

## OVERCOME PARTICIPATION BARRIERS: OUTREACH TOOLS

| Outreach Tool  | Audience                                   | Tested By  | Potential Benefits  | Potential Challenges   | Tips for Success   |
|--|--|--|---|--|--|
| <p><b>Sending Flyers or Surveys Home with Children</b></p> <p>Targeting schools in low income and minority communities and asking them to send information home with students.</p> | Both                                       | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p> <p>New Jersey DOT Route 57 Corridor Plan</p> | <ul style="list-style-type: none"> <li>• Children often serve as translators for parents with Limited English Proficiency and can help make sure the message is delivered</li> <li>• Allows for the targeting of a very specific community</li> <li>• Sending home surveys or other interactive material can generate new insights; families can be encouraged to fill these out together (“What would you like to see Highway 28 look like in the future?”)</li> </ul> | <ul style="list-style-type: none"> <li>• Flyers that go home with older children may end up in the trash and not reach their intended audience</li> <li>• Requires a significant printing budget as schools can have hundreds of students</li> </ul> | <ul style="list-style-type: none"> <li>• Target elementary schools where teachers send information home to parents in folders</li> <li>• To keep costs down, you can further target kindergarten classes, as parents are most likely to read materials that are sent home with this age group</li> </ul> |
| <p><b>Phone Tree</b></p> <p>Develop a grassroots phone tree where one person contacts a group of people and each of those people contact another group of people.</p>              | Minority (Chinese, Korean, and Vietnamese) | Georgia Department of Transportation, Buford Highway (FHWA Case Study)   | <ul style="list-style-type: none"> <li>• Perceived as a more personal and culturally appropriate form of invitation in some cultures</li> <li>• Allows for a human touch during the process which helps build credibility and trust</li> </ul>  | <ul style="list-style-type: none"> <li>• Phone tree participants may not communicate to the next tier down</li> <li>• Misinformation could be passed on through the phone tree again</li> </ul>  | <ul style="list-style-type: none"> <li>• Provide a script when possible</li> <li>• Organize the phone tree and give people the tools they need for success</li> </ul>  |

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|--|----------|--|--|--|---|
| <p><b>Direct Mail</b></p> <p>An advertising method of mailing ads or letters to large groups of stakeholders.</p>                          | Both     | <p>Texas Department of Transportation, IH 35 from Fischer Road to the Medina River</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p> | <ul style="list-style-type: none"> <li>• Can target a specific population or zip code</li> <li>• Can be perceived as more personal (personalized letters)</li> </ul>   | <ul style="list-style-type: none"> <li>• Print and mailing can be costly</li> <li>• Can be perceived as more impersonal (standard postcards)</li> <li>• Database information can quickly go out of date</li> </ul> | <ul style="list-style-type: none"> <li>• Send out direct mail pieces that are personalized</li> <li>• Send letters out from a trusted person in the community or a key elected official</li> <li>• Place eye-catching material on outside of folded mailer, with details inside</li> </ul>  |
| <p><b>Social Media Advertisements</b></p> <p>Placement of advertisements on Facebook or promoting “Tweets” or “Feeds” through Twitter.</p> | Both     | <p>Louisiana Department of Transportation and Development, Huey P. Long Bridge Widening Project</p> <p>Capital Area Metropolitan Planning Organization 2040 Regional Transportation Plan</p>   | <ul style="list-style-type: none"> <li>• Allows for targeting of key audiences</li> <li>• Inexpensive relative to other advertising</li> <li>• Effective for sharing information and growing followers of social media sites</li> <li>• Further enhances growth of Facebook and Twitter followers</li> <li>• Couple the advertising function with the sharing of information to other Facebook pages of people, organizations, thought leaders, or other interested parties</li> </ul> | <ul style="list-style-type: none"> <li>• Limited to Facebook and/or Twitter users</li> </ul>   | <ul style="list-style-type: none"> <li>• Link the ad to a Facebook post or Twitter tweet of particular pertinence to your target audience. For example, if closing a bridge that will have a major impact on traffic, an ad with this information is more likely to be clicked through to the social media site</li> <li>• Have a strategy in place and follow through with it</li> <li>• Your current social media sites should already be active and engaging. Don’t simply create social media pages for the purpose of advertising</li> </ul> |

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|--|----------|--|---|---|--|
| <p><b>Mobile Devices</b></p> <p>Ensuring that information is easily accessible through mobile devices such as smart phones, tablets and readers.</p>   | Both     | <p>Woodward Avenue Association, Woodward Avenue Complete Streets Project</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> | <ul style="list-style-type: none"> <li>• The majority of Americans now access the internet through mobile devices rather than through personal computers</li> <li>• 86 percent of Americans access the mobile internet through apps</li> <li>• African-American and Hispanic audiences access social media sites through mobile devices at a higher percentage rate than other audiences</li> </ul> | <ul style="list-style-type: none"> <li>• Creation of a mobile app can be expensive and may only be justified on large projects</li> <li>• If not actively promoted, the ROI can be questionable because of limited public knowledge of the app</li> </ul> | <ul style="list-style-type: none"> <li>• A mobile app, like other information sources, must be properly marketed, making people aware of its existence</li> <li>• The mobile app must be paired with a strong social media presence that promotes the app on those forums</li> </ul> |
| <p><b>Point-of-Presence Displays</b></p> <p>Use “pump topper” displays or television monitors to advertise upcoming work that will affect travelers in the area. This can be a video or simple text display.</p> | Both     | Louisiana Department of Transportation and Development, Huey P. Long Bridge Widening Project   | <ul style="list-style-type: none"> <li>• Takes advantage of a “captive audience” waiting for their fuel tank to fill up</li> <li>• Targets motorists in the area of the planned project</li> <li>• Inexpensive compared to general print advertising or billboards</li> </ul>   | <ul style="list-style-type: none"> <li>• The ad space must be purchased and the artwork or videos produced</li> </ul>   | <ul style="list-style-type: none"> <li>• Use the ads to direct people to additional sources of information</li> </ul>  |

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| <p><b>Virtual Public Meetings</b></p> <p>Utilize web-based software to host an informational public meeting on the internet.</p>                     | Both       | Texas Department of Transportation Statewide Freight Resiliency Study   | <ul style="list-style-type: none"> <li>Number of participants could far exceed those attending traditional public meetings</li> <li>Many services offer the potential to allow participation on-demand, 24 hours per day, seven days per week</li> <li>African-American and Hispanic populations could be engaged in larger numbers than through traditional public meetings</li> </ul> | <ul style="list-style-type: none"> <li>There could be a limit on the number of people able to participate in the live version of the meeting</li> <li>The virtual meeting technology could fail</li> </ul> | <ul style="list-style-type: none"> <li>Do a “dry-run” virtual public meeting in advance of the live on-line meeting to ensure the technology is working correctly and those running the meeting are comfortable with the system</li> <li>Offer a pre-recorded, on-demand version of the meeting for stakeholders who are not able to attend the live session</li> </ul> |
| <p><b>Changeable Message Signs</b></p> <p>Utilize electronic changeable message signs along transportation corridors to disseminate information.</p> | Both       | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> | <ul style="list-style-type: none"> <li>Can be deployed quickly</li> <li>Highly visible</li> <li>Versatile</li> </ul>  | <ul style="list-style-type: none"> <li>Word/character limits</li> <li>Can be expensive</li> <li>Can cause distractions</li> </ul>  | <ul style="list-style-type: none"> <li>Place signs near signalized intersections so that drivers can read the message while waiting for the light to change</li> <li>Direct drivers to tune into a specific radio station for more information</li> </ul>   |
| <p><b>Incentives for Attending Meetings</b></p> <p>Providing money, prizes, food, or other incentives for attending meetings.</p>                    | Low-income | <p>Annie E. Casey Foundation, Making Connections San Antonio</p> <p>City of San Antonio SA Tomorrow Multimodal Transportation Plan</p>                                      | <ul style="list-style-type: none"> <li>Encourages increased participation by people who do not traditionally participate in public meetings</li> </ul>  | <ul style="list-style-type: none"> <li>Participants may come to expect incentives</li> <li>Incentives add to the cost of holding public meetings</li> </ul>  | <ul style="list-style-type: none"> <li>Pick an incentive that is appropriate for your community</li> <li>Gas cards, grocery store gift cards, small appliances and tablets make nice gifts</li> <li>Advertise incentives in all outreach materials</li> </ul>   |

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| <p><b>Door Hangers/Flyers</b></p> <p>Meeting announcements or informational communication pieces that are delivered to a person’s front door.</p>   | <p>Low-income</p> | <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p> <p>Louisiana Department of Transportation &amp; Development, Geaux Wider Interstate Widening</p> <p>Illinois Department of Transportation, Illiana Expressway NEPA Study</p> | <ul style="list-style-type: none"> <li>• Provides more concentrated outreach to an area that could be the source of the largest number of EJ participants</li> <li>• Ensures delivery of information to residents, including those who lease or rent</li> <li>• People are appreciative of the in-person approach and this helps the reputation of the agency</li> <li>• Extremely important for interested or potentially impacted businesses</li> </ul> | <ul style="list-style-type: none"> <li>• Door hangers and flyers are subject to weather and wind which can deem them unreadable</li> <li>• Loose dogs can be a hazard</li> <li>• Crime levels in some neighborhoods can pose safety concerns for staff</li> <li>• Can be costly and timely to send staff to hang the door hangers depending on size of targeted area</li> <li>• Safety, safety, safety</li> </ul> | <ul style="list-style-type: none"> <li>• Ensure materials are translated into all appropriate languages</li> <li>• Provide staff with dog treats</li> <li>• Ensure staff has charged cell phones during delivery</li> <li>• Have a safety plan developed and ensure two people are teaming up during delivery</li> </ul>   |
| <p><b>Pulpit Announcements</b></p> <p>Faith based organizations often have multiple opportunities to make announcements and share information with their congregations on a weekly basis.</p> | <p>Both</p>       | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p>  | <ul style="list-style-type: none"> <li>• Faith based organizations are often aware of community needs</li> <li>• Some faith based organizations provide direct assistance to impoverished areas and can help target these populations</li> </ul>  | <ul style="list-style-type: none"> <li>• Faith based organizations may be skeptical of the motives behind the project</li> <li>• While faith based organizations will often distribute information, they may also take a stance either in favor or against a particular project</li> </ul>  | <ul style="list-style-type: none"> <li>• Be authentic and genuine when requesting their assistance in disseminating information</li> <li>• Make sure study objectives are communicated clearly in a non-technical format</li> <li>• Provide them with flyers and other tools necessary for distributing information</li> </ul>   |
| <p><b>Childcare at Public Meetings</b></p> <p>Providing childcare at public meetings can help remove an obstacle to participation and can also be viewed as an incentive by some.</p>         | <p>Low-income</p> | <p>Annie E. Casey Foundation, Making Connections San Antonio</p>   | <ul style="list-style-type: none"> <li>• Eliminates a barrier to participation</li> <li>• Allows parents to participate knowing their children are cared for</li> </ul>   | <ul style="list-style-type: none"> <li>• Can pose liability issues for some organizations</li> <li>• Can add to the cost of a meeting or event</li> </ul>   | <ul style="list-style-type: none"> <li>• Hire a professionally licensed and bonded sitter service</li> <li>• Provide activities for children during the meeting - in some cases it’s easiest to offer a “children’s corner” with activities, rather than formal child care; some parents prefer this</li> <li>• If deemed appropriate, ask parents to sign a liability release form</li> </ul> |

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| <p><b>Publicize through Local and Minority Media Outlets</b></p> <p>Include local and minority media outlets in your media distribution list.</p> | Minority   | <p>City of San Antonio, Strategic Multimodal Transportation Plan</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>North Carolina Department of Transportation, Rail Division, Public Awareness Study</p> | <ul style="list-style-type: none"> <li>• Target minorities via radio and television stations favored by this demographic</li> <li>• Allows for disseminating information via additional languages</li> </ul>  | <ul style="list-style-type: none"> <li>• Television advertising can be costly</li> <li>• Requires coordination far in advance of meetings or events</li> <li>• May require the identification of spokespersons who can speak other languages</li> </ul> | <ul style="list-style-type: none"> <li>• Avoid using jargon</li> <li>• Translate information into culturally appropriate language; avoid common sayings that may not translate well</li> <li>• Establish relationships with key reporters</li> <li>• Leverage advertising dollars to secure unpaid coverage</li> </ul> |
| <p><b>Bus Placards</b></p> <p>Advertisements found on buses.</p>  | Low-Income | City of San Antonio, Strategic Multimodal Transportation Plan  | <ul style="list-style-type: none"> <li>• Visibility with low-income and transit-dependent stakeholders</li> <li>• Relatively inexpensive given the reach</li> </ul>   | <ul style="list-style-type: none"> <li>• Harder to target specific populations or communities</li> </ul>  | <ul style="list-style-type: none"> <li>• Best used for general public information such as advertising the project hotline, website, and public information office</li> </ul>   |
| <p><b>Info Boxes</b></p> <p>Place Information Boxes in central locations of targeted neighborhoods with regularly updated notices</p>             | Both       | CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program   | <ul style="list-style-type: none"> <li>• Neighborhoods who may not have access to technological resources will have access to Program impact announcements and general information made available on the website</li> <li>• Inexpensive</li> <li>• Targeted directly at areas impacted by the construction</li> <li>• Measurable</li> </ul> | <ul style="list-style-type: none"> <li>• People must be aware they are available</li> <li>• May be subjected to vandalism</li> </ul>  | <ul style="list-style-type: none"> <li>• Hold public meetings prior to placing info boxes to garner interest</li> </ul>  |

## OVERCOME PARTICIPATION BARRIERS: INFORMATIONAL TOOLS

| Informational Tool   | Audience | Tested By  | Potential Benefits   | Potential Challenges   | Tips for Success   |
|--|----------|--|--|--|--|
| <p><b>Information Kiosk</b></p> <p>A station where project information is available in paper or electronic format. This could be at an event or a public facility, for a limited time.</p> | Both     | <p>Chicago Metropolitan Agency for Planning (FHWA Case Study)</p> <p>Oklahoma Department of Transportation, Freight and Passenger Rail Study</p> | <ul style="list-style-type: none"> <li>• Accessible</li> <li>• Convenient</li> <li>• Uses visualizations and graphic information</li> <li>• Use of public spaces is free, i.e., government offices, libraries</li> <li>• Capitalize on relationships with local governments, others</li> </ul> | <ul style="list-style-type: none"> <li>• Cannot account for literacy issues</li> <li>• Can require basic knowledge on how to use technology</li> <li>• Can fade into the background</li> </ul> | <ul style="list-style-type: none"> <li>• Brand the kiosk</li> <li>• Ensure all materials are translated into appropriate languages</li> <li>• Ensure instructions are clear and simple</li> <li>• Provide a highly visible phone number for people to call if preferred</li> <li>• Inform community leaders about its presence and ask for their help in spreading the word</li> <li>• Staff the kiosk at certain times to draw people in and increase return on investment</li> <li>• Keep it simple: i.e., One standing poster-board, a handout, a comment form</li> </ul> |

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|--|----------|--|--|--|--|
| <p><b>Community Block Party</b></p> <p>A tool to provide information and to engage with targeted community members in a non-traditional venue.</p>   | Both     | <p>Minnesota Department of Transportation Customer Relations Office, MnDOT Metro District, I-94 Minneapolis to Brooklyn Center improvement project</p>   | <ul style="list-style-type: none"> <li>• Share information with communities well in advance of a construction project</li> <li>• Engage one-on-one with hundreds of people affected by a project</li> <li>• Gather contact information for future communication</li> <li>• Conduct intercept surveys</li> <li>• Opportunity to connect with EJ, Title VI, LEP and other traditionally under-represented groups</li> <li>• Garner input from stakeholders at an event attended by members of communities in the project area</li> </ul> | <ul style="list-style-type: none"> <li>• Labor intensive</li> <li>• Highly likely to involve weekend work</li> <li>• Block party participation fees</li> <li>• Translation may be required</li> <li>• Producing project information in multiple languages</li> </ul> | <ul style="list-style-type: none"> <li>• Incentives (bike reflectors, sun glasses, water bottles, and the like.) can attract kids which encourages parents to also interact</li> <li>• While ensuring coverage at table, encourage staff to mingle with the public and engage with other exhibitors and sponsors</li> <li>• Get comfortable with the uncomfortable</li> <li>• Maintain contact with community leaders to facilitate on-going communication with area residents and businesses</li> </ul> |
| <p><b>Outreach Presentations</b></p> <p>Schedule presentations with existing groups and organizations. These can include neighborhood associations, women’s groups, rotary clubs, and other civic organizations.</p> | Both     | <p>Capital Area Metropolitan Planning Organization – 2040 Regional Transportation Plan</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p> | <ul style="list-style-type: none"> <li>• Can target a specific population or zip code</li> <li>• Provides a built-in audience</li> <li>• Allows messaging to be tailored to specific groups</li> </ul>   | <ul style="list-style-type: none"> <li>• Labor intensive as it requires staff to attend multiple meetings often during evening hours</li> <li>• The location may not always be convenient for all people who may be impacted by a project</li> </ul>                 | <ul style="list-style-type: none"> <li>• Schedule presentations 2-3 months in advance as agendas often fill up quickly</li> <li>• Provide translated materials as well as bilingual moderators when possible</li> </ul>  |
| <p><b>Transit Center Outreach</b></p> <p>Host a public information booth or intercept survey at a transit center.</p>  | Both     | <p>Texas Department of Transportation, Mesa Street Corridor Study</p> <p>Federal Railroad Administration, NEC FUTURE</p>   | <ul style="list-style-type: none"> <li>• Visibility with low-income and other transit-dependent stakeholders</li> <li>• Relatively inexpensive given the reach</li> </ul>  | <ul style="list-style-type: none"> <li>• Depending on transit headways, participants may not have much time to stop and talk</li> </ul>  | <ul style="list-style-type: none"> <li>• Provide stakeholders with printed materials in an easy to carry bag</li> <li>• Keep surveys or input exercises short so they can be completed quickly</li> <li>• Secure proper approvals from your local transit agency prior to beginning</li> </ul>   |



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| <p><b>Community Walking Tours/Walking Audits/Bicycle Audits/Construction Tours</b></p> <p>Provide tours of project corridors or ongoing projects for public stakeholders.</p> | <p>Both</p>                             | <p>San Antonio River Authority, Westside Creeks Restoration Project</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>City of Charlotte (NC), NECI Parkwood Avenue Streetscape Project</p> <p>Louisiana Department of Transportation &amp; Development, Louisiana TIMED Program: John James Audubon Bridge Design-Build and Huey P. Long Bridge Widening</p> <p>Woodward Avenue Association, Woodward Avenue Complete Streets</p> <p>New Jersey DOT, Pedestrian Safety Impact Teams</p> | <ul style="list-style-type: none"> <li>• Opportunity to develop a relationship with community members</li> <li>• Provides an educational foundation for public participation</li> <li>• Great way to see issues/deficiencies in a corridor/project study area</li> <li>• Elicits a sense of wonder at witnessing firsthand the amazing work construction teams are capable of</li> <li>• Provides the general public with an opportunity to walk or bike corridors with a pedestrian/bicycle expert and discuss deficiencies/needs</li> </ul> | <ul style="list-style-type: none"> <li>• Weather and construction activities pose potential challenges and hazards</li> <li>• Traffic and construction noise can pose hearing difficulties</li> <li>• Walking format can make it difficult for mobility impaired stakeholders to participate</li> <li>• Safety, safety, safety</li> </ul> | <ul style="list-style-type: none"> <li>• Plan out a route and agenda</li> <li>• Consider providing refreshments</li> <li>• Make plans based on the corridor length – transportation may be required</li> <li>• Ensure a safety action plan is in place. Coordinate all tours with the designated project “safety” person</li> </ul> |
| <p><b>Senior Safety Audit Teams</b></p>   | <p>Seniors (pedestrians or drivers)</p> | <p>New Jersey DOT, Intersection Safety Projects</p>  | <ul style="list-style-type: none"> <li>• Bringing together seniors and transportation professionals in an informal setting helps generate goodwill</li> <li>• Gather important insights about why pedestrian accidents or motor vehicle crashes are happening in an area</li> </ul>   | <ul style="list-style-type: none"> <li>• Seniors may tire quickly; field audits should be well planned and short in duration</li> <li>• Room acoustics are critical for productive conversation</li> </ul>  | <ul style="list-style-type: none"> <li>• Base events at senior centers</li> </ul>   |

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| <p><b>Hotlines</b></p> <p>Provide a phone line for the public to call with questions about the project and/or to provide input.</p>                 | Both     | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p>  | <ul style="list-style-type: none"> <li>• People will have easy access to information and know who to call with questions</li> <li>• Controls information flow</li> <li>• Makes the study team more accessible</li> </ul>  | <ul style="list-style-type: none"> <li>• If person staffing the phone cannot provide prompt responses, people may feel like they are being avoided</li> </ul>  | <ul style="list-style-type: none"> <li>• Develop lists of frequently asked questions so that staff answering the phones can provide timely responses</li> <li>• Have a list of project contacts available for quick re-directing of questions to appropriate points-of-contact</li> </ul>   |
| <p><b>Public Information Office</b></p> <p>Putting a field office into an area that will be affected by a project that your agency is planning.</p> | Both     | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>Louisiana Department of Transportation &amp; Development, Louisiana TIMED Program: John James Audubon Bridge Design-Build</p> | <ul style="list-style-type: none"> <li>• Makes information easily accessible to the public</li> <li>• Allows the project team to be more responsive</li> <li>• Shows the public and communities genuine interest on behalf of both the project team and agency</li> </ul> | <ul style="list-style-type: none"> <li>• Can be an expensive outreach activity</li> <li>• Requires the participant to initiate the action/conversation</li> <li>• Having knowledgeable staff with the ability to speak with authority on the project can be a challenge</li> </ul> | <ul style="list-style-type: none"> <li>• Provide bilingual staff</li> <li>• Ensure hours are convenient by including evening and weekend hours</li> <li>• Provide a station where people can access online project tools</li> <li>• Be committed to a term of use. For instance, tell the public the length of time the office will be open, and commit to the schedule</li> <li>• Go into the effort with a plan to re-evaluate the need after a specific time period</li> <li>• Properly advertise and promote the office location. Without this, it is sure to fail</li> </ul> |

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| <p><b>Community Celebration or Open House</b></p> <p>Holding an event to allow people to walk on, run on, bike or drive on a new highway or bridge</p> | Both     | <p>Michigan Department of Transportation, 96fix (I-96 Reconstruction Project)</p> <p>Louisiana Department of Transportation &amp; Development, Louisiana TIMED Program: John James Audubon Bridge Design-Build, Huey P. Long Bridge Widening</p> <p>Louisiana Department of Transportation &amp; Development, Geaux Wider Interstate Widening Program</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p> | <ul style="list-style-type: none"> <li>• Can literally draw thousands of people to the project</li> <li>• If it is an organized running race, it can effectively engage others besides directly affected and interested stakeholders</li> <li>• Brings communities together</li> <li>• Generates buzz about the project in communities and on social media</li> </ul> | <ul style="list-style-type: none"> <li>• Too many people can show up</li> <li>• Not enough emergency personnel to support the effort</li> <li>• Safety, safety, safety</li> <li>• Weather challenges</li> </ul> | <ul style="list-style-type: none"> <li>• Ensure a strategy is in place to organize and coordinate the event</li> <li>• Ensure the creation and use of a Crisis Communication Plan</li> <li>• Promote heavily through social media, including paid advertising if viable</li> <li>• Make it fun!!</li> <li>• Encourage all modes of transportation to participate and join, even if it is highway opening that will only allow vehicle traffic once operational</li> </ul> |
| <p><b>Infographics</b></p> <p>Graphical representation of relevant project data.</p>   | Both     | <p>Louisiana Department of Transportation and Development, TIMED Program</p> <p>National Cooperative Highway Research Program, National Studies</p> <p>Capital Area Metropolitan Planning Organization – 2040 Regional Transportation Plan</p>  | <ul style="list-style-type: none"> <li>• Presents a great deal of information in a succinct, visual and easy-to-understand format</li> <li>• Particularly useful for social media sites</li> <li>• Presents information in an informal and relatable fashion</li> </ul>   | <ul style="list-style-type: none"> <li>• Must be publicized and shared multiple times in order to ensure that it is seen by the desired audience</li> </ul>   | <ul style="list-style-type: none"> <li>• Keep it simple and make it visually attractive</li> <li>• There are online services that will allow you to create your own infographic at a minimal cost</li> </ul>  |

## OVERCOME PARTICIPATION BARRIERS: ENGAGEMENT TOOLS

| Engagement Tool  | Audience | Tested By   | Potential Benefits  | Potential Challenges  | Tips for Success  |
|--|----------|---|---|---|---|
| <p><b>Pop-up Meetings</b></p> <p>Holding impromptu meetings in non-traditional locations. Advance advertisement of the meeting is optional. These are typically held within targeted communities in areas with a significant amount of foot traffic.</p>   | Both     | <p>Utah Department of Transportation - Mountain View Corridor</p> <p>City of Charlotte (NC), NECI Parkwood Avenue Streetscape Project</p> <p>Federal Railroad Administration, NEC FUTURE</p>  | <ul style="list-style-type: none"> <li>You can target specific neighborhoods based on demographic information</li> <li>You can set up during non-traditional meeting hours</li> <li>You can increase awareness for your project</li> <li>When placed in high-traffic areas such as transit stations, you can reach thousands of people in a short time</li> </ul> | <ul style="list-style-type: none"> <li>You may attract people other than those directly impacted by your project</li> <li>It may be difficult to gauge the level of participation in advance</li> <li>You may not get the amount of participation desired</li> </ul>  | <ul style="list-style-type: none"> <li>Select a site that is convenient and has built in foot traffic</li> <li>Identify local community leaders and ask them to spread the word</li> <li>Make your display highly visible and inviting</li> <li>Provide lemonade and cookies or similar light refreshments</li> </ul> |
| <p><b>Pup-up Vehicles</b></p> <p>Vehicles designated for travel to gathering places like town squares, parks and neighborhoods and to community events like open streets and block parties. These may be equipped with table and chairs, white boards and markers, project one-pagers, maps (hand held size), sign-up sheets for future contact. Surveys may also be used for engagement purposes.</p> | Both     | <p>City of St. Paul (MN)</p> <p>Minnesota Department of Transportation, Customer Relations Office – a pilot project to help engage with the public statewide for input on MnDOT's Statewide Multimodal and State Highway Investment plans. It will be available for other MnDOT projects and public events in 2016.</p> | <ul style="list-style-type: none"> <li>By meeting people where they are, you can engage with a broader range of community members, including those underrepresented in traditional community meetings</li> <li>If decorated, the van can generate interest/contact when daylighting as a fleet vehicle</li> </ul>   | <ul style="list-style-type: none"> <li>Can be costly if a vehicle must be purchased specifically for engagement</li> <li>Pop-up meeting times and venue locations vary widely</li> <li>Cost to wrap vehicles if decoration is desired</li> <li>Logistics of scheduling and staffing the vehicles</li> </ul> | <ul style="list-style-type: none"> <li>A child-friendly experience can bring parents into the discussion</li> <li>Children can color the truck below with washable markers</li> </ul>   |
| <p><b>Intercept Surveys</b></p> <p>Conducting in-person interviews with people at public locations. These could be done in parks, malls, or at community events.</p>   | Both     | <p>Texas Parks and Wildlife Department, Galveston Island State Park Master Plan</p> <p>North Carolina Department of Transportation, Rail Division, Public Awareness Study</p> <p>New Jersey DOT, Route 57 Corridor Plan – booth at County Farmer's Fair helped engage rural residents</p>                               | <ul style="list-style-type: none"> <li>Surveys can be administered verbally by bilingual team members to minimize embarrassment, discomfort, stigmatization, and other feelings that can discourage people with literacy barriers</li> <li>Surveys can be conducted in targeted communities</li> </ul>  | <ul style="list-style-type: none"> <li>Some minorities may feel uncomfortable speaking to someone who looks like a government official</li> </ul>   | <ul style="list-style-type: none"> <li>Keep the survey short so that it can be completed in under 5 minutes</li> <li>Provide incentives for survey completion when possible</li> <li>Train staff to engage and draw participants in</li> <li>Provide bilingual staff members for appropriate communities</li> </ul>   |

| Engagement Tool   | Audience | Tested By  | Potential Benefits  | Potential Challenges  | Tips for Success   |
|---|----------|--|---|---|--|
| <p><b>Business Interview Meetings</b></p> <p>Meet with business owners one-on-one to discuss project details as well as their needs and concerns.</p>   | Both     | Texas Department of Transportation, Mesa Street Corridor Study   | <ul style="list-style-type: none"> <li>• Business owners can participate and express their concerns in a small group setting</li> <li>• Interviews can be initiated by a community leader that has established trust within the minority group</li> </ul> | <ul style="list-style-type: none"> <li>• Business owners may not feel comfortable opening up</li> <li>• The meeting may cause business owners to be concerned</li> </ul>                    | <ul style="list-style-type: none"> <li>• Be sure business owners are initially contacted by someone they know and trust. Government employees may be perceived to be associated with Immigration and Naturalization Service or Internal Revenue Personnel</li> </ul>                   |
| <p><b>Focus Groups</b></p> <p>Small group sessions with 8-12 participants that can be used for testing project messages or collecting input. Structured conversations led by a facilitator.</p> | Both     | <p>New Jersey DOT, Statewide Long-Range Plan</p> <p>National Cooperative Highway Research Program 20-24(93)C – Messaging for State Departments of Transportation</p> | <ul style="list-style-type: none"> <li>• Provides an opportunity to test messages prior to launching them in a specific community</li> </ul>  | <ul style="list-style-type: none"> <li>• Relatively expensive, especially if a focus group facility is used</li> <li>• Requires some type of incentive to ensure participation</li> </ul>   | <ul style="list-style-type: none"> <li>• Clearly identify targeted audiences for participation in focus group</li> <li>• Hire a professional, third-party facilitator</li> <li>• Offer incentives for participation</li> </ul>   |
| <p><b>Non-Traditional Public Meetings</b></p> <p>Public meetings held at non-typical locations or at non-typical times.</p>   | Both     | Utah Department of Transportation - Mountain View Corridor   | <ul style="list-style-type: none"> <li>• Makes information accessible and brings it to the public at convenient times and locations</li> </ul>  | <ul style="list-style-type: none"> <li>• Outdoor meetings are subject to weather events</li> <li>• Can be difficult to predict conflicts with the selected meeting space or time</li> </ul> | <ul style="list-style-type: none"> <li>• Work with community leaders to identify the best times and locations for meeting</li> <li>• Enlist the help of community leaders in getting the word out and for advisement on how best to advertise to target audiences</li> </ul>           |
| <p><b>Listening Sessions</b></p> <p>A public meeting where the primary objective is to listen to community concerns.</p>  | Both     | CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program   | <ul style="list-style-type: none"> <li>• This is an effective way to clear the air and let underserved communities voice their concerns prior to the start of a new project</li> </ul>  | <ul style="list-style-type: none"> <li>• Conversations can get heated and emotional</li> <li>• Conversations may have very little to do with the project at hand</li> </ul>                 | <ul style="list-style-type: none"> <li>• Hire a professional facilitator with conflict resolution experience</li> <li>• Conduct training with staff to ensure they do not get defensive or argumentative</li> <li>• Take notes and address or forward issues as appropriate</li> </ul> |

| Engagement Tool  | Audience   | Tested By   | Potential Benefits   | Potential Challenges   | Tips for Success   |
|--|------------|---|--|--|--|
| <p><b>Chat and Chews</b></p> <p>Food is a great incentive to meeting participation but it also plays into the communal aspects of many cultures. Talking over food about a project can make the information more accessible to participants.</p> | Both       | San Antonio Water System, Aquifer Storage and Recovery Program  | <ul style="list-style-type: none"> <li>Team members can get to know the public in a more informal setting while breaking bread</li> <li>The more intimate setting can help build trust and rapport more quickly</li> </ul> | <ul style="list-style-type: none"> <li>Not providing enough food</li> <li>Unexpected attendees</li> <li>Team members may be perceived as insincere or harboring ulterior motives by the community</li> </ul> | <ul style="list-style-type: none"> <li>Provide a meal as part of an existing community group meeting at which you are presenting</li> <li>Invite residents to a local coffee shop at a set time and date to talk about the project</li> <li>Adhere to culturally appropriate food options</li> </ul> |
| <p><b>Mobilize Community Ambassadors</b></p> <p>Identify and train community leaders so they can help disseminate information about the project.</p>   | Both       | Alamo Area Metropolitan Planning Organization – Eastside Multimodal Transportation Plan   | <ul style="list-style-type: none"> <li>Immediate trust and credibility with community being targeted</li> <li>They can reach and inform people in a completely non-threatening and safe way</li> </ul>                     | <ul style="list-style-type: none"> <li>Ambassador may pass on inaccurate information due to limited knowledge</li> <li>Ambassador may not be able to report back feedback effectively</li> </ul>             | <ul style="list-style-type: none"> <li>Provide ambassadors with a log they can use to document who they talked to and any questions or concerns they may have expressed</li> <li>Stay in regular contact with ambassadors and keep them informed of new developments</li> </ul>                      |
| <p><b>Informational Workshops</b></p> <p>Educational workshops to educate participants about the transportation planning process in general or specific initiatives that may affect their community.</p>   | Low-Income | <p>Texas Department of Transportation, Kelly Parkway Corridor Study</p> <p>CT Department of Transportation, I-95 New Haven Harbor Crossing Corridor Improvement Program</p> <p>New Jersey DOT – Senior Mobility Workshops</p> | <ul style="list-style-type: none"> <li>Helps to build the knowledge basis necessary to effectively participate in the decision-making process</li> </ul>   | <ul style="list-style-type: none"> <li>Additional costs related to extra meetings</li> <li>Not everyone in the community will be at the same educational level</li> </ul>                                    | <ul style="list-style-type: none"> <li>Conduct a poll or survey to see what type of information will be most beneficial</li> <li>Conduct the workshops on specific topics in advance of meetings related to those topics</li> </ul>  |

| Engagement Tool  | Audience                                  | Tested By  | Potential Benefits  | Potential Challenges  | Tips for Success   |
|--|---|--|---|---|--|
| <p><b>E-blasts</b></p> <p>Emails to groups of people with project news and information</p>   | Both                                      | <p>City of Charlotte (NC), NECI Parkwood Avenue Streetscape Project</p> <p>Maryland State Highway Administration, Intercounty Connector (ICC) Highway Project</p> <p>Vermont Agency of Transportation, Waterbury Area Transportation Projects</p> <p>Louisiana Department of Transportation &amp; Development, Geaux Wider Interstate Widening Program</p> | <ul style="list-style-type: none"> <li>• Can reach many people at once</li> <li>• Has the ability to target specific groups/neighborhoods who may be impacted by an activity</li> <li>• Inexpensive</li> </ul>  | <ul style="list-style-type: none"> <li>• Limited to people with email</li> <li>• Not everyone checks their emails regularly or frequently</li> <li>• Be cautious of sending the same kind of e-mails every time. Mix them up. Be creative</li> </ul>                  | <ul style="list-style-type: none"> <li>• Provide project news through e-blasts regularly so that people will keep an eye out for updates</li> <li>• Ensure the e-mail notification is part of a larger strategic outreach program. It cannot be the only tactic utilized as it can be viewed as impersonal</li> <li>• Use an e-mail contact management system to track who is responding, and gather analytics to ensure this tactic is effective</li> </ul> |
| <p><b>Visual Survey</b></p> <p>Participants choose priorities based on pictures and graphics.</p>  | Low-literacy, Limited English Proficiency | San Antonio River Authority, Westside Creeks Restoration Project   | <ul style="list-style-type: none"> <li>• Can collect valuable information from a diverse group of people</li> <li>• People respond well to the highly visual information</li> <li>• Works well when discussing design or aesthetics</li> </ul>                | <ul style="list-style-type: none"> <li>• May require one-on-one assistance to explain graphics</li> <li>• May not always be effective; highly dependent on content</li> </ul>   | <ul style="list-style-type: none"> <li>• Only include viable options among the pictures, if you know something is not financially or physically possible, do not include it</li> <li>• Ensure that graphics do not appear “too busy” to avoid confusion</li> </ul>   |
| <p><b>Crowdsourcing</b></p> <p>Participants use maps to identify problem areas, such as pedestrian barriers, or community assets of importance to be protected</p> | Both                                      | <p>New Jersey DOT, Route 57 Corridor Plan</p> <p>Point Pleasant Beach, NJ, Bicycle Plan</p>  | <ul style="list-style-type: none"> <li>• Crowdsourcing maps can help pinpoint where participants reside in relation to project areas</li> <li>• Helps to illustrate the diversity of input collected in a visual, geographically referenced format</li> </ul> | <ul style="list-style-type: none"> <li>• Not everyone may have access to online tools</li> <li>• Maps can also emphasize the lack of diversity among commenters</li> <li>• If done on hard paper maps, requires a significant amount of data entry/logging</li> </ul> | <ul style="list-style-type: none"> <li>• Maximize efficiency by making the most of online tools</li> <li>• Provide GIS specialists to operate computers with large monitors to log stakeholder input at public meetings as points on a map</li> <li>• Use multi-colored dots or icons to indicate different types of feedback</li> <li>• Train all staff on the tool selected for use</li> </ul>   |

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|--|----------|--|---|--|--|
| <p><b>Youth engagement events</b></p> <p>Events targeted at kids and young adults.</p> | Both     | <p>Passaic County, NJ, Transportation Master Plan (workshop at charter school involved low-income youth in the plan)</p> <p>New Jersey DOT, Route 57 Corridor Plan “Kids’ Night Out” (activity for older elementary 4H Clubs helped engage rural families)</p> | <ul style="list-style-type: none"> <li>• Young people contribute important insights and learn about transportation and planning</li> <li>• Parents can learn about the project at drop-off or pick-up time</li> <li>• Young people often serve as translators for parents with Limited English Proficiency</li> </ul> | <ul style="list-style-type: none"> <li>• Requires careful planning to ensure activities are interesting and appropriate to the targeted age group</li> </ul> | <ul style="list-style-type: none"> <li>• Partner with an interested organization (school, scouts, place of worship, 4H Clubs)</li> </ul> |