Public Involvement Today: Successful Project Implementation and Reducing Risk Through Enhanced Engagement Technology

2020 ITD Program Delivery Conference

THE LANGDON GROUP
a J·U·B Company

Your Safety • Your Mobility • Your Economic Opportunity

Part 1:
Successful Project Implementation

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What is implementation success and what is implementation failure?

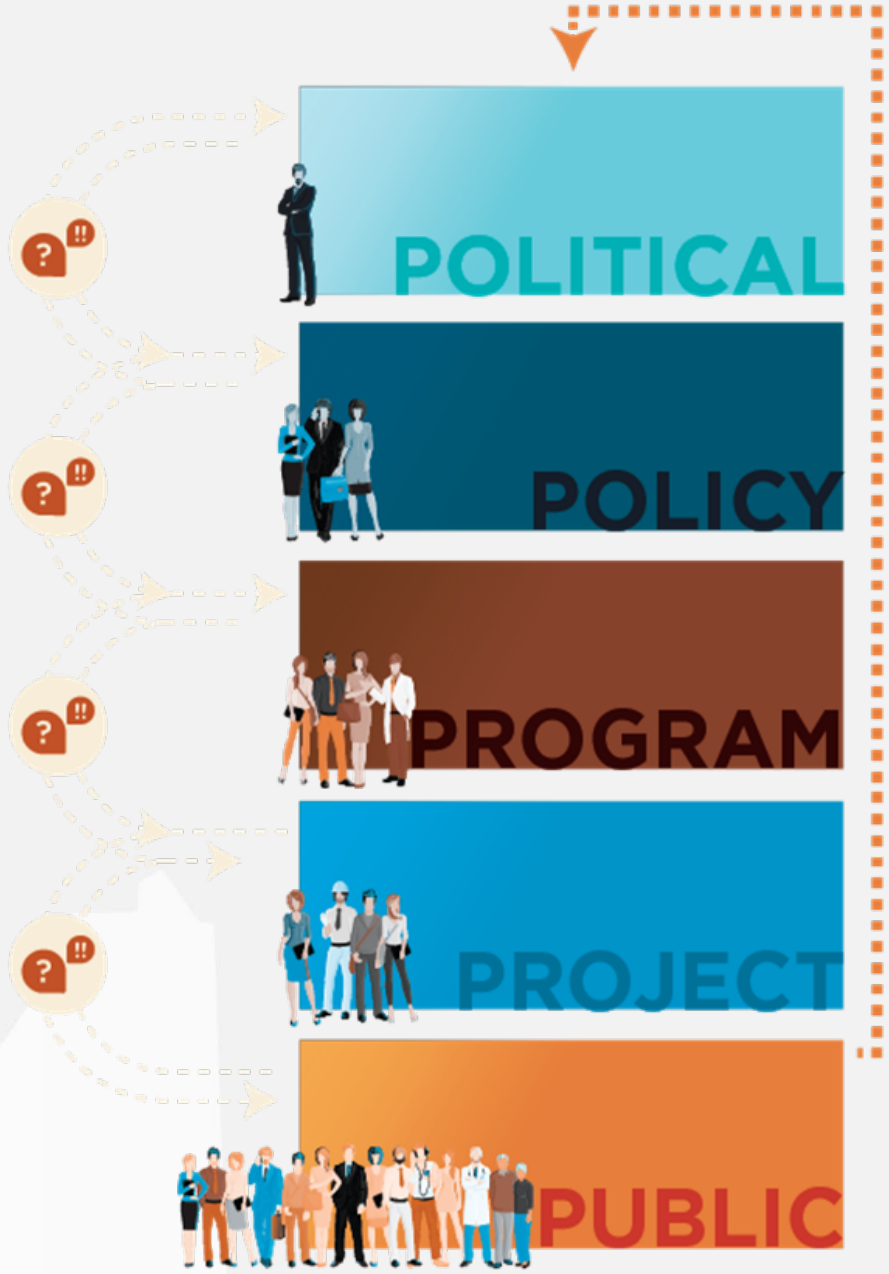
Failure to Implement…

- Impacts equity and threatened communities
- Impacts to the natural and built environment
- Public health
- Decreased Trust. Public has memory! Digital age, failure is not forgotten.
- Snowball effect of issues – that may not even be related – compounding on each other and driving increased conflict and frustration

Hazards to Successful Implementation

- The 24 hour news cycle and social media have driven public involvement into an entirely new space…
- Public Demand… People want to drive influence to get things done. They demand dialogue and action.
- There are competing interested for limited funding and resources.

5 P's MODEL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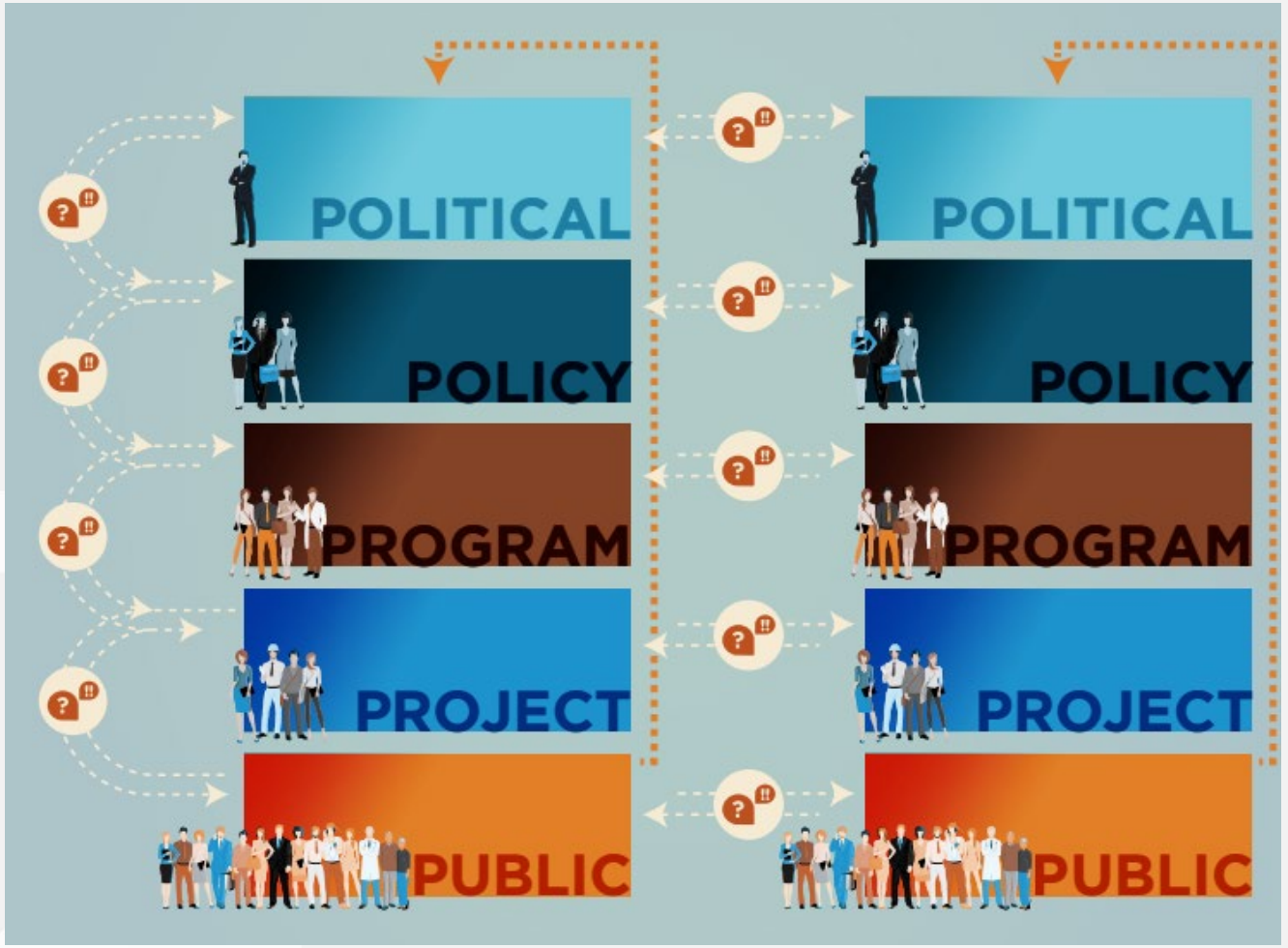
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Why the Failure to Implement?

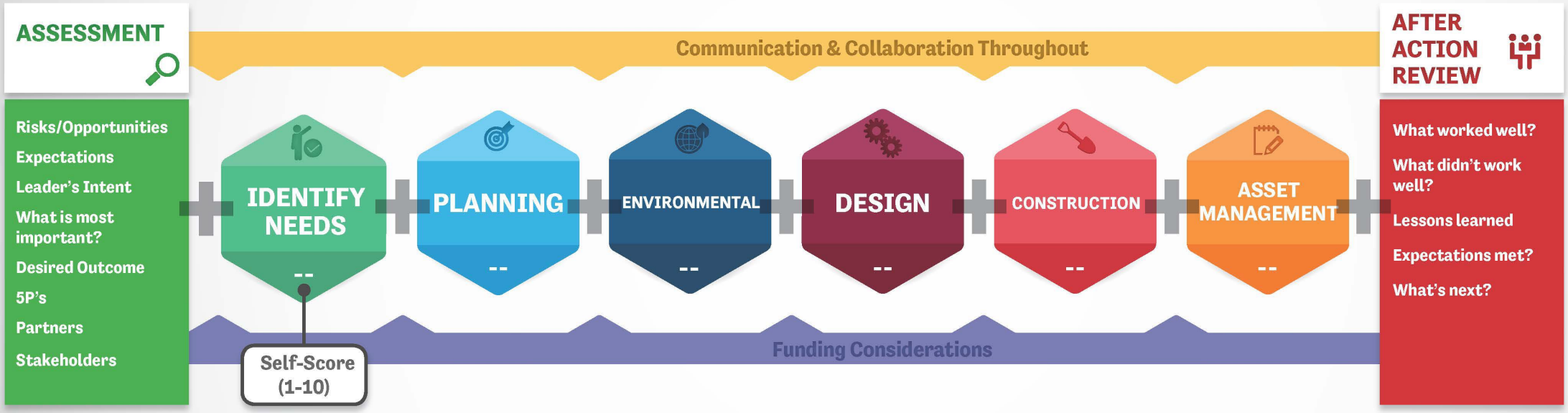
- Decision makers that fear bad press, bad social media, increased conflict and litigation.
- Increased pressure to deliver quickly (Executive Order 13807)
- Aged Infrastructure and Competition for Resources and Funding
- Revolving door of agency leadership: Key people in “acting” roles or on extended “details”
- Disconnect between Policy, Program & Project levels of multiple agencies
- Failure to enforce the law and hold offenders accountable
- Silver Tsunami (massive potential for retirement and limited experience in replacements)

Private
Kennewick School District
Hayden Homes
Proposed ACNP Buffer
Hayden Homes
Ames Creek Natural Preserve
Bonneville Power Admin. (BPA)
Burlington Northern & Santa Fe Railway (BNSF)
AREA PRESERVED FOR FUTURE SUBSTATION EXPANSION
A
C
E
G

Some of the Things we can do today…

- Realize that failure to implement has broad impacts for everyone.
- Define it.
- Learn from those that do it well!
- Communicate the attributes, stories and examples of good implementation.

Project Development Cycle



Move beyond Traditional Public Involvement…

Scope up front for implementation! We scope for “public involvement” but we don’t scope for a continued facilitated process through implementation!

Remember to Implement a 5P’s Approach!

Part 2:
Reducing Risk Through Enhanced Engagement Technology

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www.ITDProjects.org/ChindenWest

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https://myemail.constantcontact.com/Upcoming-Construction-Schedule.html?soid=1113273467510&aid=e9M31W_VCkk

https://lp.constantcontactpages.com/su/OCvF77n/ChindenWest

Video and Animation

ChindenWest 2026
www.ITDProjects.org/ChindenWest

Facebook Live

ChindenWest 2026
www.ITDProjects.org/ChindenWest

https://www.facebook.com/idahotransportationdepartment/videos/3094067834052999/

https://www.facebook.com/idahotransportationdepartment/videos/2833243673373042/

Facebook Live - The Why

- Expand the reach of engagement
- Engage in a personable way that humanizes the Department
- Increase access to decision-making
- Improve transparency
- Show the work being done

Facebook Live - How

- Equipment
  - Cell Phone
  - Gimbal
  - Microphone
  - Expandable to studio-level production

Facebook Live - What

- Public Meetings
  - Use existing materials developed for public meeting
  - Break away to walk people through open house
  - Engage in comments during live stream and after

Facebook Live - What

- In the field
  - Focus on project or activity
  - Share major talking points
  - Consider including subject matter expert as guest
  - Engage in comments during live stream and after

Facebook Live - Results

- I-84 Open House
  - 8.2K reach
  - ~4% retention
  - $43 boost – 6.5K reach increase

- I-84 bridge project
  - 21K reach
  - ~4% retention
  - $100 boost – 16.4K reach increase

Facebook Live - Takeaways

- Equipment and connection impact production quality
- Engagement during livestream is low, benefit is afterwards
- Boost, boost, boost
- Low barrier of entry, can get complicated if you want it to
- We’re learning as we go

Discussion…

- Is failure to implement really that big of a deal and should it be tackled?
- What are the impacts you have observed from failure to implement transportation solutions?
- What are the existing models for implementation?
- What are the attributes of successful implementation?
- How do we measure effectiveness of implementation?

Questions
Discussion

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