



Municipal Outreach, Training, and Assistance Program

DROP-IN SESSION

PUBLIC ENGAGEMENT WITH EQUITY AND INCLUSION

OCTOBER 13, 2022



PRESENTERS

PennDOT Connects Virtual Drop-in Session Public Engagement

Presenters:

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“You deserve a circle of inclusion and influence, but it’s up to you to create it.”
-- George Washington (reportedly)



QUESTION/CHAT BOX/AUDIO CONTROL



HANDOUTS

In the gotowebinar toolbar:

- PDF of the presentation slides
- Handouts:
 1. Tech Sheet: [Public Engagement for Transportation Projects](#)
 2. Article: [Public Engagement Strategies for Local Transportation Projects](#)



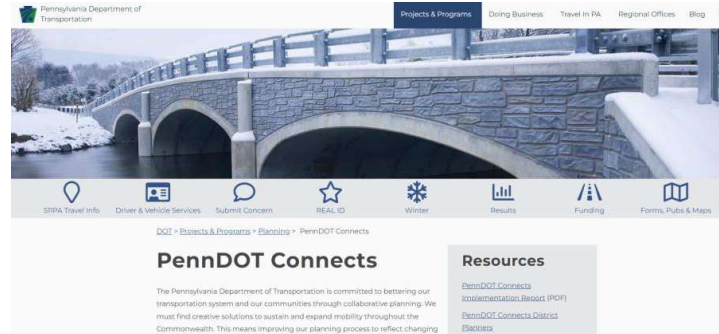
PENNDOT CONNECTS

Municipal Resources

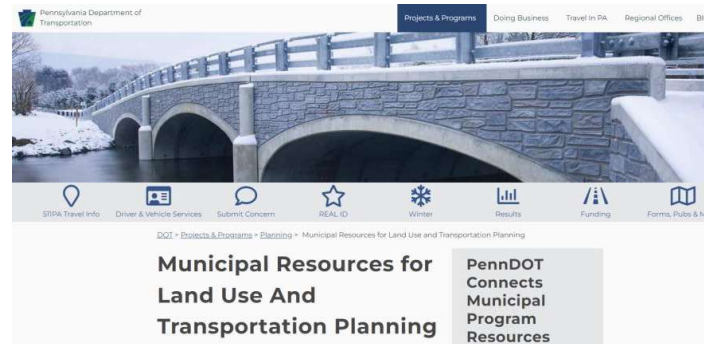
Training & Assistance

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<https://www.penndot.gov/ProjectAndPrograms/Planning/Pages/PennDOT-Connects.aspx>



<https://www.penndot.gov/ProjectAndPrograms/Planning/Pages/Land-Use-and-Transportation-Planning.aspx>



FREE MUNICIPAL SUPPORT



Municipal Support

Through PennDOT Connects, the Pennsylvania Department of Transportation and its regional planning partners are strengthening their partnerships with communities by involving local government at the very beginning of the planning process so that land use, development, and transportation are better integrated and more effective.

The PennDOT Connects policy makes changes to the project development process to enhance transportation planning. It requires communities to have meaningful opportunities for engagement in the initial stages of the planning process with PennDOT and the regional planning partners.

A more strategic approach to engagement will ensure

PennDOT Connects Municipal Resources

[PennDOT Connects Webpage](#)

https://www.penndot.gov/ProjectAndPrograms/Planning/Documents/PennDOTConnects/PennDOT-Connects_Municipal-Program-Resources.pdf



TODAY'S AGENDA:

- Purpose for Today's Drop-In
- Diversity, Equity, and Inclusion Definitions
- What to consider when organizing a project for inclusion and equity?
- Guidelines for engaging citizens in transportation projects
- Polling questions throughout the session and discussion
- Summary and Closing Quotes



PURPOSE FOR DROP-IN

- Learn about **equity, inclusion,** and **strategies** for involving municipal officials and the public in projects to make effective decisions.
- **Involve** the public early is to shape the project in ways that align with a community's priorities.



QUOTE

“To build equitable, community-focused transportation infrastructure, we need to center and consider the experiences and input of people who will be most affected by the project.”

-- Hannah Milagio, Program Associate for Community Engagement, Lehigh Valley Planning Commission



WALK/ROLL LV
Active Transportation Plan



DIVERSITY, EQUITY, & INCLUSION DEFINITIONS

Diversity

Equity

Inclusion

Belonging



QUOTE

“Diversity is being invited to the party; inclusion is being asked to dance.”

–Verna Myers (Vice President of Inclusion Strategy at Netflix)



REASONS TO INVOLVE

- *It often helps to meet **regulations and requirements for projects or grants.***
- *Decisions should **reflect the public and stakeholder values, ideas, and address current issues** through responsible democratic governance.*
- *Through good public engagement there will be **better results, more political buy-in, and easier consensus building** in decision-making.*
- *A good public participation process will help **identify problems that need to be solved.***
- *Thorough public engagement strategies will help **build a structure for implementation and the capacity to solve future problems.***



EFFECTIVELY ENGAGING THE PUBLIC

- *Careful planning and preparation*
- *Demographic and geographic representation*
- *Collaboration and developing a shared purpose*
- *Open communication*
- *Project transparency and build trust among constituents*
- *Sustain engagement and create a participatory culture*



VISIONING



PUBLIC PARTICIPATION TOOLS

- *Media Announcements and Press Releases*
- *Websites & Social Media*
- *Email and Snail Mail*
- *Surveys*
- *Interactive Drop-In and Polling Sessions*
- *Public Meetings, Charettes, and Focus Groups*



TIERS FRAMEWORK FOR PUBLIC ENGAGEMENT

- **Think:** Conduct a self-assessment, consider a public engagement approach, and evaluate the community that will be impacted by the project
- **Initiate:** Draft a public engagement approach, develop an outreach plan, conduct a “Reality Check” (are there other challenges, laws, or politics that need to be considered?)
- **Engage:** Implement outreach plan with local leaders and implement public engagement approach
- **Review:** Evaluate the process and provide training to local officials in certain areas, and determine how to overcome project barriers to be equitable and inclusionary
- **Shift:** Determine if internal organizational shifts need to be made, consider external beneficial shifts and relationships that may help meet the project goal, and consider policy changes that need to be made.



OCTOBER 13, 2022

“We will all profit from a more diverse, inclusive society, understanding, accommodating, even celebrating our differences, while pulling together for the common good.”

–Ruth Bader Ginsburg

*“Society is strongest when we all have a voice.
Engaged communities are often more vibrant and healthier.”*

- The James Irvine Foundation



RESOURCES AND HANDOUTS

- Beyond Inclusion: Equity in Public Engagement, A Guide for Practitioners, SFU Morris J. Wosk Centre for Dialogue
- [Beyond Inclusion - Equity in Public Engagement.pdf \(sfu.ca\)](#)
- Organizing Engagement, supported by the Nellie Mae Education Foundation
- [Announcing Organizing Engagement – Organizing Engagement](#)
- University of Minnesota Extension – Public Engagement Strategies
- [Public engagement strategies | UMN Extension](#)
- US Department of Transportation
- https://www.planning.dot.gov/planning/topic_transportationequity.aspx
- Chally Research Firm – Definitions and Quotes
- [56 Inspirational Diversity and Inclusion Quotes for the Workplace - Chally](#)
- DVRPC Public Participation Municipal Implementation Tool #022
- <https://www.dvrpc.org/Products/MIT022>
- Handouts: 1. Tech Sheet: [Public Engagement for Transportation Projects](#). 2. [Article on Public Engagement](#)



ASSISTANCE

Municipal Resources for Land Use And Transportation Planning

Request
Municipal
Assistance or
Training 

All services are free to municipalities.

Planning Assistance

PennDOT Connects Municipal Program Resources


[PennDOT Connects Municipal
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<https://www.penndot.gov/ProjectAndPrograms/Planning/Pages/Land-Use-and-Transportation-Planning.aspx>



PENNDOT CONNECTS

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PennDOT Connects

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