Draft public engagement plan
People-centered planning, projects and services
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.
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?