

Virtual Public Involvement



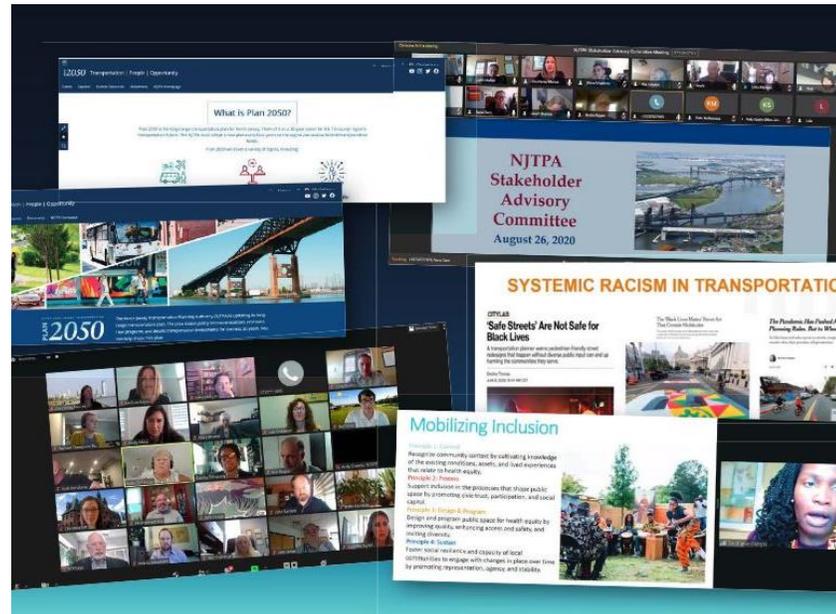
OVERVIEW OF INNOVATION

North Jersey Transportation Planning Authority (NJTPA), one of New Jersey's three MPOs, has used several innovative forms of virtual public involvement (VPI) to increase public participation in the long-range term planning process. These strategies include approaches to promote engagement with populations that are difficult to reach and that historically have been less likely to be involved in the transportation planning process. New Jersey MPOs are also engaging members of the transportation community in conversation on emerging topics through virtual meetings.

To gather public input for its long-range transportation plans, online ads geo-targeted to the region invited people to participate in an online survey covering the Plan's seven focus areas. The campaign reached 1.6 million people over six weeks and received a robust response. NJTPA has used a broad range of engagement tools. The agency held focus groups with traditionally underserved demographic groups, created a young adult advisory group, held online meetings to engage broad audiences, and held an innovative online contest for children ages 5-15 to engage this hard-to-reach segment.

NJTPA also created its Tuesday Symposium series to engage planning and transportation professionals, advocates, and other interested parties. The series focused on various emerging issues and equity themes in transportation.

The Delaware Valley Regional Planning Commission (DVRPC), another New Jersey MPO, convenes its Futures Group, a collaborative, transdisciplinary group of subject matter experts and interested stakeholders to discuss emerging trends and forces affecting the region.



Source: NJTPA, Public Engagement

BENEFITS

VPI has proven effective in saving time and reducing costs through engagement with affected populations early and on a continuing basis in the planning process.

NJTPA has devised VPI strategies to explore inclusion, opportunity and equity issues in transportation planning processes.

Dialogue within the Futures Group benefits both DVRPC and the group's participants who are able to take what they learn back to their organizations.

FIND OUT MORE . . .

NJ STIC Virtual Public Involvement in NJ
<https://www.njdottechtransfer.net/VPI>

NJTPA Plan 2050: Transportation. People. Opportunity, Public Engagement
<https://www.njdottechtransfer.net/NJTPA-Plan-2050>

DVRPC's Futures Group
<https://www.dvrpc.org/plan/futuresgroup>

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Equity, Planning