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# North Carolina

DEPARTMENT OF TRANSPORTATION

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U.S. Department of Transportation  
**Federal Highway Administration**

## **Public Engagement Toolkit Complete Streets Summit**

**July 23, 2014**

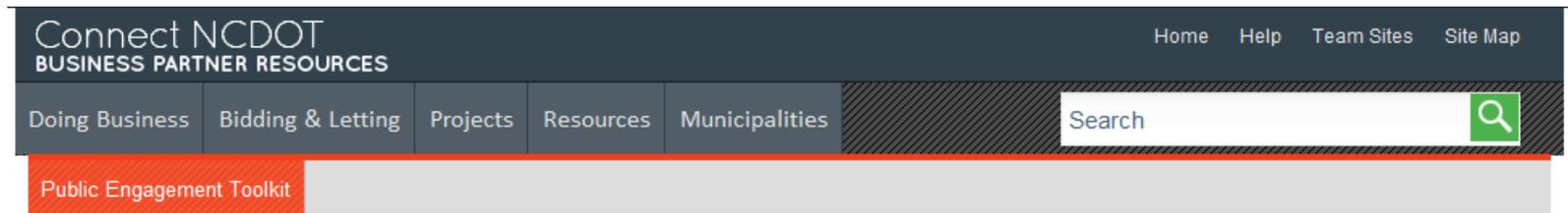
# Complete Streets

- Make it easier for travelers to get where they need to go;
- Provide for, and encouraging, the use of all modes of transportation;
- Increase accessibility and mobility for the disabled, children, our aging population, and those without motor vehicles;
- Improve safety for pedestrians, cyclists, transit users, and motorists;
- Support public health goals by increasing opportunities for physical activity through active transportation;
- Build more sustainable communities;
- Increase connectivity between neighborhoods, streets, commercial areas, and transit systems; and
- Add value to communities and neighborhoods.

**PUBLIC**

# Public Engagement Toolkit

On-line tool to help transportation professionals better engage the public.



## Public Engagement Toolkit

Practical information for more effective public engagement.

Home ► Public Engagement 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.



# Goals

- Involve the public in the best manner possible
- Focus on the customer to deliver transportation that better serves 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*

## Technique Ratings

Overall Rating

Number of Ratings



Cost Effectiveness Rating

Number of Ratings



## References



**Transportation Planning Capacity Building**  
Planning for a Better Tomorrow

Search for Resources

Home About TPCB Peer Learning TPCB Focus Areas Publications & Resources Training & Education



### Focus Areas

#### Public Engagement

The Public Engagement focus area page is a one-stop shop for resources about public engagement and equity in transportation planning on the TPCB website. It includes links to publications, legislation and guidance, recent peer events, upcoming calendar events, and related websites.



## Sample Materials

Upload Documents

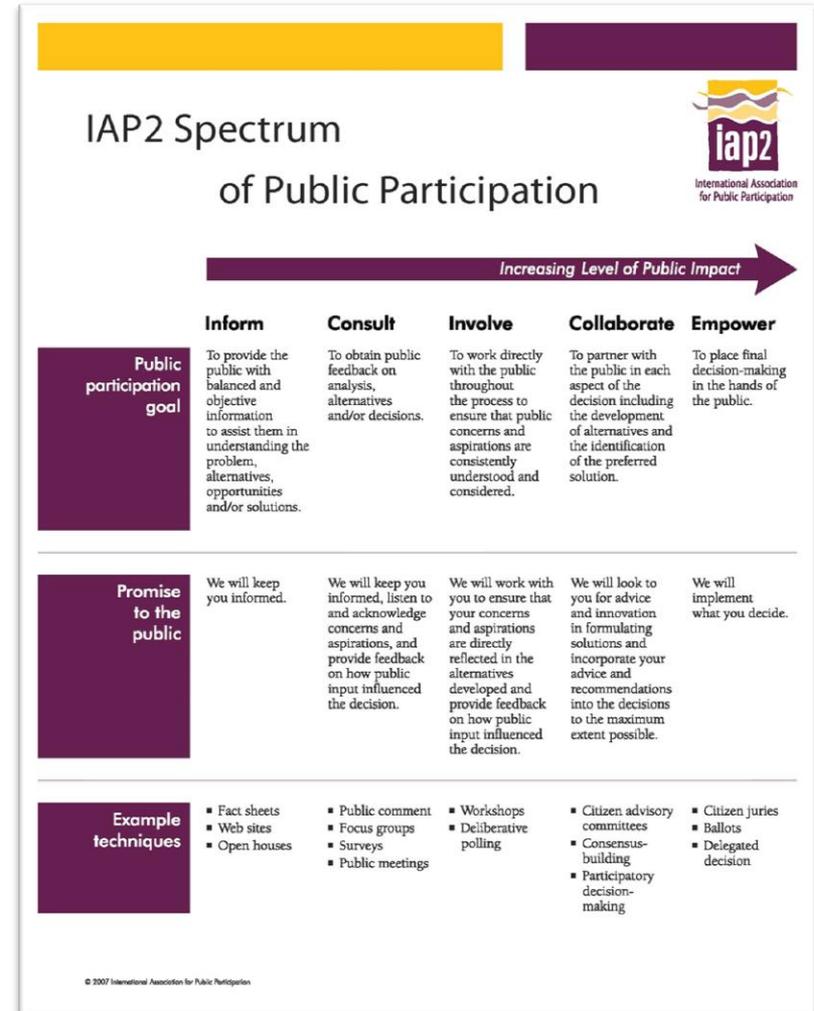
# Why Use It?

- Help inform decisions and manage resources efficiently
- Find the more applicable techniques 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?



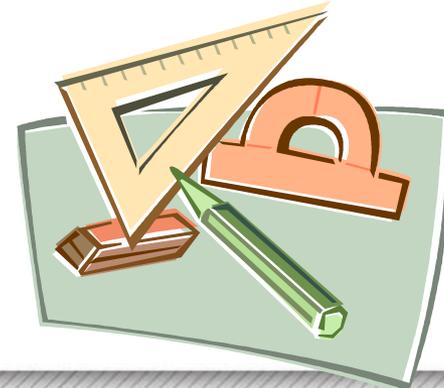
# Why Use It?

- May result in more meaningful input from a wider range of people
- Tips from other practitioners about lessons learned for more effective use of techniques
- Save time with sample documents



# What can we do with it?

- 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
- Read about techniques others are using that are working well and most cost effective
- Share your public engagement experience to inform the community of practice
- 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

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 toolkit up-to-date and relevant for all users.

[Register](#) [Login](#)

#### About the Toolkit

Background on the development of the toolkit

[Public Involvement 101 \(P.I. 101\)](#)

← → https://connect.ncdot.gov/projects/toolkit/Pages/PubInvT... 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
<a href="#">3D Visualization</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Activity Books</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Advertisements</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Audiocasts/Podcasts</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Auto Attendant</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Badges and Buttons</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Billboards</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Blogs</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Brainstorming</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Briefings</a>	☆☆☆☆☆	☆☆☆☆☆
<a href="#">Brochures</a>	☆☆☆☆☆	☆☆☆☆☆

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.

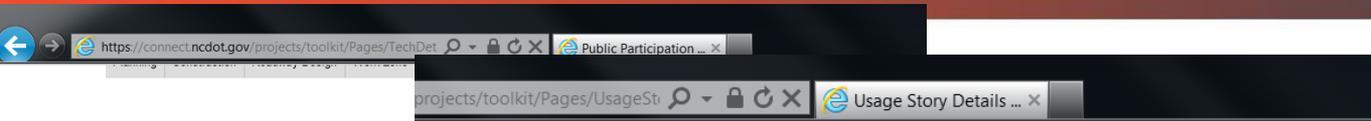
**Duration of Effort**  
 ▼

**Project/Study Scale**  
 ▼

Clear filters

**Learn how others used these techniques!**

Read Usage Stories



Public Participation Technique  
Public Participation Toolkit Technique

Projects > Toolkit > Public Participation Technique Details

Connect NCDOT  
BUSINESS PARTNER RESOURCES

Home Help Site Map

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

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

3D Visualization

Three-Dimensional (3-D) Visualization is manipulated by an artist to imitate motion associated with the image referred to as 3-D animation.

Details - Using an Animation the CQWP for your Project get specific content. announcement body

Details

What is 3-D Visualization?

**Three-Dimensional (3-D) Visualization is enhanced or manipulated by an artist to imitate motion, in which case the technique is usually referred to as 3-D animation.**

Flat images, such as illustrations, photographs or on a computer screen, can be manipulated to create the illusion of depth. These techniques give the viewer to make flat images appear with depth. These techniques can also provide depth to an image perspective, motion, and possibly sound. While it is possible to select certain viewing points or elements of images or objects of interest. For example, a visualization created using a morning, mid-day, and evening utilization, and appropriateness of a proposed project these techniques have the intended effect of making the image appear "like", extending flat images out of the paper, pop out.

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

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 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/>

Lessons Learned using Primary Technique:

3D Visualization

<b>Strengths</b>
The 3D Images were easy to understand.
<b>Drawbacks</b>
Large in scale; hard to move to meetings.
<b>Insights</b>
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

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

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

<b>Contact Name</b>	Charles Cox
<b>Agency/Organization</b>	NCDOT - PDEA
<b>Agency/Org Web Site</b>	<a href="http://www.ncdot.gov">http://www.ncdot.gov</a>

encies must take care to ensure that representations. In addition, proper her accurate and representative

n a small number of complex leration for review and/or ction with other techniques, ding, review, and comments.

- Visual Engineering Resource

IRT\_Final\_Report.pdf

3D Visualization

ocument with maps and photos of

cations/default.htm

Usage Story Details Link	Created
	5/8/2014 11:10 AM
	5/14/2014 9:09 AM

**Public Engagement Resource Library**  
Constantly expanding library of public  
These may be websites, articles, man

**Public Engagement Resources**

The resources below represent a broad cross se  
materials, case studies and other material relati  
of the categories below to jump directly to that  
all of the library resources.

Each resource in the list show the agency or au  
resource (linked to where it may be accessed),  
also a link to see the full reference for this res  
these resources are PDF documents. We recor  
viewer application installed on your machine.

- 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)

**TCRP SYNTHESIS 99**

**TRANSIT COOPERATIVE RESEARCH PROGRAM**

Sponsored by  
the Federal  
Transit Administration

**Uses of Social Media in  
Public Transportation**

A Synthesis of Transit Practice

TRANSPORTATION RESEARCH BOARD  
OF THE NATIONAL ACADEMIES

**Synthesis of**

List of Resources

**Section**

Best Practices

**Free/Paid**

Free

Contact Form  
For questions &  
feedback about this area  
of Connect NCDOT,  
contact Public  
Engagement Toolkit.

Was this page helpful?

ncdot.gov

transportation | Privacy Statement | Accessibility

# Why get involved?

- The tool needs input from experienced practitioners to be valuable!
- Share your experiences, contribute to the practice, and learn from the public engagement practitioner community
- Help prepare transportation colleagues to effectively engage the public.
- Keep the tool relevant.



# Questions?

# Contact Information

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