



Public Involvement

Tools to Improve Partnering and Project Delivery

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Benefits of Transportation

- Strong economy is dependent on good transportation system
 - Congestion costs time and money
 - Cities with commitment to transportation investments perform better economically
 - Transportation acts as economic engine to create jobs and revenue



Seeing the Big Picture

- Public Trust
 - Public support for transportation
 - Transportation serves as economic engine
 - Transportation vital to strong economy

- Lack Public Credibility
 - Lack public support for transportation
 - Deter economic progress
 - Increased congestion, quality of life impacts



Transportation Decision Making

- Fish bowl existence of Government
 - Public and media scrutiny of decisions
 - Public gauges value based on trust
 - Public perception is reality of organization's value
 - Lack of public trust deters economic progress



Communication and Community Partnerships

- Communication and Community Partnerships formed in 2003
- Combined ADOT communication-related resources into one Division
- Comprehensive approach to communication
 - Partnering
 - Public Involvement
 - Community Relations
 - Media Relations
 - Creative Services



Communication and Community Partnerships

- Mission: To Engage the Community in Arizona's Transportation Decisions
 - Incorporate partnering principles in public involvement
 - Build partnering relationships to support public involvement on projects
 - Establish government to government relationships through partnering and public involvement
 - Use visual and innovative communication for public involvement

- Supports ADOT's mission to deliver state transportation programs





Public Expectations

- Officials involved in decisions that shape community
- Officials have ownership of process, issues and decisions in transportation

- Build Public Credibility
 - Explain roles and opportunities to participate in decision making process
 - Build on strength of local relationships
 - Create informed stakeholders and public
 - Counteract negative perceptions and scrutiny



What is Public Involvement?





What is Public Involvement?

- Any level of public participation to help shape the outcome of a project
 - Range of activities to engage people
 - Gather public input and use that input to make better decisions
 - Diverse audiences with varying levels of interest in project and outcome



Why involve the public?





Why involve the public?

- Regulations require governments to involve public in decisions that affect them
- Avoid time-consuming and costly problems
 - Alleviate contention and avoid litigation
 - Negative media coverage can be minimized
 - Participants develop understanding of the issues
 - Boost credibility and trust of those involved
- Informed public can lead to supportive public



How can the public be involved in technical decisions?

- Public can't understand slope factors of pavement design
- Public can't understand structural requirements for bridges
- Public doesn't understand construction and environmental regulations, like SWPPP

- So, how can they be involved in the decision-making process?



Involving the public in transportation decisions

- Policy and value choices appropriate for public discussion and input
 - Inform public about potential impacts
 - Identify public concerns
 - Educate public about the need for the project and why it is being done
 - Shape planning and implementation decisions



How involved should the public be?

- Examples of public interests:
 - Unaffected general public
 - Observer - read article or pass through corridor
 - Commenter – seek information, attend meetings and make their opinions known
 - Technical reviewer – local jurisdiction staff
 - Active Participant – elected officials, industry, neighborhood groups & environmental groups
 - Co-decision maker – Federal agencies, jurisdictions with land or funding involvement



Taking the Pulse of the Community

- Assess public interest and level of controversy
- Stakeholder Interviews
 - Knowledge of transportation situation
 - Issues to address through project development
 - Effective community outreach techniques in the past
 - Ways to reach community members
 - Local groups to target through public involvement
 - Level of potential involvement in project



Levels of Public Involvement

- Inform – One-way communication to public
 - Objective information to help public understand project
- Examples:
 - Fact Sheets
 - Web sites
 - Media Briefings



Levels of Public Involvement

- Consult – Obtain public feedback
 - Gather input from public, but make no commitment to adopt in final decision
 - Keep public informed, acknowledge concerns and communicate how input influenced decision
- Examples:
 - Public Meetings
 - Focus Groups
 - Comment Forms
 - Project Briefings



Levels of Public Involvement

- Involve – Work directly with public
 - Work with public to ensure concerns are addressed as project progresses
- Examples:
 - Workshops
 - Small group meetings
 - City and Town meetings



Levels of Public Involvement

- Collaborate – Public participates in decision making as project advances
 - Asks for public advice for each project step, including developing alternatives and recommendation for final outcome
- Examples:
 - Citizen Advisory Committees
 - Task Force
 - Charrettes

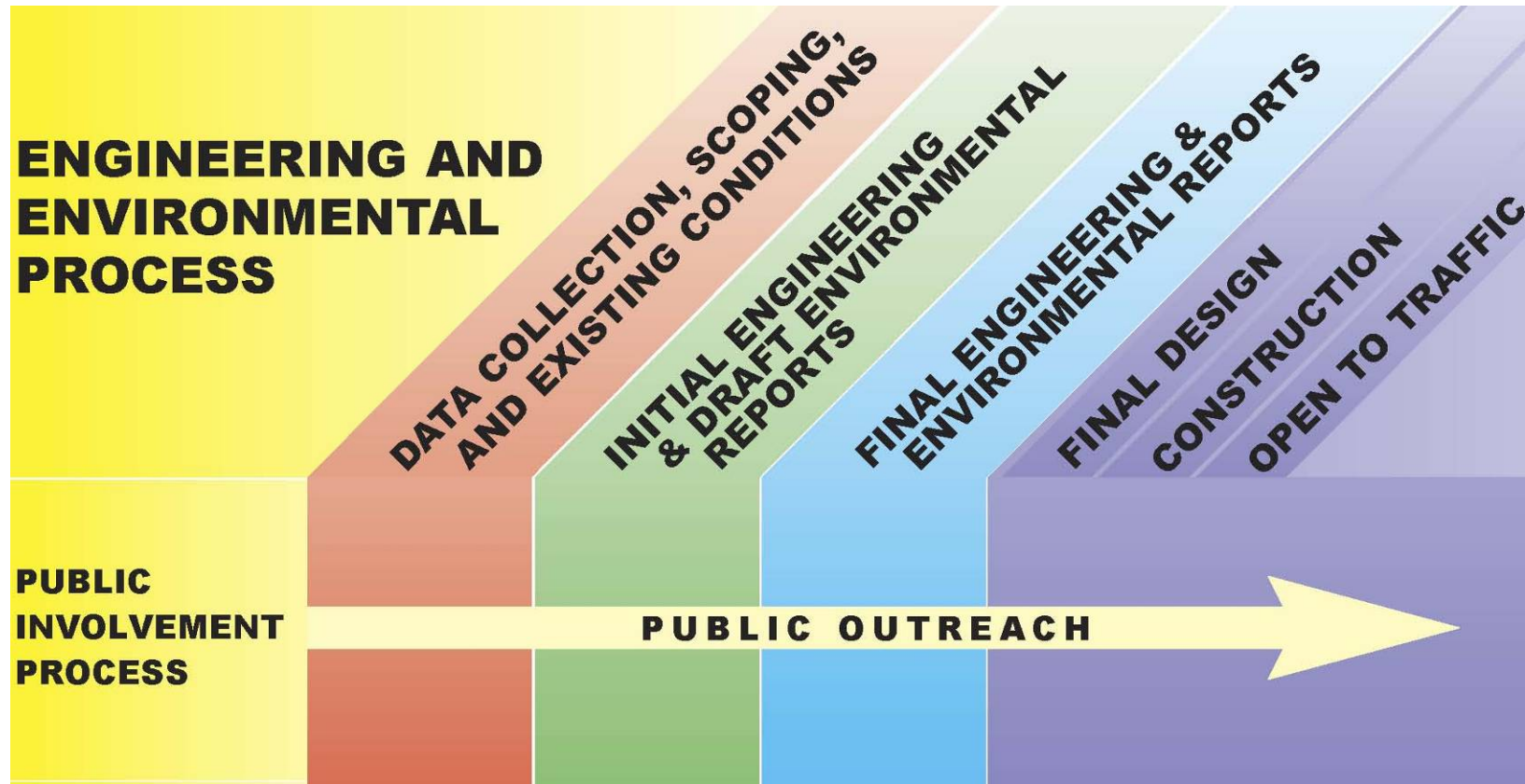


Levels of Public Involvement

- Empower – Place final decision in the hands of the public
 - Project will be implemented based upon the public's decision
- Examples:
 - Ballots
 - Referendums



Project Development Process





ADOT Public Involvement

- Commitment to early and ongoing public involvement
- Interdisciplinary team approach
- Involving the public during the planning and pre-design stages
- Partnering with communities, businesses and public officials
- Continuing outreach through design and construction
- Incorporating public input into project design and construction special provisions



Public Outreach During ADOT Construction Projects

- ADOT uses a number of methods to keep public informed about construction:
 - Website updates and e-mail notices
 - Newsletters and construction notices
 - Updates via newspaper, radio and TV
 - Public outreach specialists
 - Project signage
 - Community meetings
 - 24-hour project hotlines
 - Stakeholder briefings



What happens when the public isn't involved?

- Ineffective public input process:
 - Public concerns not reflected in project design
 - Lack of understanding of project purpose or benefit
 - Public and media scrutiny
 - Controversial and difficult to implement project
 - Unplanned public involvement delays implementation of project
 - Added construction costs and delays
 - Litigation
 - Project reverts back to study or design process
 - Lack of public support leads to mistrust and deters economic progress



What happens when things go well?

- Effective public input process:
 - Early identification of issues
 - Incorporate public input into project plans and design
 - Build understanding of project through development process
 - Final product less controversial and easier to implement
 - Deliver project on time, budget and with public acceptance
 - Build credibility and public support for transportation



Discussion

Thank You





What does Partnering mean?





What is Partnering?

- Process of Collaborative Teamwork
 - Allows groups to achieve measurable results through agreements and productive working relationships
 - Provides structure to establish common goals and shared objectives
 - Provides feedback through evaluation tools



Why do we Partner?





Why Partner?

- Increase work efficiency
- Improve project development and delivery
- Build and strengthen relationships
- Jointly solve problems
- Provide services that exceed customer expectations
- Enhance work processes and functions
- Develop innovative products



Partnering Components

- Meetings/Workshops to develop:
 - Mission and Goals
 - Partnering guidelines
 - Roles and responsibilities
 - Communication and evaluation agreements
- Issue resolution
 - Promote agreements to avoid impasses
 - Empower those closest to decision to resolve issues
- Evaluation
 - Feedback about mutual performance measures and partnership goals



Types of Partnering Outcomes

- Project Partnering – governed by buyer-seller contract
 - Issue resolution resulting in decreased project delays
 - Reduced disputes and litigation
 - Deliver projects on schedule and budget
 - Improved relationships with customers and suppliers
- Public Partnering – between agencies and stakeholders
 - Cooperation of multiple jurisdictions
 - New funding arrangements and improved relationships
- Internal Partnering – between members of same organization
 - Shared information and resources
 - Streamlined procedures and collaborative relationships