



# POP Level Reference Guide **LEVEL 1**



Typical Project Descriptions

Description of Budget Estimates

Snapshot of Staffing & Suggested  
Possible Tools



## LEVEL 1 TYPICAL PROJECT DESCRIPTION

→ The following table describes common attributes of transportation impacts for each track, at each POP Level. This allows the user to refine decisions about the most appropriate POP Level for a transportation impact. For example, a District Project Manager answered the construction worksheet questions to the best of her knowledge for an upcoming road widening project, and landed on a POP Score of 2.53. The worksheet automatically rounded up to a POP Level 3 but after reading the typical project description, the project manager feels like her project is less complicated and this description does not exactly fit. Because her POP Score fell almost half-way between a 2 and 3, she reads the POP Level 2 description and discovers that this more accurately describes her project and proceeds with a Level 2 recommendation.

While simple categorization of outreach need provides the benefit of being able to plan for and better manage multiple projects, project managers and teams should remember that public involvement and outreach is a dynamic process. Adjustments are often required over the life cycle of a project, with corresponding changes in approach, strategy and tasks. Given this, be aware that a project may move from level to level on the chart as it evolves from phase to phase, or even within a single project phase. You can never take the POP Worksheet too often. If it feels like your project has grown less or more complicated, redo the worksheet and see where you come out.

POP Level	Score	Typical Project Description
<b>LEVEL 1</b>	0 - 1	<p><b>The likelihood of political scrutiny is low, and few agencies must be coordinated with.</b> The project is likely to be brief in duration and confined to a smaller area. The public is likely to have little interest or be supportive of the proposed improvements, with little likelihood of controversy. Few if any direct impacts are expected to adjacent properties and the traveling public.</p> <ul style="list-style-type: none"> <li>→ <b>Environmental:</b> The project requires a minimal environmental document accomplished through a CatEx.</li> <li>→ <b>Corridor Plan:</b> This is a study with no intention of a subsequent NEPA phase. This is a low-use corridor with no anticipated change.</li> <li>→ <b>Non-Construction Roadway Impact:</b> Little to no impact to the traveling public with minimal political or public interest.</li> </ul>



## LEVEL 1 DESCRIPTION OF BUDGET ESTIMATES

→ These tables provide a framework for approximate budgets that contractor or third-party public involvement and communication support may propose, based on the requested level of outreach. Estimated Direct Expenses represents costs associated with performing recommended methods of public outreach, with or without consultant support.

Environmental & Design, Construction:

*Estimates reflect potential costs for each project phase: Environmental/Design and Construction*

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
<b>LEVEL 1</b>	Under \$5,000	<b>\$0-\$500</b>	→ May be construction contractor bid item.

Corridor Plan:

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
<b>LEVEL 1</b>	N/A	<b>\$0-\$500</b>	→ Internal ITD Staff

Non-Construction Roadway Impacts:

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
<b>LEVEL 1</b>	N/A	<b>\$0-\$500</b>	→ Internal ITD Staff



**LEVEL 1 SNAPSHOT OF STAFFING & SUGGESTED POSSIBLE TOOLS**

→ You know your POP level and you have an estimate of how much public outreach might cost, but how do you actually do it? The following tables provide customized lists of recommended staff to involve and possible tools and techniques that when done right, have proved successful at effectively involving the public. Public Outreach tools listed here are not required, and it is not expected that a transportation impact will exhaust the list for its particular track and POP Level. It is recommended that users work with their SME's to determine which tools and techniques are most appropriate for your impact and the affected public.

REMINDER: NEPA has specific requirements regarding public involvement. Please refer to the [NEPA section, page 11](#) of the [ITD Guide to Public Involvement](#) to determine if there are specific tools required for your project.

<b>LEVEL 1</b>	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
<b>Primary Resources</b>	District environmental and planning staff. Coordination with Public Involvement Coordinator.		Office of Communication and Contractor Designee or District Maintenance Supervisor (NCRI).
<b>Possible Tools</b> Check those tools that you want to consider for your project	Agency/municipal notification Letter to key stakeholders	News release Continued key agency/stakeholder coordination	VMS signs Construction fliers District projects website posting News release Impacted stakeholder contacts Social media



## LEVEL 1 Early Environmental & Corridor Plan

### Possible Tools In-depth

#### → Agency/municipal notification

Providing structure and opportunities for communication with state and federal agencies as well as representatives from cities and counties affected by a project. This notification should be well in advance of expected project or announcement and can be done via letter/email, phone calls, in-person meetings, etc.

#### Letter to key stakeholders

Stakeholder letters are used to communicate with people on an identified mailing list. They are more personal and often have a better chance of being read than a more impersonal brochure or newsletter.

#### Example

ITD Letterhead

Date

Inside address

You are receiving this letter because your property may be affected by a proposed project to reconstruct 7.3 miles of U.S. 95 between its junction with Idaho 55 west of Marsing to just south of Homedale (between mileposts 26.3 and 33.6).

In 1999 and 2000 meetings were held to gather public input on this project. Since that time an environmental document has been completed and approved and the Idaho Transportation Department has scheduled funds to begin buying right-of-way for the project beginning in Winter 2005.

A public meeting has been scheduled to bring the Homedale community up-to-date on this project and to provide an opportunity for affected property owners to meet with ITD right-of-way staff.

Public Meeting

U.S. 95 Junction – Idaho 55 to Homedale

Thursday, Dec. 16

4:00 to 8:00 p.m.

Homedale High School Cafeteria

203 East Idaho Ave.

If you cannot attend this meeting, please contact me to schedule a time when you can review design plans that relate to your property – or call me with any questions you may have.

Sincerely,

Project Manager

(208) XXX-XXX



or

Public Involvement Coordinator  
comments @itd.idaho.gov  
(208) 334-4444

**Example**

PROPERTY OWNER 30-DAY LETTER  
April 20, 20XX

Addressed to contingent property holders and  
Elected officials

Re: Public Hearing,  
I-84, Franklin road Interchange, Caldwell  
IM-STP-NH-84-1(043)29 #7795

The Idaho Transportation Department will hold a public hearing on the I-84, Franklin Road Interchange-Caldwell project Tuesday, June 1, 20XX, between 4 p.m. and 8 p.m. at the Best Western Hotel, Sprecht Avenue near the Franklin Exit. The proposed project will replace the I-84 overpass of Franklin Road and reconfigure Franklin’s intersection with Muller Lane and 21st Street.

At the hearing, project information will be provided in an open house format, and a hearing officer will be available to take oral or written testimony on the proposed design and environmental impacts of the project.

The Environmental Assessment (EA) document will be available for public review at the following locations beginning May 7, 20XX:

Caldwell Public Library  
1010 Dearborn St. Idaho Transportation Department  
3311 West State St.  
Boise, ID

Idaho Transportation Department District 3  
8420 Chinden Blvd.  
Boise, ID Federal Highway Administration Offices  
3050 N. Lakeharbor Lane  
Boise, ID

The EA document is also available on the web at [www.itd.idaho.gov](http://www.itd.idaho.gov), choose “Get Involved”, then Southwest Idaho on the map and the project name in the center column.

You will receive a project brochure in the mail about two weeks prior to the hearing. I hope you will be able to attend; however, if you cannot attend, you are invited to send your comments to: ITD Public Involvement Coordinator, PO box 7190, Boise, ID 83703, by June 30, 20XX.



ITD Project Manager

**Enclosures:** Comment Form and stamped return envelope

**LEVEL 1 Design Phase**  
**Possible Tools In-depth**

**→ News release**

A news release, also called a press release, is typically one to two pages in length and makes an announcement about an upcoming event or discusses a decision that has been made. Occasionally, a news release shows up in a newspaper or on the air just the way you wrote it. But more often, it is used to convince an editor to do a story, and the reporter assigned to the story will contact you for follow-up information. The raw content for news releases comes from the project manager. The Office of Communications reviews all news releases and sends them to the media upon finalization.

**Example**

May 7, 2007

Contact:  
Gwen Smith  
Public Involvement Coordinator  
(208) 334-4444

FOR IMMEDIATE RELEASE

**Long-term improvements for the I-84 Caldwell to Meridian Corridor to be discussed**

**BOISE** - A study to determine long-term improvements needed for Interstate 84 (I-84) from Caldwell to Five Mile Road is being conducted, the Idaho Transportation Department (ITD) announced.

The public is invited to attend one of two meetings on May 15 or 17 concerning the improvements needed for the corridor segment between the Karcher Interchange and Five Mile Road. The open house meetings will be held from 4 p.m. to 7 p.m. Tuesday, May 15, at Birch Elementary School, 6900 Birch Lane in Nampa and Thursday, May 17, at Mountain View High School, 2000 S. Millennium Way in Meridian.

Meeting participants can review information about the Karcher Interchange to Five Mile Road Environmental Study and participate in facilitated work sessions to discuss their concerns and ideas. Work sessions will begin at 4:15 p.m., 5:15 p.m. and 6:15 p.m. at each meeting.

ITD will use Grant Anticipation Revenue Vehicle (GARVEE) bonds to fund this study from Karcher Interchange to Five Mile Road; the remaining segment from Caldwell to the Karcher Interchange is being studied using state funds.

GARVEE is an innovative way for Idaho to use bond proceeds to build more highway projects in less time than through traditional funding methods. The bonds will be repaid with future federal highway dollars.

An Environmental Impact Statement (EIS) will be prepared for the Karcher Interchange to Five Mile Road segment in accordance with the National Environmental Policy Act (NEPA). The study will address the projected traffic growth on I-84 between the Karcher Interchange and Five Mile Road. It is intended to ensure that impacts to the natural and human environment caused by improvements are addressed. A study of noise, air quality, traffic, structures and geotechnical concerns will be also be conducted. Throughout the study process the public will be asked to help identify issues, make recommendations, and provide input on concepts. For more information about this project visit ITD's website at [www.itd.idaho.gov](http://www.itd.idaho.gov) - click on Get Involved; choose Southwest Idaho on the map in the upper left corner and I-84, Karcher Interchange to Five Mile Environmental Study in the center column.

## Example



Our Mission. Your Safety. Your Mobility. Your Economic Opportunity.

Idaho Transportation Department

## News Release

6/7/2012

Contact:  
Nathan Jerke  
Public Information Specialist  
(208) 886-7809

FOR IMMEDIATE RELEASE

### U.S. 93 paving project near Rogerson begins Monday

TWIN FALLS - A 15-mile roadway paving project on U.S. 93 in southern Twin Falls County is expected to begin on **Monday (June 11)**, the Idaho Transportation Department announced. The project will continue throughout the summer.

Beginning Monday, drivers can expect delays as the construction crew begins to mill the existing roadway throughout the project limits. Paving activities are expected to begin in early July and extend through August. The full-width rehabilitation project begins at about milepost 5.5, where a similar project was completed in 2011, and extends north past Rogerson to near Deep Creek.

The project will remove cracking, rutting and potholes, restore the surface smoothness and increase the structural value of the section.

Drivers are urged to be cautious when approaching the work zone and to watch for flaggers. A pilot car will be used during work hours to guide traffic around the milling and paving operations. A 45-mph speed limit will be in effect through the work zone.

Knife River Corporation, of Boise, is the contractor for the \$8.25 million roadway project.

The project is expected to be complete by the end of September.

*ITD and the Idaho State Police advise motorists to slow down and pay attention when driving in work zones, where increased speeding fines and other penalties apply. Motorists are encouraged to plan ahead and dial 5-1-1 or visit [511.idaho.gov](http://511.idaho.gov) for information on the state highway or interstate system.*

## → Continued key agency/stakeholder coordination

Outreach efforts with key community figures/opinion leaders affected by a project to understand and address concerns. This is usually ongoing throughout the project, and should include any stakeholders with land jurisdiction or land use oversight.

## LEVEL 1 Construction & Non-Construction Roadway Impacts

### Possible Tools In-depth

#### → VMS signs

These electronic message boards placed along the roadside communicate brief project messages to drivers during and in advance of roadway impacts. VMSs are typical of many construction projects, and are a great way to get information to the traveling public.

*Alerts that you might consider on a VMS sign include:*

- Notice of new traffic configuration/traffic shifts
- Information on upcoming closures
- Start date of project
- Emergency conditions
- Weekend work schedule
- Detour information
- Work ahead – notice of entering construction zone

Consult with the contractor on the number of characters and lines you can include on the VMS sign as well as the duration of the message.

#### → Construction fliers

Although the names for printed communication with stakeholders are often used interchangeably, there are consistent guidelines for all of the tools. *They should be:*

- Inviting, easy to read- Strive for a 7th grade reading level by using words with fewer than three syllables, sentences with 15 to 20 words and paragraphs of 3 to 5 sentences.
- Free of jargon- Would someone from another generation, region or culture understand what you are saying?
- Conversational in tone.
- A means of regular communication- some form of communication every 4 to 6 months during a project or more frequently based on project impacts and schedule.

Fliers are often a two-sided 8.5" x 11" piece, are used to provide project updates. For example, after a project milestone or public meeting, a newsletter might be sent to summarize what was learned and how the information will be used. An upcoming public event might be advertised on a flier or announced through a newsletter.

*Make sure your brochure, newsletter, flier, fact sheet or personal letter does the following:*

- Answers the questions, "who, what, why, when, where and how"
- Names a contact person, along with corresponding phone number, and email address
- Provides the website address where additional information can be found
- Contains ITD's logo
- Contains Title VI information
- Reflects contact information for special accommodations including language interpretation (brochure, newsletter or postcard)

Distribution: Brochures, newsletters, fliers postcards and letters may be mailed to the addresses on an identified stakeholder list, which includes agencies and local elected officials. "Postal route drops" or "direct mailing" are often used to communicate with stakeholders in specific geographic areas. Materials also can be hand delivered to affected or interested stakeholders, or they can be left for stakeholder pick up at strategized locations (ITD offices, city buildings, businesses, etc.)

Remember: Provide at least 30 copies of mailed materials to the public involvement coordinator for distribution in the headquarters complex.

**Example**

**I-15 / I-86 Corridor Plan Public Open House**

Wednesday, April 6, 2011, 4 to 7 p.m.  
**Chubbuck City Hall - 5160 Yellowstone Avenue, Chubbuck, ID**

What did we find?  
 What do you think?  
 Where else can I find information on this Corridor Plan?  
 Interested in the new Chubbuck Interchange?  
 See information on the flip side of this flyer.

**Chubbuck Interchange Public Open House**

April 6 meeting seeks comment on Chubbuck Interchange, I-15 / I-86 Corridor Study.

The Idaho Transportation Department wants to know what you think about a proposed new interchange in Chubbuck.

A public meeting will be held Wednesday, April 6, at the Chubbuck City Hall from 4 p.m. to 7 p.m. It will include displays of the new interchange.

The transportation department proposes to replace the existing Chubbuck Interchange with a diverging diamond interchange (DDI). This new interchange type increases driving conditions by reducing congestion and accidents. Another benefit is that additional land would not be required to build it.

For additional information on the interchange project, please visit <http://www.idaho.gov/projects/05/ChubbuckInterchangePublicOutreach> or call Arsen Barrios at (208) 235-3321.

The Transportation Department does corridor studies to gather public comment on how highways should be managed during the next 20 years. Input from the public helps the department prioritize improvements.

Interested in the I-15 / I-86 Corridor Plan?  
 See information on the flip side of this flyer.

**Example**



**Karcher Interchange Construction Project**

The Idaho Transportation Department's Karcher Interchange project will provide a new access to Interstate 84, benefit traffic flow and provide better direct access to Idaho 55.

**The design incorporates four major features:**

- The interchange overpass will be five lanes wide, including a center turn lane. It will include five bridges — three over Indian Creek, one over the railroad tracks, and one over I-84. It will also have bike lanes, sidewalks, curbs and gutters.
- A new roadway will extend from the interchange to Karcher Road/Idaho 55 past Seward's Cinema. This road will be five lanes wide, including a center turn lane.
- The existing roadway from existing Karcher Road east of the Interstate overpass (Karcher Connector) will be two lanes wide and will connect with the overpass at a junction with Midland Road. The existing Karcher Road will be a right-of-way only at Nampa/Caldwell Boulevard.
- Following the completion of the Karcher Interchange, Nampa/Caldwell Boulevard (Idaho 55-948) will be regraded between Karcher Road and Nampa Boulevard.

The Karcher interchange project began in summer 2005. It is expected to be complete in winter 2008. The Nampa/Caldwell Boulevard regrading is expected to take place in summer 2007. Central Paving Co. of Boise is the contractor on the \$30 million Karcher Interchange project.

For more information call ITD Public Affairs at 324-0000.

**Guidelines for Printed Materials**

All written and printed materials need to adhere to consistent standards, must have a similar look and feel throughout the project and must follow the ITD guidelines as described below.

Use the ITD Style and Communications Guide and the Associated Press Stylebook as general references.



## Logos

The ITD logo must appear on all printed materials. If a project logo has been developed, it should be used in addition to the ITD logo to increase project awareness and identity.

Logos of partnering firms, consultants or vendors should not appear on print materials intended for the public.

## Policy Statements

ITD's **Title VI Policy Statement** should appear on all documents distributed to the public.

The Idaho Transportation Department (ITD) is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. ITD assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any ITD service, program, or activity. The department also assures that every effort will be made to prevent discrimination through the impacts of its programs, policies, and activities on minority and low-income populations. In addition, the department will take reasonable steps to provide meaningful access to services for persons with Limited English Proficiency.

Following is a statement to be used if demographic data show there may be stakeholders who would benefit from Spanish interpretation. (*Contact the public involvement coordinator for translation to other languages*):

Se les recomienda a las personas que necesiten un intérprete ó arreglos especiales que llamen a la coordinadora de participación publica, al 208-334-4444 ó TDD/TDY 208-334-4458.

(Persons needing an interpreter or special accommodations are urged to contact the Public Involvement Coordinator at 208-334-4444 or TDD/TDY 208-334-4458.)

## Environmental Ethic

*If appropriate to the context, ITD's Environmental Ethic may appear in stakeholder materials:*

The Idaho Transportation Department respects and values the many facets of Idaho's natural and human environment and will protect and enhance those assets while providing high-quality, fiscally-responsible transportation systems for the citizens of Idaho.

## → District projects website posting

ITD posts web pages for all active transportation projects in the "Projects" section of the department's website. This spares the project manager the time, energy and expense of building new project websites from scratch and provides a consistent access point for the public.

### Purpose

Project web pages provide stakeholders with information about each project, including progress updates, ongoing public involvement activities and project contact information. Through online comment forms and direct links to the project manager's email, they also offer opportunities for stakeholders to participate in the process by providing input or asking questions.

### How it Works

The public involvement coordinator posts the content written and supplied by the project manager. For an example, see: <http://itd.idaho.gov/projects/>. Choose a district on the map and a project from the list.

*Project web pages are organized into the following elements, with content supplied by the project manager:*

- Project name (e.g., U.S. 95 to Homedale)
- Photo
- Key number



- Project number
- Description of the project (from the project concept report)
- What has happened so far
- What is happening now
- What's next
- Contacts

All users of the ITD website assume the information posted there is correct and up-to-date. It is important to make sure that any new, relevant information about the project is supplied by the project manager for posting as it becomes available.

### Who Takes the Lead

The project manager is responsible for writing the content by summarizing information from the concept report, then sending it to the public involvement coordinator as a Microsoft Word document along with a project area map or photo in JPEG or TIFF format. The public involvement coordinator populates a new project web page or updates an existing page with the content provided.

The project manager continues to send updates on the project status, announcements and other aspects to the public involvement coordinator throughout the life of the project. The public involvement coordinator forwards incoming stakeholder comments, questions or other input submitted through the web page to the project manager.

### → News release

A news release, also called a press release, is typically one to two pages in length and makes an announcement about an upcoming event or discusses a decision that has been made. Occasionally, a news release shows up in a newspaper or on the air just the way you wrote it. But more often, it is used to convince an editor to do a story, and the reporter assigned to the story will contact you for follow-up information. The raw content for news releases comes from the project manager. The Office of Communications reviews all news releases and sends them to the media upon finalization.

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May 7, 2007

Contact:

Gwen Smith

Public Involvement Coordinator

(208) 334-4444

FOR IMMEDIATE RELEASE

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### → Impacted stakeholder contacts

Coordination with businesses, residents, women and minorities, property owners, commuters, agencies, special interest groups and others with a stake in a project decision(s).

### → Social media updates

Social media is quickly becoming the most popular way to obtain and share information. Use of social media as a part of public involvement is cost-effective and quantifiable. It gives users instant access to followers and is an effective way to engage a silent majority and reach generations X, Y and Z.

Many state agencies and municipalities are using social media, including ITD. Prior to project initiation, identify any state agencies or municipalities that you are working with and determine if they are using social media. Consult with those who do use social media to develop a plan with them to share project information. *This information could include, but is not limited to:*

- Construction updates (closures, detours, lane shifts, schedule announcements, holiday work schedules, etc.)
- Project photos
- Video animations
- Online open houses
- Maps of project area
- Public meeting information

First, decide whether your district or your specific project needs a social media site. Consider the size and location of your project/district and whether or not internet access is available for or used by the majority of your public.

Promotion of your social media site(s) is vital to their success. Consider using the following promotion methods for your district's/project's social media page(s):

- ➔ Post on ITD's existing social media sites
- ➔ Use project stakeholder database to access email addresses and contact information
- ➔ Add social media links on project collateral (cards, fliers, mailers, etc.) and construction updates

Maintaining social media sites, like Facebook and Twitter, is an on-going, constant process. Posting must occur on a regular basis and response to follower feedback and questions must be prompt. Research other similar social media pages and consider developing a posting plan in advance, with dates and description of content. Update this log regularly to stay ahead of schedule— it can be easy to fall behind.

Social media provides the public with another tool to provide comment and gives public involvement teams another way to address stakeholder issues. Some members of the public feel more confident typing and sending comments electronically rather than making a phone call. Consider creating a log in Excel or Access to track all postings and any stakeholder questions/responses.

### Example

#### Tweets



ITD @IdahoITD 8 Jun  
Crews will likely not pave Idaho 16 the next few nights because of lower overnight temperatures and the... [fb.me/1rQ8bZqeL](https://fb.me/1rQ8bZqeL)  
[View photo](#)

### Example

Idaho Transportation Department (ITD) shared a link.  
May 1

Prepare to switch gears this spring. The National Center for Safe Routes to School is coordinating the first-ever National Bike to School Day on Wednesday, May 9, 2012.  
<http://www.walktoschool.org/>

**Homepage | Walk to School Day and Bike to School Day**  
[www.walktoschool.org](http://www.walktoschool.org)

Shift gears for the first national Bike to School Day May 9, 2012  
Get counted! Add your event & join schools nationwide! Register your event Start Planning Learn about our bike rack giveaway

Like · Comment · Share