

# PUBLIC ENGAGEMENT & COMMUNICATIONS: Hard work got us where we are. Where are we?

Walter Jeffery Moore, AICP  
Chairman, TRB Public Engagement & Communications Committee  
(AJE45)



# Community Engagement

## Why is it important?



Community Engagement is sometimes relegated to being the “garnish” of the full meal of a project or plan development.

- **Meets legal requirements**
- **Builds understanding & trust.**
- **Provides valuable input into the decision-making.**

# The Five “I’s” of Public Involvement

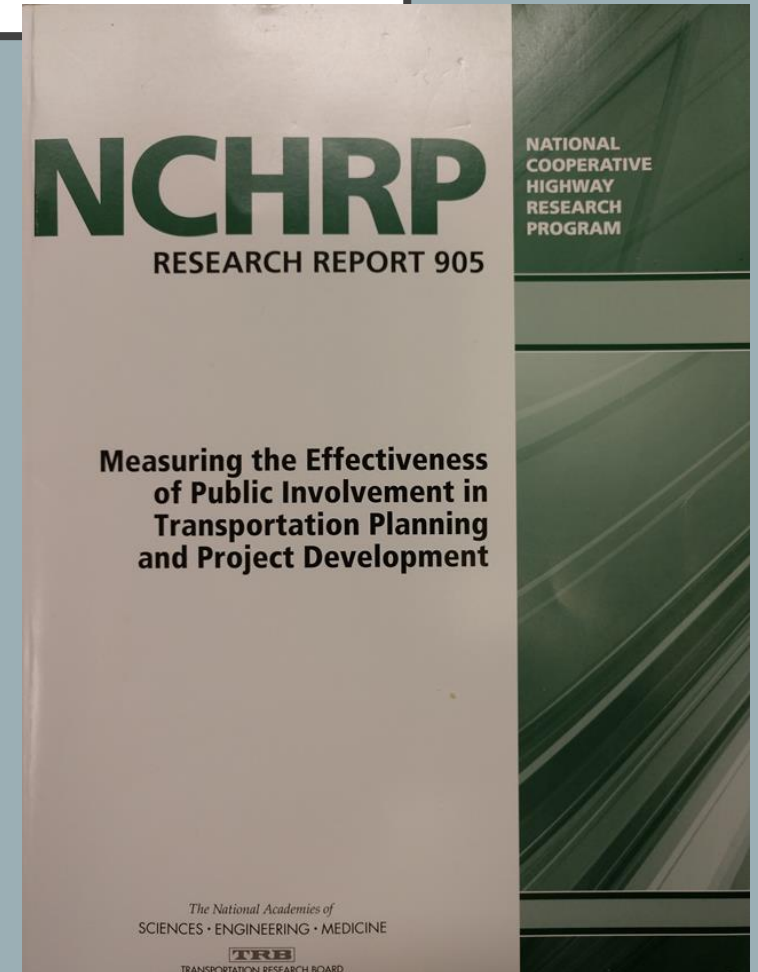
- **IDENTIFY:** Who is the audience?
- **INVITE:** How do we get them to the table?
- **INFORM:** What do they need to know?
- **INVOLVE:** How can they provide meaningful input?
- **IMPROVE:** How can we do **ALL** this better?



# How do we measure success?

- Quantity or total number of participants
- Range of diversity of participants
- Quality of how the input was collected & the variety of methods used
- Quality of the information collected & used in decision-making
- Influence of the input on the decisions made & implementation

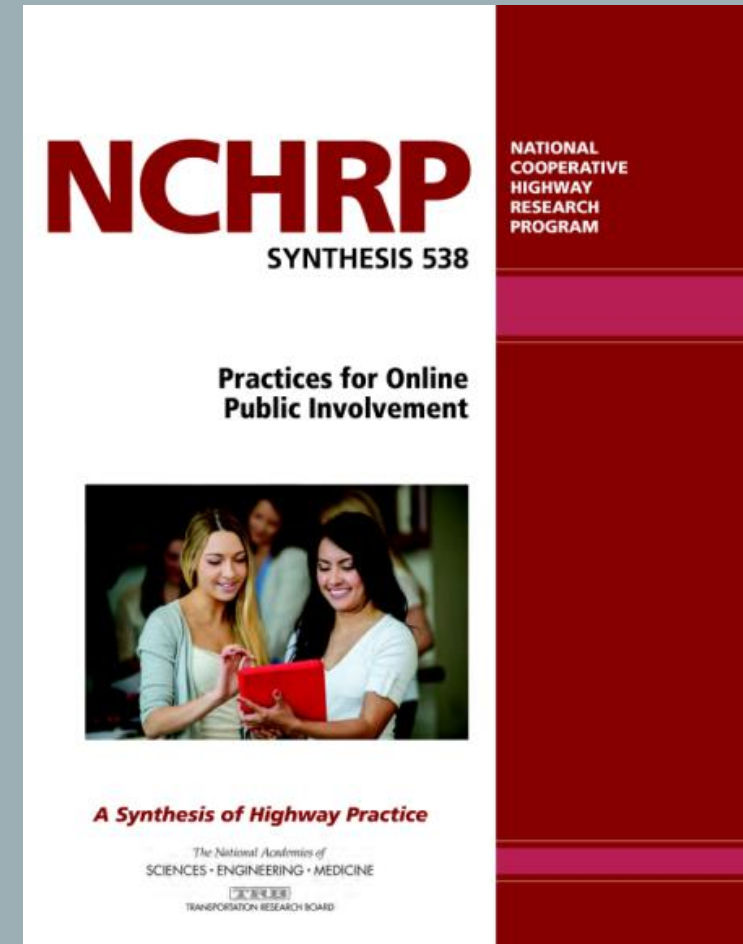
[onlinepubs.trb.org/onlinepubs/nchrp/nchrp\\_rpt\\_905.pdf](https://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_905.pdf)



# Virtual Public Involvement

- NCHRP Synthesis 538: Practices for Online Public Involvement
- Project 08-142: Best Practices for Using Online Tools in Public Involvement Processes

<https://www.nap.edu/catalog/25500/practices-for-online-public-involvement>



"Misunderstanding is the basis for many breaks in good public relations. Almost invariably a few moments of calm, rational discussion are all that is required to dissipate these misunderstandings and we should always have time for this."