

POLICY AND ENVIRONMENT GROUP

Committee Triennial Strategic Plan (TSP)

Committee Name and Number: ADA60, Committee on Public Involvement in Transportation

Committee Chair: Claudia M. Bilotto, AICP

TSP Three-Year Period: 2016 - 2019

Date Prepared: November, 2016

Current Committee Scope

To facilitate integration of public involvement into the transportation decision-making process by providing tools, guidance, and best professional practices that address current and emerging needs and issues encountered by transportation agencies implementing public involvement activities.

Factors and influences that will shape the committees activities

The long term mission of the TRB Committee on Public Involvement in Transportation is to enhance the understanding and practice of public involvement as an art and science in transportation policy implementation, systems planning and project development, environmental analysis, and all phases of the transportation process including design, construction, operations, and maintenance.

Our activities are largely defined to respond to the needs of transportation agencies, fueled by a dynamic industry that affects and is affected by a variety of societal factors. As such, the Committee on Public Involvement in Transportation will continue to rely heavily on building partnerships with other TRB committees to identify and respond to specific needs that relate to public involvement. For example, Federal legislation, such as the *Moving Ahead for Progress in the 21st Century Act* (MAP-21) and *Fixing America's Surface Transportation Act*, or FAST Act, provide agencies with the framework for planning and delivering projects that emphasize a range of current issues from climate change resiliency and greenhouse gas reduction, performance measures to autonomous vehicles. Agencies will be required to engage the public and other stakeholders within this context and our committee must understand emerging needs and respond accordingly.

Other factors that will affect the committee's activities are more organic to our mission. For example, evolving communication technologies is another area that has a profound impact on the committee's mission and activities. Since communications is at the heart of public engagement, the ability to work within the changing communications technology landscape is critical for agency success in public engagement. As stewards of public involvement in transportation decision making, it is incumbent upon the committee to continue to explore the potential of communications tools and techniques as public involvement tools and techniques and share that information with the industry. Additionally, changing demographics are a factor that will continue to challenge our mission and therefore our activities. It is anticipated that sometime in the middle of this century, the majority Caucasian U.S. population will become the minority. Effective communication with and responsiveness to the public requires an industry prepared to identify and understand the unique cultural differences that differentiate ethnic, racial, geographic and other groups.

Committee Future Outlook Statement

The TRB Committee on Public Involvement's Future Outlook Statement discusses the following primary factors influencing the transportation community within the committee's scope over the next seven years: social change; technological change - dichotomy between the public and private sectors; communications; economic change; and environmental change/health issues. Recommendations are made to help focus the committee's planned activities and collaborative efforts with TRB Committees and other organizations to address the public involvement implications of these factors.

Social Change

A deeper understanding is needed of people's transportation choices and how they change in response to: the economy; lifestyle preferences; the use of information technologies and social media to provide more efficient travel options; the aging of the baby boom generation; and immigration.

According to the USDOT's publication, *Beyond Traffic 2045: Trends and Choices*:

- America's population will grow by 70 million by 2045.
- By 2050, emerging megaregions could absorb 75 percent of the U.S. population; rural populations are expected to continue declining.
- Population growth will be greatest in the South and West; existing infrastructure might not be able to accommodate it.
- In 2010, more than 13 million Americans—9.4 percent of all workers—worked from home at least one day per week. Experts expect the number will continue to increase.

Millennials

- The travel behaviors of young adults matter. Today there are more Millennials (74 million) than there are Baby Boomers (68 million). It is possible that Americans, particularly millennials, will continue reducing trips by car in favor of more trips by transit and intercity passenger rail or by biking or walking to work or school.
- Social trends are changing attitudes about travel, especially among young adults. From Uber to Zipcar to Skype, young adults are increasingly using technology to find new ways to travel or to avoid traveling.

Aging Baby-Boomers

- By 2045, there will be an estimated 81 million Americans older than 65 making up 21 percent of the population. That is nearly twice as many Americans older than 65 as there are today. Accommodating the travel needs of a growing population of older Americans could further strain transportation systems that are already facing multiple challenges.
- More than 56 million Americans of all ages have a disability. Half of Americans over the age of 65 report having some form of disability, and 36 percent have a severe disability that requires personal assistance. Many disabilities that limit driving ability also limit the ability to travel on other modes of transportation, such as traditional, fixed-route transit.

Increasing Diversity and Inequality

- TRB's Strategic Plan, acknowledges: "slower growth than desired in participation by women and members of historically underrepresented minority groups in leadership roles and in some TRB activities."
- The U.S. Census projects increasing racial and ethnic diversity in the U.S. with an increasing number of foreign born and children of foreign born ([Colby and Ortman, 2015](#)). With an increasing minority population, it will be increasingly imperative for government to use different approaches and provide multiple opportunities to engage a more diverse constituency. Race and ethnicity can shape people's perceptions, beliefs and values regarding how they view government and transportation, so it is important to consult and understand the range of public interests.
- Between 1990 and 2015 the number of people with limited English Proficiency in the U.S. nearly doubled. Many were born outside the U.S. or in U.S. households where English is not the primary language. People with limited English Proficiency are concentrated in many areas and communities though the U.S., with the largest number found in states with large immigrant and non-white populations, for example, California, Texas and Hawaii. Public engagement requires different and sometime additional efforts to engage people with limited English proficiency. For more information, see https://www.lep.gov/demog_data/demog_data.html.
- In addition to increased diversity based on race and ethnicity, the U.S. has experienced increasing gaps in income. This is further reinforced by the geographic disparities in job growth and wealth in the U.S., with some rural regions and both rural and urban communities becoming increasingly separated from job growth. For these locations, transportation is a critical issue and affects which methods are effective for public engagement. For example, some low income citizens may work multiple part-time jobs with varying schedules, making it difficult to attend public meetings.

To help inform these issues, the TRB Committee on Public Involvement should:

- Ensure age diversity on the committee representative of all cohorts, but especially Millennials.
- Partner with the appropriate TRB committees and/or other organizations to appropriately address and reflect Millennials travel behaviors and preferences, through survey or synthesis of engagement activities.
- Work with the TRB Committee on Environmental Justice in Transportation to recommend best practices in connecting with diverse and low-income populations with limited English proficiency.
- Develop a platform to share best practices in communicating with the groups described above.

Technological Change - Dichotomy Between the Public and Private Sectors

In the private sector, new services, built on telecommunications technologies, to share rides, cars, and bikes, are gaining use in several metropolitan areas. New vehicles, including trucks and locomotives, incorporate multiple energy-saving technologies. Increasingly sophisticated logistics continue to reduce shipping and inventory costs. The increased automation of vehicles and the transformation in urban travel services offer exciting prospects.

However, according to TRB's publication, *Critical Issues in Transportation*, published in 2013, reports that "innovation lags—and R&D investment is low and declining. New technologies and innovations that

promise more efficient and sustainable travel have been implemented haltingly and incompletely, particularly in the public sector.” The publication goes on to say: “U.S. R&D has been increasing as a percentage of GDP and now approaches 3 percent (36), but federal investments in transportation R&D have declined steadily in real terms and amount to a mere 0.01 percent of GDP. Yet this funding is the basic building block for innovation in the public sector—through discovery and through the education of the future workforce.”

The TRB Strategic Plan, adopted in June 2014, also notes “diminishing investments in research by the public sector...” The plan goes on say that ties to the government and university sectors traditionally have been stronger than ties to the private sector: “Increased participation by private firms has been a TRB goal for many years, but has been difficult to achieve.”

Communications

As noted in the TRB Strategic plan: “Applications of new IT—including videoconferencing, social networking, mobile devices and smartphones, and Internet applications such as webinars—have led to faster, less expensive, and more customer-oriented ways of delivering TRB products and services. The Board has made significant progress in these areas, but the pace of change is swift, and the level of user expectations high.” The USDOT’s *Beyond Traffic: Trends and Choices* reports that mobile access to everything from traffic data to transit schedules informs our travel choices. 90% of American adults own a mobile phone and 20% use their phones for up-to-the-minute traffic and transit information.

Trends in Social Media and Cellular Phone Usage

- According to the Pew Research Institute, in 2005, 6% of African-Americans, 7% of whites and 10% of Hispanics used social networking sites. Today, those figures stand at 56% of African-Americans and 65% of both whites and Hispanics, making social media usage across races fairly consistent.
- Adults who live in rural communities have historically been the least likely to use social media. In 2005, 5% of rural residents, 7% of suburban residents and 9% of urban residents reported social media usage. Today, 58% of rural residents, 68% of suburban residents and 64% of urban residents use social media. However, those with lower levels of education and income are less likely to use social media.
- In 2013, 91% of American adults owned a cell phone and many use the devices for much more than phone calls. In Pew’s most recent nationally representative survey, researchers checked in on some of the most popular activities people perform on their cell phones:

Cell phone activities

The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	"check in" or share your location

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

To help inform these issues, the TRB Committee on Public Involvement should:

- Through the Committee's educational and outreach efforts, help ensure that public involvement professionals are technologically savvy in the emerging areas of connected transportation, social media evolution, the swift movement to mobile technologies, and increased public trust concerns regarding cybersecurity related to these technologies.
- Seek opportunities to train public involvement professionals on how to most effectively reach the public using virtual methods, such as cellular phones, the web, virtual communities, social media, etc.
- Provide tools to help public involvement professionals—from both the public and private sectors—to understand and navigate each other's cultures, levels of knowledge, and business priorities for the benefit of the traveling public.
- Break open the TRB committee silos and invite a member of a TRB technology committee involved with connected transportation/cybersecurity to join the Committee on Public Involvement to help inform the public involvement challenges associated with technological advancements.

Economic Change

The performance of the transportation system is not always reliable or resilient, yet transportation's role in economic revival and in global economic competition has never been more important. There are a number of large economic trends that may impact how people travel and how people may interact with government. They include the continuing shift from manufacturing to a service jobs in the U.S. with a related increased variation in work locations and hours and potential increased volatility in labor markets with the increase use of independent contractors rather than employees and more people working multiple overlapping jobs. Other possible economic changes may come from technologies such as additive manufacturing that could cause a change in the location and transport of finished goods, automation in the production and transport of goods that will continue to impact the number of manufacturing and transportation industry jobs, automation in the transport of passengers that will impact employment in public and private transportation and could increase access to employment for people with disabilities and people in households without motor vehicles, and automation in services that again will impact labor markets.

These economic trends certainly will impact why and when people are interested in transportation decisions from reconstruction of existing facilities to licensing and granting of concession of automated transportation services. The economic trends likely also will increase the barriers for engaging the public through traditional methods such as meetings as people likely will have more complex and competing schedules of activities.

To help inform these issues, the TRB Committee on Public Involvement should:

- Seek to partner with relevant Committees – e.g. Transportation Economics, Transportation and Economic Development, or Urban Freight Transportation – on research needs and sessions

Environmental Change/Health Issues

Climate change

The interaction between transportation and the earth's climate is more dispersed and indirect compared to the more direct and proximate environmental impacts from physical development of infrastructure. Accordingly, stakeholders are more dispersed and less likely to identify or have immediate interest in the impacts. The ability to identify and communicate transportation impacts will be crucial for effective public involvement on this topic. A major performance issue across all modes is the inadequacy of preparation for natural and human-made disasters, as well as for extreme weather events, which may become more frequent with climate change. These impacts can be life threatening – not only a matter of convenience or comfort – and often impact people with low income, limited physical mobility, or limited English proficiency more adversely.

To help inform these issues, the TRB Committee on Public Involvement should:

- Coordinate with committees in the new Transportation Systems Resilience Section (ABR00) to assist and advise on effective methods for engaging different populations in advance, during, and after severe events.

Health issues

123 million people—more than one-third of the U.S. population—live in areas that do not meet federal standards for ozone (20), resulting in respiratory and other health effects that likely contribute to premature deaths (21). Transportation is a significant contributor to these air quality issues.

Although safety technologies are being incorporated into vehicles and vehicles have begun to move from passive to active safety features, there is still an increase in the number of pedestrian injuries and deaths on the roadways. Public engagement can be an important element in identifying local safety concerns. The public also can participate in the design and conduct of research and design of safety countermeasures through community-based participatory research. The public also is a critical component of instilling a safety-based culture and increased empathy for all road users.

The role of transportation on personal activity has gained increased attention. Since the mid-20th century in the U.S. there has been a decrease in percentage of children walking or riding bicycles to school, which may result in reduced walking and bicycle riding throughout life. Researchers in transportation and in public health have been studying the effects from land use, school location, and street design on trip generation and mode choice. Public involvement is an obvious element of active transportation, as a topic community-based participatory research is a well suited methodology for active transportation.

To help inform these issues, the TRB Committee on Public Involvement should:

- Advance research on health issues by working with the TRB Health and Transportation Joint Subcommittee or Committee on Safe Mobility of Older Persons to identify and promote research that engages the public on these issues.

References:

- TRB *Critical Issues in Transportation* (2013)
- TRB *Strategic Plan* (adopted in June 2014)
- U.S. Department of Transportation: *Beyond Traffic 2045: Trends and Choices*
- Projections of the Size and Composition of the U.S. Population: 2014 to 2060, Sandra L. Colby and Jennifer M. Ortman, U.S. Census Bureau, March 2015
- Pew Research Center, Social Media and Cell Phone Usage: <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>

Committee Membership and Structure

Membership – In 2015, the committee has twenty-eight (28) members, including two (2) international members. In addition the committee had three (3) young members and one (1) Emeritus member.

As of 2016, the committee has twenty-eight (28) members, including two (2) international members, and four (4) young members. In addition, the committee has one (1) Emeritus member. There is an opportunity to add three (3) additional international members, as well as two additional (2) state DOT representatives. The committee currently has representation from four (4) state departments of transportation (DOTs), including New Jersey, North Carolina, Utah, and Florida, and is currently undertaking efforts to add additional DOT participation from the Midwest and Northwest.

The committee has approximately 190 individuals registered as ‘Friends’ of the committee on MyTRB. The committee has a long tradition of engaging the ‘Friends’ of the committee in all activities of the committee. Recruitment of full members focuses on participants in this pool of Friends. The committee actively participates in recruitment efforts to publicize the committee’s activities to boost interest.

Committee members and friends reflect gender, racial, professional, and geographic diversity, and emphasis is placed on diversity during the recruitment process. There is some geographic representation from the entire US, with some overrepresentation from the east coast and Texas. The professional affiliation of the members is varied, with slight overrepresentation from the private sector. Ongoing recruitment efforts ensure that academia, federal, state, and local government as well as the private sector are all represented.

Subcommittees – ADA60 has several “informal” subcommittees that are tasked with coordinating our activities. They include:

- **Research Subcommittee** – Tasked with developing and disseminating research problem statements in a variety of forums and outlets including the TRB Research Needs Database, the NCHRP and TCRP programs, and other outlets as appropriate. We are preparing a NCHRP synthesis proposal related to Best Practices for Online Outreach to be submitted in February 2017. We are looking at partnering with professional organizations such as ITE, ASCE and IAP2 to collaborate on research related to building competency for public involvement through training and education. Other research topics in development include communicating with property owners, models for dealing with uncertainty in the public process, and narrative storytelling as a method for explaining complex information.
- **Communications Subcommittee** – Provides a liaison to the TRB Communications Coordination Committee, manages the committee website (<https://sites.google.com/site/trbcommitteeada60/>), a Linked-In group (with 464 members), and a Google Group (with 48 members). In 2016, the subcommittee prepared a Communications Plan which has been held up as an example for other TRB subcommittees.
- **Education Subcommittee** – Tasked with coordinating additional outreach activities, including participation in conferences other than the TRB annual and summer meetings and developing webinars on topics of interest to the ADA60 community. The committee continues to focus many of its outreach events on social media. We have organized and conducted numerous social media workshops. In 2013 the subcommittee launched its first webinar, focused on Evaluation of Public Involvement. Over 300 people attended. In the subsequent years, the subcommittee has participated in International Association of Public Participation (IAP2) conferences, coordinated with IAP2 members on collaborative webinars and information-sharing activities between our two organizations, spearheaded TRB webinars and annual and mid-year meeting sessions on crowdsourcing and other emerging social media technologies, and in 2017 will be leading an annual meeting session on smartphone app development.
- **Workshop Subcommittee** – Tasked with coordinating and executing the committee’s workshops, held as part of the Annual meeting. The workshops typically feature interactive activities as a means to provide a hands-on practical learning experience for participants. The workshop has been very successful at the Annual meeting,

Other key roles for committee volunteers:

- **Paper Review Coordinator** – Coordinates the review of papers, including assigning paper reviews and working with the committee chair to make recommendations on paper presentation and publication. ADA60 has averaged 11 papers per year for the last three years. We are diligent about delivering quality reviews and meeting all TRB requirements through dissemination to a diverse group of reviewers knowledgeable on the topics at hand. The paper review coordinator also leads the preparation of a call for papers reflecting committee-identified areas of interest for the year.
- **Poster Session Coordinator** – Coordinates the committee poster session, including developing and disseminating a call for posters, evaluating submittals, and presiding over the poster session. The Poster subcommittee works closely with the Paper Review subcommittee and the coordinator of

the John & Jane Q Public Communication Contest since the poster session exhibits papers accepted for presentation as well as the highest rated entries into the communication contest.

- ***Jane and John Q Public Communication Contest Coordinator*** – Coordinates TRB’s annual Competition for Communicating with Jane and John Q Public on behalf of TRB’s Planning and Environment Group. This includes working with TRB and a small sub-committee to develop the competition topic, disseminating the competition call and promoting participation, and managing the competition process. The competition process includes tracking and evaluating submittals, working with a small sub-committee to identify two tiers of judges, and coordinating the competition evaluation with the two tiers by organizing and distributing entries for review, as well as scheduling calls to discuss the results. The coordinator also notifies and coordinates the presentations by the winners at the TRB Annual Meeting.

Committee Collaborations

ADA60 is one of two parent committees to the Subcommittee on Community Impact Assessment, along with the Committee on Social and Economic Factors (ADD20) and supports the subcommittee through participation in ongoing activities. Additionally, ADA60 has a proud tradition of collaborating with other TRB Committees in the development of research problem statements, conference sessions, conference workshops, paper reviews and more. The following list represents a sample of those committees with whom we have worked in the last three years in the execution of these activities:

- Committee on Environmental Justice in Transportation
- Committee on Small and Medium Sized Communities
- Committee on Statewide Multimodal Transportation
- Committee on Conduct of Research
- Committee on Performance Measurement
- TRB Communications Coordination Committee (CCC)
- Committee on Environmental Analysis
- Task Force on Health in Transportation
- Committee on Urban Freight Transportation
- Committee on Roundabouts
- Committee on Transportation Needs of National Parks and Public Lands
- Subcommittee on Community Impact Assessment

Committee Goals, Strategic Objectives, and Proposed Actions

The membership of ADA 60 has developed a set of goals, strategic objectives, and proposed actions centered on 5 key focus areas consistent with the subcommittees and ongoing activities of the committee:

- Research
- Communications
- Education
- Programs & Partnerships

- Memberships & Participation

The table on pages 5-7 captures these strategic actions and will serve as a means to guide and measure committee activities for the next three years.

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Committee ADA 60 Goals, Strategic Objectives, and Proposed Actions

Focus Area	Goal	Strategic Objectives	Action Plan
Research	<p>Foster the development of research that supports current issues, trends, and needs in the transportation industry with an emphasis on:</p> <ul style="list-style-type: none"> ▪ Demonstrating effective methods of public outreach and involvement in transportation decision making. ▪ Reaching a broad demographic audience, including people of diverse culture, age, and races, with disabilities, and/or those having low-income. ▪ Defining, documenting, and measuring the effectiveness of public involvement in all facets of transportation: policy, planning and project development, environmental, construction, and maintenance. ▪ Addressing the need to build and strengthen the workforce capacity for public involvement. ▪ Assessing the opportunities presented by advances in communication technology to facilitate dialogue and transfer of information between transportation agencies and stakeholders, and to expand community capacity for involvement. 	<ul style="list-style-type: none"> ▪ Utilize the TRID and other research listings and tools to maintain a current knowledge of ongoing research and research findings in the field of public involvement. ▪ Regularly identify potential gaps in research and support closing these gaps by developing and submitting research problem statements for funded research, paper calls, or initiating committee activities that address research gaps and best meet the current and future needs of the transportation profession. ▪ Facilitate the dissemination of research to practitioners by encouraging the development and distribution of practice-ready papers and providing a forum for presentation of research findings. 	<ul style="list-style-type: none"> ▪ Develop and submit research problem statements to NCHRP, TCRP, ACRP, etc. as appropriate. ▪ Track ongoing NCHRP, TCRP, ACRP research and synthesis studies and TRB Current Issues in Transportation on public involvement topics. ▪ Contribute to TRB research. Encourage committee members and friends to write papers, develop surveys, and participate on research panels. ▪ Conduct update of the State of the Practice Survey. ▪ Participate with other TRB committees, transportation organizations and public involvement organizations for current and emerging issues and themes. ▪ Target Committee research activities to address needs and trends identified in the TRB <i>Current Issues in Transportation</i> publication. ▪ Keep a current listing of problem statements and ideas under development on the committee website. ▪ Conduct an annual brainstorming session focused on identifying current and emerging issues for potential paper calls, session themes, research topics, workshop topics, and other activities. ▪ Focus topics on emerging areas of interest such as: performance measures, connected and autonomous vehicles, the interplay of engagement, involvement and communications, drones, resiliency, transportation and public health and cybersecurity. ▪ Identify completed research to integrate into committee activities at the annual and mid-year meetings through presentation. ▪ Track new legislation that may be relevant to practitioners
Communications	<p>Maintain a variety of opportunities to disseminate information and to facilitate effective two-way communication between the Committee and a variety of target audiences including: members, friends, the Transportation Research Board, and the transportation community.</p>	<ul style="list-style-type: none"> ▪ Effectively communicate information from TRB to committee members and friends in a timely manner. ▪ Disseminate best professional practices. ▪ Promote active peer discussion of relevant issues. ▪ Provide an accessible calendar of committee activities. 	<ul style="list-style-type: none"> ▪ Use existing ADA 60 Google site (https://sites.google.com/site/trbcommitteeada60) as repository for information about current industry issues, best practices, research, and forums for information exchange on public involvement in transportation. Enhance site infrastructure where necessary.

Focus Area	Goal	Strategic Objectives	Action Plan
			<ul style="list-style-type: none"> ▪ Initiate peer discussion through the committee’s online networks including LinkedIn and Google Groups. ▪ Disseminate materials from Committee-sponsored activities such as the Poster Session and John and Jane Q. Public Competition via the website or other means. ▪ Regularly update the committee website, including the calendar of upcoming events related to public involvement. ▪ Use new technologies to make TRB meetings more accessible to professionals with limited travel ability (virtual meetings, video chats, webinars, etc.). ▪ Record the annual meeting workshop to disseminate to other professionals as an e-session, webinar, or other similar format.
Education	<p>Enhance the public involvement skills and practices of transportation professionals from a diverse array of professional backgrounds.</p>	<ul style="list-style-type: none"> ▪ Disseminate best public involvement practices to a wide range of transportation agencies and professionals. ▪ Provide hands-on opportunities to enhance skills of the transportation workforce to support the delivery of successful public involvement programs. ▪ Demonstrate the value of public involvement to industry stakeholders through case-studies and performance evaluation. 	<ul style="list-style-type: none"> ▪ Deliver a hands-on educational workshop addressing Committee-identified educational gap(s) at the Annual Meeting. ▪ “Take the show on the road” by delivering effective workshops at other annual conferences and meetings. ▪ Sponsor TRB webinars on effective public involvement practices. ▪ Present latest research and findings on tools and techniques, with a focus on technology as a way to enhance public outreach capabilities. ▪ Provide training on a diverse array of tools, including innovative tools (e.g. social media, crowdsourcing) and more traditional tools, as well as guidance on how to select the best public involvement tool. ▪ Work with the National Highway Institute and National Transit Institute to ensure training courses are updated on a regular basis and that training is available on core subjects such as Public Involvement, Fundamentals of Title VI/Environmental Justice, and Community Impact Assessment. ▪ Partner with other public involvement organizations (such as IAP2) to foster a cross-pollination of best practices across fields

Focus Area	Goal	Strategic Objectives	Action Plan
Programs & Partnerships	Identify and promote best professional practices for integrating public involvement into all phases of transportation-decision making, including policy, planning and project development, environmental, construction, operations, and maintenance.	<ul style="list-style-type: none"> ▪ Develop research, conference sessions, workshops, and other program activities that reflect current and emerging needs in the industry. ▪ Continue to identify state-of-the-art practices in public involvement as technology and industry standards evolve and promote through research, workshops, and other activities. ▪ Promote the role of public involvement in transportation decision making and the value of public involvement activities and practitioners. 	<ul style="list-style-type: none"> ▪ Target Committee program activities to address needs and trends identified in the TRB <i>Current Issues in Transportation</i> publication. ▪ Initiate follow-up activities related to the Annual Meeting workshops. ▪ Organize and hold a poster session at the Annual TRB Conference that strives to demonstrate a diversity of practices throughout the transportation industry. ▪ Package the committee's most recent State of the Practice report and presentation to help promote the importance of public involvement in transportation planning. ▪ Collaborate with other TRB committees and other transportation-related organizations such as ITE, APA, IAP2, STPP, AASHTO, WTS, HUD, etc. ▪ Support Committee members in proposing programs and sessions showcasing public involvement techniques at conferences sponsored by other Committees, professional organizations, and industry disciplines. ▪ Utilize TRB's non-traditional meeting registration program to engage representative(s) from underrepresented groups in committee programming.
Membership & Participation	Maintain a diverse committee membership representing the breadth of the transportation industry, including members of different demographic (age, gender, race, and ethnicity), geographic, and professional backgrounds.	<ul style="list-style-type: none"> ▪ Maintain a full roster of Committee members at or above TRB's recommended diversity standards. ▪ Attract and involve friends of the committee from a variety of professional, geographic, and demographic backgrounds. ▪ Identify additional means for friends to regularly participate in Committee activities and become promoted to Committee membership. ▪ Identify and cultivate active international participation in the Committee. 	<ul style="list-style-type: none"> ▪ Contact young professionals that indicate interest in the Committee and encourage their participation as a friend of the Committee. ▪ Track the geographic, professional, and demographic backgrounds of members and potential members and proactively encourage participation of a diversity of members. ▪ Participate in the annual new member introductory session at the annual meeting and invite attendance at the Committee meeting and other Committee-sponsored sessions. ▪ Maintain liaison relationships with other TRB Committees to encourage cross-cutting relationships and to identify additional target members. ▪ Engage international friends and professionals and encourage their long-term participation in the Committee through volunteer opportunities.