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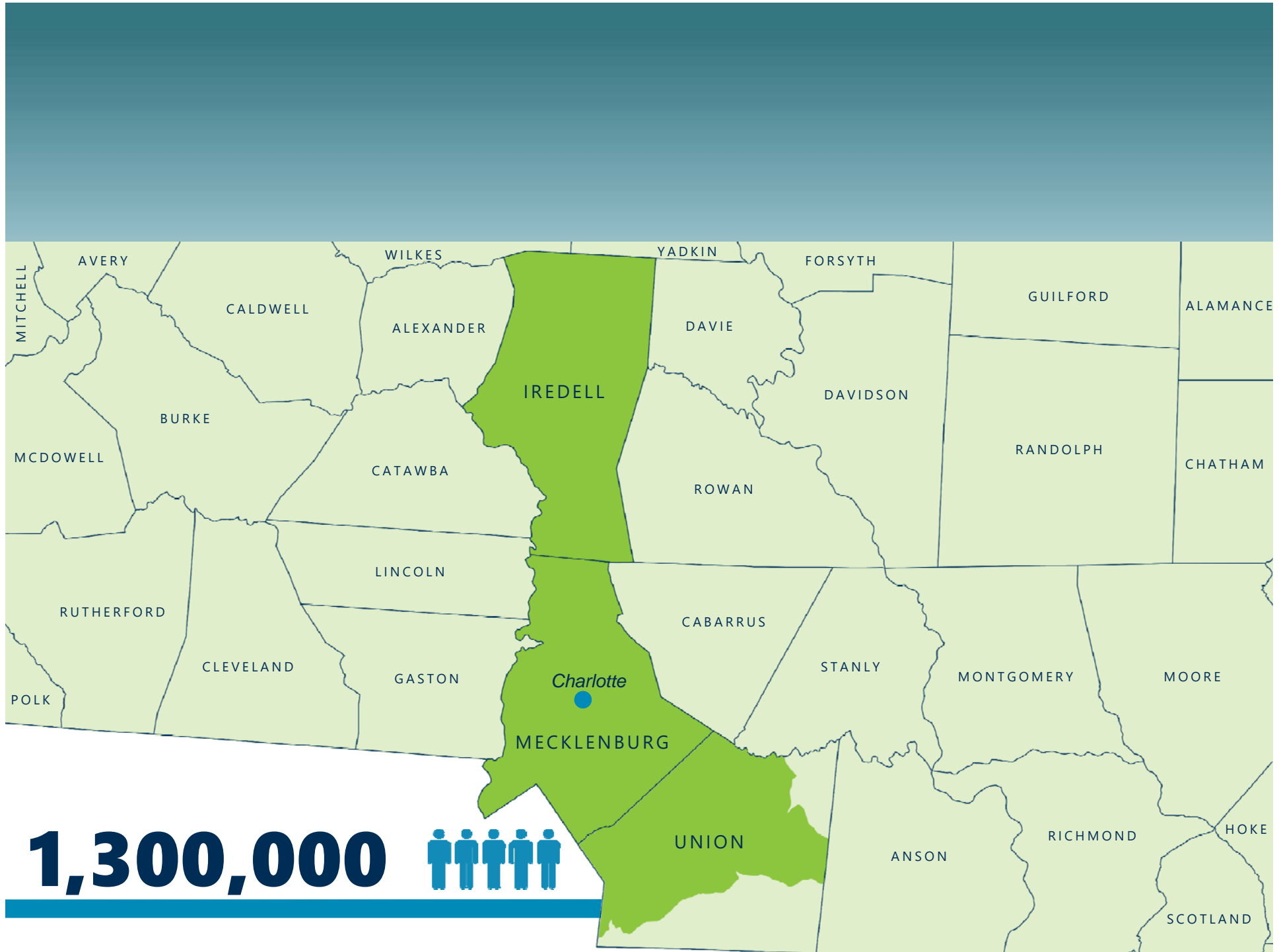
INNOVATIVE & MEASURABLE PUBLIC ENGAGEMENT FOR PLANS & PROJECTS

Centralina Council of Governments Presentation
April 6 2017

Major Takeaways

- Enhance public engagement processes
- Effectively reach your audience
- Incorporate diverse and innovative strategies
- Make concepts easy to understand





Why emphasize public involvement?



Metropolitan
Transportation
Plan



The Public Workshop....



- Evening Meeting
- Maps
- Presentation



- Daytime Meetings
- Interactive Mapping
- Recorded Webinars



Public Involvement...Success!



Small Group Meetings



Radio Interviews



Coffee & Donuts



Craft Beer!



www.crtpo.org



CRTPO
Metropolitan
Transportation
Plan

www.2045mtp.org

We want your input!

Toll Free Hotline

[844-594-6462]

- Español
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#2045MTP

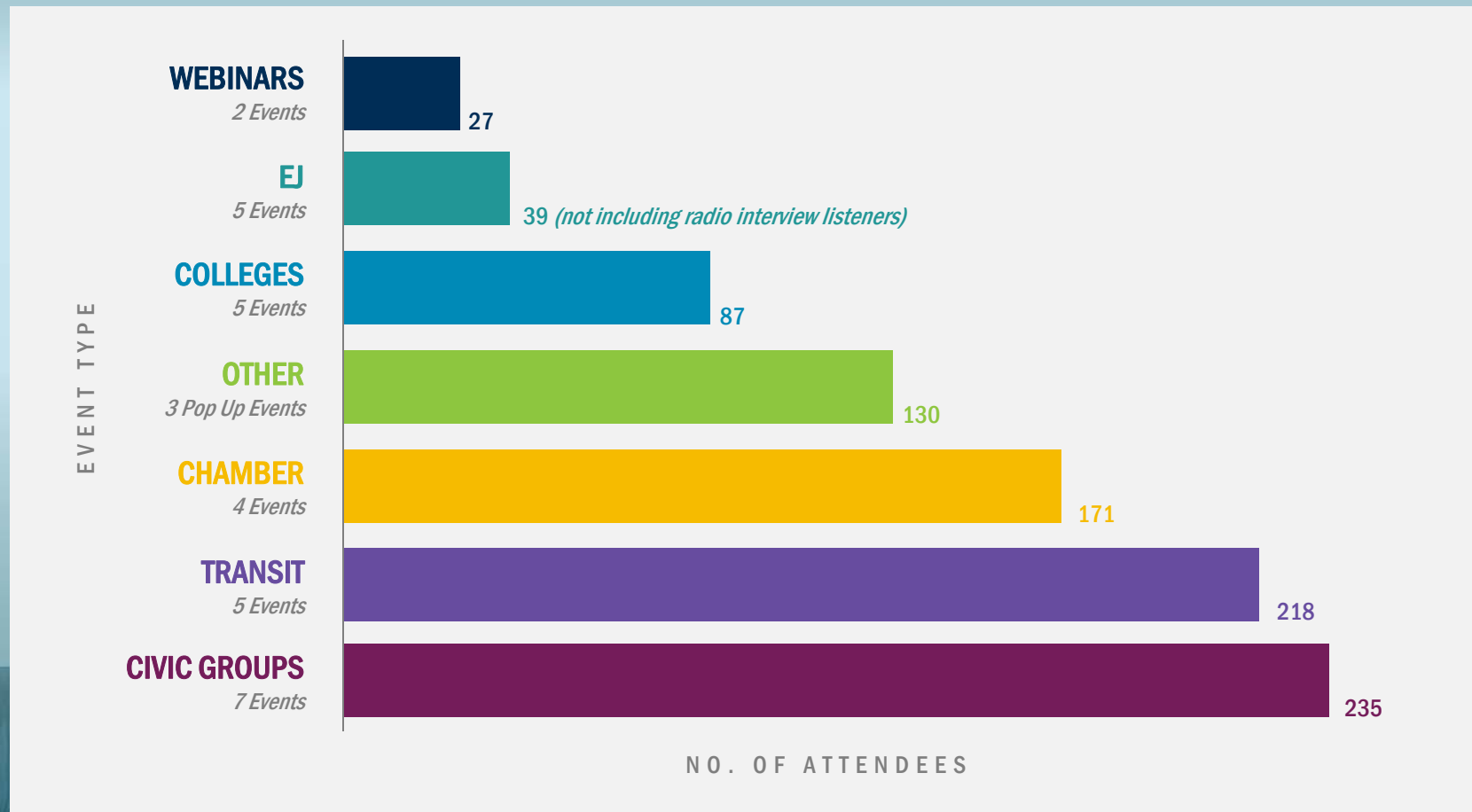
#CRTPOGrowingTomorrow

CRTPO Staff

info@crtpo.org



Inventory of Public Outreach Events





2045 MTP Survey Results Ranking Transportation Issues





Lake Norman Regional Transportation Commission





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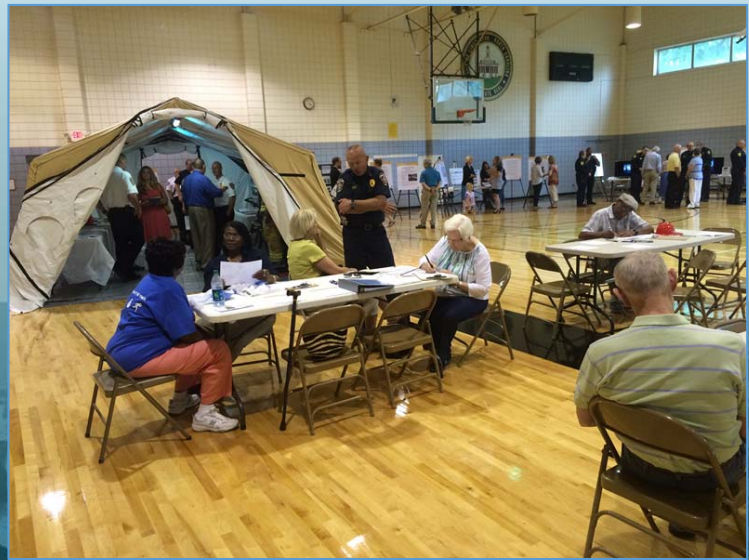
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Centralina Public Engagement Process



Engagement Process Benefits



Engagement Process Benefits



CRTPO Comprehensive Transportation Plan



Public Involvement?

- Why?
- What is the goal?



Requirement



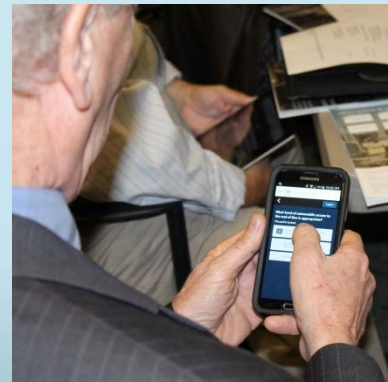
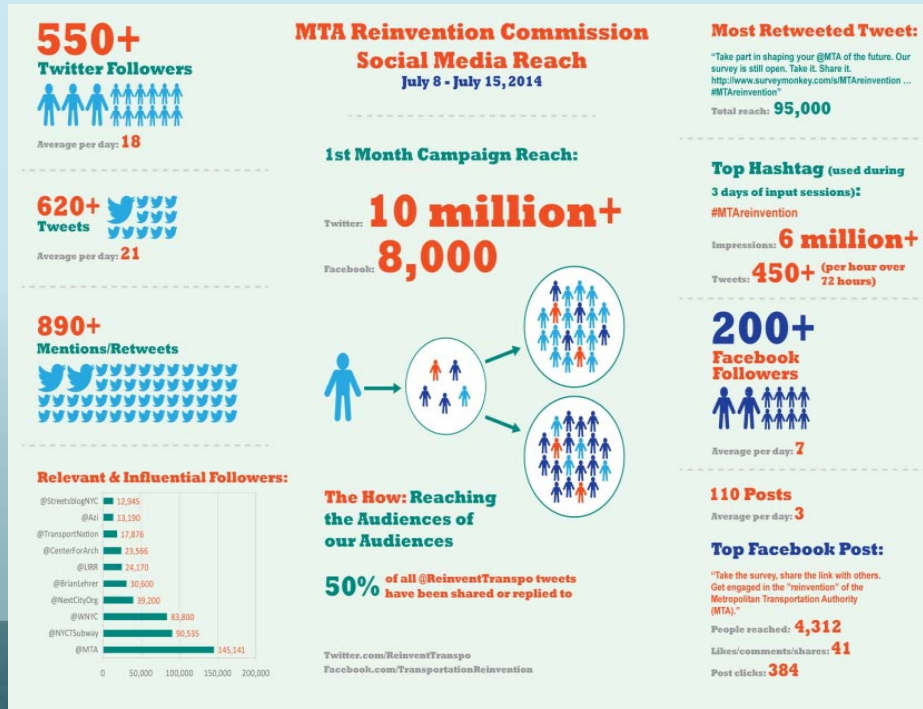
Meaningful Public Involvement

- Provides citizens an opportunity to inform themselves on issues that have a direct impact on them.
- Provides local jurisdiction staff and elected officials feedback on important initiatives and/or public investments.
- Improves the work product, responds to public input, demonstrates respect for diverse opinions and creates a sense of ownership.



Developing a PIP or Program

- Purposeful and measurable yet flexible



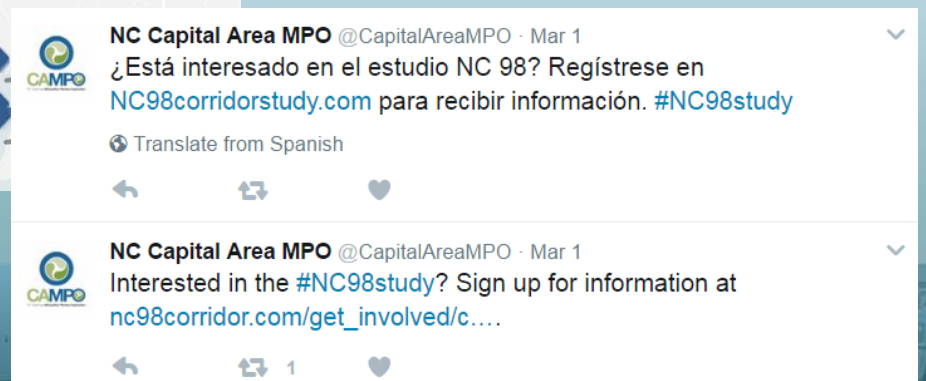
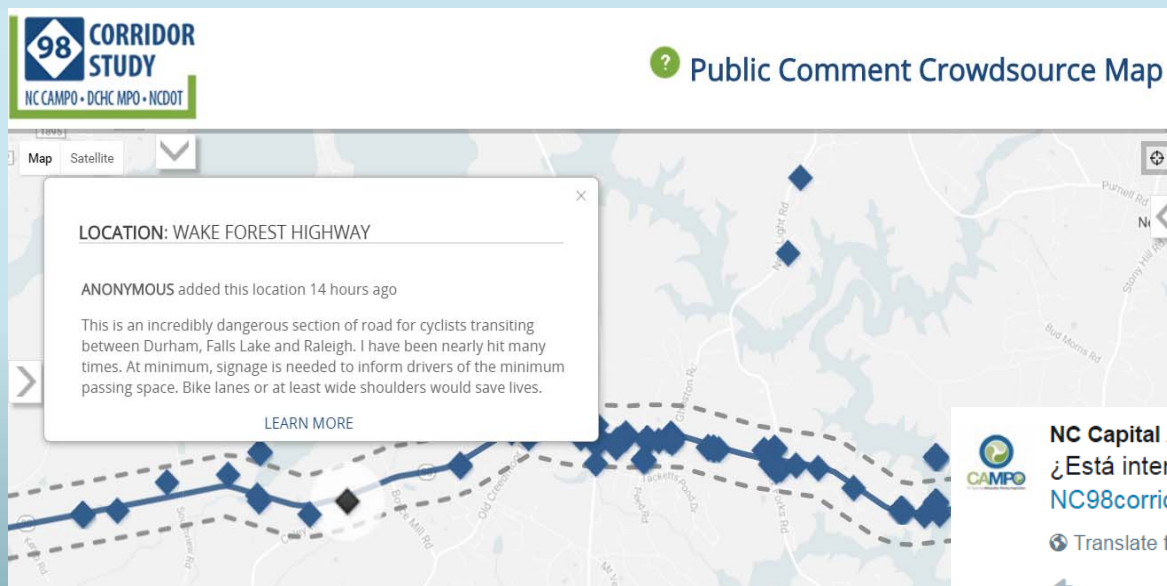
Developing a PIP or Program

- Be cognizant of your target audience



Developing a PIP or Program

- Incorporate Diverse & Innovative Strategies



Best Practices



Create Opportunities for Active and Convenient Participation

Decode Complex Concepts

Clearly Communicate What Type of Public Participation Your Organization Seeks (education v. input)

Evaluate Efforts to Make Appropriate Modifications for Future Plans/Programs





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QUESTIONS?

