

## **CAMPO Community Engagement Specialist Proposal**

### **Background:**

The MPO Executive Board, during its strategic planning process in 2005, discussed the need for having a dedicated staff member who could manage and coordinate public engagement for the MPO. This need was reconfirmed during the Board's 2015 strategic planning process. There is a desire on the Board for the brand and identity of the MPO to be more fully defined. There is also a technical need for a dedicated staff person to oversee the federal engagement requirements of the MPO to ensure that public outreach, Title VI, Limited English Proficient and Environmental Justice communities within the planning area are being fully engaged and heard through the MPO's various planning processes. This staff person would be responsible for the maintenance, updating and implementation of the MPO's Public Engagement Plan and associated Title VI/LEP plans. The coordination of these efforts is important not only during the development of the MPO's Metropolitan Transportation Plan, but also during special corridor studies, area studies, and implementation efforts through project prioritization and programming. By reclassifying the existing Planning Technician position into a new Communication Specialist, the MPO will have a dedicated professional staff person to lead these efforts in our five-county region serving over 1,000,000 population.

**Title:** MPO Community Engagement Specialist

### **Responsibilities:**

- Maintain and implement the MPO's Public Involvement Plan, including Title VI and Limited English Proficiency plans. Verify, maintain, and track data and metrics associated with the plan implementation.
- Serve on project teams to develop and review public engagement strategies and techniques for planning projects, studies and other MPO activities
- Represent the MPO at various meetings or workshops
- Monitor public comments received on documents and plans received in-person, via email, and on social media
- Manage stakeholder and other contact lists for the MPO
- Oversee the MPO website to ensure accuracy and timeliness of content, as well as user-friendliness and ADA accessibility
- Assist with ensuring technical recommendations are conveyed in a publicly-accessible and user-friendly manner, including assistance with writing reports, creating infographics, and presentations
- Write news releases, media advisories, and newsletter content
- Monitor best practices and latest federal requirements for public engagement methods and strategies
- Related communications and administrative work as necessary