

Giving Voice to Silent Stakeholders

Purdue Road School
March 10, 2020

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Public Involvement Experience



What is Public Involvement?

“Two-way communication aimed at providing information to the public and incorporating the views, concerns and issues of the public in the transportation decision-making process.”



THEN

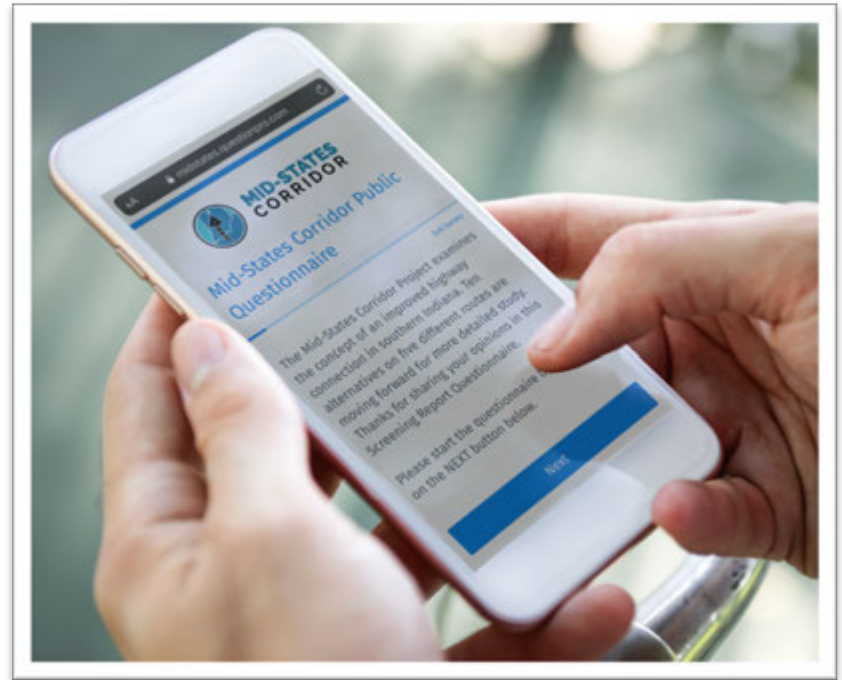


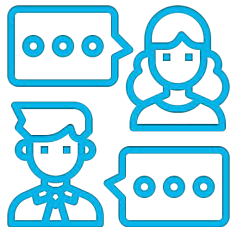
NOW



How is it evolving?

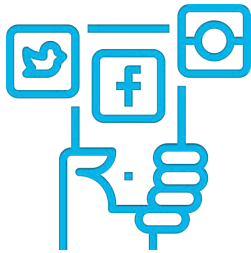
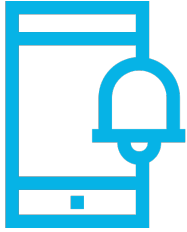
Public Involvement: Then and Now





Public Involvement: THEN

- Input largely dependent on attendance
- Solicit comments via “snail mail”
- Publicize meetings through local news media
- Rely on word of mouth to create buzz



Public Involvement: NOW

- Meeting attendance is one way to participate
- More ways to be heard
- More tools available to promote
- Interactive options are plentiful



Broaden Reach for Successful Outreach

- Make traditional meetings meaningful
- Promote meetings through a variety of channels
- Make it easy to share feedback
- Talk to people where they are

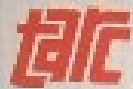


Meeting People Where They Are

- New Dixie Highway
- Bus Rapid Transit
- Hand delivered information to business owners
- On-bus and online surveys



Public Intercept Survey



Which word best describes a bus that always arrives on time?

RELIABLE

DEPENDABLE

CONSTANT

GUARANTEED

TRUSTY

(other)

QuickTapSurvey



00:10.55





Share Information in a Variety of Ways

- Direct business outreach
- Community conversations
- Postcards to EJ areas
- Church bulletins; schools





Make Meetings Meaningful

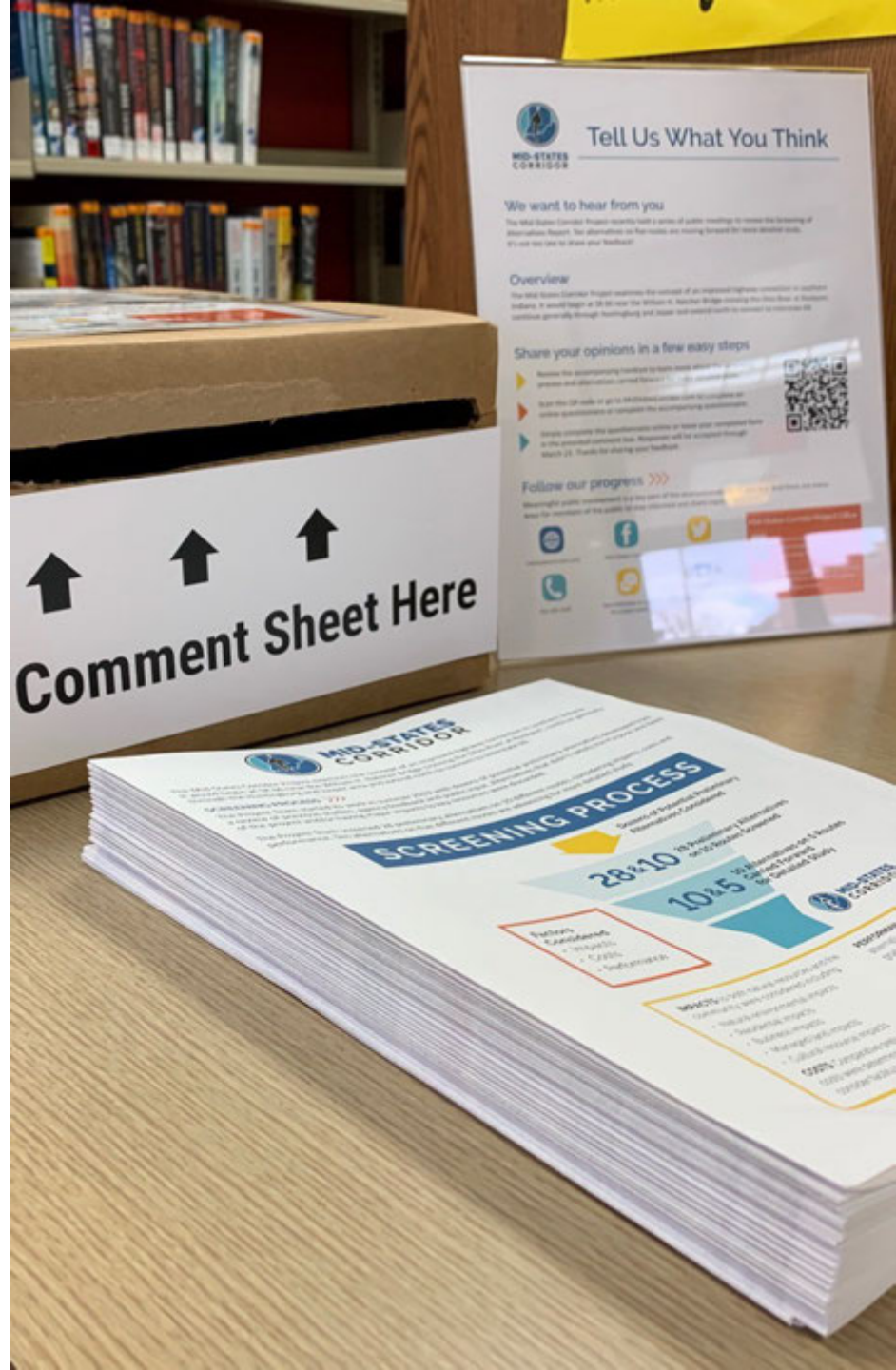
-
- Computer stations/property impacts
 - Flyover video
 - Virtual reality simulation
 - Noise impact demonstration





Make it Easy to Share Feedback

- Promote public meetings
- Online questionnaire
- QR code at public meetings
- Meeting materials at library locations





Tell Your Story Through Visuals





How do we address ALL stakeholder's needs?

- Urban and rural
- Environmental justice and non-environmental justice
- Boomers to Gen Z
- Mobility challenged



Extending Public Meetings: Online Surveys



- Multi-layered approach to educate public on maintenance of traffic options
- Open houses, video, online survey to extend reach
- Survey promoted via web, social channels, earned media and stakeholders

Public Input



Survey Results

3,001

Completed the survey

66%

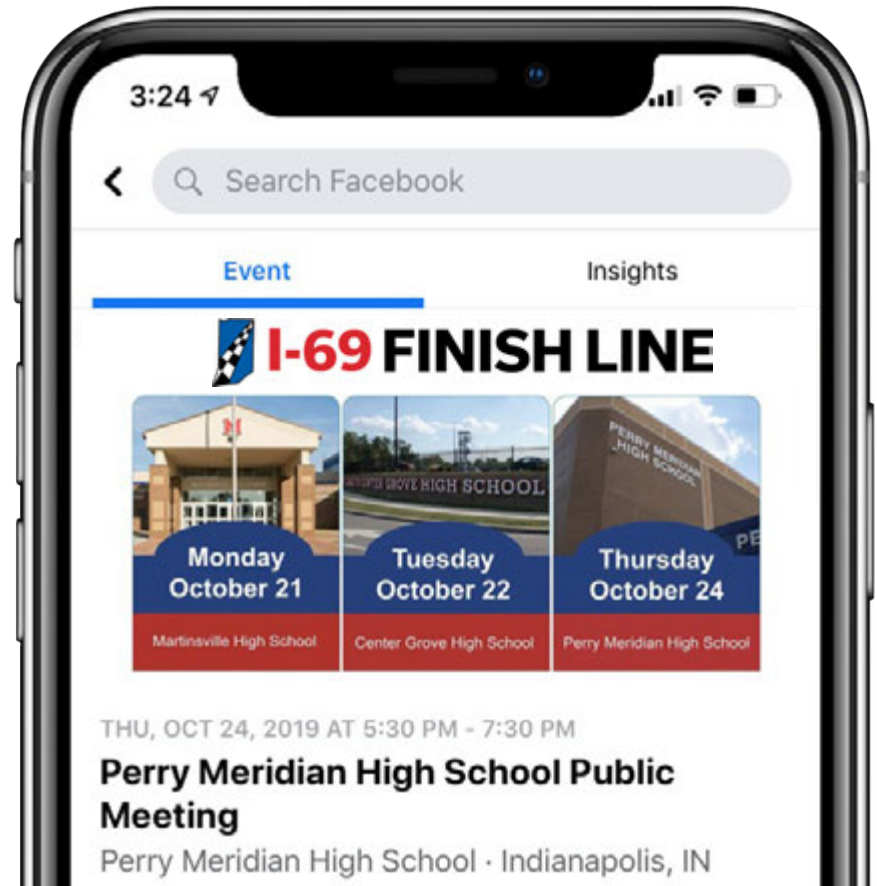
Completion rate

5 minutes

Completion time

Extending Public Meetings: Social Media

- Facebook events
- Targeted paid posts
- “ICYMI” posts





Reaching Out on Social Media

- Share timely information
- Clear, concise and reliable
- Easy for stakeholders to share
- Support with strong visuals



A screenshot of a Facebook post from the "I-69 Finish Line" page. The post is dated November 8, 2019, and was published by Sprout Social. The text of the post states: "Delivery and installation of large bridge beams will require multiple 20-minute stoppages of State Road 37 traffic next week between S.R. 252/Hospital Drive and Ohio Street/Mahalasville Road. Visit <https://bit.ly/32sS0Mb> to learn more." Below the text is a photograph of a road construction site with a yellow excavator on a trailer being transported. A red banner at the bottom of the image reads "Traffic Alert" in large white letters. Below the banner, it says: "Bridge beam delivery and installation will briefly stop traffic on SR 37 in Martinsville for three afternoons starting on Monday, Nov. 11" and includes the "I-69 FINISH LINE" logo. The post's engagement statistics are: 22,655 People Reached, 2,357 Engagements, 41 reactions (likes and emojis), 16 Comments, and 310 Shares. A "Boost Post" button is visible in the bottom right corner of the post area.

22,655 reach | 16 comments | 310 shares

I-69 FINISH LINE

I-69 Finish Line
Published by Will Wingfield [?] · February 11 at 4:27 PM · 🌐

Flaggers will temporarily close single lanes on SR 39/Morton Ave. for a few work days near Plaza Drive starting Wednesday, Feb. 12. This will allow crews to prepare for water line work in the area.



Crews working on state and local roads in Martinsville – I-69 Finish Line
Crews working on state and local roads in Marti...

Crews working on state and local roads in Martinsville – I-69 Finish Line
Crews working on state and l...

11,279 People Reached 1,077 Engagements [Boost Post](#)

👍❤️😬 16 81 Shares

👍 Like 💬 Comment ➦ Share 📄

11,279 reach | 81 shares

I-69 Finish Line
Published by Sprout Social [?] · December 1, 2019 · 🌐

Flaggers will route two-way traffic through one lane this week, weather permitting, for final surface paving on Grand Valley Boulevard, Artesian Avenue and Cramertown Loop. Please slow down, be patient and allow extra travel time.



2020/2021
SR 37 Mainline and Interchanges

2019
Grand Valley Boulevard and Artesian Avenue



9,593 People Reached 1,448 Engagements [Boost Post](#)

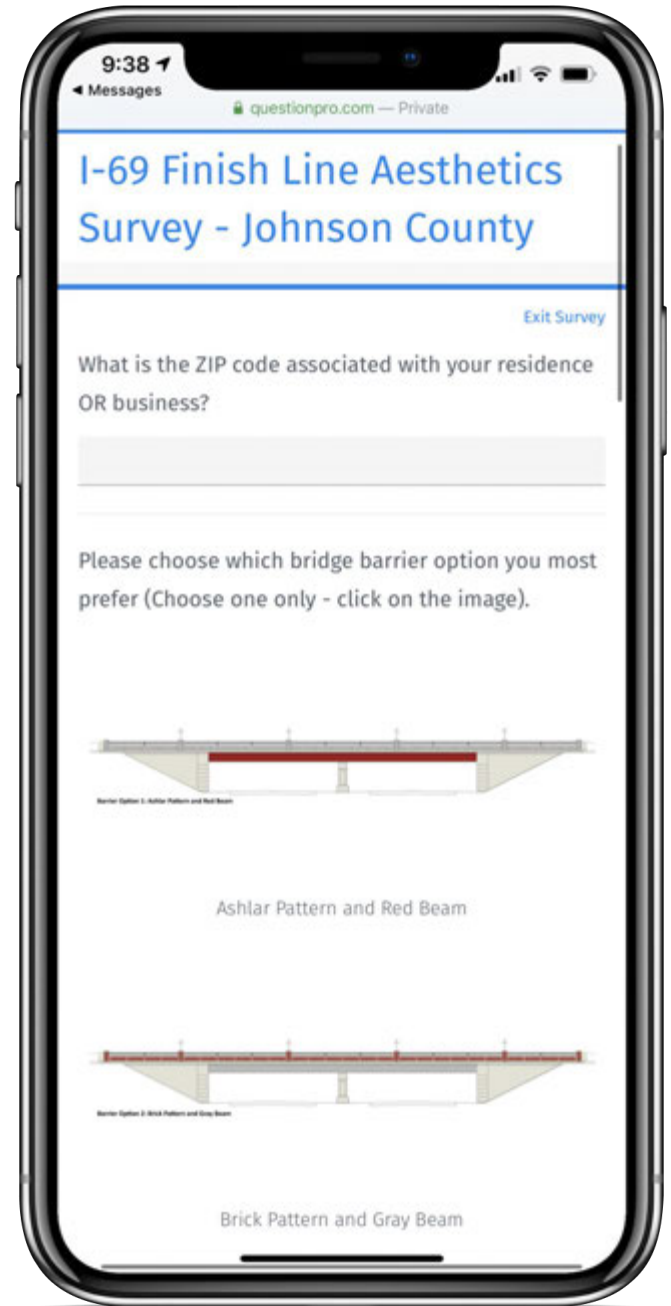
👍 24 23 Comments 76 Shares

9,593 reach | 23 comments | 76 shares



Gather Feedback in Person and Online

- Aesthetics questionnaire at meetings and online
- 3 counties; unique challenges
- 3 unique, short surveys
- Coordination with local officials



Survey Results (2)

1,769

Completed the survey

71%

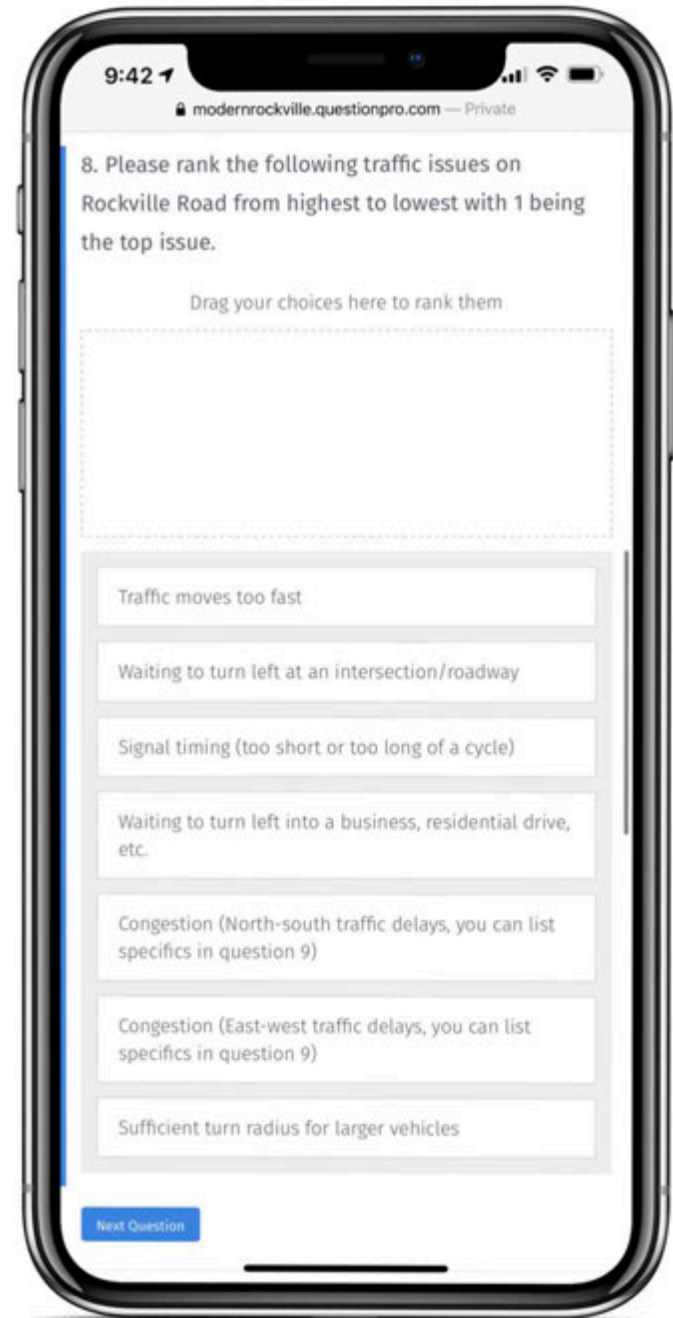
Completion rate

50 seconds

Completion time

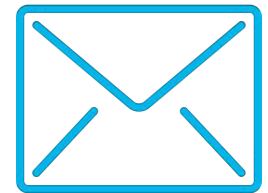
Invite Feedback Early to Build Understanding

- Questionnaire allowed early input
- Provides helpful information to Project Team
- Shared with survey notification letter
- Shared online even before website launched



Tools to Broaden Your Outreach

- Web
- Social media
- Email
- Text messaging
- Digital advertising
- Community forums
- Neighborhood apps



Tips for Successful Outreach

- Clear and concise messaging
- Share reliable information in a variety of ways
- Make it easy for people to share their feedback
- Let them know their voice matters



Real-time Results

Go to www.menti.com and use the code 26 45 80



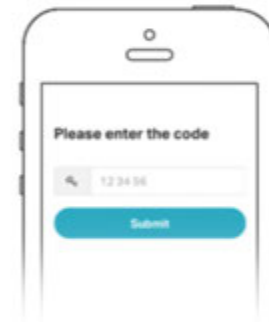
1

Grab your phone

www.menti.com

2

Go to www.menti.com



3

Enter the code 26 45 80 and vote!

Q&A

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