**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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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