



December 2011

To: Dennis Harrington
Director of Planning
City of Quincy

Through: Keri Pyke, P.E., PTOE
Howard/Stein-Hudson
Project Manager

From: Nathaniel Curtis
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Public Involvement Specialist

RE: **Public Involvement Plan**
Adams Green Transportation Improvement Project
HSH Project 2011038

Public Involvement Goals and Overall Approach

As articulated in our proposal for the Adams Green Transportation Improvement Project, Howard/Stein-Hudson (HSH) will provide the City of Quincy with a public involvement process that actively seeks community input to direct and refine the outcome of this project. The public involvement efforts will be organized into three interconnected and mutually supporting tracks:

- Face-to-face outreach efforts with local officials. During the course of the project, HSH will hold targeted briefings for key elected and appointed members of local and state government.
- Broadly advertised public meetings with members of the community.
- Virtual outreach including a unique project website and depending on guidance from the City of Quincy, a FaceBook page and Twitter feed. This effort will serve as an ongoing, two-way line of communication between the project team and the general public, broadcasting new information and gathering input before and between public meetings.

Throughout the public involvement process, HSH will coordinate its outreach efforts with the City of Quincy. The timing of all aspects of the public involvement process will be cleared with the City in advance as will the content and appearance of all materials released to the public.¹

The Public Involvement Process

Face-to-Face Outreach

HSH will also conduct a thorough, face-to-face public involvement effort to be supplemented by the digital path with both the general public and state and local officials.

State and Local Officials

We anticipate briefing state and local officials on the status of the work three times over the course of the project. These briefings will take place roughly at the beginning, middle, and end of the project and roughly correspond to the pre-25% design phase, the period between 25% and 75% design, and

¹ The project team will ensure that all materials, paper or electronic, to be released as part of the public involvement effort will be provided to Dennis Harrington, Director of Planning, and any other members of City staff he would like to add as reviewers.

just prior to the 100% design submission. By meeting with state and local officials, we will not only ensure that their thoughts and concerns are incorporated into the project, but will help gain the public's trust by working closely with their local leaders. State and local officials, both elected and appointed, will be added to the project mailing list and encouraged to attend public meetings in addition to their own briefings. HSH will assist with the development of materials for these briefings such as handouts and PowerPoint presentations and document the meeting through the production of minutes. With the permission of the City of Quincy, these minutes could be posted to the project website.

The General Public

We anticipate meeting with the general public four times over the course of the project: twice during the pre-25% design phase of the project, once just prior to 75% submission and a final time, immediately before delivery of the 100% plans. At the first meeting, we expect to present the community with a review of the project team's findings regarding current conditions and early concepts. Obtaining public comment will allow us to be able to present a more refined picture of the project at the next meeting and show the community how their input is guiding the work. The third public meeting, at approximately 75% design will show members of the public how the work has evolved since the 25% phase. The final public meeting, near the 100% design phase will provide the community with an overview of the project that will be built and an understanding of what to expect during construction. At all meetings, HSH will work to show where public input has guided the project's progress and development.

HSH will assist with the development of materials for these briefings such as handouts and PowerPoint presentations and document the meeting through the production of minutes. We would anticipate posting these minutes to the website along with a copy of the presentation made at the meeting so that members of the community who are unable to attend the meeting could participate by reading these materials and then commenting via telephone, email, social media, or postal mail.

Digital Outreach

Over the past several years, HSH has created a number of successful websites for an array of projects in Massachusetts, New York, and New Jersey. Development of such a website is included as one of the key outreach methods for this project. The site will have its own unique address, easy to remember, and appearance developed by HSH and approved by the City of Quincy. This unique appearance helps to define the project and give it an identity in the eyes of the community at large. A prominent link to the City's municipal website will be displayed to ensure a clear connection between the project and the City of Quincy. The project website will serve as:

- A 24-hour point of contact for the project allowing members of the public to learn about the project on their own time outside of scheduled public meetings.
- A method to ensure that the project maintains a community presence before and between public meetings.
- One of several methods through which members of the community can learn about upcoming public meetings.
- A repository for project documents such as presentations and minutes of meetings.
- A mechanism through which members of the public can add themselves to the stakeholder database and mailing list.²

HSH anticipates being able to develop the project website during late November/early December 2011 with its launch timed to coincide roughly with the initial public meeting and briefing for local officials. As the project grows and develops over the next several months, we expect that the website

² This database will be maintained in Microsoft Excel as it is readily accessible by nearly all computers. The stakeholder database will be used to alert members of the community when a meeting has been scheduled via email. It also serves as a repository of everyone who has interacted with the project.

will expand and change along with it, adding or subtracting/replacing content as is appropriate. During the start-up phase of the website, prior to launch and in the period immediately thereafter, HSH will coordinate closely with the City of Quincy as to what appears on the website. As the project moves forward, we anticipate that certain maintenance activities will become automatic and require minimal input from the City. For example, in several public involvement efforts currently underway, the posting of the PowerPoint presentations³ given at public meetings, on the day following the event has become an expected task for HSH and does not require direct input from the client.

At the time of the writing of this plan, there are several elements of the virtual outreach which HSH would suggest adding to the digital outreach effort if the City feels comfortable doing so. All three were included in the budget of the project. These include:

- A Face Book page for the project. This could be a useful tool for monitoring community thoughts about the project and seeking public feedback between meetings. Such a page would also allow the project team to alert users to upcoming meetings.
- An on-line survey. HSH has extensive experience with on-line surveys and a simple survey of less than 10 questions⁴ could be used not only to gauge community sentiments at the outset of the project, but to get a sense of the public response to concepts presented at community meetings.
- A Twitter account. Using 140 character "tweets" HSH can alert users to new web content, when public surveys would be available, and when community meetings are upcoming.

Working with the City of Quincy

It is our goal to conduct a public involvement process that solicits and makes real use of community input. At all steps of the process, we will work closely with the City of Quincy to ensure that materials given to the public are accurate and aligned with the City's goals. If at any point during the public involvement process you have questions or concerns, please feel free to contact us. We look forward to working with you on this exciting project.

³ In PDF format to avoid tampering.

⁴ The online survey tool used by HSH provides survey hosting for free for surveys of ten questions or less. More than ten questions triggers a monthly fee of \$20. Of the three options in the bulleted list above, this is the only option which is not completely free.