One Plan, Two Events: Lessons in Public Participation

The Public Input Tight-Rope



Public input is a required and valued part of the planning process

The feedback received cannot be solely relied on to make sound planning decisions

The relationship between the government and the general populace is fragile, and negative

- Bad forms of public engagement can be worse than no engagement at all

Common Issues

Lack of attendance and participation

- People aren’t rushing out of their houses to attend a government open house

Public Engagement can often be done to “Check a Box”

- Under-planned engagement, poor notification and advertisement, misaligned expectations

Timing of event can skew attracted demographics

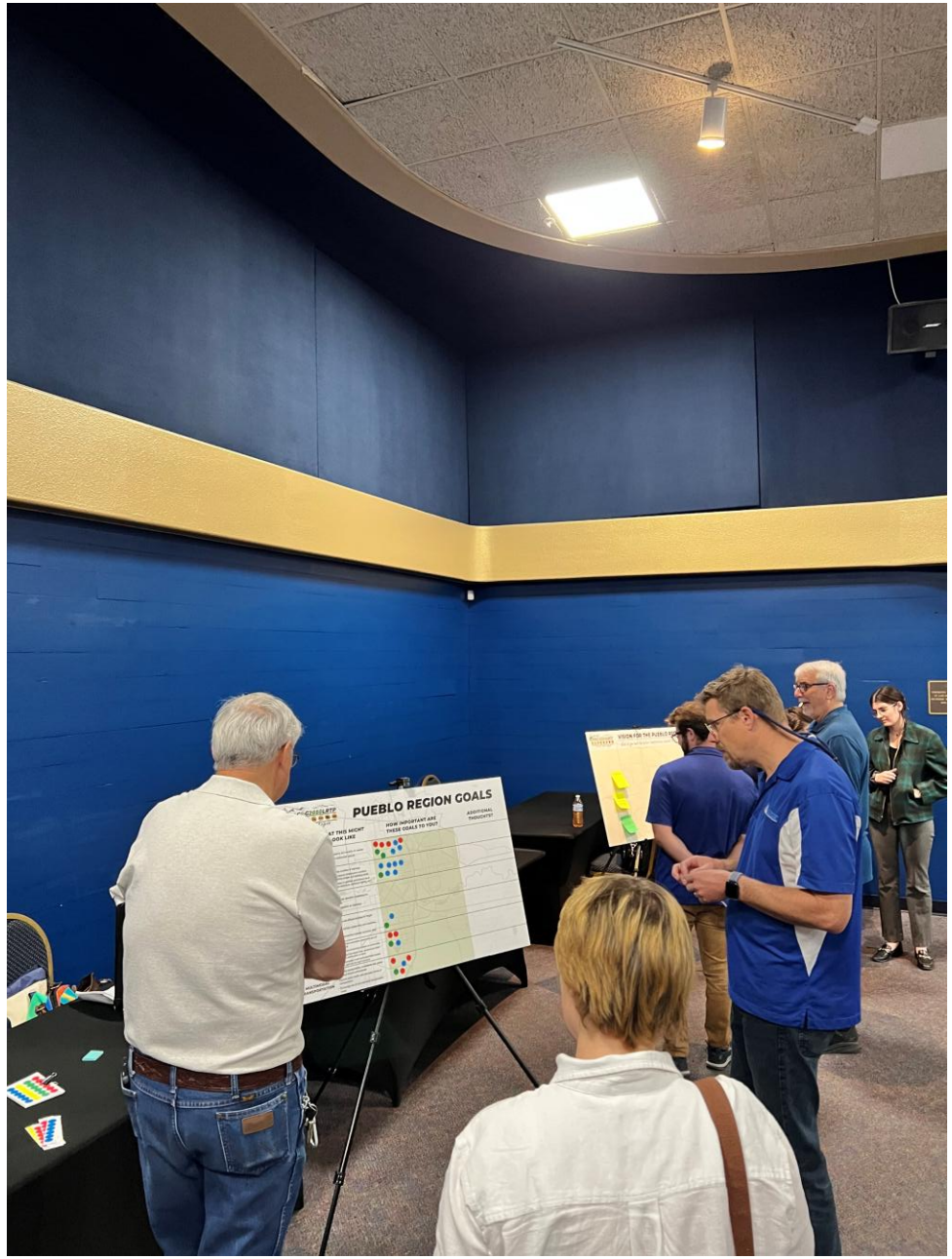
Two Case Studies

Similarities:

- Both provided snacks and drinks
- Same activities
- Same Project

Differences:

- Location
- Timing
- Structure of engagement



Public Meeting #1: Transportation Summit

Joint-Project Event, shared responsibility between City and MPO

Primarily advertised through socials, flyers passed out at community events, and posted in public locations

Event was set from 3:30-6:30, in a location that had some notable accessibility issues

Plan did not meet reality

- Hourly presentations given to the same 14 people



Public Meeting # 2: The MPO Goes to Pride

Tabling at a pre-established and well-known, local event

Set all-day on a weekend

Focus on organic interaction

Notable Accessibility issues from location in a park

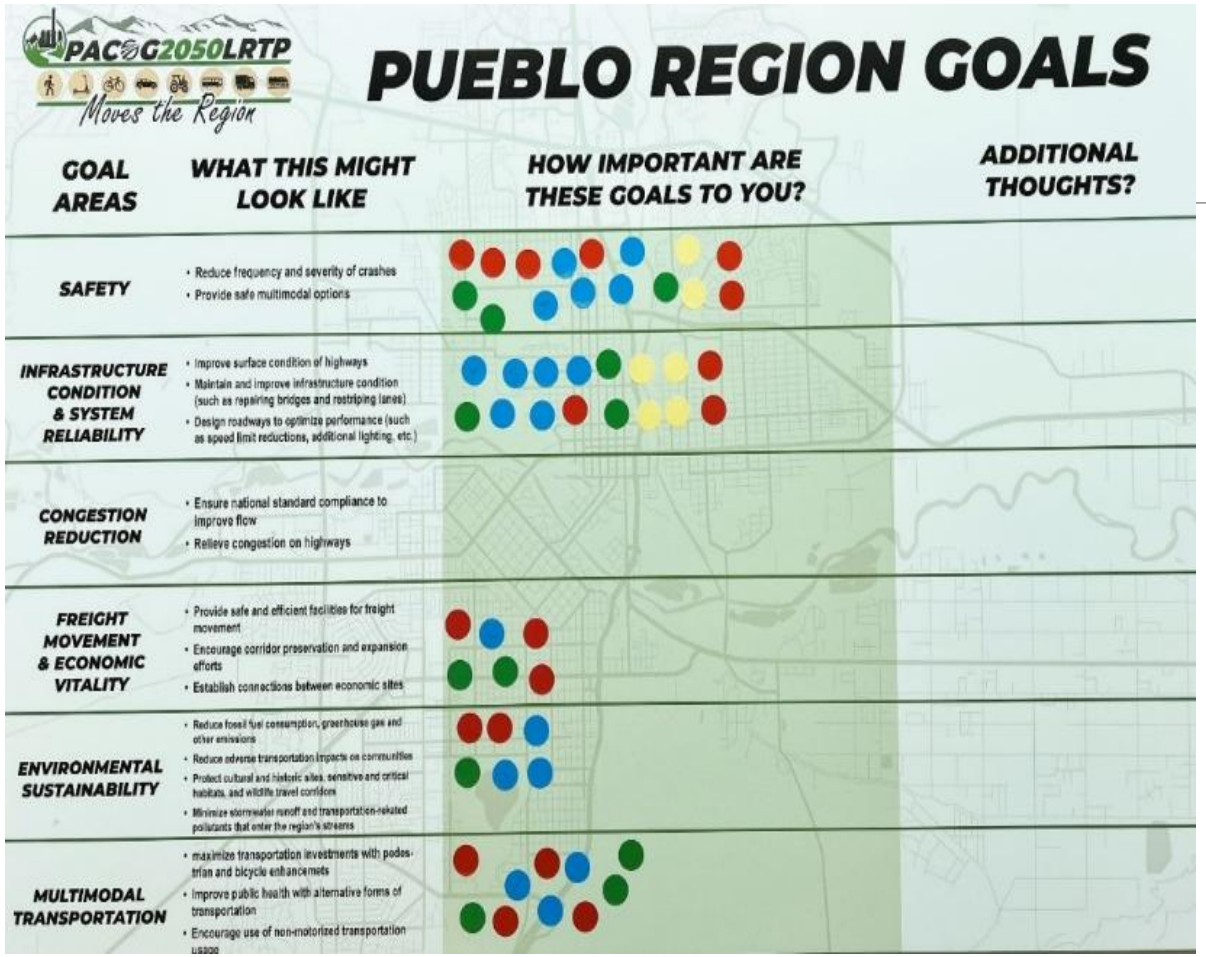
Same materials, Very Different Outcomes

Public Meeting #1

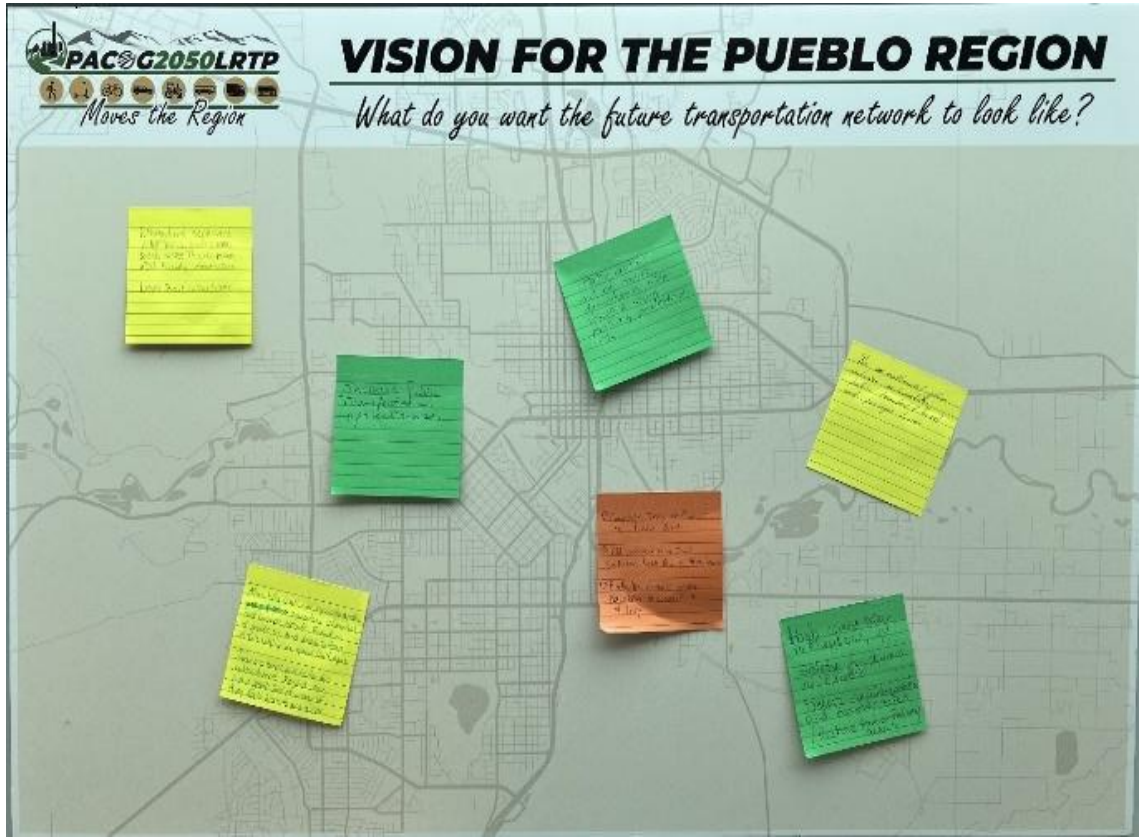
- 14 Attendees
- Demographics Skewed Older
- Priorities Focused on Safety and Infrastructure Conditions
- Estimated Consultant Cost: $25K

Public Meeting #2

- 200 Visits to the MPO's Booth
- Wide Cross-section of society
- Priorities focused on Multimodal Transportation and Sustainability
- Estimated Cost: $5k


PACOG2050LRTP
Moves the Region
PUEBLO REGION GOALS
GOAL AREAS
WHAT THIS MIGHT LOOK LIKE
HOW IMPORTANT ARE THESE GOALS TO YOU?
ADDITIONAL THOUGHTS?
SAFETY
• Reduce frequency and severity of crashes
• Provide safe multimodal options
INFRASTRUCTURE CONDITION & SYSTEM RELIABILITY
• Improve surface condition of highways
• Maintain and improve infrastructure condition (such as repairing bridges and restriping lanes)
• Design roadways to optimize performance (such as speed limit reductions, additional lighting, etc.)
CONGESTION REDUCTION
• Ensure national standard compliance to improve flow
• Relieve congestion on highways
FREIGHT MOVEMENT & ECONOMIC VITALITY
• Provide safe and efficient facilities for freight movement
• Encourage corridor preservation and expansion efforts
• Establish connections between economic sites
ENVIRONMENTAL SUSTAINABILITY
• Reduce fossil fuel consumption, greenhouse gas and other emissions
• Reduce adverse transportation impacts on communities
• Protect cultural and historic sites, sensitive and critical habitats, and wildlife travel corridors
• Minimize stormwater runoff and transportation-related pollutants that enter the region's streams
MULTIMODAL TRANSPORTATION
• maximize transportation investments with pedestrian and bicycle enhancemets
• Improve public health with alternative forms of transportation
• Encourage use of non-motorized transportation


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PACOG2050LRTP
Moves the Region
VISION FOR THE PUEBLO REGION
What do you want the future transportation network to look like?


PACOG2050LRTP
Moves the Region
VISION FOR THE PUEBLO REGION
What do you want the future transportation network to look like?
Fully separated
EASY TO
RIDE MY
BIKE SUCH
WHERE
Bike lanes!

Key Takeaways



The goal is not to host an event, it’s to get public feedback



The easiest way to attract people is to go where they are



Public Engagement is best performed strategically



Always establish a “Why” and work from there



Don’t be afraid to work on weekends

Questions?

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