2018 Assessment of the Practice of Public Involvement in Florida

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Project Objectives

- Document current PI practices for FDOT 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

Diverse techniques are used to engage the public

Roles and responsibilities have become clearer

Evident commitment to reaching underserved populations and new audiences

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

Interagency communication has improved

Social media is emerging as a method to engage the public

Staff received varying levels of public involvement training

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

Percent of total budget allocated for public involvement

<table>
<thead>
<tr>
<th>Category</th>
<th>MPOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10%</td>
<td>9</td>
</tr>
<tr>
<td>10-24%</td>
<td>7</td>
</tr>
<tr>
<td>25-49%</td>
<td>4</td>
</tr>
<tr>
<td>&gt;50%</td>
<td>7</td>
</tr>
<tr>
<td>Not sure</td>
<td>7</td>
</tr>
</tbody>
</table>
Training Received

Number of MPOs

- Yes: 21
- No: 4
- Not sure: 2

Training received by staff
Diverse Techniques for Public Engagement

Public Involvement Techniques Used

- Social media: 26
- Community fairs: 24
- Online surveys: 23
- Public meetings: 21
- Open houses: 19
- Stakeholder forums: 17
- Other: 15
- Public hearing: 14
- Telephone hotline: 11
- Printed materials: 7
- Public meeting: 3

Number of MPOs
Most Effective Techniques for Public Engagement

- Community fairs
- Surveys
- Advisory committees
- Individual/small group briefings
- Radio/TV advertisements
- Newsletters
- Open houses
- Newspaper advertisements
- Facilitated meetings
- Interactive GIS applications
- Newspaper advertisements
- Newsletter
- Social media
- Radio/TV advertisements
- Other

Number of MPOs

- Community fairs: 4
- Surveys: 3
- Open houses: 2
- Newsletters: 2
- Facilitated meetings: 2
- Other: 2
- Interactive GIS applications: 1
- Social media: 1
- Individual/small group briefings: 1
- Advisory committees: 1
- Newspaper advertisements: 1
- Radio/TV advertisements: 1
- Newsletters: 1
- Newsletter: 1
Least Effective Techniques for Public Engagement

- Telephone hotline
- Open houses
- Dedicated web page
- Facilitated meetings
- Public involvement technique
- Newsletters
- Community fairs
- Newspaper advertisements
- Public meetings

Number of MPOs

0 1 2 3 4 5 6 7 8
Social Media Platforms

Number of MPOs

- Facebook: 21
- Twitter: 13
- YouTube: 15
- Instagram: 4
- LinkedIn: 4
Performance Measures

Number of MPOs

Performance measures used

- Yes
- No

- 26
- 1

Type of Performance Measures

- Output-based
- Outcome-based
- Both
- No answer

- 10
- 3
- 1
- 13
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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