

APPENDIX A

Public Involvement Process Checklist

Preliminary Preparation

✓	Activity/Strategy
	Define the desired outcome of the land use plan
	Determine the level of influence that the public will have in the planning process
	Determine the study area and any extended areas of influence
	Research and document demographics of the planning area → Scan for Title VI and Environmental Justice populations
	Identify the planning audience and key stakeholders → Which constituents are likely to see a disproportionate or unique <u>positive</u> impact from the project outcomes? → Which constituents are likely to see a disproportionate or unique <u>negative</u> impact from the project outcomes?
	Brainstorm initial key messages
	Determine funding available for the public involvement effort
Tools	
<ul style="list-style-type: none"> ▪ Participation ladders (e.g. IAP2 Spectrum of Public Participation) ▪ Audience Identification Exercise (See Putting the People in Planning Appendix B) ▪ Budget 	

Public Involvement Plan

✓	Activity/Strategy
	Define public involvement objectives
	Define the process for making planning recommendations and decisions
	Define communication protocols, including → Public inquiries → Media relations → Interactions with other agencies or tribal governments → Methods for documenting the outreach process
	Describe general outreach materials to be prepared
	Describe the specific tools that will be used to inform and engage each stakeholder group, including culturally and linguistically appropriate methods for each audience
	Confirm that available budget and resources aligns with the level of effort needed. Resolve disparities if necessary.
	Assign roles and responsibilities for implementing public involvement activities
	Determine key community input points, such as → Agree on existing conditions → Develop alternatives → Select preferred alternative
	Develop a schedule for public involvement activities
	Identify feedback loops/mechanisms to ensure the process is transparent
	Develop criteria or measures to evaluate success
Tools:	
<ul style="list-style-type: none"> ▪ Public Involvement Plan Template (See Putting the People in Planning Appendix C) ▪ US Census, EPA "EJSCREEN" tool, or ODOT TransGIS tool 	

Informing

✓	Activity/Strategy
	Identify the communication tools that are best suited to reach intended audience(s)
	Provide notification with enough lead time to enable effective participation
	Create a shared understanding of the project purpose and desired outcomes; provide educational opportunities for stakeholders to learn more
	Provide information in non-technical jargon using a variety of formats – text, tables and images
	Translate materials into appropriate languages according to study area demographics
	Work with project partners to disseminate information
	Work with community-based organizations to engage various constituencies
Tools	
	<ul style="list-style-type: none"> ▪ Briefing ▪ Brochure ▪ Community Profile ▪ Direct Mail ▪ Displays ▪ Email ▪ Fact Sheet ▪ FAQs ▪ Flyer ▪ Infographics ▪ Media Packet ▪ News Articles ▪ Newsletter ▪ Newspaper Ads ▪ Online Ads ▪ Presentations ▪ Press Release ▪ Reports ▪ Social Media ▪ Speakers' Bureau ▪ Translated Materials ▪ TV or Radio Spots ▪ TV, Radio or Newspaper Interviews ▪ Website

Engaging

✓	Activity/Strategy
	Talk with key stakeholders to better understand issues, challenges and opportunities
	Design activities to engage individuals and groups
	Ensure activities are accessible in terms of location, time, and people of varied abilities
	Identify areas of broad agreement and issues to resolve
	Use a consent-building approach to address controversy (See the Putting the People In Planning Guidelines)
Tools	
	<ul style="list-style-type: none"> ▪ Advisory Committee ▪ Open Houses ▪ Workshops ▪ Online Engagement Tools ▪ Translation Services ▪ Surveys, Polls Questionnaires ▪ Stakeholder Interviews ▪ Focus Groups ▪ Community Conversations

Monitoring, Evaluating and Documenting

✓	Activity/Strategy
	Determine how to measure the outreach objectives identified in your public involvement plan
	Monitor participation and adjust approach if needed
	Maintain a log of public comments and responses
	Record and report the results of engagement efforts
Tools	
	<ul style="list-style-type: none"> ▪ Participant Feedback Forms ▪ Public Comment Log