

Public Outreach Planner from Idaho Transportation Department

Determining the appropriate budget, staffing needs, tools and techniques to execute an effective public involvement process as part of early transportation decision making is a goal shared among transportation professionals.

How to make those determinations, often with little to no background in the public involvement field, can be a challenge to agency professionals. The Langdon Group (TLG) worked with the Idaho Transportation Department (ITD) to customize and expand on a process originally developed by TLG for the Utah Department of Transportation (UDOT). This new process allows ITD staff to quickly and easily quantify public involvement activities for a range of transportation impacts.

Bryant J. Kuechle, The Langdon Group Paper #: P13-5174 Poster #: J02



LANGDON





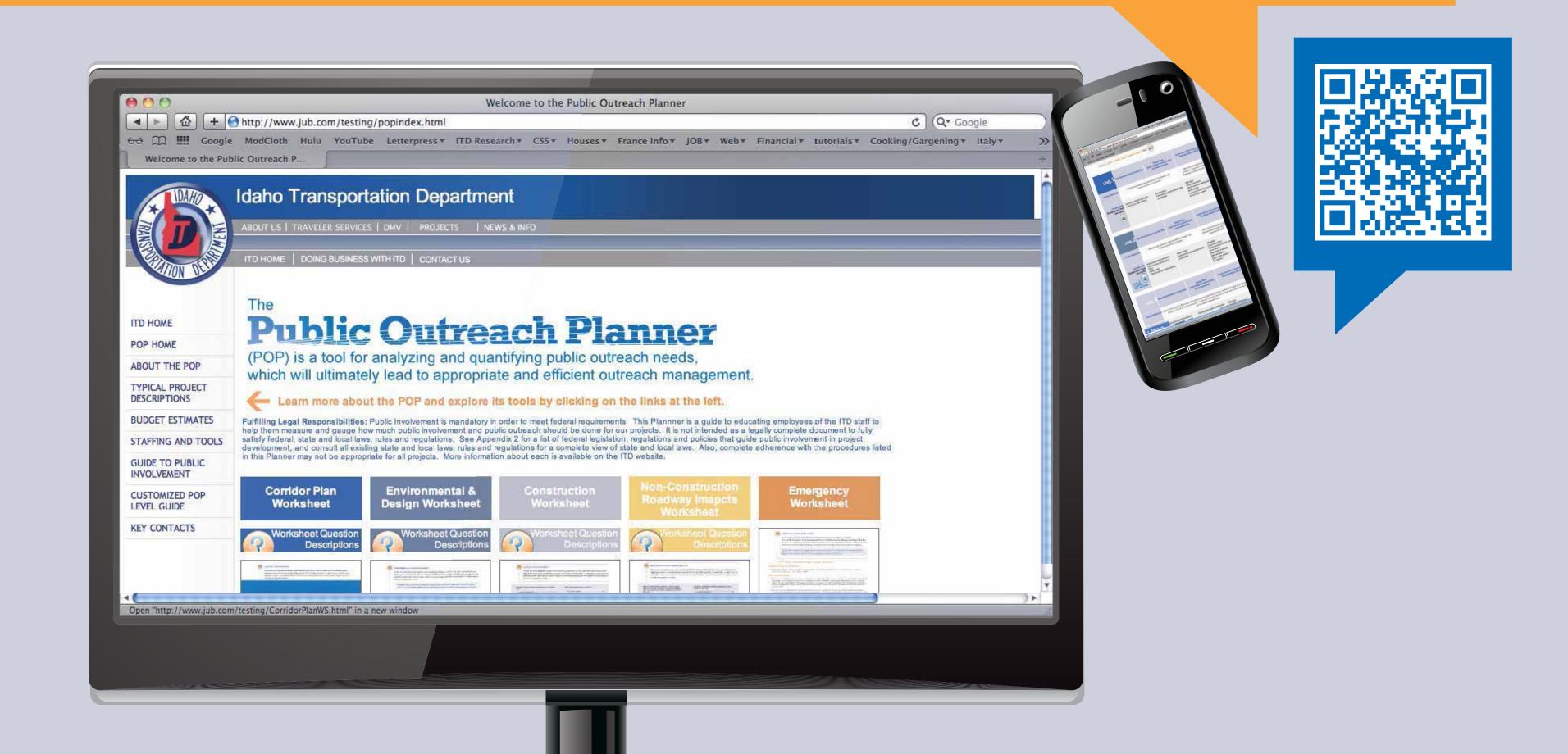
WHAT IT DOES

The POP is an interactive, online tool that seamlessly integrates with existing ITD process, manuals and guides to help ensure that public involvement is considered and planned for at all phases of a transportation decision-making process.

Through the POP, users determine what public involvement methods and tools are the best fit for their project and budget, and also learn more about how to effectively design, develop and execute them.

Every transportation impact has its own unique community and stakeholders who need to be communicated with in a way that produces constructive dialogue and meaningful public involvement. The POP prompts users to reflect on their targeted public and make determinations about what communication techniques will be the most effective.

Experience the POP @ www.langdongroupinc.com/itd/



HOW IT WORKS

First the user selects the most appropriate "track" for their transportation impact.

CONSTRUCTION

Roadway projects that are in or will be entering the construction phase.

ENVIRONMENTAL AND DESIGN

Roadway projects that are in or will be entering the environmental phase.

CORRIDOR PLAN

Medium and long-range highway planning efforts.

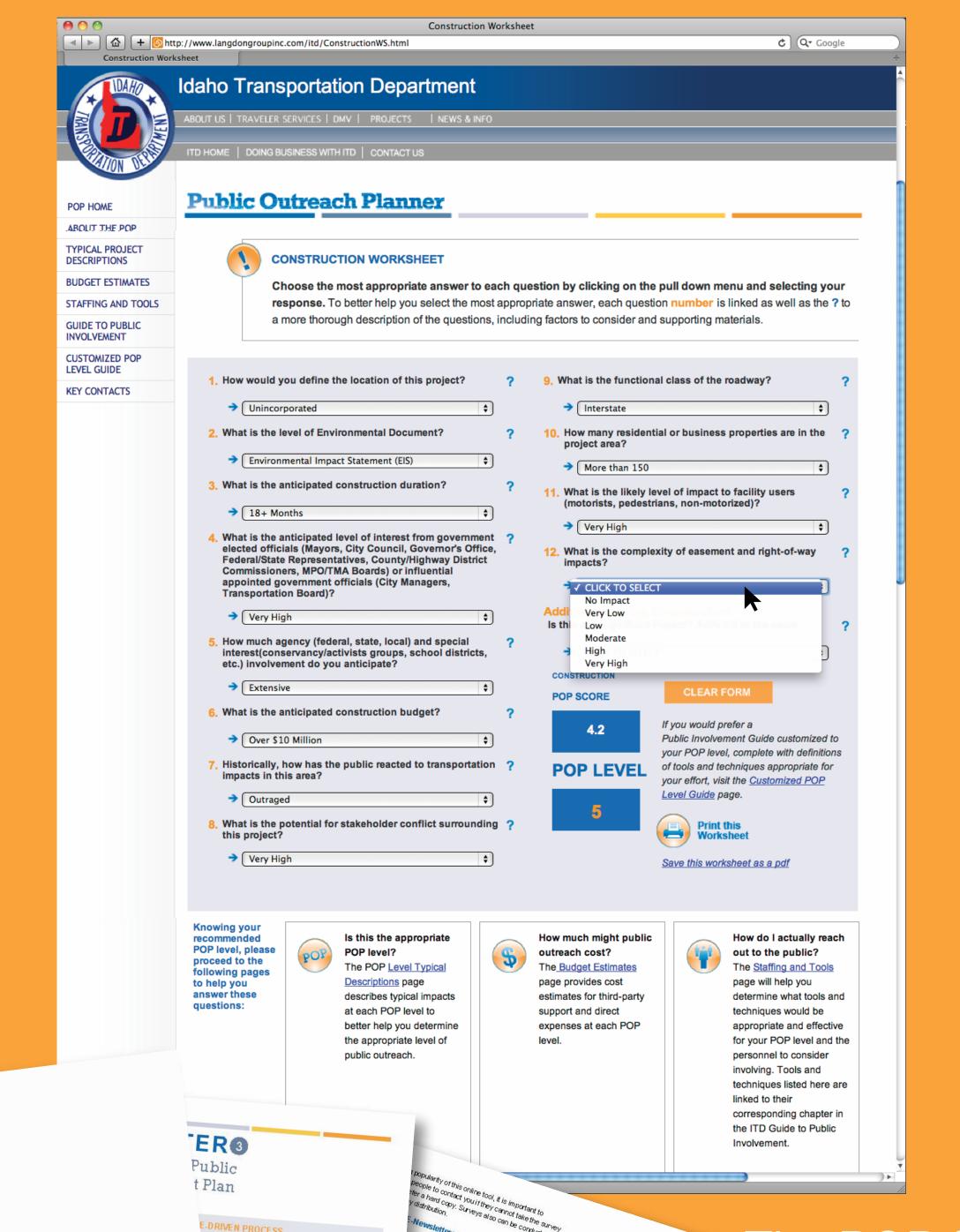
NON-CONSTRUCTION ROADWAY

Roadway impact not associated with the plan, design or construction of an infrastructure improvement project.

EMERGENCY/DISASTER

The Idaho Bureau of Homeland Security (IBHS) has specific procedures in place for emergency and disaster related incidents. This track provides specific information prepared by IBHS that provides guidance when informing and educating the public during a natural disaster, emergency, or significant large-scale event that involves multi-jurisdictional response and recovery.

2 Then, through a series of customized, multiple-choice questions, the POP guides the user to a POP Level of 1 through 5.

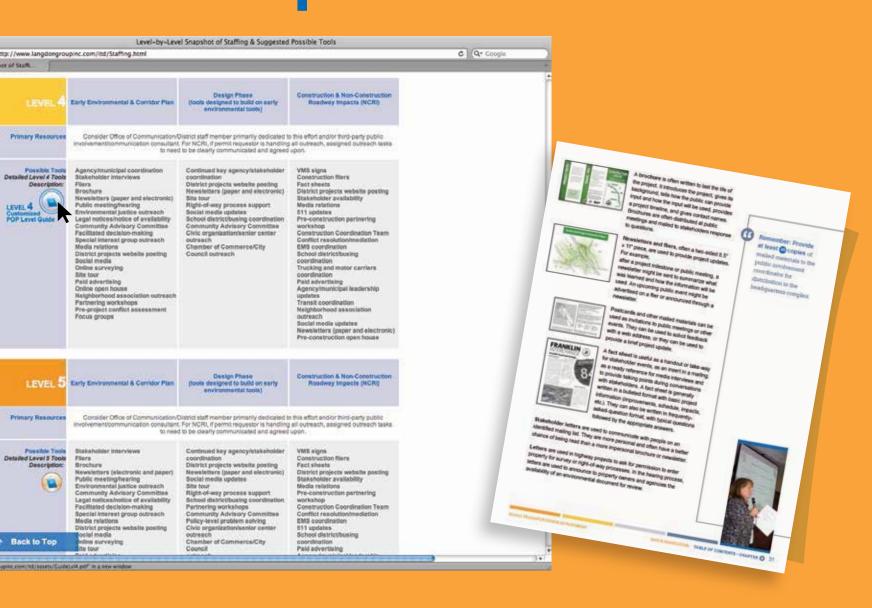


3 Each level provides recommended





techniques



The POP functions entirely online and allows the user to quickly and easily navigate from the homepage to the appropriate track worksheet, through the supporting documents and ultimately the ITD Guide to Public Involvement, where they can learn more about ne various tools and techniques suggested for their level of effort.

For users that prefer a POP-Level-specific public involvement guide, complete with definitions of tools and techniques, the Customized POP Level Guides were developed. These guides pull the relevant information from the ITD Guide to Public Involvement and collect it in customized guides for each POP Level.

HOW TO CUSTOMIZE

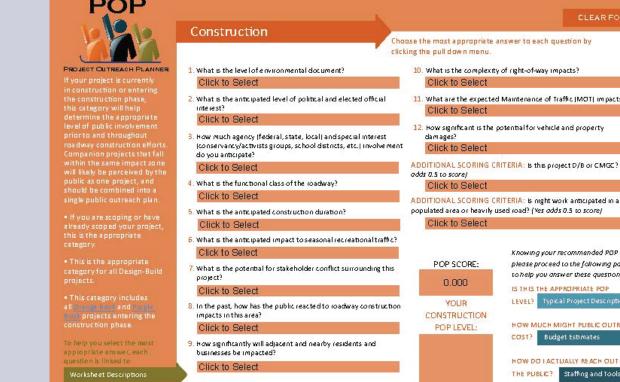
POP tracks, questions, budget estimates and outreach techniques were conceptualized and fine-tuned through a combination of internal expert knowledge and outreach workshops with ITD staff in all six district offices. Through that process, five unique "tracks" emerged to better focus questions on specific transportation impacts.

The basic POP structure provides a starting point, but to create a product that is understood and useful it must be customized to reflect the needs and culture of the department.



In 2012, TLG also updated the UDOT POP. Different than the ITD version, the UDOT POP has two tracks (Pre-Construction and Construction) with questions reflective of Utah and UDOT processes. Instead of a web-based tool, the UDOT tool functions

entirely within an interactive PDF to allow users to work from their hard drives instead of the web.



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