

# 2018 Assessment of the Practice of Public Involvement in Florida

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# Project Objectives



Document current PI practices for FDOI and MPOs

Compare current findings with 2006 study

Identify additional training needs and/or improvements

Develop suggestions for improved PI

# Methodology

- Survey of all 27 MPOs in the Florida
  - Up to forty-two questions, based on survey logic
- Survey topics related to public involvement
  - Budget
  - Performance measures
  - Communication methods
  - Training
  - Perceptions of effectiveness
  - Challenges

# General Findings

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Diverse techniques are used to engage the public

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Roles and responsibilities have become clearer

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Evident commitment to reaching underserved populations and new audiences

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Performance measures exist, but mostly at the “output” level

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Interagency communication has improved

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Social media is emerging as a method to engage the public

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Staff received varying levels of public involvement training

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Several key challenges are faced when involving the public

# Key Challenges

Reaching all affected groups

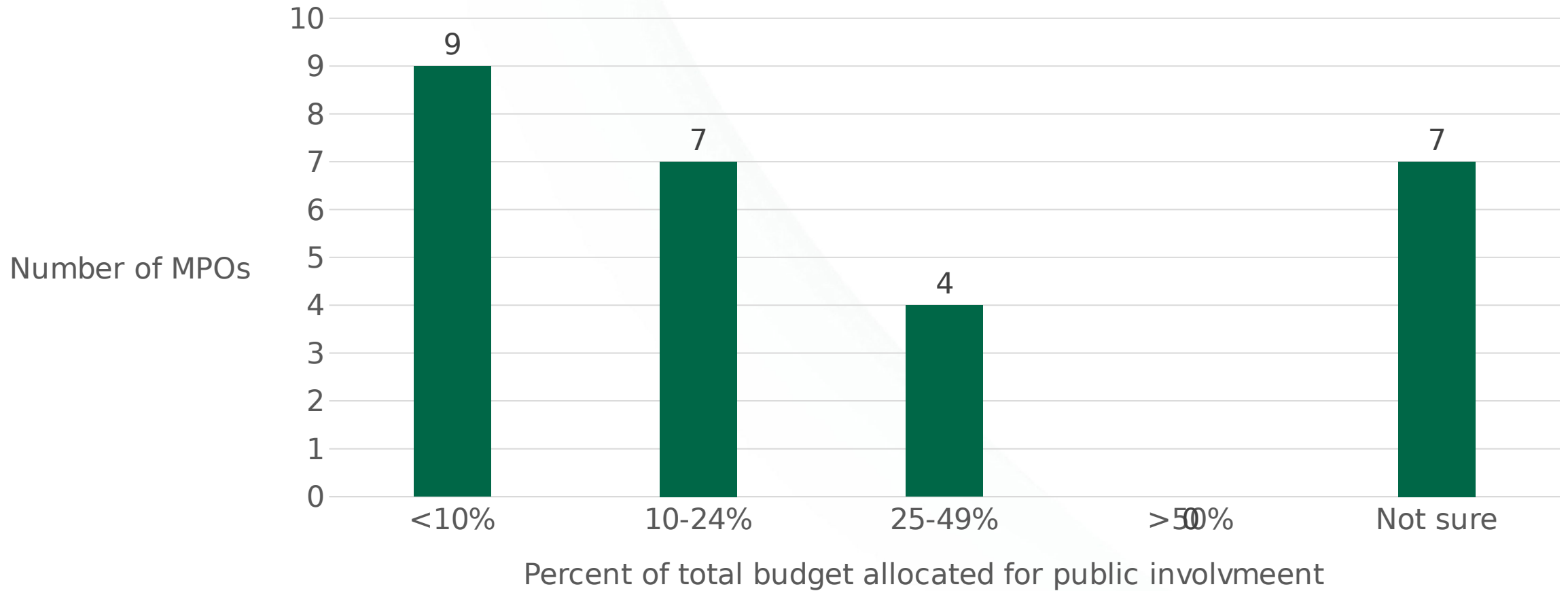
Reduced capacity due to constrained resources

Differing goals among planning agencies

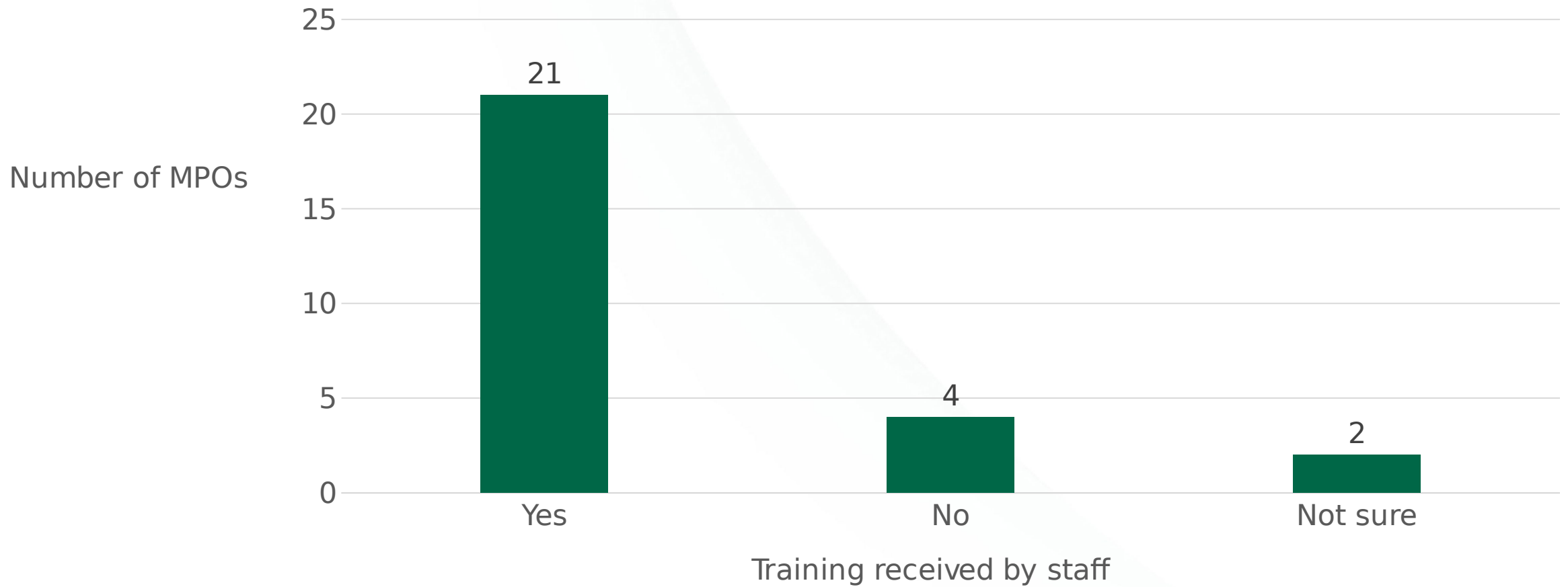
Capturing the interest of the members of the public

Involving the public too late

# Budget Allocation

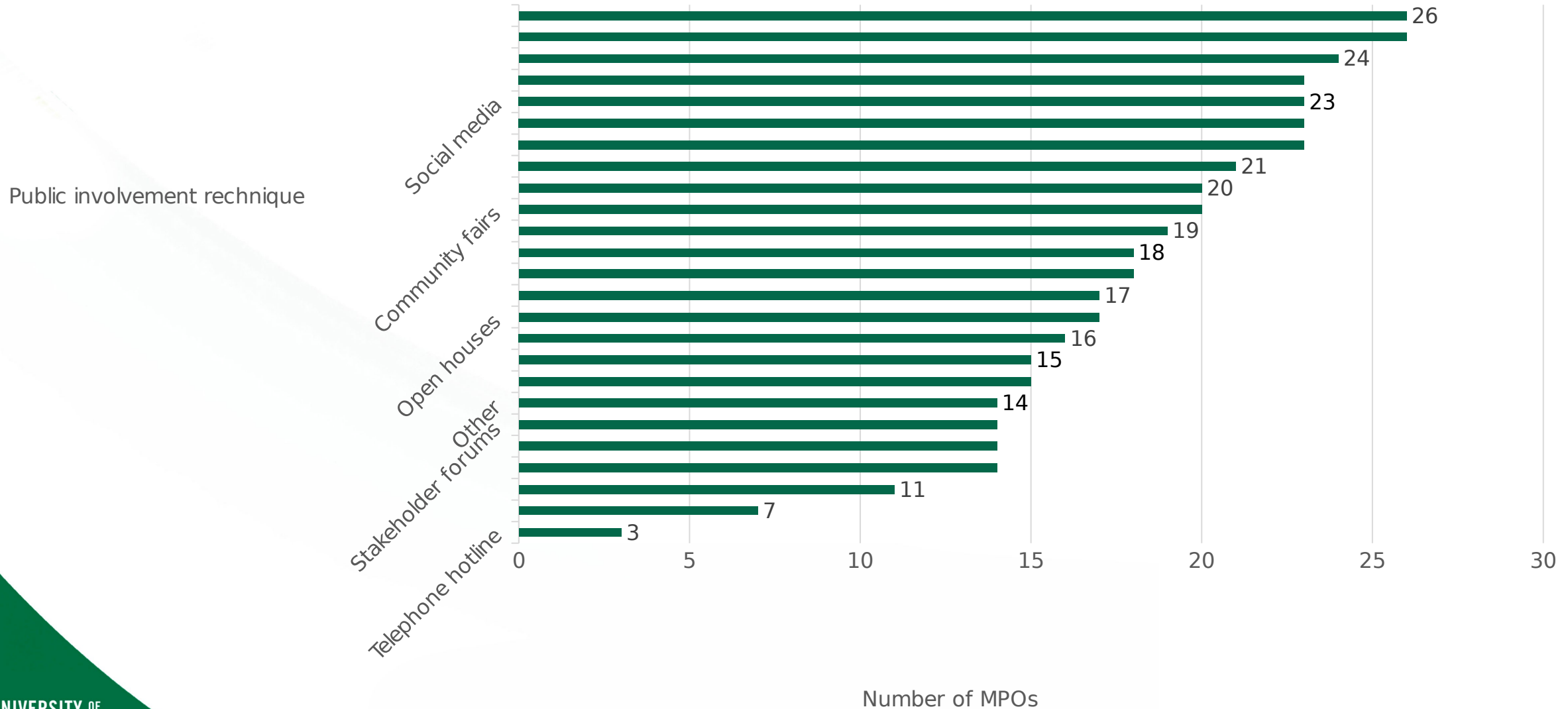


# Training Received



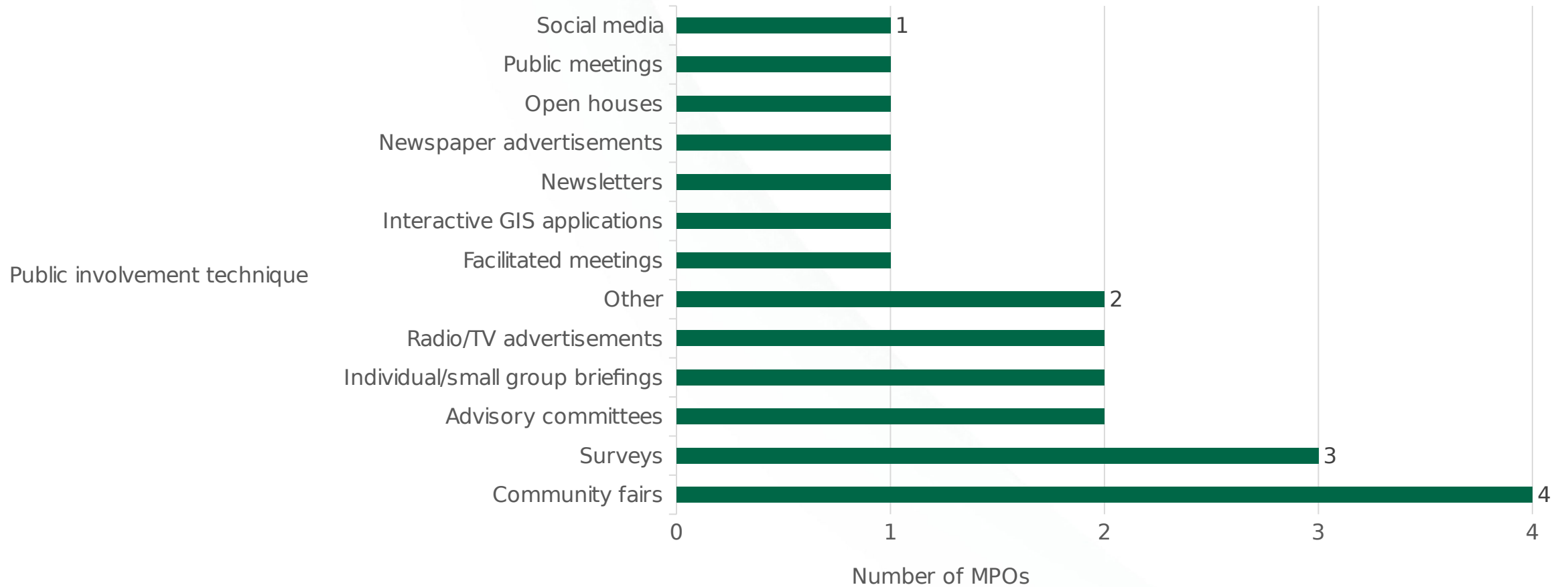
# Diverse Techniques for Public Engagement

Public Involvement Techniques Used

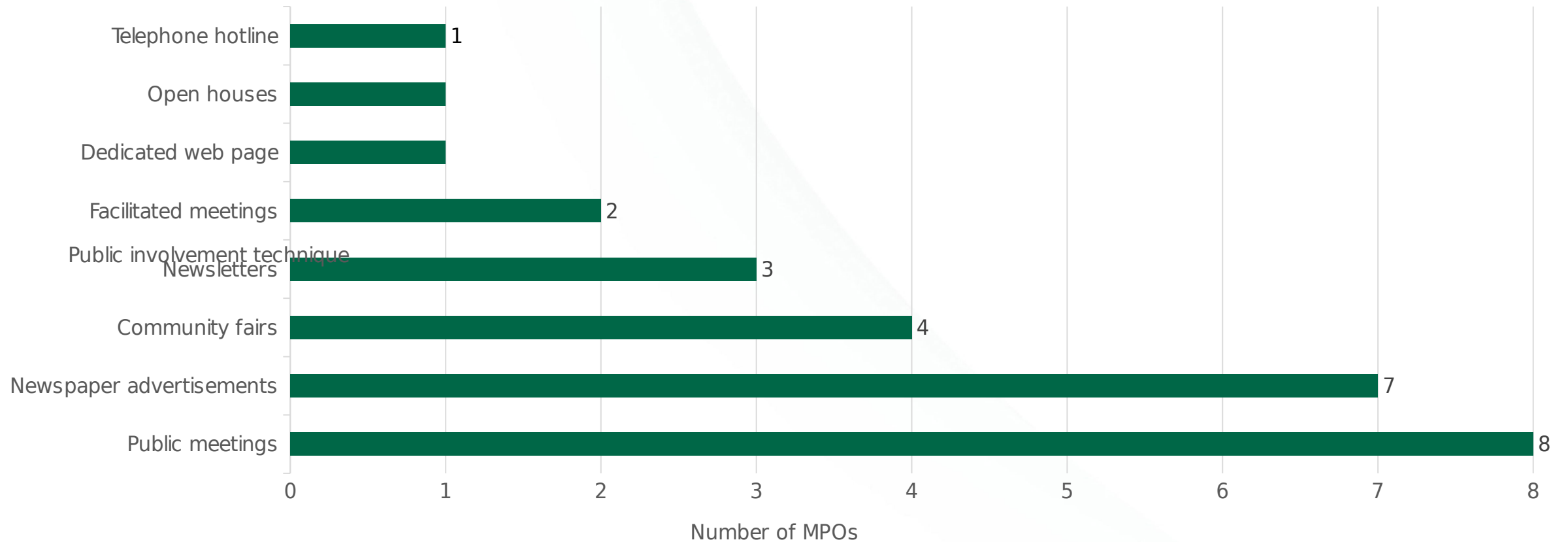




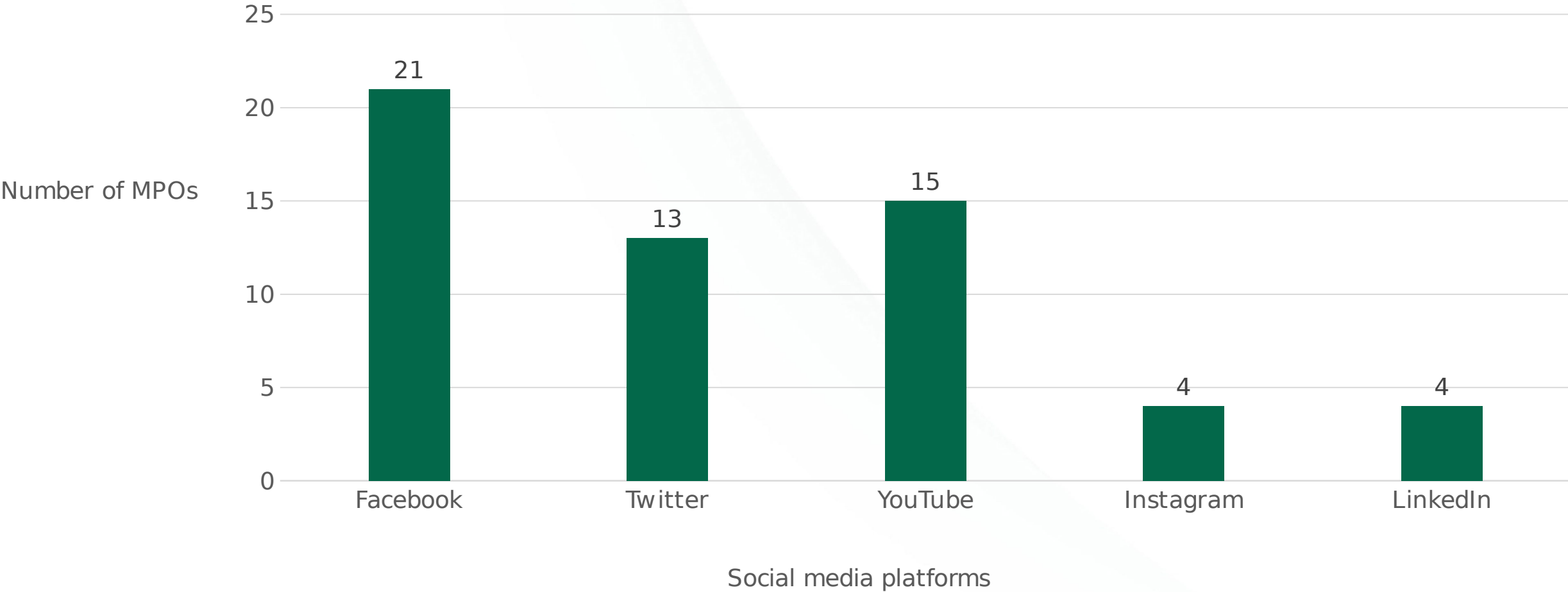
# Most Effective Techniques for Public Engagement



# Least Effective Techniques for Public Engagement

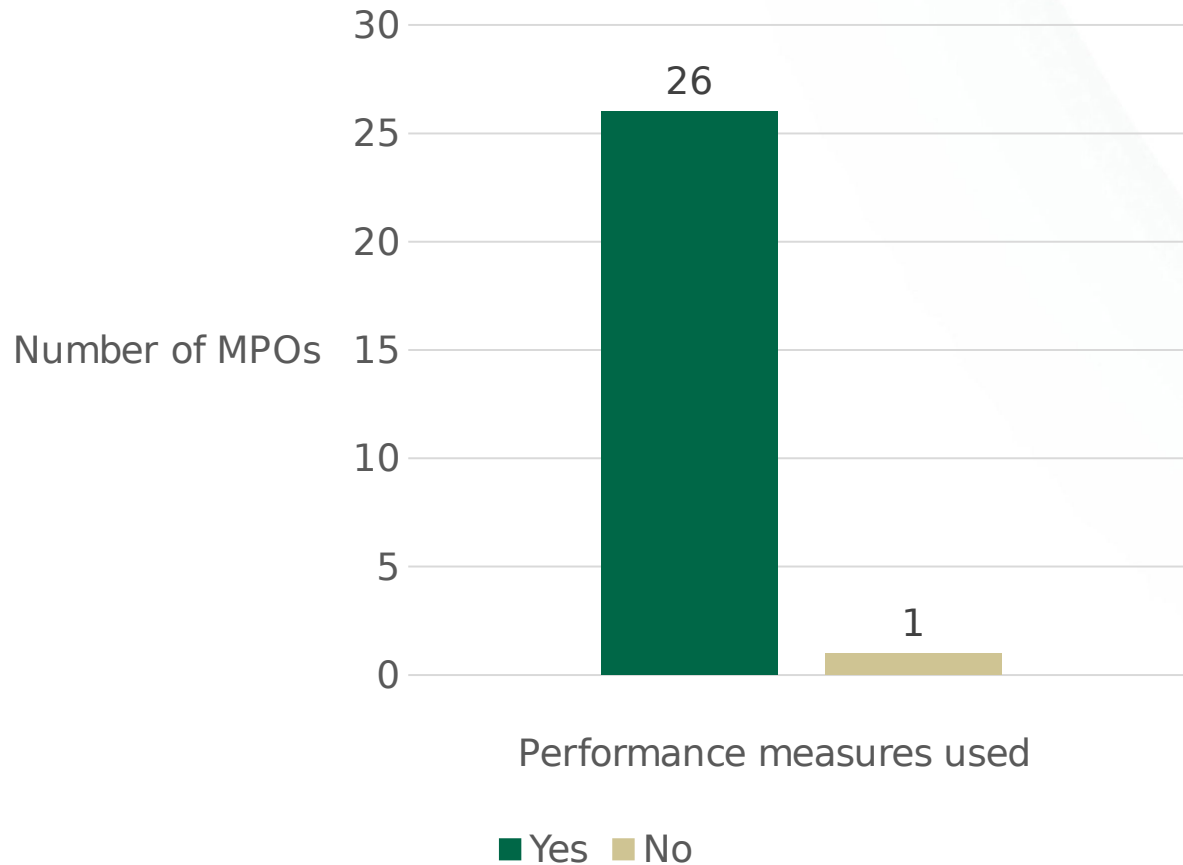


# Social Media Platforms

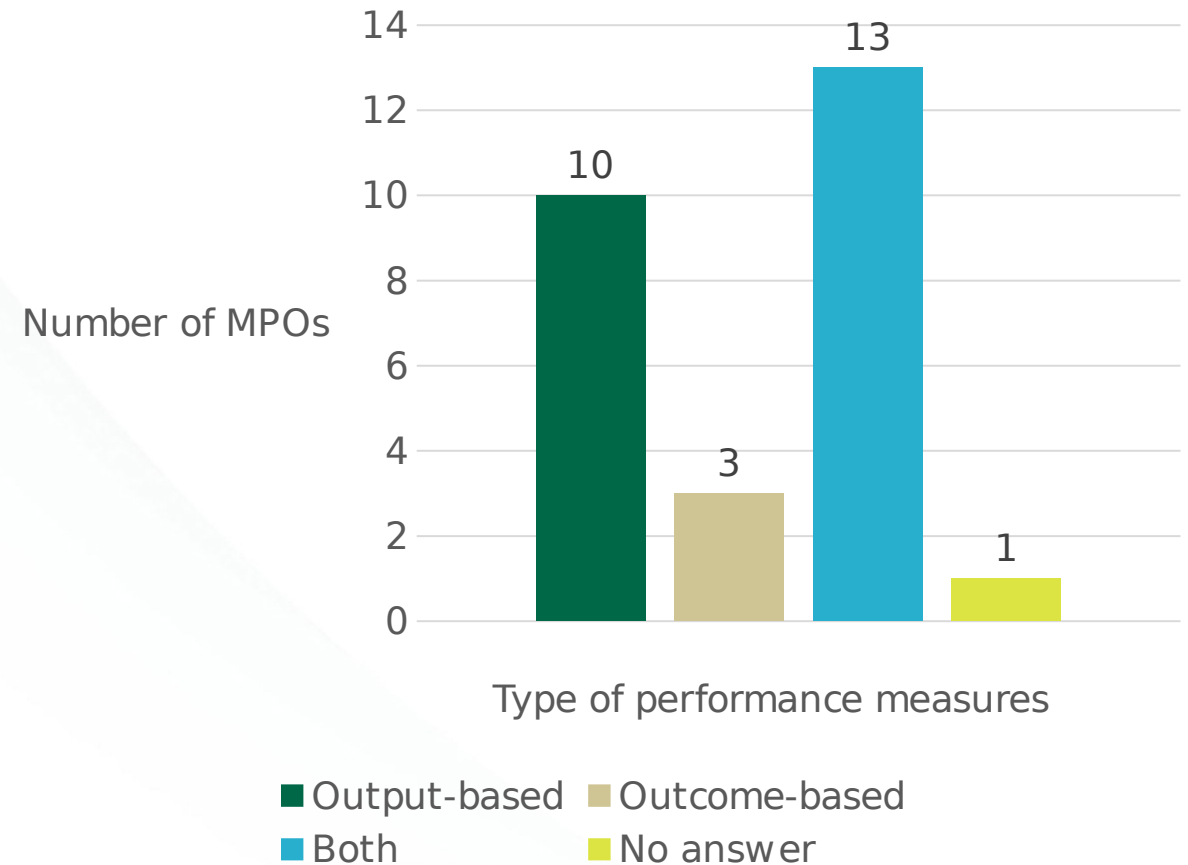


# Performance Measures

## Performance Measures



## Type of Performance Measures



# Suggestions

1. Provide a mix of general and project-specific resources where possible
2. Social media guidelines should be reconsidered in light of how they might be made more flexible and effective for use as a public involvement tool
3. Comprehensive evaluation techniques for public involvement, particularly outcome-based performance measures, should be more widely implemented
4. More frequent and more comprehensive training should be considered, including higher level training focusing on specific aspects of public involvement practice
5. Networks of shared responsibility and opportunities for partnership should be leveraged to extend agencies' reach, strengthen relationships with shareholders, and increase the value of public involvement spending through more effective feedback



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