



# Public Involvement Overview and Lessons Learned in Contracting

2023 PEPS Conference

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Director of Public Involvement

Transportation Planning & Programming Division, PI Section

December 6, 2023



# HELP #EndTheStreakTX

End the streak of daily deaths on Texas roadways.

[TxDOT.gov](https://www.txdot.gov) (Keyword: #EndTheStreakTX)



#EndTheStreakTX Toolkit







*The Texas Department of Transportation (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**.*

Minute Order No. 11255

*Signed by the Texas Transportation Commission on Jan. 27, 2011*



*“Two-way communication aimed at incorporating the views, concerns and issues of the public into the decision-making process.”*

## PI Objectives

- Early and continuous public involvement
- Inclusionary practices in activities and notification
- Consideration of the needs of the traditionally underserved
- Collaboration with local agencies, local governments, transportation entities, and Metropolitan Planning Organizations (MPO)
- Convenient meeting times and locations
- Reasonable access to information
- Timely notice of public involvement activities, appropriate review and comment periods
- Acknowledgement and consideration of public comments

**Title 23 of the Code of Federal Regulations (CFR), Parts 450.210 and 450.316.**



Broad and Inclusive Outreach Saves Time and Money!



Proactive engagement builds trust that may reduce project delays and costs.



Strategic PI Guidance

PI Outreach and Meeting Materials

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

Public-Friendly Language Support

TxDOT Branding Support and PI Templates

Public Meeting/Hearing/Outreach Event Support

PI Resources

Education and Best Practices



# Overview of Outreach Strategies



- Communications plan
- Stakeholder meetings
- Changeable message signs
- Project page on txdot.gov
- Flyers, postcards and fact sheets
- Billboards, door hangers
- In-person and online open events, piggyback events
- Traditional and social media
- Newsletters and email blasts
- Community marquees
- Text messaging and hotlines
- Social Pinpoint and MetroQuest online engagement platforms

**US 75 SHERMAN**

**WHAT IS THE US 75 SHERMAN PROJECT?**  
The US 75 Grason County/Sherman project is a roadway construction project by the Texas Department of Transportation to provide long-term transportation and mobility improvements on US 75 and US 82.

**IMPROVEMENTS**

- Widening the existing 4-lane to a 6-lane divided urban section from FM 2437 to US 82 at Sherman, TX
- Creation of continuous frontage roads along the US 75 corridor
- US 75/US 82 intersection improvements
- Streets at major intersections
- Reconstruction of the North-Texas Street Bridge
- Addition of frontage road lanes and 11 lanes at the US 75 and US 82 interchange
- Move the US 75 overpasses between Lancer Street to Washington Street out of the 100-year floodplain

**PROJECT MAP**

**QUICK PROJECT FACTS**

• 4.6 miles project length

**SOUTHWEST DR INTERSECTION PROJECT**

**DETOUR**

**PROJECT DETAILS**  
District/County: Austin District/Travis County  
Highway/Route: US 83 (Concho and Tarrant) at South 27th (Southwest Dr)  
Length: 0.04 miles  
Cost: \$3,246,415  
CMA: 10/24/21-1/28  
Letting: June 2017

**PLANNED IMPROVEMENTS**  
The proposed project will remove the existing roadway surface and replace with concrete to create a concrete pavement intersection. Signing and pavement markings will also be replaced where necessary.

**PROJECTED SCHEDULE**

Phase	Start	End
Phase 1	1/28/2021	2/28/2021
Phase 2	3/1/2021	3/31/2021
Phase 3	4/1/2021	4/30/2021
Phase 4	5/1/2021	5/31/2021
Phase 5	6/1/2021	6/30/2021
Phase 6	7/1/2021	7/31/2021
Phase 7	8/1/2021	8/31/2021
Phase 8	9/1/2021	9/30/2021
Phase 9	10/1/2021	10/31/2021
Phase 10	11/1/2021	11/30/2021
Phase 11	12/1/2021	12/31/2021

**NEED AND PURPOSE**  
This is one of the busiest intersections in Dallas, and the existing roadway is aged and showing wear. The purpose of this project is to remove the roadway's surface at South 27th as much as possible to provide for the safe and efficient movement of people and goods through the area.

**CONTACT INFORMATION**  
Michelle Adams  
Project Manager  
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Michelle.Adams@txdot.gov

**ALBUQUERQUE OFFICE**  
475 North Rock Street  
Albuquerque, NM 87102-6101  
"Our vision is your reality."



**CONCEPTS WORKSHOP**  
El 28 de Septiembre de 2021 de 10:00 a.m. a las 12:00 p.m.

The Texas Department of Transportation (TxDOT), along with the cities of Austin and San Antonio, invites you to participate in a Concepts Workshop for SR 36 (Blonder Road).

Work side-by-side with city and TxDOT consultants to identify possible solutions to improve mobility on SR 36 (Blonder Road) from I-430 to Loop 8904.

To learn more, visit us online at [www.txdot.gov](https://www.txdot.gov) and use keywords "SR 36 (Blonder Road)".

**TALLER DE CONCEPTOS**  
El 28 de Septiembre de 2021 de 10:00 a.m. a las 12:00 p.m.

El Departamento de Transportación de Texas (TxDOT), junto con las ciudades de San Antonio y San Antonio, te invita a participar en el Taller de Conceptos para SR 36 (Blonder Road).

Trabaja junto con consultores de la ciudad y TxDOT para identificar posibles soluciones para mejorar la movilidad en SR 36 (Blonder Road) de la I-430 a Loop 8904.

Para obtener más información, visita [www.txdot.gov](https://www.txdot.gov) o utiliza las palabras clave "SR 36 (Blonder Road)".

**Tuesday, January 5, 2020**  
10:00 - 12:00 p.m.  
Lone Star Conference Center  
6422 Green Road,  
Lone Star, Texas, 75238

**Monday, March 2, 2020**  
10:00 - 12:00 p.m.  
Lone Star Conference Center  
6422 Green Road,  
Lone Star, Texas, 75238

Click and Drag Marker to the Map

**Attention: Downtown Groveton Sidewalks Project Coming Soon**

Construction work taking place along South Main Street, Front Street and South Davine Street

Please be aware that construction will begin Monday, Nov. 30, 2020, and is anticipated to be complete by summer 2021. This will require pedestrian detours around the area. See back for details or email.

# Creatively Engaging the Public to Increase Feedback



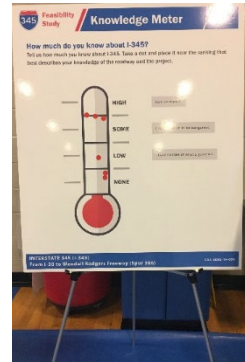
Engaging the public in creative ways increases participation and improves feedback, such as:

- Interactive exercises during public meetings
- Facilitated in-person stakeholder meetings; use blue sticky wall
- Social media
- Surveys
- PollEverywhere
- Open house guide map
- Route drawing or use of ribbons
- Online engagement station

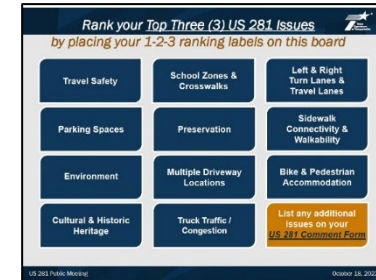
### Lampasas Relief Route Ribbon Activity



### SH 63 Stakeholder Meeting



### I-345 Dallas Knowledge Meter



### US 281 Waco Exhibit Board Interactive Exercise

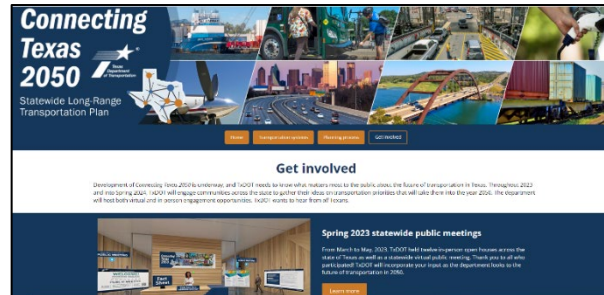




## The TPP PI Section offers two online engagement platforms:

Social Pinpoint (SPP) and MetroQuest (MQ):

- SPP focuses on enhancing public input by coupling engagement with context and project information
- MQ established a robust interactive survey tool for any stage of a project to gather preferences, consider options and rank priorities
- SPP has acquired MQ; the PI Section team will receive training in the coming months



socialpinpoint





## Let's Help Each Other:

If you see any public involvement in contract scopes, ask your district contact: *Are there opportunities to improve PI?*

- *Every district is supported by a PI Section planner; reach out to Susan Howard if you're unsure who to contact*

PI Section will also contact procurement if we see any contract red flags

Develop an appropriate PI budget – *beyond* the required public involvement (NEPA – National Environmental Policy Act)

PI Section can review to ensure PI approach/costs are aligned with statewide best practices and our PI policy



*“ Scoping robust public involvement into our consultant contracts for all phases helps avoid unforeseen pitfalls and roadblocks, which often cause project delays and escalating costs. Public involvement can also help define what goals the project is actually trying to achieve, ensuring our transportation projects meet the expectations of impacted stakeholders and communities. Including public involvement scope into our construction engineering and inspection contracts has proven highly successful in mitigating changes to stakeholder expectations that naturally occur on projects with long construction durations.”*

*- Michael Bolin, Deputy District Engineer, Waco District*



- ✓ Encourage districts/divisions to include the PI Section with contract/PI scoping activities/discussions
- ✓ Ask if scopes include Public Involvement Plans (PIPs)
- ✓ Ensure techniques are included beyond simply a notice/ad (encourage innovation)
- ✓ Encourage demographic research to ensure techniques support what communities expect

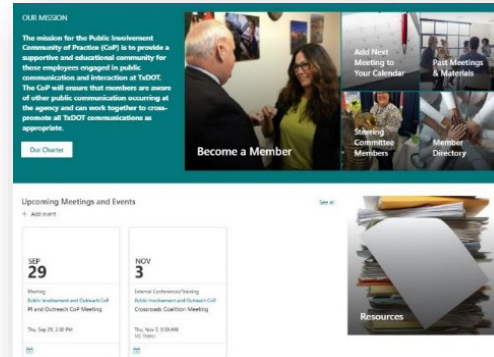
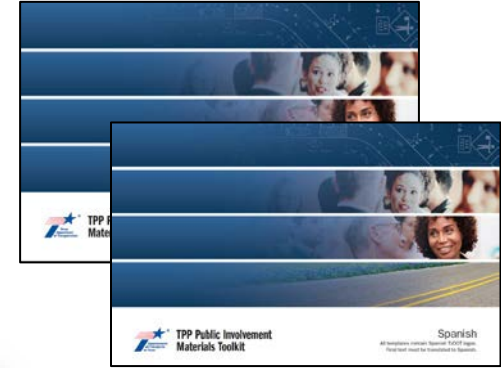
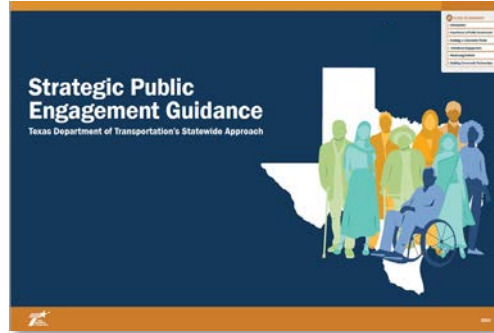


- ✗ Default to scoping the minimum PI requirements only and/or copy and paste one PI scope into another PI scope – there is never a blanket/standard PI approach
- ✗ Blindly approve (PI Section can assist, lowering costs)
- ✗ Approve project websites/logos; TxDOT project pages are the standard





- Internal and external events and conferences
- TxDOT Area Engineer Graduation Program
- Strategic Public Engagement Guidance
- PI Materials Toolkit
- PI and Outreach Community of Practice (CoP)
- EPI 100, 300 and lunch-and-learn seminars

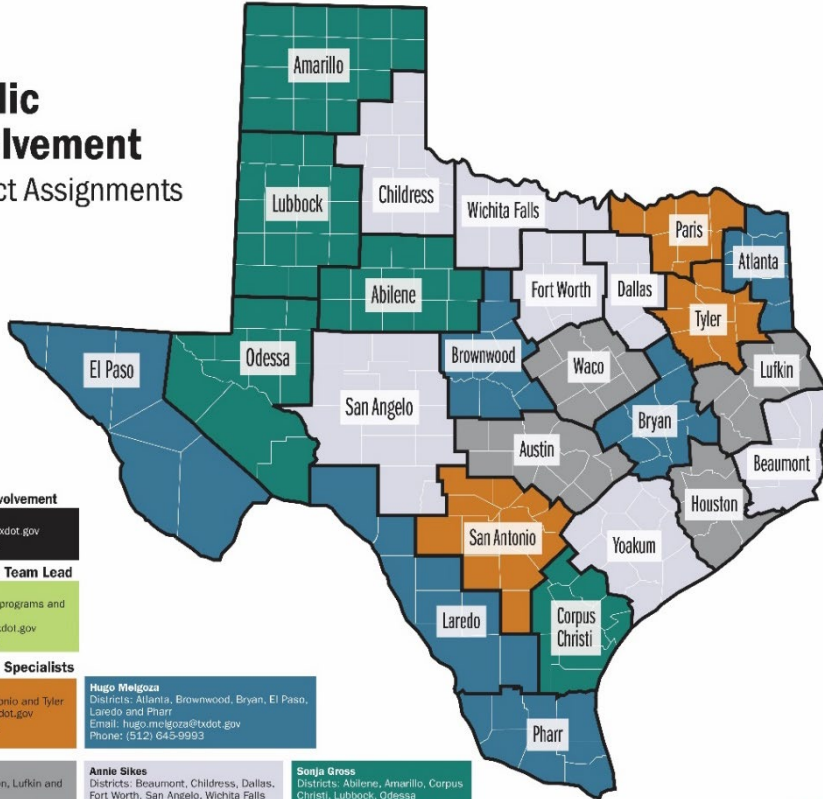


Sign up to receive our quarterly newsletter!

# Connecting you with the PI Section Team



## Public Involvement District Assignments



### Director of Public Involvement

**Susan Howard**  
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Phone: (512) 720-8442

### Public Involvement Team Lead

**Julie Beaubien**  
Statewide PI initiatives, programs and leadership support  
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### Public Involvement Specialists

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Susan Howard, Director  
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512-720-8442

Online Resource:  
Crossroads: TPP Division, Public Involvement Section



# Questions and Discussion



# Susan Howard, Director

TPP Public Involvement Section



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