

INFORMATION ITEM – ANNUAL REVIEW OF PUBLIC PARTICIPATION PLAN

Document History

MEETING	DATE	TYPE OF ITEM	STAFF CONTACT	PHONE
Transportation Policy Board	08/20/2025	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, 2024 – April 30, 2025 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. No public comments were made at Transportation Policy Board meetings during the reporting timeframe, however, the public attended meetings throughout the year. On average, five members of the public attended a meeting each month. Attendance at these meetings was highest in September 2024. Transportation Policy Board meetings were held hybrid in person and online via GoToMeeting during the reporting period. No public comments were made during the reporting timeframe at Transportation Policy Board meetings.

FIGURE 1: PUBLIC INVOLVEMENT AT TRANSPORTATION POLICY BOARD MEETINGS

Public Attended Transportation Policy Board Meetings Throughout the Year

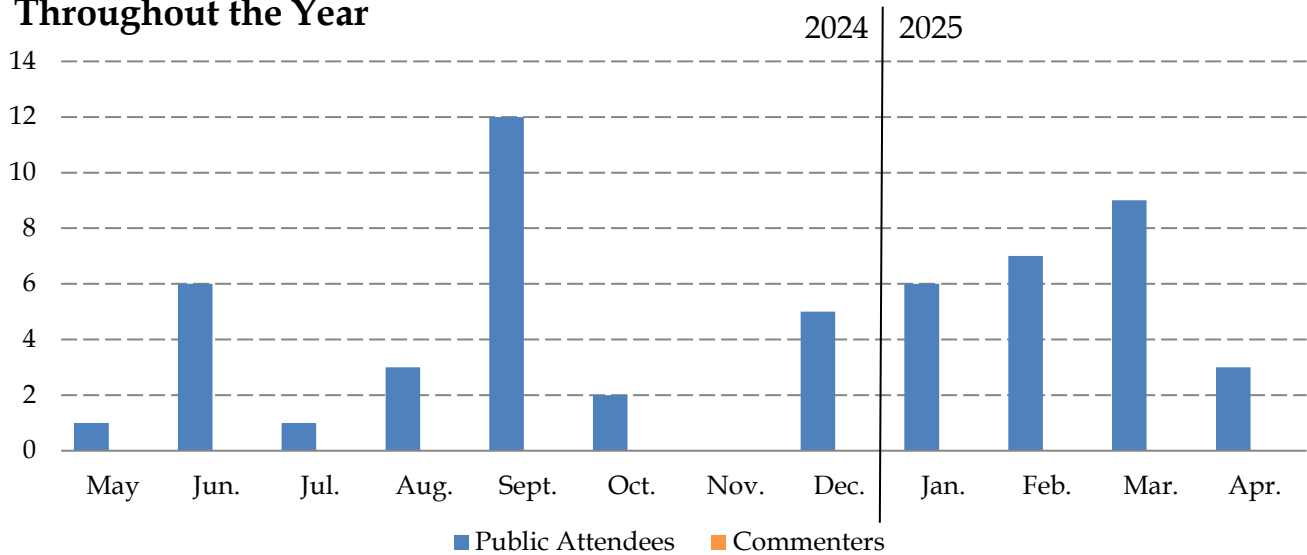
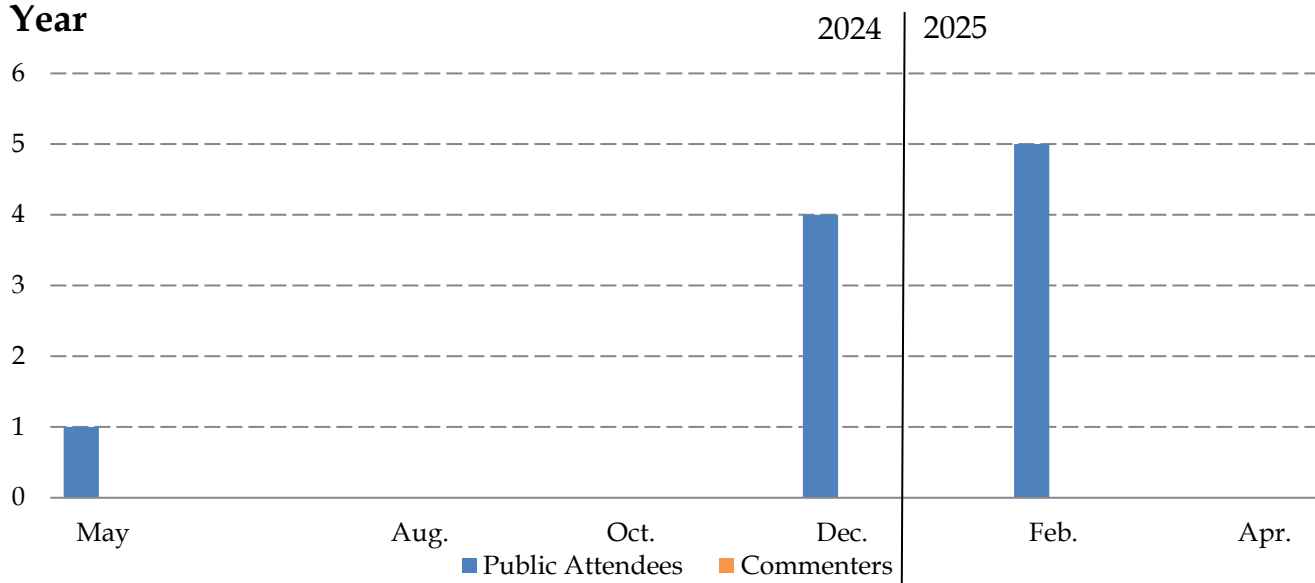


Figure 2 displays the number of comments given and public attendance at the four Board of Directors meetings held during the reporting timeframe. Board of Directors meetings featured lower attendance than Transportation Policy Board meetings, with an average of two members of the public attending each 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. Four other public comment periods were held; the 2025–2030 Regional Transportation Improvement Program, the Human Services Transportation Project Prioritization, the 2023–2026 Title VI Plan, and the 2025 Regional Project Selection. One comment was received during the public comment period for 2025 Regional Project Selection.

Special Public Meetings and Events

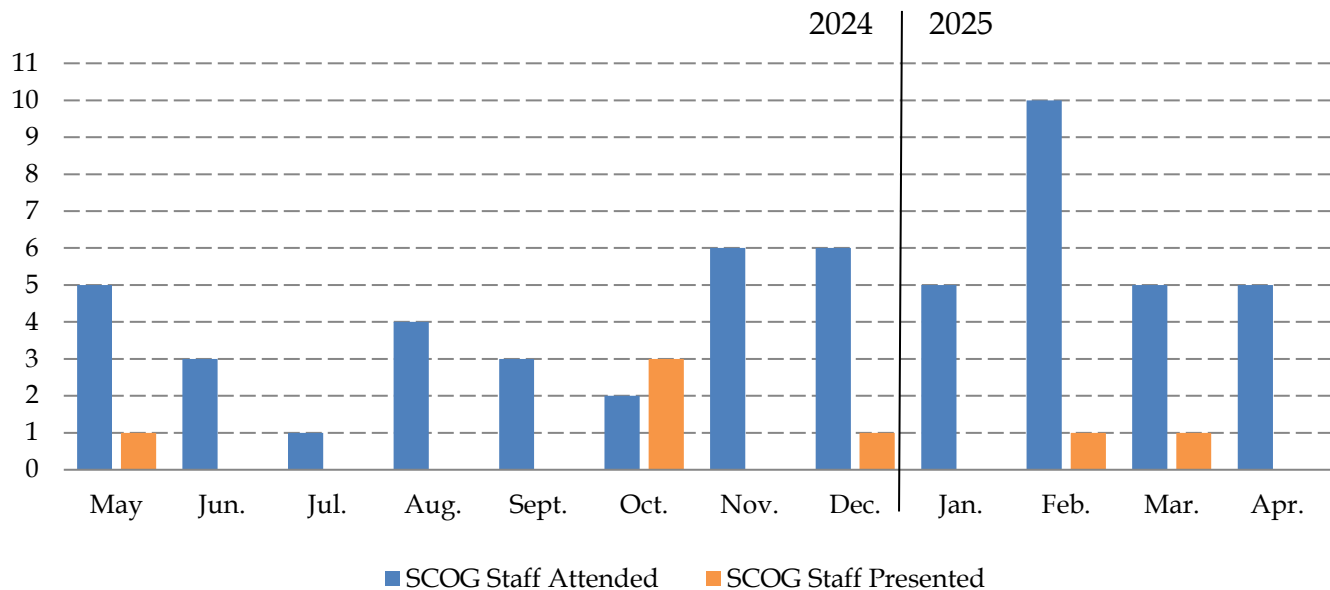
SCOG did not hold any special events during the 2024–2025 reporting period.

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 the Year



Surveys

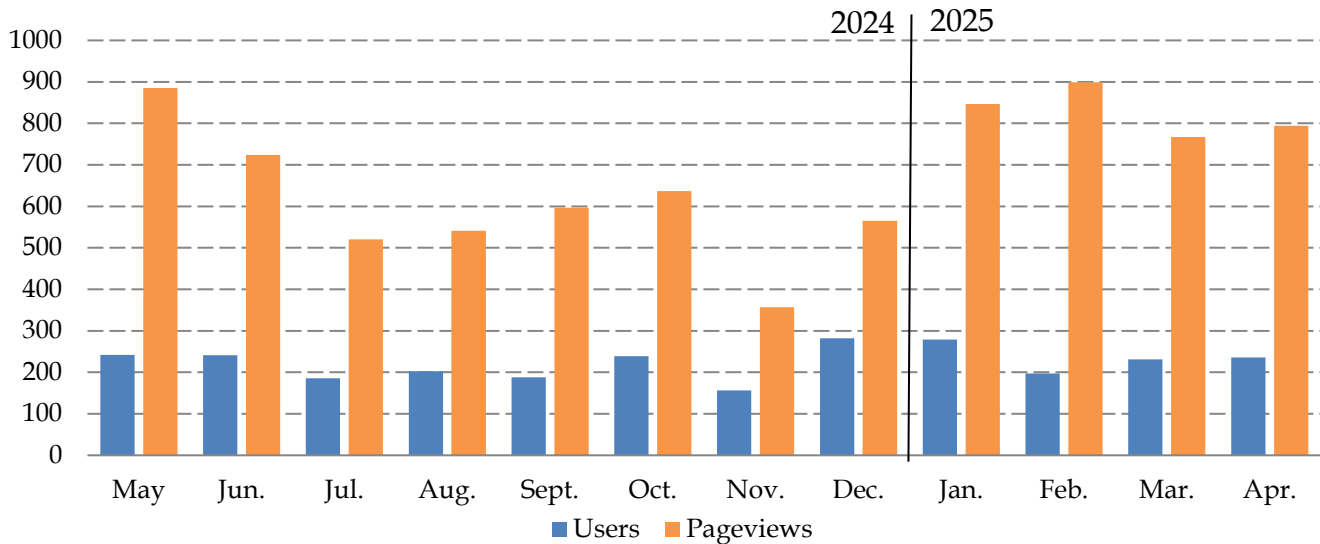
SCOG did not conduct any surveys within the 2024–2025 reporting timeframe.

Website

Website traffic varied during the reporting timeframe, with an average of 303 users on the website each month, and an average of 795 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 are Seattle and Mount Vernon. 97% of users viewed the SCOG website using an English language browser.

FIGURE 4: SCOG WEBSITE USERS AND PAGEVIEWS

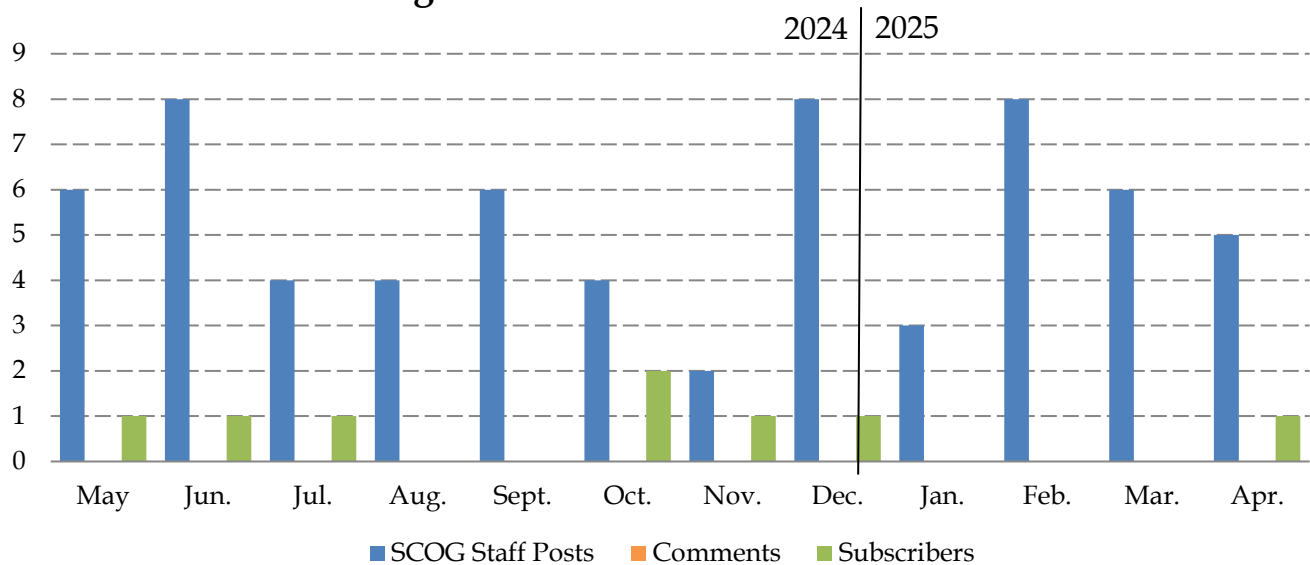
Website Tracking Data Shows Variation Throughout the Year



SCOG received no public comments on the website during the reporting period. The website's subscriber list gained 8 new subscribers during the reporting period, and currently there are 39 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

	2024								2025				Totals
	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	
Transportation Policy Board Meetings (Weekday Mornings-Afternoons)													
Public Attendees	1	6	1	3	12	2		5	6	7	9	3	55
Commenters	0	0	0	0	0	0		0	0	0	0	0	0
Board of Directors Meetings (Weekday Mornings-Afternoons)													
Public Attendees	1			0		0		4		5		0	9
Commenters	0			0		0		0		0		0	0
Public Comment Periods*													
Comment Periods	2	1	1	1	1	2	0	0	2	1	2	2	15
Commenters	0	0	0	0	0	0	0	0	0	0	1	0	1
Comments	0	0	0	0	0	0	0	0	0	0	1	0	1
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	5	3	1	4	3	2	6	6	5	10	5	5	55
SCOG Staff Presented	1	0	0	0	0	3	0	1	0	1	1	0	7
Surveys													
Administered													
Respondents													
SCOG.net Website													
SCOG Staff Posts	6	8	4	4	6	4	2	8	3	8	6	5	64
Users	301	242	388	299	326	280	208	294	318	357	330	295	3638
Page views	792	672	987	832	792	729	466	834	833	884	768	947	9536
Comments	0	0	0	0	0	0	0	0	0	0	0	0	0
Subscribers	1	1	1	0	0	2	1	1	0	0	0	1	8

* Note: month public comment period ends