

Public Outreach

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Goals of a Public Outreach

- **Receive public input** to guide and improve projects from the people who pay the taxes that fund the projects
- Build a **constituency** – education, advocacy, credibility
- State and local agency boards want us to **reach out** to the public
- Provide **information** to the public on projects in their community
- **Identify** and mitigate **impacts** from transportation
- Comply with **CEQA and NEPA**. We need a record of the outreach process.
- Get projects **built** well

ATP Grant Scoring Rubric

Small/Medium/Large Infrastructure:

1. The project scope was developed through a comprehensive technical planning process
2. The planning process considered the existing and future needs of the project users and transportation system
3. The planning process was effectively integrated into the public participation process

ATP Grant Scoring Rubric

Plan/Non-Infrastructure

The applicant provides a thorough and inclusive description of a wide variety of relevant stakeholders that will be engaged in the development of the plan AND provides a clear explanation as to why soliciting input from these particular stakeholders is key.

ATP Application Narrative Questions

Small Infrastructure

Describe the community based public participation process that culminated in the project.

- A. What was the process to prepare for existing/future needs of users of this project?
- B. Who was engaged in the public participation and planning process?
- C. How will stakeholders continue to be engaged in the implementation of the project?

ATP Application Narrative Questions

Medium Infrastructure Additional Questions:

- A. How did the applicant analyze the alternatives and impacts on the transportation system to influence beneficial outcomes?
- B. If applicable, describe the feedback received during the stakeholder engagement process?

Large Infrastructure Additional Question:

- Describe how the public participation and planning process improved the project's overall effectiveness at meeting the purposes and goals of the ATP.

ATP Application – Outreach components

1. How are you going to do your outreach?

- A. Your application needs to focus on outreach to underserved communities so that the State can meet its equity policy goals.
- B. Provide your materials (powerpoints, fact sheets, comment cards) in the languages that are appropriate to the project area.
- C. Make sure that you have interpreters available based on local needs/demographics. Perhaps a meeting entirely in a different language.
- D. Think about bus lines or access services that serve your community meeting locations.
- E. ADA accessible facilities for meetings. ADA and Title VI Requirements
- F. Childcare
- G. Meetings not just in the evening but Saturday mornings
- H. Walking Man
- I. Community Based Organizations
- J. Continued Outreach
- K. Regular updates on the project at Council or Commission meetings
- L. Keep in mind the things you changed or promised in the initial outreach and make sure that you follow through



Common Elements to an Outreach Campaign

- Public Participation Plan
- Hiring of outside consultant teams that specialize in community outreach
- Presentation Materials – Go beyond PowerPoint – What is your story?
- Collateral materials – Fact Sheet, Project Timeline, Frequently Asked Questions, Project Contact Information
- Social Media – Webpage, Facebook, Next Door
- Translation and ADA
- Community Meeting/Open House/Public Hearing
- Have the Outreach work built into your project schedule – Extending your outreach campaign after planning/CEQA and into construction and operation