

## Why is public involvement important?

Public involvement is fundamental to Texas Department of Transportation's (TxDOT) mission to "Connecting you with Texas." Thorough public involvement simply is the right thing to do and is the essence of public service. Effective public involvement builds a culture of transparency and is the foundation of TxDOT's values: People, Accountability, Trust and Honesty.

The Public Involvement Section assists TxDOT districts, divisions and offices in developing strategies and implementing public involvement efforts throughout the state from project planning all the way through construction.

## Mission

To foster a culture where TxDOT makes decisions that are transparent and that consider and value public input.

## TxDOT Public Involvement Policy

"TxDOT commits to purposefully involve the public in planning and project implementation by providing for early, continuous, transparent and effective access to information and decision-making processes. TxDOT will regularly update public involvement methods to include best practices in public involvement and incorporate a range of strategies to encourage broad participation reflective of the needs of the state's population."

As adopted by the Texas Transportation Commission on Jan. 27, 2011

## Public Involvement Staff

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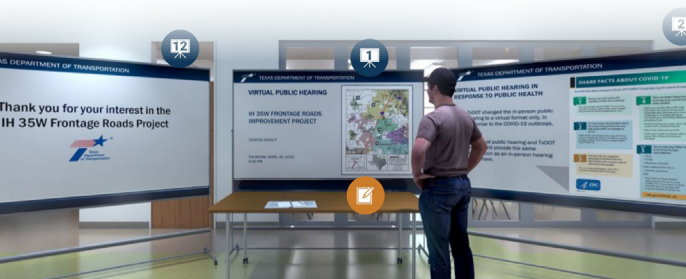
## Public Involvement Crossroads

<https://tntoday.dot.state.tx.us/tpp/Pages/PI-default.aspx>  
Internal website includes Templates and Best Practices



# Public Involvement Section

Transportation Planning and  
Programming Division



## Public Involvement Section Services

### Public Involvement Guidance and Implementation

- Create and review Public Involvement Plans, meeting and outreach plans
- Develop and review community-appropriate traditional and virtual public involvement and communication strategies



### Public Involvement Outreach and Meeting Materials

- Create and maintain TxDOT web pages
- Develop and review various print and online materials
- Develop and review meeting materials such as display boards, sign-in materials, signage and comment forms
- Plan, develop and review public involvement notifications such as ads and email blasts
- Partner with local Public Information Officers to review and develop social media postings, ads and pages



### Guidance for Limited English Proficiency (LEP), Title VI, and ADA guidance

- Coordinate translation of materials
- Provide guidance and outreach strategies for Limited English Proficiency (LEP) and Title VI populations
- Provide strategies for Americans with Disabilities Act (ADA) accommodations

### Public-Friendly Language Support

- Review schematics and technical drawings
- Meeting presentations
- Coordinate design of technical graphics and images
- Develop and review meeting presentations and speeches



### TxDOT Branding Support and Public Involvement Templates

- Review meeting and outreach material for appropriate TxDOT logos and branding
- Verify for statutorily-required language
- Review Memorandum of Understanding language materials

### Public Meeting Support

- Create facilitation and innovative meeting plans and strategies
- Facilitate meetings



### Public Involvement Section Resources

- Guidance on virtual meeting/hearing technology options
- Virtual public meeting best practices
- Virtual meeting/hearing marketing and outreach techniques
- In-person hearing case study
- Instructions for viewing pre-recorded public meeting or hearing presentation
- Instructions for viewing a live virtual public meeting or hearing
- In-person meeting or hearing logistics and examples