



Project Outreach Planner





A few familiar quotes...

- “We need ***how much*** for PR?!”
→ How much will it cost?
- “So what outreach are we going to do?
Just an open house, right?”
→ What will the public involvement and outreach look like?



- “Do we ***really need to worry*** too much about the public on this one? We’re just going to be out there for a couple of months.”
→ How much PI/PR support do we need?



A Word on Public Involvement

- **From IAP2**

- Public participation is based on the belief that those who are affected by a decision have a right to be ***involved in the decision-making process***.
- Public participation includes the promise that the ***public's contribution will influence the decision***.
- Public participation promotes ***sustainable decisions*** by recognizing and communicating the needs and interests of all participants, including decision makers.
- Public participation ***seeks out and facilitates the involvement*** of those potentially affected by or interested in a decision.
- Public participation seeks input from participants ***in designing how they participate***.
- Public participation ***provides participants with the information*** they need to participate in a meaningful way.
- Public participation ***communicates to participants how their input affected the decision***.

<http://www.iap2.org>



The task at hand

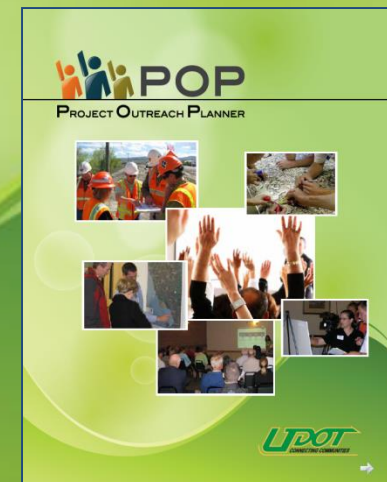
- Create a tool that could be easily used by non-public involvement professionals
- Incorporate various experts and staff in development
- Ensure tool provides accurate and comprehensive planning information for user



The POP is born...

- **Project Outreach Planner**

- Provide a standard tool that can be used on all projects
- Establish the tool as the public involvement analysis baseline for use as early in project development as possible
- Ensure project managers and public involvement staff are trained in and comfortable using the tool to increase probability of implementation





A little background



- Original POP developed by UDOT with assistance from The Langdon Group
- Shared with ITD, using that **version as a starting point**
- **Created a customized Idaho POP and updated Utah POP**



How the POP helps projects

Process benefits

- Consistent approach to public outreach
- Earlier budget conversations

Project benefits

- Gets team thinking about project needs earlier
- Gives the team something concrete





Planning public involvement



- Strategies to involve and communicate
- Tool to analyze outreach needs
- Identifies outreach activities



How does the POP work?

- Choose your track
- Answer track worksheet questions
 - Summarizes project needs
 - Shows level of public involvement and outreach that is needed

The screenshot shows a worksheet with 12 numbered questions, each with a dropdown menu and a "CLICK TO SELECT" button. The questions are:

1. How would you define the location of this project?
2. What is the level of Environmental Document?
3. What is the anticipated construction duration?
4. What is the anticipated level of interest from government elected officials (Mayors, City Council, Governor's Office, Federal/State Representatives, County/Highway District Commissioners, MPO/TMA Boards) or influential appointed government officials (City Managers, Transportation Board)?
5. How much agency (federal, state, local) and special interest (conservancy/activists groups, school districts, etc.) involvement do you anticipate?
6. What is the anticipated construction budget?
7. Historically, how has the public reacted to transportation impacts in this area?
8. What is the potential for stakeholder conflict surrounding this project?
9. What is the functional class of the roadway?
10. How many residential or business properties are in the project area?
11. What is the likely level of impact to facility users (motorists, pedestrians, non-motorized)?
12. What is the complexity of easement and right-of-way impacts?

Below the questions is a scoring section:

Additional Scoring Consideration:
Is this a Design/Build Project? Adds 0.5 to the score.

CONSTRUCTION

POP SCORE

0

POP LEVEL

0

CLEAR FORM

If you would prefer a Public Involvement Guide customized to your POP level, complete with definitions of tools and techniques appropriate for your effort, visit the [Customized POP Level Guide](#) page.

Print this Worksheet

[Save this worksheet as a pdf](#)



How does the POP work?

- Cross-check POP score with level descriptions
- Budget Estimates
 - Helps with early budgeting for outreach tasks
 - Helps determine when projects are best managed in-house, or when outside support may be needed

Environmental & Design, Construction:

Estimates reflect potential costs for each project phase: Environmental/Design and Construction

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
LEVEL 1	Under \$5,000	\$0-\$500	→ May be construction contractor bid item.
LEVEL 2	\$3,000-\$15,000	\$0-\$500	→ May be construction contractor bid item.
LEVEL 3	\$10,000-\$50,000	\$200-\$5,000	→ Assumes more rigorous third-party effort during environmental and design phases.
LEVEL 4	\$30,000-\$100,000	\$1,000-\$10,000	→ May include third-party support in all phases, with potential change at construction phase. Coordinate with Public Involvement Coordinator to determine cost estimate.
LEVEL 5	\$30,000-\$100,000	\$5,000-\$50,000	→ Full-scale third-party support recommended in all phases, preferably with the same third-party entity throughout. Work with Public Involvement Coordinator to determine cost estimate and coordinate ITD staff-consultant tasks.


* Assumes total labor associated with contract public involvement and communication support in each project phase. 2012 dollars are reflected in estimates, add 10% each year after 2012 for inflation.

** Does not consider signage, VMS boards, flagger support, temporary signals, or any other on-the-ground expenses associated with roadway construction and impacts.



How does the POP work?

- Tools and staffing snapshot
 - Determines the project's outreach
 - Provides appropriate tools for PI activities
 - Will produce customized online Public Involvement Guide for your project

LEVEL 4	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	Consider Office of Communication/District staff member primarily dedicated to this effort and/or third-party public involvement/communication consultant. For NCRI, if permit requestor is handling all outreach, assigned outreach tasks to need to be clearly communicated and agreed upon.		
Possible Tools Detailed Level 4 Tools Description: 	Agency/municipal coordination Stakeholder interviews Fliers Brochure Newsletters (paper and electronic) Public meeting/hearing Environmental justice outreach Legal notices/notice of availability Community Advisory Committee Facilitated decision-making Special interest group outreach Media relations District projects website posting Social media Online surveying Site tour Paid advertising Online open house Neighborhood association outreach Partnering workshops Pre-project conflict assessment Focus groups	Continued key agency/stakeholder coordination District projects website posting Newsletters (paper and electronic) Site tour Right-of-way process support Social media updates School district/busing coordination Community Advisory Committee Civic organization/senior center outreach Chamber of Commerce/City Council outreach	VMS signs Construction fliers Fact sheets District projects website posting Stakeholder availability Media relations 511 updates Pre-construction partnering workshop Construction Coordination Team Conflict resolution/mediation EMS coordination School district/busing coordination Trucking and motor carriers coordination Paid advertising Agency/municipal leadership updates Transit coordination Neighborhood association outreach Social media updates Newsletters (paper and electronic) Pre-construction open house



Additional POP Applications

- Cities and Counties
- Planning Organizations
- Other government agencies



Thank you!

Questions?