

# Measuring Public Involvement Effectiveness

Implementing NCHRP Public Involvement Effectiveness Measurement Toolkit

The National Cooperative Highway Research Program (NCHRP) developed a toolkit to help transportation agencies measure the effectiveness of their public involvement activities. Using the toolkit, agencies can collect and compare public and agency feedback on several indicators of effective engagement.

When community members participate in decision-making, state departments of transportation (DOTs) can develop plans and projects that better meet the needs of the people they are serving. Effective engagement also helps minimize costly project delays and build support for future transportation investment.

## Key toolkit features

The toolkit includes the following elements:



Public survey anonymously collects community input on engagement effectiveness and demographics



Agency survey measures agency perceptions of engagement effectiveness



Scoring tool automatically calculates the public and agency survey results for comparison



Guidelines and resources for using and scoring the survey

## The Public Involvement Effectiveness Measurement Toolkit helps agencies:



Learn what is working well and areas to improve engagement



Build relationships with communities, including people traditionally underrepresented in transportation planning

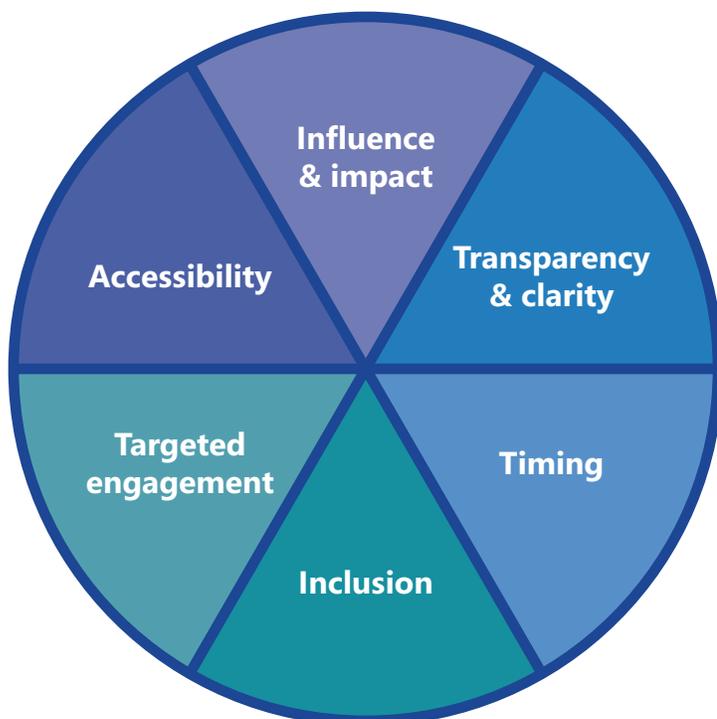


Focus engagement efforts to involve people affected by change in decision-making



Track progress over time

## Indicators of effective public involvement



### Influence & impact

- Does the public understand how their input will influence project decisions?

### Transparency & clarity

- Does the public understand the project and trust the decision-making process?

### Timing

- Did the public have enough time to provide input?

### Inclusion

- Did the process represent and include those affected?

### Targeted engagement

- Did you focus engagement in the locations relevant to people affected by the project?

### Accessibility

- Did you provide multiple methods for public participation?