Project Title: C-01-63 : Public Involvement Methodologies and Techniques
PIN: R020-56-881
Responsible Unit: Design Division
Project Manager: Bell, Phil

Project Goal:
Identify and implement the most effective techniques and strategies to engage and inform DOT’s customers and stakeholders. Recognizing that public involvement is an iterative process, DOT has a dual responsibility: to communicate our messages clearly as well as to sincerely listen to the reactions our customers have to those messages. We have effectively achieved our goal when we have communicated with our customers in a way they can understand and appreciate and we have seriously considered alternatives that our customers have brought to our attention in the dialogue of public participation, engagement and collaboration on the development of transportation policies, programs and capital.

Actions Proposed:
DOT’s intention is to use research to further our proven commitment to public involvement, firmly established by the implementation of our Context Sensitive Solutions (CSS) Initiative. CSS is a philosophy wherein transportation solutions are designed in harmony with the community through open and continuous communication with all stakeholders. Proposed action designed to build on this foundation include:
- Assess other state DOT’s to determine public involvement best practices.

- Develop and implement an assessment tool which surveys the general public, resource agencies and associated stakeholders statewide to identify and measure the most effective methods and techniques for public involvement and engagement.

- Develop a plan for the rollout of the most effective public involvement methods and techniques. The implementation plan would include training and equipping regional staff in PI best practices, and the effective use of media tools.

Anticipated Work Products and Accomplishments:
Public Involvement survey instrument, survey data results compiled in a standard data base format, and related conclusions.

- Identification and procurement of appropriate tools, including technologies, to implement best practices and techniques.

- Training curriculum designed and provided to the Regions in Public Involvement best practices derived from the survey and assessment of best practices.

Proposed Budget: $285,000