



RP3 Working Group Meeting #3
Friday, May 19, 2017 – 10:30 am
TBARTA Office, Meridian One
4350 West Cypress Street, Suite 700
Tampa, FL 33607

Working Group Members Present:

Ronnie Blackshear, Polk TPO
Michael Case, TBARTA
Kristin M. Hughes, Pasco MPO
Dave Hutchinson, Sarasota/Manatee MPO (via phone)
Hilary Lehman, Forward Pinellas (via phone)
Anthony Matonti, TBARTA
Hugh Pascoe, Pascoe Planning, TBARTA
Johnny Wong, Hillsborough MPO
Chelsea Favero, Forward Pinellas (alternate)

Working Group Members Absent:

Steve Diez, Citrus/Hernando MPO
Manny Lajmiri, Pasco MPO
Ryan Kordek, Polk TPO, (alternate)
Leigh Holt, Sarasota/Manatee MPO (alternate)
Rich Clarendon, Hillsborough MPO (alternate)
Dennis Dix, Citrus/Hernando MPO (alternate)

Other Meeting Attendees:

Rusty Ennemoser, FDOT
Dzuy Nguyen, Big Sea
Kim Spencer, Big Sea

Call to Order

- Mr. Case, TBARTA, called the meeting to order at 10:30 am.

Approval of minutes from February 17, 2017

- Mr. Case asked members if there were any revisions or additions; there were none.
- Minutes approved

RP3 MOE Progress Report

- Mr. Case presented information about the Progress Report.
- TBARTA has completed the Visibility and Productivity and Participation Opportunities Objectives, and Big Sea will be presenting the website analytics results in the presentation section of agenda. The Public Interest and Feedback, Measuring Input objectives will be complete in August.
- Next meeting will include a final report for review by the group.

Presentation/Discussion Items

- **TBARTA Website and TBARTA MPOs CCC Web Analytics Findings and Recommendations (Dzuy Nguyen and Kim Spencer, Big Sea)**
 - Mr. Nguyen and Ms. Spencer presented the analytics report for the TBARTA.com website and the TBARTA MPOs CCC web page between January 1, 2014 and December 31, 2015.
 - Ms. Favero asked if the web traffic results also include general searches for TBARTA on Google or other search engines. Mr. Nguyen clarified that the counts are included only if the user clicks on the site or page link.
 - Mr. Wong asked for clarification on the “bounce rate” metric; if it means that users found what they were looking for and left the page, or if they clicked a link by accident. Mr. Nguyen stated bounce rates are a general indicator for the percentage of visitors to a website who navigate away from the site after viewing only one page. He further explained that typically,



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- users find a site or page through a referral but it is not what they are looking for so they leave.
- Mr. Case requested clarification between “pages per session” and “unofficial pages per session” in the report. Mr. Nguyen responded that is their terminology for the average pages per session per user.
 - Mr. Pascoe asked if higher bounce rates could be attributed to an ineffective or confusing site layout. Mr. Nguyen explained that layout can be an influential factor in bounce rates, but there isn’t a way to know for certain without asking users directly.
 - Mt. Matonti asked if a click resulting from a link sent to an individual is considered organic traffic. Mr. Nguyen responded that would be direct traffic.
 - Mr. Wong asked how the duration of a session is measured. Specifically, if a user can visit a page, let it sit idle, and still count toward the time spent on the site. Mr. Nguyen explained that Google measures duration through several points, which include whether or not a user is actively click through links, and if there is no activity after 30 minutes, no additional time is counted.
 - Mr. Blackshear asked if there is a Pages per Session considered bad or good, according to a set standard. Mr. Nguyen clarified that a higher number of Pages per Session generally translates into a higher level of engagement for users, and that it can vary widely depending on topic. Mr. Case added that one of the metrics TBARTA requested in the scope was a user behavior flow to show how users are spending time on the site and finding each page.
 - Mr. Pascoe clarified that the goal of this task is to find sections that can be improved on the TBARTA website, and examine how to implement them in the future.
 - Mr. Case added that it would be helpful to have costs attached to the recommendations BigSea put together. My Nguyen responded that BigSea would work on a cost estimate for each area of their report and send it for group review.
- ***Assessing the Effectiveness of Public Involvement Techniques (Rusty Ennemoser, PhD, Office of Policy Planning, Florida Department of Transportation)***
 - Ms. Ennemoser State Public Involvement Coordinator for FDOT, presented a report on Assessing the Effectiveness of Public Involvement techniques that was conducted with the Center for Urban Transportation Research (CUTR) in 2012 and published in 2015.
 - Mr. Wong asked about the including identifying and distributing materials to LEP populations as an acceptable metric for performance, as Hillsborough advertises its available resources, but not very many requests are received for those services. Ms. Ennemoser responded that a metric for how many individuals that are responding to materials distributed to LEP populations would be a good measurement to include among others.
 - Ms. Ennemoser informed the group about the TransPlex – Focus on Community conference in Ponte Vedra on August 8, 9, and 10, and encouraged working group members to take an interest in attending. Mr. Hutchinson asked when agenda’s will be available, and Ms. Ennemoser stated she is expecting they will have something to share in mid to late June.
 - ***Regional PPP Best Practices and Joint TBARTA-TBARTA MPOs CCC PPP Draft Reports (Hugh Pascoe, TBARTA)***
 - Mr. Pascoe presented the report on Best Practices and Recommendations for consolidating the public involvement plans for the TBARTA and the TBARTA MPOs CCC into a unified program. He added that comments
 - Ms. Favero asked for the timeline for when the group will move beyond the information in the Best Practices report and the MPOs can provide guidance on a regional public involvement approach. Mr. Pascoe clarified that would be a topic for a future meeting. Mr. Case added that a workshop will be conducted for the group to collaborate on what strategies outlined in the recommendations of the report should be included in a joint regional PPP. However, TBARTA is slowing the progress somewhat on moving that effort forward until it is clear on what is



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happening with the legislation revisions that will change the agency from the Transportation Authority to the Transit Authority. Mr. Wong followed that the list provided in the report will be a good starting point for future workshop with TBARTA and the MPOs to start going through one by one with the group to brainstorm on how various regional challenges can be addressed.

- Mr. Hutchinson suggested that the report should be a timely product for addressing the requirements of the revised TBARTA legislation to review the committees under the agency for continuance or termination.
- **2015 TBARTA and TBARTA MPOs CCC Measures of Effectiveness Draft Report (Michael Case, TBARTA)**
 - Mr. Case presented an update of the draft Measures of Effectiveness Report, the scope, deliverables and schedule to the group.
 - Ms. Favero asked if the recommendations to the website are included in the scope of work for this project. Mr. Case responded that only developing a set of issues and recommendations for resolving them are included in this scope, and that TBARTA and the MPOs would need to identify opportunities for funding for making website updates.
 - In presenting the progress of the report, Mr. Case brought up that while TBARTA and the MPOs are utilizing a variety of mediums to engage the public, some consistency with electronic communications, such as social media, would be advantageous to facilitating low-cost, quick and efficient regional interagency communication coordination. He continued by asking Mr. Hughes with the Pasco MPO if they had a Facebook page, as it did not come up in a search. Mr. Hughes responded that one is on the works, but will not be active until they have information on how to proceed from their County Public Information Officer (PIO).

General Discussion

- Mr. Hutchinson noted that the public notice included in the draft report only references FDOT District 7, and that notices after this reporting period also include District 1.
- Mr. Wong asked if the MPOs would be bringing this report to their Boards for approval. Ms. Favero responded that in the past, such items have been listed as being for their informational only, and have not required action. Mr. Hughes added that Pasco recently approved their local PPP and that one for a regional entity that doesn't yet exist is going too fast, and that something this complex and esoteric might not get much support from their elected officials. Mr. Case agreed, and suggested the working group revisit the need to bring to the individual MPOs after the legislation has been enacted and the report finalized.

Next Meeting Date and Location

- The next meeting date was discussed and tentatively scheduled for July or August. Mr. Case informed the group that he will be reaching out within the next week to members to coordinate a location.

Adjournment

Mr. Case adjourned the meeting at 12:29pm.