

DESCRIPTION

Public involvement is much more than public hearings. It involves creative thinking as well as the willingness and ability to interact openly and sensitively to the public's preferred forms of communication and participation. Public involvement is about reaching out to and involving the public in transportation decisionmaking. The public should have a role in every phase of decisionmaking, including the design of the participation plan itself. Successful public involvement addresses the public's procedural, psychological, and substantive needs while gathering useful information. By focusing on interests--rather than positions--public involvement can become more meaningful as well as useful.

Contact dan@baystateroads.org for additional information.

Maximum class size is 30

SPEAKERS

JODY ERIKSON

Jody is a facilitator with experience working for agencies, organizations, and communities that have highly technical environmental and public policy differences. Jody is an NHI-Certified Instructor with a long track record of successfully delivering the public involvement course.

DOUG THOMPSON

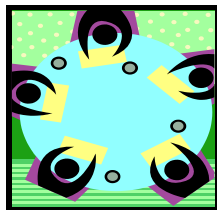
Doug has a background in environmental protection, dispute resolution, and management. Areas of special interest and expertise include enforcement case negotiation; conflicts concerning regulatory or policy matters; freshwater and marine issues; and habitat protection disputes.

WHO SHOULD ATTEND

- Federal, State, and local transportation agency staff, metropolitan planning organization personnel, transit operators, consultants, and others who are responsible for planning, implementing, or participating in any phase of the public involvement process.

This course counts towards 1 Roads Scholar
Credit/1.8 CEUs/19.5 AICP Credits

NHI 142036: PUBLIC INVOLVEMENT IN THE TRANSPORTATION DECISIONMAKING PROCESS



June 5-7, 2012 *

Embassy Suites Hotel

123 Boston Post Road West

Marlborough, MA 01752

*please note that this is a 3-day session



This Baystate Roads Program (LTAP) workshop is a cooperative effort of the Federal Highway Administration, Massachusetts Department of Transportation and the University of Massachusetts Transportation Center.

Baystate Roads Program
UMass Transportation Center
214 Marston Hall
130 Natural Resources Rd
Amherst, MA 01003
ST 140031

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NHI 142036: PUBLIC INVOLVEMENT

(please see expanded agenda, attached)

Agenda (Lunch @ 12:00 for Days 1-3)	
8-8:30 AM	Day 1: Breakfast/Registration
	Lesson 1: Challenges
	Lesson 2: Linking Public-Involvement to Transportation Decisionmaking
	Lesson 3: Creating a Public Involvement Plan and Selecting Techniques
4:30 PM	Adjourn Day 1
8-8:30 AM	Day 2: Breakfast/Opening Comment
	Review and Post-It Exercise Debrief
	Lesson 4: Realizing Public Involvement's Potential: Interest-Based Problem Solving
	Lesson 5: Using Internet, Web 2.0 and Social Media for Public Involvement
	Lesson 6: Values
	Lesson 7: Identifying and Reaching out to Key Stakeholders (with references to nontraditional participants, cultural differences, and Environmental Justice)
4:30 PM	Adjourn Day 2
8-8:30 AM	Day 3: Breakfast/Opening Comment
	Review
	Lesson 8: Enhancing Outreach
	Lesson 9: Facilitating Public Groups
	Lesson 10: Leadership - Bringing Public Involvement into Decisionmaking
	Lesson 11: Organizational Barriers to Effective Involvement
3:30	Review/Evaluations
4:30 PM	Adjourn Day 3

NHI 142036: Public Involvement

June 5-7, 2012
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<i>123 Boston Post Road West</i>
<i>Marlborough, MA 01752</i>
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NHI 142036: PUBLIC INVOLVEMENT

NAME: _____

TITLE: _____

AGENCY: _____

ADDRESS: _____

TOWN OR CITY & ZIP: _____

TELEPHONE: _____

Dates Requested: June 5-7, 2012

Location (city/town): Marlborough

PLEASE REGISTER ONLINE! www.mass.gov/baystateroads

Send Payments to TO: Chris Ahmadian, Baystate Roads Program UMTG,
214 Marston Hall, 130 Natural Resources Rd, Amherst, MA 01003

Call us if you have a special request or concern (413)545-5403

Cash or checks are accepted upon arrival.

REGISTRATION FEE

\$180 municipal/\$300 private sector
MassDOT employees may enroll to attend at no cost after May 15th, only with supervisor permission.

Breakfast, lunch, breaks and course materials are included.

Make checks payable to:

***The University of Massachusetts**
Cancellations must be received 4 days prior to the workshop or you will be invoiced.*

NHI 142036 Public Involvement in the Transportation Decisionmaking Process

COURSE AGENDA

Day 1 8:30- 4:30

Lesson 1 – Challenges — 8:30 – 11:00

- Public Involvement Is...
- Conversation Circle – Challenges Discussion
- Break – Participants Identify Key Challenges
- Course Introduction
- Norms for Behavior

Lesson 2 – Linking Public Involvement to Transportation Decisionmaking – 11:00 – 12:00

- Public Involvement's Connection to Decisionmaking
- Legal Framework
- Public Expectations

Lesson 3 – Creating a Public-Involvement Plan and Selecting Techniques 1:15 – 4:30

- Key Considerations
- Public Involvement Plan Template
- Matching Strategy to Decision
- Goals and Objectives
- Outcomes and Outputs
- Evaluating Success
- "Techniques" Publication
- Small Group Work
- Presentations

Day 2 8:30- 4:30

Review and Post-It Exercise Debrief 8:30 – 9:00

Lesson 4 – Realizing Public Involvement's Potential – Interest-Based Problem Solving– 9:00 – 10:45

- Positions and Interests
- Collaborative Problemsolving
- Consensus Building
- Different Kinds of Needs
- Power-Rights-Interests

Lesson 5 – Using Internet, Web 2.0., and Social Media for Public Involvement – 11:00 – 12:00

- Web 2.0 and Social Media
- Using Social Media
- Learning Activity

Lesson 6 –Values – 1:00 – 2:00

- Values Clarification – Personal
- Values Clarification – Organizational

- Public Perception
- Values Continuum
- Discussion Circle
- Building Credibility, Respect, Trust

Lesson 7 – Identifying and Reaching out to Key Stakeholders (with references to non-traditional participants, cultural differences and Environmental Justice) 2:15 – 4:30

- Engaging the Public in Creating the Plan
- Identifying Stakeholders
- Interviews
- Inclusion
- Levels of Participation
- Barriers to Participation
- Meeting Needs of Non-Traditional Participants
- Non-Standard Techniques
- Developing Cultural Competence
- Environmental Justice
- Case Study
- Application to Real Cases

Day 3 8:30- 4:00

Review – 8:30 – 8:40

Lesson 8 – Enhancing Outreach– 8:40 – 10:00

- Increasing Meeting Attendance
- Communication at its Best – Presentations, Listening, Reframing
- Improving Technical Materials and Web Sites

Lesson 9 – Facilitating Public Groups – 10:15 – 2:00

- Facilitation Skills
- Presentation Skills
- Small Group Techniques

Lesson 10 – Leadership – Bringing Public Involvement into Decisionmaking – 2:30 – 3:00

- Reviewing the Legal and Regulatory Framework
- Returning to Questions of Integrating Public Involvement into Decisionmaking

Lesson 11 – Organizational Barriers to Effective Public Involvement – 3:00 – 3:30

- Force-Field Analysis
- Problemsolving – Overcoming Barriers
- Commitment to Change

Lesson 12 – Review and Commitment – 3:30 – 4:00

- Review Course Material
- Evaluations