
PUBLIC INVOLVEMENT ACTION PLAN

1.1. PROJECT DESCRIPTION

[Provide project description and summarize work completed under the previous phases]

The intent of the [Project Phase (Concept Development, Preliminary Design, Final Design)] Public Involvement Action Plan (PIAP) is to ensure effective consideration of the public's viewpoint throughout the project lifecycle by actively involving the public in the planning and decision-making process. This process will ensure that solutions are developed within the context of the community that will be affected by the project. The details of the PIAP are provided below; however, the PIAP process is and will continue to be dynamic and will be modified, if needed, as the project progresses.

1.2. OBJECTIVES OF THE PRELIMINARY ENGINEERING PUBLIC INVOLVEMENT ACTION PLAN

The basic objectives of the PIAP are:

- Inform and educate local and County officials, residents, business owners, and the general public on the proposed improvements
- Solicit and document local input
- Foster better public relations
- Provide effective education of the public about the purpose, need, and goals of the project
- Fulfill Authority, State and Federal requirements for public comment

Developing a clear, cooperative message is a prerequisite to any PIAP. Public input is extremely important for successful completion of the project. To fulfill the objective of the Preliminary Engineering phase, this PIAP will determine the appropriate methods of public outreach while ensuring that the immediate local needs within the project study area are effectively addressed.

Based on the length of the project, as well as the potential disruption to the public, it is anticipated that the project will include the following:

- One Public Officials briefing
- One Public Information Center

This Public Officials Briefing and Public Information Center (PIC), which will follow up on meetings with the Public Officials, stakeholders, and the public held during Concept Development, will be scheduled by the Design Engineer and NJTA with sufficient advance notice for the participants.

At the initiation of project activity, the project team will meet with the stakeholders to clearly define the basic public outreach goals established for the PE phase. The project team will work in

partnership with key stakeholders to develop a strategy for carrying out an effective public outreach, education and involvement program.

1.3. EXECUTION OF PUBLIC INVOLVEMENT ACTION PLAN

Several techniques will be used to facilitate a constructive outcome prior to the Public Officials briefing. Examples include:

- Identifying the concerns of public officials, and other stakeholders as appropriate, through key interviews conducted before the meeting.
- Defining the general purpose of the Public Officials briefing, including goals and procedures for incorporating the acquired information into the PE phase.
- Charging the stakeholders with the responsibility of taking the project back to the municipal level and encouraging feedback from all concerned.

This approach will allow the project message to be communicated in a way that is efficient and accessible to all concerned and that ensures consistency in the message for the duration of the project.

It is anticipated that the format of the Public Officials briefing will depend on the particular outcome desired and the anticipated number and types of attendees. This includes determining the types of presentation methods to be used, such as a traditional (e.g. Microsoft PowerPoint) slideshow, and the quantities and types of required materials. Attendees would include representatives from [provide stakeholders]. At this time, it is anticipated that the Public Officials briefing will be held in a virtual format.

The briefing will be used to educate the Public Officials on the process that has led to the proposed design. This meeting will give Public Officials access to the information they need about the project and will allow the project team to listen and respond to their concerns.

It is anticipated the Public Information Center will be held virtually and will be hosted on a website with a narrated presentation, project information, and comment form available. A PIC flyer will be mailed out in advance of the website going live to the public. The flyer will include information about the purpose of the PIC, a brief description of existing conditions, the proposed project, estimated cost, construction schedule, and OCR contact.

1.4. PUBLIC INFORMATION CAMPAIGN

Creating local and regional partnerships is essential to the success of the PIAP. Local organizations provide a variety of accessible platforms for communication, taking the message into homes, libraries and classrooms through the Internet. Through cooperation with established community organizations and programs, customized methods of communication can be employed to directly reach the intended audiences.