

# Best Practices for Gaining Community/ Stakeholder Buy-In

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# Welcome – Icebreaker

- In December 2019, there were 10M daily Zoom meeting participants. Can you guess how many by April 2020?
- **+300M**
- **The Good,**
- **The Bad,**
- **The Ugly.**



# Learning Outcomes

- Define approaches to gaining community and/or stakeholder engagement
- Apply approaches of gaining community and/or stakeholder engagement through the transportation planning process
- Identify opportunities for gaining community and/or stakeholder engagement through the right-of-way process





# Practices for Gaining Acceptance and Support

- Communicate the purpose
- Emphasize expected outcomes and relate to purpose
- Identify a champion
- Establish a comprehensive understanding of the community
- Create and communicate context/background

*“Understanding people certainly impacts your ability to communicate with others” – J.C. Maxwell*

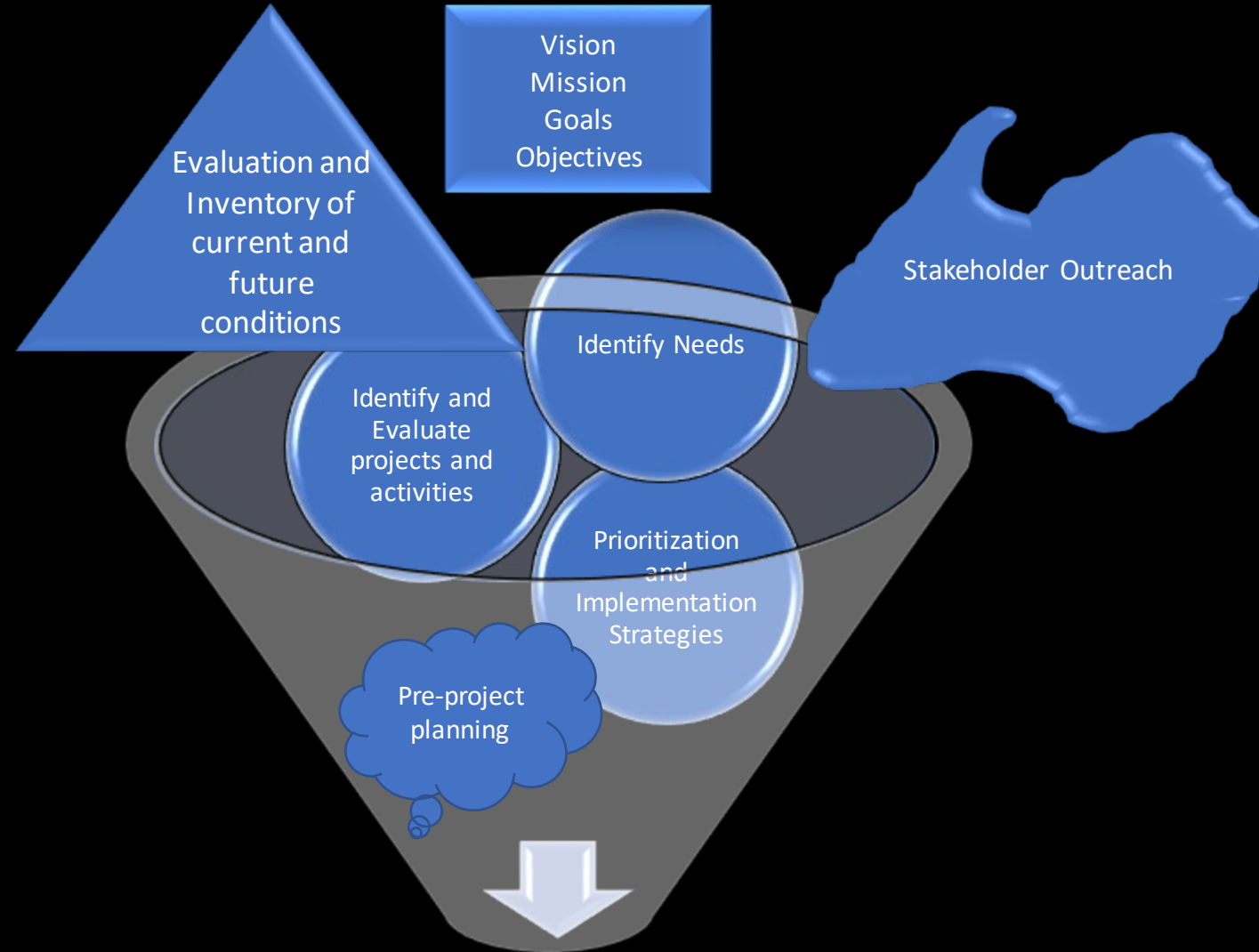
# Practices for Gaining Acceptance and Support

- Use the data and/or information to support the effort
- Provide opportunities for input through direct involvement
- Utilize public involvement strategies
- Provide an example and apply to situation
- Share applicable laws and regulations



*Education*  
*Outreach*  
*Relationships*

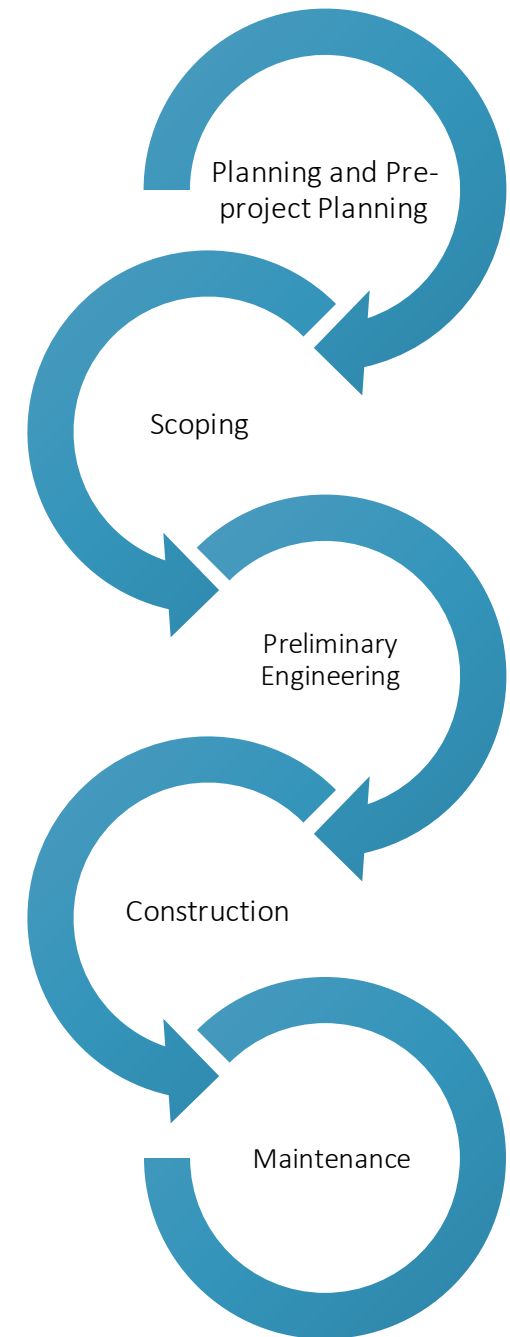
# Overview of Transportation Planning



Transportation Improvement Program (TIP)

# Why in Transportation Planning?

Early involvement in project development  
Time for relationship building  
Involvement in early decisionmaking  
Understand prioritization process and funding analysis  
Accounts for community goals  
Effective use of resources



# Poll: Transportation Planning

Who is involved in your transportation planning efforts?

Tribal government departments

State

Counties

Cities

Other Tribe(s)

Federal Land Management Agencies (FLMA) ex: forest service

Metropolitan and/or Regional Planning Organizations (M/RPO)

Bureau of Indian Affairs (BIA)

Others



# Transportation Planning

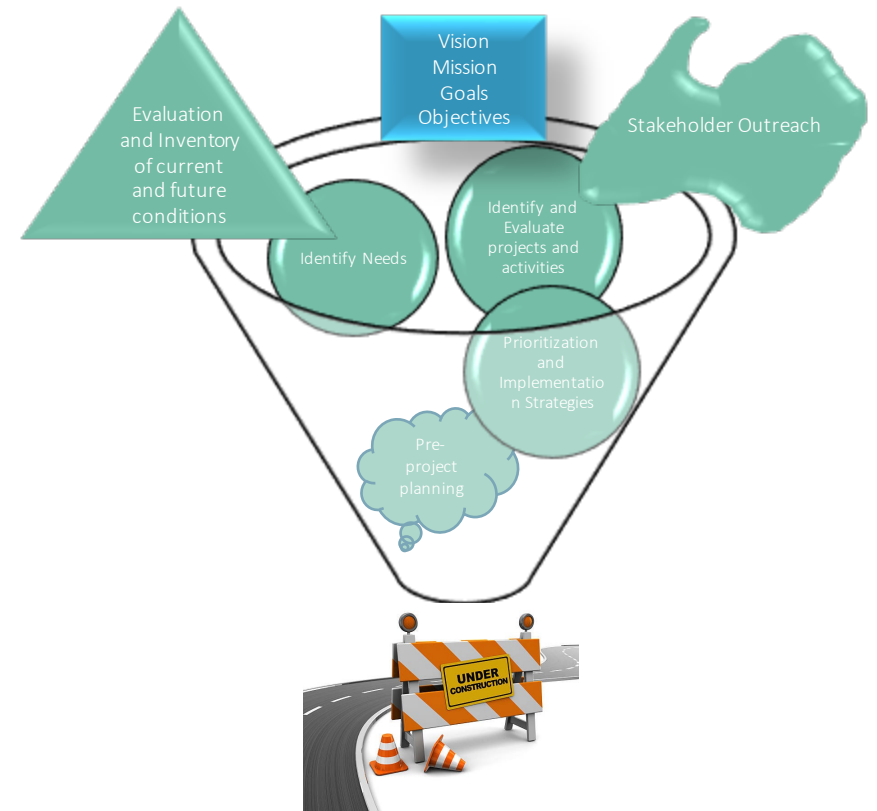
## VISION, MISSION, GOALS, OBJECTIVES

Share the big picture

Establishing strategic direction of the transportation system

Examples:

- Improved access to lands and uses
- Advance economic development
- Safety
- Improving access and mobility



## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Communicate the purpose

Emphasize expected outcomes and relate to purpose

Identify a champion

# Transportation Planning

EVALUATION AND INVENTORY OF CURRENT  
AND FUTURE CONDITIONS  
IDENTIFY NEEDS

Provide context

Use data collected

*Socioeconomic information*

*Traffic patterns*

*State of infrastructure (level of service, conditions)*

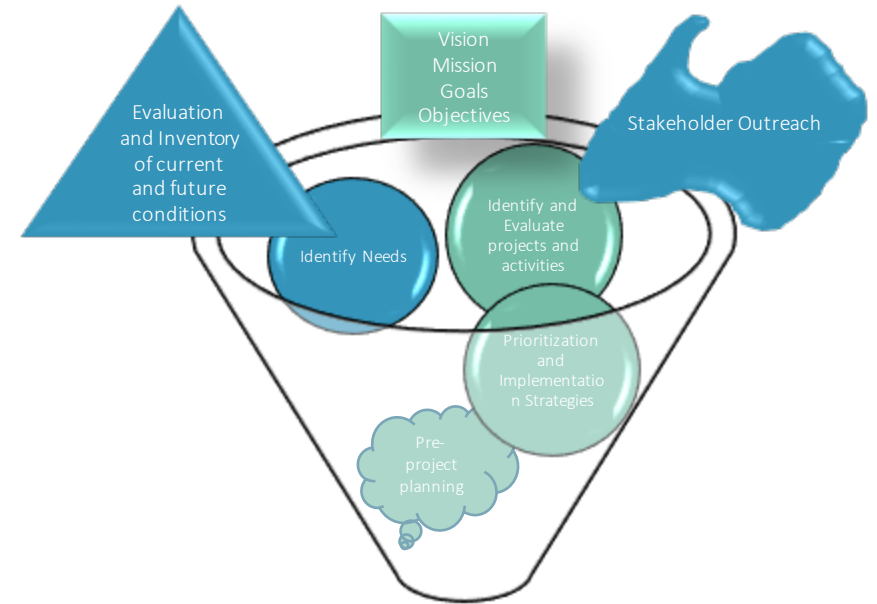
*Access management*

*State of safety*

What will it look like 5, 10, 20 years from now?

Get input from stakeholders and public

Collectively identify needs or gaps



## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Have a comprehensive understanding of the community

Create and communicate context/background

Provide opportunities for input through direct involvement

Utilize public involvement strategies

Use the data or information to support effort

# Transportation Planning

IMPROVEMENT RECOMMENDATIONS

PRIORITIZATION

PROJECT-PROJECT PLANNING

Discuss implementation strategies to meet identified needs

Prioritization criteria

5, 10, 15, 20-year priority needs

How to deliver, implement?

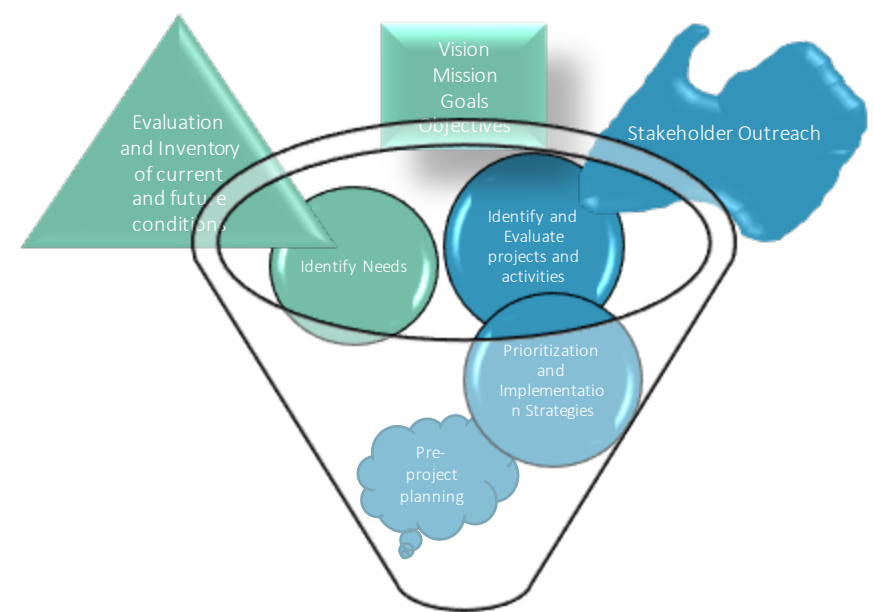
*Share funding opportunities; constraints*

*Partnerships*

Take a closer look at 5, 10-year projects

Planning and Environmental Linkages (PEL)

4-year TIP



(TIP)

## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunities for input through direct involvement

Utilize public involvement strategies

Use the data or information to support effort

Provide an example and apply to situation

Share applicable laws and regulations

# Transportation Planning

STAKEHOLDER OUTREACH

PUBLIC INVOLVEMENT

Identification of needs

Identification of improvement recommendations

Short-term implementation decisions

Strategies

Technical Advisory Committee (TAC)

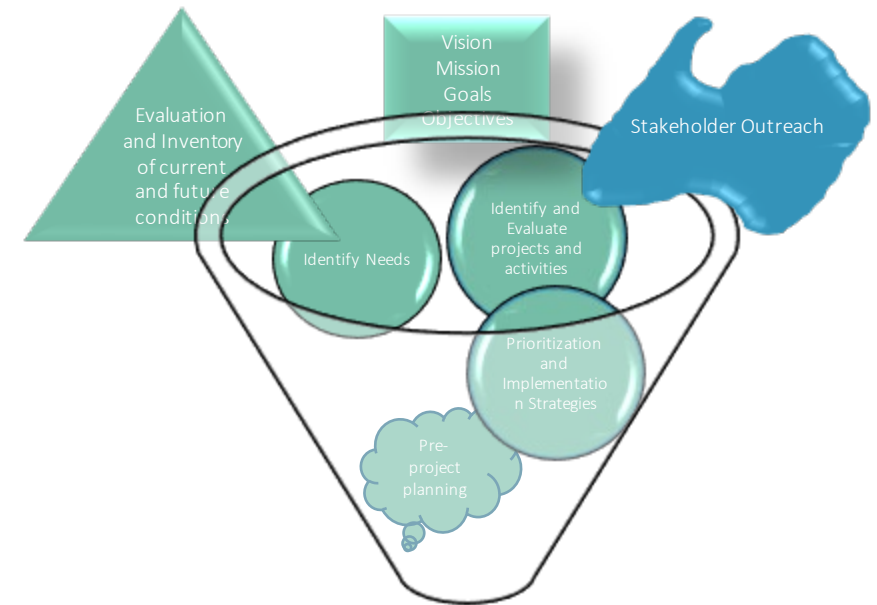
Early and often

Ongoing updates

Advisory Groups - ex: Elder and Youth Councils

Multiple ways to engage

Translations – not just language



## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunities for input through direct involvement

Utilize public involvement strategies

Use the data or information to support effort

Provide an example and apply to situation

Share applicable laws and regulations

# Environmental Process

IDENTIFY NEEDS

DEVELOP ALTERNATIVES

National Environmental Policy Act (NEPA) Process

Occurs during Preliminary Engineering

Refine Purpose and Need

Develop Alternatives

Assess Environmental Impacts of Alternatives

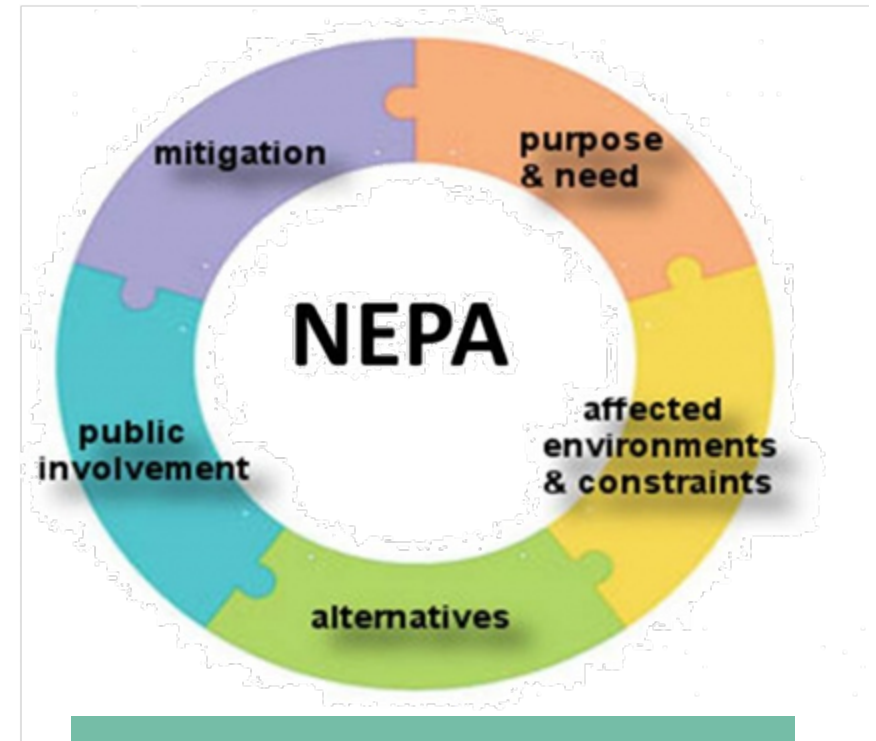
Natural: e.g., wetlands, endangered species, floodplains

Cultural: e.g., historic bridges and buildings, archaeological sites

Social: e.g., community impacts, ROW acquisitions, displacements

Develop Mitigation

This is the opportunity for all stakeholders to influence the alternative selection

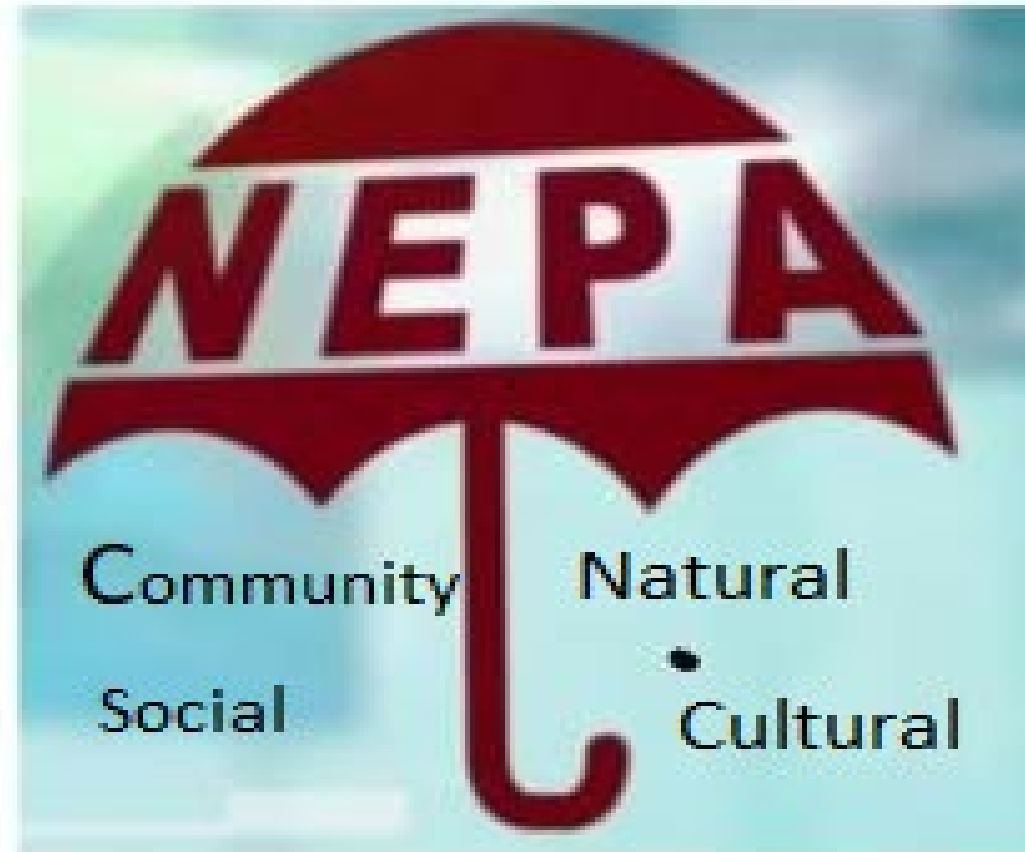


## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Provide opportunity for all stakeholders, including adjacent property owners, to provide input

Ensure that all property owners who might be impacted are included during the Environmental process

# What is the Purpose of NEPA Public Involvement?



# Environmental Process

STAKEHOLDER OUTREACH

PUBLIC INVOLVEMENT

Public and stakeholder involvement is NOT to present a solution and try to convince the public to accept it

Input from the public might result in:

- Changes to existing alternatives

- The addition of new alternatives

- The dismissal of an alternative that otherwise might have been highly ranked

Strategies for stakeholder outreach and public involvement are the same as during Transportation Planning



## PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

- Provide opportunities for input through direct involvement

- Provide access to data and documentation to support environmental impact analysis

- Utilize public involvement strategies

- Share applicable laws and regulations

# Right-of-Way Phase

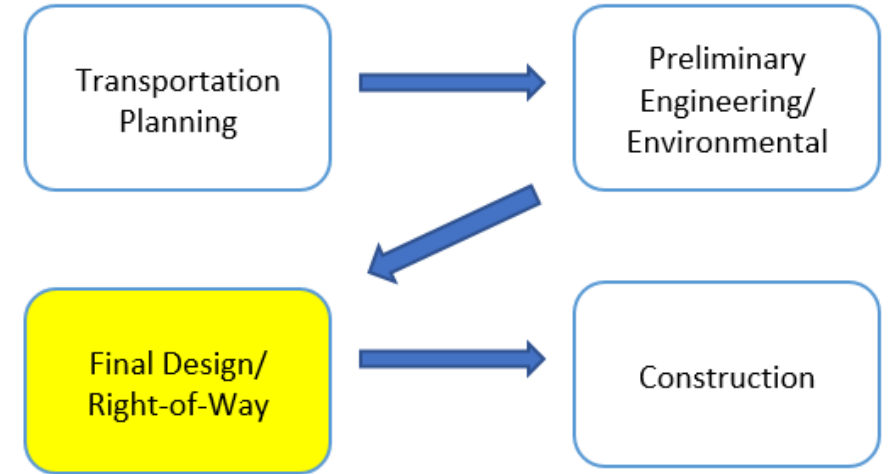
## PROPERTY OWNER COORDINATION

Occurs during Final Design

Environmental document must be approved before discussions with property owners concerning acquisition can be undertaken

Alternative has been already been selected

Property owners should have been included in outreach concerning alternatives during Environmental phase



### PRACTICES FOR GAINING ACCEPTANCE AND SUPPORT

Build trust and provide:

Content: facts, figures, processes, options, and responses to inquiries.

Organization: structure, sequence, and agenda for conveying information and proposals.

Delivery: how you communicate, verbal, visual, attitude, empathy, body language, etc.



# Stakeholder and Public Involvement Tools

## Virtual Reality Videos

Capture infrastructure as if standing at that location

## Social Media (notices, updates, input, surveys)

Traditional media such as radio, newspapers, flyers, websites, call line, post cards

Community gatherings— maps, interactive tables, audience response clickers for instant feedback and engagement, feedback forms

Kiosks (ex: library)

Virtual Public Involvement techniques

Digital site

Maps  
Video clips  
Survey  
References  
Simple process or status graphics

QR Codes  
to  
website/  
page

Email lists

Virtual meetings  
Open House  
Stakeholder specific

Newsletters

Practices to gain acceptance and support:

Are they practical?

What works well?

What could be improved?

Do they help achieve desired outcome?



# Closing Thoughts

- Approach unique to a community
- Approach unique to the effort
- Buy-in not always acceptance

