**PUBLIC INVOLVEMENT PLAN**

*A Template for ODOT Projects*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Project name:** | |  | | | | |
| **Project location:** | | |  | | | |
| **Date of current version:** | | | |  | | |
| **Key contact:** |  | | | |  |  |
|  | **Name** | | | | **Title** | **Phone number** |

# *This Public Involvement Plan template was developed in coordination with the* [*Project Delivery Public Involvement Resource Guide*](http://transnet.odot.state.or.us/hwy/TSpdlt/Shared%20Documents/Public%20Involvement%202015/pd_pirg_2015-0625.pdf)*, which reminds us of the* *Six Steps to an Effective Public Involvement Plan:*

1. Identify stakeholders and their key issues/concerns (including previous commitments made and a strategy for ongoing updates to the list)
2. Establish Public Involvement objectives
3. Determine level of public involvement (including strategies for achieving your PI objectives)
4. Select the public involvement activities (and outline how they will be coordinated with other project efforts and processes)
5. Implement (develop and maintain schedule of tasks that includes team member roles, responsibilities, and timeframes)
6. Evaluate and incorporate

*On the following pages, fill in sections (boxes will expand) and complete checklists*

1. Identify stakeholders and their key issues/concerns

*Be as specific as possible. A list of potential stakeholders follows. Capture stakeholder information and the preferred contact method.*

* *Summarize any prior, related public involvement efforts in the project area. (Sources include Part 5 of the Project Prospectus, the project scoping report, past public involvement efforts, and/or agency history. Information to capture includes: commitments, issues, stakeholders, etc.)*
* *Who is affected by the project—who must receive the message? Typically, essential involvement is with:*
  + *affected property owners*
  + *the trucking industry (if any part of this project restricts freight movement, the MCTD Services Manager must be notified at least 21 days prior to restriction)*
  + *Title VI/Environmental Justice minority outreach audiences*
* *Who else do we want to communicate with? Differing group/stakeholders may need different messages at different times/frequencies.*
* *Identify issues stakeholders may have with your project*

*The* [*SDIC- Citizens Participation matrix*](http://www.ipmp.com) *is a good tool to review stakeholders and issues, and their worksheet can be useful in identifying messages you need to communicate with your stakeholders (“Potentially Affected Interests”).*

***Use the*** [***Checklist of Possible Stakeholders and Potentially Affected Partie***](#StakeholdersChecklist)***s (attached to the end of this template) to help identify the complete list relevant to your project, and then complete the*** [***Stakeholder Contact Log***](#StakeholderContactLog) ***– and remember to update both as your PI plans are revised and/or new information becomes available.***

**2. Establish objectives**

*Successful public involvement for this project means we create a common understanding with the public that:*

1. *There is a need or opportunity – one that must be addressed*
2. *We have the right team and it is our responsibility to address the need or opportunity*
3. *Our approach in addressing the need or opportunity is reasonable, sensible, and responsible*
4. *We do listen and we do care*

*The PI objectives can be a re-statement of these four points (for example, “Establish and maintain with the public that there is a critical need to solve the safety problem at… ”). For more complex projects, consult the SDIC 15 Citizen Participation Objectives.*

**3. Determine level of public involvement**

*What are the major PI elements required by this project)? Using the* [*Tier Assessment Tool*](http://transnet.odot.state.or.us/hwy/TSpdlt/Shared%20Documents/Public%20Involvement%202015/ProjectTierAssessmentTool.doc)*, what are the targeted strategies for achieving the PI objectives? (For example, inviting city public works director to be a member of the project team, hiring a public involvement firm, asking neighborhood association to serve as advisory group.) What resources do you have available to accomplish the objectives, and how much money is available/needed? Also outline your budget here.*

**4. Select the public involvement activities**

*Select the tools from the* [*Public Involvement Tools checklist*](#PITools) *attached at the end of this template( or another source) that are best suited to involve the project stakeholders. Also outline how in the following box how activities will be coordinated with other project management efforts and processes.*

**5. Implement**

*Develop a detailed schedule/table of tasks based on the above steps, that lists what is to be done, who is responsible, and the timing. As you execute on this schedule, don’t forget to update it. Conditions, issues and stakeholder all change. Keep a record here of your updates, and any significant changes, commitments and course-adjustments you make. The* [*PI Action Plan*](#PIActionPlan) *will be helpful in tracking the execution.*

**6. Evaluate and incorporate**

*Take the time to establish measurements so you know if your efforts are successful. Periodically evaluate how your PI plan is working. Ask for feedback from stakeholders along the way. Answering the questions below may be a start; check the Evaluation Tools that follow for what may fit your project.*

* *Did we work effectively and proactively to inform and coordinate with our jurisdictional partners?*
* *Was the need (or opportunity) for the project clearly understood? If not, what do we need to do differently?*
* *Did we correctly identify all of the important stakeholders? If not, what were the reasons we missed some, and how can we do a better job in the future?*
* *Did we correctly identify stakeholder issues? If not, how can we do a better job in the future?*
* *Were our messages about the project effective? If not, why?*
* *Did our communications tools work? Did we reach the target audience? If not, what other tools would have been more effective?*

Did we work effectively and proactively to inform and coordinate with our jurisdictional partners?

**Evaluation tools**

Pre-Project Baseline Survey

Postcard survey

Telephone survey

Other

PE Public Meeting Survey

Ballot survey

"Bean-jar" survey

Other

Mid-Construction Survey

Postcard survey

Telephone survey

Other

End-of-Project Survey

Postcard survey

Telephone survey

Other

*ODOT PI Plan Template Attachments*

Checklist of Possible Stakeholders and Potentially Affected Parties

This is not a definitive list – tailor it to meet the complexity of the project

ODOT Internal Partners on PDT

Maintenance District

Region Planning

Region Traffic Operations

Program Managers (e.g., Bridge)

Motor Carriers Division

Rail Division

Public Information Reps.

Region Public Affairs

ODOT Government Relations

ODOT Jurisdictional Partners

City/county agency staff

Federal regulatory and lands agencies

FHWA

Transit districts

Other State agencies

Shipping/Freight Industry; Commodity Haulers

Trucking industry

Trucking Associations

Heavy-haul trucking companies

Annual permit holders

Ports

Railroads

Agriculture

Forest Products

Special Interest Groups

Bicycle/pedestrian associations

AAA in Oregon and neighboring states

Oregon Farm Bureau

1000 Friends of Oregon

Sierra Club

Environmental Centers

Other Affected Community Agencies/ Emergency Services Providers

State/City Police/County Sheriffs

Fire districts

Hospitals/ambulance services

911 dispatch/Emergency Operations

Hazardous Materials responders

School Districts, schools and school bus managers

Irrigation Districts/other public utilities

Water/sewer/fire protection districts

Parks

Area attractions/entertainment venues/fairgrounds/festival organizers

Environmental Justice

Low-income communities

Minority communities

Spanish translations needed

Property Owners

Directly affected by project (e.g., within “footprint”)

Adjacent to project (e.g., access, noise)

Other property owners near right of way

Community Residents

People living in the neighborhood

People living in the vicinity

People living in the same city

People living along the highway corridor

Elected Officials/City, County and Regional Governments/Commissions

Oregon Transportation Commission

Area Commission on Transportation

Mayor/city council

County commission

Council of Governments

Metropolitan Planning Organizations

Regional Economic Revitalization Teams (i.e., Governor’s rep, other state agencies)

State representative(s)

State senator(s)

U.S. Senator

U.S. Representative

Local industrial and commercial Businesses

Businesses affected by the project (e.g., “footprint” and/or access), top priority

Businesses in the neighborhood

Businesses in the vicinity

Businesses along the highway corridor

Commercial Business Areas

Industrial Parks

Highway Users

Utility companies in the existing or potential right-of-way

Local delivery drivers/providers

Commuters/regional and through trips

Truck stops

Agricultural and wood products haulers

Vanpool/bus companies

Charter bus companies

Civic Organizations

Chamber of Commerce/city club/visitor association

Local community service clubs

Local neighborhood associations

Grange

**ODOT PI Plan Template Attachments**

**Public Involvement Tools**

Ways to Involve the Public

Person to Person

Open Houses

Informal/impromptu gatherings (ex: “Coffee with ODOT” near project site)

Focus Groups (facilitation/mediation)

Workshops/charrettes/brainstorming

Advisory Teams

Use existing organizations (civic groups, clubs, schools, transportation advisory groups, etc.)

Ask stakeholders how they want to be involved

Extend membership on project teams (e.g., local agency staff, district staff)

Establish a project Web site, include interactive elements

Follow up, let stakeholders know their feedback has been received, and the results

Ways for the Public to Get Information to You

Provide your contact information on printed materials and on your Web site

Develop hardcopy and electronic comment forms, and make them readily available

Hearings

Surveys (paper or electronic)

Ways for You to Get Information to the Public

Printed Communications

Fact sheets

Fliers

Postcards

Brochures

Posters / Billboards

Newsletters/project updates

Weekly

Monthly

Quarterly

As needed

Table-toppers

Hotlines

Electronic Information Distribution

E-mail messages

Project Web site

Flash postings

Update TripCheck/HTCRS

OTIA Web site

Media Contact

One-on-one visits with reporters

News releases

Editorial board visits

Media kits

News conferences

News media site visits

Paid Advertising

Newspaper display ads

Radio production spot ads

Television production spot ads

Local public access programming

Billboards

Bus placards

Websites

Events

Ground breaking

Block parties

On-site progress tours

Dedications/ribbon cuttings/opening celebrations etc.

Participation in local community events

Legislators/Local Governments/Federal delegation

In-person briefing

Report(s) to or briefing(s) with ODOT legislative affairs staff

Electronic updates (e-mail or fax)

Other

Project-specific “stuff”

**ODOT PI Plan Template Attachments**

**SAMPLE ACTIVITY OUTLINE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project name:** |  | | |
| **Project leader:** | |  | |
| **Scheduled Let Date:** | | |  |
| **Construction rep:** | | |  |

# Project Development

|  |  |  |  |
| --- | --- | --- | --- |
| **Open house** | **Yes, date:** |  | **No** |
| **Door-to-Door Delivery** | **Yes, date:** |  | **No** |
| **Mass Mailing** | **Yes, date:** |  | **No** |
| **News Release** | **Yes, date:** |  | **No** |
| **Advertising(TV/radio)** | **Yes, date:** |  | **No** |

# Construction

|  |  |  |  |
| --- | --- | --- | --- |
| **Contract Awarded:** |  | **To:** |  |
| **Start Construction:** |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Open house** | **Yes, date:** |  | **No** |
| **Door-to-Door Delivery** | **Yes, date:** |  | **No** |
| **Mass Mailing** | **Yes, date:** |  | **No** |
| **News Release** | **Yes, date:** |  | **No** |
| **Advertising(TV/radio)** | **Yes, date:** |  | **No** |

***ODOT PI Plan Template Attachments***

**Stakeholder Contact Log**

**Project Name:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NAME** | **ADDRESS** | **TELEPHONE** | **EMAIL ADDRESS** | **PREFERRED METHOD OF CONTACT** |
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***ODOT PI Plan Template Attachments***

**PI ACTION PLAN**

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| --- | --- | --- | --- |
| **Action Item** | **Responsible** | **When/Frequency** | **Notes** |
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AM = Area Manager CM = Construction Manager PL = Project Leader CLR = Community Liaison Rep.

PIO = Public Information Officer T = Traffic ROW = Right Of Way