POP Level Reference Guide

LEVEL 3

Typical Project Descriptions

Description of Budget Estimates

Snapshot of Staffing & Suggested Possible Tools

LEVEL 3 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
LEVEL 3	2.1 - 3	**Political considerations are moderate, and the number of agencies requiring coordination begins to rise in this level.** The project may span more than one community and require other agency coordination. For roadway construction projects this is likely to last an entire construction season with moderate impacts to the traveling public and adjacent stakeholders. Given the longer project duration and the rising level of impact, potential for controversy also begins to rise. Public interest levels also increase, as well as the likelihood for Department or project detractors. → Environmental: The project is likely being accomplished under a CatEx environmental document perhaps with supplemental technical support (i.e., a “complex” CatEx), though an EA is possible. → Corridor Plan: This is likely an original plan without an access management component or update to an existing plan that includes an access management component. → Non-Construction Roadway Impact: Moderate impact to the traveling public with moderate political and public interest.

LEVEL 3 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 our 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
LEVEL 3	$10,000-$50,000	**$200-$5,000**	➔ Assumes more rigorous third-party effort during environmental and design phases.

Corridor Plan:

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
LEVEL 3	Under $50,000	**$200-$5,000**	➔ District Planner and Office of Communication may be able to perform work based on current workload. May consider third-part support.

Non-Construction Roadway Impacts:

POP Level	Estimated Third-Party Contract Budget*	Estimated Direct Expenses**	Notes
LEVEL 3	Under $10,000	**$200-$5,000**	➔ Permit Requestor likely to handle outreach needs with Office of Communication oversight.

LEVEL 3 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.

LEVEL 3	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	District Communication Officer and/or third-party to maintain stakeholder contact. Consider third-party public involvement consultant. For NCRI, if permit requestor is handling all outreach, assigned outreach tasks need to be clearly communicated and agreed upon.		
Possible Tools **Check those tools that you want to consider for your project**	Agency/municipal coordination Stakeholder interviews Fliers Newsletters (paper and electronic) Public meeting/hearing Environmental justice outreach Legal notices/notice of availability Community Advisory Committee Facilitated decision-making Special interest group outreach Media relations Social media District projects website posting Online surveying	Continued key agency/ stakeholder coordination Community Advisory Committee District projects website posting Newsletters (paper and electronic) Social media updates EMS contacts School district/busing coordination	VMS signs Construction Fliers Fact sheets District projects website posting Social media updates Pre-construction open house 511 updates Stakeholder availability Media relations Pre-construction partnering workshop Construction Coordination Team Conflict resolution/mediation EMS coordination School district/busing coordination Trucking and motor carriers coordination Traffic Cameras

LEVEL 3 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.

➔ Stakeholders interviews

One-on-one interviews with selected sets of potential stakeholders can be done in person or by telephone. The necessary number of interviews will vary widely by project. Narrow down the list of potential stakeholders identified during the scoping process and make sure to include representatives from the full range of the people affected by the project. Include the opposition as well as potential supporters, facility users and so on. As you conduct these interviews, keep in mind that the information you gather may lead you to identify additional stakeholders that may need to be interviewed. Project sponsors often think they know all the positive aspects of a project, but it is easy to miss a particular stakeholder perspective. It is just as important to learn why people may favor a proposed action as why they may oppose it. Interviews generally begin with a brief overview of the transportation need that is prompting the project-development activity, and proceed to questions concerning perceived issues and concerns, level of interest, ways the individual or group want to be included in the process, appropriate techniques for information exchange, key sources used for obtaining information about community activities and other individuals or groups who may be interested in the project.

Purpose

These interviews result in an improved understanding of stakeholder issues and characteristics, provide ideas for appropriate public involvement techniques, and build ITD credibility. People expect to be listened to and respect ITD for taking the time and trouble to do so. You should base public involvement planning on actual consultation with stakeholders, not speculate on their attitudes.
Personal interviews also have the advantage of placing staff locally in the project area, giving them an opportunity to get a sense of place and learn more about how the community functions. A project manager expressed it well: “In an ideal world, an engineer or project manager should have to live in a community for at least one week before working on a project there.”

Interview Techniques

Make appointments with stakeholders. If possible, visit in their home or office. It is preferable to take two people to interview so that one can take notes while the other asks questions.
Make a duplicate copy of your questions for the stakeholders and include a brief project overview. Limit the number of questions and take notes on your copy as the stakeholders speak.

Sample Questions

- ➔ What is your interest in the project? Are you a property or business owner? Interested citizen? Commuter? Other?
- ➔ What praises and concerns do you have about the project?
- ➔ How do these issues affect you personally and/or the organization you represent?
- ➔ What environmental issues should ITD know about? Historic sites? Plant or animal species? Other?
- ➔ How would you like to be involved? Community advisory committee? Attend meetings? Read updates?
- ➔ What methods of public involvement and outreach have worked well in this community in the past? What has not worked so well?
- ➔ Who else should we be talking with about this project (any other affected groups, organization that represents them, appropriate contacts, etc.)?
- ➔ How would you or your group like to receive information about this project? US mail? E-mail? Phone? Other?
- ➔ What is your contact information (name, address, phone number, e-mail address)?

➔ 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

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.

➔ Newsletters (paper and electronic)

Newsletters 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.

Like printed newsletters, electronic newsletters, or e-Newsletters, are used to provide project updates. For example, after a project milestone such as a public meeting, an e-newsletter might be sent to summarize what was learned and how the information will be used. An upcoming public event announcement or weekly project impact updates might be distributed through an e-newsletter.
E-newsletters are similar to printed newsletters in content and design. Please review the Guidelines for Printed Materials section at the beginning of this chapter for necessary communications inclusions.
The main difference between a printed and an electronic newsletter are the distribution method and internal features.

E-Newsletters can be distributed in a different ways:

- Some projects may distribute the newsletter information as a simple email to stakeholders as needed.

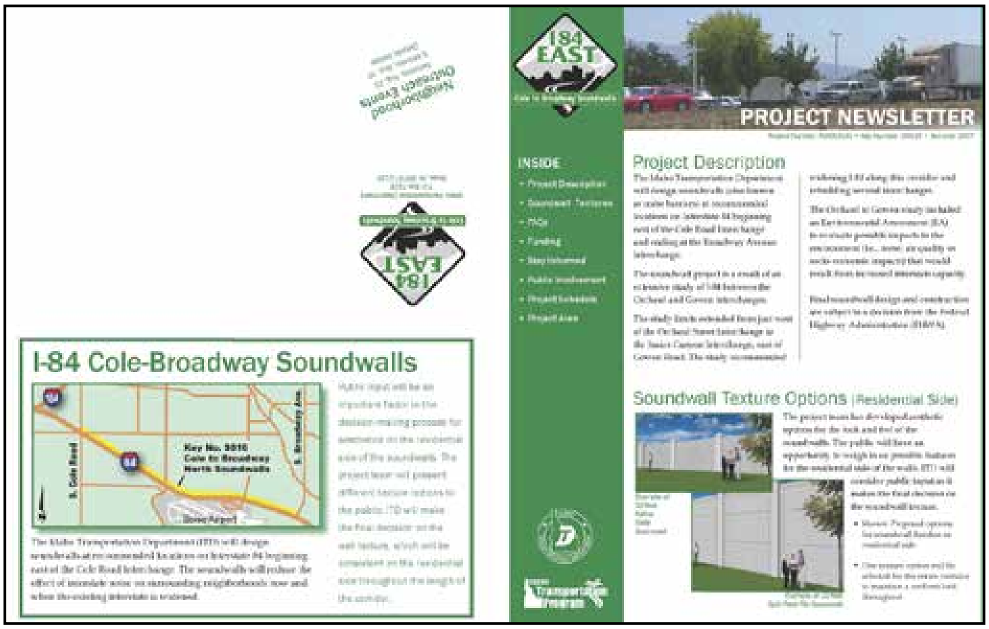
- ➔ Larger projects may warrant a more regular e-newsletter, distributed through an online email marketing service, such as Constant Contact.

These online distribution websites allow you to create customized e-newsletters. From colors, logos and graphics, you can create an e-newsletter to match your project brand. These websites also allow you to save your email contact lists in one place, making it quick and easy to send updates to stakeholders.

Unlike a printed newsletter, e-newsletters offer the following benefits:

- ➔ Cost effectiveness: no printing or mailing costs. Online email marketing services can cost as little as $15 a month.
- ➔ Interactivity: Include related web links, project photos and videos to your newsletter.
- ➔ Instant access: E-newsletters allow instant access to stakeholders and provide important information right when they need it.

Example



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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.

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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.

➔ Public meeting/hearing

Meetings—formal and informal—are the backbone of a public participation program. People like and need firsthand opportunities to discuss programs and plans. However, a very small percentage of the public attends public meetings, so such meetings should be only one component of a more comprehensive public involvement program.

Relevant policies:

- ➔ BOARD POLICY B-13-02 – Public Involvement for Location and Design Determinations

Example

Public Involvement For Location And Design Determinations

The Idaho Transportation Department shall seek public involvement on transportation projects to ensure that project locations and designs are consistent with federal, state, and local goals and objectives; and that ample opportunity is provided for public input. The Director shall determine the course of action to achieve public involvement.

Highway projects that involve federal funds must have a public hearing, or an opportunity for a public hearing, when there is:

- Acquisition of significant amounts of right of way.
- Substantial change of the layout or function of connecting roadways or of the facilities being improved.
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated.
- Significant social, economic, and/or environmental effects on the surrounding area.

Projects financed totally with state funds must have a public hearing or an opportunity for a public hearing when :

- The state highway serving or transversing any city is to be abandoned, relocated, or replaced.
- Significant public interest or controversy surrounds the project.

The Federal Highway Administration may also request a public hearing when a hearing is determined to be in the public's interest.

Public hearings may be waived by the appropriate management staff after determining that public awareness and support for a project is apparent and non-controversial.

Location and design determinations shall be made only after full consideration of transportation needs, socioeconomic, and environmental factors and a review of official public hearing testimony for projects where a public hearing was held.

- For location and design determinations that are subject to Section 40-310, Idaho Code (require a system action), and in situations where a proposed project is contested, the design study report, the public input certification, staff recommendations and other supporting documentation shall be submitted to the Board for further consideration and/or determination.

The Board may choose all or none of the following:

- Remove the project from the Statewide Transportation Improvement Program due to lack of support/need.
- Schedule additional hearings on a) revised design, b) new/revised issues, or c) added/changed alternate locations.
- Establish citizen and/or interdisciplinary teams to review location/design issues and make recommendations.
- Send the location/design study report and department recommendations to the appropriate local entity and request that the local entity choose an alternative that best serves their constituent's interests.

- Select the alternative the Board believes best serves statewide transportation interests.

  Project determinations made by the Board shall be in resolution form within the Board minutes. For determinations subject to Section 40-310, Idaho Code, notification of the Board's resolution shall be distributed to affected officials and property owners by the Board Secretary within ten days.

- For location and design determinations that **are not** subject to Section 40-310, Idaho Code (do not require a system action), **and not contested**, the appropriate management staff shall make the project determination.

- For all other state and local projects that do not require a hearing, or when the opportunity for a hearing is given and no hearing is requested, or the public hearing was waived, the appropriate management staff shall make the project determination in coordination with any involved agencies.

Approved by the Board on:

Signed Date: 6/21/96
CHARLES L. WINDER
Board Chairman

This Policy based on:
- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Volume 7, Chapter 7, Section 5, FEDERAL-AID HIGHWAY PROGRAM MANUAL
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:
- A-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS

Former date of B-13-02:
9/10/69 and 9/27/76
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY ACTIONS)
Cross-reference to related Board Policies:
- B-09-01, ANNUAL REPORT
- B-20-03, PUBLIC HEARINGS

➔ BOARD POLICY B-20-03 – Public Hearings

Example

PUBLIC HEARINGS

The process of ensuring that the public is involved in transportation decisions and activities applies to all transportation projects and begins early in the project development stage. Preliminary scoping meetings, public information meetings, and public hearings provide the department with the opportunity to share information, summarize studies, review proposed alternatives and any new developments, and receive input from the public on proposed transportation projects. The public shall be afforded early and continuing involvement in the identification of social, economic, and environmental impacts, as well as impacts associated with relocation of individuals, groups, or institutions.

The Director shall establish public involvement guidelines for all department-proposed transportation projects. Public input shall be sought throughout the life of any project and may be used to enhance the project.

Public hearings shall be held to provide the public with the opportunity to receive information, discuss findings and proposed actions, and offer comments about transportation projects in the following areas:

- ◊ Purpose and need for the proposed project.
- ◊ Major location/design features or location of new routes.
- ◊ Alternate courses of action.
- ◊ Social, economic, and environmental effects.
- ◊ Modification of the state highway system.
- ◊ Transportation planning.

The Board shall be notified in advance of all department-sponsored public information meetings and public hearings. Board members have the option of attending these meetings and/or hearings to meet with and hear the concerns of their constituents, but do not take testimony. A Public Hearing Officer shall be appointed for all public hearings to officially receive public testimony. Oral, written, and other information may be submitted to the Hearing Officer as part of the official testimony.

After the public information meeting and/or hearing procedures are completed, or an opportunity for public involvement has been given and/or waived, the Board or appropriate management staff shall complete project determinations and inform the public.

Approved by the Board on:

Signed Date: 6/21/96
CHARLES L. WINDER
Board Chairman

This policy based on:

- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:

- A-20-03, PUBLIC HEARINGS

Former dates of B-20-03:
8/7/79 and 12/7/83
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY SYSTEMS ACTIONS)
Cross-reference to related Board Policies:

- B-11-01, TRANSPORTATION IMPROVEMENT PROGRAM
- B-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS
- B-13-03, HIGHWAY LOCATION POLICY RELATING TO PROPERTY OWNER LINES
- B-14-08, MOVEMENT OF UTILITIES
- B-14-10, HIGHWAY SYSTEM ADJUSTMENTS
- B-19-01, FINANCING CONSTRUCTION OF STATE HIGHWAYS IN CITIES
- B-19-05, FEDERAL AID URBAN FUNDS
- B-19-10, LOCAL SURFACE TRANSPORTATION PROGRAM (STP) FUNDS
- B-20-01, RELEASE OF DEPARTMENT INFORMATION TO THE MEDIA

Overview

Meetings provide a time and place for face-to-face contact and two-way communication—dynamic components of public involvement that help break down barriers between people and the agencies that serve them. Through meetings, people learn that ITD is not a faceless bureaucracy and that the individuals in charge are real people. Meetings give ITD an opportunity to respond directly to comments and dispel rumors or misinformation.

Far from being passive gatherings, meetings are interactive occasions where people discuss issues of consequence to them and their neighbors, listen to opposing viewpoints on the issues and work together for the common good.

Options in Organizing Meetings

The particular circumstances of a plan or project determine the type of meeting that is appropriate, when it is held, the way it is organized and how it is conducted. Most meetings work best when they are adapted to a specific purpose—for instance, for stakeholders in a proposed project or plan to monitor its progress and effects, or for ITD to build consensus and support. Because they demand time and effort from all participants, meetings must be planned and implemented carefully.

Determining the Type of Meeting

The type of meeting, its timing and its level of formality are determined by its purpose in the overall public involvement effort. An effective strategy tailors meetings to the target audience, the corridor or region or the types of stakeholder groups—and, in some instances such as public hearings, to the legal requirements.

Scheduling for a meeting depends on what information participants need and when they are likely to need it, as well as on when ITD needs information from the public. Sometimes a series of meetings is appropriate:

1. A kickoff session;
2. Periodic meetings throughout the process, especially timed with major planning milestones and decision points;
3. and a meeting or meetings near the end of the process.

The underlying principle is to provide timely and adequate opportunities for participation. Flexibility is crucial. Project teams may consider varied meeting types to grab attention or focus on specific elements of a plan or program. Near the completion of a process, if ITD is legally required to hold a public hearing, it may choose to prepare potential participants with further informational gatherings and discussions. In cases where time is insufficient, ITD might schedule another date when discussion can continue.

How do meetings and hearings differ?

Public meetings present information to the public and obtain informal input from community residents. Held throughout the planning process, they are tailored to specific issues or community groups and are either informal or formal. Public meetings have been used for many years to disseminate information, provide a setting for public discussion and get feedback from the community.

A **public hearing** is a more formal event than a public meeting. Held prior to a decision point, a public hearing gathers community comments and positions from all interested parties for public record and input into decisions. Public hearings are required by the federal government as part of the NEPA process for many transportation projects and take place during transportation planning. Public notices in a general circulation newspaper cite the time, date and place of a hearing. The period between notice and hearing dates provides time for preparing comments for submission to ITD. During this period, ITD accepts questions and provides clarification.
Note that it is the ITD Public Involvement Coordinator's responsibility to maintain accurate public hearing files and hearing documents, and provide a hearing summary.

Public meetings or hearings can be conducted in an "open house" format. Presentations, slide shows and one-on-one discussions continue throughout the event. Exhibits are laid out as a series of stations: a reception area; a presentation area for slide shows or short talks; areas for one-on-one discussions between community people and ITD staff; and displays of background information, activities to date, work flow, anticipated next steps and an array of primary subject displays.

An open house meeting/hearing has no set, formal agenda. Unlike a meeting, no formal discussions or presentations take place, and there is no audience seating. Instead, people get information informally from exhibits, hand-outs and staff and are encouraged to give opinions, comments and preferences to staff either orally or in writing.

Open house meetings and hearings have the following common characteristics:

- Information is presented buffet-style, and participants shop for information, including graphics, maps, photos, models, videos or related documents. Space is allocated for tables or booths, and information is mounted on walls or on presentation easels.
- Table space in the area is reserved for comment sheets where people write their opinions. Participants turn in comment sheets at the time or mail/email them in later. Pre-paying postage for comment sheets increases the likelihood they will be returned. Computers can also be set up to gather comments from the public electronically.
- ITD staff or project team members are present to answer questions and provide details. Often, at least one person staffs each station, but representatives also are positioned at displays or roam throughout the room.
- These events can be used for a planning process, project development or project construction. .
- Since there is no fixed agenda, these events are usually scheduled for substantial portions of a day or evening, so that people can drop in at their convenience and fully participate. Hours should be clearly set and well publicized. In areas where people work in shifts, open houses/hearings can be scheduled to overlap the shift changes.
- ITD usually provides take-home printed materials, brochures or maps.
- These events can include non-ITD displays. Sister agencies and community proponents or opponents may be given space to present a point of view via displays, documents or handouts in separate, visible areas. Some agencies have found that allowing public groups to set up tables outside the meeting or hearing room helps the public distinguish official agency information from other sources.

When is a hearing needed on a highway project?

The District Engineer may waive public hearings when public awareness and support for the project is apparent and non-controversial. If there is a question as to whether a hearing is needed, the District Engineer shall request in writing that the Roadway Design Engineer determine whether a hearing will be held, based on the following criteria and the results of the public information meetings.

Projects involving federal funds must have a hearing, or an opportunity for hearing, when the project involves:

- Acquisition of significant amounts of right-of-way
- Substantial change to the layout or function of the connecting roadways or of the facilities being improved
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated
- Significant social, economic and/or environmental effect on the surrounding area

Projects financed totally with state funds must have a public hearing when:

- The state highway serving or traversing any city is to be abandoned, relocated or replaced
- There is significant public interest or controversy surrounding the project
- FHWA may request a public hearing when a hearing may be in the public interest.

Reference: *ITD Design Manual 375.04*

A single meeting can address several related projects or community planning issues. This is more efficient in terms of both staff time and mailing costs, and it helps avoid participant burnout, particularly when many of the same people are interested in several projects or plans. Joint meetings also help to place individual project issues and goals within a broader community context.

How does ITD use the output?

Meetings and hearings help monitor community reactions to ITD policies, proposals and progress. By observing reactions at periodic meetings or at a hearing, ITD and people are made aware of opinions and stances. If public meetings are held early in the process, these opinions may be analyzed and responded to before they become solidified or difficult to modify. Public hearings provide formal input to decisions.

What are the costs and other logistical concerns?

Resource and staff needs can be substantial, depending on the type of meeting. Information meetings are staffed with professionals who can answer questions and determine the concerns of those who attend.
ITD organizes a public meeting or hearing and prepares pre-meeting materials, including meeting announcements and agendas, displays, audio-visual materials and any mailings or publicity that are necessary. The public should be made aware of the free access to these materials.

ITD consider transit access and the needs of people with disabilities in selecting a convenient place and time.

Meetings and hearings may have ground rules. These typically would include:

- Recognizing the legitimacy of others' concerns
- Accepting responsibility for coming to a meeting prepared for discussion
- Listening carefully and sharing discussion time with others
- Encouraging everyone to participate
- Discussing with intent to identify areas of agreement, clarify differences and search for common understanding
- Establishing a speaker's time limit

For a public meeting, provide summaries in written form, describing areas of agreement and disagreement. All points of view must be clearly and fairly stated. For a public hearing, a hearing transcript is formally prepared, based on a stenographic record or tape.

Meeting/Hearing Timelines

ITD strongly recommends that public meetings follow a similar notification and planning schedule to that required for public hearings. The following table shows who is responsible for doing what, and the number of days in advance of the hearing the listed activity should be completed.

A complex transportation project will typically have a public involvement consultant (CONS) on the project team. In this case, some of the activities assigned to the public involvement coordinator (PIC) may alternatively be performed by the CONS and then reviewed by the PIC.

Glossary of Personnel Abbreviations and Terminology

CE	Chief Engineer	**PDE**	Project Design Engineer
CONS	Public Involvement Consul-tant	**PIC**	Public Involvement Coordinator
DE	District Engineer	**RD**	Headquarters Roadway Design Section
District	District Engineer, Assistant District Engineer, and District personnel including Proj-ect Development Engineer, Project Engineer, Traffic Engineer, Right-of-Way Supervisor, Traffic Engineer, Environmental Planner	**R/W**	Right-of-Way Manager
HO	Hearing Officer	**SB**	Secretary, Idaho Transportation Board
OC	Office of Communications	**Team**	District personnel, Public Involvement Coordinator, Headquarters Environmental
OTIS	Office of Transportation In-vestment Supervisor	**POC**	Personnel and Office of Communications

Public Hearing Timeline: Complex Project

It is recommended that meetings follow the same timeline as hearings.

***Note: Highlighted activities are those that involve communication with the public.*

# of days	Activity	Who Does It	Counsultant May Do It Instead
70 Before	Submit environmental documentation to ENV for approval prior to beginning of hearing process.	**District**	--
70 Before	Submit request to RD for hearing requirement determination (if question exists as to whether or not a hearing is needed).	**District**	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
70 Before	Submit project hearing plans to RD for approval.	**District**	--
65 Before	Make determination on hearing requirement and advise District and PIC.	**RD**	--
65 Before	Notify PIC when plans are approved and return approved plans to District.	**RD**	--
65 Before	Send copy of environmental document to PIC for file.	**District**	--
65 Before	Call PIC to schedule hearing date.	**District**	--
65 Before	Inform SB and ASHD to advise appropriate Board member of hearing date.	**PIC**	--
60 Before	Meet to outline organization of hearing. Define scope of hearing and make initial assignments for support materials, presentation, Q&A and team leader.	**Team**	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Make assignments for following areas: ➔ General administration ➔ Local government concerns ➔ Participation by other political entities ➔ Illustrations and exhibits ➔ Event site coordination ➔ Video and still photographs ➔ Property owner contacts and R/W issues ➔ Publications (written project overview) ➔ Publicity ➔ Event script for each presenter	Team DE DE DE/PIC PDE/PIC PDE/PIC OC/PIC R/W PIC PIC/OC Each	-- -- -- -- -- -- CONS CONS CONS -- --
60 Before	If system action, advise OTIS and PIC.	RD	--
60 Before	Identify Work Authority: Activity code: Functional code: Rule:	PIC	--
60 Before	Identify hearing location: (Must be handicapped-accessible and approximately 2,800 sq. ft. Please note that the best hearing location is one with all facilities included—sign-in area, main hall, separate video and testimony areas, break room for staff.) Identify hearing hours:	District/ PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Submit project information to PIC. Include: ➔ Reason for project ➔ Type ➔ Alternatives ➔ Length ➔ Estimated cost ➔ Construction year ➔ Environmental impacts ➔ Public concerns ➔ R/W properties affected ➔ Map of project location suitable for reproduction ➔ Location where project information/plans can be obtained ➔ Contact person and phone number	**District**	**--**
60 Before	Decide who will be the primary contact person for each area: ➔ Design: ➔ Right-of-way: ➔ Environment: ➔ Traffic: ➔ Alternates:	**DE**	**--**
60 Before	Lay out all creative concepts for advance publicity; e.g., paid advertising, radio spots, news releases, etc. Identify newspapers and other media to be contacted.	**PIC**	**CONS**
60 Before	Secure hearing officer	**PIC**	**--**
55 Before	Contact property owners again to personally advise them of upcoming hearing date, time and location, plus impact on individual property.	**District & R/W**	**--**
55 Before	Draft script to be used for video, project brochure, advertisements, news releases, etc. Send copy to team. Comments due to PIC by Day 52	**PIC**	**CONS**

# of days	Activity	Who Does It	Counsultant May Do It Instead
50 Before	Make any necessary corrections to script and send copy to team. Script should include shot list for still photographs and video.	PIC	CONS
45 Before	Develop copy for all print/paid ads. Schedule dates for: ➔ Ads ➔ News releases ➔ Public Notice ➔ Interviews	PIC	CONS
45 Before	Make telephone inquiries of local officials to determine public interest in project as well as public concerns. Assess property owner concerns. Determine if notification needs to be translated into another language and notify PIC.	District	--
45 Before	Scriptwriter, videographer and district staff meet on site to shoot video footage and still photos.	PIC/OC/ District	CONS
45 Before	Finalize copy for paid ad and public notice. Review with team.	PIC	CONS
40 Before	Prepare Q&A for each area. Distribute copies internally.	Team	--
35 Before	Draft letter for DE to send to involved property owners, local entities, utility companies, user groups, etc., advising them of the hearing. Review with DE, make any necessary changes and transmit final copy to district. Comment due date should be 2 weeks after hearing for EA; 30 days for EIS. Request contact with district personnel if special needs are necessary.	PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
30 Before	Mail letter (and hearing brochure, if ready) to involved property owners, local entities, utility companies, Native American tribes, user groups, special interest groups, state legislators, etc., advising them of the hearing. **Send copy of the letter and mailing list to PIC.**	District or PIC	--
21 Before	First display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
20 Before	Print project brochure and mail to targeted audience specifically and to general public as a mail drop.	PIC	CONS
15 Before	Report on any issues that might affect hearing to PIC.	DE & R/W	--
15 Before	Train team members at hearing site with 1/2 day of full dress rehearsal at hearing site including videos, still photos, illustrations and Q&A scripts. Include audience interaction with mock questions and answers.	PDE/PIC	CONS
15 Before	Participate in local daily newspaper interview.	DE/PIC/ OC	--
14 Before	Second display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
10 Before	Distribute approved news release to district/appropriate media.	PIC	CONS
10 Before	OPTIONAL: Conduct off-site public presentation of the key elements of the proposed project in a high-visibility area such as a mall (gives opportunity to test presentations and reactions).	Team	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
10 Before	Send reminder postcards with hearing information. Mail to same mailing list as DE's invitation letter (see Day 30).	PIC/ District	CONS
7 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
7 Before	Legal public notice appears in newspaper(s). Verify publication, send copy to HO and file copy in hearing file.	PIC	--
7 Before	Print sign-in forms and take to hearing.	PIC	--
7 Before	Contact HO, give overview of project, brochure and district contact.	PIC	--
5 Before	Interview appears in newspaper(s). Verify and send copy to OC and PIC.	District	--
5 Before	Do any final clean-up work and review changes from dress rehearsal.	Team	--
2 Before	Final display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
1 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
1 Before	Make reminder calls to media about public hearing.	PIC	CONS
1 Before	Meet for final briefing	Team/HO/PIC	CONS
Day Of	Conduct hearing.	Team/HO	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
Day Of	Post online open house link on project webpage (if applicable)	PIC	--
1 After	Critique hearing. HO leaves one tape recording with DE or PDE.	Team/HO	--
5 After	Mail thank you letters, as necessary, and include written testimony forms to those who didn't attend hearing. Send copy to PIC.	PIC/DE	CONS
7 After	Obtain attendance figures and number of males/females/ disabled and minorities from PIC for hearing certification.	HO/PIC	--
14 After	Deadline for written comments. (-30 for EIS)	PIC	--
15 After	Prepare transcript, certification and other necessary information and give to PIC for copying and distribution.	HO/PIC	--
15 After	Transmit copies of the transcript, sign-in sheets, certification of public notice and mail-in testimony to the DE, SB (8 copies), RDE, ENV, FHWA and local agencies/consulting engineer (if applicable). If local hearing, transmit original and one copy of transcript, mail-in testimony and sign-in sheets to local entity with cover memo. Keep copy of everything in file.	PIC	--
18 After	Transmit hearing transcript to DE and indicate required action to be taken by district.	PIC	--
18 After	Submit location and/or Design Study Report to RD.	District	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
18 After	**If Board decision is required** by Administrative Policy A-13-02, Public Involvement for Location and Design Determinations: prepare board agenda item with recommendation (also see system action instructions) and submit to RD. Complete and submit board agenda item with record of decision. Send copy to district. If system action: Send board decision to local entity by certified mail within 10 days of decision and file copy in hearing file. Once construction is complete, prepare official minutes for board signature and file copy in hearing file.	District/RD/SB OTIS	--
18 After	**If board decision is not required** submit appropriate project report to RD with request for location/design approval.	District	--
20 After	Approve location/design of project and notify PIC and district of project approval.	CE/RD	--
20 After	Prepare record of decision for CE signature.	RD	--
20 After	Advise involved property owners and those who attended hearing of Board/ CE decision through a personal letter from the DE using the mailing list from hearing invitation and sign-in sheets. File copy in hearing file.	PIC/District	CONS
20 After	Prepare news release outlining decision and file copy in hearing file	PIC/OC	CONS
20 After	Close out hearing file. (-35 for EIS)	PIC	--

Displays

Displays provide information to the public and to generate conversation. At a public meeting, displays should be organized by topic and a technical expert should be available to provide additional information. Displays must be eye-catching and should contain some graphics and a limited amount of text, the majority of which is non-technical. Although display boards can be expensive to produce, they can be designed for subsequent use at other events and locations.

Display boards must contain the ITD logo and may contain the project logo.

Presentations

An effective public involvement program requires an ongoing relationship with the stakeholders directly affected. Presentations can be one of the most effective methods of conveying key messages and addressing community issues. Because they may incorporate a wide variety of media—printed handouts, audio-visual aids, graphic displays, models—the audience has the opportunity to absorb and understand the information in multiple ways and in an organized fashion.

Tips for an Effective Community Presentation

1. Know your audience. Understand who they are and what their concerns are. What matters to a group of seniors will be different from what matters to a PTA group. This first step lays the groundwork for everything that follows.

2. Customize your materials to suit your audience. Some audiences respond better to a slide show, others prefer charts and graphs.

3.. Respect everyone's time. Keep the presentation as short as possible and never go over the allotted time.

4. Keep it simple. Avoid being too technical. Keep in mind that in most cases, you're much closer to the issue than they are; what is familiar to you may be completely foreign to them. Your purpose is to familiarize and educate a group on issues that most directly affect them, so use layperson's language and illustrative examples or analogies. Avoid jargon and acronyms.

5. Leave it to the experts. When you've determined what needs to be presented, make sure it is presented by a credible source.

6. Prepare an outline. Your points are most effective if presented in an orderly fashion. A good outline keeps you from skipping important points and prevents rambling.

7. Practice, practice, practice. Schedule a dress rehearsal at least two days before the presentation, to leave enough time for any changes and adjustments that may need to be made. All those involved in the presentation should participate.

8. Be flexible. Sometimes the audience wants more or wants something other than what you've prepared. When appropriate to keep the audience engaged, go with the flow while maintaining control of the process.

9. Anticipate questions. Start by writing out a list of questions you're likely to be asked, and then ask others to help you practice your responses. Make sure you know the answers and can articulate them confidently and clearly. If you don't know the answer to a question, be honest and promise to get back to them with an answer as soon as possible. Then keep that promise.

10. Don't let all of your preparation go to waste because of technical problems. Make sure you'll have the equipment necessary to present your materials as rehearsed. Bring extra batteries, light bulbs, extension cords, easels, pens, files on CD, etc. Arrive early enough to test everything before the audience arrives.

11. Leave them with something they can refer to later. Bring handouts of material presented and a list of contacts for further information. Or, turn your presentation into an online video, and provide a link for participants.

12. Follow up while the issue is still fresh in their minds (and yours!). Make certain that any requests for additional information, contacts, or answers to questions are returned immediately following the presentation.

➔ Environmental justice outreach

Working with historically disadvantaged groups, including women and minorities to ensure their voice is heard and their interests are represented in the decision-making process. Depending on the population you are working with, use of email and electronic communication may not be sufficient. Consider in-person meetings and phone calls for coordination with these groups. Also consider a translator if working with communities where English is not a first language.

➔ Legal notices/notice of availability

Legal notices are used to invite input on a proposed action. The notice is placed in the newspaper of record for the geographic area as well as any other newspapers that serve the affected stakeholders.
A legal notice may be placed in the "legals" section of the newspaper or it can be developed as a "display ad" and placed in any section. The important thing to note is that where a legal notice is required, a certification of publication is also required. Legal notices relating to the NEPA process are coordinated with the public involvement coordinator.

Example

Notice of Environmental Assessment Availability and Public Hearing
Concerning Project #: DHP – 1564(001) Key No. 7508
Cheyenne Overpass Project

NOTICE: The Environmental Assessment (EA) and other project information for the Cheyenne Overpass Project will be available for public inspection on Sept. 26, 2005 at the following locations in Pocatello:

Pocatello City Offices (Building Dept. Counter) 911 N 7th Ave. Pocatello, Idaho 83201	**Marshall Public Library** (Reference Desk) 113 S. Garfield Pocatello, Idaho 83204	**ITD District 5 Offices** (Front Desk) 5151 South 5th Ave. Pocatello, Idaho 83205

The EA is also available at the Idaho Transportation Department (ITD) headquarters and the Federal Highway Administration Offices in Boise.

The EA as well as other project-related information are also available on the Idaho Transportation Department Web site at: http://www.itd.idaho.gov/projects/. Choose Southeast Idaho on the map and then Cheyenne Overpass Environmental Assessment.

Written testimony, statements, or exhibits pertaining to the Cheyenne Overpass EA will become part of the record for this project if postmarked by Oct. 28, 2005. Address any such items to:

Public Involvement Coordinator
P.O. Box 7129
Boise, ID 83707-1129

NOTICE is hereby given that a public hearing will be held at the Pocatello City Hall, 911 North 7th Ave. on Wednesday, Oct. 12, 2005 from 4-7 p.m. The purpose of the hearing is to provide interested individuals, agencies, groups, and others an opportunity to provide testimony on the proposed changes to the location, design and environmental impacts of the project. The public will have the opportunity to view displays, ask questions and testify for or against the changes to the project.

The hearing, to be held in open house format, will describe the findings of the Cheyenne Overpass environmental assessment. The EA team looked at a number of possible alternatives to reduce traffic delays and improve safety at the Union Pacific Rail Road (UPRR) crossing of Cheyenne Avenue as well as improve east-west travel throughout the area. The study team considered the effectiveness of the routes as well as the associated impacts of each alignment when identifying a Preferred Alternative. The Preferred Alternative begins just south of Leo Lane and Bannock Highway and proceeds east across undeveloped pastures and a tree farm before crossing the River and the UPRR tracks and ties-in at South 2nd Avenue.

From the tie-in point east of South 2nd Avenue, the alignment crosses BLM land currently leased to the City of Pocatello, passes beneath I-15, and ends at South 5th Avenue near the mobile home park. The construction of this alternative would be completed in two phases. A "no build" alternative is also still under consideration.

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. For accommodations call 334-4444; TTD (208) 334-4458.

➔ Community Advisory Committee

A community advisory committee (CAC) is a representative group of stakeholders that meets regularly to discuss issues of common concern. Because it can be used either alone or in conjunction with other techniques, an advisory committee is widely used to achieve a basic level of citizen input to transportation planning and development.

An advisory committee has these basic features:

- Stakeholder groups from throughout the project region are represented. Stakeholders are given opportunities to volunteer to participate.
- Advisory group meetings are "public" because they are "announced" and anyone can attend. At the same time, some advisory group members are invited because of their expertise.
- Meetings are held regularly.
- Comments and points of view of participants are recorded and may be posted to the project website. Consensus on issues is sought but not required.
- An advisory committee is assigned an important role in the project-planning process.

Purpose

An advisory committee is a forum for hearing citizens' ideas. It is a place where ITD can present goals and proposed programs and where the community can become educated on technical issues. It gives a better understanding of project milestones. Its members feel freer to ask for assistance, for clarification of points and for follow-up on questions. It provides a continuing forum for bringing community ideas directly into the process and an opportunity for stakeholders to participate. Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

How it Works

Advisory committees are managed by the ITD project managers (with assistance from consultants, if applicable). The public involvement coordinator is also available to help with set-up and facilitation.

A typical advisory committee agenda would cover the following items:

- Introductions, if attendees vary each time
- Welcome to newcomers
- Discussion of agenda, seeking potential changes
- Discussion of items on agenda in order, unless change is requested
- Presentation of information as necessary for clarification
- Opportunity for comment/feedback

Who Participates

Members must be self-selected to avoid perception of bias or excessive ITD control of the outcome. However, it is important for ITD to be represented on the committee to foster communication and collaboration between stakeholders and government, and to make sure the proceedings are documented.

Selection is a two-step process:

ITD carefully identifies all stakeholders, including the general public, and invites participation in the advisory committee.

The public then self-selects advisory committee membership. Those who are interested attend. If membership is not fully representative, ITD might encourage unrepresented or underrepresented groups to attend or provide their input in some other way.

Staffing

An advisory committee requires support staff within ITD, and the work required can be substantial. Meeting minutes must be kept and may be posted to the project web page. Background information, past minutes and agendas must be sent out before meetings. A site for the meeting must be selected. ITD representatives must attend to provide resources for advisory committee questions and response preparation.

Benefits

An advisory committee helps monitor stakeholder reactions to the project's concept, proposals and progress. By participating, ITD learns of opinions and stances at an early point in the process and can work to prevent stand-offs or escalating misperceptions. Working with the advisory committee, ITD can craft meaningful, context sensitive solutions in a relatively short period of time.
An advisory committee demonstrates ITD's commitment to public involvement. It helps find common ground for consensus about a solution. If consensus cannot be reached, an advisory committee provides a forum for identifying positions, exploring them in depth and reporting the divergences of opinion to ITD.
An advisory committee is flexible. It can be part of regional or state planning or be formed exclusively for a single project. An advisory committee should consider the special issues of Americans with disabilities, minority populations, various economic classes and LEP persons.
An advisory committee may provide previously undiscovered data or perspectives, such as in-progress intent to add a site to the historic register.

Other Key Points

An established advisory committee is the basis for many techniques of public involvement, some of which (facilitation, brainstorming, visioning, etc.) can take place within CAC meetings. Video can be used to illustrate specific points.

Reference

AASHTO Practitioner's Handbook: Utilizing Community Advisory Committees for NEPA Studies, December 2006.

➔ Facilitated decision-making

Facilitated decision-making is a method of reaching resolution through a structured, collaborative process. A workshop is an effective medium to conduct facilitated decision-making, and a trained facilitator typically guides stakeholders through this process. Within a specified time limit, participants work together to reach a resolution. ITD usually sets the goals and time limit and announces them ahead of time. The workshop facilitator's responsibility is to bring out all points of view from concerned citizens as well as ITD representatives and other experts.

Here are the typical components of a workshop:

- Definition of issues to be resolved
- Analysis of the problem and alternative approaches to solutions
- Assignment of small groups to clarify issues
- Use of staff to find supporting data
- Development of proposals to respond to issues
- Development of alternative suggested solutions
- Presentation and analysis of final proposal(s)
- Consensus and final resolution of approach to be taken

A workshop is problem-oriented. The breadth of background of participants will assure full discussion of issues, interrelationships and impacts. Its time limits challenge people to rapidly, openly and honestly examine the problem and help potential adversaries reach consensus on an appropriate solution.

A workshop produces visible results. It is often used early in a planning process to provide useful ideas and perspectives from concerned interest groups. In mid-process, it can help resolve sticky issues. Late in the process, it is useful in resolving an impasse between groups.

Purpose

A workshop calls attention to an issue. It can dramatize:

- The need for public attention to resolve an issue
- A deliberately participatory problem-solving process
- ITD's openness to suggestions
- A search for all possible approaches to a question
- A democratically derived consensus

A workshop can generate alternative solutions to a problem. The setting encourages openness and creativity. All suggestions from the group—however outrageous—should be examined to encourage thinking about better approaches.

Who Participates

Any member of the public can participate in a workshop. A wide range of people with differing interests should attend. Typically, participants represent organized groups, but individuals with any stake in the issue should be encouraged to attend.

How participation depends on the workshop leader. An experienced leader/facilitator assures that a range of views will be heard, inviting citizens to take a stance and present their points of view. All participants are assured an opportunity to speak out, as the leader encourages even the most reticent participant to speak up without fear of rebuke or ridicule. The open, free-wheeling workshop format encourages enthusiasm and responses.

Who Takes the Lead

A leader experienced in facilitated decision-making techniques is a must. To avoid chaos, a high level of discipline is required. The workshop leader should be familiar with group dynamics and the substantive issues the group will face. The leader tailors the setting, background materials and issues to the goal of the workshop and elicits participation from all group members within the allotted time. One or two staff people should be available for support to the leader and to supply data and information.

A workshop involves significant resources. The chief issues are sufficient space, appropriate background materials and an experienced leader. Graphics must be used so that participants can quickly comprehend the problem and envision alternative solutions. Background materials must be available at the start of the workshop so that no time is lost in investigating the problem. If the preparatory work leading to a workshop is done in-house, it can be time-consuming. However, if done by a specialist, it can be expensive.

Timing

A minimum of two hours is essential for a workshop focused on a modest problem. However, many workshops are day-long events.

A workshop can occur at any time in the planning process, but preparation is crucial. Advance work can take a month or more, depending on the issue to be discussed. Workshop materials are flexible and should be tailored to the focus of the meeting.

➔ Special interest group outreach

Coordination with groups with specific agendas; e.g. environmental, business, recreational, social, etc. Advanced notification of project impacts is important with these groups. Also consider in-person meetings to discuss issues and concerns.

➔ Media relations

Inside every public involvement program is a good public information program. Before people can participate, they need the background to be able to participate in an informed manner. In particular, they need to know how a decision could affect them and their interests.

It is important to be as objective as possible. You may never convince advocacy groups that your material is objective, since some have a stake in being critical. The target therefore is the mainstream public, and the goal is to ensure that people who do not have a predetermined position perceive the information they receive from ITD as being useful and trustworthy.

Following are the most frequently used techniques for providing information to the public:

News Releases

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.

Media Kits

One way to help reporters cover an event or introduce them to a project is to prepare a media kit providing a summary of the key information they might need throughout the decision-making process. Typically, a media kit consists of a folder with pockets that contain short summaries of the project need, the decision-making process, frequently asked questions, summaries of key technical studies or environmental documents and other relevant information. It's generally helpful to include copies of past brochures or newsletters and photos of the project area on CD.

Identify the reporters/editors you believe will be interested in the story and arrange to stop by, deliver the media kit and answer questions on the spot. Media Kits can also be distributed at a media event, which provides members of the media the opportunity to take pictures and gather project footage and interview ITD staff on location. It is good practice to take copies of the media kit with you to a public meeting to help reporters who may drop in.

Paid Advertising

Paid advertisements are one sure way to make an announcement or present information to the public in newspapers or on radio or television. The chief advantage over news releases is that paid ads give you control of what is said and when it will run.

Paid advertisements are expensive. However, the public normally appreciates advertisements announcing public meetings, particularly if they are visually attractive and provide information people need to participate in a decision-making process.

Who Takes the Lead

The program or project manager provides information to the Office of Communications, which will assist with formatting and advertising placement.

➔ Social media

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

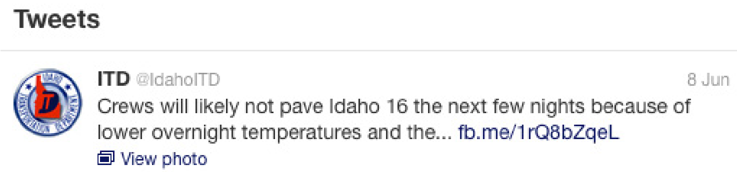
First, decide whether your district or your specific project needs a social media site. Consider the size and location of your project/district and whether or not internet access is available for or used by the majority of your public.
Promotion of your social media site(s) is vital to their success.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



Example

➔ 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.

➔ Online surveying

Surveys for projects can be used to understand and address public concerns, develop a public involvement strategy and even conduct opinion polling. Online surveys are becoming more and more popular as a quick, cost-effective way to solicit input from the public. There are many survey providers that allow you to build your survey online, import email contact lists, and even track and evaluate your survey results.

These online surveys can be advertised by a mailed postcard with the URL or Quick Response (QR) code linking to the survey. Mailing a small postcard is more cost-effective than mailing a hard-copy survey with return postage. Even with the increasing popularity of this online tool, it is important to always provide a way for people to contact you if they cannot take the survey online, or if they would prefer a hard copy. Surveys also can be conducted by phone or mail/hard-copy distribution.

LEVEL 3 Design Phase
Possible Tools In-depth

➔ 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.

➔ Community Advisory Commitee

A community advisory committee (CAC) is a representative group of stakeholders that meets regularly to discuss issues of common concern. Because it can be used either alone or in conjunction with other techniques, an advisory committee is widely used to achieve a basic level of citizen input to transportation planning and development.

An advisory committee has these basic features:

- Stakeholder groups from throughout the project region are represented. Stakeholders are given opportunities to volunteer to participate.

- Advisory group meetings are "public" because they are "announced" and anyone can attend. At the same time, some advisory group members are invited because of their expertise.
- Meetings are held regularly.
- Comments and points of view of participants are recorded and may be posted to the project website. Consensus on issues is sought but not required.
- An advisory committee is assigned an important role in the project-planning process.

Purpose

An advisory committee is a forum for hearing citizens' ideas. It is a place where ITD can present goals and proposed programs and where the community can become educated on technical issues. It gives a better understanding of project milestones. Its members feel freer to ask for assistance, for clarification of points and for follow-up on questions. It provides a continuing forum for bringing community ideas directly into the process and an opportunity for stakeholders to participate. Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

How it Works

Advisory committees are managed by the ITD project managers (with assistance from consultants, if applicable). The public involvement coordinator is also available to help with set-up and facilitation.

A typical advisory committee agenda would cover the following items:

- Introductions, if attendees vary each time
- Welcome to newcomers
- Discussion of agenda, seeking potential changes
- Discussion of items on agenda in order, unless change is requested
- Presentation of information as necessary for clarification
- Opportunity for comment/feedback

Who Participates

Members must be self-selected to avoid perception of bias or excessive ITD control of the outcome. However, it is important for ITD to be represented on the committee to foster communication and collaboration between stakeholders and government, and to make sure the proceedings are documented.

Selection is a two-step process:

ITD carefully identifies all stakeholders, including the general public, and invites participation in the advisory committee.

The public then self-selects advisory committee membership. Those who are interested attend. If membership is not fully representative, ITD might encourage unrepresented or underrepresented groups to attend or provide their input in some other way.

Staffing

An advisory committee requires support staff within ITD, and the work required can be substantial. Meeting minutes must be kept and may be posted to the project web page. Background information, past minutes and agendas must be sent out before meetings. A site for the meeting must be selected. ITD representatives must attend to provide resources for advisory committee questions and response preparation.

Benefits

An advisory committee helps monitor stakeholder reactions to the project's concept, proposals and progress. By participating, ITD learns of opinions and stances at an early point in the process and can work to prevent stand-offs or escalating misperceptions. Working with the advisory committee, ITD can craft meaningful, context sensitive solutions in a relatively short period of time.

An advisory committee demonstrates ITD's commitment to public involvement. It helps find common ground for consensus about a solution. If consensus cannot be reached, an advisory committee provides a forum for identifying positions, exploring them in depth and reporting the divergences of opinion to ITD.

An advisory committee is flexible. It can be part of regional or state planning or be formed exclusively for a single project. An advisory committee should consider the special issues of Americans with disabilities, minority populations, various economic classes and LEP persons.

An advisory committee may provide previously undiscovered data or perspectives, such as in-progress intent to add a site to the historic register.

Other Key Points

An established advisory committee is the basis for many techniques of public involvement, some of which (facilitation, brainstorming, visioning, etc.) can take place within CAC meetings. Video can be used to illustrate specific points.

Reference

AASHTO Practitioner's Handbook: Utilizing Community Advisory Committees for NEPA Studies, December 2006.

➔ 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.

➔ Newsletters (paper and electronic)

Newsletters 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.

Like printed newsletters, electronic newsletters, or e-Newsletters, are used to provide project updates. For example, after a project milestone such as a public meeting, an e-newsletter might be sent to summarize what was learned and how the information will be used. An upcoming public event announcement or weekly project impact updates might be distributed through an e-newsletter.
E-newsletters are similar to printed newsletters in content and design. Please review the Guidelines for Printed Materials section at the beginning of this chapter for necessary communications inclusions.
The main difference between a printed and an electronic newsletter are the distribution method and internal features.

E-Newsletters can be distributed in a different ways:

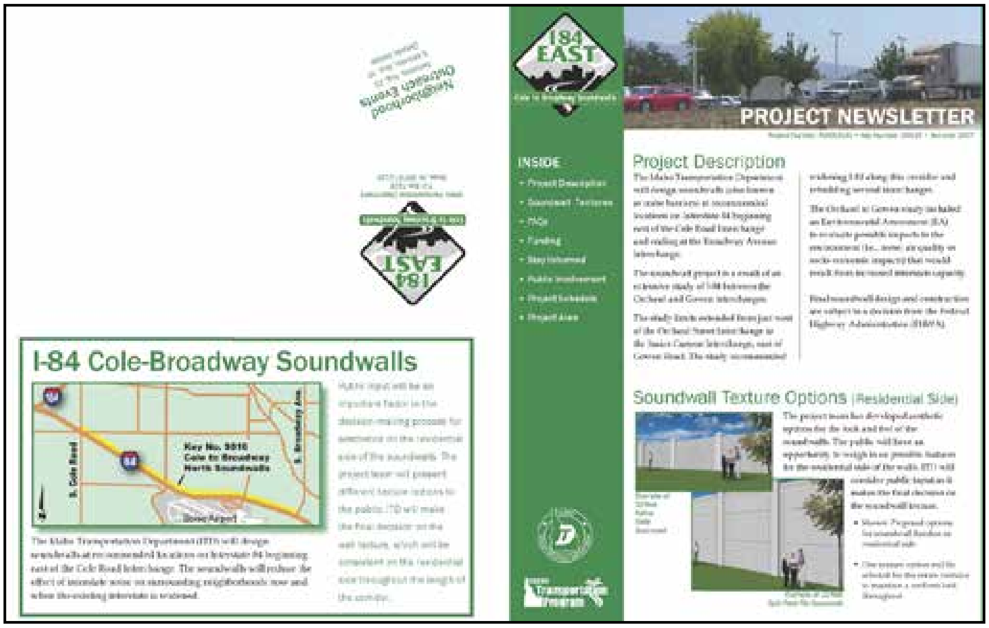
- Some projects may distribute the newsletter information as a simple email to stakeholders as needed.
- Larger projects may warrant a more regular e-newsletter, distributed through an online email marketing service, such as Constant Contact.

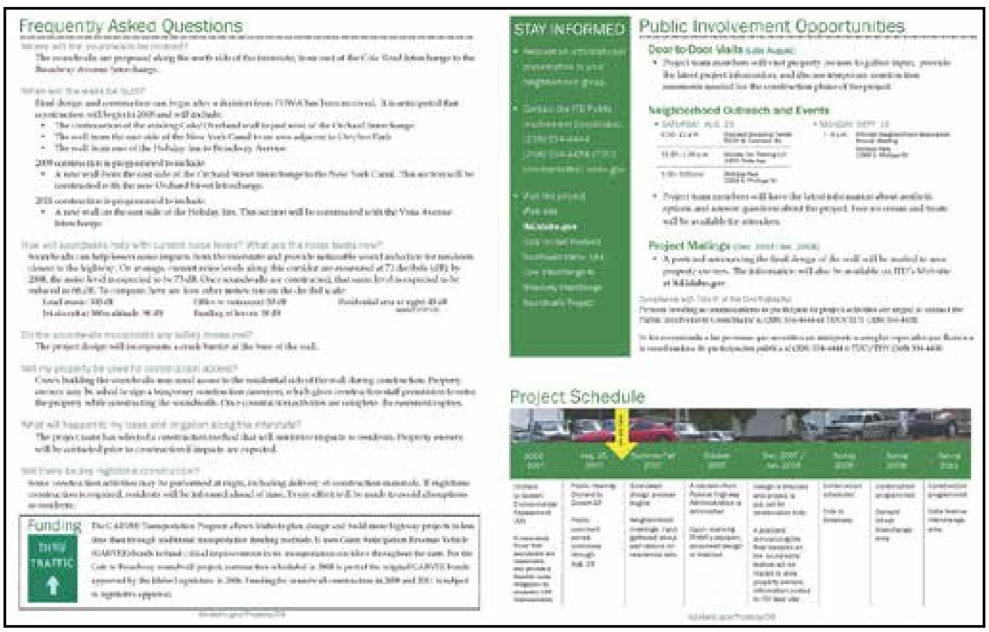
These online distribution websites allow you to create customized e-newsletters. From colors, logos and graphics, you can create an e-newsletter to match your project brand. These websites also allow you to save your email contact lists in one place, making it quick and easy to send updates to stakeholders.

Unlike a printed newsletter, e-newsletters offer the following benefits:

- Cost effectiveness: no printing or mailing costs. Online email marketing services can cost as little as $15 a month.
- Interactivity: Include related web links, project photos and videos to your newsletter.
- Instant access: E-newsletters allow instant access to stakeholders and provide important information right when they need it.

Example





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.

➔ 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

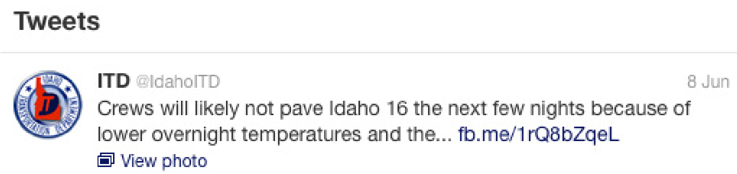
First, decide whether your district or your specific project needs a social media site. Consider the size and location of your project/district and whether or not internet access is available for or used by the majority of your public.
Promotion of your social media site(s) is vital to their success. 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 one



Example two

➔ EMS coordination

Communication with emergency responders such as police, fire, 911, ambulance services. For any preconstruction meeting, all emergency response agencies that are responsible for service to the project location should be notified and invited to attend. For larger projects, weekly construction coordination meetings might occur. Consider inviting a representative from police and fire to attend these meetings. Also consider having an EMS representative on a Community Coordination Team or Committee.
Coordination between ITD, the Contractor, and the Response Agencies should be made to best facilitate potential emergency response to, and/or through, the project i.e. location of access roads, emergency contact information, temporary accommodations for emergency traffic, etc.

➔ School district/busing coordination

Working with schools to develop child access routing plans, bus schedules, safety programs, etc. which facilitate project implementation. During construction, this type of coordination should be on-going. Consider having a school district representative on a community coordination team or committee.

LEVEL 3 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.

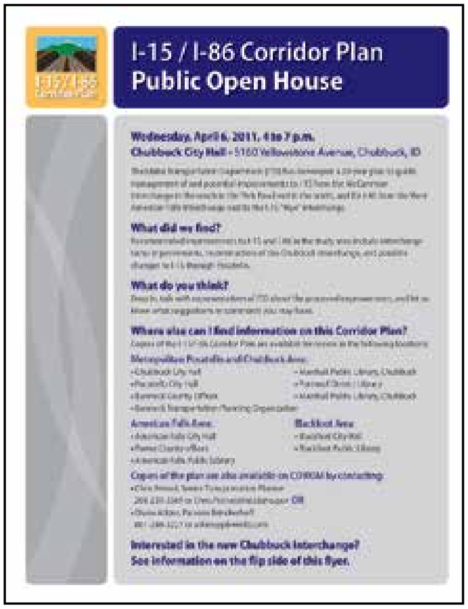
Make sure your brochure, newsletter, flier, fact sheet or personal letter does the following:

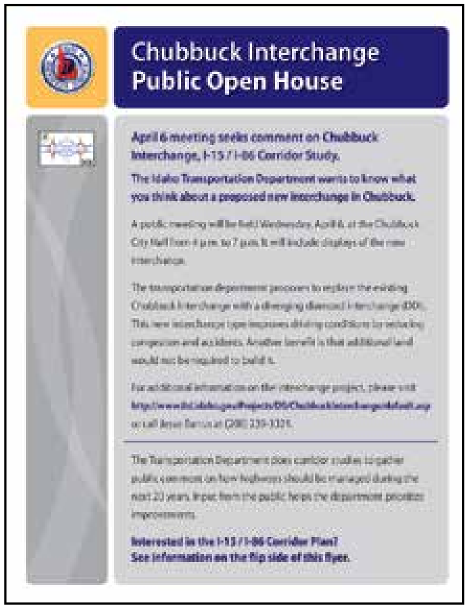
- ➔ Answers the questions, “who, what, why, when, where and how”
- ➔ Names a contact person, along with corresponding phone number, and email address
- ➔ Provides the website address where additional information can be found
- ➔ Contains ITD’s logo
- ➔ Contains Title VI information
- ➔ Reflects contact 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.)

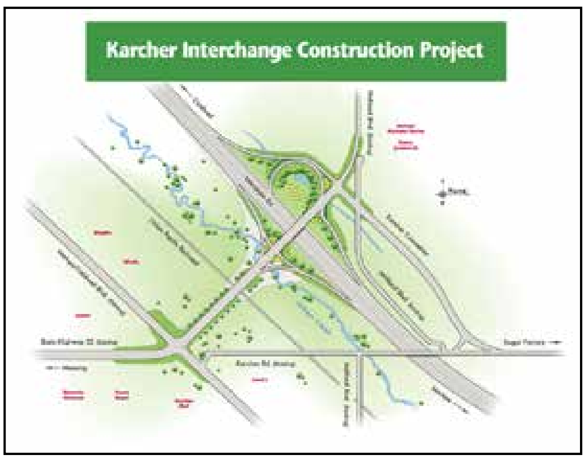
Remember: Provide at least 30 copies of mailed materials to the public involvement coordinator for distribution in the headquarters complex.

Example





Example



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- ➔ 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.

A **fact sheet** is useful as a handout or take-way for stakeholder events, as an insert in a mailing, as a ready reference for media interviews and to provide talking points during conversations with stakeholders. A fact sheet is generally written in a bulleted format with basic project information (improvements, schedule, impacts, etc.). They can also be written in frequently-asked-question format, with typical questions followed by the appropriate answers.

Example


FRANKLIN INTERCHANGE

Franklin Road Interchange

Project Background

Phased Construction


FRANKLIN INTERCHANGE

Questions and Answers

➔ District projects website posting

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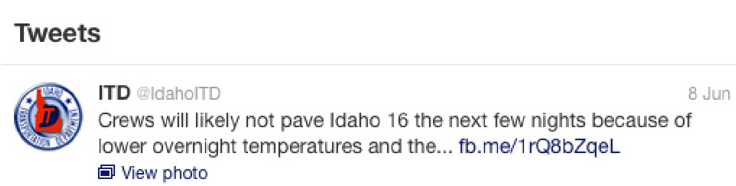

Example two

➔ Pre-construction open house

Meetings—formal and informal—are the backbone of a public participation program. People like and need firsthand opportunities to discuss programs and plans. However, a very small percentage of the public attends public meetings, so such meetings should be only one component of a more comprehensive public involvement program.

Relevant policies:

➔ BOARD POLICY B-13-02 – Public Involvement for Location and Design Determinations

Example

Public Involvement For Location And Design Determinations

The Idaho Transportation Department shall seek public involvement on transportation projects to ensure that project locations and designs are consistent with federal, state, and local goals and objectives; and that ample opportunity is provided for public input. The Director shall determine the course of action to achieve public involvement.

Highway projects that involve federal funds must have a public hearing, or an opportunity for a public hearing, when there is:

- Acquisition of significant amounts of right of way.
- Substantial change of the layout or function of connecting roadways or of the facilities being improved.
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated.
- Significant social, economic, and/or environmental effects on the surrounding area.

Projects financed totally with state funds must have a public hearing or an opportunity for a public hearing when :

- The state highway serving or transversing any city is to be abandoned, relocated, or replaced.
- Significant public interest or controversy surrounds the project.

The Federal Highway Administration may also request a public hearing when a hearing is determined to be in the public's interest.

Public hearings may be waived by the appropriate management staff after determining that public awareness and support for a project is apparent and non-controversial.

Location and design determinations shall be made only after full consideration of transportation needs, socioeconomic, and environmental factors and a review of official public hearing testimony for projects where a public hearing was held.

- For location and design determinations that are subject to Section 40-310, Idaho Code (require a system action), and in situations where a proposed project is contested, the design study report, the public input certification, staff recommendations and other supporting documentation shall be submitted to the Board for further consideration and/or determination.

The Board may choose all or none of the following:

- Remove the project from the Statewide Transportation Improvement Program due to lack of support/need.

- Schedule additional hearings on a) revised design, b) new/revised issues, or c) added/changed alternate locations.
- Establish citizen and/or interdisciplinary teams to review location/design issues and make recommendations.

- Send the location/design study report and department recommendations to the appropriate local entity and request that the local entity choose an alternative that best serves their constituent's interests.

- Select the alternative the Board believes best serves statewide transportation interests.

Project determinations made by the Board shall be in resolution form within the Board minutes. For determinations subject to Section 40-310, Idaho Code, notification of the Board's resolution shall be distributed to affected officials and property owners by the Board Secretary within ten days.

- For location and design determinations that **are not** subject to Section 40-310, Idaho Code (do not require a system action), **and not contested**, the appropriate management staff shall make the project determination.

- For all other state and local projects that do not require a hearing, or when the opportunity for a hearing is given and no hearing is requested, or the public hearing was waived, the appropriate management staff shall make the project determination in coordination with any involved agencies.

Approved by the Board on:

___________Signed___________ Date: 6/21/96
CHARLES L. WINDER
Board Chairman

This Policy based on:
- 23 CFR Part 771.111 and 790 and 795, and 40 CFR, Part 1500 through 1508
- Section 23-128 and 49-1602(d), 1604(i), 1607a(f), and 1607a-1(d), U.S. CODE
- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Volume 7, Chapter 7, Section 5, FEDERAL-AID HIGHWAY PROGRAM MANUAL
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:
- A-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS

Former date of B-13-02:

9/10/69 and 9/27/76
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY ACTIONS)
Cross-reference to related Board Policies:

- B-09-01, ANNUAL REPORT
- B-20-03, PUBLIC HEARINGS

➔ BOARD POLICY B-20-03 – Public Hearings

Example

PUBLIC HEARINGS

The process of ensuring that the public is involved in transportation decisions and activities applies to all transportation projects and begins early in the project development stage. Preliminary scoping meetings, public information meetings, and public hearings provide the department with the opportunity to share information, summarize studies, review proposed alternatives and any new developments, and receive input from the public on proposed transportation projects. The public shall be afforded early and continuing involvement in the identification of social, economic, and environmental impacts, as well as impacts associated with relocation of individuals, groups, or institutions.

The Director shall establish public involvement guidelines for all department-proposed transportation projects. Public input shall be sought throughout the life of any project and may be used to enhance the project.

Public hearings shall be held to provide the public with the opportunity to receive information, discuss findings and proposed actions, and offer comments about transportation projects in the following areas:

◊ Purpose and need for the proposed project.
◊ Major location/design features or location of new routes.
◊ Alternate courses of action.
◊ Social, economic, and environmental effects.
◊ Modification of the state highway system.
◊ Transportation planning.

The Board shall be notified in advance of all department-sponsored public information meetings and public hearings. Board members have the option of attending these meetings and/or hearings to meet with and hear the concerns of their constituents, but do not take testimony. A Public Hearing Officer shall be appointed for all public hearings to officially receive public testimony. Oral, written, and other information may be submitted to the Hearing Officer as part of the official testimony.

After the public information meeting and/or hearing procedures are completed, or an opportunity for public involvement has been given and/or waived, the Board or appropriate management staff shall complete project determinations and inform the public.

Approved by the Board on:

__________Signed__________ Date: 6/21/96

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Board Chairman

This policy based on:

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- Section 21-116 and 117, and 40-121 and 310, IDAHO CODE
- Title VI, Civil Rights Act
- Decision by the Idaho Transportation Board

Implemented by Administrative Policy:

- A-20-03, PUBLIC HEARINGS

Former dates of B-20-03:
8/7/79 and 12/7/83
(combined with B-09-05, PUBLIC HEARINGS ON STATE HIGHWAY SYSTEMS ACTIONS)
Cross-reference to related Board Policies:

- B-11-01, TRANSPORTATION IMPROVEMENT PROGRAM
- B-13-02, PUBLIC INVOLVEMENT FOR LOCATION AND DESIGN DETERMINATIONS
- B-13-03, HIGHWAY LOCATION POLICY RELATING TO PROPERTY OWNER LINES
- B-14-08, MOVEMENT OF UTILITIES
- B-14-10, HIGHWAY SYSTEM ADJUSTMENTS
- B-19-01, FINANCING CONSTRUCTION OF STATE HIGHWAYS IN CITIES
- B-19-05, FEDERAL AID URBAN FUNDS
- B-19-10, LOCAL SURFACE TRANSPORTATION PROGRAM (STP) FUNDS
- B-20-01, RELEASE OF DEPARTMENT INFORMATION TO THE MEDIA

Overview

Meetings provide a time and place for face-to-face contact and two-way communication—dynamic components of public involvement that help break down barriers between people and the agencies that serve them. Through meetings, people learn that ITD is not a faceless bureaucracy and that the individuals in charge are real people. Meetings give ITD an opportunity to respond directly to comments and dispel rumors or misinformation.

Far from being passive gatherings, meetings are interactive occasions where people discuss issues of consequence to them and their neighbors, listen to opposing viewpoints on the issues and work together for the common good.

Options in Organizing Meetings

The particular circumstances of a plan or project determine the type of meeting that is appropriate, when it is held, the way it is organized and how it is conducted. Most meetings work best when they are adapted to a specific purpose—for instance, for stakeholders in a proposed project or plan to monitor its progress and effects, or for ITD to build consensus and support. Because they demand time and effort from all participants, meetings must be planned and implemented carefully.

Determining the Type of Meeting

The type of meeting, its timing and its level of formality are determined by its purpose in the overall public involvement effort. An effective strategy tailors meetings to the target audience, the corridor or region or the types of stakeholder groups—and, in some instances such as public hearings, to the legal requirements.

Scheduling for a meeting depends on what information participants need and when they are likely to need it, as well as on when ITD needs information from the public. Sometimes a series of meetings is appropriate:

1. A kickoff session;
2. Periodic meetings throughout the process, especially timed with major planning milestones and decision points;
3. and a meeting or meetings near the end of the process.

The underlying principle is to provide timely and adequate opportunities for participation. Flexibility is crucial. Project teams may consider varied meeting types to grab attention or focus on specific elements of a plan or program. Near the completion of a process, if ITD is legally required to hold a public hearing, it may choose to prepare potential participants with further informational gatherings and discussions. In cases where time is insufficient, ITD might schedule another date when discussion can continue.

How do meetings and hearings differ?

Public meetings present information to the public and obtain informal input from community residents. Held throughout the planning process, they are tailored to specific issues or community groups and are either informal or formal. Public meetings have been used for many years to disseminate information, provide a setting for public discussion and get feedback from the community.

A **public hearing** is a more formal event than a public meeting. Held prior to a decision point, a public hearing gathers community comments and positions from all interested parties for public record and input into decisions. Public hearings are required by the federal government as part of the NEPA process for many transportation projects and take place during transportation planning. Public notices in a general circulation newspaper cite the time, date and place of a hearing. The period between notice and hearing dates provides time for preparing comments for submission to ITD. During this period, ITD accepts questions and provides clarification.
Note that it is the ITD Public Involvement Coordinator's responsibility to maintain accurate public hearing files and hearing documents, and provide a hearing summary.

Public meetings or hearings can be conducted in an "open house" format. Presentations, slide shows and one-on-one discussions continue throughout the event. Exhibits are laid out as a series of stations: a reception area; a presentation area for slide shows or short talks; areas for one-on-one discussions between community people and ITD staff; and displays of background information, activities to date, work flow, anticipated next steps and an array of primary subject displays.

An open house meeting/hearing has no set, formal agenda. Unlike a meeting, no formal discussions or presentations take place, and there is no audience seating. Instead, people get information informally from exhibits, hand-outs and staff and are encouraged to give opinions, comments and preferences to staff either orally or in writing.

Open house meetings and hearings have the following common characteristics:

- Information is presented buffet-style, and participants shop for information, including graphics, maps, photos, models, videos or related documents. Space is allocated for tables or booths, and information is mounted on walls or on presentation easels.
- Table space in the area is reserved for comment sheets where people write their opinions. Participants turn in comment sheets at the time or mail/email them in later. Pre-paying postage for comment sheets increases the likelihood they will be returned. Computers can also be set up to gather comments from the public electronically.
- ITD staff or project team members are present to answer questions and provide details. Often, at least one person staffs each station, but representatives also are positioned at displays or roam throughout the room.
- These events can be used for a planning process, project development or project construction. .
- Since there is no fixed agenda, these events are usually scheduled for substantial portions of a day or evening, so that people can drop in at their convenience and fully participate. Hours should be clearly set and well publicized. In areas where people work in shifts, open houses/hearings can be scheduled to overlap the shift changes.
- ITD usually provides take-home printed materials, brochures or maps.
- These events can include non-ITD displays. Sister agencies and community proponents or opponents may be given space to present a point of view via displays, documents or handouts in separate, visible areas. Some agencies have found that allowing public groups to set up tables outside the meeting or hearing room helps the public distinguish official agency information from other sources.

When is a hearing needed on a highway project?

The District Engineer may waive public hearings when public awareness and support for the project is apparent and non-controversial. If there is a question as to whether a hearing is needed, the District Engineer shall request in writing that the Roadway Design Engineer determine whether a hearing will be held, based on the following criteria and the results of the public information meetings.

Projects involving federal funds must have a hearing, or an opportunity for hearing, when the project involves:

- Acquisition of significant amounts of right-of-way
- Substantial change to the layout or function of the connecting roadways or of the facilities being improved
- Significant adverse impact on abutting property or when litigation or public controversy is anticipated
- Significant social, economic and/or environmental effect on the surrounding area

Projects financed totally with state funds must have a public hearing when:

- The state highway serving or traversing any city is to be abandoned, relocated or replaced
- There is significant public interest or controversy surrounding the project
- FHWA may request a public hearing when a hearing may be in the public interest.

Reference: *ITD Design Manual 375.04*

A single meeting can address several related projects or community planning issues. This is more efficient in terms of both staff time and mailing costs, and it helps avoid participant burnout, particularly when many of the same people are interested in several projects or plans. Joint meetings also help to place individual project issues and goals within a broader community context.

How does ITD use the output?

Meetings and hearings help monitor community reactions to ITD policies, proposals and progress. By observing reactions at periodic meetings or at a hearing, ITD and people are made aware of opinions and stances. If public meetings are held early in the process, these opinions may be analyzed and responded to before they become solidified or difficult to modify. Public hearings provide formal input to decisions.

What are the costs and other logistical concerns?

Resource and staff needs can be substantial, depending on the type of meeting. Information meetings are staffed with professionals who can answer questions and determine the concerns of those who attend.
ITD organizes a public meeting or hearing and prepares pre-meeting materials, including meeting announcements and agendas, displays, audio-visual materials and any mailings or publicity that are necessary. The public should be made aware of the free access to these materials.

ITD consider transit access and the needs of people with disabilities in selecting a convenient place and time.

Meetings and hearings may have ground rules. These typically would include:

- Recognizing the legitimacy of others' concerns
- Accepting responsibility for coming to a meeting prepared for discussion
- Listening carefully and sharing discussion time with others
- Encouraging everyone to participate
- Discussing with intent to identify areas of agreement, clarify differences and search for common understanding
- Establishing a speaker's time limit

For a public meeting, provide summaries in written form, describing areas of agreement and disagreement. All points of view must be clearly and fairly stated. For a public hearing, a hearing transcript is formally prepared, based on a stenographic record or tape.

Meeting/Hearing Timelines

ITD strongly recommends that public meetings follow a similar notification and planning schedule to that required for public hearings. The following table shows who is responsible for doing what, and the number of days in advance of the hearing the listed activity should be completed.

A complex transportation project will typically have a public involvement consultant (CONS) on the project team. In this case, some of the activities assigned to the public involvement coordinator (PIC) may alternatively be performed by the CONS and then reviewed by the PIC.

Glossary of Personnel Abbreviations and Terminology

CE	Chief Engineer	**PDE**	Project Design Engineer
CONS	Public Involvement Consultant	**PIC**	Public Involvement Coordinator
DE	District Engineer	**RD**	Headquarters Roadway Design Section
District	District Engineer, Assistant District Engineer, and District personnel including Project Development Engineer, Project Engineer, Traffic Engineer, Right-of-Way Supervisor, Traffic Engineer, Environmental Planner	**R/W**	Right-of-Way Manager
HO	Hearing Officer	**SB**	Secretary, Idaho Transportation Board
OC	Office of Communications	**Team**	District personnel, Public Involvement Coordinator, Headquarters Environmental
OTIS	Office of Transportation Investment Supervisor	**POC**	Personnel and Office of Communications

Public Hearing Timeline: Complex Project

It is recommended that meetings follow the same timeline as hearings.

***Note: Highlighted activities are those that involve communication with the public.*

# of days	Activity	Who Does It	Counsultant May Do It Instead
70 Before	Submit environmental documentation to ENV for approval prior to beginning of hearing process.	District	--
70 Before	Submit request to RD for hearing requirement determination (if question exists as to whether or not a hearing is needed).	District	--
70 Before	Submit project hearing plans to RD for approval.	District	--
65 Before	Make determination on hearing requirement and advise District and PIC.	RD	--
65 Before	Notify PIC when plans are approved and return approved plans to District.	RD	--
65 Before	Send copy of environmental document to PIC for file.	District	--
65 Before	Call PIC to schedule hearing date.	District	--
65 Before	Inform SB and ASHD to advise appropriate Board member of hearing date.	PIC	--
60 Before	Meet to outline organization of hearing. Define scope of hearing and make initial assignments for support materials, presentation, Q&A and team leader.	Team	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Make assignments for following areas: ➔ General administration ➔ Local government concerns ➔ Participation by other political entities ➔ Illustrations and exhibits ➔ Event site coordination ➔ Video and still photographs ➔ Property owner contacts and R/W issues ➔ Publications (written project overview) ➔ Publicity ➔ Event script for each presenter	Team DE DE DE/PIC PDE/PIC PDE/PIC OC/PIC R/W PIC PIC/OC Each	-- -- -- -- -- -- CONS CONS CONS -- --
60 Before	If system action, advise OTIS and PIC.	RD	--
60 Before	Identify Work Authority: Activity code: Functional code: Rule:	PIC	--
60 Before	Identify hearing location: (Must be handicapped-accessible and approximately 2,800 sq. ft. Please note that the best hearing location is one with all facilities included—sign-in area, main hall, separate video and testimony areas, break room for staff.) Identify hearing hours:	District/ PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
60 Before	Submit project information to PIC. Include: ➔ Reason for project ➔ Type ➔ Alternatives ➔ Length ➔ Estimated cost ➔ Construction year ➔ Environmental impacts ➔ Public concerns ➔ R/W properties affected ➔ Map of project location suitable for reproduction ➔ Location where project information/plans can be obtained ➔ Contact person and phone number	District	--
60 Before	Decide who will be the primary contact person for each area: ➔ Design: ➔ Right-of-way: ➔ Environment: ➔ Traffic: ➔ Alternates:	DE	--
60 Before	Lay out all creative concepts for advance publicity; e.g., paid advertising, radio spots, news releases, etc. Identify newspapers and other media to be contacted.	PIC	CONS
60 Before	Secure hearing officer	PIC	--
55 Before	Contact property owners again to personally advise them of upcoming hearing date, time and location, plus impact on individual property.	District & R/W	--
55 Before	Draft script to be used for video, project brochure, advertisements, news releases, etc. Send copy to team. Comments due to PIC by Day 52	PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
50 Before	Make any necessary corrections to script and send copy to team. Script should include shot list for still photographs and video.	PIC	CONS
45 Before	Develop copy for all print/paid ads. Schedule dates for: ➔ Ads ➔ News releases ➔ Public Notice ➔ Interviews	PIC	CONS
45 Before	Make telephone inquiries of local officials to determine public interest in project as well as public concerns. Assess property owner concerns. Determine if notification needs to be translated into another language and notify PIC.	District	--
45 Before	Scriptwriter, videographer and district staff meet on site to shoot video footage and still photos.	PIC/OC/ District	CONS
45 Before	Finalize copy for paid ad and public notice. Review with team.	PIC	CONS
40 Before	Prepare Q&A for each area. Distribute copies internally.	Team	--
35 Before	Draft letter for DE to send to involved property owners, local entities, utility companies, user groups, etc., advising them of the hearing. Review with DE, make any necessary changes and transmit final copy to district. Comment due date should be 2 weeks after hearing for EA; 30 days for EIS. Request contact with district personnel if special needs are necessary.	PIC	CONS

# of days	Activity	Who Does It	Counsultant May Do It Instead
30 Before	Mail letter (and hearing brochure, if ready) to involved property owners, local entities, utility companies, Native American tribes, user groups, special interest groups, state legislators, etc., advising them of the hearing. **Send copy of the letter and mailing list to PIC.**	District or PIC	--
21 Before	First display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
20 Before	Print project brochure and mail to targeted audience specifically and to general public as a mail drop.	PIC	CONS
15 Before	Report on any issues that might affect hearing to PIC.	DE & R/W	--
15 Before	Train team members at hearing site with 1/2 day of full dress rehearsal at hearing site including videos, still photos, illustrations and Q&A scripts. Include audience interaction with mock questions and answers.	PDE/PIC	CONS
15 Before	Participate in local daily newspaper interview.	DE/PIC/ OC	--
14 Before	Second display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
10 Before	Distribute approved news release to district/appropriate media.	PIC	CONS
10 Before	OPTIONAL: Conduct off-site public presentation of the key elements of the proposed project in a high-visibility area such as a mall (gives opportunity to test presentations and reactions).	Team	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
10 Before	Send reminder postcards with hearing information. Mail to same mailing list as DE's invitation letter (see Day 30).	PIC/ District	CONS
7 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
7 Before	Legal public notice appears in newspaper(s). Verify publication, send copy to HO and file copy in hearing file.	PIC	--
7 Before	Print sign-in forms and take to hearing.	PIC	--
7 Before	Contact HO, give overview of project, brochure and district contact.	PIC	--
5 Before	Interview appears in newspaper(s). Verify and send copy to OC and PIC.	District	--
5 Before	Do any final clean-up work and review changes from dress rehearsal.	Team	--
2 Before	Final display ad appears in newspaper(s). Verify publication and file copy in hearing file.	PIC	--
1 Before	Post meeting/hearing date and time reminder on social media sites (if applicable)	PIC	--
1 Before	Make reminder calls to media about public hearing.	PIC	CONS
1 Before	Meet for final briefing	Team/HO/PIC	CONS
Day Of	Conduct hearing.	Team/HO	--
Day Of	Post online open house link on project webpage (if applicable)	PIC	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
1 After	Critique hearing. HO leaves one tape recording with DE or PDE.	Team/HO	--
5 After	Mail thank you letters, as necessary, and include written testimony forms to those who didn't attend hearing. Send copy to PIC.	PIC/DE	CONS
7 After	Obtain attendance figures and number of males/females/ disabled and minorities from PIC for hearing certification.	HO/PIC	--
14 After	Deadline for written comments. (-30 for EIS)	PIC	--
15 After	Prepare transcript, certification and other necessary information and give to PIC for copying and distribution.	HO/PIC	--
15 After	Transmit copies of the transcript, sign-in sheets, certification of public notice and mail-in testimony to the DE, SB (8 copies), RDE, ENV, FHWA and local agencies/consulting engineer (if applicable). If local hearing, transmit original and one copy of transcript, mail-in testimony and sign-in sheets to local entity with cover memo. Keep copy of everything in file.	PIC	--
18 After	Transmit hearing transcript to DE and indicate required action to be taken by district.	PIC	--
18 After	Submit location and/or Design Study Report to RD.	District	--

# of days	Activity	Who Does It	Counsultant May Do It Instead
18 After	**If Board decision is required** by Administrative Policy A-13-02, Public Involvement for Location and Design Determinations: prepare board agenda item with recommendation (also see system action instructions) and submit to RD. Complete and submit board agenda item with record of decision. Send copy to district. If system action: Send board decision to local entity by certified mail within 10 days of decision and file copy in hearing file. Once construction is complete, prepare official minutes for board signature and file copy in hearing file.	District/RD/SB OTIS	--
18 After	**If board decision is not required** submit appropriate project report to RD with request for location/design approval.	District	--
20 After	Approve location/design of project and notify PIC and district of project approval.	CE/RD	--
20 After	Prepare record of decision for CE signature.	RD	--
20 After	Advise involved property owners and those who attended hearing of Board/ CE decision through a personal letter from the DE using the mailing list from hearing invitation and sign-in sheets. File copy in hearing file.	PIC/District	CONS
20 After	Prepare news release outlining decision and file copy in hearing file	PIC/OC	CONS
20 After	Close out hearing file. (-35 for EIS)	PIC	--

Displays

Displays provide information to the public and to generate conversation. At a public meeting, displays should be organized by topic and a technical expert should be available to provide additional information. Displays must be eye-catching and should contain some graphics and a limited amount of text, the majority of which is non-technical. Although display boards can be expensive to produce, they can be designed for subsequent use at other events and locations.

Display boards must contain the ITD logo and may contain the project logo.

Presentations

An effective public involvement program requires an ongoing relationship with the stakeholders directly affected. Presentations can be one of the most effective methods of conveying key messages and addressing community issues. Because they may incorporate a wide variety of media—printed handouts, audio-visual aids, graphic displays, models—the audience has the opportunity to absorb and understand the information in multiple ways and in an organized fashion.

Tips for an Effective Community Presentation

1. Know your audience. Understand who they are and what their concerns are. What matters to a group of seniors will be different from what matters to a PTA group. This first step lays the groundwork for everything that follows.

2. Customize your materials to suit your audience. Some audiences respond better to a slide show, others prefer charts and graphs.

3.. Respect everyone's time. Keep the presentation as short as possible and never go over the allotted time.

4. Keep it simple. Avoid being too technical. Keep in mind that in most cases, you're much closer to the issue than they are; what is familiar to you may be completely foreign to them. Your purpose is to familiarize and educate a group on issues that most directly affect them, so use layperson's language and illustrative examples or analogies. Avoid jargon and acronyms.

5. Leave it to the experts. When you've determined what needs to be presented, make sure it is presented by a credible source.

6. Prepare an outline. Your points are most effective if presented in an orderly fashion. A good outline keeps you from skipping important points and prevents rambling.

7. Practice, practice, practice. Schedule a dress rehearsal at least two days before the presentation, to leave enough time for any changes and adjustments that may need to be made. All those involved in the presentation should participate.

8. Be flexible. Sometimes the audience wants more or wants something other than what you've prepared. When appropriate to keep the audience engaged, go with the flow while maintaining control of the process.

9. Anticipate questions. Start by writing out a list of questions you're likely to be asked, and then ask others to help you practice your responses. Make sure you know the answers and can articulate them confidently and clearly. If you don't know the answer to a question, be honest and promise to get back to them with an answer as soon as possible. Then keep that promise.

10. Don't let all of your preparation go to waste because of technical problems. Make sure you'll have the equipment necessary to present your materials as rehearsed. Bring extra batteries, light bulbs, extension cords, easels, pens, files on CD, etc. Arrive early enough to test everything before the audience arrives.

11. Leave them with something they can refer to later. Bring handouts of material presented and a list of contacts for further information. Or, turn your presentation into an online video, and provide a link for participants.

12. Follow up while the issue is still fresh in their minds (and yours!). Make certain that any requests for additional information, contacts, or answers to questions are returned immediately following the presentation.

➔ 511 Updates

511 is a statewide public service of ITD to help travelers access information about road conditions, construction activities, traffic incidents, weather and tourism via the phone or on the web, 24 hours a day and 7 days a week. 511 provides information on interstates, U.S. routes and state highways. It does not include county roads or city streets, except in the Treasure Valley/Boise metro area, where some traffic information is provided in partnership with the Ada County Highway District.

Who Takes the Lead

The program or project manager provides 511 update information to their district's communication manager, who will work with the Office of Communications for posting on the 511 website.

Example

US 20: Road maintenance operations.
Between 1475 North Road and 2050 North Road (1 to 3 miles east of the Ashton area). Road maintenance work is in progress. There is a width limit in effect because the roadway is reduced to two lanes. Width limit 14'0". Until today at about 7:00PM MDT.

Comment: Crack sealing U.S. 20, starting at a point south of the Ashton Bridge and continuing north for approximately three miles. Watch for maintenance workers and equipment, and obey all traffic signs. Contact contractor Hal Schofield at 208-351-2077 for construction information. Commercial vehicles are restricted to 14 feet in width. Drivers of oversize loads need to contact Construction Engineer Wade Allen (208-745-5680), at least 24 hours before arriving at the construction zone. OVERSIZE LOADS MUST GIVE 24-HOUR NOTICE

➔ Stakeholder availability

Availability to communicate (personal visit, phone calls, email, etc.) with project stakeholders. Be sure to distribute public information contact information effectively, and consider maintaining a stakeholder contact database. This is helpful for tracking stakeholder concerns, and for referencing the history of the project or a particular stakeholder.

➔ Media relations

Inside every public involvement program is a good public information program. Before people can participate, they need the background to be able to participate in an informed manner. In particular, they need to know how a decision could affect them and their interests.

It is important to be as objective as possible. You may never convince advocacy groups that your material is objective, since some have a stake in being critical. The target therefore is the mainstream public, and the goal is to ensure that people who do not have a predetermined position perceive the information they receive from ITD as being useful and trustworthy.

Following are the most frequently used techniques for providing information to the public:

News Releases

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.

Media Kits

One way to help reporters cover an event or introduce them to a project is to prepare a media kit providing a summary of the key information they might need throughout the decision-making process. Typically, a media kit consists of a folder with pockets that contain short summaries of the project need, the decision-making process, frequently asked questions, summaries of key technical studies or environmental documents and other relevant information. It's generally helpful to include copies of past brochures or newsletters and photos of the project area on CD.

Identify the reporters/editors you believe will be interested in the story and arrange to stop by, deliver the media kit and answer questions on the spot. Media Kits can also be distributed at a media event, which provides members of the media the opportunity to take pictures and gather project footage and interview ITD staff on location. It is good practice to take copies of the media kit with you to a public meeting to help reporters who may drop in.

Paid Advertising

Paid advertisements are one sure way to make an announcement or present information to the public in newspapers or on radio or television. The chief advantage over news releases is that paid ads give you control of what is said and when it will run.

Paid advertisements are expensive. However, the public normally appreciates advertisements announcing public meetings, particularly if they are visually attractive and provide information people need to participate in a decision-making process.

Who Takes the Lead

The program or project manager provides information to the Office of Communications, which will assist with formatting and advertising placement.

➔ Pre-construction partnering workshops

Partnering workshops are often used at the beginning of a project. These team-building exercises are meant to create group understanding and buy-in of team goals and commitment to mutually beneficial results. They are designed to stimulate conversation and involve team members in planning for a successful project.

These are typically half- or full-day workshops that focus on facilitated discussion aimed at reaching the following goals:

- ➔ Understand the task
- ➔ Understand the team
- ➔ Anticipate and mitigate risks
- ➔ Establish communication protocols
- ➔ Establish ongoing evaluation and celebration plan

This facilitated workshop should result in individual buy-in of overall group goals. Documentation of the meeting is essential, and a discussion guide to for the group follow along with and take notes can often be helpful.

Who Participates

Members of the project team should be a part of a partnering workshop. This includes but is not limited to ITD representation (project manager, project engineer, public involvement coordinator) and contractor representatives, subcontractor representatives and any other necessary consultants.

➔ Construction Coordination Teams (CCT)

Similar to a CAC, a construction coordination team (CCT) is a representative group of stakeholders in an affected project area that meets regularly during construction to discuss issues of common concern and receive updated information on project progress. This type of committee is used to solicit input and address stakeholder concerns. Because these committee members represent specific stakeholder groups, they can help project teams disseminate accurate, up-to-date information on the project.

Purpose

A CCT is a forum for updating and involving stakeholder groups during the construction phase of a project. It is a place where ITD and the contractor can present updated progress information and citizens can voice concerns and asks questions about the project. It gives a better understanding of project milestones and gives members the opportunity to ask ITD and the contractor for assistance, for clarification of points and for follow-up on questions. It provides a continuing forum for addressing citizens' concerns and updating the public on the progress of the project. Special efforts should be made to include representatives of disabled, minority, lower economic classes and limited English proficiency (LEP) groups.

How it Works

CCTs are managed by ITD project managers (with assistance from consultants, if applicable). The public involvement coordinator is also available to help with set-up and facilitation.

A typical advisory committee agenda would cover the following items:

- Introductions and review of agenda
- Schedule
- Progress update
- General discussion/opportunity for questions from members
- Meeting wrap-up/next meeting date and time

Who Participates

First, key stakeholder groups are identified by the project team (businesses, residential areas, special interest groups, municipalities, etc.) Communication about the CCT takes place with these groups and a representing member either volunteers or is selected by their respective groups. It is important for ITD and the project contractor to be represented on the committee to foster communication and collaboration between stakeholders and the project team, and to make sure the proceedings are documented.

If membership is not fully representative, ITD might encourage unrepresented or underrepresented groups to attend or provide their input in some other way.

Costs

A CCT requires support staff within ITD and support staff from the contractor on the project. The work required for these meetings can be substantial. A site for the meeting must be selected, meeting minutes must be kept, past minutes and agendas must be sent out before meetings. ITD project team representatives must attend to provide project information for committees and to answer and address any concerns they may bring to the meetings. Costs for these meetings will vary based on frequency of meetings and duration of project.

Benefits

A CCT keeps key stakeholder groups updated on project progress and gives them the opportunity to voice opinions and concerns. By participating, ITD is able to keep their finger on the pulse of the public throughout the project, and can work with the committee to prevent potential public outbursts and correct public misconceptions about the project.

Other Key Points

An established community committee is the basis for many techniques of public involvement, some of which (facilitation, formal presentation, conflict resolution, etc.) can take place within CCT meetings. Video and photos can be used to illustrate specific points.

➔ Conflict resolution/mediation

Formal process of bringing two or more parties with diverse interests together to find solutions. May be done informally such as a door-to-door visit or formally through a mediation process and resolution document (memorandum of agreement). Conflict resolution can be a common occurrence during high-impact projects.

➔ EMS coordination

Communication with emergency responders such as police, fire, 911, ambulance services. For any preconstruction meeting, all emergency response agencies that are responsible for service to the project location should be notified and invited to attend. For larger projects, weekly construction coordination meetings might occur. Consider inviting a representative from police and fire to attend these meetings. Also consider having an EMS representative on a Community Coordination Team or Committee.
Coordination between ITD, the Contractor, and the Response Agencies should be made to best facilitate potential emergency response to, and/or through, the project i.e. location of access roads, emergency contact information, temporary accommodations for emergency traffic, etc.

➔ School district/busing coordination

Working with schools to develop child access routing plans, bus schedules, safety programs, etc. which facilitate project implementation. During construction, this type of coordination should be on-going. Consider having a school district representative on a community coordination team or committee.

➔ Trucking and motor carriers coordination

Outreach and regular communication with trucking and motor carriers groups regarding project start dates, closures, impacts, etc.

Contact Information

Commercial Vehicle Services – Motor Carrier - Idaho Transportation Department
P.O. Box 7129
Physical: 3311 West State Street
Boise, ID 83707-7129
Fax: 208-334-2006
Phone: 208-334-8611
Email: cvs@itd.idaho.gov

Idaho Trucking Association
5171 Overland Road
Boise, ID 83705
Phone: 208-342-3521