Introductions

- **Rickie Clark, public involvement**
  - Central and district offices
  - 20+ years at INDOT

- **Erin Pipkin, vice president, Borshoff**
  - Project 421, New US 31 Hamilton County, I-69 Ohio River Crossing

- **Sean Porter, principal project manager**
  - I-69 sections 2 and 3, SR 46 over Eel River, south split projects 1 and 2
Agenda

- How to identify stakeholders
- Public involvement plans
- Tools for managing stakeholders
- Questions
Risks of mismanaging stakeholders

Misinformed stakeholders

- Social media buzz
- Anti-project groups
- Negative media attention
- Questions

CHAOS!
Identifying stakeholders

- What motivates them?
- What do they fear?
- What has impacted them in the past?
- Build plan around most impactful strategies
Types of stakeholders

- Property owners
- Residents
- Motorists
- Elected officials
- Businesses
- Civic and community leaders
- Media
Benefits of public involvement

- Builds trust for the agency
  - Increases credibility
- Communicates facts about project
  - Highlights the project’s benefits
  - Avoids rumors or false information
- Expands reach beyond local community
- Identifies key milestones
Public involvement investment

Matching your outreach to your time and dollar investment

EXPENSE

TIME

- Paid Advertising
- Website
- Media Relations
- Small Group Presentations
- Single Point of Contact
- Public Meetings
- Social Media
Public involvement plans

- Reach key audiences to educate and inform them of a project
- Maintain regular, clear contact with stakeholders
- Meet stakeholders where they are
- Help avoid pitfalls and prepare for questions
- Teach and motivate local leaders
Tools for reaching stakeholders

- Websites
- Social media and videos
- Public information offices
Tools for reaching stakeholders

- Briefings for elected officials
- Community advisory committees
- Grassroots outreach and small group presentations
- Public meetings
Targeted key messages

- Identify one single primary message
- Identify key drivers in decision making
- Plan for tough questions
Elected officials

- Brief elected officials first
- Consider their feedback before meeting with the public
- Identify what aspects of your project can and will likely change
Community advisory committees

- When to form a committee
- How they can impact a project
- How many meetings you should have
Small group presentations

- Identify one or two spokespersons
- Present to small groups
- Participate in community events
- Post materials in public spaces
Public meetings/open houses

- Select a time that works for your stakeholders
- Publicize it

- Location is everything
  - ADA compliance
- Know your role
Public meetings/open houses

- Spread the word
- Give them some eye candy
- Plan for the naysayers and questioners
- Designate one person to speak with reporters
- Accommodate those who cannot attend
How digital impacts outreach

- Provides 24-access to information
- How social media and citizen journalists impact public projects
- Demand regular, clear updates
- Helps anticipate pain points
  - Provide forum for all sides of an issue
How digital impacts outreach

- **Rockville Road over I-465**
  - More than 1,500 stories
  - Thousands of shares and reactions
Social media channels

- Facebook, Twitter, Instagram, LinkedIn, etc.
- Video is very effective
- Opportunity for live chats