

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

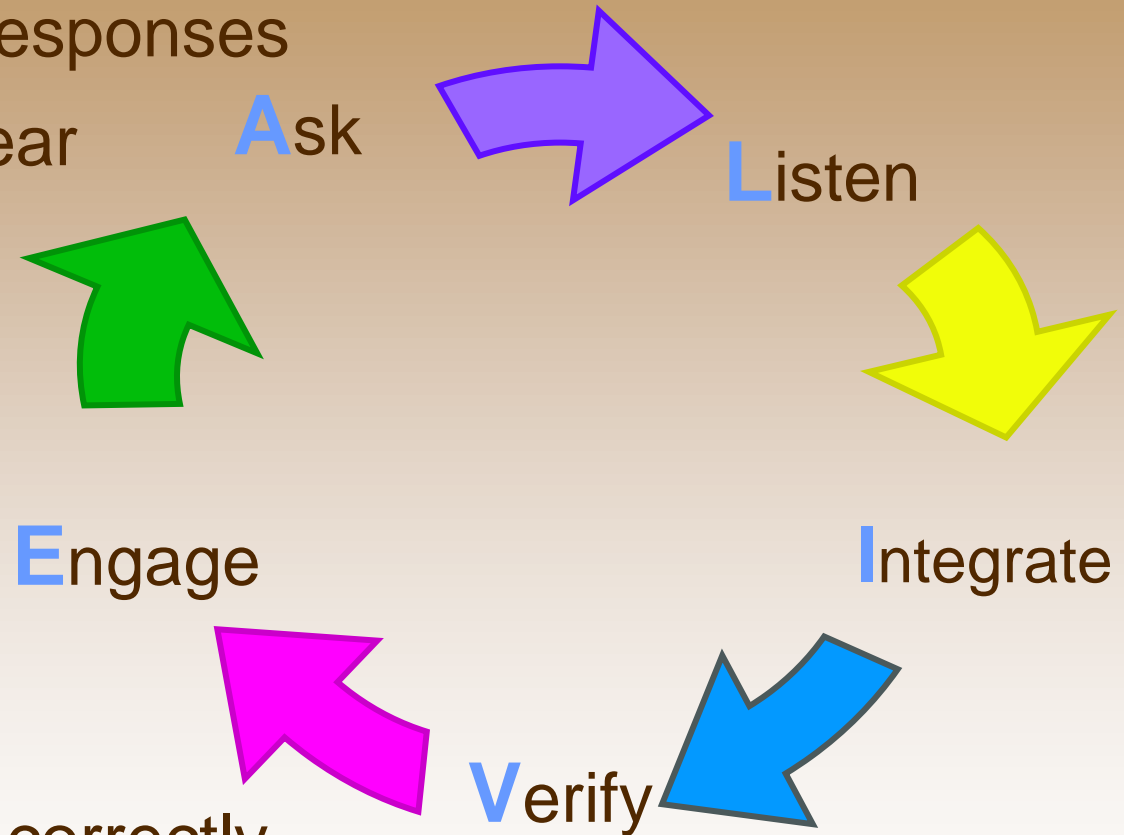
Ask the right questions

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