



LEVEL-BY-LEVEL 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. Tools listed here are hyperlinked to their corresponding section in the [ITD Guide to Public Involvement](#), allowing users to learn more about the tools, how to develop and implement them, and review examples from past ITD projects.

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

→ For users that would prefer a POP Level specific public involvement guide, complete with definitions of tools and techniques, the [Customized POP Level Guide](#) was developed. This guide pulls the relevant information from the ITD Guide to Public Involvement and collects it in customized guides for each POP Level.

LEVEL 1	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	District environmental and planning staff. Coordination with Public Involvement Coordinator.		Office of Communication and Contractor Designee or District Maintenance Supervisor (NCRI).
Possible Tools	<ul style="list-style-type: none"> → Agency/municipal notification → Letter to key stakeholders 	<ul style="list-style-type: none"> → News release → Continued key agency/stakeholder coordination 	<ul style="list-style-type: none"> → VMS signs → Construction fliers → District projects website posting → News release → Impacted stakeholder contacts → Social media updates
LEVEL 2	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	District environmental and planning staff. Coordination with Public Involvement Coordinator.		Office of Communication or District Maintenance Supervisor and Permit Requestor for NCRI.
Possible Tools	<ul style="list-style-type: none"> → Agency/municipal notification → Letters to key stakeholders → Flier → Social media → District projects website posting 	<ul style="list-style-type: none"> → News release → Continued key agency/stakeholder coordination 	<ul style="list-style-type: none"> → VMS signs → Fliers → District projects website posting → News release → Stakeholder availability → EMS coordination → Social media updates → 511 updates

[MORE →](#)



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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	<ul style="list-style-type: none"> → 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 	<ul style="list-style-type: none"> → Continued key agency/stakeholder coordination → Community Advisory Committee → District projects website posting → Newsletter updates → Social media updates → EMS contacts → School district contacts 	<ul style="list-style-type: none"> → 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
LEVEL 4	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	Consider Office of Communication/District staff member primarily dedicated to this effort and/or third-party public involvement/communication consultant. For NCRI, if permit requestor is handling all outreach, assigned outreach tasks need to be clearly communicated and agreed upon.		
Possible Tools	<ul style="list-style-type: none"> → Agency/municipal coordination → Stakeholder interviews → Fliers → Brochure → 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 → District projects website posting → Social media → Online surveying → Site tour → Paid media → Online open house → Neighborhood association outreach → Partnering workshops → Pre-project conflict assessment → Focus groups 	<ul style="list-style-type: none"> → Continued key agency/stakeholder coordination → District projects website posting → Newsletters (paper and electronic) → Site tour → Right-of-way process support → Social media updates → Community Advisory Committee → Civic organization/senior center outreach → Chamber of Commerce/City Council outreach 	<ul style="list-style-type: none"> → VMS signs → Construction fliers → Fact sheets → District projects website posting → Stakeholder availability → Media relations → 511 updates → Pre-construction partnering workshop → Construction Coordination Team → Conflict resolution/mediation → EMS coordination → School district/busing coordination → Trucking and motor carriers coordination → Paid media → Agency/municipal leadership updates → Transit coordination → Neighborhood association outreach → Social media updates → Newsletters (paper and electronic) → Pre-construction open house



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LEVEL 5	Early Environmental & Corridor Plan	Design Phase (tools designed to build on early environmental tools)	Construction & Non-Construction Roadway Impacts (NCRI)
Primary Resources	Consider Office of Communication/District staff member primarily dedicated to this effort and/or third-party public involvement/communication consultant. For NCRI, if permit requestor is handling all outreach, assigned outreach tasks to need to be clearly communicated and agreed upon.		
Possible Tools	<ul style="list-style-type: none"> → Stakeholder interviews → Fliers → Brochure → Newsletters (electronic and paper) → Public meeting/hearing → Environmental justice outreach → Community Advisory Committee → Legal notices/notice of availability → Facilitated decision-making → Special interest group outreach → Media relations → District projects website posting → Social media → Online surveying → Site tour → Paid media → Video/animation → Online open house → Neighborhood association outreach → Partnering workshops → Process evaluation → Policy-level problem solving → Pre-project conflict assessment → Focus groups 	<ul style="list-style-type: none"> → Continued key agency/stakeholder coordination → District projects website posting → Newsletters (electronic and paper) → Social media updates → Site tour → Right-of-way process support → Partnering workshops → Community Advisory Committee → Policy-level problem solving → Civic organization/senior center outreach → Chamber of Commerce/City Council outreach 	<ul style="list-style-type: none"> → VMS signs → Construction fliers → Fact sheets → District projects website posting → Stakeholder availability → Media relations → Pre-construction partnering workshop → Construction Coordination Team → Conflict resolution/mediation → EMS coordination → 511 updates → School district/busing coordination → Paid media → Agency/municipal leadership updates → Transit coordination → Neighborhood association outreach → Policy-level problem solving → Social media updates → Newsletters (electronic and paper) → Pre-construction open house → Trucking and motor carriers coordination