MOVING TOWARD MEANINGFUL PUBLIC ENGAGEMENT

Tim Lomax, TTI
PUBLIC ENGAGEMENT PROGRESSION

Inform
- Provide information to assist understanding

Consult
- Obtain feedback on alternatives

Involve
- Work directly with the public to ensure understanding and support

Collaborate
- Partner in decision-making

Empower
- Decision-making in the hands of the voting public

*Adapted from IAP2 Spectrum
RIDER 42 GOALS AND INTENT

- Implement best practices to ensure projects and programs provide “best-bang-for-the-buck”
- Determine projects with the greatest impact in very congested corridors
- Identify possible funding mechanisms
- Ensure open and transparent public participation
THE REPORT: WHAT WE DID

- Identified key principles
- Reviewed best practices
- Examined case studies
- Described and evaluated regional efforts
- Offered recommendations
COORDINATION EFFORTS

- TxDOT Public Information Staff
- TxDOT Project Development Staff
- Transportation Partner Agencies
  - Houston-Galveston Area Council
  - San Antonio Metropolitan Planning Organization
  - Capital Area Metropolitan Planning Organization
  - North Central Texas Council of Governments
  - Central Texas Regional Mobility Authority
  - Alamo Regional Mobility Authority
  - City of Austin
  - City of San Antonio
RECOMMENDATIONS

Initiate public discussion

- Increase awareness about transportation challenges
- Build consensus on solutions
- Illustrate consequences of doing nothing

Sustain the discussion

- Implement assertive education campaign
- Establish ownership of the campaign - local leaders
RECOMMENDATIONS

Develop messages
• Needs and urgency
• Targeted corridor solutions
• Funding options and impacts, personalize the discussion
• Mobility increases economic prosperity

Monitor public response
• Ensure appropriate messages are reaching the right audiences
• Ensure messages are timely
RECOMMENDATIONS

Find influential partners
- Enlist and expand network of community movers and doers
- Select the right messenger for the audience

Develop strategies
- Design ongoing interaction opportunities
- Engage all audiences on their “turf” and time
RECOMMENDATIONS

Provide adequate budget
- Proportional to overall project budget
- Adequate to engage all stakeholders
- Utilize project development staff and public information staff as a team

Expand the use of technology
- Reach broader audiences
- Offer convenient participation options
- React quickly
PUBLIC SUPPORT WILL REQUIRE...

- **Circumstances**
  - How big is the problem?
  - Why is this urgent?

- **Understanding**

- **Projects**
  - What is needed?
  - What solution is best?
  - What’s in it for me?

- **Funding**
  - Where does my money go now?
  - Are you using it efficiently?
  - How much will it cost me?
  - Can you be trusted with more?

Understanding
QUESTIONS?

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