

CONNECTING OUR COMMUNITIES

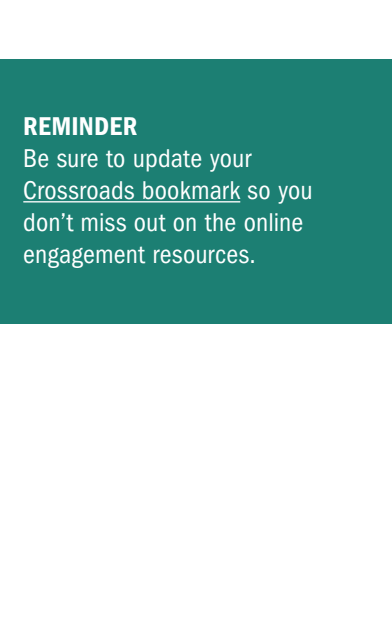
ISSUE #22 | SUMMER 2022

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DIRECTOR'S CORNER



Susan Howard
Public Involvement
Section Director

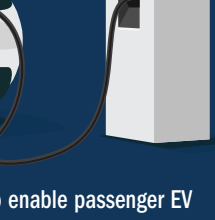
Summer is here! For some this means a slower pace, vacations and time with friends and family. But for many, summer also means construction season is ramping up. We are here to assist you with any outreach strategies to use when informing the traveling public, businesses and other affected stakeholders about closures and detours or any interest that arises out of construction.

We are also seeing an abundance of public meetings and hearings, and the guidance from the administration remains the same: always have a virtual option and do in-person when needed. You can schedule both options as you see fit, as long as the comment period is 15 days from the later of the two events. No need to mention COVID protocols at this time. For additional information, visit the [ENV Public Involvement Toolkit](#).

Speaking of virtual engagement, I wanted to share that our online engagement platforms aren't just for public meetings! We recently used Social Pinpoint to engage participants at the agency's 2022 Transportation Planning Conference, hosted by the Transportation Planning and Programming Division: [TxDOT TPP 2022 Online Engagement Site](#) | [Social Pinpoint \(mysocialpinpoint.com\)](#). The site offered attendees another venue to engage and reconnect. Components included a Welcome Video from TPP Division Director Jessica Butler, opportunities to post key takeaways from training sessions on the idea walls, ability to share their favorite restaurants and other places of interest on the Houston area map and access to detailed program information.

As a reminder – a lot of this information is easily accessed via our [Crossroads](#) page, including our online engagement platforms, the latest PI news, frequently asked questions, PI toolkits and templates, staff contact information and training dates. Don't hesitate to reach out to me or my team for any public involvement needs or questions. In the meantime, have a safe, happy and cool summer!

TEXAS EV CHARGING PLAN



The Texas Department of Transportation (TxDOT) is developing a comprehensive framework to enable passenger EV travel across the state and spur economic development. This network will give drivers confidence and flexibility when traveling for work, recreation, or exploration regardless of distance traveled or weather conditions.

TEXAS ELECTRIC VEHICLE PLANNING

As part of the Infrastructure Investment and Jobs Act (IIJA) and following The National Electric Vehicle Infrastructure (NEVI) Formula Program Guidance issued by the Federal Highway Administration (FHWA), the Texas Department of Transportation (TxDOT) has drafted the Electric Vehicle (EV) Infrastructure Deployment Plan (Plan), a comprehensive EV charging plan to enable passenger EV travel across the state and spur economic development.

Under this Plan, TxDOT developed a public engagement strategy to satisfy the NEVI Program requirements and support TxDOT's public involvement core principles. The public engagement strategy included a program-specific webpage, an online engagement platform using

Social Pinpoint, social media announcements via Twitter and Facebook and notification to all subscribers via GovDelivery.

Overall, the Plan seeks to identify and involve FHWA-mandated stakeholder groups and obtain feedback on the preferred charging stations, charging preferences, costs and more. It also provides access to technical and policy information to enhance the public's knowledge.

For additional information on the Texas Electric Vehicle Plan, visit the Texas Electric Vehicle Planning [webpage](#) on [TxDOT.gov](#).

Comments or questions about the program can be emailed to txdot_nevi@txdot.gov.

CORRIDOR PLANNING: USING PUBLIC INVOLVEMENT TO ADVANCE PROJECT DEVELOPMENT

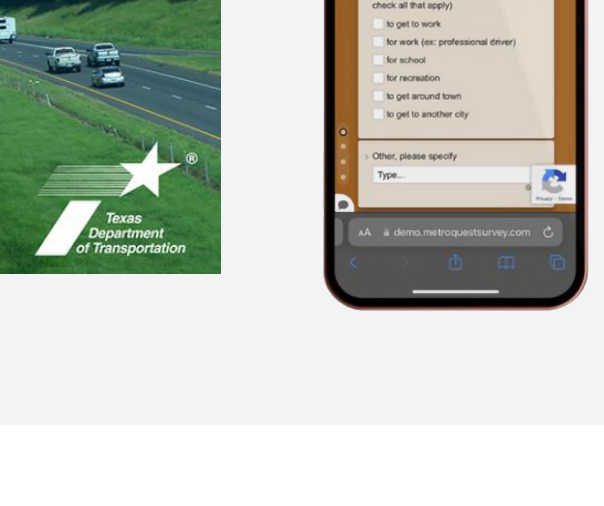
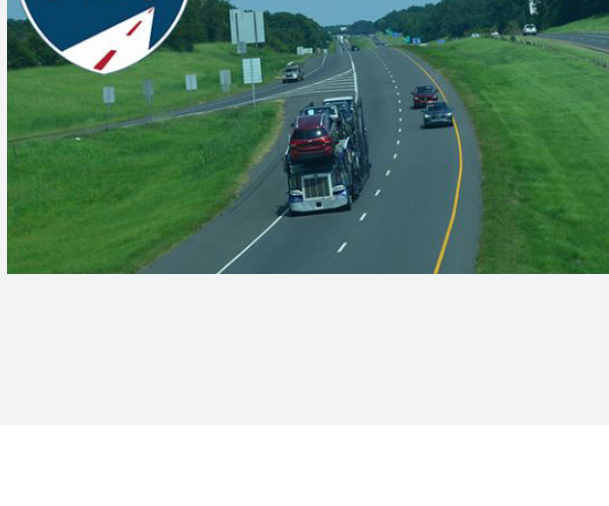
In case you missed the Transportation Planning Conference in May, we would like to take the time to highlight one of our partner presentations on the importance of engaging stakeholders early and throughout project development.

The Corridor Planning Branch is one of three branches that comprise the Freight, Trade and Connectivity Section in the Transportation Planning and Programming (TPP) Division. One of the two main goals of the branch is to "facilitate active engagement and participation of internal and external stakeholders in corridor planning efforts," along with develop multimodal corridor plans, serve the corridor planning needs of TxDOT's districts and divisions and link the Statewide Long-Range Transportation Plan with the local metropolitan and rural transportation plans.

The Corridor Planning Branch partners with the Public Involvement Section on every corridor study and has created a culture statewide of the importance of engaging the public and strategically using feedback to advance project development. The team presented on the many corridor studies they are working on across the state and how

they engage stakeholders. In studying these corridors, they get feedback from stakeholders and the public on corridor priorities and the needs and issues prior to the definition of potential improvements. They use travel and behavior-oriented questions in interactive surveys to get data on crashes and construction, impacts of closures, safety issues and concerns. In addition, the branch also works with the private sector via statewide Advisory Working Groups, which include representatives from all major industries. In addition to interactive surveys, other public involvement techniques used for outreach and education include corridor specific fact sheets, white papers, social media, virtual and in-person stakeholder meetings, as well as public meetings.

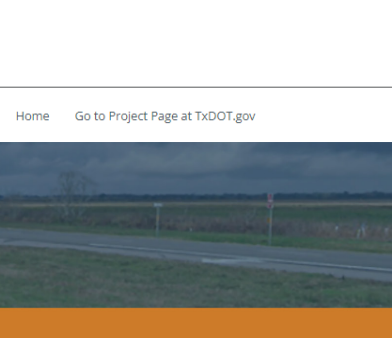
The Corridor Planning Branch also created two new data-driven tools to assist their customers with prioritizing projects: the Corridor Prioritization Tool (CPT) and the Corridor Interaction Tool (CET). To learn more about their efforts on both you can view their complete session from the conference by contacting Lorena Echeverria de Misi, Manager, Corridor Planning at 512.696.3203 or Lorena.Echeverriademisi1@txdot.gov.



A NEW WAY TO COMMUNICATE WITH TEXANS

Since joining TxDOT in October 2019 as the Social Media Coordinator, the need for a platform that allowed us to target posts to audiences in relevant locations was evident. So, TxDOT joining the Nextdoor platform with their public agencies program has really bridged the gap that other social media platforms have not been able to fill.

It's an exciting opportunity to take our communication with the public to the next level. Unlike other platforms, we don't have to "build" a following as an agency. Our TxDOT Nextdoor page automatically has access to reach nearly 7 million residents statewide. We can create geotargeted posts by districts, cities and neighborhoods. Ultimately, this gives us the ability to share relevant, important information as well as receive feedback from those that our projects impact.

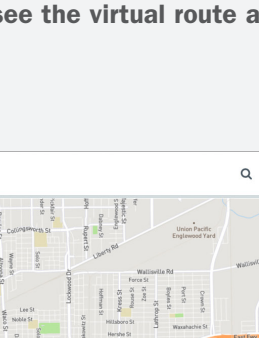
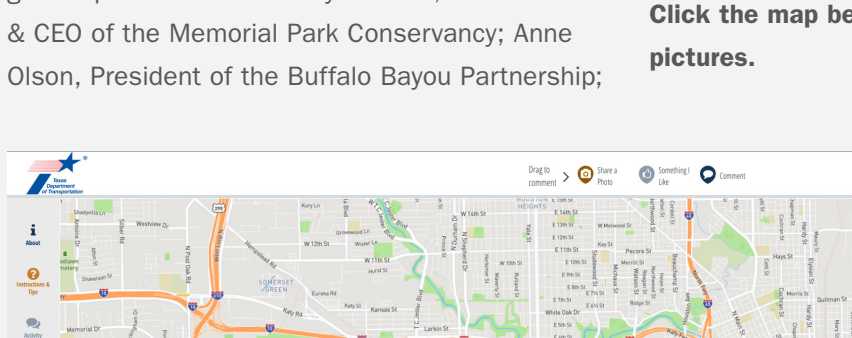
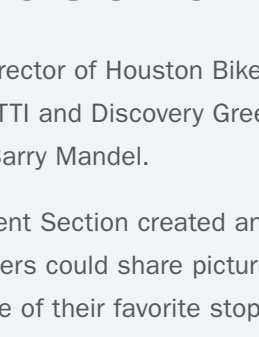


Karina Valley
Information Specialist V
Communications Division

PI QUICK HITS: I-20 TEXAS CORRIDOR STUDY

In May 2022, MetroQuest, one of TxDOT's online engagement platforms, highlighted the agency's successful [I-20 Texas Corridor Study](#) in their blog. The study team received input from almost 8,000 participants in every part of the corridor. The corridor spans from East to West Texas.

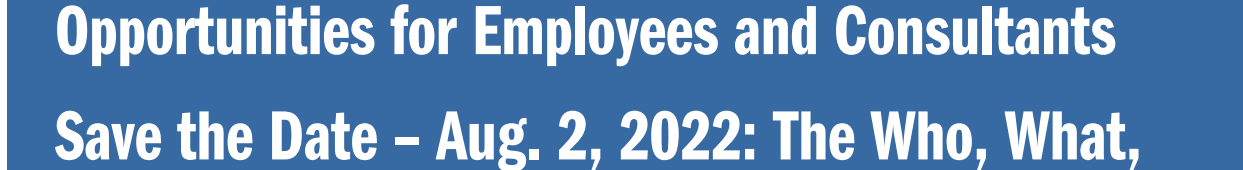
How did you hear about the survey?



SH 73 CONSTRUCTION SOCIAL PINPOINT SITE

The Beaumont District recently used TxDOT's new online engagement platform, Social Pinpoint, to conduct construction outreach about the approved SH 73 crossover removal project in Jefferson County. The Social Pinpoint site displayed the seven highway crossover removal locations on an interactive map, providing the public an opportunity

to mark key locations of interest and complete a survey. The site also included a frequently asked questions section to provide information about the construction process. The site attracted 906 unique visitors and collected 45 comments and 14 survey responses.



PI IN ACTION: TxDOT TPP CONFERENCE ATTENDEES ROLL THROUGH HOUSTON!

The Houston District knows how to host a party! Ana Ramirez from the Houston District Planning Division and Bonnie Sherman from the PTN Division specially curated a bike tour through Memorial Park, Buffalo Bayou and Downtown. Along the way, there were stops with special guest speakers from: Shellye Arnold, President & CEO of the Memorial Park Conservancy; Anne Olson, President of the Buffalo Bayou Partnership;

Bryan Reed, Executive Director of Houston Bike Share; Robert Benz with TTI and Discovery Green Conservancy president, Barry Mandel.

Also, the Public Involvement Section created an interactive map where riders could share pictures and comments from some of their favorite stops. **Click the map below to see the virtual route and pictures.**



ANNOUNCEMENTS

New! PI Section Hosting PI Seminar Opportunities for Employees and Consultants

Save the Date – Aug. 2, 2022: The Who, What, When and How of PI – Stakeholder Fundamentals

Need a concise, practical overview of PI tools and techniques? We've got you covered. Get ready to receive concise, bite-sized overviews of PI tools

and techniques served over hour-long lunches in interactive ways hosted in person and virtually.

Series Kickoff: A Focus on Stakeholder Fundamentals

The first seminar will focus on providing some quick key stakeholder fundamentals, such as identifying the key stakeholders for a given project, recognizing their interests and overcoming participation barriers for underrepresented groups. Join our summer seminar, *Stakeholder Fundamentals*, on Monday, Aug. 2, 2022, from noon to 1 p.m. to learn about some critical factors in understanding key stakeholders.

doesn't understand what we're doing. We'll cover how to address the most common challenging stakeholder situations and create an opportunity to learn from each other.

In the fall, we'll be talking about challenging stakeholder situations. As TxDOT shapes the physical environment, sometimes the public

Know that these aren't just lectures. The lunch-and-learn are interactive learning events. PI staff will share information and tools, but participants will also learn from each other. If you're interested in attending or have any future ideas and/or topic suggestions, please email Susan.Howard. Employees and consultants are encouraged to attend. We hope you'll join us!

YouTube/Video Postings Policy Update

Due to limited staff and too many urgent requests, the Communications and Customer Service Division now requires at least five business days in advance to post videos on the [TxDOT YouTube channel](#). This includes YouTube video presentations for virtual public meetings, animations, simulations, etc.

districts and divisions request assistance from the Communications and Customer Service Division to provide the voiceover for the recording, which requires 1-2 weeks of advance notice. Or, some districts and divisions are getting assistance from their consultants with these recordings or they are simply recording the presentation on their end. PowerPoint does provide an easy recording function, and we've outlined some easy-to-follow PowerPoint voiceover recording [directions](#) for your use.

Consequently, if you plan to add your YouTube video to a TxDOT.gov webpage, please allow the PI Section 3-5 business days to edit and embed the video on the designated web page.

For more information or questions, please reach out to your PI Specialist contact.

Also - speaking of pre-recorded meeting and hearing presentations – we recognize some

#EndTheStreakTX Slide in PowerPoint Presentations

Texas has not experienced a single deathless day on its roads since Nov. 7, 2000, and to emphasize the importance of this message, TxDOT has updated the [PowerPoint presentation templates](#) on Crossroads and requires the #EndTheStreakTX slide to be included in all

PowerPoint presentations. The updated template library can be found on [Crossroads](#) and contact your PI Specialist with any questions. Keep in mind this requirement applies to presentations only, not to in-person exhibit boards although that is certainly an option.

CALENDAR OF EVENTS

- **EPI 200 (In-Person – Two Sessions)**
 - Aug. 24, 2022, from 8:15 a.m. to 5 p.m.
 - Aug. 25, 2022, from 8 a.m. to noon
- **2022 TxDOT Environmental Conference**
 - Sept. 20–22, 2022
- **EPI 100 (In-Person)**
 - Oct. 19, 2022, from 8:15 a.m. to 4 p.m.
- **EPI 100 (Virtual)**
 - April 20, 2023, from 8:15 a.m. to 4 p.m.
- **EPI 100 (In-Person)**
 - Oct. 19, 2023, from 8:15 a.m. to 4 p.m.
- **EPI 200 (Virtual – Two Sessions)**
 - Feb. 22, 2023, from 8:15 a.m. to 5 p.m.
 - Feb. 23, 2023, from 8 a.m. to noon
- **EPI 200 (In-Person – Two Sessions)**
 - Aug. 23, 2023, from 8:15 a.m. to 5 p.m.
 - Aug. 24, 2023, from 8 a.m. to noon

TPP Public Involvement Section Crossroads Site
Staff Contacts
PI Policy