

# Track 5 Public Involvement Workshop

**Overview**

This workshop is based on the National Transit Institute course: Public Involvement in Transportation Decisionmaking with an emphasis on regional coordination in Texas. The workshop will highlight key public involvement requirements, planning, and techniques.

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## AGENDA DAY 1

<b>Day 1</b>	<b>Lesson 1: Introduction and Overview</b>
<b>11:00-12:00</b>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Workshop Expectations</li> <li>• Review Workshop Learning Objectives</li> <li>• Review Workshop Agenda and Topics</li> <li>• Public Involvement Issues Activity</li> </ul>
<b>Lunch break (1.5 hours)</b>	

<b>Day 1</b>	<b>Lesson 2 – Public Involvement: A Key to Decision-making</b>
<b>1:30- 2:15</b>	<p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Identify key transportation decision points where the public can/should be involved and integrate the public involvement process with the decision-making process.</li> <li>• List the key legal requirements for public involvement and the principles from agency guidance on public involvement</li> <li>• Explain why we do public involvement</li> </ul>

<b>Day 1</b>	<b>Lesson 3 - Designing a Public Involvement Plan and Selecting Techniques</b>
<b>2:15 – 3:30</b>	<p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> <li>• Identify public involvement opportunities in your region’s plan and process, and implementation</li> <li>• Describe different public involvement techniques and how they can be used</li> <li>• Describe the different “Publics” in Public Involvement</li> </ul>

# AGENDA

## DAY 2

<b>Day 2</b>	<b>Lesson 4 – Problem Solving and Values</b>
8:00-8:15	<b>Review Day 1</b>
8:15 – 8:45	<b>Learning Objectives:</b> <ul style="list-style-type: none"> <li>• Differentiate between an interest and a position Identify the interests that underlie stated positions</li> <li>• Tailor public involvement to meet needs</li> <li>• Connect behavior with underlying attitudes/values</li> </ul>

<b>Day 2</b>	<b>Lesson 5: Identifying and Reaching out to Key Stakeholders</b>
8:15-9:00	<u>Learning Objectives:</u> <ul style="list-style-type: none"> <li>• Identify different publics and engage them through targeted techniques</li> </ul>

<b>Day 2</b>	<b>Lesson 6: Effective Communication</b>
9:00 – 9:30	<u>Learning Objectives</u> <ul style="list-style-type: none"> <li>• Provide information to the public in a way that is engaging and accessible</li> </ul>
<b>Break</b> 9:30-9:45	

<b>Day 2</b>	<b>Lesson 7: Facilitating Public Groups</b>
9:45-10:15	<u>Learning Objectives</u> <ul style="list-style-type: none"> <li>• Facilitate and conduct advisory groups or public involvement meetings</li> </ul>


<b>Day 2</b>	<b>Lesson 8: Overcoming Barriers &amp; Closing the Loop</b>
10:15-11:15	<u>Learning Objectives</u> <ul style="list-style-type: none"> <li>• List techniques and strategies to overcome barriers and challenges in your region</li> <li>• List public involvement expectations for your region</li> <li>• Link public involvement with decision-making</li> </ul>
11:15 – 11:45	Course Summary and Review

## Workshop Activity #1

What are the greatest challenges in planning and implementing public involvement in YOUR Region?

Prepare a list of public involvement challenges you're facing.

- Prioritize the list
- Be prepared to describe and share your first priority – biggest challenge
- Save the this list!

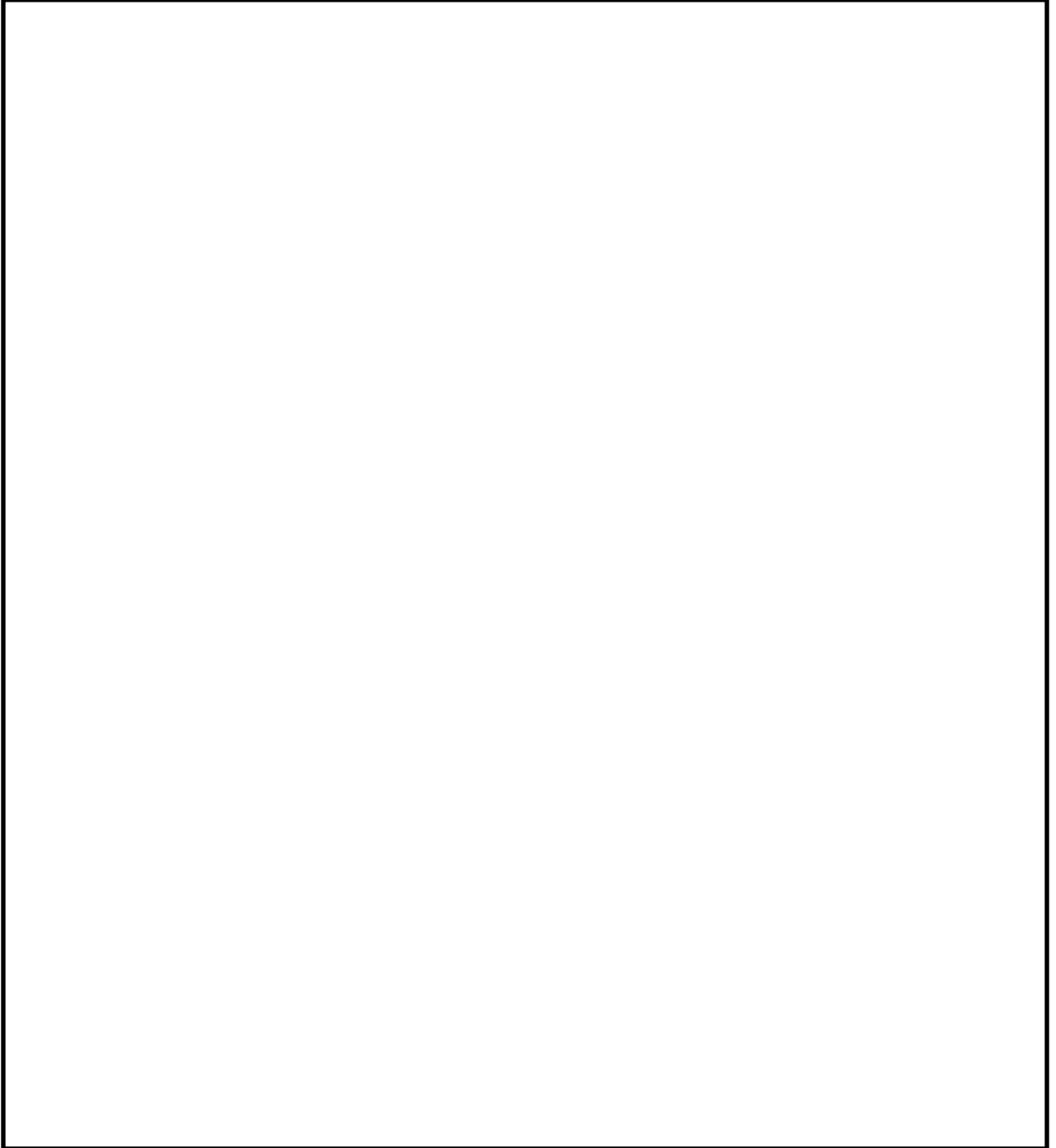
A large, empty rectangular box with a black border, intended for participants to write their list of public involvement challenges.

## **Workshop Activity #2**

Prepare a list of public involvement expectations for your region. What do you want to realistically accomplish. What are your goals and objectives.

Be prepared to share and describe your expectations.

Save your list

A large, empty rectangular box with a black border, intended for participants to write their list of public involvement expectations, goals, and objectives.

### Workshop Activity #3

Review the sample plan outline. What techniques have been used in your agency? List the techniques below.

At what stages of planning and/or project do you have public involvement? List them below.

How would you describe the effectiveness of these techniques? Describe briefly below.

Techniques being used:

When (at what stages) are PI techniques beings used.

Technique	Effectiveness

# Coordinated Regional Public Transportation Plan

(Sample Outline)

- **TITLE PAGE**
- **TABLE OF CONTENTS**
- **ACKNOWLEDGMENTS**
- **EXECUTIVE SUMMARY** (2-5 pages highlighting key goals and action items)
  
- **BACKGROUND**
  - Regional Description
    - Geography and Demographics
    - Planning Partners (*who does what*)
    - Current Public Transportation Services/Providers (*who does what*)
  - History of Regional Coordination of Public Transportation
    - Past/continuing planning activities (*share what's been done*)
    - Past and current implemented projects/services
  
- **REGIONAL SERVICE COORDINATION PLANNING**
  - Planning Process & Work Plan Descriptions (*what are you doing, how, and with whom*)
    - Organization
      - Lead Entity(ies)
      - Other Involved Entities
      - Committee(s) Structure Description
    - Outreach/ Public Involvement Description
  
- **COORDINATED TRANSPORTATION PLAN**
  - Goals and Objectives
  - Regional Needs Assessment
    - Regional Transportation Resources: Overlaps and Gaps (*unmet needs*)
    - Strategies to Address Gaps and Needs
    - Barriers and Constraints
  - Coordination Action Plan
    - Actions Items / Service Descriptions
    - Prioritization / Implementation
    - Schedule
  - Inter-regional coordination
  - Action Plan Evaluation
  - Continuing / Sustaining the Coordination Plan
    - Continuation strategies
    - Plan Update Cycle / Process
  
- **APPENDICES**
  - Provider Inventory Summary
  - Public Outreach Activities Summary
  - Framework for Action

## Workshop Activity #4

Prepare a cost estimate for public involvement plan and/or activities.

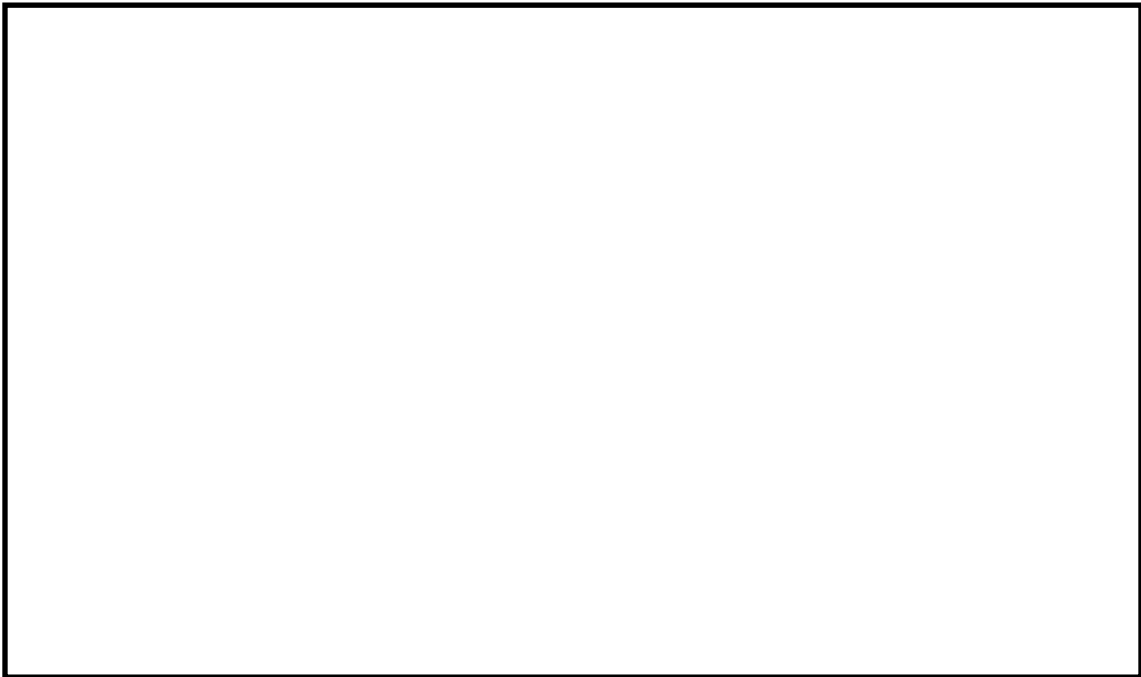
Techniques being used:

Technique	Estimated Cost

## Workshop Activity #5

Role play activity on re-framing questions. Practice re-framing a question. Find a partner or small group and practice re-framing questions.

1. Listen – demonstrate you understand
2. Take out what's unproductive
  - Position
  - Threat,
  - Demand
3. Look for the “interest”
4. Restate using affirmative, future-oriented and neutral language:
  - “What’s important to you is...”
  - “What concerns you is...”

A large empty rectangular box with a black border, intended for role-play activity. It occupies the lower half of the page.

## **Workshop Activity #6**

What do you do if meeting attendance is low?

What do you do with very dominant people?

What do you do if too many people show up?

(Prepare your biggest obstacle or communication issue /challenge here)

## Workshop Activity #7

Review challenges listed earlier in Workshop Activity #1

Apply techniques and strategies to address those challenges.

How will you address challenges?

Be prepared to share OR ask fellow participants

My biggest challenge is \_\_\_\_\_

I plan to use the following techniques and strategies

These techniques will address the challenge by...

I can monitor and evaluate to see if I was successful by doing the following....