

Your Most Important Partner

Public Engagement in Transportation Planning

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The next ~75 minutes:

1. Public Engagement Basics
2. Neighborhood Traffic Calming Toolbox
3. Activity & Discussion
4. Real-world Examples

*What is public
engagement?*

Public engagement is **complex**.

- Information delivery
- Information collection
- Rapport building

Public engagement can be **beneficial**.

- Information delivery - *Everyone is on the same page!*
- Information collection - *We know what everyone wants!*
- Rapport building - *We have trust with our audience!*

Public engagement can be **detrimental**.

- Information delivery - *Everyone is confused. :(*
- Information collection - *Nobody wants the same thing. :(*
- Rapport building - *Our audience hates us. :(:(:(*

Step 1: Understand the **current situation**

- What is the *problem* we are trying to solve?
- What is the *context* for this problem?
- What does *success* look like?
- What is the *project timeline*?
- Who will be the most *impacted groups*?
- How will *underrepresented communities* be affected?
- Who are the final *decision makers*?

Step 2: Define your **audience**

- Who will be *impacted*?
 - Who *needs to know* about this?
 - Who is *interested* in this?
 - Who will *support* this project?
 - Who will *oppose* this project?
- Neighbors
 - Employees
 - Business owners
 - Seniors
 - Youth
 - Low-income households
 - Activist clubs
 - LGBTQ+ folks
 - People with disabilities
 - Racial/ethnic minorities
 - City Council
 - City Staff
 - Emergency response
 - Law enforcement
 - etc., etc., etc.

Step 3: Identify appropriate **level of engagement**

Inform - You give details to your audience

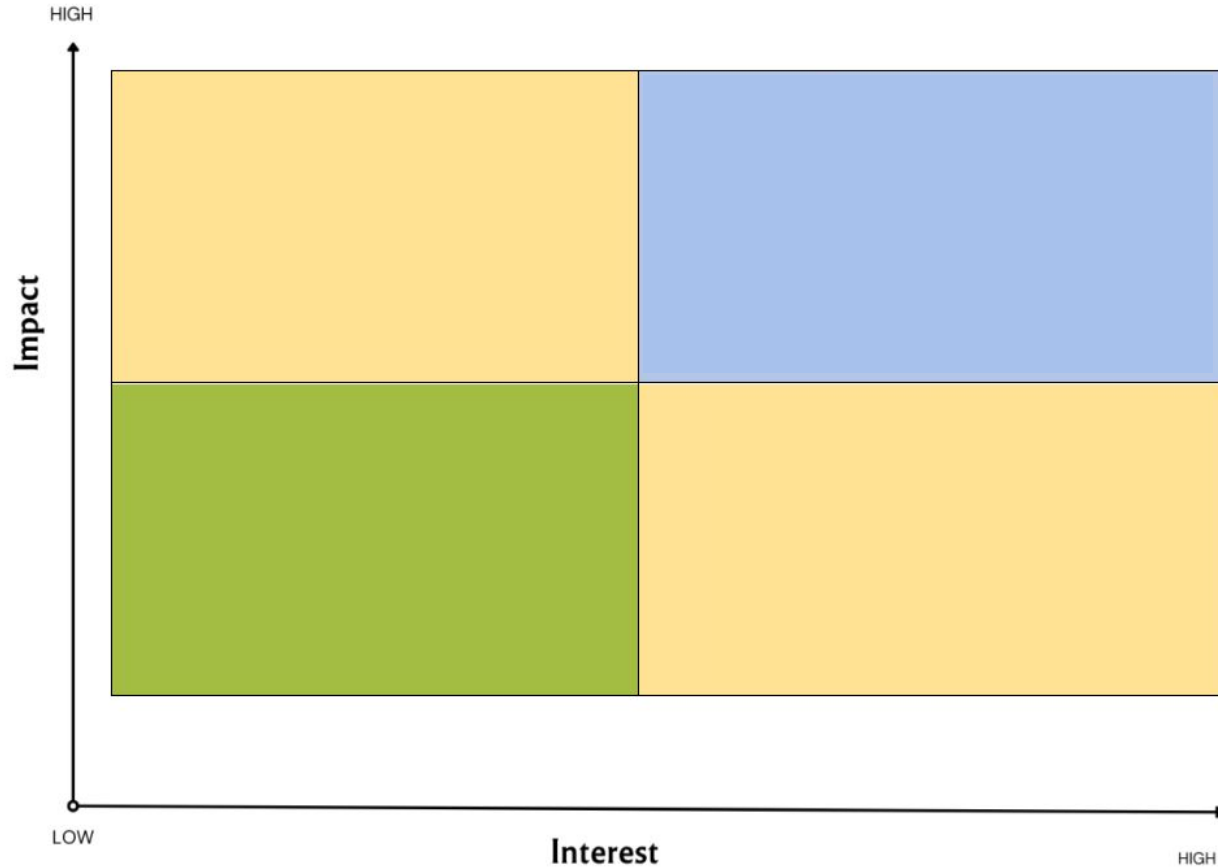
Consult - Your audience reacts to your details

Collaborate - You and your audience create details together

Interest - How much your audience cares about the outcomes

Impact - How much your audience will be affected by the outcomes

Step 3: Identify appropriate **level of engagement**



Step 4: Develop and execute **action plan**

Inform

Posters, door hangers, postcards, e-newsletter, information sessions

Consult

Listening sessions, neighborhood workshops, City Council study session

Collaborate

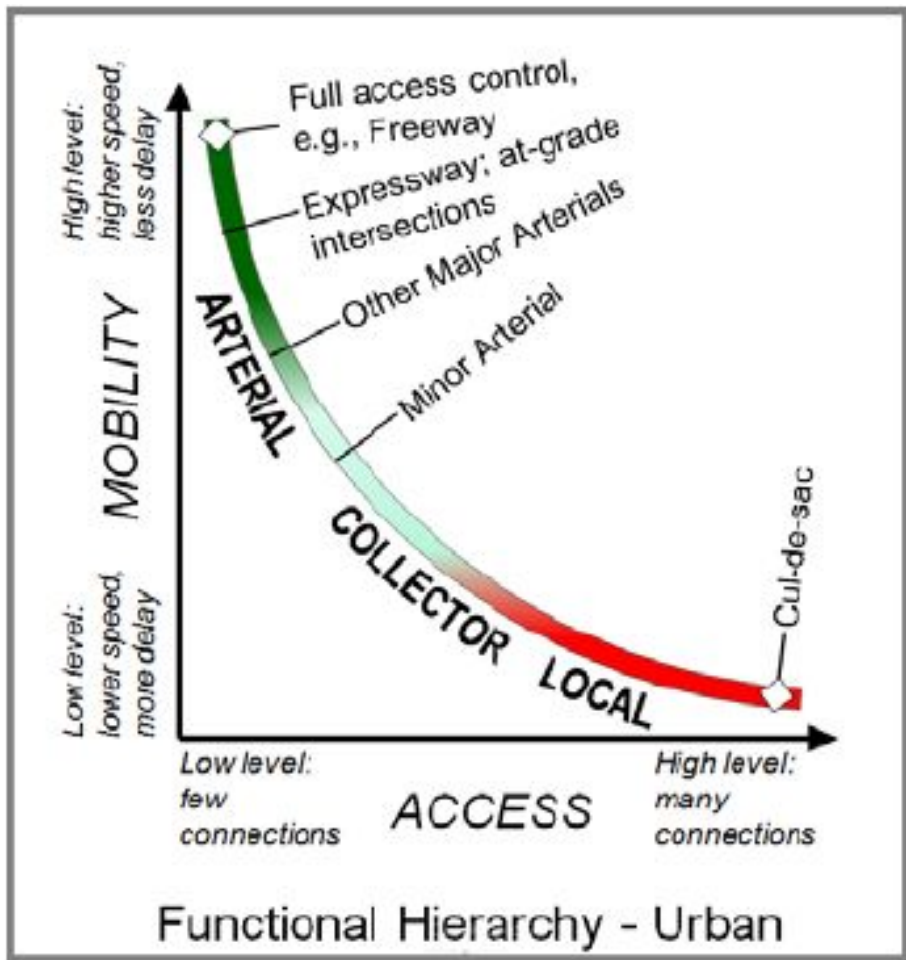
Ad-hoc committee, community partnership agreements

Step 5: **Review and evaluate** action plan

- Did you *achieve* your project's goals?
- Was your engagement level *appropriate*?
- Did you *miss* any audience members?
- Were the needs of *disadvantaged communities* considered?
- Was your *audience satisfied* with the engagement?

*What is neighborhood
traffic calming?*





Neighborhood streets should have:

Low speeds

Low traffic

If **speeds** are too high...



If **volumes** are too high...



There are **benefits** to traffic calming!

Low speeds

Less noise

Less traffic stress

*Fewer severe injury/fatal
collisions*

Low traffic

Less noise

Less traffic stress

Lower impact to roads

But there are also **drawbacks** to traffic calming.

Low speeds

Emergency response time

Transit efficiency

Longer travel time

Low traffic

Emergency response time

Transit efficiency

Less efficient routes

Let's learn by doing!

The set-up:

You are a transportation consultant working for a small city. The city asked you to design a neighborhood traffic calming project for three blocks of Third Street, a two-lane residential street with parking on both sides. Unfortunately, they have no speed or volume data. Fortunately, they have unlimited budget!

Your boss (me) has already created a public engagement plan designed to **inform** and **consult**. The plan includes a community workshop. Community members can also email you at any time.

The process:

1. Four emails with input
2. **Design #1**
3. Four public workshop comments
4. **Design #2**
5. Data Collection + Four emails with input
6. **Design #3**

Your Toolbox:



Public Comments

- [Public Email #1](#)
 - [Public Email #2](#)
 - [Public Email #3](#)
 - [Public Email #4](#)
 - [Public Email #5](#)
 - [Public Email #6](#)

 - [Workshop Comment #1](#)
 - [Workshop Comment #2](#)
 - [Workshop Comment #3](#)
 - [Workshop Comment #4](#)
 - [Workshop Comment #5](#)
- [City Staff Email #1](#)
 - [City Staff Email #2](#)
 - [City Staff Email #3](#)
 - [City Staff Email #4](#)

 - [Data Reveal](#)

Email #1

Hello City Staff,

I am emailing to say that you are doing a fine job on this project! Me and all of my neighbors have wanted speed humps for years, and we are ecstatic that our children can safely play in our neighborhood.

Thank you,

Citizen Jane

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Email #2

Hi City Staff,

You have no idea how often these reckless Cal Poly students drive through our neighborhood at 50 MPH to get around traffic on the main street! Thanks for FINALLY doing something to stop this!!!

Thanks,

Citizen Dave

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Email #3

City Staff,

How come you have not considered bicycle lanes on this street? Do you *want* bicyclists to die?! When will the discrimination against bicycles end?????

Activist Gregory
Member, Biking for All

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Email #4

Dear City Staff,

We appreciate your efforts to slow traffic in our neighborhoods. If we can be of any assistance, please let us know.

Activist Mallory
President, Biking for All

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Email #5

City Staff,

I have been a home-owning tax-payer for over 40 years, and I've NEVER seen any speeding issues. Perhaps another way for the city to misuse MY money?

Sincerely,

Citizen Joshua

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Email #6

City Staff,

I heard you were making changes to our neighborhood. Please add in new landscaping, new curb ramps, and public art to this project. Speed humps are fine, but pretty ugly. Thanks in advance.

Citizen Alex

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Workshop Comment #1

What happens when an ambulance needs to come through? Are YOU going to pay for my funeral???



Workshop Comment #2

Interesting. I did not know these existed!



Workshop Comment #3

Hmmm...not sure my Ford F350 will fit through here...



Workshop Comment #4

Beautiful! I would love to see something like this on my street!



Workshop Comment #5

YES!!



City Staff Comment #1

Hi Transportation,

Fire department staff would like to say that we are supportive of most treatments. However, we can't support anything that blocks our largest trucks from normal access routes.

Best,
Fire Chief Kim

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City Staff Comment #2

Hi Transportation,

We're so glad to hear that you're helping our community! Thanks! :)

Best,
Mayor Watson

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City Staff Comment #3

Hi Transportation,

I'm hearing from my constituents that your project may be changing the streets too much. Please keep it simple, whatever you do.

Best,
Councilmember Smith

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City Staff Comment #4

Hi Transportation,

We just found out that your project has limited funding! If you're thinking about any landscaping or fountains....don't.

Best,

Director Malone, Public Works

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Third Street has:

High speeds:

All segments

High traffic:

Between A & B

Things to consider:

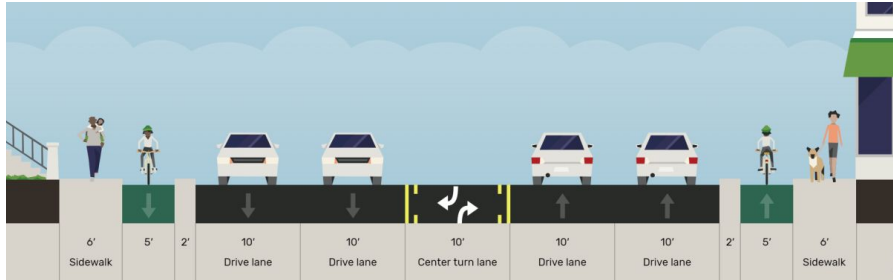
- What did you keep from the first design to the last design?
- What changed between designs?
- Did any comments surprise you?
- How did you manage conflicting comments?

*Examples in the City
of San Luis Obispo*

Higuera Complete Street



Higuera Complete Street



North Chorro Neighborhood Greenway



North Chorro Neighborhood Greenway



Thanks much!