

Tailoring Your Public Engagement Approach for Success





Lisa Kay Hummel

Fun facts

- Has delivered 50+ online meetings since 2020
- Gets jazzed about smart, online surveys
- Has an urban farm called Woodland City



Maggie Green

Fun facts

- Initiated KC's Vision Zero program
- Loves helping secure funds to support implementation
- Rides her bike 9 miles to work with 2.5-year-old son in tow

Today's discussion

- What is effective engagement?
- How to determine the appropriate level of engagement
- Identifying audiences
- Outreach tools
- Benefits of effective engagement
- Open discussion

What is effective engagement?

- ▶ Can we create a plan that reduces project risk?

Group response:

What is effective engagement?

If you want to go fast,
go alone.

If you want to go far,
go together.



- African proverb

Principals of effective engagement

1 PROACTIVE

- Establishes the facts early
- Integrated into project schedule
- Manages expectations

2 AUDIENCE-FOCUSED

- Easy to understand
- Relatable
- Tailored for the channel

3 RESPONSIVE

- Closes the feedback loop
- Consistent
- Transparent

“

I've been starting to hear things...
Thank you for taking the time to talk
with me about this project.

Now that I know the facts, I can
sleep at night.

- Impacted property owner

How to determine the level of engagement



You don't care what I have to say...

You're going to do whatever you want anyway.

Level of engagement should reflect the opportunity for influence



Levels of public involvement

Inform
One-way
communication

Consult

Involve

Collaborate

Empower
Public makes
the decision

Are we... ?

- Analyzing alternatives
- Changing or limiting access
- Impacting right of way
- Considering 4f properties or environmental resources
- Changing functionality or considering unfamiliar elements

Is there crash history or public concern with safety?

Timing is everything

Public Involvement

Project Communications

*Discovery
Phase*

*Preliminary
Design*

*Final
Design*

Letting

Construction

Identifying Audiences



Me: Who are we trying to reach?

PM: The public.

Me: I'm going to need you to be more specific.

Tailoring the message to your audience

- Elected officials
- Property/business owners
- Community/neighborhood groups
- Seldom-heard from community members
- Limited English Proficiency

We've got to meet people where they're at.

Disadvantaged Communities & Justice 40

Considerations:

- Project type
 - Informs the map
 - USDOT
 - EV
 - Climate & EJ
- Project location
 - Tailor approach
 - Consider access

National EV Infrastructure (NEVI) Tele Town Hall

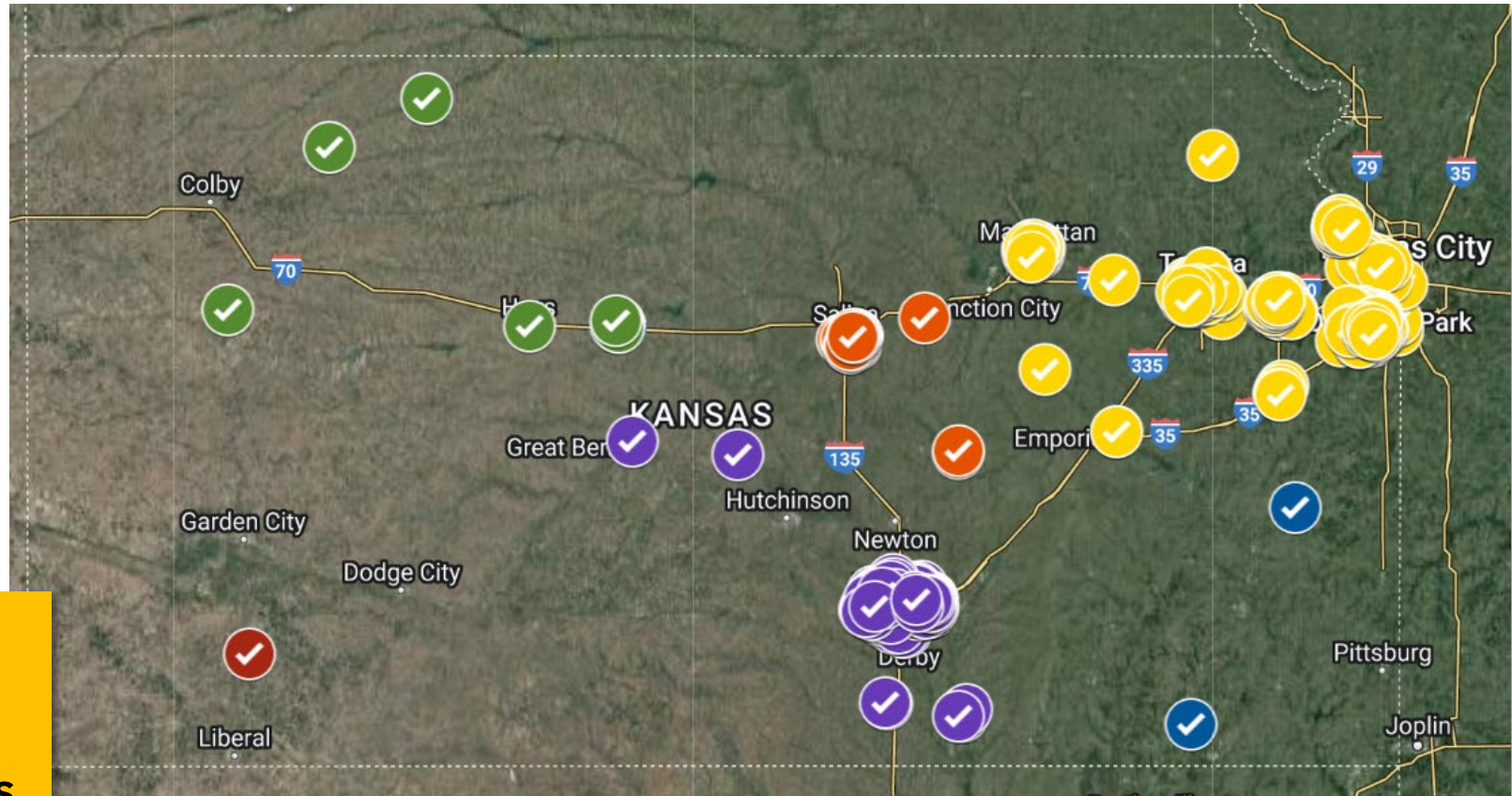
Allows us to dial out and into communities

- Mass comms tool
- Text notifications
- Interactive polling

20K calls dialed out
10K answered
23% stayed on the line for 5+ mins

Accepted Calls

- ✓ District 1
- ✓ District 2
- ✓ District 3
- ✓ District 4
- ✓ District 5
- ✓ District 6



Outreach Tools

 If all you have is a hammer, everything looks like a nail.

So many tools to chose from...

- Meetings - in-person, virtual, hybrid, on-demand
- Direct mail, email
- Social media, ask me anything (AMA)
- Interactive surveys and mapping
- Story maps
- Telephone Town Halls
- Geotargeting, text message alerts

Your audience should inform selection.

In-person Online On-demand Hybrid



KDOT District 1 - Northeast Region
Virtual Local Consult
September 16, 2021

NE Regional Profile

Learn More

Project Information

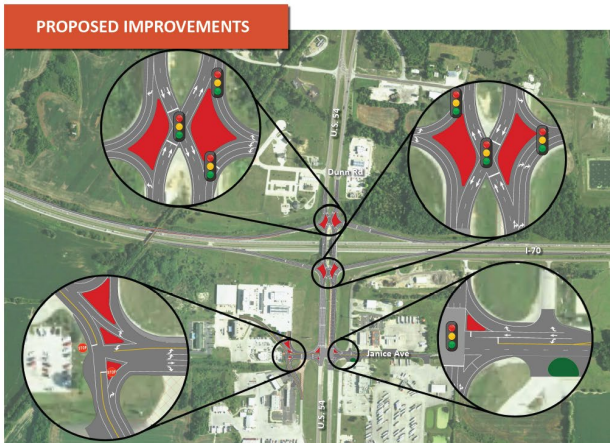
Learn More

Provide Your Feedback

Learn More

Regional Safety

Learn More



MoDOT is studying a preferred alternative design for the Interstate 70 / U.S. Route 54 Interchange to enhance safety and mobility through the corridor, provide access to nearby businesses and promote economic growth in Kingdom City.

ANTICIPATED BENEFITS

1. Enhance safety through the reduction of conflict points
2. Improve traffic flow
3. Opportunities for less disruption to local businesses*

*Construction timing and phasing details will be advanced in the next phase of the project.

TELL US WHAT YOU THINK

A welcome video and self-guided presentation about proposed improvements are available for review online.

Comments will be accepted through February 28, 2022.

Two ways to comment:

1. Online: [MoDOT.org/KingdomCityInterchange](https://www.motd.org/kingdomcityinterchange)
2. Call 888-ASK-MoDOT

Use your phone camera to hover over the QR code above, then click to view the project website.



You are viewing Lisa Kay (KDOT)'s screen

ions - Report Back

MODERNIZATION

Map ID	Project Description	Scope	Miles	FY-25 Cost \$M	Engineer Score (80 pts)	Local Input (20 pts)
365	US-183Y Ellis County: Bridge #019 located at Jct. US-183Y/I-70*	Interchange Reconstruction	NA	\$19	44	
331	US-281 Russell County: West Jct. K-18 to Luray	Reconstruct	8	\$20	36	
321	US-281 Russell/Osborne County: Luray North to Osborne	Reconstruct	22	\$53*	40	
334	US-281 Smith County: US-36 to Nebraska State Line	Reconstruct	15	\$37	40	
324	K-23 Gove County: Gove City North to Grainfield	Reconstruct	10	\$25	29	
366	K-23 Sheridan/Gove County: I-70 North to County Rd. 406*	Reconstruct	11	\$27	52	
328	K-25 Logan County: Wichita County Line to Russell Springs	Reconstruct	24	\$40	29	
327	K-25 Logan/Thomas County: East Jct. US-40 to County Rd. 1	Reconstruct	10	\$22	56	
340	K-25 Rawlins County: Atwood to Nebraska State Line	Reconstruct	13	\$32	22	
330	K-25 Rawlins County: Thomas County Line to Atwood	Reconstruct	16	\$40	40	
336	K-25 Thomas County: Colby to Rawlins County Line	Reconstruct	12	\$30	49	
338	K-27 Wallace County: Greeley County Line North 8 miles	Reconstruct	8	\$19	47	
339	K-27 Wallace County: Sharon Springs North to Sherman County Line	Reconstruct	16	\$40	56	

Projects presented in 2019; not scored this year

US-281 Smith County: Portis to Smith Center - Low engineering need Reconstruct

Comment through Dec. 8

Project Website: <https://idot.illinois.gov/projects/il-2-byron-to-beltline-road>

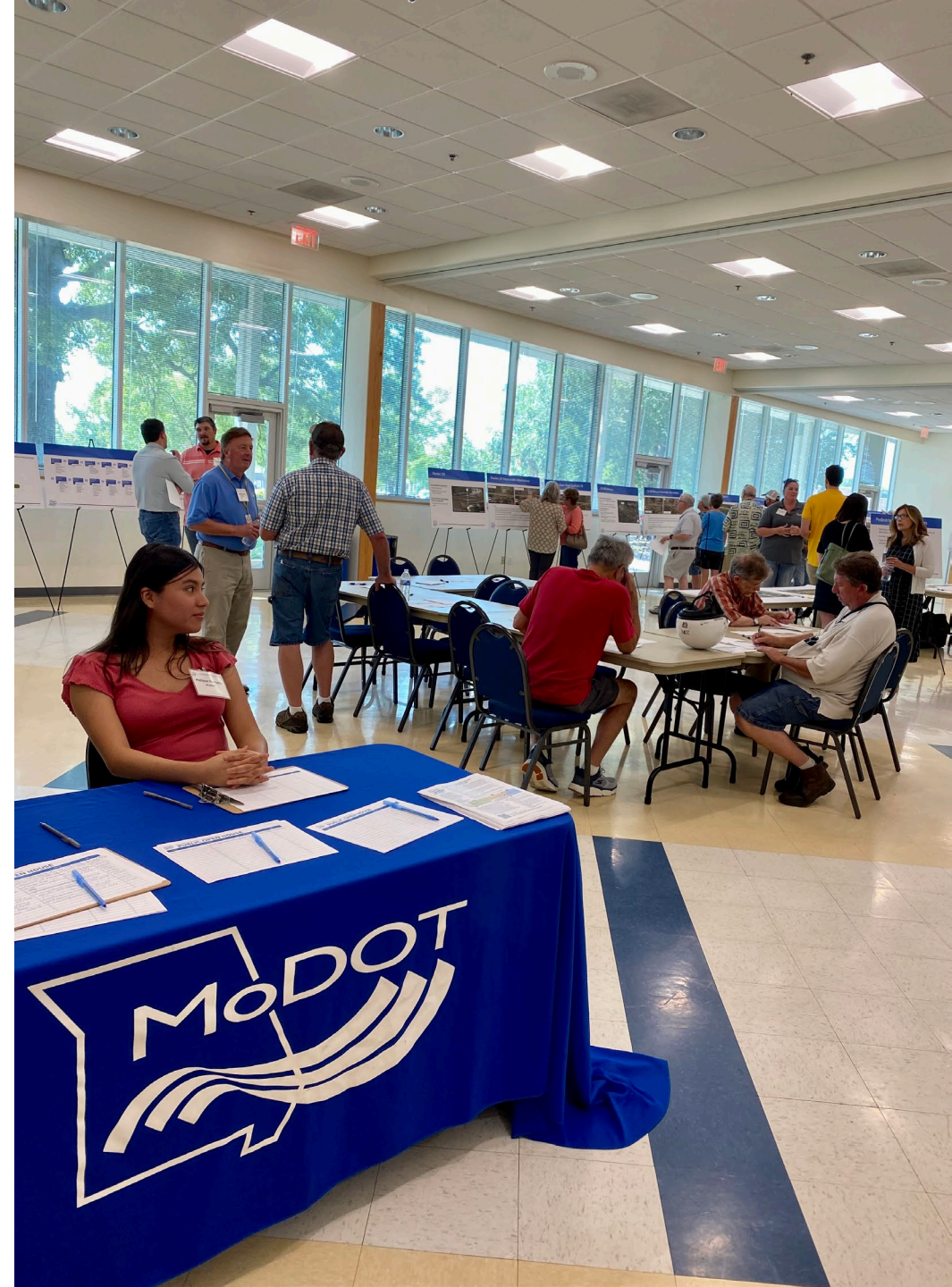
Email: chad.spreeman@illinois.gov

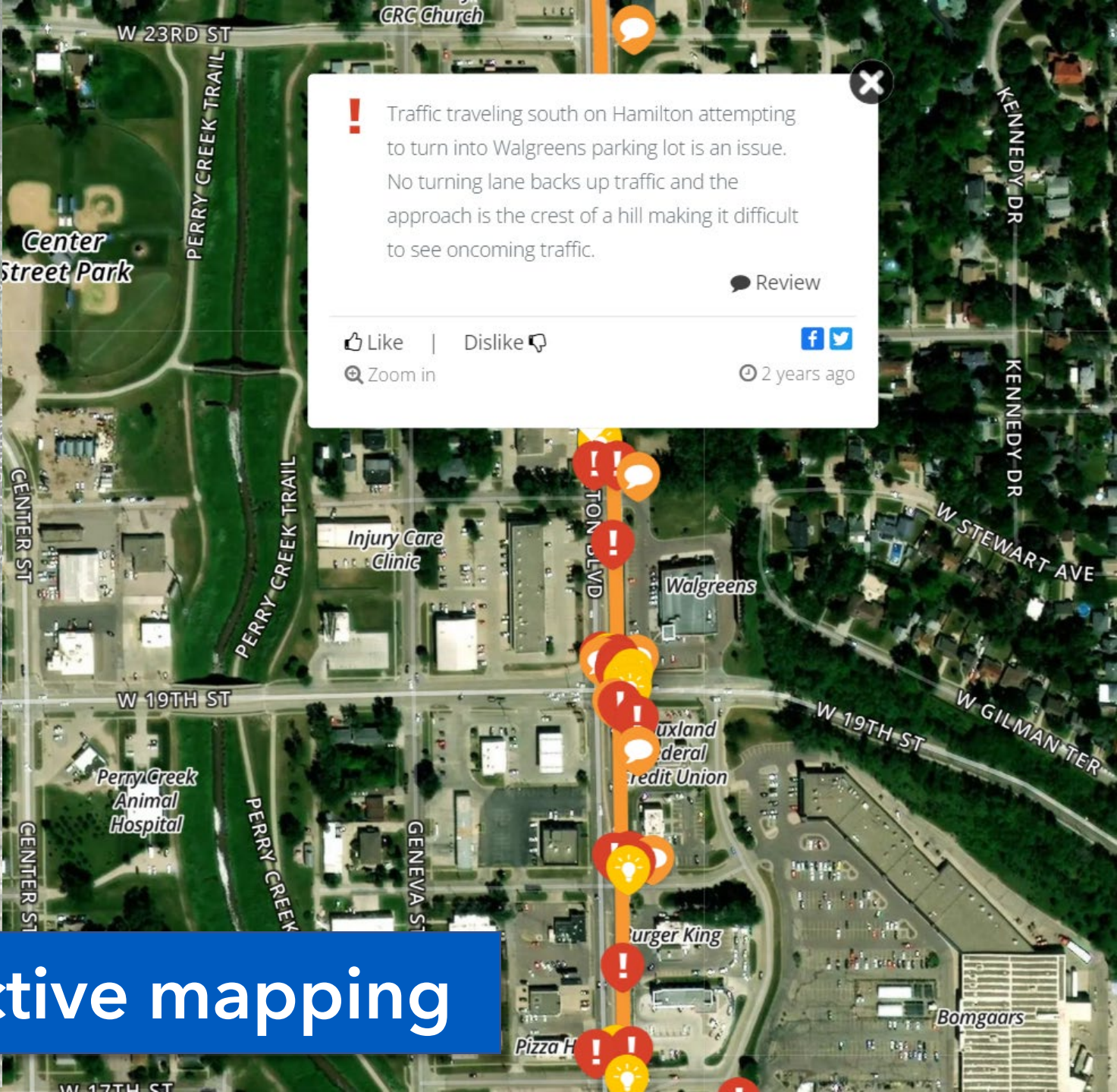
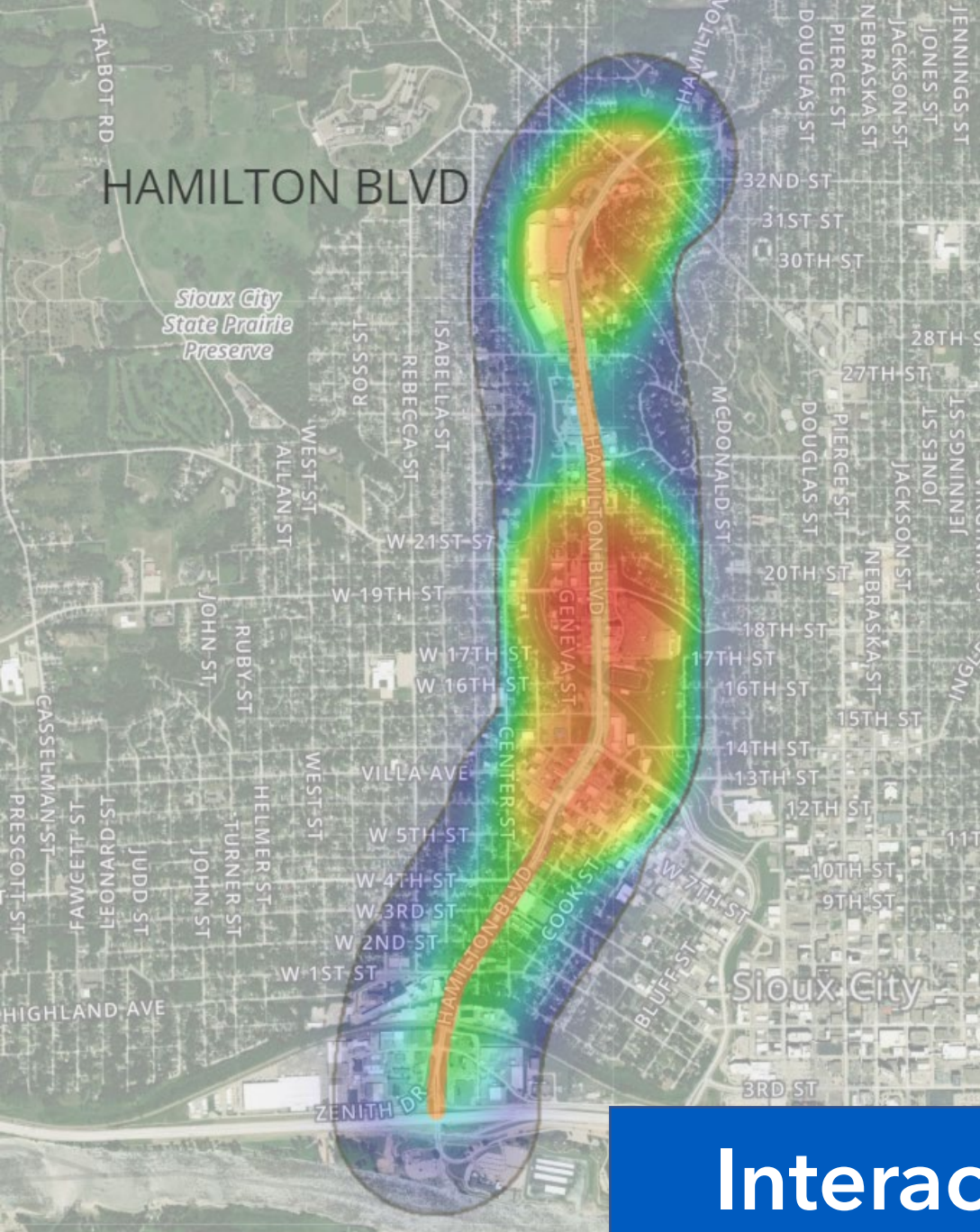
Paper copies of the meeting presentation, detailed project plans, and comment sheets are available at the **Byron Public Library** (100 S Washington Street)

Boone County I-70 Corridor Study

▶ *A lesson on tailoring the message*

- Learn from feedback
- Clarify and adjust messaging
- Establish a continuous feedback loop





! Traffic traveling south on Hamilton attempting to turn into Walgreens parking lot is an issue. No turning lane backs up traffic and the approach is the crest of a hill making it difficult to see oncoming traffic.

[Review](#)

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🕒 2 years ago

Interactive mapping

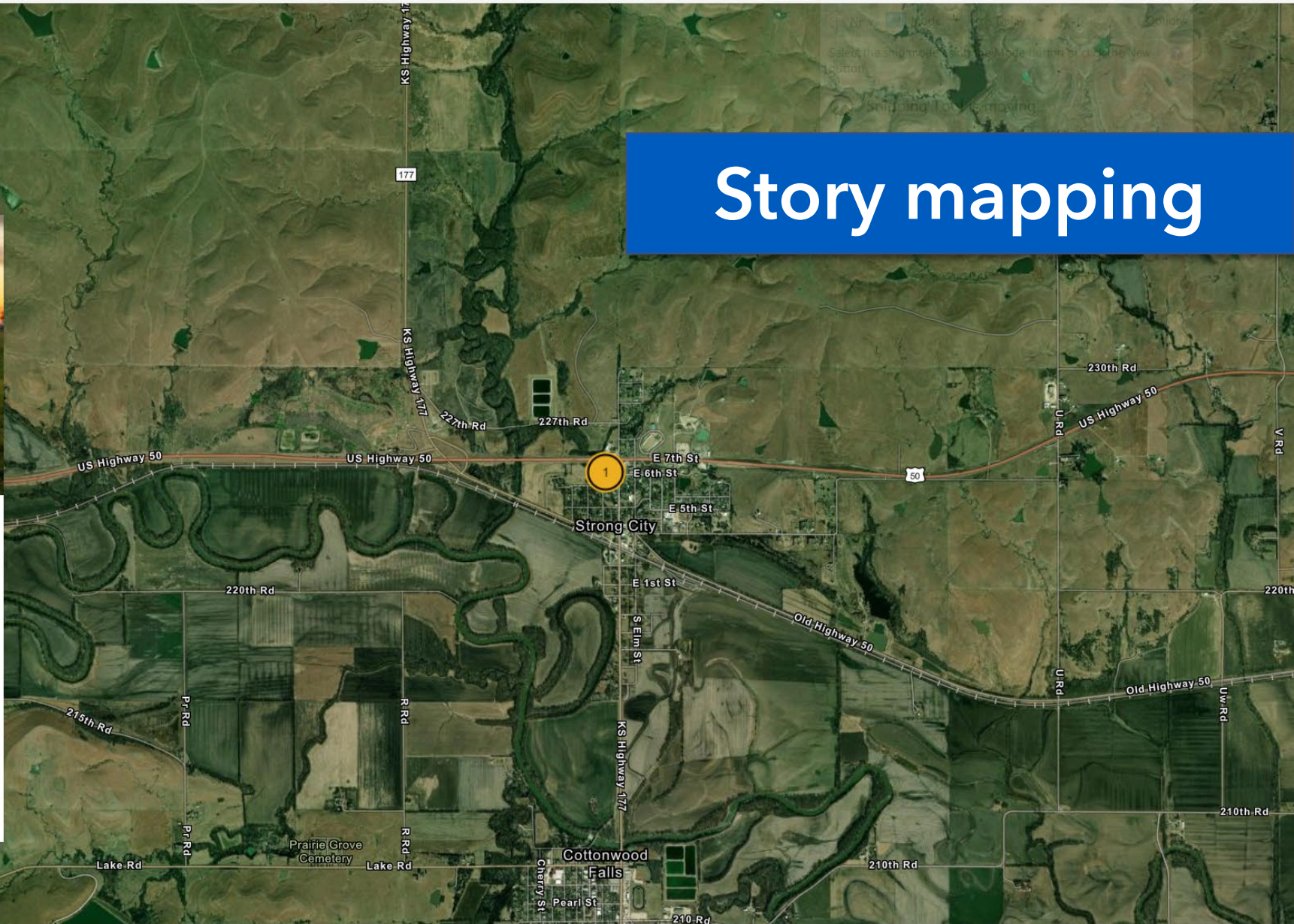
Story mapping



Rural Living

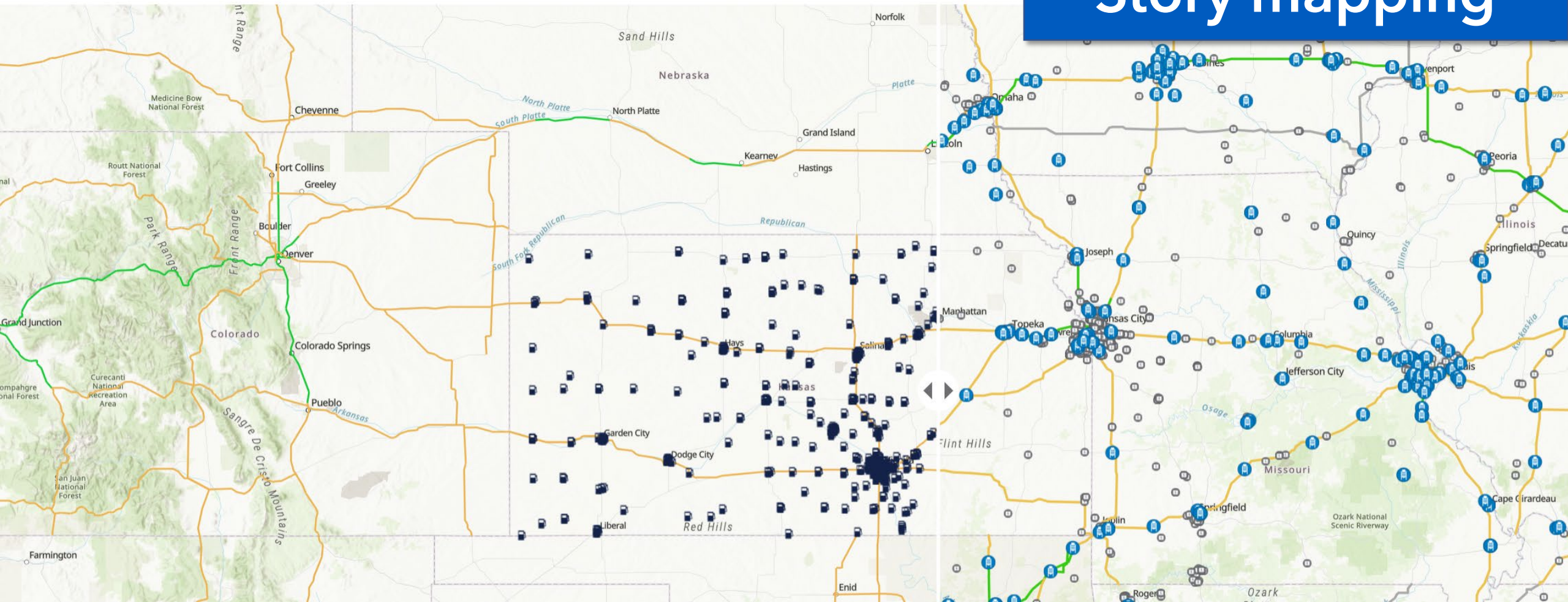
Joe lives in a rural community in Strong City. He regularly drives to Emporia to get groceries and take his mom to the doctor. The roundtrip drive is 38 miles.

Joe wonders – *why aren't the streets in Strong City as smooth as the streets in Emporia?*



As the market for fuel-efficient vehicles and electric vehicles grows, more EV charging stations are popping up in Kansas. Use the slider on the map below to see the availability of EV charging stations vs. gas stations in and around Kansas.

Story mapping



Tips for breaking through the noise

1 LISTEN FIRST

- Ask good questions
- Uncover the values informing perspective

2 MAKE CONNECTIONS

- What's in it for me?
- Keep it simple, focused
- Back it up with data

Benefits of effective engagement

- ▶ Why do we have to involve the public any way?

Why engagement matters

- ▶ Every interaction is an **opportunity:**
 - To build relationships
 - To build trust
 - To build support for funding

For the project, for the region and the agency.

Open discussion

- What challenges are you experiencing?
- Do you have a success story?
- Any ideas you have but not sure where to start?

Let's talk about it...



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Let's keep the conversation going!

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