Welcome – Icebreaker

• In December 2019, there were 10M daily Zoom meeting participants. Can you guess how many by April 2020?
  • +300M
  • The Good,
  • The Bad,
  • The Ugly.

Learning Outcomes

• Define approaches to gaining community and/or stakeholder engagement
• Apply approaches of gaining community and/or stakeholder engagement through the transportation planning process
• Identify opportunities for gaining community and/or stakeholder engagement through the right-of-way process
Practices for Gaining Acceptance and Support

- Communicate the purpose
- Emphasize expected outcomes and relate to purpose
- Identify a champion
- Establish a comprehensive understanding of the community
- Create and communicate context/background

“Understanding people certainly impacts your ability to communicate with others” – J.C. Maxwell
Practices for Gaining Acceptance and Support

- Use the data and/or information to support the effort
- Provide opportunities for input through direct involvement
- Utilize public involvement strategies
- Provide an example and apply to situation
- Share applicable laws and regulations
Overview of Transportation Planning

**Transportation Improvement Program (TIP)**

**Prioritization and Implementation Strategies**

- Identify and Evaluate projects and activities
- Prioritization and Implementation Strategies

**Vision**
- Mission
- Goals
- Objectives

**Evaluation and Inventory of current and future conditions**

**Stakeholder Outreach**

**Pre-project planning**
Why in Transportation Planning?

Early involvement in project development
Time for relationship building
Involvement in early decision-making
Understand prioritization process and funding analysis
Accounts for community goals
Effective use of resources
Poll: Transportation Planning

Who is involved in your transportation planning efforts?

- Tribal government departments
- State
- Counties
- Cities
- Other Tribe(s)
- Federal Land Management Agencies (FLMA) ex: forest service
- Metropolitan and/or Regional Planning Organizations (M/RPO)
- Bureau of Indian Affairs (BIA)
- Others
Transportation Planning

VISION, MISSION, GOALS, OBJECTIVES

Share the big picture

Establishing strategic direction of the transportation system

Examples:
   - Improved access to lands and uses
   - Advance economic development
   - Safety
   - Improving access and mobility

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Communicate the purpose
Emphasize expected outcomes and relate to purpose
Identify a champion
Transportation Planning

EVALUATION AND INVENTORY OF CURRENT AND FUTURE CONDITIONS
IDENTIFY NEEDS

Provide context
   Use data collected
      Socioeconomic information
      Traffic patterns
      State of infrastructure (level of service, conditions)
      Access management
      State of safety
   What will it look like 5, 10, 20 years from now?

Get input from stakeholders and public
Collectively identify needs or gaps

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Have a comprehensive understanding of the community
Create and communicate context/background
Provide opportunities for input through direct involvement
Utilize public involvement strategies
Use the data or information to support effort
Transportation Planning

IMPROVEMENT RECOMMENDATIONS

PRIORITIZATION

PROJECT-PROJECT PLANNING

Discuss implementation strategies to meet identified needs

Prioritization criteria
5, 10, 15, 20-year priority needs
How to deliver, implement?

* Share funding opportunities; constraints
* Partnerships

Take a closer look at 5, 10-year projects
Planning and Environmental Linkages (PEL)
4-year TIP

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunities for input through direct involvement

Utilize public involvement strategies

Use the data or information to support effort

Provide an example and apply to situation

Share applicable laws and regulations
Transportation Planning

STAKEHOLDER OUTREACH
PUBLIC INVOLVEMENT

Identification of needs
Identification of improvement recommendations
Short-term implementation decisions

Strategies
- Technical Advisory Committee (TAC)
- Early and often
- Ongoing updates
- Advisory Groups - ex: Elder and Youth Councils
- Multiple ways to engage
- Translations – not just language

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

- Provide opportunities for input through direct involvement
- Utilize public involvement strategies
- Use the data or information to support effort
- Provide an example and apply to situation
- Share applicable laws and regulations
Environmental Process

IDENTIFY NEEDS

DEVELOP ALTERNATIVES

National Environmental Policy Act (NEPA) Process

Occurs during Preliminary Engineering

Refine Purpose and Need

Develop Alternatives

Assess Environmental Impacts of Alternatives

- Natural: e.g., wetlands, endangered species, floodplains
- Cultural: e.g., historic bridges and buildings, archaeological sites
- Social: e.g., community impacts, ROW acquisitions, displacements

Develop Mitigation

This is the opportunity for all stakeholders to influence the alternative selection

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunity for all stakeholders, including adjacent property owners, to provide input

Ensure that all property owners who might be impacted are included during the Environmental process
What is the Purpose of NEPA Public Involvement?
Environmental Process

STAKEHOLDER OUTREACH

PUBLIC INVOLVEMENT

Public and stakeholder involvement is NOT to present a solution and try to convince the public to accept it.

Input from the public might result in:

Changes to existing alternatives
The addition of new alternatives
The dismissal of an alternative that otherwise might have been highly ranked

Strategies for stakeholder outreach and public involvement are the same as during Transportation Planning.

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunities for input through direct involvement
Provide access to data and documentation to support environmental impact analysis
Utilize public involvement strategies
Share applicable laws and regulations
Right-of-Way Phase

PROPERTY OWNER COORDINATION

Occurs during Final Design

Environmental document must be approved before discussions with property owners concerning acquisition can be undertaken

Alternative has been already been selected

Property owners should have been included in outreach concerning alternatives during Environmental phase

PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Build trust and provide:

Content: facts, figures, processes, options, and responses to inquiries.

Organization: structure, sequence, and agenda for conveying information and proposals.

Delivery: how you communicate, verbal, visual, attitude, empathy, body language, etc.
Virtual Reality Videos
  Capture infrastructure as if standing at that location
Social Media (notices, updates, input, surveys)
Traditional media such as radio, newspapers, flyers, websites, call line, post cards
Community gatherings— maps, interactive tables, audience response clickers for instant feedback and engagement, feedback forms
Kiosks (ex: library)
Virtual Public Involvement techniques

Digital site
  Maps
  Video clips
  Survey
  References
  Simple process or status graphics

QR Codes
  to website/page

Email lists

Virtual meetings
Open House
Stakeholder specific

Newsletters
Practices to gain acceptance and support:

Are they practical?
What works well?
What could be improved?
Do they help achieve desired outcome?
Closing Thoughts

• Approach unique to a community
• Approach unique to the effort
• Buy-in not always acceptance