Innovative Public Engagement Techniques for Transportation Projects

December 9th, 2010
Agenda

- Welcome
- Formal Presentation
- Interactive Workshop
- Participant Follow-up
- Dissemination of Materials via Streetwise
Presentation Development Process

- Insights Gained from Across North America and Australia
- Participation on the TRB Visualization, Public Involvement, and Access Management Committees
- Discussions with Clients and Teaming Partners
- Continuous Development of the Process
Work Samples

- Majority of work samples are our own
  - Due to the time-sensitive nature of public involvement and lack of way to discover past efforts

- We’d like to collaborate, learn as much from you as otherwise

- Provide your examples
  - In the informal workshop after the presentation
  - Online at http://streetwise.kittelson.com/

- Let’s keep the discussion going after the workshop
Public Involvement vs. Engagement

- Informed, Educated, and Actively Engaged Stakeholders
- Transparent Process
- “Breadcrumb Test” Compliant
Storyboarding Public Engagement

- **Scripting the Process Upfront**
  - *Do you understand how the story will unfold from start to finish?*

- **Things to ask yourself about all meetings, workshops, virtual workshops, web interactions, and open houses**
  - *What is the objective of the engagement?*
  - *How will you engage the participants?*
  - *Who is your audience?*
  - *What questions are likely to come from participants?*
  - *What are the likely action items from these engagements and schedule to achieving those items?*
  - *Where do you want the process to go from that meeting?*
Storyboarding the Process to the Public

Answering the “Who, What, Why, Where, and How”
### Table 1  City of Ashland TSP Meeting Schedule

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date &amp; Time</th>
<th>Deliverables</th>
<th>Consultants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off Meeting</td>
<td>June 28, 2010, 1 p.m.</td>
<td>• Work Schedule</td>
<td>KAI, Alta, Otak</td>
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<tr>
<td>TAC #1</td>
<td>August 24, 2010, 1:30 p.m.</td>
<td>• Draft Technical Memo #1</td>
<td>KAI, Otak</td>
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<tr>
<td>LC Meeting</td>
<td>October 4, 2010, TBA</td>
<td>• Draft Technical Memo #2</td>
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<td>Joint PC/TC #1</td>
<td>August 24, 2010, 7 p.m.</td>
<td>• Travel Survey Results</td>
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<td>TAC #2</td>
<td>October 21, 2010, 1 p.m.</td>
<td>• Draft Technical Memo #3</td>
<td>KAI, Alta</td>
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<tr>
<td>TC #1</td>
<td>October 21, 2010, 6 p.m.</td>
<td>• Draft Technical Memo #4</td>
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<td>Joint PC/TC #2</td>
<td>October 26, 2010, 7 p.m.</td>
<td>• Bicycle/Pedestrian Facility GIS Map</td>
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<tr>
<td>TAC #3</td>
<td>January 20, 2011, 1 p.m.</td>
<td>• Draft Technical Memo #5</td>
<td>KAI</td>
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<td>TC #2</td>
<td>January 20, 2011, 6 p.m.</td>
<td>• Draft Technical Memo #6</td>
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<td>Joint PC/TC #3</td>
<td>January 25, 2011, 7 p.m.</td>
<td>• Draft Code Outline</td>
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<td>Key Participant #1</td>
<td>TBD</td>
<td>• Draft Technical Memo #7</td>
<td>KAI, Otak</td>
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<tr>
<td>Public Workshop #1</td>
<td>TBD</td>
<td>• Draft Technical Memo #8</td>
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<td>Key Participant #2</td>
<td>TBD</td>
<td>• Draft Technical Memo #9</td>
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<tr>
<td>Public Workshop #2</td>
<td>TBD</td>
<td>• Draft Technical Memo #10</td>
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<tr>
<td>TAC #4</td>
<td>TBD</td>
<td>• Draft Technical Memo #11</td>
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<tr>
<td>PC #1</td>
<td>TBD</td>
<td>• Draft Technical Memo #12</td>
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<td>Key Participant #3</td>
<td>TBD</td>
<td>• Draft Technical Memo #13</td>
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<tr>
<td>Public Workshop #3</td>
<td>TBD</td>
<td>• Draft Technical Memo #14</td>
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<td>TAC #5</td>
<td>April 19, 2011, 1 p.m.</td>
<td>• Draft Technical Memo #15</td>
<td>KAI, Otak</td>
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<tr>
<td>TC #3</td>
<td>April 19, 2011, 6 p.m.</td>
<td>• Draft Technical Memo #16</td>
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<td>Joint PC/TC #4</td>
<td>April 26, 2011, 7 p.m.</td>
<td>• Draft Technical Memo #17</td>
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<td>TAC #6</td>
<td>May 19, 2011, 1 p.m.</td>
<td>• Draft Technical Memo #18</td>
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<td>TC #4</td>
<td>May 19, 2011, 6 p.m.</td>
<td>• Draft Technical Memo #19</td>
<td>KAI, Otak</td>
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<td>Joint PC/TC #5</td>
<td>May 24, 2011, 7 p.m.</td>
<td>• Draft Technical Memo #20</td>
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<td>TAC #7</td>
<td>July 19, 2011, 1 p.m.</td>
<td>• Draft Technical Memo #21</td>
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<td>TC #5</td>
<td>July 19, 2011, 6 p.m.</td>
<td>• Draft Technical Memo #22</td>
<td>KAI</td>
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<td>Joint PC/TC #6</td>
<td>July 24, 2011, 7 p.m.</td>
<td>• Draft TSP</td>
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<td>TAC #8</td>
<td>October 20, 2011, 1 p.m.</td>
<td>• Draft Implementing Ordinance #1</td>
<td>KAI, Otak</td>
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<tr>
<td>TC #6</td>
<td>October 20, 2011, 6 p.m.</td>
<td>• Draft Implementing Ordinance #2</td>
<td>KAI, Alta</td>
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<tr>
<td>Joint PC/TC #7</td>
<td>October 25, 2011, 7 p.m.</td>
<td>• Draft Implementing Ordinance #3</td>
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<tr>
<td>Planning Commission Hearing</td>
<td>January 12, 2012, 7 p.m.</td>
<td>• Revised TSP</td>
<td>KAI, Otak, Alta</td>
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<td>City Council Hearing</td>
<td>January 19, 2012, TBD</td>
<td>• Revised Implementing Ordinance #4</td>
<td>KAI, Otak, Alta</td>
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</table>

### Table 2  Proposed TSP Report Review Process

<table>
<thead>
<tr>
<th>Approximate Week in Month</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td>City and ODOT PM provide comments on the Draft TSP Chapter or Report to Consultant</td>
<td></td>
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<tr>
<td>3</td>
<td></td>
<td>Consultant provides draft document to City and ODOT PM</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Consultant provides an overview of draft reports and leads discussion on key issues and decisions</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td></td>
<td>TAC and TC Meetings (3rd Thursdays) Consultant provides an overview of draft reports and leads discussion on key issues and decisions</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>TAC written comments due to City</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Note: Italicized text indicates key events. All tables are used in the context of project management and report review processes.
Maintaining Transparency

- People’s interests are fleeting. Capture it once.
- Push communications bring the future generations their information.
- It’s easy to communicate in all formats people find comfortable:
  - In person, via email, online, facebook, twitter
Alternative Development Tools

Tigard Traffic Volume

Factoid #5

Q: In Washington County’s most recent traffic volume data, where was the highest volume measured?

A: On Sabin’s Road west of Nimbus Ave

City of Tigard
IAMP Tools
Example IAMP Design Tool

- Scaled to match the aerial
- Shows common measurements such as minimum ramp lengths, loop ramp radii, access spacing standards, etc.
How to Use the Tool
IAMP Breadcrumb Test Example

- Compliance with “Breadcrumb Test” (Part 1)
  - Why this crossroad location?
  - Why this interchange form?
  - Why this local circulation plan?
  - Why this access management plan?

- (Part 2) – Why not this?
  - Why not this crossroad location?
  - Why not this interchange form?
  - Why not this local circulation plan?
  - Why not this access management plan?
Breadcrumb Approach

Supporting Interchange Sketches

Consolidated Block Diagrams

Supporting Interchange Sketches

Supporting Interchange Sketches

Glencoe IAMP Interchange Workshop Concepts

Glencoe IAMP Interchange Workshop Concepts
Staging Venues for Optimal Performance

- Transforming the Environment
- Developing a Playbook
- Create a Learning Environment to Form Concepts & Opinions
- Develop Brick and Mortar and Online Venues
172nd / 190th Corridor Plan

Layout and Agenda

Agenda

6:00 – 6:15  Visit stations
6:15 – 6:45  Presentation
  • Process
  • Streetscape Concepts
  • Corridor Concepts
6:45 – 7:15  Group 1: Streetscape
              Group 2: Corridor
7:15 – 7:45  Group 1: Corridor
              Group 2: Streetscape
7:45 – 8:15  Summary to group
Use of Icons and Colors

- Corridor Alignment
- Streetscape Features
- Project Implementation
- Land Use/ Transportation Integration
Cross-Section Concepts
Recommended for Further Review

Alternative Development Process
172nd/190th Corridor Plan
172nd / 190th Corridor Plan
“Why here? Why now?”
Website Demonstrations

- **US20: Pioneer Mountain to Eddyville**
  - [http://us20pme.com/](http://us20pme.com/)

- **Tigard Trails Public Drawing Tool**
  - [http://prj.kittelson.com/tigardtrails](http://prj.kittelson.com/tigardtrails)

- **172nd/190th Corridor Plan Virtual Workshops**
  - [http://voh.172nd.com/](http://voh.172nd.com/)
  - [http://vw3.project.kittelson.com/](http://vw3.project.kittelson.com/)

- **Interactive Transportation System Plan**
  - [http://monmouth.project.kittelson.com/](http://monmouth.project.kittelson.com/)
Lessons Learned From Online Public Involvement

- Consistency is hard
- Providing a personal experience is hard
- Lack of search standings due to time-limited nature of public involvement
  - Including discovery of past efforts and achievements by the industry
- Different people
  - Less vocal minority
- More guided experience for those without vested, immediate experience necessary
Emerging Trends

- Interest in moving more public involvement onto the internet

- Passive forms of communication are commonplace for younger generations
  - *Phone calls* → *Text Messages*
  - *Telling people about their life* → *Facebook*

- Technology and computers have caught up to provide rich, interactive experiences

- Nothing replaces human-to-human communication
Other Resources

- http://choosingviz.org/
  - Visualization tools list

- http://www.trbvis.org/
  - TRB visualization committee

- http://www.trbpi.com
  - TRB public involvement committee

- http://mapnificent.net
  - Online mapping website
Demonstration Projects – Louisville, CO
Demonstration Projects
Demonstration Projects
Demonstration Projects
Next Stage of Active Engagement?
Workshop Overview

- **Workshop Directions**
  - *Refreshment Stop*

- **Workshop Participation**
  - Green Group – Website Tools (Green Room)
  - Yellow Group – Tools and Models (Yellow Room)
  - Red Group – 3-D Models (Red Room)
Next Steps

- Send your Favorite Examples to Streetwise by December 17th
- Kyle will summarize the examples and share them with the Group
- Kyle will provide a TRB Update in early February