

2023 WEBINAR SERIES

Why comment? You've already made up your mind.

Amy Livingston, MPA

May 17, 2023



CDM
Smith.

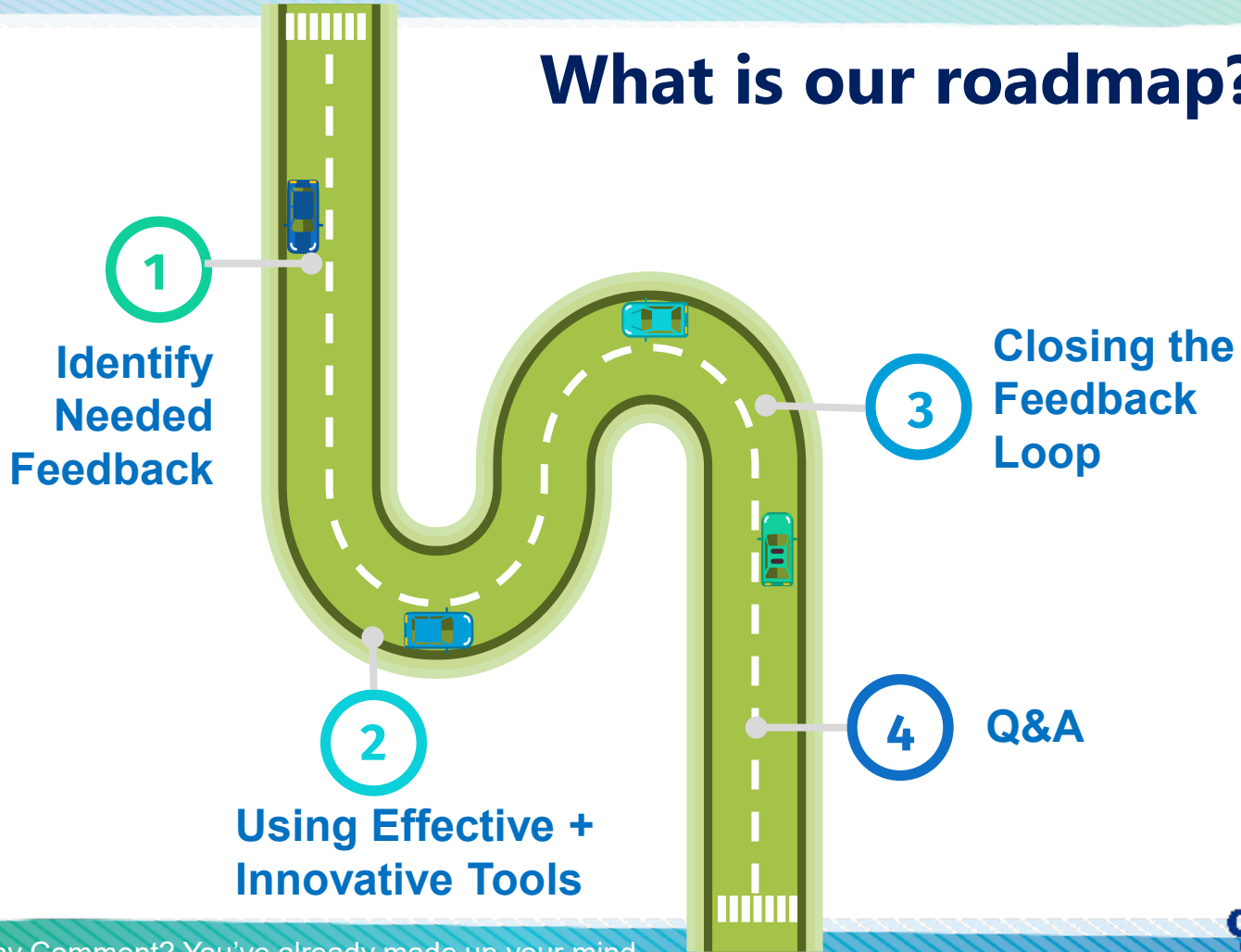
Introductions

Amy Livingston, MPA



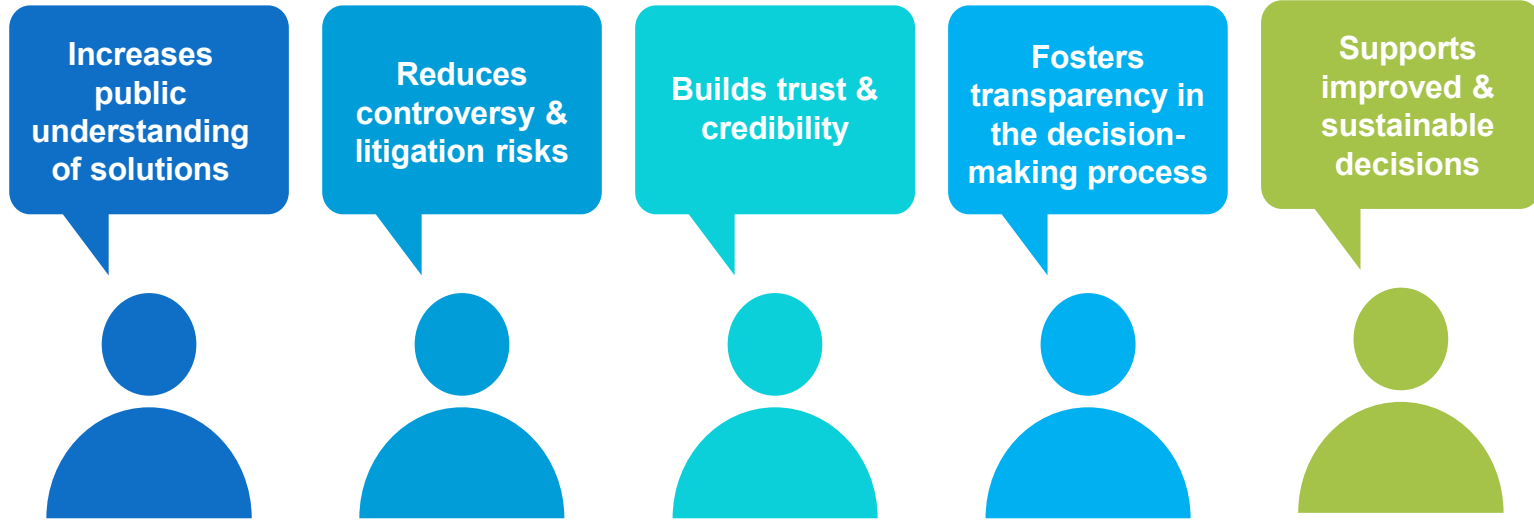
Public + Stakeholder Engagement
National Discipline Leader

What is our roadmap?



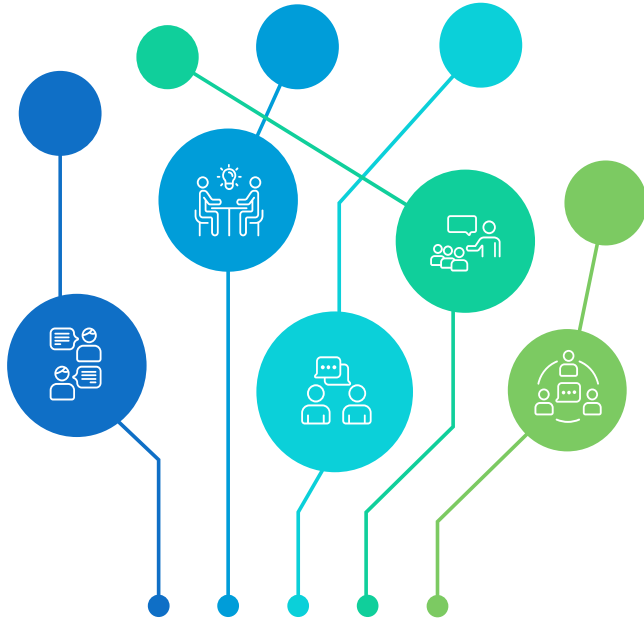
Why include the public & stakeholders in the planning process?

Effective collaboration and public participation provide for better outcomes, improved governance, and reduced time and money.



Principles of Engagement

Effective engagement of all types demonstrate:



TRANPARENCY

Communications are open.

INTERACTION

People feel more connected when they interact with others.

TIMELINESS

Sharing information & soliciting input at the appropriate time.

INCLUSIVITY

Is everyone at the table who should be?

THOUGHTFULNESS

Information or feedback is not solicited when unnecessary.

CUSTOMIZATION

Understand the audience. What is important to them?

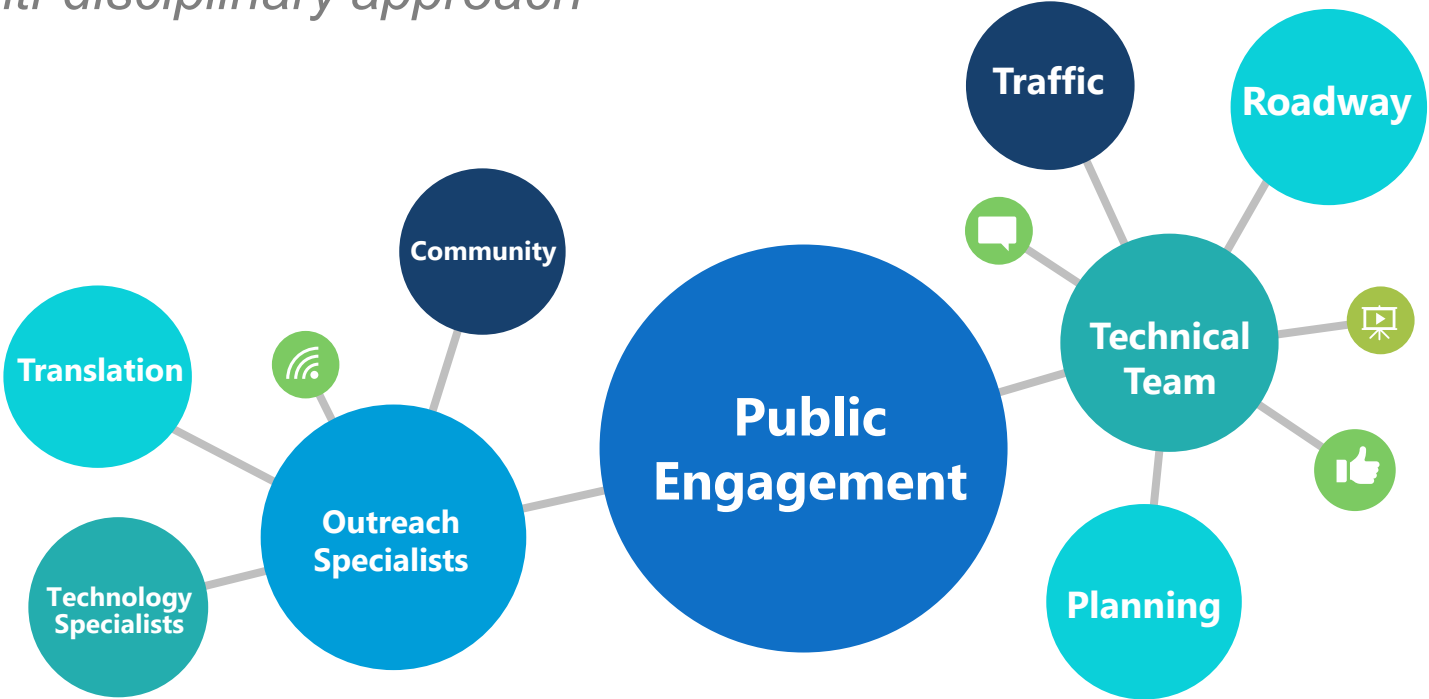
ACCESSIBILITY

Where and how does the audience get information? What are their limitations?

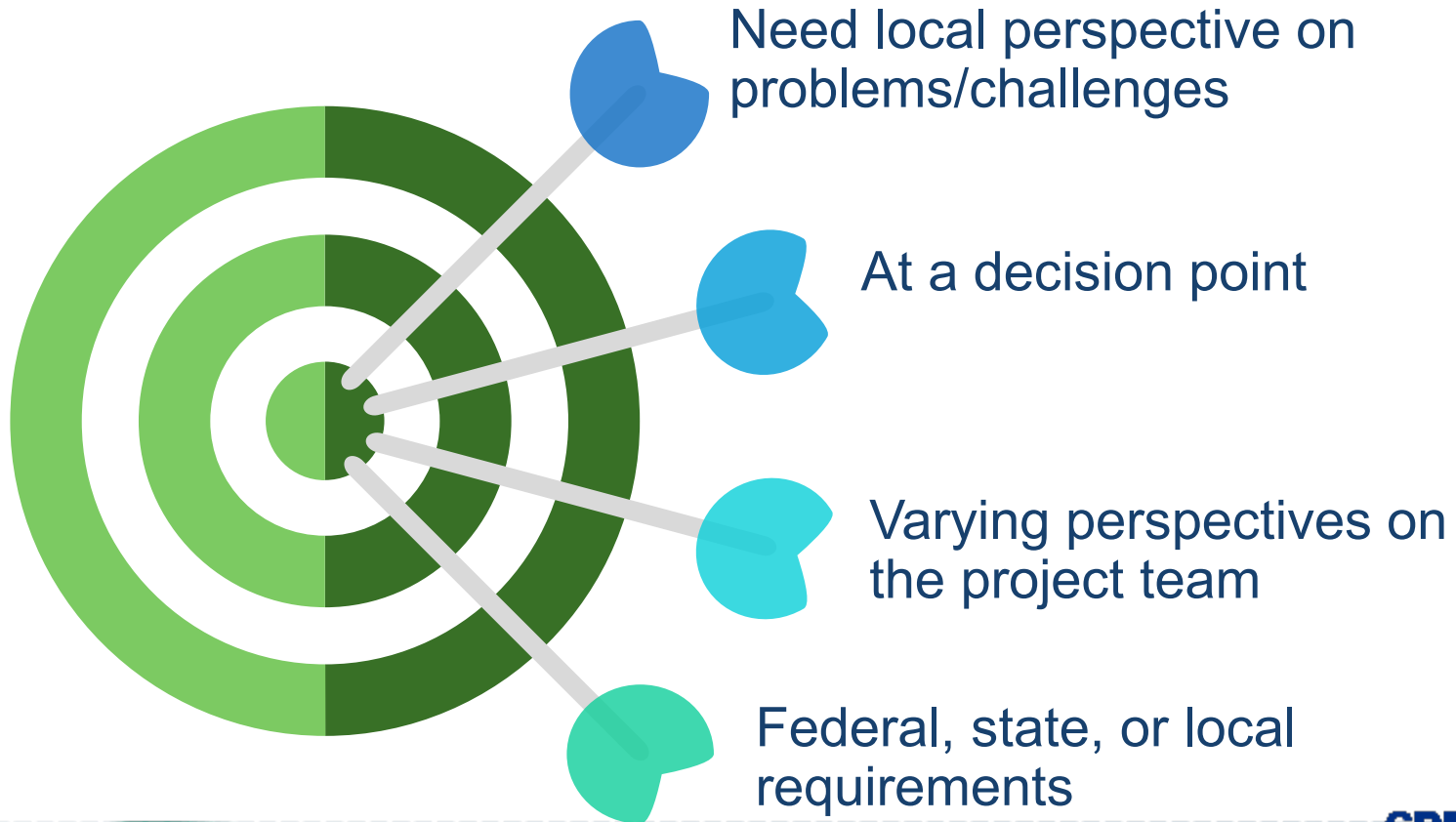
Identify Needed Feedback

Creating the Right Team for Engagement

Multi-disciplinary approach



What is a good sign that input is needed?



Don't...



Ask for feedback for the sake of feedback



Ask about something that is so outside of scope you can't deliver on their feedback

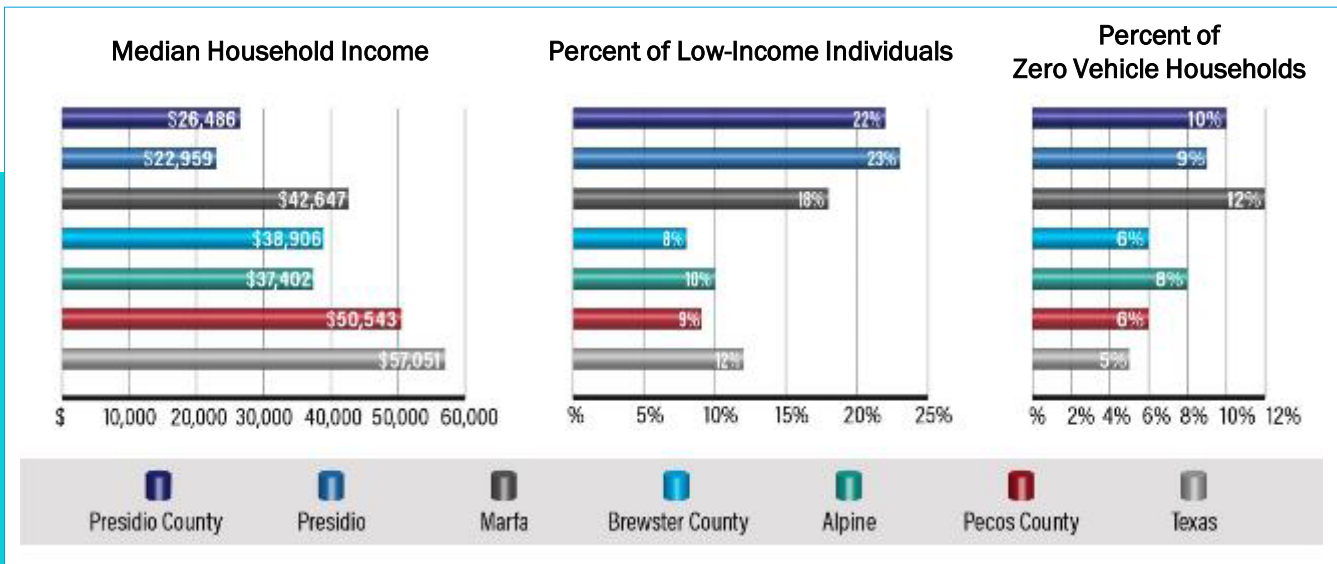
Using Effective + Innovative Feedback Tools

Where is the engagement happening?





Demographic Profile



10% ZERO-VEHICLE HOUSEHOLDS FOR THE **US 67 CORRIDOR**
STATE AVERAGE **5%**

20% OF THE PEOPLE IN THE CORRIDOR FALL UNDER POVERTY LINE WHICH IS HIGHER THAN THE STATE AVERAGE **12%**

	2016	2017
Marfa Tourists	38k	45k
Big Bend National Park	388k	443k
ALPINE PRESIDIO MARFA		

TOURISM IS ONE OF THE TOP 5 INDUSTRY CLUSTERS BY EMPLOYMENT IN THE 3-COUNTY REGION

Public Outreach Activities



PUBLIC OUTREACH ACTIVITIES BETWEEN 2017-2019



US 67 CORRIDOR
— MASTER PLAN —
EARLY ADOPTION OF
STUDY LOGO



NUMEROUS
FOCUS GROUP
INTERVIEWS



MASTER
CONTACT LIST

3 
BUS TOURS

4 
BRAIN DUMP
WORKSHOPS

7 
CORRIDOR
WORKING GROUP
(CWG) MEETINGS

9 
STEERING
COMMITTEE
MEETINGS

12 
TOTAL
PUBLIC MEETINGS
(SERIES OF 3)

Telephone Town Halls

- Interactive
- Radio call-in show format
- Share project info
- Answer questions
- Large number of participants
- 1-Hour



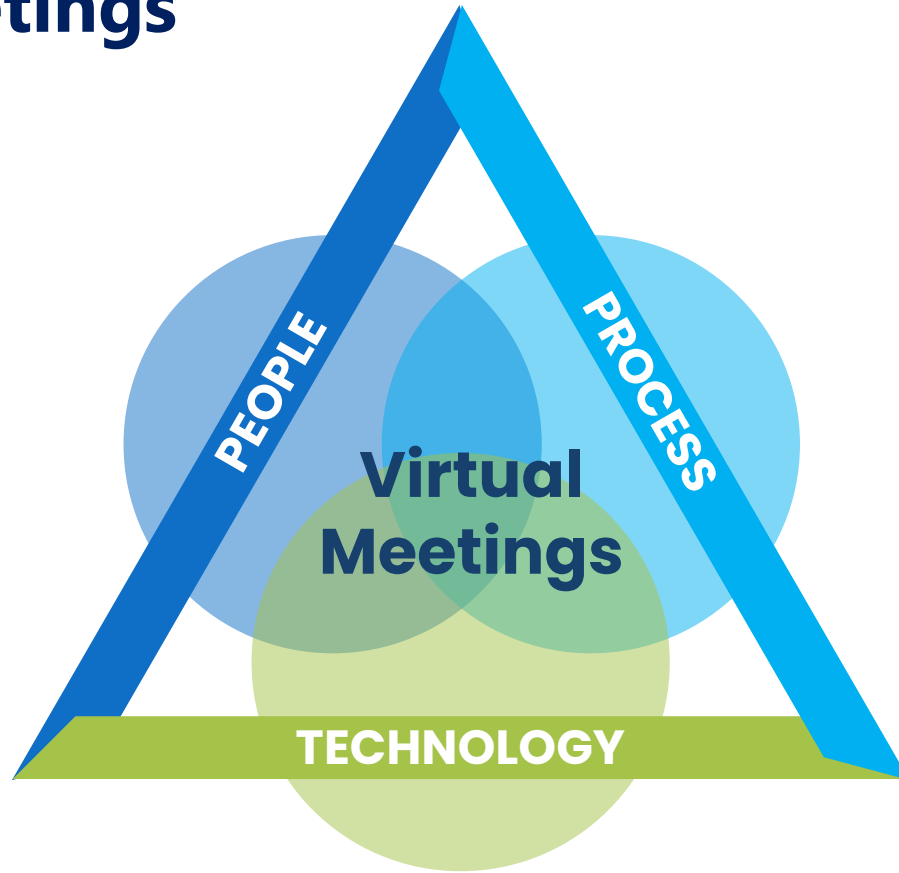
Telephone Town Halls

Other Features

- Automatic cold calling to ask target audience to join
- Live Spanish translations
- Virtual on-screen element



Virtual Meetings



Gather Room

360 Degree Virtual Rooms





HoloLens Mixed Reality



Come try at our booth!



Other Online Tools



1.



What is the US 67 Corridor Master Plan?

The US 67 corridor stretches 142 miles from Interstate 10 west of Fort Stockton to the Presidio/ Ojinaga Port of Entry on the U.S./Mexico border. This rural area has experienced significant growth in recent years, and TxDOT is undertaking a corridor study to help determine the current and future transportation needs to best serve the communities along US 67.

For more information go to www.txdot.gov Search: **US 67 Corridor Master Plan**



STEP-BY-STEP GUIDE TO COMMENTING ONLINE

The goal of this site is to provide an ongoing forum for community dialogue, idea generation, and information exchange. Topics will update throughout the course of the project, so stay tuned!

Step 1

GO ONLINE

Go to us67.mindmixer.com on your phone, computer, or tablet



Step 2

SIGN UP WITH EMAIL OR FACEBOOK

You will get a quick confirmation email after sign-up to confirm



Step 3

GET STARTED

Start exploring the topics on the website and add your comments



Step 4

JOIN THE CONVERSATION

Click on each topic title to see what others are saying and rate or comment on their posts



Scan here to go directly to the US 67 engagement site!



2. Set Clear Expectations



What is the US 67 Corridor Master Plan?

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WHAT IS THE CORRIDOR PLANNING TOOL?

It's an online map viewer designed to encourage participation and two-way conversations between the public and TxDOT.



WHAT KIND OF INFORMATION IS IN THE TOOL?

The tool includes information about crashes, traffic, infrastructure, etc.
More information will be added as it becomes available.



WHAT CAN I DO WITH THE TOOL?

View, download, and analyze data about the US 67 corridor. Add photos and comments to the map to let the team know about corridor issues and concerns.



HOW CAN I LEARN MORE?

Scan the QR code or go to <https://maps.viewprogis.com/vp/us67#>
Click on 'Help,' then 'See Overview' for a short tutorial.



Scan here to go directly to the US 67 Online Corridor Planning tool!



What is your experience with these methods?



Closing the Feedback Loop



Alignment of Public Inputs with Recommended Improvements



Share, share, share...



What did we hear & how did we use YOUR input?

What We Heard: Public Information Meeting #1

84

Comments
83 On-line Comments
Email Comment

21%

Concerned with Noise Impacts

10%

Wanted Alternative Truck/Trailer Routes

5%

Support Wading

13%

Concerned with Neighborhood Impacts

6%

Wanted Trucks in the Right Lane Truck-Only Lanes

What We Heard: Public Survey

3,103

Responses

42%

Top 3 most needed improvements identified along the corridor:
Trade-only Lanes

18%

High-Occupancy Vehicle (HOV) Lanes or Carpool Lanes
OR
High-Occupancy Toll (HOT) Lanes

Most people use the corridor daily for: work, shopping, entertainment, & recreation

85%

Most people travel the corridor using their personal vehicle

25%

Congestion

22%

Traffic Mixing

19%

Aggressive/Disruptive Drivers

16%

Speeding

How was YOUR Input Used?

- ▶ To validate the purpose & need for transportation improvements in the corridor.
- ▶ To refine project goals.
- ▶ To develop alternatives concepts.

🔊

Noise was the #1 concern of the community. When will noise be studied?

More refined designs are needed to conduct a proper noise study; the current designs are very high-level only.

This is determined during the next phase in the environmental analysis associated with the National Environmental Policy Act (NEPA) study, multiple types of noise reduction alternatives can be explored.

More information on the SCDOT noise policy can be found here on the SCDOT newsroom website: <https://www.scdot.gov/newsroom/traffic-noise/policy-noise-scdot-traffic-noise-policy.aspx>

April 2020 | 2020

PRIMA23 | Why Comment? You've already made up your mind.

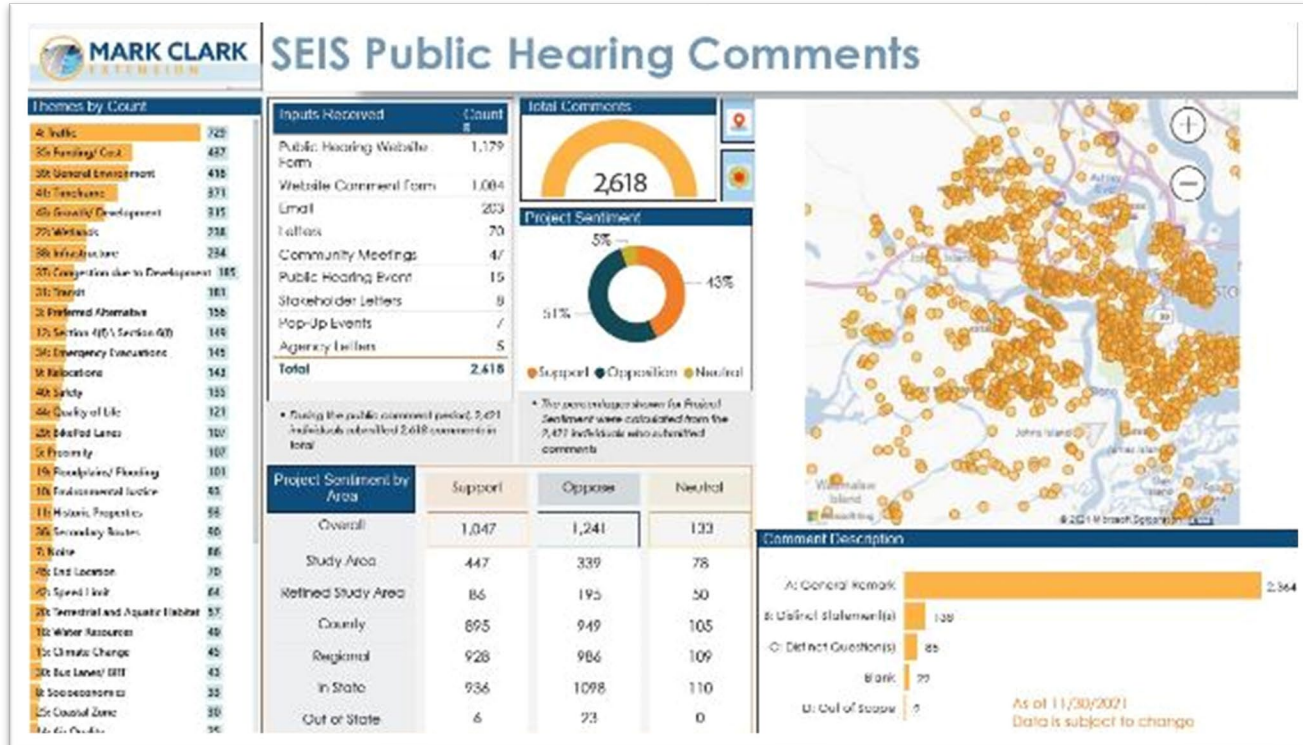
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Understanding Concerns

Interactive understanding of comments – themes, location, ways received





Moving Forward with Recommendations



Passing lane signs installed



Added pull-off area near profile of Lincoln and Elephant Rock

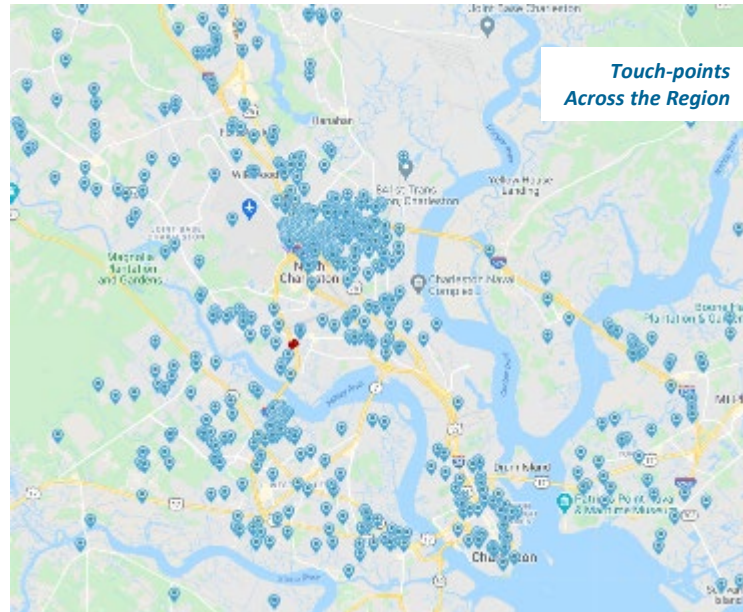


Restriped intersection at W Highland Avenue and S San Antonio Street in Marfa



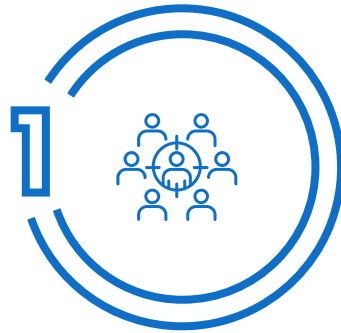
Measuring Performance, Identifying Gaps

Who returned our “touches” and where do we still need to focus?



Fall 2019 – Winter 2021

How can this inform your public involvement?



Identify Gaps



**Determine
Additional
Engagement
Methods**



**Facilitate
Discussion**

Equity

Questions + Comments?

Amy Livingston, MPA



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