

The Invisible Stakeholder

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How do you involve residents who aren't used to being consulted?

How do you capture the attention of a disinterested community, when you know that their participation is critical?

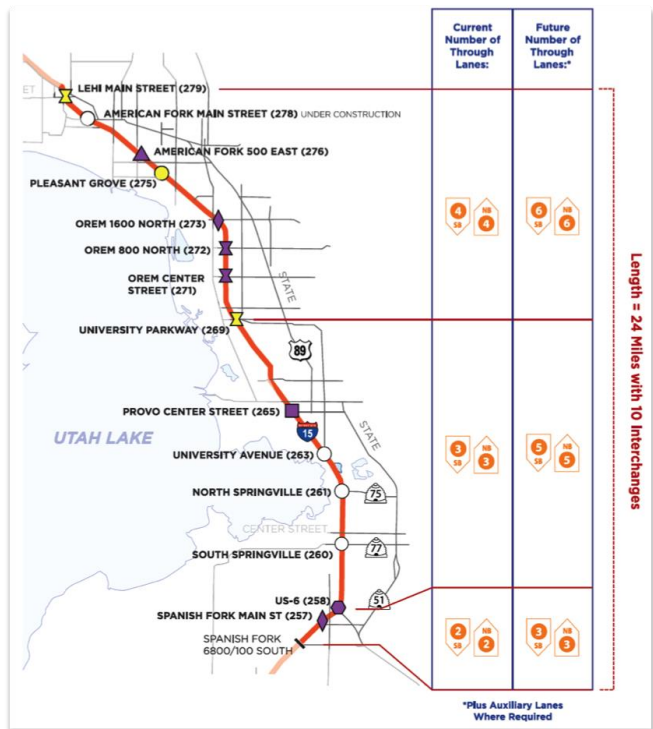
What is our obligation as P2 practitioners to solicit participation from groups that don't proactively involve themselves?

Reaching out to diverse communities (INFORM)

I-15 CORE & Redwood Road
Salt Lake City, UT

I-15 CORE

- 24 miles
- 10 interchanges
- Full interstate reconstruct with new lanes
- 8 immediately impacted cities, 20 total



I-15 CORE

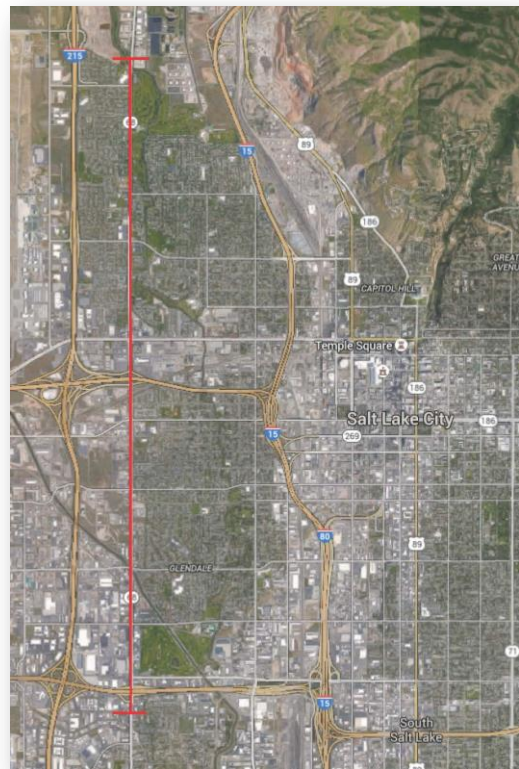


- Mass Media
- Web, email, UDOT Traffic app, twitter, Facebook
- Direct mail
- City coordination, presentations, local TV channels
- In-person canvassing, fliers, meetings, etc.



Redwood Road 2013-15


- 5 projects over 3 construction seasons
- Approx. 15 miles
- Mixed business, residential, commuter groups
- Lower income
- Mixed ethnicities



Redwood Road 2013-15

Project Outreach


- Door-to-door, English/Spanish fliers
- Fliers to local elementary schools
- On-site hotline signs
- Website
- UDOT Traffic App
- Email Updates




Redwood Road Proyectos de Mantenimiento 2013 y 2014

El Departamento de transporte de Utah (UDOT) completará tres proyectos de mantenimiento en Redwood Road para mejorar la calidad y la durabilidad del pavimento y ampliar la vida de la carretera.


Estos proyectos son:



Entre Interstate 80 y California Avenue (2013): Este proyecto quitará y sustituirá el asfalto, añadirá el freno y el canal en algunos lugares y mejoran el drenaje. El proyecto también reconstruirá la mayoría de los enfoques de la calzada, añadirá un nuevo camino peatonal entre 300 South y 400 South, reconstruirá la mediana cerca de la Indiana Avenue y añadirá carriles bici a lo largo de esta sección. Este proyecto ocurrirá este invierno 2013 y completará el pavimento en la primavera 2014.



Entre 1000 North y 250 South (2014): Este proyecto molerá el concreto existente entre North Temple y 1000 North para mejorar la superficie de pavimento y hacer reparaciones para prolongar la vida útil del hormigón. También este proyecto quitará el asfalto entre North Temple y 250 South y reemplazarlo con concreto para prolongar la vida útil del pavimento y reducir el mantenimiento a largo plazo. Este proyecto ocurrirá en 2014.




ACCESS INTERRUPTION
Redwood Road Maintenance
California Avenue to 2100 S

Driveway accesses will be interrupted for approximately 30 – 45 minutes while crews install storm drain along the east side of Redwood Road. This service interruption is scheduled the week of July 20. Please contact us if you have any questions.

STAY INFORMED
Sign up for project email: to stay up to date on construction progress and impacts at redwoodops@utah.gov, call Chris Cartwright at 888-556-0232 or www.udot.utah.gov/redwoodroad A UDOT Project


*Construction schedules are subject to change due to weather, equipment or material delays



avenue y State route 201 (2014): Este proyecto reemplazará el asfalto, añadirá el freno y el canal en algunos lugares, reemplazará algunos enfoques por el drenaje. Este proyecto ocurrirá en 2014.

Incluir restricciones de viaje, tráfico restringido e interrupciones de ruido, polvo y vibraciones durante el día de demoras de tráfico.

de mantenerse al día en información



Issues

Project Issues

- Motorist, pedestrian & worker safety
- Work phasing & schedule
- Maintenance of traffic
- Communication tools
- Budget



Public Issues

- Rely on transit, bike or pedestrian access
- Non-native English speakers
- Busy working
- Lack of internet accessibility
- Some distrust of government



Reaching out to the Homeless Community (COLLABORATE)

Pioneer Park
Salt Lake City, UT


Pioneer Park, Salt Lake City, Utah

- Update the park master plan
- Only urban park in Salt Lake
- Located near homeless shelter and homeless health clinic



“In the park, there is a fight against homelessness. And on the fringes, it's a war against those who prey on the homeless, against mental illness, drug addiction and lawlessness.”

-Richard Piatt, KSL News



How do we engage the homeless population who are regular users of the park?

How do we engage the homeless without putting them and us in an unsafe situation?

With such a short project schedule, what is the most effective way to engage a representative cross-section of the homeless?

What we did:

- Interviewed representatives and advocates for the homeless community
- Attended a monthly homeless group meeting and asked for input on park improvements
- Hosted a public open house across from the park and welcomed anyone to attend





Was our engagement effective? What ways can we improve engagement on future projects?

- Did we engage a representative cross-section of the homeless population who uses the park?
- Were there other ways we could have better engaged the homeless?
- Did we engage with the homeless in a way that was inviting?
- Did we develop outreach materials in a way that could be easily understood?

Reaching Out to the Disability Community (EMPOWER)

Real Choices Project





Project Purpose

- In response to a Supreme Court Case, four counties in Idaho applied for a Real Choices Community Development Project grant
- Purpose of grant program: improve community services for people with disabilities to allow full participation in community life
- Initial focus: housing, employment, education, health care, mental health services, and transportation



First Year Recruitment

- By invitation and referral
- Focused on elected officials, community leaders, key stakeholders, and service providers

First Year



- Series of meetings, each focused on one topic
- Attended primarily by elected officials, service providers, and “advocates”
- Asked people to commit to full year and attend all meetings
- Mid-term evaluation concluded we needed to increase participation from target audience – people with disabilities - and to allow them more say in issues considered



Second Year Recruitment

- Brochures in lobby areas of service providers
- Training with reception area staff, front-line service providers
- Community Health Fair in shopping mall



Second Year

- Invited folks to attend only those sessions they were interested in rather than committing to entire year
- Added topics: community life experiences, recreation, transitions, social stigma
- Logistical arrangements
- Provided transportation and lunch for each session

Special Successes

- Disability Awareness Day – at same Mall
- Downtown Navigation Report Cards
- Retail Shopping Report Cards







What I Learned

- Nearly 1 in 5 Americans has a disability
- Our participants reported having never felt invited to attend a public participation event in their lives
- Making a difference in their own lives had profound positive impact
- Inviting and accommodating their participation requires special effort



Techniques & Tactics

What worked for us:

- Meet them on their own turf
- Multi-lingual materials
- Use translators
- Involve advocates and respected members of community
- Signs, signs, signs
- Involve kids
- Keep safety in mind
- Self-evaluation–is this working?

What works for you?