Virtual Public Involvement

Welcome!

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VPI Tools and Techniques

Virtual Public Involvement Tools

1. Mobile Applications
2. Project Visualizations
3. Do-It-Yourself Videos
4. Crowdsourcing Tools
5. Virtual Town Halls
6. Mapping Tools
7. All-in-One Tools
8. Digital Tools to Enhance In-Person Events

Mobile Apps

- Suitable for larger or on-going efforts

- Reduces barriers to engagement as individuals may participate from anywhere

- Users can submit comments, photos as they experience transportation system

- Built in location technology allows for easy geotagging of comments

Mobile Apps

Download the DelDOT App

Recently Added Features:

EV Charge Stations
See What's New!

Report an Issue
See What's New!

DMV Home Screen
See What's New!

Popular Features:

Travel Map

DART

Projects
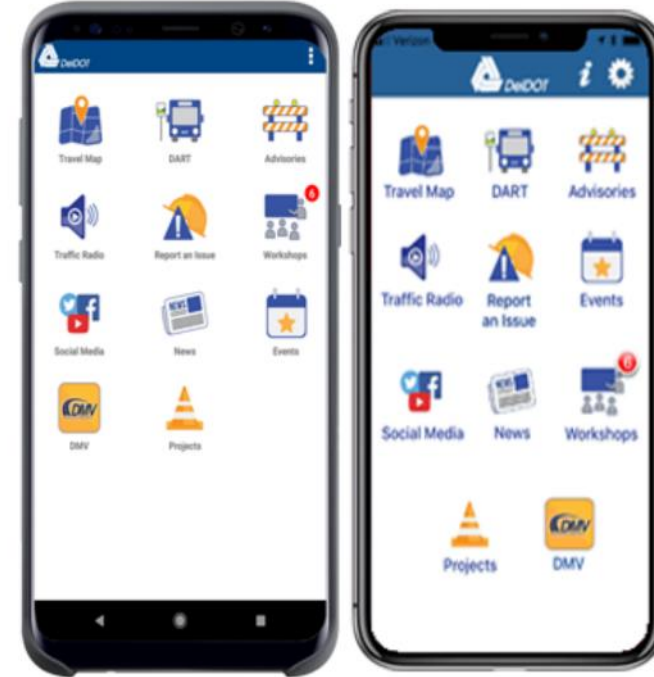
Image used with permission. Courtesy of Delaware Department of Transportation

Mobile Apps

Project Visualizations

- Easily spread through a variety of media channels

- Increases and enhances engagement during live meetings

- Improves the climate for conversation at in-person events

- Can explain a project to anyone regardless of background or prior knowledge

Project Visualizations

Image Provided Courtesy of WSDOT - Visual Engineering Resource Group (VERG)

Project Visualizations

U.S. Department of Transportation
Federal Highway Administration

Courtesy of Federal Highway Administration, Eastern Federal Lands Highway Division

Do-It-Yourself Videos

- Easily disseminated through a variety of media channels

- Help to reach a broader audience

- Videos often get more engagement and interest than static materials

- Effectively communicate content to diverse audiences

- Can incorporate visualizations or other digital content about proposed projects

Utah DOT Video
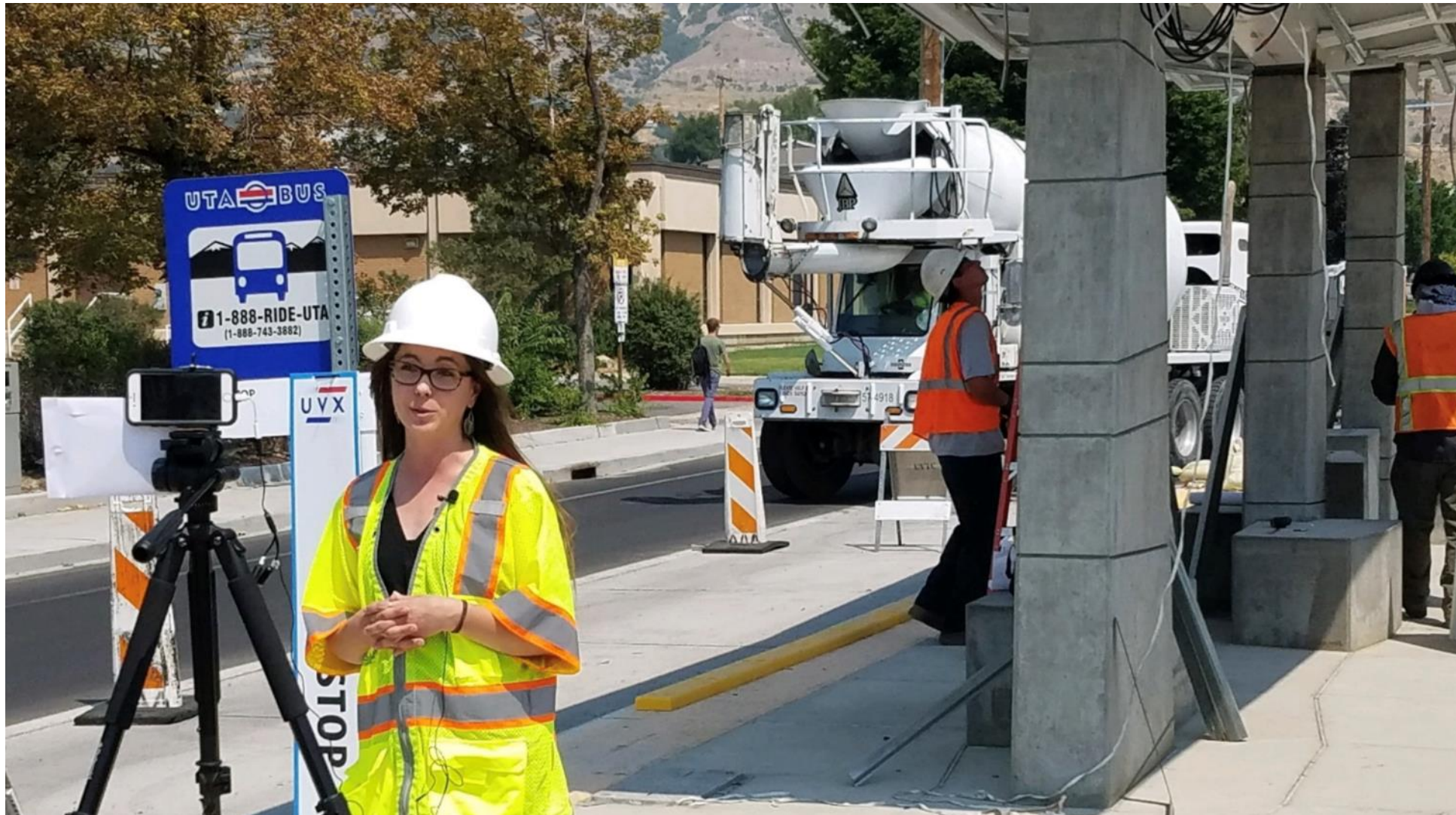
Crowdsourcing Tools

- Gather and accumulate qualitative information from stakeholders

- Allows for a larger volume of input over time

- Reduces labor burden of transcribing meetings or reviewing written submissions

- Internet users already familiar with information-sharing forums

Crowdsourcing Tools
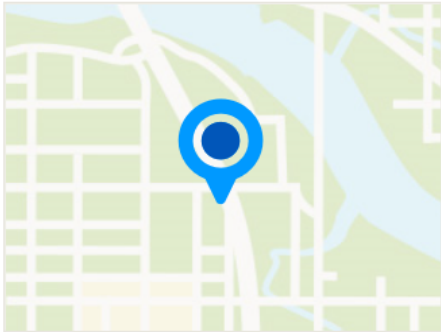
Image used with permission. Courtesy of the Connecticut DOT

Virtual Town Halls

- Accessible to stakeholders unable to participate in person

- Increases engagement during live meetings

- Low-tech alternative, does not require internet access

- Can reach LEP and other populations with simulcasts

Virtual Town Halls

Image Courtesy of AAMPO

Online Mapping Tools

- Web-based platforms

- Display information in familiar map format

- Stakeholders provide comments and input on digital maps, marking up suggested changes or areas of concern

- Provides geographic context

- Project information is less abstract

- Can be paired with narratives, videos, and other digital information

Online Mapping Tools

Image Courtesy of Alamo Area MPO

Online Mapping Tools

Image Courtesy of Utah DOT

Online Mapping Tools

Image Courtesy of Utah DOT
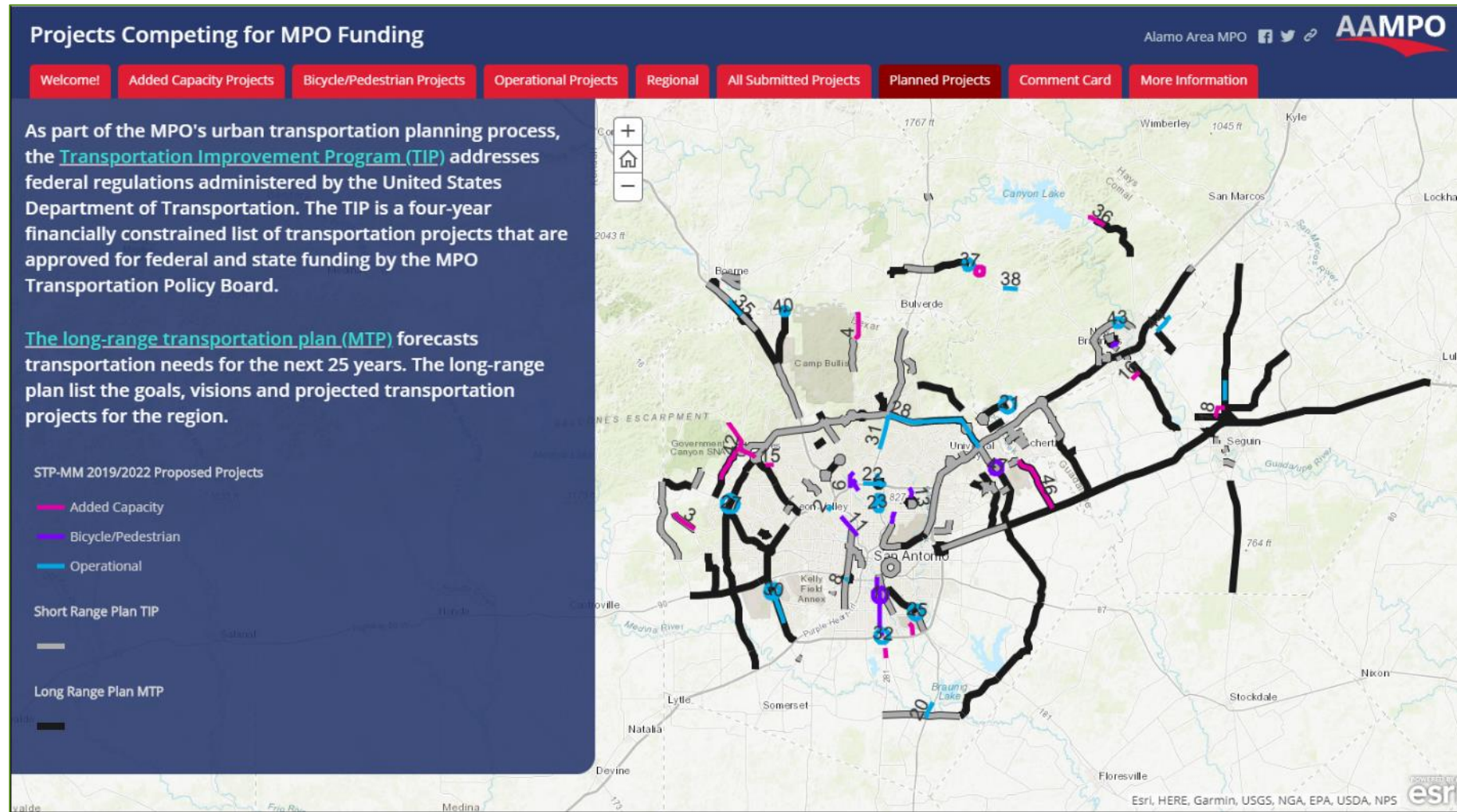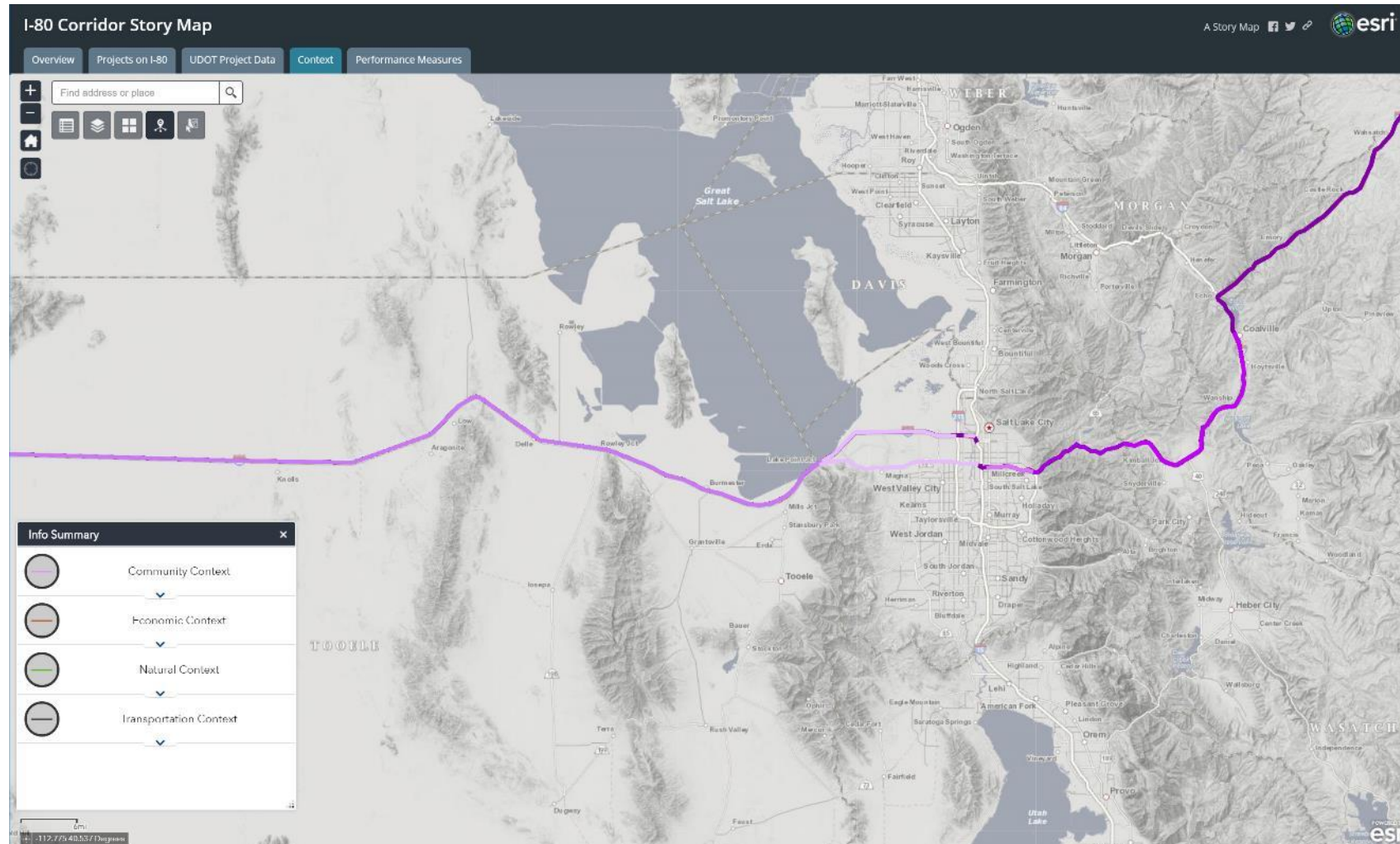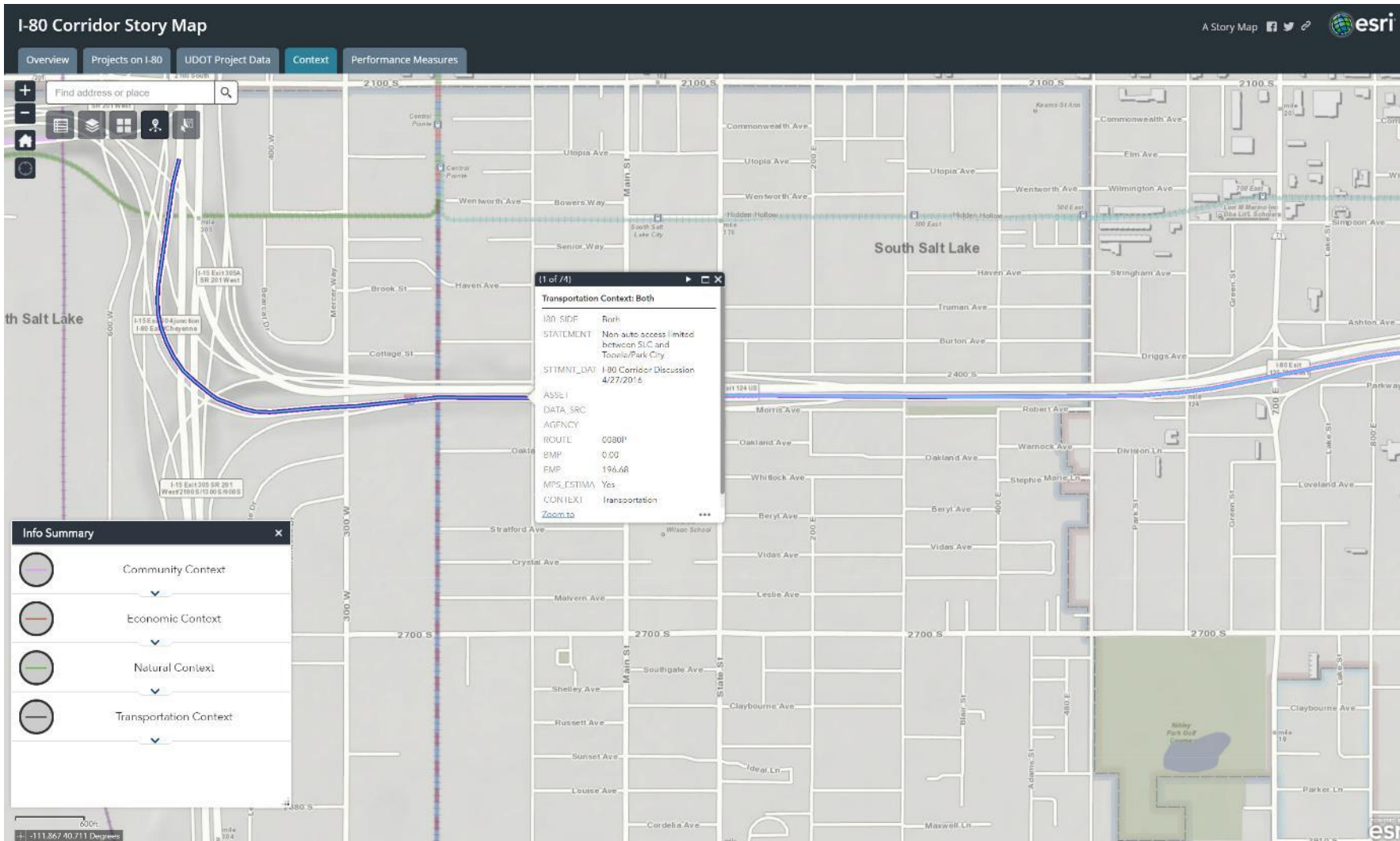
All-in-One Tools

- Combination of crowdsourcing, mapping and survey functions

- Allows staff to inform the public about a project and engage stakeholders through polls, surveys, etc.

- Can offer both desktop and mobile apps in same platform

All-in-One Tools

Image Courtesy of NC DOT

All-in-One Tools

Image Courtesy of NC DOT

Digital Tools to Enhance In-Person Events

- Virtual tools and techniques add value to traditional public engagement

- Live-polling and tech-equipped street teams can solicit live feedback and input

- Agencies bring project plans directly into communities to create a physical presence

Digital Tools to Enhance In-Person Events
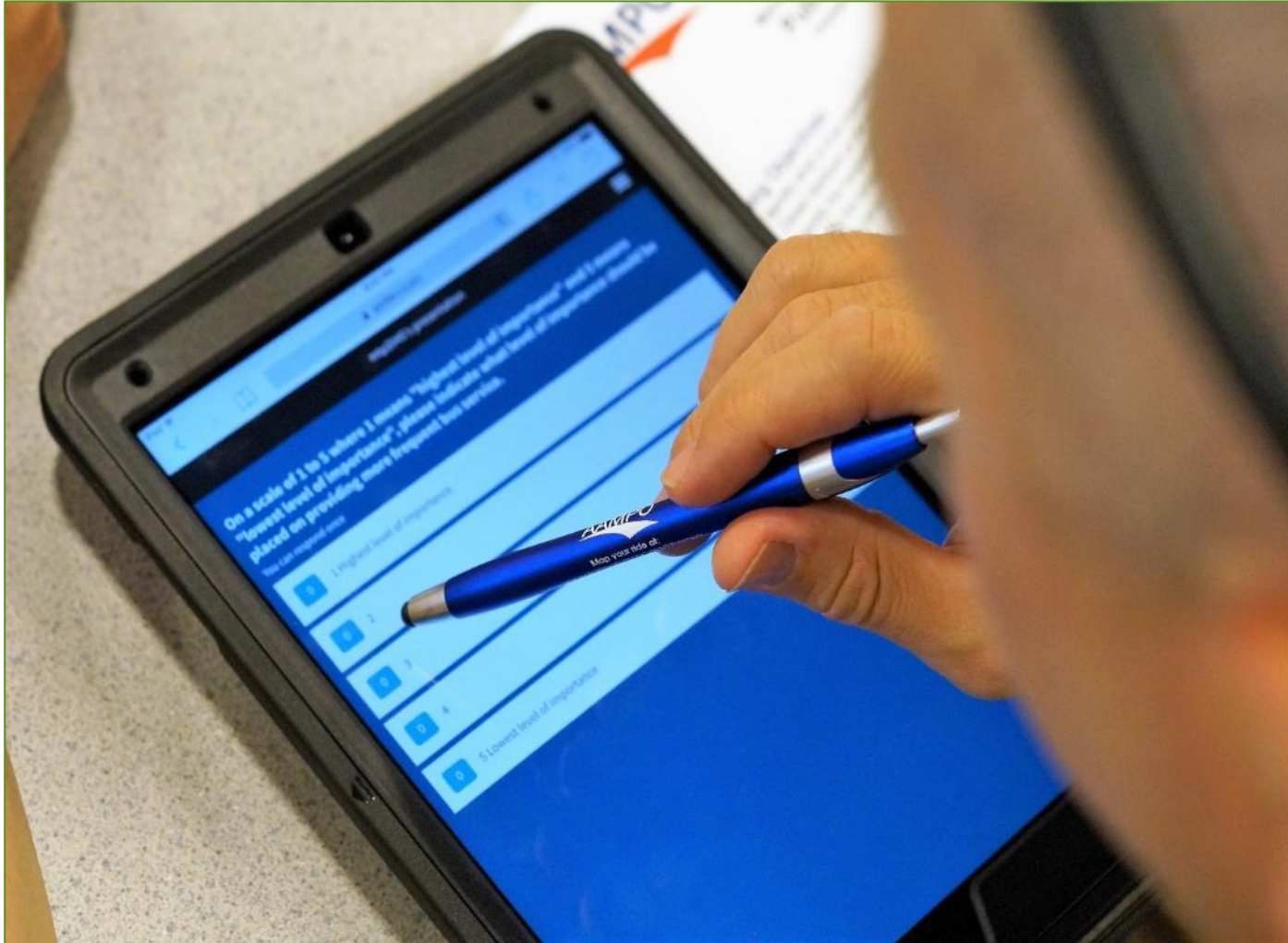
Image Courtesy Alamo Area MPO

Center for Accelerating Innovation

Websites and Resources

Public Involvement/Public Participation

www.fhwa.dot.gov/planning/public_involvement/

Virtual Public Involvement

https://www.fhwa.dot.gov/planning/public_involvement/vpi/

Every Day Counts - Virtual Public Involvement

https://www.youtube.com/watch?v=AT11Bpkk1uo&feature=youtu.be

Resources: Videos, Fact Sheets and Webinars

https://www.fhwa.dot.gov/planning/public_involvement/vpi/webinars/

NHI- Web Based Course
Basics of Public Involvement in Transportation Decision making

Course Modules

Background, importance and requirements

Identify and engage the public

Techniques for involving the public

Generating using and evaluating feedback

Engaging beyond the town hall

FHWA-NHI-142077

www.nhi.fhwa.dot.gov

How can FHWA help you with Virtual Public Involvement?

Thank you!

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