in 2024, the MPO sent out 84 X posts (ninety-four fewer than 2022). Due to changes at X to access of impressions data, total impressions were unavailable this year. If the accessibility is returned in the coming years, this report will document them.

Figure 9: X Posts by Year



Like Facebook and X, the MPO Instagram account informs their followers of current projects, documents out for public review, and outreach events. The MPO made 123 Instagram posts in 2024 (the same as in 2023) which yielded 3,597 impressions (the number of times a post or story is viewed), which was an increase of 1,141 impressions over 2023. This is the second year that the MPO Instagram account has been active. Figure 9 shows the posts by month. Starting next year, the table will show total yearly posts like Facebook, X, and YouTube.

Figure 10: Instagram Posts by Month



YouTube has been one of the social media platforms that historically has not been fully utilized by MPOs. Before the COVID-19 pandemic, the MPO had only uploaded two informational videos, which yielded 107 combined views. During COVID-19, many businesses and organizations turned to Zoom for internal and external meetings. The benefit of using YouTube is that it gives members of the public a chance to see a presentation on a project or other planning initiative if they cannot attend a public meeting when it occurs. The Old Colony Planning Council has expanded the utilization of its YouTube channel and uploads videos for public meetings and engagements that it hosts. In keeping with this desire to use YouTube more, the Old Colony MPO uploads videos regularly, including public meetings (e.g., monthly JTC, MPO, and Council meetings as well as quarterly Bicycle and Pedestrian Advisory Committee (BPAC) meetings), public engagements regarding UPWP Projects (e.g., Route 139 Corridor Study), as well as specialized videos (e.g., the Green Communities Workshop and various Grantology webinars).

Since early 2020, YouTube usage had significantly increased as the MPO has been conducting public meetings online with the use of tools such as Zoom. It has remained a highly utilized tool ever since. The number of videos posted and views yielded have fluctuated from year to year, with no year having both the highest or lowest in both categories. Seventy-four videos were posted in 2024 (16 more than 2023 and the second most in the previous five years) that yielded 501 views (160 more than 2023 and the third highest in the previous five years). 2024 had a 28% increase in the number of videos as well as a 47% increase in views yielded. The two videos that yielded the highest number of views in 2024 were the "[Demystifying the Affordable Homes Act](#)" video with 75 views and the "[Electric Vehicle \(EV\) Panel Discussion](#)" video with 44 views. In 2023,

the press conference for an EDA Grant Award was also live streamed on Facebook and yielded 126 total views. Live streaming MPO events was an identified next step from the Hillsborough TPO (Transportation Planning Organization) 2020 Measures of Effectiveness Report, and it has demonstrated to be an effective tool as the sole Facebook Live video yielded 37% of the total YouTube video views in 2023. The Old Colony MPO will look to increase its use of going live on Facebook as well as YouTube going forward.

Figure 11: YouTube Posts by Year

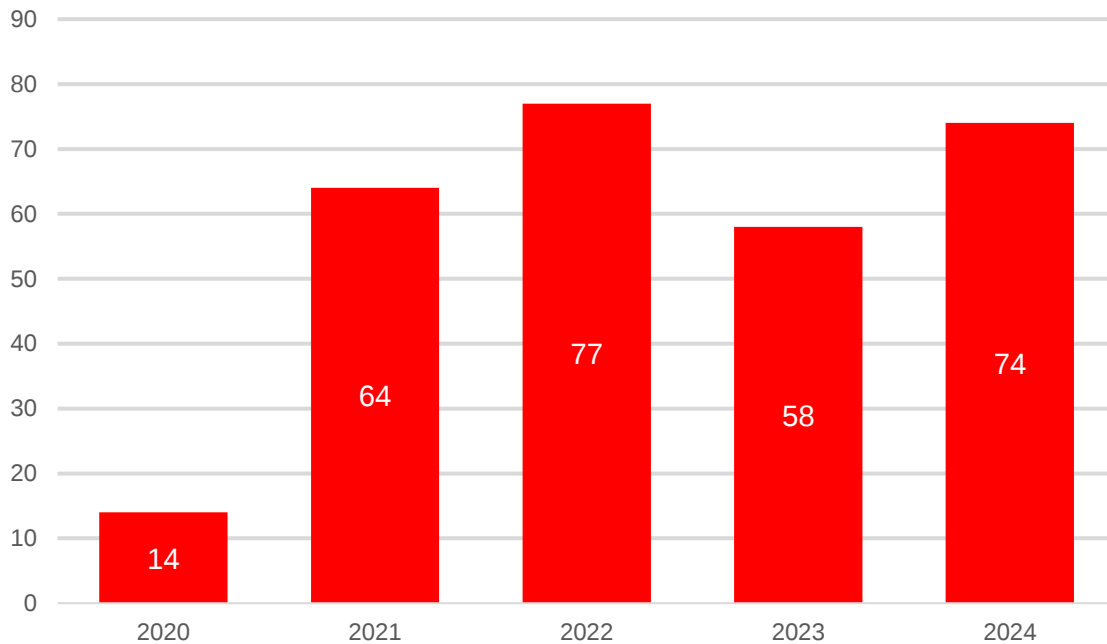
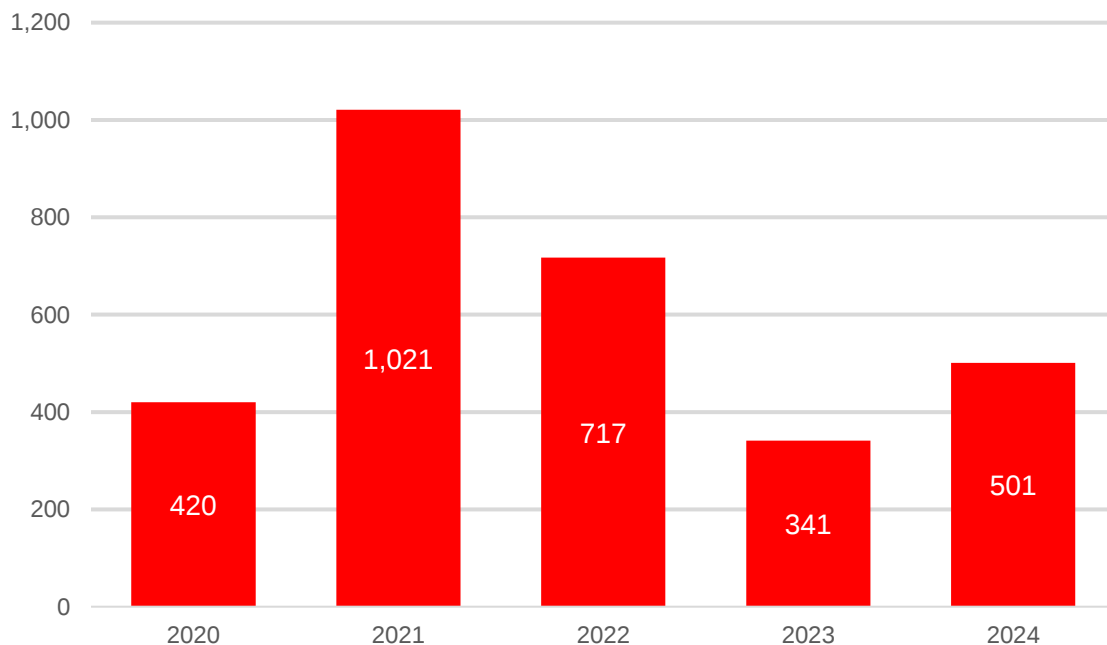
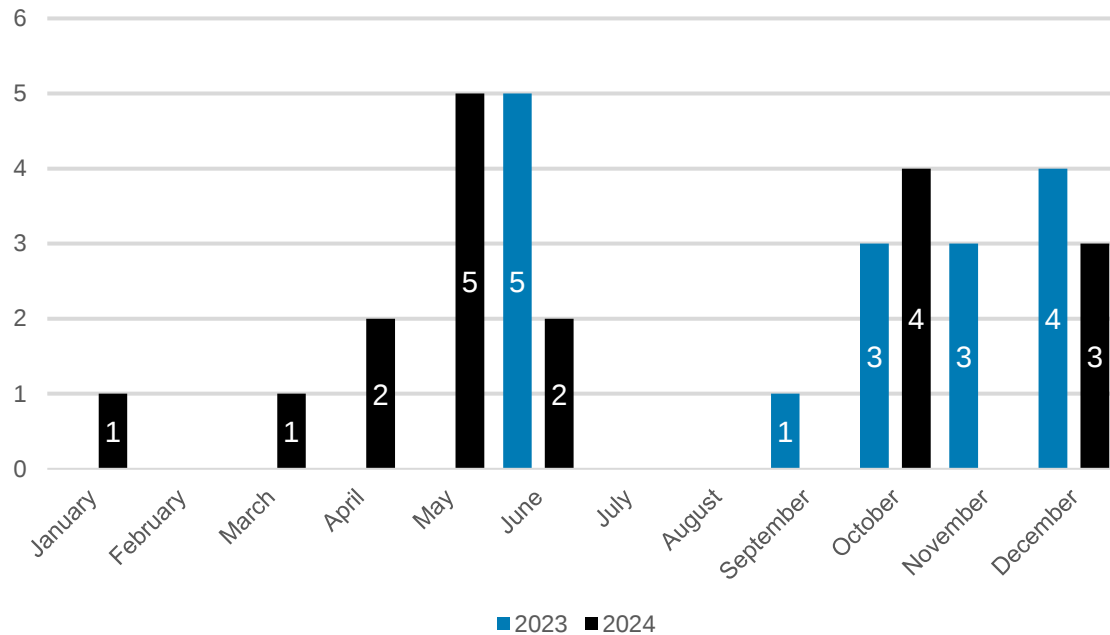


Figure 12: YouTube Views by Year



As with the other social media venues, the Old Colony MPO also has utilized LinkedIn to spread the word regarding its activities, from current projects to new staff and open surveys. In 2024, there were 18 posts made on the MPO's LinkedIn page, two more than in 2023. Those 18 posts yielded 4,868 impressions, a 35% increase over 2023. The LinkedIn data will be included in MOE Reports yearly beginning with next year's report.

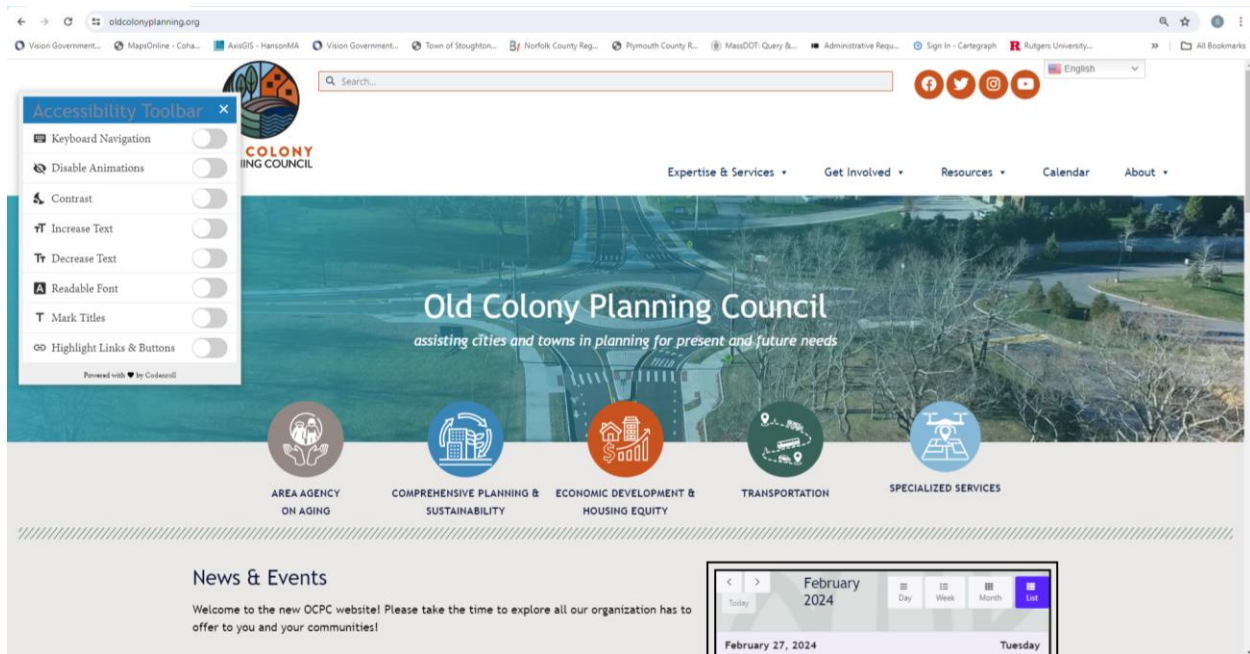
Figure 13: LinkedIn Posts by Month



Website

Old Colony Planning Council launched its current website in November 2022, found at <https://oldcolonyplanning.org/>. It features an updated look with drone footage of the OCPC Region on the home page. It has an accessibility toolbar pictured below, accommodating anyone with visual impairment with tools such as changing text size, visual contrast, and keyboard navigation. Providing accessibility features was identified as a next step from the Pinellas County MPO's 2020 MOE Report. While we do not have any data that the tool has been used, it is a useful tool for anyone who is visually impaired.

Figure 14: Old Colony Home Page with Accessibility Toolbar



Outputs vs. Outcomes

Now that all of the outputs have been analyzed, the outcomes must also be examined. One item that has seen an increase in receipt is public comments. Since the return of in-person events in the last year, receiving public comments in person has become an option. In 2023, OCPC Staff hosted two public outreach events for the BAT 2023 Title VI Report at the BAT Centre, at which two public comments were received on public comment cards. With in-person outreach returning, comment cards are back to being an option for submitted comments.

A new addition to this report is an examination of how the Old Colony MPO's 3C (Continuous, Cooperative, and Comprehensive) documents such as the Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP), Public Participation Plan (PPP), and Long Range Transportation Plan (LRTP) changed during their respective public comment periods. The comment matrices for all the documents that went out to public review and comment periods in 2024 are listed in Tables 6-10 below. In chronological order, the documents are as follows:

- FFY 2024-2028 TIP Amendment 2 (endorsed February 2024)
- FFY 2024-2028 TIP Amendment 3 (endorsed May 2024)
- FFY 2024-2028 TIP Amendment 4 (endorsed July 2024)
- FFY 2025 UPWP (endorsed in June 2024)
- FFY 2025-2029 TIP (endorsed in May 2024)
- FFY 2025-2029 TIP Amendment 1 (endorsed December 2024)

Every single document includes a comment from the Old Colony Joint Transportation Committee and/or the Old Colony Planning Council Board of Directors. Three individuals representing their community/organizations each commented on one document and Raissah Kouame of MassDOT's Office of Transportation Planning commented on two documents. Ms. Kouame of MassDOT OTP also provided checklists with her comments, which are included in Appendices C and D. Marc Tisdelle of the Town of Stoughton and Jacquelyn Rose of BuzzAround submitted

comments that, like Ms. Kouame's comments, resulted in changes in the final products of the documents on which they submitted comments. As this does not happen every time, this metric will be tracked in future Old Colony MOE Reports.

Table 6: FFY 2024-2028 Old Colony TIP Amendment 2 Comment Matrix

Date	Name	Representation	Comment or Comment Summary	Response
1/16/2024	Michael Lambert	Brockton Area Transit Authority	Mr. Lambert thanked MassDOT for the awards to Brockton Area Transit and their continued investment in the Community Transit Grant Program	Noted.
1/31/2024	Old Colony Planning Council	Old Colony Planning Council	The Old Colony Planning Council approves Amendment 2 as presented by OCPC Staff.	Noted.
2/1/2024	Old Colony Joint Transportation Committee	Old Colony Joint Transportation Committee	The Old Colony Joint Transportation Committee (JTC) approves Amendment 2 as presented by OCPC Staff.	Noted.

Comments as of Close of Business (COB) on February 16, 2024.

Table 7: FFY 2024-2028 Old Colony TIP Amendment 3 Comment Matrix

Date	Name	Representation	Comment or Comment Summary	Response
4/24/2024	Old Colony Planning Council	Old Colony Planning Council	The Old Colony Planning Council approves Amendment 3 as presented by OCPC Staff.	Noted.
5/2/2024	Old Colony Joint Transportation Committee	Old Colony Joint Transportation Committee	The Old Colony Joint Transportation Committee (JTC) approves Amendment 3 as presented by OCPC Staff.	Noted.

Comments as of Close of Business (COB) on May 17, 2024.

Table 8: FFY 2024-2028 Old Colony TIP Amendment 4 Comment Matrix

Date	Name	Representation	Comment or Comment Summary	Response
6/26/2024	Old Colony Planning Council	Old Colony Planning Council	The Old Colony Planning Council approves Amendment 2 as presented by OCPC Staff.	Noted.

Comments as of Close of Business (COB) on July 12, 2024.

Table 9: FFY 2025 UPWP Comment Matrix

Date	Name	Representation	Comment or Summary	Response
5/22/2024	Raissah Kouame	MassDOT - Office of Transportation Planning	Reviewed and provided MPO Liaison UPWP Review Checklist. Please see attached checklist for detail.	Noted. Thank you for the review and provision of Checklist and Comments. Staff will work to align Final UPWP with provided comments and suggestions.
5/29/2024	Old Colony Planning Council (OCPC) Board of Directors	Old Colony Region	The OCPC Board of Directors, at their public meeting on May 29, 2024, approved the FFY 2025 UPWP.	Noted.
5/30/2024	Jacquelyn Rose	BuzzAround	Great job over all- very clear! I found it odd that the geographic region - the communities involved - that the plan covers was not named until page 15 within the chart. As a writer, I was looking to summarize the project for my readers, 18,500 residents of your area, the folks you are looking to engage, and this basic piece of information was difficult to find. Since the most likely reason a person would be interested in what you are doing is that it affects their daily life experience, I think you would let the reader know that within the first couple of paragraphs.	Noted. Thank you for taking the time to review and provide comments. As we develop the Revised Draft UPWP, we will define the geographic region and communities involved earlier in the Plan.

			Thank you for all you do in improving our quality of life!	
6/6/2024	Old Colony Joint Transportation (JTC)	Old Colony Region	The Old Colony JTC, at their public meeting on June 6, 2024, reviewed and approved the FFY 2025 UPWP.	Noted.

Comments as of Close of Business (COB) on June 14, 2024.

Table 9: FFY 2025-2029 Old Colony TIP Comment Matrix

Date	Name	Representation	Comment or Summary	Response
4/12/2024	Raissah Kouame	MassDOT	Reviewed and provided MPO Liaison TIP Checklist. Please see attached checklist for detail.	Noted. Thank you for the review and provision of the Checklist and Comment. Staff is working to align Final TIP with provided comments and suggestions.
4/17/2024	Marc Tisdelle	Stoughton	Mr. Tisdelle noted that Table 10 lists Project 611981 as “Not Programmed” but is programmed in FFY 2028.	Noted, and corrected.
4/24/2024	Old Colony Planning Council	Old Colony Planning Council	The Old Colony Planning Council approved the Draft FFY 2025-2029 Old Colony TIP as presented by OCPC Staff.	Noted.
5/2/2024	Old Colony Joint Transportation Committee	Old Colony Joint Transportation Committee	The Old Colony Joint Transportation Committee (JTC) approved the Draft FFY 2025-2029 Old Colony TIP as presented by OCPC Staff.	Noted.

Comments as of Close of Business (COB) on May 17, 2024.

Table 10: FFY 2025-2029 Old Colony TIP Amendment 1 Comment Matrix

Date	Name	Representation	Comment or Comment Summary	Response
12/5/2024	Old Colony Joint Transportation Committee	Old Colony Joint Transportation Committee	The Old Colony Joint Transportation Committee approved Amendment 1 as presented by OCPC Staff.	Noted.

Conclusion and Next Steps

Calendar years 2020 through 2024 have been remarkable years for attendance at public engagements and increased utilization of OCPC's social media accounts.

The Old Colony MPO is diligent in its efforts to engage members of the public, especially those from underserved communities and populations. The MPO has sought to bring more individuals and organizations into the planning process using a multiprong approach to public engagement. However, despite the efforts to move the needle and increase public participation, participation rates have fluctuated over the last five years, with a recent spike in the previous four years due to virtual meetings. This fluctuation in public participation stems from the number of projects happening each year and the public appetite to participate, which seems to wane due to competing priorities and interests.

Since the movement towards public participation took place virtually on platforms such as Zoom due to COVID-19, the MPO has seen increased public participation. This virtual engagement and trend continue to this day since the ending of the pandemic (the World Health Organization declared the pandemic was over on May 5, 2023). The addition of virtual meeting platforms is something the Old Colony MPO plans to continue using to provide greater access to members of the public and organizations to participate in public meetings even now that the MPO has returned to in-person outreach and some meetings. Allowing people to attend public meetings from the comfort of their homes or offices seems to be a valuable tool for the MPO to increase participation in the planning process.

After reviewing MOE Reports from the [Hillsborough MPO](#) and the [MPO and Planning Council for Pinellas County](#), OCPC will look into the following recommendations to increase attendance at OCPC-held events in the future as well as continue its desire to build more connections with underserved communities and populations:

- Utilize short videos to inform with less attention commitment.
- Research potential stakeholders not currently on the MPO's emailing list to yield annual increases, including those representing EJ/Title VI/underserved communities.
- Use local radio to inform the public of upcoming events.
- Ensure any in-person meetings/public outreach events are at an ADA accessible location and at times when people can attend.
- Work with human and social service agencies to identify issues and needs of underserved populations.

These recommendations could yield better attendance and participation results and create and strengthen bonds with communities, populations, and organizations. OCPC looks forward to the future of this Report and hopes to have more on which to report in the coming years.

Appendix

Appendix A: Route 18 Corridor Study Survey

ROUTE BRIDGWATER & EAST BRIDGEWATER CORRIDOR STUDY

18

Survey

SCAN THE QR CODE OR GO TO

WWW.SURVEYMONKEY.COM/R/RT18CORRIDOR



ALSO AVAILABLE IN:

FRENCH CREOLE

HAITIAN CREOLE

PORTUGUESE

SPANISH

**WE NEED THE
PUBLIC'S INPUT!**

**WHAT TYPES OF
PROBLEMS EXIST?**

**WHERE DO TRAFFIC
PROBLEMS EXIST WITHIN
THE TOWNS SECTIONS
OF RT 18?**

**WHAT ARE POTENTIAL
IMPROVEMENTS AND
FIXES FOR THESE
PROBLEMS?**



LEARN MORE AT

WWW.OLDCOLONYPLANNING.ORG/RT18CORRIDOR

Appendix B: Route 139 Corridor Study Survey

ROUTE STOUGHTON 139 *Corridor Study* SURVEY

Scan the QR code or go to
www.surveymonkey.com/r/RT139



**WE NEED THE
PUBLIC'S INPUT!**

PLEASE SHARE YOUR
THOUGHTS ON
CURRENT CONDITIONS
ALONG ROUTE 139!

WHERE DO TRAFFIC
PROBLEMS EXIST?

WHAT ARE POTENTIAL
IMPROVEMENTS AND
FIXES FOR THESE
PROBLEMS?



QUESTIONS?

Contact: Guoqiang Li
gli@ocpcrpa.org
(774) 539 - 5149

Survey Closing Date: 6/30/2024

ALSO AVAILABLE IN:

Spanish

Portuguese

Haitian Creole

Chinese Simplified

& Traditional



LEARN MORE AT:

WWW.OLDCOLONYPLANNING.ORG/RT139CORRIDOR

Appendix C: Draft FFY 2023-2027 Old Colony Transportation Improvement Program (TIP) Public Comment Received Via Online Public Comment Form

Draft FFY 2023-2027 Old Colony Transportation Improvement Program (TIP)

Public Comment Matrix

Marc Tisdelle, P.E., Town of Stoughton

April 21, 2022 via Online Public Comment Form - Regarding the Intersection of Canton, Summer, and School Streets Intersection (Stoughton)

The Town of Stoughton has encumbered for the 100% design of this critical intersection. Our consultant has started the 25% Design Phase. This intersection has been one of our top priority intersections for many years now due to the significant safety concerns and operational issues. We strongly urge the MPO to incorporate this intersection into the 2023-2027 TIP. The intersection has been prioritized in our Master Plan and is consistent with the 2020 Old Colony Planning Council Regional Policy Plan (LRTP) and the 2018 Old Colony Planning Council Regional Policy Plan (RPP). Additionally, the Town is committed to this project and has spent a considerable amount of Town funds completing studies, surveys, and preliminary design plans. This intersection has the highest crash rate of all our intersections in Town and also operates at a Level of Service F during the peak hours of the day. Other deficiencies include poor sight distance, geometry, vague traffic control, queuing to an active train track, high volumes of truck traffic, poor access management, vehicle speeding, and a lack of pedestrian/ bike accommodations. The improvements will make this intersection a much safer intersection for all modes of traffic including vehicles, bicyclists and pedestrians. Specifically, the proposed improvements will consist of a fully actuated traffic signal with split phasing operations and MUTCD compliant pedestrian phasing with crosswalks. The proposed signal will most likely have a pre-signal due to the proximity of the railroad intersection located on School Street. Other improvements to the intersection will include the geometry alignment improvements, operational improvements by making Sumner Street one-way, sidewalk construction with ADA-compliant curb ramps and bicycle accommodations. The improvements will not only make this a much safer intersection but will greatly enhance the capacity and operations of the intersection and the surrounding area.

Appendix D: MassDOT Checklist from 2025 UPWP Public Review and Comment Period

MPO Liaison UPWP Review Checklist

Completeness

ID	Review Item	Comments	Reference
A1	☒ * Table of Contents is accurate and internally-linked.	Please ensure table of contents is internally-linked.	✓ -- for use in column B
A2	☒ * Document has no broken links.		✗ -- for use in column B
A3	☒ * Document has no text or image placeholders.	Please include information when available.	Appendix A, B, E
A4	☒ * Charts, tables, and maps are legible and properly annotated.	Remove extra empty columns in the funding breakdown for each task.	
A5	☒ * Document passes an accessible check.		
A6	☒ * New federal emphasis areas from the Bipartisan Infrastructure Law (BIL) are referenced.		https://www.transit.dot.gov/regulations-and-programs/transportation-planning/2021-planning-emphasis-areas
A7	☒ * Document is available in relevant languages per the MPO's Title VI Plan.		
A8	☒ * List of MPO members is current.	Please correct spelling for Monica Tibbits-Nutt Secretary/CEO of MassDOT.	
A9	☒ * Signatory sheet is included and accurate. Update Monica Tibbits-Nutt as Secretary/CEO of MassDOT.	Please include the MPO self certification statement.	
A10	☒ * Acronyms and partner agency lists are up to date.		

Narrative

ID	Review Item	Comments	Reference
B1	☒ * UPWP is comprehensible to the general public.		
B2	☒ * UPWP refers directly to vision, goals, and objectives from RTP.		
B3	☒ * UPWP Amendment/Adjustment procedures are explicit and align with latest federal guidance (see MAPRA materials)		
B4	☒ * Governing MOUs between MassDOT, MPO, RTAs, and neighboring MPOs have been reviewed for potential improvements or updates.		
B5	☒ * Planning efforts are coordinated with MassDOT modal plans.		https://www.mass.gov/statewide-plans

UPWP Tasks

ID	Review Item	Comments	Reference
C1	☒ * Individual tasks include detailed scopes, budgets, and schedules.		
C2	☒ * Individual tasks outline community beneficiaries.		
C3	☒ * Transit-related tasks are specific.		
C4	☒ * Includes a task on performance-based planning.		
C5	☒ * Includes a task for an update to any congestion mitigation planning efforts.		Required for TMA MPOs if current CMP is out of date.
C6	☒ * UPWP includes a summary of available staff hours.		

C7	✓	Individual tasks anticipate needed staff-hours / consulting resources.		
C8	✓	Tasks from previous UPWPs have been analyzed for past utilization.		
Impacts Analysis				
ID		Review Item	Comments	Reference
D1	✓ *	UPWP includes a geographic equity distribution table showing 2020-2024 and current UPWP-funded studies by municipality and number of tasks.		
D2	✓ *	UPWP includes a social equity distribution table of past and current UPWP-funded studies considering language access and EJ populations.		
D3	✓ *	Public involvement and comment are explicitly documented and in line with MPO's Public Participation Plan.		

* indicates required by state or federal regulation.

Prepared by Raissah Kouame 5/22/2024

Appendix E: MassDOT Checklist from 2025 TIP Public Review and Comment Period

MPO Liaison TIP Review Checklist

Completeness

ID	Review Item	Comments	Reference
A1	✓ * Table of Contents is accurate and internally-linked.	Consider internally linking the Appendix.	✓ -- for use in column B
A2	✓ * Document has no broken links.		✗ -- for use in column B
A3	✓ * MPO self certification statement is included.	1) For the self certification statement, please revise #5 in line with what was sent around to all the RPAs so that it references the BIL instead of the FAST Act. 2) Please add a specific date to the self certification statement (the day that the MPO will endorse the TIP).	
A4	✓ * GHG certification is included.		
A5	✓ * Air Quality Conformity statement is included.		
A6	✗ * Document has no text or image placeholders.	Please include documents in Appendix when available.	Appendix A, G, H, K, L, M, and N
A7	✓ * Charts, tables, and maps are legible and properly annotated.		
A8	✓ * Document passes an accessible check.		
A9	✓ * Document is available in relevant languages per the MPO's Title VI Plan.		
A10	✓ * List of MPO members is current.	Update Ex – Officio non-voting members by adding Administrator Joi Singh for FHWA.	
A11	✓ * Signatory sheet is included and accurate. Update Monica Tibbits-Nutt as Secretary/CEO of MassDOT.		
A12	✓ * Acronyms and partner agency lists are up to date.		
A13	✓ * Dates listed w/in TIP reflect FFY 2025–2029.		

Narrative

ID	Review Item	Comments	Reference
B1	✓ * TIP outlines MPO institutional organization.		
B2	✓ * TIP links back to national planning factors.		
B3	✓ * TIP references the RTP and the UPWP.		
B4	✓ * TIP narrative is concise and reader-friendly.	Consider including only the Old Colony O&M tables.	Appendix F
B5	✓ * TIP discusses evaluation scoring.		
B6	✓ * TIP includes project scoring table.	Include when available.	Appendix H
B7	✓ * TIP describes public participation process.		
B8	✓ * TIP includes procedures for adjustments and amendments, including any deviations from MassDOT guidelines.	Include when available.	Appendix N
B9	✓ * TIP describes funding sources accurately.		https://www.mass.gov/doc/stip-ffy-2023-2027-appendix-funding-category/download

Performance Measures

ID	Review Item	Comments	Reference
C1	✓ * TIP includes discussion of target-setting process.		
C2	✓ * TIP references relevant Transit Asset Management (TAM) Plans and includes all TAM Plan targets.		https://www.transit.dot.gov/TAM/TAMPlans
C3	✓ * TIP references relevant Public Transportation Agency Safety Plans (PTASPs) and includes all PTASP targets		https://www.transit.dot.gov/PTASP
C4	✓ * TIP includes current adopted performance targets.		PM1, PM2, PM3, TAM, and any regionally-derived targets. Please consider including a reference to the Statewide GHG Reduction Target, and language regarding MPO discretion to adopt their own voluntary target.
C5	✓ * TIP discusses relationship between performance targets and project selection.		

C6	✓	Discussion on performance measures compares regional data to statewide data where available.	Consider including regional data metrics such as Old Colony compared to Statewide for CY2023.	Page 3
Project Listing				
ID		Review Item	Comments	Reference
	✓	*	1) Please update any TFPCs as necessary in the final version based on the final "Project Info refresh" within eSTIP that will be happening no later than April 30th. 2) Consider including the highway regional target TIP tables in a way that shows what the remaining target balance is in each federal fiscal year.	
D1	✓	Financial projections align with MassDOT guidance.		
D2	✓	* TIP template is formatted correctly.		
D3	✓	* Projects use MassDOT ProjectInfo TFPCs.		
D4	✓	* assumptions.		2026: 4%; 2027: 8%; 2028: 12%; 2029: 16%
D5	✓	* Projects use MassDOT ProjectInfo description.		
D6	✓	* Additional comment field contains all necessary info.	Consider including additional comment field in TIP project formatting (pages 29-33).	Total cost, AC, Year-of-expenditure, TEC scores, funding sources
D7	✓	* MassDOT projects are (accurately) included into regional template.		
D8	✓	* Regional target projects adhere to Readiness Days feedback.		
D9	✓	* List includes all projects, including FLAP, FLTP, and Tribal projects.		
D10	✓	* Transit TIP is formatted properly.		Should be unchanged from Transit eSTIP
D11	✓	* Document includes Statewide Highway Projects List and MBTA* Projects list as appendices (*only necessary for regions with MBTA commuter/ferry service).		
Impact Analysis				
ID		Review Item	Comments	Reference
E1	✓	* TIP includes GHG certification.		
E2	✓	* GHG analysis is available for all (and only) funded projects.	Please include GHG Analysis Report when available.	Appendix K
E3	✓	* All projects are appropriately labeled as qualitative or quantitative.	Please ensure that the 'GHG Analysis Type' is selected as either qualitative or quantitative where applicable (Appendix K).	Please make sure to select a 'GHG Analysis Type' regardless of impact type. If the impact is qualified, please provide information that demonstrates as such.
E4	✓	* Transit projects have been analyzed for GHG.		Please rely on guidance in the "Bus Replacement GHG Analysis for 24-28 TIPs" email from Derek Krevat on 5/3/2023 at 11:56 AM.
E5	✓	* Past and current TIP projects have been analyzed for geographic equity, including a relevant table of programming by municipality.		
E6	✓	* Past and current TIP projects have been analyzed for social equity.		
E7	✓	* Social equity analysis considers Title VI / language access.		
E8	✓	* Social equity analysis considers EJ populations, including both federal and state definitions.		
E9	✓	* Equity analysis includes a narrative to accompany any figures.		

* indicates required by state or federal regulation.

Prepared by Raissah Kouame 4/12/2024