PUBLIC ENGAGEMENT BEST PRACTICES

2018 MPO/RPC/WisDOT Transportation Planning Conference
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Focus on inclusivity and relevance.
Why is this Important?

Madison Population by Age

2006 Total Population
- 77% 7%
- 6% 6%
- 4% 4%

2014 Total Population
- 74% 7%
- 6% 6%
- 9% 4%

2014 Population Under Age 18
- 56% 15%
- 10% 10%
- 9% 9%
How do we become more inclusive & relevant?

- Reduce barriers to participation.
- Engage early and often.
- Think outside of the PIM.
- Demonstrate how input is used.
- Leverage partnerships and connections.
- Drive conversations beyond projects and plans.
Reduce Barriers

+ Meet people where they are.
+ Offer incentives.
+ Use a variety of tools.
+ Have an online component.
+ Track and adjust as you go.
+ Make engaging easier and less intimidating.
Case Study | Madison College South Campus

- Nineteen-member Advisory Council
- Bilingual community survey
  - 392 online responses (14 Spanish)
  - 239 paper responses (39 Spanish)
- Six focus groups
- Twenty-three stakeholder interviews
- Four community meetings
- Keys to Success:
  - Face-to-face community outreach
  - Connections with community and neighborhood leaders
Case Study | James Madison Park

- Guided by City of Madison’s Racial Equity and Social Justice Initiative
- Focus Groups
  - YWCA Third Street Program Residents (14 participants)
  - The Beacon (14)
  - Homeless Service Providers (2)
  - Minority & community organizations (3)
  - Access to Independence (ADA) (6)
  - Downtown Madison, Inc. (23)
Think Outside the PIM

+ What is the best format for your needs?
+ We retain approximately:
  • 10% of what we see...
  • 30-40% of what we see and hear...
  • 90% of what we see, hear and do.*
+ Provide opportunities for shared learning and community building.
+ Challenge participants to tackle tough tradeoffs by doing.

*Source: FHWA National Highway Institute
Case Study | Monroe Street Reconstruction

- 9-member Engagement Resource Team (ERT)
- Online survey (2,779 responses)
- 12 public meetings & workshops
- 2 green infrastructure focus groups
- Keys to success:  
  - Early and often approach
  - Effective ERT
  - Highly interactive public meetings
### Complete Streets Ordinance Metrics

**Demonstrate How Input is Used**

#### Sidewalks & Trails

<table>
<thead>
<tr>
<th>Projects Bidding</th>
<th>Projects Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 that include sidewalks</td>
<td>13 that include sidewalks</td>
</tr>
<tr>
<td>Linear feet of sidewalk built</td>
<td>9,762</td>
</tr>
<tr>
<td>Linear feet of sidewalk completed</td>
<td>70,997</td>
</tr>
</tbody>
</table>

**Incidents**

- Number of Automobiles: 100
- Number of Automobiles Bicycles: 42
- Number of Automobiles Ramps: 8,912

**ADA Ramps**

- Projects Bidding: 2 that include ADA ramps
- Projects Completed: 13 that include ADA ramps
- Count of ADA ramps in progress: 12
- Count of ADA ramps completed: 730

**Intersection Improvements**

- Projects Bidding: 31 that include sidewalks in progress
- Linear feet of sidewalk in progress: 173,017

**BIKE LANES**

- Projects Bidding: 1 that include bike lanes
- Projects Completed: 3 that include bike lanes
- Miles of new bike lanes built: 1.8
- Miles of new bike lanes completed: 2.9
- Miles of new bike lanes in progress: 0.1

**Transit Stops**

- Projects Bidding: 17 that include crosswalks
- Projects Completed: 257 that include crosswalks in progress
- Count of crosswalks in progress: 257

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#### Monroe Street Reconstruction

**Survey Results**

- 2,778 responses
- 100% of survey respondents agree that the reconstruction of Monroe Street is needed.

**Community Priorities**

- Enhance the walkability and bicycleability of the area.
- Improve the aesthetic and visual appeal of the area.
- Reduce traffic congestion.
- Improve public transportation options.

**How do you use Monroe Street?**

- 69% use Monroe Street daily
- 54% use Monroe Street for transportation

**What brings you to Monroe Street?**

- Restaurants: 70%
- Shopping: 59%
- Work: 59%

**Quality Association with Monroe Street Today**

- Nice sidewalks: 90%
- Bike lanes: 90%
- Crosswalks: 90%

**What qualities of Monroe Street should be improved?**

- Pedestrian amenities: 50%
- Bike lanes: 40%
- Traffic: 30%

**Preferred method of travel on Monroe Street**

- Walking: 47%
- Biking: 16%
- Transit: 16%
Leverage Partnerships & Connections

+ Engage the right messengers.
+ Plug into existing networks.
  - Health organizations
  - Community & advocacy organizations
  - Schools
  - Chambers, CVBs
  - Media
  - And more!
+ Maintain a presence and drive the conversation beyond specific initiatives.
  - Younger staff are assets
Case Study | Indiana Active Living Workshops

Partners
- Health by Design (statewide nonprofit)
- Indiana State Department of Health, Division of Nutrition and Physical Activity
- Purdue Extension, Nutrition Education Program

Process | 2014-2018
- 26 workshops funded by DNPA
- 20 workshops funded by Purdue Extension

Results
- 69% achieved new policy adoption
- 18% achieved dedicated funding
- 60% achieved one-time project funding
- 65% believe the community’s built environment provides more support for Active Living
Resources

100 Great Community Engagement Ideas
Tips, tricks, and best practices to help guide planners to better results:

IAP2 Spectrum of Public Participation

Public participation goal:

Inform: To provide the public with balanced and objective information to assist them in making decisions.
Consult: To obtain public feedback on, evaluate, and influence decisions.
Involve: To work directly with the public throughout the process to ensure the public's concerns are represented, understood, and considered.
Collaborate: To partner with the public in each aspect of the decision-making process, including the development of alternatives, evaluation of the impacts, and implementation of the preferred solution.
Empower: To place the decision in the hands of the public.

Promises to the public:

We will keep you informed.
We will keep you involved.
We will keep you engaged.
We will listen to you.
We will listen to you.
We will listen to you.
We will keep you informed.

Example techniques:

- Face sheets
- Web sites
- Open houses
- Public forums
- Workshops
- Deliberative polling
- Citizen advisory committees
- Consensus
- Participatory decision making
- Charrette
- Board

Techniques to Share Information

- Listen
to the public
- Ask questions.
- Respect diversity.
- Be honest.
- Be open.
- Be transparent.

IAP2’s Public Participation Toolkit

UrbanAssets
Your Challenge

+ Develop 2-3 strategies to make your next engagement process more inclusive.
+ Reach out to a new connection beyond your profession, and talk about how you can complement each other’s work.
THANK YOU!

Questions?
Let’s Learn from Each Other!

What is the most successful engagement tool that you have implemented and why?

Who is a valuable partner or connection in your community and why?