North Carolina
DEPARTMENT OF TRANSPORTATION

U.S.Department of Transportation
Federal Highway Administration

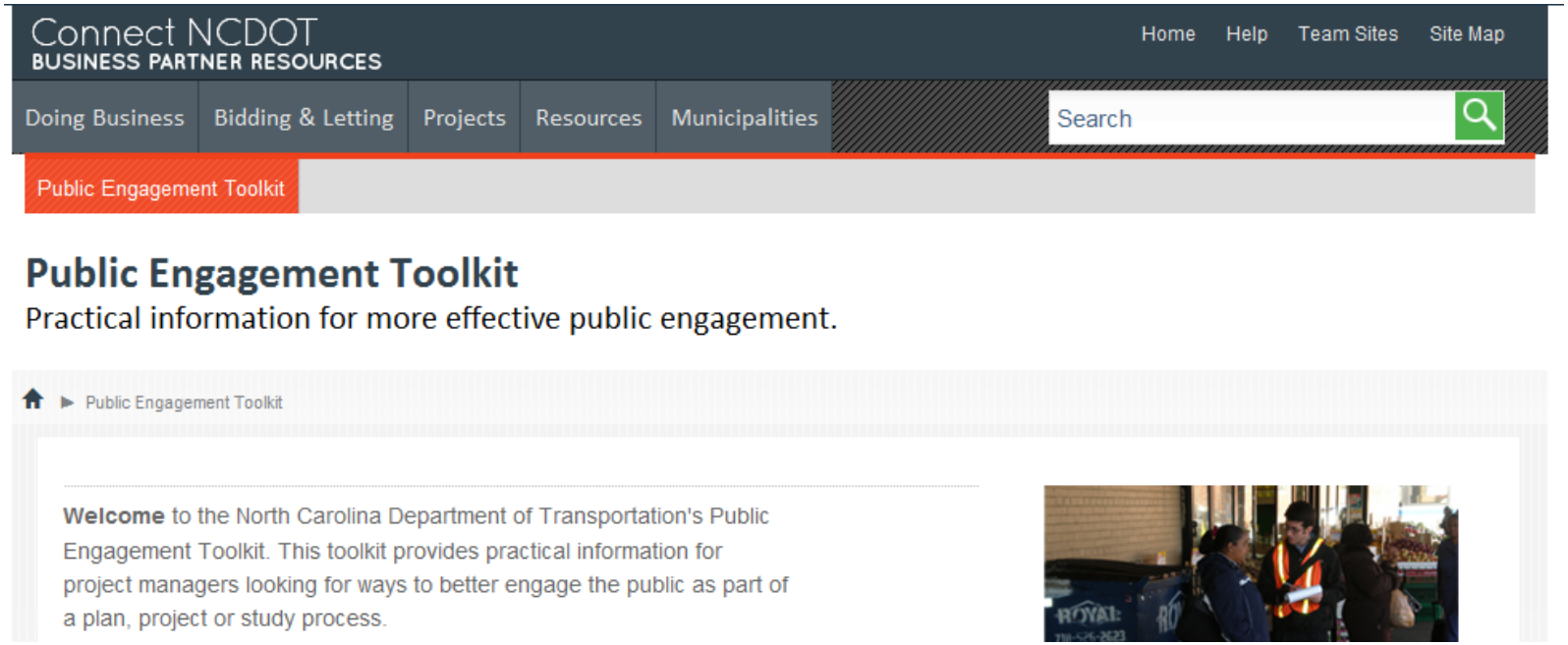
Interagency Meeting

NC National Guard Joint Forces Headquarters

August 14, 2014

Public Engagement Toolkit

On-line tool providing practical information for more effective public engagement.



Goals

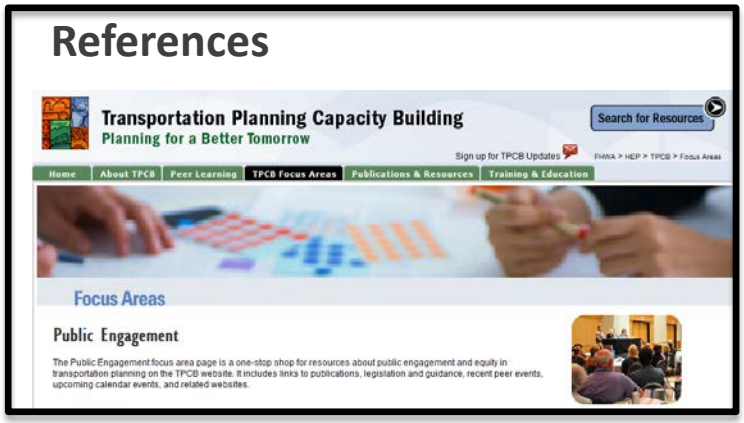
- Involve the public in the best manner possible
- Focus on the customer to deliver transportation alternatives that better serve their needs
- Effectively engage historically underserved and under-represented populations.

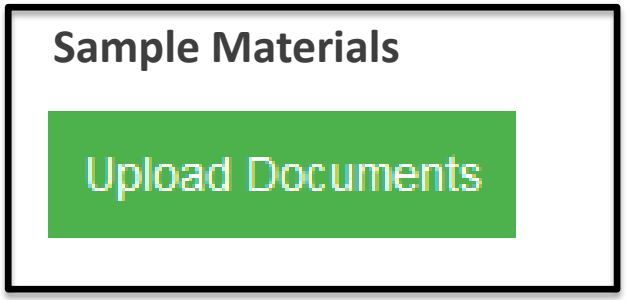
Benefits

- Save Time
- Better Results
  - More Effective Public Involvement
- Better Customer Service

Features

- Technique descriptions
- Search & filter functions
- How to's & experiences
- Sample documents
- User ratings
- Resource links
- Glossary of terms
- *Future: User Forums/ Discussion Groups*





Why Use It?

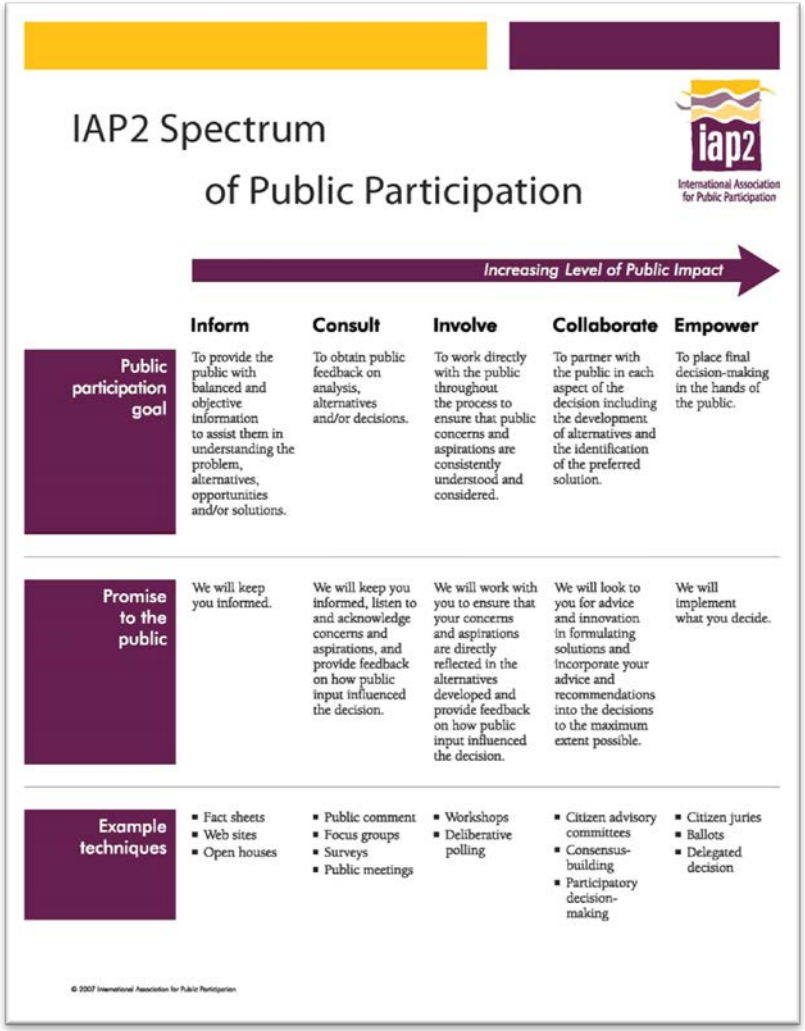
- Help inform decisions on outreach and manage resources efficiently

- Find the more applicable technique(s) based on:

  - Duration of effort
  - Scale of plan, project or study
  - Goal(s) of public engagement

Spectrum of Public Participation

- What is the goal of public engagement?
- Which level of public involvement is appropriate?
- Which technique(s) can be most effective?



What can we do with it?

Learn

about techniques and how to apply them

Identify

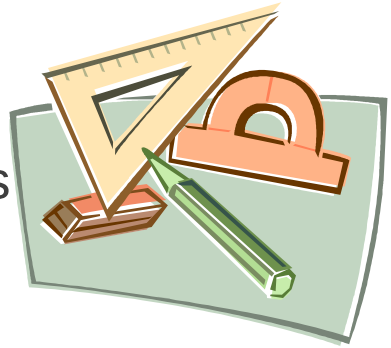
the most suitable public engagement techniques for your plan, project or study

Find resources

- Research specific public engagement topics and techniques
- See which techniques others are using that are working well and most cost effective

Share

your public engagement experience - inform others



Participate

in discussion forums

What it Isn't

The Toolkit is **NOT**:

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

Who can use the tool?

- Anyone who has access to the internet

- Developed for the transportation sector, but applicable to other sectors

How does the Toolkit Work?

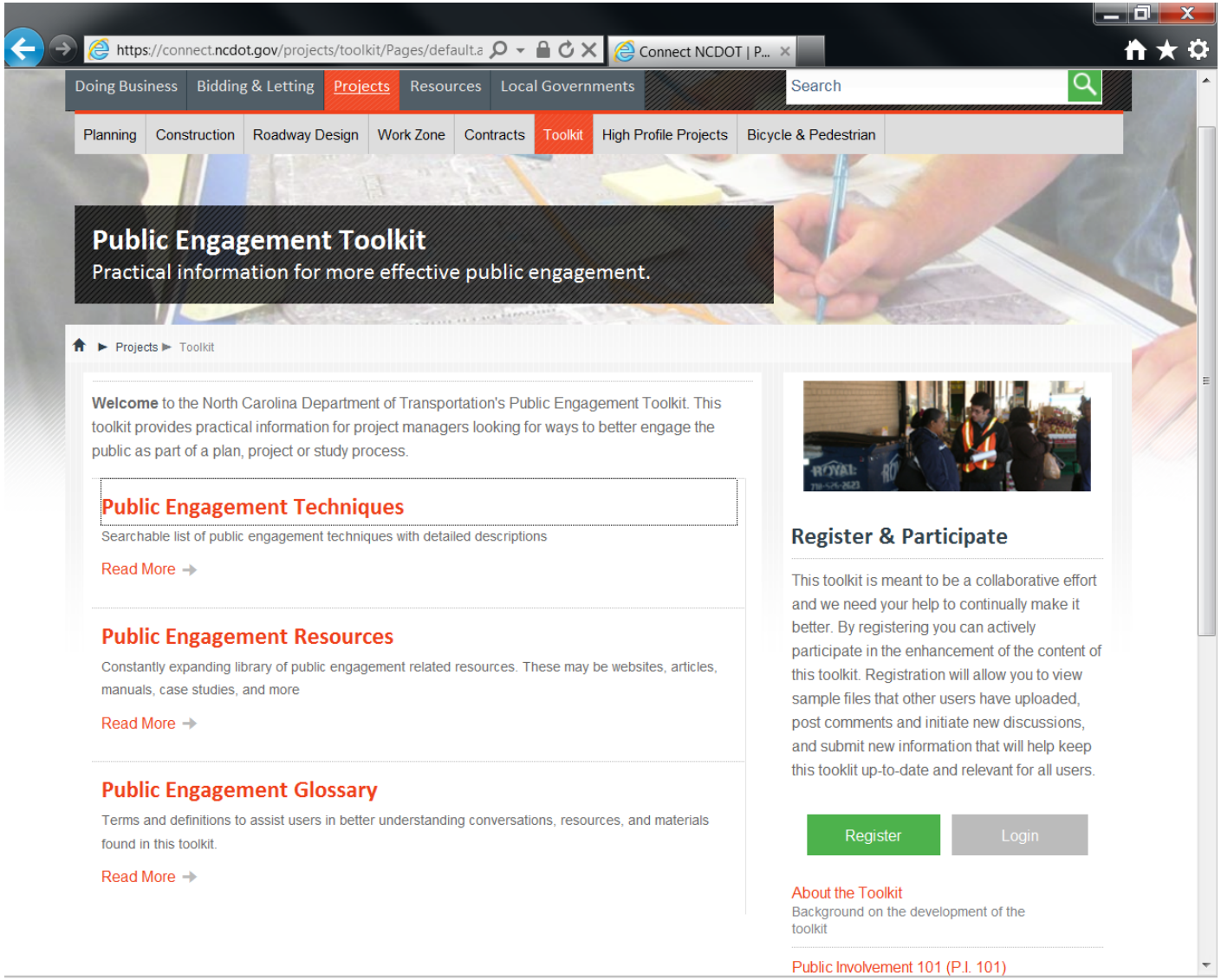
https://connect.ncdot.gov/projects/toolkit

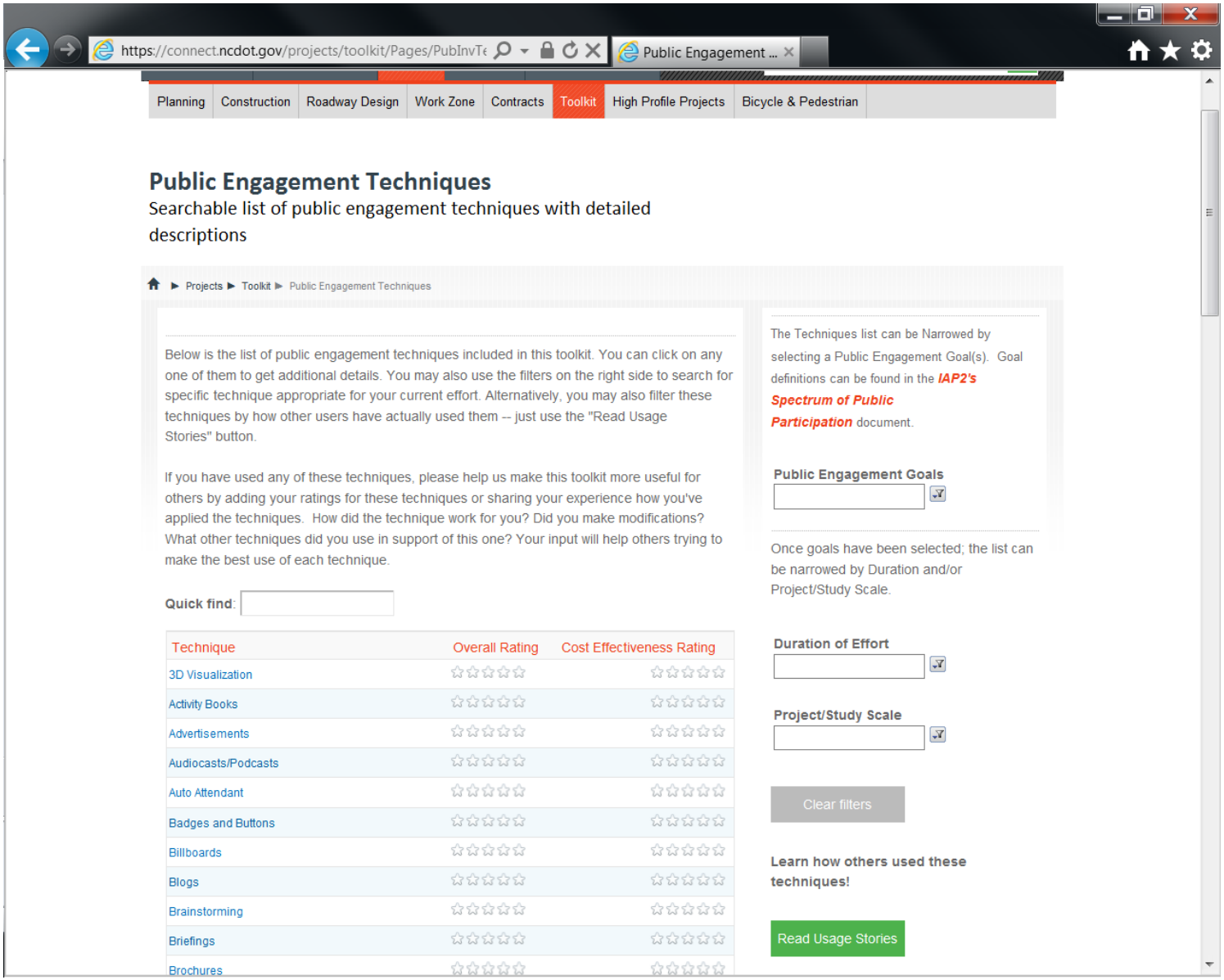
Basic (No Log-In Required)

- Access to Technique descriptions ratings
- Search and filter techniques
- See how others have used techniques

Registered User (Log-In Required)

- Basic Features
  +
- Share experiences with techniques (stories)
- Add new techniques, resources, sample documents, etc.
- Rate techniques


https://connect.ncdot.gov/projects/toolkit/Pages/default.a
Connect NCDOT | P...
Doing Business
Bidding & Letting
Projects
Resources
Local Governments
Search
Planning
Construction
Roadway Design
Work Zone
Contracts
Toolkit
High Profile Projects
Bicycle & Pedestrian
Public Engagement Toolkit
Practical information for more effective public engagement.
Projects ► Toolkit
Welcome to the North Carolina Department of Transportation's Public Engagement Toolkit. This toolkit provides practical information for project managers looking for ways to better engage the public as part of a plan, project or study process.
Public Engagement Techniques
Searchable list of public engagement techniques with detailed descriptions
Read More
Public Engagement Resources
Constantly expanding library of public engagement related resources. These may be websites, articles, manuals, case studies, and more
Read More
Public Engagement Glossary
Terms and definitions to assist users in better understanding conversations, resources, and materials found in this toolkit.
Read More
Register & Participate
This toolkit is meant to be a collaborative effort and we need your help to continually make it better. By registering you can actively participate in the enhancement of the content of this toolkit. Registration will allow you to view sample files that other users have uploaded, post comments and initiate new discussions, and submit new information that will help keep this tooklit up-to-date and relevant for all users.
Register
Login
About the Toolkit
Background on the development of the toolkit
Public Involvement 101 (P.I. 101)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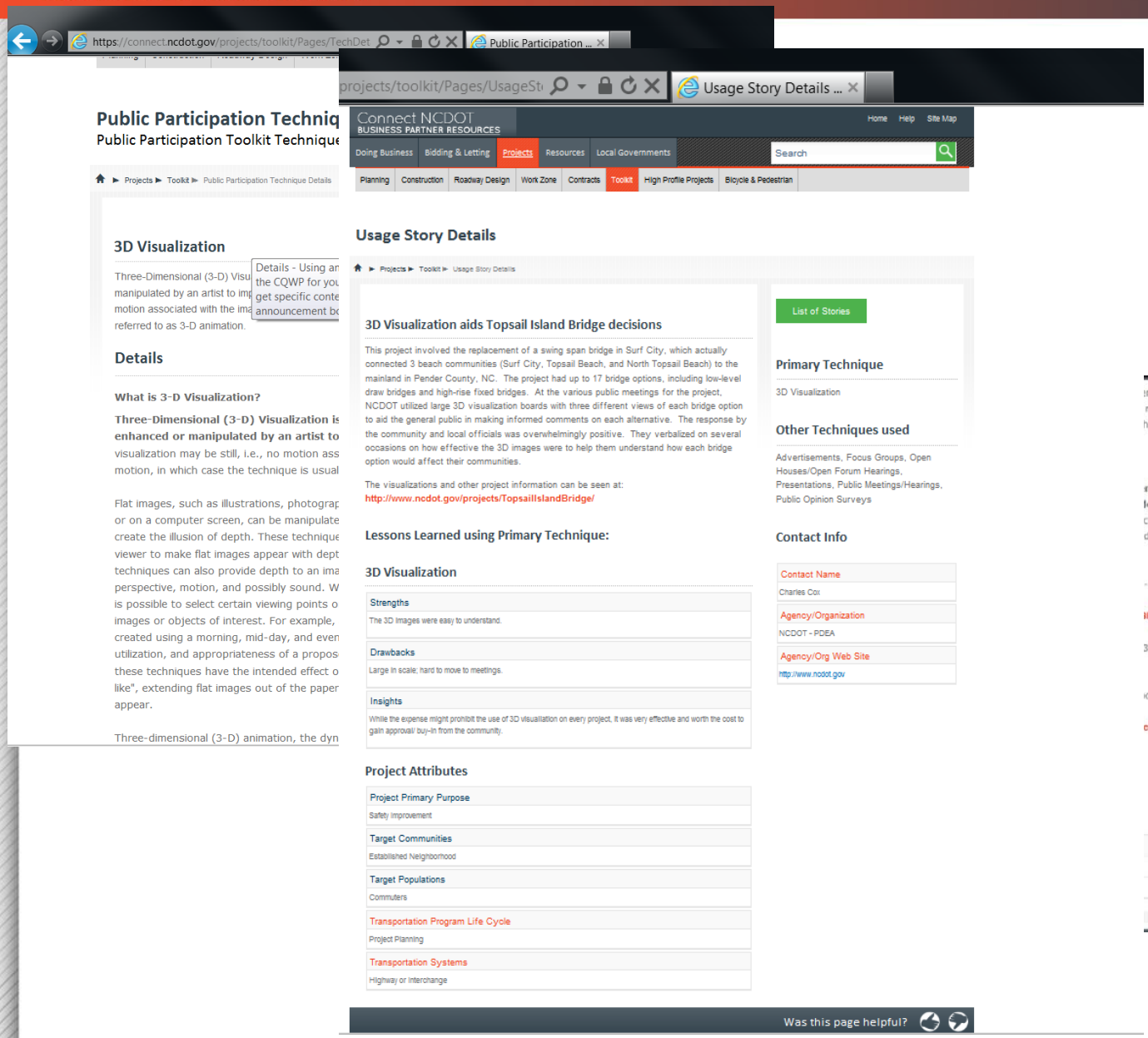
Public Engagement ...
Planning
Construction
Roadway Design
Work Zone
Contracts
Toolkit
High Profile Projects
Bicycle & Pedestrian
Public Engagement Techniques
Searchable list of public engagement techniques with detailed descriptions
Projects ► Toolkit ► Public Engagement Techniques
Below is the list of public engagement techniques included in this toolkit. You can click on any one of them to get additional details. You may also use the filters on the right side to search for specific technique appropriate for your current effort. Alternatively, you may also filter these techniques by how other users have actually used them -- just use the "Read Usage Stories" button.
If you have used any of these techniques, please help us make this toolkit more useful for others by adding your ratings for these techniques or sharing your experience how you've applied the techniques. How did the technique work for you? Did you make modifications? What other techniques did you use in support of this one? Your input will help others trying to make the best use of each technique.
Quick find:
Technique
Overall Rating
Cost Effectiveness Rating
3D Visualization
Activity Books
Advertisements
Audiocasts/Podcasts
Auto Attendant
Badges and Buttons
Billboards
Blogs
Brainstorming
Briefings
Brochures
The Techniques list can be Narrowed by selecting a Public Engagement Goal(s). Goal definitions can be found in the IAP2's Spectrum of Public Participation document.
Public Engagement Goals
Once goals have been selected; the list can be narrowed by Duration and/or Project/Study Scale.
Duration of Effort
Project/Study Scale
Clear filters
Learn how others used these techniques!
Read Usage Stories



https://connect.ncdot.gov/projects/toolkit/Pages/TechDet
Public Participation ...

Public Participation Techniq

Public Participation Toolkit Technique

Projects ▶ Toolkit ▶ Public Participation Technique Details

3D Visualization

Three-Dimensional (3-D) Visu
manipulated by an artist to imp
motion associated with the ima
referred to as 3-D animation.

Details - Using an
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Details

What is 3-D Visualization?

Three-Dimensional (3-D) Visualization is enhanced or manipulated by an artist to visualization may be still, i.e., no motion ass motion, in which case the technique is usual

Flat images, such as illustrations, photograp or on a computer screen, can be manipulate create the illusion of depth. These technique viewer to make flat images appear with dept techniques can also provide depth to an ima perspective, motion, and possibly sound. W is possible to select certain viewing points o images or objects of interest. For example, created using a morning, mid-day, and even utilization, and appropriateness of a propos these techniques have the intended effect o like", extending flat images out of the paper appear.

Three-dimensional (3-D) animation, the dyn

projects/toolkit/Pages/UsageSt
Usage Story Details ...

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Doing Business | Bidding & Letting | Projects | Resources | Local Governments | Search

Planning | Construction | Roadway Design | Work Zone | Contracts | Toolkit | High Profile Projects | Bicycle & Pedestrian

Usage Story Details

Projects ▶ Toolkit ▶ Usage Story Details

3D Visualization aids Topsail Island Bridge decisions

This project involved the replacement of a swing span bridge in Surf City, which actually connected 3 beach communities (Surf City, Topsail Beach, and North Topsail Beach) to the mainland in Pender County, NC. The project had up to 17 bridge options, including low-level draw bridges and high-rise fixed bridges. At the various public meetings for the project, NCDOT utilized large 3D visualization boards with three different views of each bridge option to aid the general public in making informed comments on each alternative. The response by the community and local officials was overwhelmingly positive. They verbalized on several occasions on how effective the 3D images were to help them understand how each bridge option would affect their communities.

The visualizations and other project information can be seen at:
http://www.ncdot.gov/projects/TopsailIslandBridge/

List of Stories

Primary Technique

3D Visualization

Other Techniques used

Advertisements, Focus Groups, Open Houses/Open Forum Hearings, Presentations, Public Meetings/Hearings, Public Opinion Surveys

Contact Info

Contact Name	Agency/Organization	Agency/Org Web Site
Charles Cox	NCDOT - PDEA	http://www.ncdot.gov

Lessons Learned using Primary Technique:

3D Visualization

Strengths	Drawbacks	Insights
The 3D images were easy to understand.	Large in scale; hard to move to meetings.	While the expense might prohibit the use of 3D visualization on every project, it was very effective and worth the cost to gain approval/ buy-in from the community.

Project Attributes

Project Primary Purpose	Target Communities	Target Populations	Transportation Program Life Cycle	Transportation Systems
Safety Improvement	Established Neighborhood	Commuters	Project Planning	Highway or Interchange

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- Visual Engineering Resource

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3D Visualization

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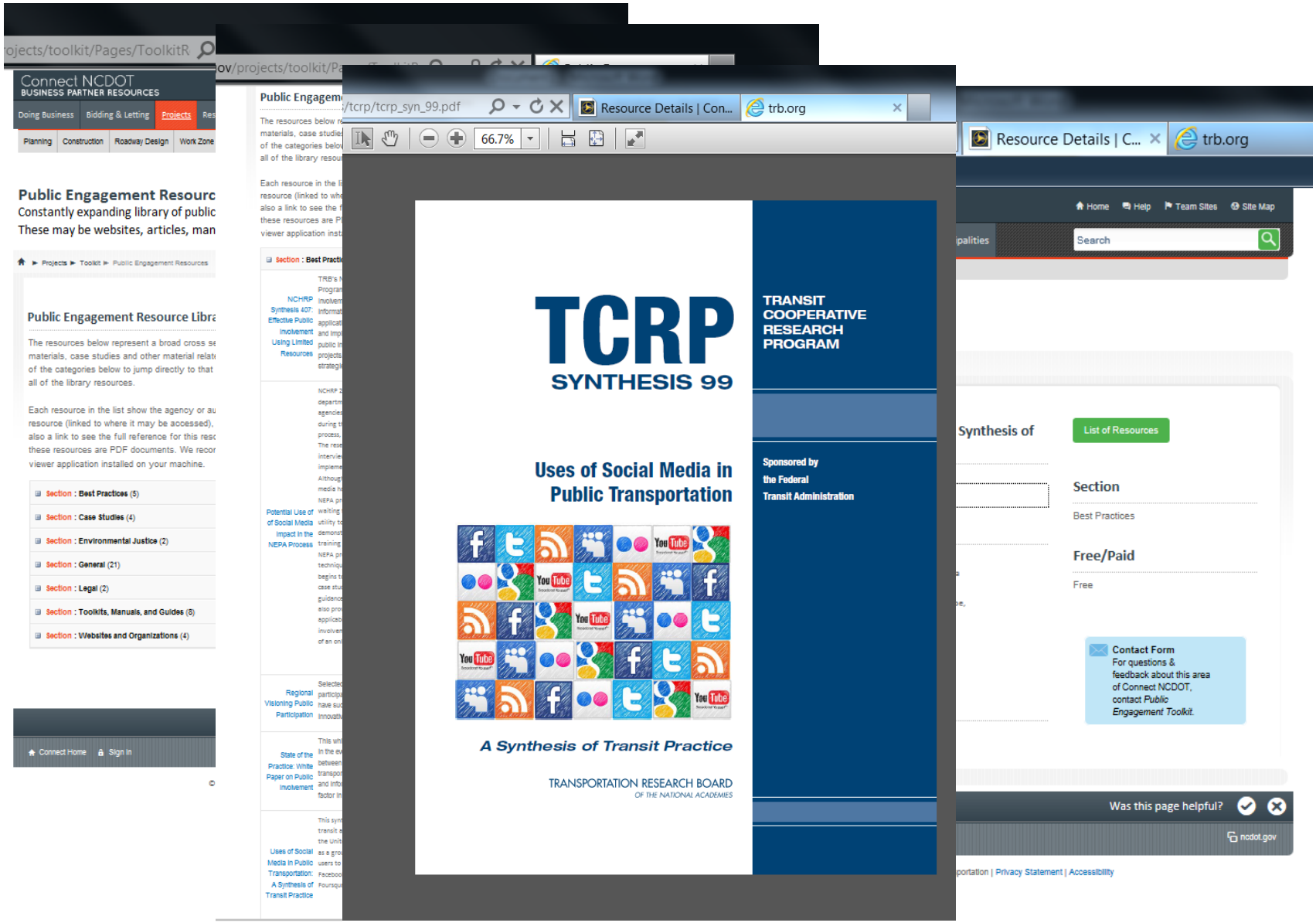
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Work Zone
Public Engagement Resourc
Constantly expanding library of public
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Public Engagement Resource Libra
Section : Best Practices (5)
Section : Case Studies (4)
Section : Environmental Justice (2)
Section : General (21)
Section : Legal (2)
Section : Toolkits, Manuals, and Guides (8)
Section : Websites and Organizations (4)
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Uses of Social Media in Public Transportation
Sponsored by the Federal Transit Administration
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Contact Form
For questions & feedback about this area of Connect NCDOT, contact Public Engagement Toolkit.
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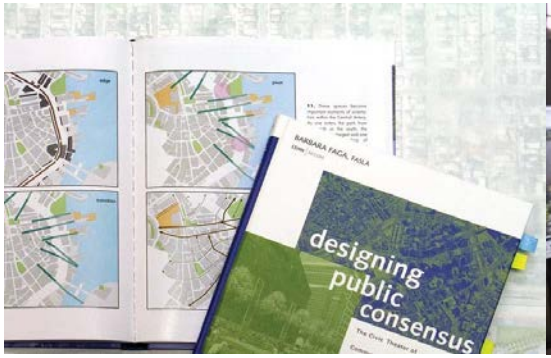
Why get involved?

- Input from experienced practitioners is needed for the toolkit to be valuable!
- Shared experiences, help us learn
- Preparing transportation colleagues to effectively engage the public contributes to the practice,
- Keep the tool relevant



Questions?

Contact Information

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