Engaging the public around transportation planning

*Best practices from the Chattanooga-Hamilton County/North Georgia Transportation Planning Organization*

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Background

- Bi-state TPO serving Hamilton County, TN, Catoosa County, GA, and northern portions of Dade and Walker counties (GA)
- Regional transportation planning for 19 jurisdictions
- 2040 RTP public engagement
  - What we did
- 2050 RTP public engagement
  - What we’re planning on doing
2040 Regional Transportation Plan
Why good public engagement was so important

• Big questions about regional goals and priorities
  • What do we want? What do we value?
• Performance measures for transportation planning
  • How will we know if we’re achieving those goals?
• Multiple investment scenarios
  • How will we pay for the projects we want?
• Vetting the project lists
  • What are the best steps to take to accomplish our goals?
We realized we were at a pivotal moment and we needed crucial guidance from the public on how to move forward.
Community to Region Framework

- Context sensitive approaches
- Different scales for different projects
- Create a more equal playing field
- Promote more public involvement
Public Engagement Process

- Multiple stakeholder committees
- Meeting people where they’re at
- Asking the tough questions
- Framing why it matters
- Measuring interactions

In just eight months...

30 events/activities:
- 89 @ 1st Leadership Symposium
- 113 @ committee meetings
- 25 @ stakeholder discussion groups
- 75 @ topic-based workshops (climate change, transit, and call for projects)
- 60+ @ public mtgs/workshops
- 511 @ questionnaires
- 872+ interactions
2050 Regional Transportation Plan

• Increased virtual public involvement
• Adding to what worked well in 2040 engagement efforts
• Expanding committee responsibilities
• Continuing the land use/transportation conversation and tradeoffs regarding connectivity
2050 Regional Transportation Plan

- Using Pac-Man™ to talk about street connectivity
- Strategically connecting with neighborhood associations over controversial issues
- Intercept surveys
- Other ideas?
THANK YOU

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