

# PI Tools, Toolkits and Techniques

The following is a quick reference guide listing PI tools, toolkits and resources; please reach out to the PI Section team for more information.

## PI Tools

Public involvement tools and resources expedite planning, communicate information and/or engage stakeholders.

- [Public Involvement Plan Template](#) - a Public Involvement Plan (PIP) template provides thoughtful and comprehensive planning outreach for transportation projects and initiatives; view some general instructions that highlights the [components of a PIP](#).
- [TPP Public Involvement Section Writing Resource Guide](#) - this writing resource guide highlights Associated Press (AP) writing style usage, prevents errors and inconsistencies in transportation terms, media communications, grammar and punctuation.
- [Online Engagement Tools](#) – are virtual outreach methods that provide a wider, more diverse way to visually explain complex information, improve engagement and decision-making:
  - [MetroQuest - Fact Sheet](#)
  - [Social PinPoint - Fact Sheet](#)
  - [Comparison Guide](#)
  - [Question Guide](#)
- [GovDelivery](#) - is a web-based email subscription management system that delivers email bulletins to self-subscribed users or to a specific email list.
- [Quick Response \(QR\) Codes](#) – are scannable barcodes that direct people to website or social media pages.

## PI Toolkits

These toolkits are a collection of TxDOT branded templates such as display ads, postcards, door hangers, and newsletters that can be used for a multitude of projects.

- [TPP PI Materials Toolkit – English](#)
- [TPP PI Materials Toolkit – Spanish](#)
- [Rural TIP Toolkit](#)

## PI Techniques

PI techniques provide a targeted approach toward effective public involvement ranging from informing to obtaining meaningful input.

- [Social Media](#) – Facebook, Twitter and Nextdoor communicate and engage with the public and are facilitated through the district PIOs.
- [TxDOT Webpages](#) – online notice and/or project, study, construction webpages help notify the public about local meetings and projects.
- [Google Ads\\*](#) – purchased ads allow for targeting certain keywords or geographic areas reaching additional stakeholders.
- [Print Materials](#) – door hangers, postcards, flyers, posters on the community boards in local hotspots like the morning coffee shop, Dairy Queen, gas station, churches, libraries, etc. can all be used to inform the public about meetings or hearings.
- [Newspaper Advertisements](#) – print and online ads should be used when advertising with newspapers. Always consider a more visual display ad style vs. legal notices where possible.
- [Changeable Message Signs](#) – brief meeting information can be posted on portable and/or static changeable message signs.
- [Text Message Services/Short Message Service \(SMS\) Geofence Texts\\*](#) – Mass text messaging services can be used to send information and/or ads in some instances, geofenced texts are sent to mobile users in specific geographical areas.
- [Banners](#) – banners that span the street with information notify motorists of upcoming meetings. Temporary signs (like campaign signs) can also be used to notify motorists of upcoming meetings.
- [Community Marquee/Electronic Displays](#) – collaborate with local schools, churches, banks and other local businesses to use their marquees/electronic display boards to advertise upcoming meetings.
- [Pre-movie advertising\\*](#) – movie theaters do pre-movie ads and can be used to notify people of upcoming events and meetings.
- [Fairs and Community Gatherings](#) – community fairs, football games, city council meetings, etc. provide a forum to distribute information and collect feedback about upcoming meetings or projects.
- [Community Partner/Piggyback Opportunities](#) – asking key stakeholders to share information; for example, collaborating with school officials to promote public meetings to parents.
- [Advertising in Local Publications](#) – communities have local publications dedicated to fitness, family living, community events and can be used to target specific audiences.
- [Table Toppers](#) – leaflets or displays at agency/sponsor events.

\*PI techniques are not provided in-house.

## Questions or Comments

Susan Howard

Public Involvement Section Director

(512) 720-8442

[Susan.Howard@txdot.gov](mailto:Susan.Howard@txdot.gov)