**Public Involvement Key Steps**

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**1. Clearly Define the Project:**

* For internal and public involvement planning, define the project’s purpose and need, study area, timeframe, scope, and potential impact. Public involvement

must be an essential element in the project itself, not an afterthought or tangential activity.

* For the public, define the message and what input NCDOT wants from the public and how that input will be used by decision-makers.
* Different environmental reviews (CE, EA, EIS, and MCDC) will require by law or necessitate best practices in public involvement.

**2. Identify the Project Stakeholders:**

* Use resources from NCDOT’s Community Studies Group to determine affected property owners, businesses, students, and travelers affected by transportation and proposed projects in the area.

**3. Determine the Level of Engagement:**

* Using the **IAP2 spectrum**, determine whether the project will require informing, consulting, involving the public, or collaborating and empowering the stakeholders.

**4. Prepare and refine a PIP that includes the following:**

* Goals and objectives for outreach on the project
* Stakeholders and interested groups, including special populations
* Potential communication methods/outreach tools
* Project-specific key messages to be communicated to the public.
* Preliminary schedule for public involvement activities
* Measures for evaluating the success of the public involvement program

A PIP demonstrates NCDOT’s conscious efforts to engage and consider public perspective. The PIP is updated as new stakeholders, key messages, and public involvement opportunities emerge on a project.

1. **Conduct Public Involvement using a combination of the PI tools offered in this guide.**
2. **Collect Comments** (See **Checklist #6**).
3. **Document PI efforts and findings:**

* Document the public involvement methods, comments, and responses.
* Along with the PIP and the tactical actions taken, the comments collected, analysis of those comments and a summary of the interactions with various stakeholders will constitute a large part of the public involvement summary for a project document.

Make adjustments to your PIP if the outreach and/or engagement effort is not working as planned.