

Effective Public Involvement in Scenario Planning

Participant Workbook

Transportation Research Board Conference on the Use of
Scenario Planning in Transportation Planning

Portland, Oregon
August 14, 2016

Agenda

Sunday, August 14, 2016

Workshop: Effective Public Involvement in Scenario Planning

1. Welcome and Introductions (1:00 PM)

- Panelist / Facilitator introductions
- Participant introductions
 - ✓ Name, Organization, Role
 - ✓ Have you participated in scenario planning?
 - ✓ Did your scenario planning activities include public / stakeholder engagement?
 - ✓ Goal for today?

2. Keynote Presentation, Terry Moore, ECONorthwest (1:15 PM – 1:45 PM)

- Practical Public Involvement for Scenario Development & Evaluation
- Questions and Answers

3. Scenario Planning Case Studies (1:45 PM – 2:00 PM)

- California Transportation Plan 2040 Case Study, Katie Benouar, Caltrans
- Atlanta Regional Commission – Sharpening Our Future Case Study, , Elizabeth Sanford, ARC

4. Exercise Overview: Develop a Public Involvement Plan! (2:00 PM – 2:10 PM)

- Review exercise
- Break into groups

5. Group Exercise – Scenario 1 (2:10 PM – 2:40 PM)

6. Break (2:40 PM – 3:00 PM)

7. Group Exercise – Scenario 2 (3:00 PM – 3:30 PM)

8. Group Reports (3:30 PM – 4:00 PM)

9. Wrap Up (4:00PM – 4:15PM)

- Lessons Learned
- Real-World Challenges

Introductions

Workshop Coordinators

Coco Briseno, Caltrans

Claudia Bilotto, WSP Parsons Brinckerhoff

Presenters, Facilitators

Terry Moore, EcoNorthwest

Liz Sanford, Atlanta Regional Commission

Katie Benouar, Caltrans

Robyn Austin, Kittleson & Associates

Participants

Name, Organization, Role

Experience with Scenario Planning?

Outreach as part of the effort?

What would you like to get out of today's session?

Exercise: Develop an Engagement Strategy

Purpose

The exercise enables a team responsible for public involvement to consider what engagement tools may be appropriate in different situations depending on **who** (target audiences of the communications) and **why** (what you would like to accomplish). The overall objectives of the engagement may range from basic information-giving to listening to supporting an ongoing collaboration effort that educates stakeholders on scenario planning and generates meaningful input from key audiences.

The exercise has two stages. Once you review each case study, you and your group should:

- 1) Develop a focus for your engagement program: who it will target and why
- 2) Create a plan to meet the needs of the program

Objectives

- ✓ Discuss what Outreach tools may be appropriate in different situations
- ✓ Balance limited resources (e.g., budget, available staff)
- ✓ Explore the issues that arise and tradeoffs in communicating around scenario planning

Planning Tools

- ✓ List of tactics describing typical communication, engagement, and resource tools that can be used to create your plan
- ✓ A focus/objectives matrix to define the **who** and the **why**, and an issues/tradeoff sheet that documents considerations in creating the plan

Instructions

- 1) As a group, review the case studies for the scenario planning effort. *What are you trying to communicate? What input are you looking for?*
- 2) Review the scenario case study and select the focus of your engagement planning: *who do you aim to engage with and why?*
- 3) Then, review engagement tactics and choose a subset that meets the needs of the scenario and your focus and objectives. You can add your own ideas; if you do, the budget is set at 2 points.
- 4) Each group has a budget of 15 points (each tool/resource has points pre-assigned to it). A budget means that not all methods can be chosen, so you will have to weigh the objectives/audience/focus with the budget to determine which tools to use.
- 5) After choosing/adding final cards, if there is time, reflect on issues on the engagement tactics you have chosen: *what's going to be the big challenge?*
- 6) Document your efforts making note of major issues or points of discussion that came up during the planning on the issues sheet.
- 7) Finally, report your plan/timeline and the top three issues/points of discussion that came up while planning your engagement strategy.

Scenario Case Study – Caltrans

California has urban and rural areas that are geographically and demographically diverse with a population of approximately 39 million people. Key economic centers include Silicon Valley in Northern California, the top two ports in the country in Long Beach/Los Angeles, and an agricultural industry that ships products around the world from Sacramento/Central Valley. State legislation requires the CTP to develop and model scenarios which show reductions of greenhouse gas (GHG) emissions to 80% below 1990 levels by year 2050. Land use is locally controlled in California. California is not required to address land use in the CTP. However, state legislation requires the MPOs to create sustainable community strategies to meet the state GHG reduction goals. California state law requires that the CTP to be updated every 5 years. Federal and State law requires various stakeholder involvement, such as the Air Resources Board, High Speed Rail Authority, California Transportation Commission, metropolitan planning organizations, rural regional transportation agencies, tribal governments, California State Transportation Agency, Federal Highway Administration, non-profit organizations, and the public.

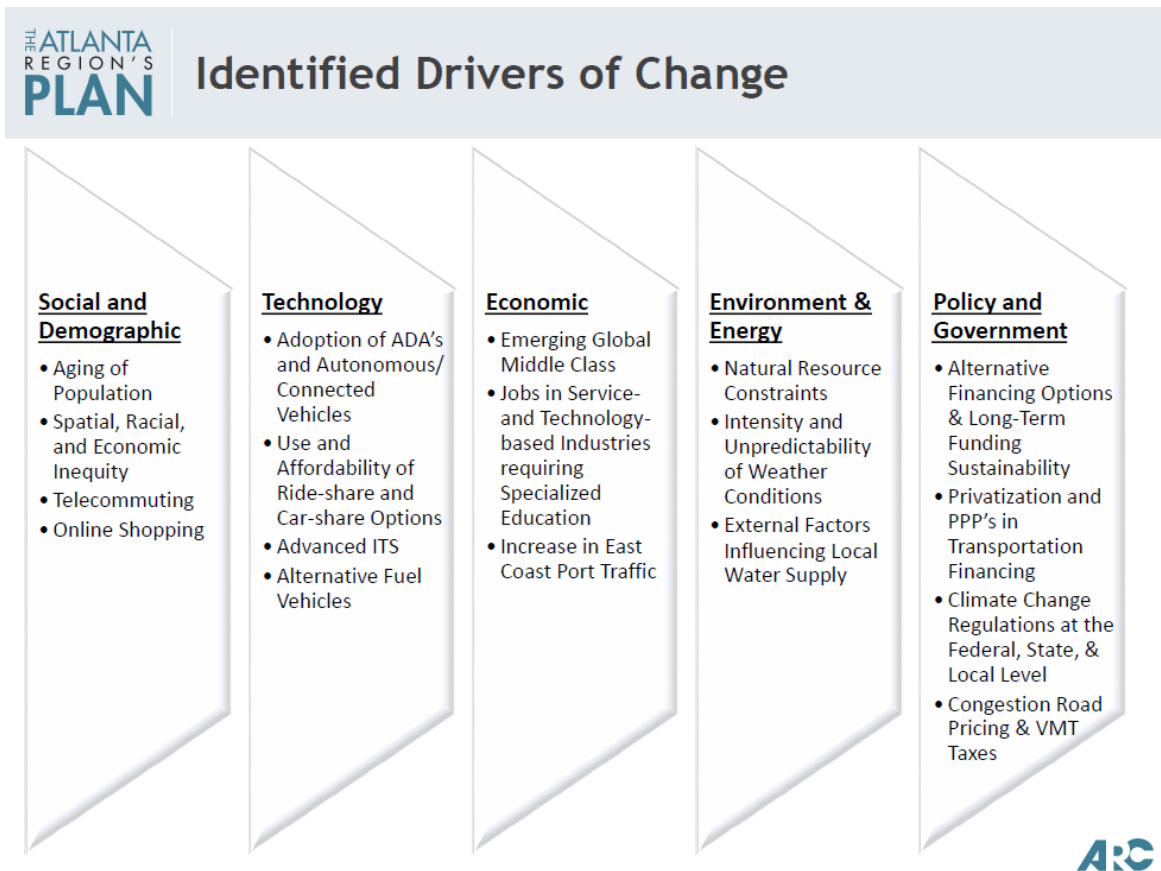
California developed three scenarios for CTP 2040 public engagement:

- Significant transportation and land use change assumptions associated with current regional MPO Sustainable Community Strategy forecasts, state modal plans and Air Resource Board Advanced Clean Cars Program.
- Transportation efficiency strategies designed to reduce GHG throughout the State by reducing per capita VMT while also increasing mobility for all modes of transportation
 - Increased Telecommuting and Work at Home
 - High Speed Rail, maximize ridership incentives
 - Transit Service Improvements, increased speed, free transfers, reduced wait times
 - Demand Management, carpooling, car sharing
 - Mode shift to BRT, walking, carpool, HOV
 - Expand travel pricing policies
 - Operational Efficiencies, incident/emergency management, ITS/TSM
- Integration of new clean vehicle fuel and technologies

Scenario Case Study – Atlanta Regional Commission

A Strategic Highway Research Program 2 (SHRP2) grant became the vehicle to conduct leading-edge scenario planning, with a stakeholder engagement edge. This effort is being conducted between plan updates, so it is not subject to any long-range planning requirements. It is an exploratory planning exercise and an opportunity to innovate a new planning approach at ARC.

ARC is developing a series of scenarios similar to the NCHRP 750 Scenarios (Momentum, Global Chaos, Tech Triumph, Gentle Footprint) to reflect key drivers of change identified with the help of national and regional experts. Each scenario will be tested through the use of a combination of technical tools, including the Impacts 2050 Model, developed for NCHRP, the Regional Strategic Planning Model (RSPM) developed for application in Oregon, and ARC's economic model.



Worksheet #1: Focus and Objectives—Who and Why

Scenario: _____
Objective: _____

Why do you want to reach out to them?

Who do you want to reach out to?	Audience(s)	Objective

Worksheet #2: Issues and Tradeoffs

As you plan and consider communication and engagement options, record the key issues that come up and how they were resolved.

- 1) Write the name of the engagement tool/tactic
- 2) Record issues or opportunities associated with the tool/tactic and why you did or didn't decide on the approach
- 3) If tradeoffs in tools or available resources were made, briefly describe what they were and the rationale for the final resolution/decision.

Tool	Issues / Opportunities	Tradeoffs

Resources

NCHRP Foresight Report 750 Series, “Informing Transportation’s Future”

-Introduction to the NCHRP 750 Foresight Series

<http://www.trb.org/NCHRP750/ForesightReport750Series.aspx>

-Report Volumes 1 - 6

<http://www.trb.org/NCHRP750/ForesightReport750SeriesReports.aspx>

FHWA Scenario Planning and Visualization in Transportation

http://www.fhwa.dot.gov/planning/scenario_and_visualization/

Corvallis Metropolitan Planning Area Scenario Viewer

<http://www.oregon.gov/ODOT/TD/TP/Pages/ORScenView.aspx?sv=CAMPO>

The Atlanta Region’s Plan – Sharpening Our Focus

http://documents.atlantaregional.com/tcc/2016/2016-06-17/6.17.2016_SHRP2_Visioning.pdf

Caltrans California Transportation Plan 2040

<http://www.dot.ca.gov/hq/tpp/californiatransportationplan2040/index.shtml>
