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Draft public engagement plan

*People-centered planning, projects
and services*



Why update the public engagement plan?

- Federal transportation planning requirement for public participation plan
- *Public Involvement in Regional Transportation Planning*, **current document**, last updated in 2010
 - recommendations for **updates and improvements** raised in last federal quadrennial review of the Unified Planning Work Program
 - extend **beyond transportation planning** to cover all of DRCOG's work functions
 - most importantly, to be **much more intentional** about **meaningful public engagement** – to go well beyond just checking off the boxes



Update process

- review of **best practices** from peer organizations
- drafting over **past year**
- **iterative review** from **internal stakeholders** throughout the organization
 - Communications and Marketing - **lead**
 - Transportation Planning and Operations
 - Regional Planning and Development
 - Executive Office
 - Area Agency on Aging



Intent of plan



- Serves as a **guidebook** for **DRCOG staff** to **plan** and **implement** effective public engagement
- Statement of **DRCOG's commitment** to **meaningful** engagement



Draft plan structure

Introduction

- Guiding principles
- Process
- eight steps for engagement

Transportation Planning

- Transportation-specific requirements
- Stakeholders & interest groups
- Processes and activities

Implementation

- Summary

Appendices

- Purpose
- Potential participants
- Techniques
- Tools
- Evaluation



Guiding principles

- early engagement
- ongoing engagement
- timely and adequate notice
- consistent access to information
- invitation for public review and comment
- invitation and consideration of perspectives from those traditionally under-represented
- regular review of public engagement processes



Steps to engagement

Not necessarily linear, may need to reassess throughout process

1. Determine state, federal and funding partner **minimum requirements**.
2. Identify the overall **goal** of the project.
3. Identify the **purpose** for inviting public participation.
4. Determine the appropriate **level** of public engagement.
5. Identify **public participants**.
6. Identify **tools and techniques**.
7. **Implement** public engagement activities.
8. Measure, demonstrate and **evaluate results** of engagement.



Appendices



Intent: Staff will use the plan to **develop an engagement strategy** and **evaluate success**

- project purpose form
- potential participants
- techniques for public engagement
- tools for public engagement
- evaluation criteria



Next steps

- available for **your review** prior to posting for public comment
- **minimum 45-day public comment** period
 - federal requirement for public participation plans
 - Please promote comment and review period through your channels!
- **comment period** currently scheduled to open **Jan. 17**
- **public hearing** and **adoption** – **March/April** (tentative)



Thank you!

QUESTIONS?