

Approach to Strategic Internal Planning (ASIP) Tool for Public Involvement

Project Title:
Project Manager:

District:
Date Updated:

PROJECT DESCRIPTION

Write a description of this project using plain language. Think about how you would describe your project to external stakeholders or community members who may not know transportation-related jargon.

PUBLIC INVOLVEMENT GOAL SETTING

Will public involvement efforts inform or involve the communities and stakeholders? Provide an explanation for how it will inform and/or involve your various publics.

Definitions:

- **Inform** – You need to notify the public about a transportation project, but you don't necessarily need to interact with them or receive their input.
- **Involve** – You want to work directly with the public to get their input about a transportation project.



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PUBLIC INVOLVEMENT GOAL SETTING (CONTINUED)

What are some key considerations for this project or communities? (think about the level of community interest, demographics, past experiences, etc.)

Based on your previous answer, how should we tailor the public involvement efforts to fit these communities?

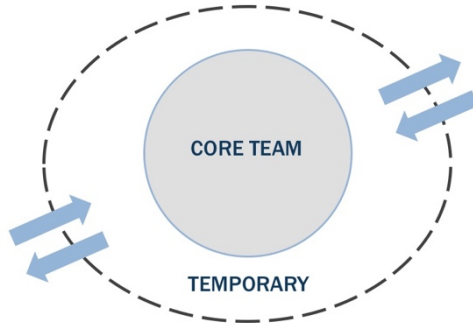
Write at least two public involvement goals for this specific project. Feel free to include additional goals as you progress through the public involvement planning process.

1.

2.

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PUBLIC INVOLVEMENT TEAM



PI Team Lead (Name, Title, Contact Information):

CORE TEAM	
Name, Title, Contact Information <i>Include the name, title, and contact information for the PI team members.</i>	PI Roles & Responsibilities <i>Write the role each team member will serve in the PI planning process</i>
	<i>Example: meeting with select stakeholders, updating PIP, assembling PI team</i>

TEMPORARY	

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PIVOTAL STAKEHOLDER IDENTIFICATION

Who are the pivotal stakeholders you would like to consider or involve early (before PI activities) in the PI planning process? What role will they serve?

Pivotal Stakeholders

Pivotal stakeholders are either individuals or groups that you want to consider or involve early (before interacting with the public/holding a formal event) in the PI process because they can serve one or more of the following purposes:

Purpose 1: They understand what works and what doesn't work with a community and can therefore provide insight about the best tools and techniques to use with a specific community

Purpose 2: They are a community influencer or community leader whose outward-facing support (or opposition) for a transportation project is key to the progression (or derailment) of your project

Purpose 3: They have the potential to derail the project's success if not brought on board/considered in the internal planning process

Pivotal Stakeholder	Purpose (1, 2, and/or 3)	PI Planning Role
Name, Title, Contact Information	1/2/3	<i>Include a brief description of their role</i>

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PREPARING TO COMMUNICATE WITH THE PUBLIC

What transportation-specific concepts are complex and need to be communicated to the audience in a clearer way? (e.g. new traffic patterns, transportation-specific jargon).

Brainstorm communication tools you might need to develop to explain these complex ideas. (e.g. videos, simplified schematics, illustrations, visualization, animation etc.)

What are potential objections that the PI team might encounter around the project? Write at least one example response to at least one objection.

Objection	Example Response

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NOTES