N.C. Department of Transportation's
Public Engagement Toolkit

What is the Toolkit?

It is an on-line tool that will help transportation professionals better engage the public. Through consistent use of the Toolkit, we will be able to better involve the public to inform decision-making, engage historically underserved and under-represented populations, and focus on the customer to deliver transportation solutions that best serve the public.

*The Toolkit is **NOT***:

- An actual technology, means or method of engaging the public
- Regulatory or required
- Static
- A substitute for good judgment and common sense

What are the benefits of using the Toolkit?

- Identify the most applicable public engagement techniques based on:
  - Goal(s) of public engagement
  - Duration of effort
  - Scale of plan, project or study
- Save time by using sample documents
- Consider feedback from other practitioners about lessons learned for more effective use of specific techniques
- Collect more meaningful input from a wider range of people

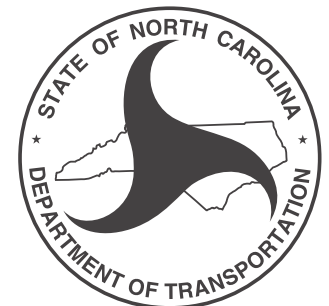## What's included in in the Toolkit?

- Public engagement technique descriptions
- Search and filter functions
- User ratings
- How to's/user experiences
- Sample documents
- Resource links
- Glossary of terms

What can I do with the Toolkit?

- Learn about and how to apply techniques
- Identify most suitable public engagement techniques for your plan, project or study
- Find resources about specific public engagement topics and techniques of interest to you
- See which techniques others are using that are working well and most cost effective
- Share your public engagement experience to inform the community of practice

How can I access the Public Engagement Toolkit?

- Visit **https://connect.ncdot.gov/projects/toolkit**
- While much of the PET content is unauthenticated, users will have to login using their NCID to access all content. Users without an NCID may register for one at **https://ncidp.nc.gov/pmf/Registration.html**.

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