Local Aid & Economic Development

Veronica Murphy
Facilitating Equitable Outcomes: The Intersection Between Public Engagement & Equity in Transportation

Community Impact Assessment
Strategies to Enhance Public Involvement

Virtual Public Involvement

Virtual public involvement supports agencies’ efforts to engage the public more effectively by supplementing face-to-face information sharing with technology.

Innovative virtual public involvement techniques provide State departments of transportation (DOTs), transit agencies, Metropolitan Planning Organizations (MPOs), and rural transportation planning organizations (RTPOs) with a platform to inform the public and receive feedback. These strategies create efficiencies in how information is disseminated and how input is collected and considered, which can potentially accelerate planning and project development processes.

ENCOURAGING PUBLIC ENGAGEMENT

Public involvement is a critical component in the transportation decision-making process, allowing for meaningful consideration and input from interested individuals. As data users of the transportation system, the public has useful insights, insights, and observations to share with their State DOT, MPO, and local agencies on the performance and needs of the transportation system or on specific projects. Skilled and stronger public engagement has the potential to improve project outcomes and to build trust and address public concerns early in the planning process, thereby reducing issues from previously unknown interests late in the project delivery process.

WHY IS MEASURING EFFECTIVENESS NEEDED?

• Consultation with the public is not only required but fundamental to the development of transportation plans and projects.
• This outreach is also crucial for securing adequate funding for transportation infrastructure and building public support for transportation projects.
• While there are widespread resources for conducting public outreach and a growing body of literature and experience on how to engage the public, there are few practical methods to measure the effectiveness of public involvement.

WHAT ARE THE BENEFITS?

• Target areas for improvement.
• Track improvement over time.
• Improve relationships with affected communities.
• Demonstrate seriousness of public involvement efforts.

CAN BE USED FOR WHAT TYPES OF PROJECTS?

• New construction.
• Infrastructure repair.
• Upgrading.
• Long range plans.
• Etc.

Public Involvement Effectiveness Measurement Toolkit

NCHRP Report 905

Valid and “Do-able” Surveys and Scoring Tools

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WHAT ARE THE TOOLS FOR?

Survey for use with the public.
Survey for use by the agency to score itself.
Excel scoring tool.
Guidelines for using the surveys and scoring tool.

NCHRP Report 905: Measuring the Effectiveness of Public Involvement in Transportation Planning and Project Delivery (forthcoming)

For more information, please contact Bruce Brown at bbwon@prrbiz.com
Transportation & Public Health

Intersecting issues for Transportation and Health

- Safety
- Physical Activity/Active Transportation
- Air Quality
- Connectivity and Access
- Evacuation and Emergency Response
- Equity

NCHRP 25-25/Task 105
Connecting Transportation and Health: A Guide to Communication and Collaborations