Project **O**utreach **P**lanner

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...

- **P**roject **O**utreach **P**lanner
  - 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
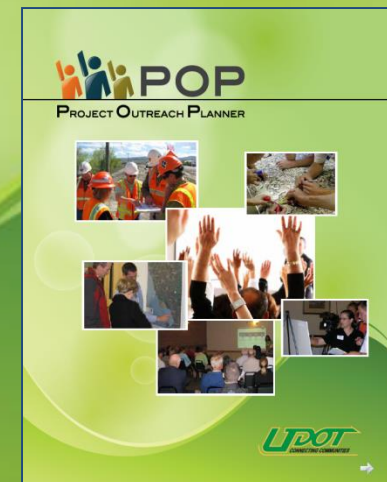
A little background

- 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

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?