



Social Pinpoint Checklist

Transportation Planning and Programming Division (TPP) Public Involvement Section

This helpful guide will walk you through gathering the information needed for the TPP PI Section to begin preparing your Social Pinpoint engagement. Fill in the fields below and save, compile additional files as needed, and send all materials to your [TPP PI Specialist](#) via email or Box.

Basic Information

Short project/study name:

District and Division name:

Contact name and information:

One-paragraph general project summary:

What are the current outreach goals? What type of feedback are you looking for?

Key points to communicate and educate the public:

Are you expecting this project/study to be contentious? Why or why not?

Describe any previous public engagement:

List timeframe for launching tools. (Allow at least six weeks for design/review.)

TxDOT Project webpage:

If there is not a project page developed, please attach a draft project page for TPP PI Section review.

Who on the project team will routinely review and moderate discussion as needed?

Language and Accessibility

What language translations are needed for this project?

Attach manual translations of materials.

Enable Google Translate.

ADA accessibility - Attach concise descriptions for each image included. Consider size and clarity of text and contrasts of colors on included graphics.

Printed copies of surveys will be needed for offline outreach.

Formatting Considerations

Text

Supporting info should be clear, concise, and suitable for a non-technical audience. Explain key terms and concepts. Long text should be kept in PDFs to upload and link as needed.

Images

Should be high quality and clear in subject and intent. .PNG and .JPG files around 1MB in size are recommended.

GIS Files

Provide in GeoJSON or Shapefile format. Limit layers to the project area, explain/avoid technical concepts, include keys as images for sidebars.

Planning Engagement Activities

Select the engagement activities you would like to use and compile the listed materials.

Brief introduction message:
[Redacted]

List idea categories:
[Redacted]

Enable participants to react to and comment on each other's ideas?

Enable participants to include links and images in their posts?

Moderator reviews before posts go public?
Yes No

Add informational sidebar sections?
Written information and images are attached.

Activity name:
[Redacted]

Budget type (choose one):
Voting – Knapsack – Sliders –
Choose a limited number of options. Spend a budget on fixed-value options. Allocate a budget between options.

Budget limits (number of options or size of budget):
Minimum: [Redacted] Maximum: [Redacted]

List of options, brief descriptions, and values (if applicable) is attached.

Brief introduction message:
[Redacted]

List pin categories:
[Redacted]

Default map location (list approximate boundaries):
[Redacted]

Add additional map layers?
GIS files are attached.

Add map features (points, lines, areas, images)?
List of features (type, label, location) attached.

Enable participants to react to and comment on each other's ideas?

Enable participants to include links and images in their posts?
Review links/images before posts go public?

Add informational sidebar sections?
Written information and images are attached.

One-line summary (usually forum topic or question being discussed):
[Redacted]

Banner image (optional, approx. 580x380 px) attached.
Written supporting information and images are attached.

Character limit for participant replies (default 500, max. 5000): [Redacted]

Allow participants to:
React to other posts. Reply to other posts.

List of questions and answer type/choices, divided into survey pages (if wanted), is attached.
Allow answers to early questions to determine which questions are included later in survey.
If yes, describe in detail in attached list of questions.