

# Public Engagement Requirements & Best Practices

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# Why is Community Engagement Important?

- It is essential to allow residents and groups who are (in)directly impacted by the project an opportunity to be heard and involved in the decision-making process, especially populations who would not typically know about the TIP project until later in the process
- A well-informed community increases the chances for acceptance and support of a project, improving the likelihood that project will be successful!
- Feedback from project area abutters and local residents and businesses should be actively pursued to build support and consensus for the project, address concerns, and identify any potential opposition which may become a barrier later in the process
- **Implications:**
  - Community opposition can terminate a project
  - Community impact and support is a criteria used to score projects (14/100 points)

1. Identify Problem

2. Design Solution

3. Implement & Construct Solution

← ← ← Community engagement → → →

# IMPLICATIONS

## \*Evaluation Criteria

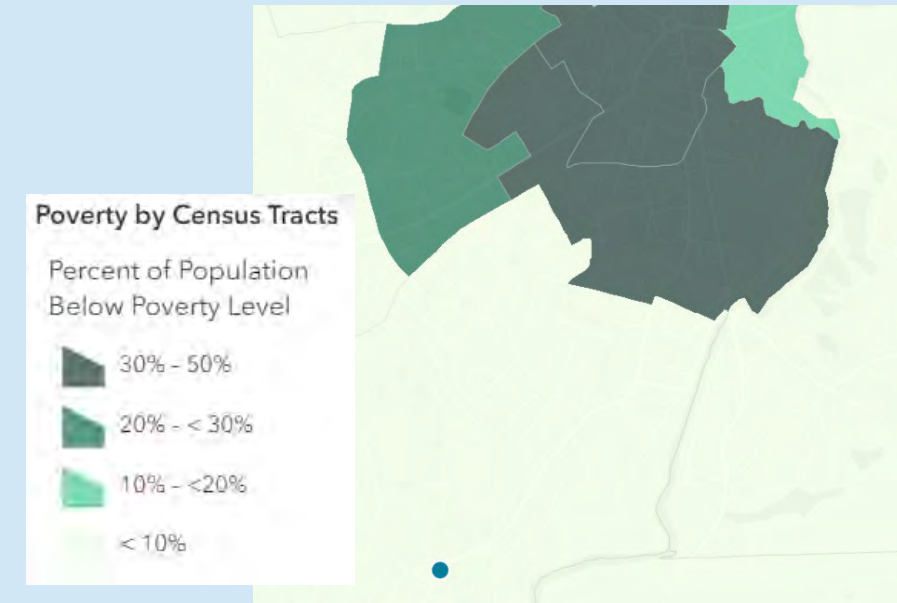
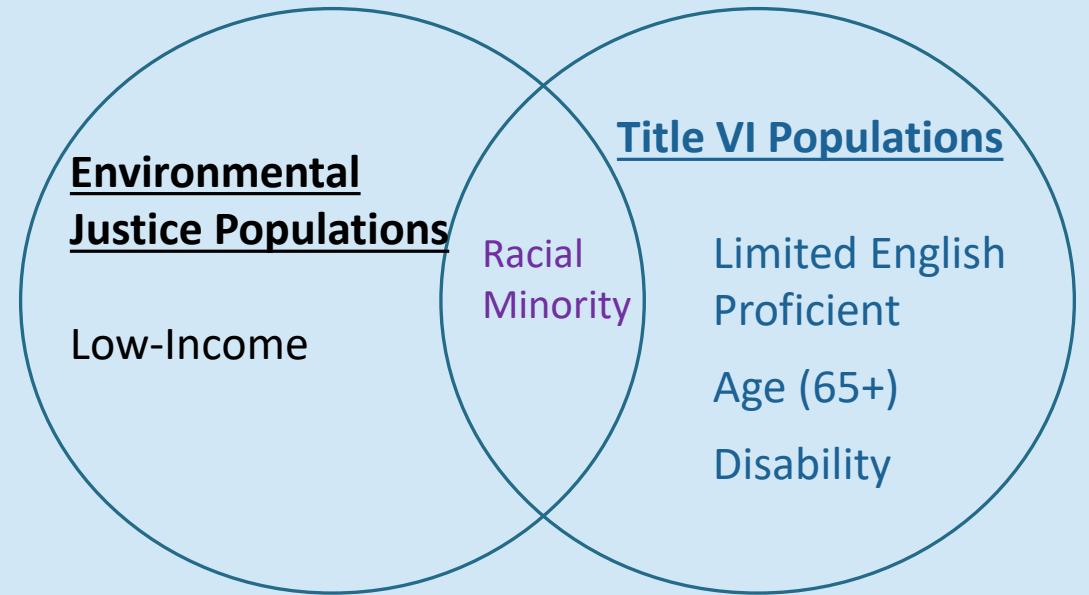
Up to 14 / 100 points

COMMUNITY IMPACT & SUPPORT (14 Total Points)		Scoring Breakdown	Point Range
1	Has the project been identified as a need in the Regional Transportation Plan or is it part of a planning or engineering study?	+2 - Identified in RTP +2 - Identified in a Planning or Engineering Study (corridor study, safety study, technical memo, road safety audit) OR +4 - Identified in Both 0 - None	0 to 4
2	Has there been adequate public outreach performed?	+1 - Minimal Outreach (i.e. a public meeting in accordance with guidelines) +1 - Additional Outreach (i.e. reaching out to surrounding businesses) 0 - None	0 to 2
3	If the project falls within or near an Environmental Justice or Title VI area, has the proponent made adequate efforts to reach the affected populations?	+1 - Contacted or Spoken with Surrounding Abutters (with translations) +1 - Distributed (Translated) Notices about Project +1 - Hosted Neighborhood Informational Meetings (with translators) 0 - There are no EJ areas within the project limits -1 - No Public Outreach attempted -3 - Significant Opposition	-3 to +3
4	Does the project negatively or positively affect an Environmental Justice or Title VI area?	<b>Max of 5 points</b> +2 - Improves Air Quality (Lessens traffic with bicycle / pedestrian facilities or better mitigates traffic) +1 - Adds traffic calming measures (bump-outs, narrower lanes, speed hump, etc.) +1 - Adds Specific measures to address noise pollution +1 - Adds beautification / enhancement components (including traffic calming measures) 0 - There are no EJ areas within the project limits -2 - Worsens air quality or increases traffic -1 - Does not address an identified air pollution problem -1 - Proposed measures increase ability to speed	-5 to +5
<b>Total COMMUNITY IMPACT &amp; SUPPORT Points</b>			<b>14</b>



# Social Equity Considerations

- 1. Environmental Justice:** If the project is located in/near an Environmental Justice area, please identify any elements of the project designed to **decrease environmental impacts or improve the safety, sustainability, or mobility of the EJ community.** Identify any **improvements** that involve community planning and **equitable sharing of benefits/burden or are particularly targeted within an Environmental Justice area.**
- 2. Title VI:** If the project is located in or near a Title VI area, please identify any **elements of the project designed to have a positive impact on the community through public outreach.** Identify any improvements that involve community planning and **equitable sharing of benefits/burden or are particularly targeted within a Title VI community.**



[Mapping tool: arcg.is/0ir0jO](https://arcg.is/0ir0jO)

# Timeline

Residents, business owners, neighborhood groups, elected & appointed officials and public agencies, potential project users, the general public



If land takings may be necessary, this possibility should be presented to the public early on AFTER garnering support

Notify the community about a potential project, especially groups/individuals who have an interest in or could be affected by it



25 % Traffic & Safety Engineering Review  
Comments resulting from review must be addressed prior to proceeding with Design Public Hearing



Design Public Hearing held  
Continued public outreach by the community essential through design process to maintain support and gather meaningful input on design elements



A project proceeds into the final design process, the 75% design



Local officials should make efforts to continue community participation during 75% and 100% design phases, other public meetings/hearings, and as project progresses

Public outreach should be conducted throughout the course of a project, starting early!

# Outreach & Engagement Activities

## Advertising

- ✓ Social media posts: Facebook, Twitter, Instagram
- ✓ Announcements on City/Town website, websites of community partners and community organizations
- ✓ Flyer drops in public libraries, town halls, civic buildings, bus terminals, local businesses, YMCAs, churches, etc
- ✓ Press releases, ads in local newspapers
- ✓ Mailings/informational letters sent to project abutters
- ✓ Digital roadway signs

## Logistics

- ✓ Choose a date/time convenient for target populations
- ✓ Chose site on/near public transit and during transit service hours (ends at 6 PM)
- ✓ If possible, chose site that is near proposed project and is ADA accessible
- ✓ Include in-person and virtual participation options to accommodate various schedules / digital comfort
- ✓ Record meetings, publish recordings on City/Town website & cable
- ✓ Invite SRPEDD Transportation staff

## Public Meetings

## Content

- ✓ Present project context
- ✓ Initial findings of previous studies
- ✓ Is it included as a priority in the Regional Transportation Plan

## Alternative & Supplemental Activities

- ✓ Drop-In listening sessions
- ✓ Neighborhood meetings
- ✓ Online & paper comment cards available at Town Hall/website

# Best Practices for Reaching Underrepresented Populations

**Who lives,  
works on,  
and uses  
this  
corridor?**

Successful public outreach requires communication and coordination among **all** interested parties



## Limited English Proficient

- Translate flyers & meeting materials
- Provide interpreter(s)
- Bring tablet with Google translate ability
- Closed captioning for videos w. translations
- Partner with community organizations to hold presentation & gather feedback in native language

## Low-Income

- Meeting locations along transit routes
- Provide remote option, options that don't require computer (local cable TV)
- Rotate meeting locations

## Racial Minority

- Hold meetings in neighborhood / community spaces
- Table at community organizations' pop-up events
- Send meeting and project info to community leaders to share out

# Best Practices for Reaching Underrepresented Populations

**Who lives,  
works on,  
and uses  
this  
corridor?**

Connect with  
Community  
Partners!  
(See list)

## Older Adults (65+)

- Hold meetings at Council on Aging
- Distribute meeting notices & project materials to Council on Aging
- Use large print on flyers/ materials

## Disability

- ADA-accessible meeting locations
- Provide virtual meeting option
- Closed captioning on video
- Provide sign language interpreter as necessary
- Make website/meeting materials accessible for screen readers

## Youth & Young Adults (<18)

- Share meeting/project info with Safe Routes to School Coordinators
- Use simple language
- Share meeting info in/with YMCAs, Boys & Girls Clubs, youth commissions



# Documentation Requirements

## Planning and Public Outreach and Support

Describe any Public Outreach that has occurred. Include any public informational meetings, local mailings, workshops, planning documents, etc., where the proposed improvements were specifically presented to abutters, businesses and/or the general public. Please note any local support or opposition to the project, including any local advocacy groups.



Please invite SRPEDD to your meetings and share documentation, we are here to support you and want to give your project the credit it deserves when competing for funding.



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# Thank You!

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