

Lesson 4

Public Participation, Partnerships & Stakeholder Collaboration



Learning Outcomes

- ▶ Identify types of groups and individuals to include in the transportation and land use planning process
- ▶ Identify appropriate outreach strategies and communication venues for different types of people
- ▶ Describe techniques for key activities such as conveying information in a variety of formats, fostering productive relationships, and building consensus
- ▶ Explain why public participation, partnerships and stakeholder collaboration are important in coordinating transportation and land use

Lesson 4:

Public Participation, Partnerships & Stakeholder Collaboration

- ▶ 4.1 Principles of Effective Participation
- ▶ 4.2 Strategies and Tools
- ▶ 4.3 Exercise

Discussion:

Why do we do this?

- ▶ What do we want to achieve by engaging people and collaborating?
- ▶ Why is engagement and collaboration particularly important for coordinating transportation and land use?

Why?

- ▶ To Provide Early Stakeholder Input
- ▶ To Clarify & Understand Expectations
- ▶ To Broaden Thinking Beyond the Pavement
- ▶ To Ensure Context Sensitivity
- ▶ To Allocate Limited Resources Wisely

Context Sensitive Solutions Approach

- ▶ Tailor solutions to the context
- ▶ Tailor the approach
- ▶ Plan all projects in collaboration with the community
- ▶ Plan for alternative transportation modes
- ▶ Understand valued resources before starting engineering design
- ▶ Scale the solutions to the problem

Importance

for Transportation and Land Use?

- ▶ Match transportation solution with the community context
 - ✓ Identify community values and goals
 - ✓ Identify impact of transportation and land use alternatives on quality of life
- ▶ Institutional landscape
 - ✓ Fragmented, multilevel decision-making
 - ✓ Need to bring stakeholders together to successfully implement plans

Exercise:

Public Involvement Challenges

- ▶ **Pair off** to discuss your toughest challenges when it comes to community participation, partnerships and stakeholder collaborations
- ▶ **Take turns**, with each person describing a challenge and possible solution while the other listens
- ▶ **Report back** to entire class

The ALIVE Principles

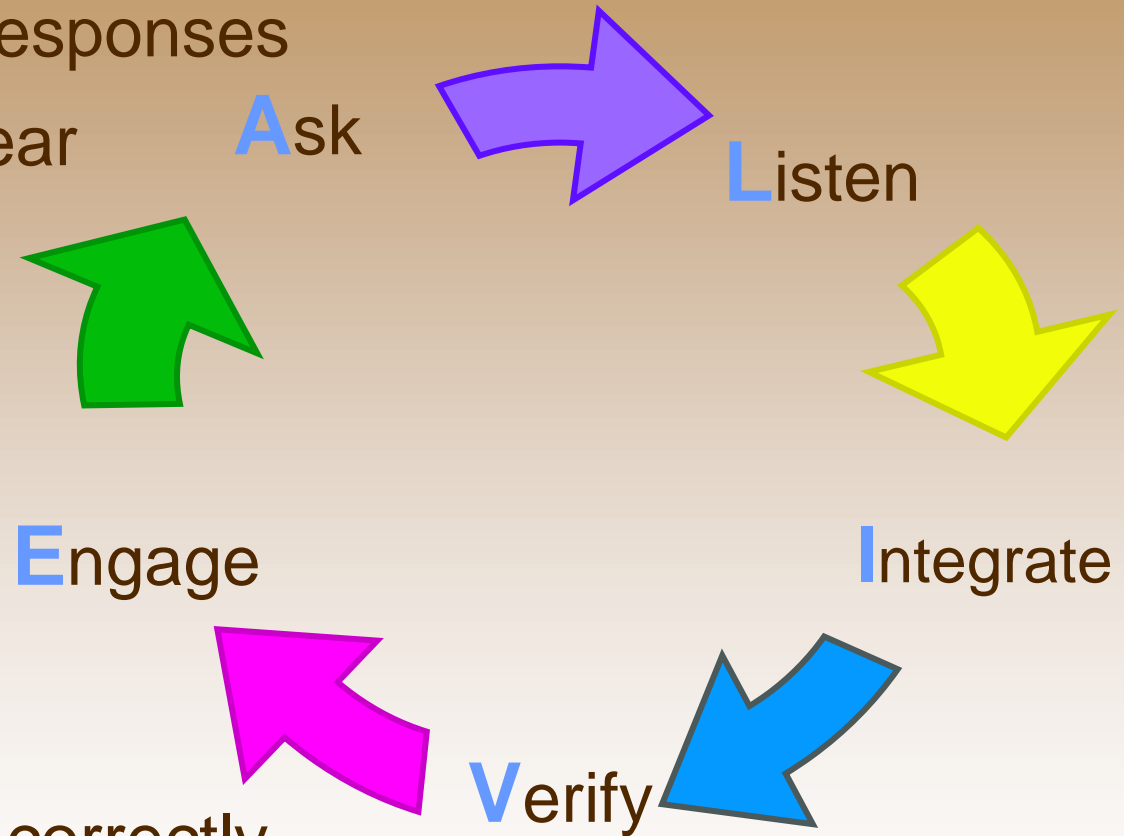
Ask the right questions

Listen actively to all responses

Integrate what you hear

Verify that you heard correctly

Engage people in finding solutions – and implementing them



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Putting It All Together:

A Public Participation Plan

- ▶ Purpose and goals
- ▶ Key stakeholders
- ▶ Strategies, tools, and resources
 - ✓ Frame information
 - ✓ Facilitate dialogue
 - ✓ Formulate input
 - ✓ Foster leadership

Strategies and Tools

Strategy	Tools
Framing Information	Visually compelling photos and graphics, “story-telling” techniques
Facilitating Dialogue	Interactive meetings and workshops, key stakeholder focus groups and interviews
Formulating Input	Values identification, scenario planning
Fostering Leadership	Multi-stakeholder advisory committees, grass-roots coalitions, professional networks

Resources

Strategies	Skills	Capital
Framing Information	Teaching, writing, speaking, graphic and web design	Printing, display materials, Internet capacity, design software
Facilitating Dialogue	Active listening, conflict resolution, consensus-building	Meeting rooms, food, interactive materials/technology
Formulating Input	Analysis, modeling, planning, public policy	GIS and modeling data, hardware and software
Fostering Leadership	Connecting people to one another, inspiring people to commit to the process	Communication technology, ongoing educational resources

Facilitating Dialogue

- ▶ Stakeholder interviews
- ▶ Focus groups
- ▶ Community meetings
 - ✓ Committees, workshops, charrettes, open houses, town meetings
 - ✓ “Hands-on” activities
- ▶ Surveys
- ▶ Internet

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Exercise:

Public Involvement Challenges

- ▶ **Voting with your dots**, indicate your interest in discussing solutions to one of the listed public involvement challenges
- ▶ Within your workgroup, **brainstorm** 10 strategies or solutions to one of the challenges
- ▶ **Summarize** for entire group

Additional NHI Training

NHI-142036

Public Involvement in the
Transportation Decisionmaking
Process

NHI-142059

Effective Communications in Public
Involvement



Additional NTI Training

Public Involvement in Transportation Decision Making



Review

- ▶ List two techniques appropriate for soliciting broad-based community input on values and priorities
- ▶ List two techniques appropriate for soliciting input from a particular interest group, such as developers
- ▶ Identify two reasons why public participation and stakeholder coordination are particularly important to coordinating transportation and land use