The Value of Public Involvement

- Historic and current knowledge of issues
- Creating solutions that work for the needs of the community
- Support for project implementation
- Project advocacy
Know the Community

- Who is your audience?
- What are the community’s concerns?
- How do community members access and share information?
- What are your key messages?
Sources of Anxiety

- Not having a voice in the project “vision”
- Not understanding the project benefits
- Loss of business
- Impacts on quality of life: environmental, health, accessibility, etc.
- Lack of opportunity to participate in transit-related development
- Lack of employment opportunities
Reducing the Anxiety

- Create understanding of project objectives and benefits
- Build a partnership with the community
- Develop a shared vision
- Create a plan for community participation
Become “One” with the Community

- Join community and business organizations
- Support local merchants
- Conduct mobile workshops
- Sponsor youth education programs
- Develop jobs program
Join Local Organizations

- Integrate outreach team in local organizations
- Develop strategy to sponsor key activities and events
Support Local Merchants

- Involve early in “image” building
- Collaborate on marketing campaigns
Conduct Mobile Workshops

- Tailor communications for “hard-to-reach” audiences
- Have a diverse team — reflect your audience
- Be sensitive to language and cultural issues
Sponsor Youth Education

- Reach the next generation
- Create understanding of power to affect change
- Make them the messengers
- Create ownership
Develop Jobs Program

- Help the community to leverage opportunities
- Build project ownership
Innovative Communications

- Cell phones: text messaging
- I-Pods
- Neighborhood Internet access
- Interactive kiosks
Rx for Anxiety

Meaningful Public Involvement Leads to Project Support and Success

Clarity Continuity Communication