

## **Plan to Evaluate Accessible Parking Awareness Campaign Proposals**

### **Background**

TCDD FY 2012-2016 State Plan prioritizes funding to collaborate with others to develop, implement, and evaluate targeted educational campaigns to increase awareness of specific issues. During Council discussions about this initiative, Council members reported that accessible parking violations make their communities less accessible. The TCDD Public Policy Committee agreed to focus a TCDD educational awareness activity on accessible parking to educate the public about the impact parking violations have on people with accessible parking placards and license plates, and will help decrease accessible parking violations.

The Executive Summary for an Accessible Parking Public Awareness Campaign, approved by the Council on October 26, 2012, proposed the project be implemented in two separate phases. TCDD issued an RFP and awarded two grants for Phase I activities to two organizations, Access Empowerment and Travis County Constable Precinct 5, to develop ideas and propose strategies for consideration by the Council. At the completion of Phase I, both grantees will submit their completed ideas and strategies to TCDD. TCDD will review these and determine if either, portions, or neither of these plans should be implemented. The funding amount and the duration of any project developed to implement the education campaign will be determined by the Council after the information gathered through Phase I has been reviewed and the Council has determined the scope of the project.

The original Executive summary approved by the Council authorizing these projects did not specify the process used to evaluate the submitted ideas and strategies and did not specify any dollar amounts or range for phase II projects. Staff have developed the information below to guide the Executive Committee in determining what process should be used.

### **Review Process**

TCDD staff propose assembling a review panel to consider the strategic plans, consisting of at least two marketing experts (neither of whom are associated with either project), two or three TCDD staff members representing public policy and grants, and two or three Council members. The TCDD Planning Coordinator would facilitate the discussion. In addition to reviewing the submitted strategic plans and budgets, the review panel would hear a presentation from each of the two grantees awarded funding for Phase I. The review panel would then make recommendations for TCDD staff to take to Executive Committee.

Since the original Executive Summary for these projects did not include an approved funding amount or length of time for Phase II projects, the Executive Committee will need to recommend final approval to the Council authorizing funding.

Evaluation criteria will include, but not be limited to:

- Diversity as appropriate to the proposed target audience (proposal portrays wide range of disabilities, including hidden disabilities)
- Efficiency of effort (money and time spent are reasonable)
- Sustainability of effort (likely to create long-lasting social change)
- Likelihood the desired outcomes will be achieved (products and strategies actually raise awareness and educate

### **Timeline**

Both Phase I project periods are January 1, 2014 – June 30, 2014. Strategic plans will be due at the end of the planning phase. TCDD staff expect to present review panel recommendations to the Executive Committee in August 2014. Therefore, the independent review panel will take place early- to mid- July 2014.