Let's get started…

1

Turn off your VPN for the duration of our webinar to help with speed and band-with

2

If others in your house are using streaming services, consider asking them to **pause for the duration of the webinar**

3

If you have a question please **put a "?" in the comment box** and the facilitator will call on you

4

Be sure to **mute your microphone and your phone**

Public Engagement in the Virtual Environment

Theresa McClure, Vice President
Strategic Communications

Welcome

The purpose of this meeting is to:
- Introduce you to the study.
- Gather your input on study issues.

We encourage you to click the Comment Form button below and submit your email address to receive ongoing updates on Project information and additional opportunities to participate.

Iowa Department of Transportation

U.S. Department of Transportation
Federal Railroad Administration

Illinois Department of Transportation

Click to Enlarge

The Scoping Phase of the Chicago to Omaha Regional Passenger Rail System Planning Study is now complete. More information will be available soon. Please sign up for the mailing list to receive information as soon as it becomes available.

Your input will help the Iowa Department of Transportation and the Federal Railroad Administration understand your priorities, concerns and goals for for the reestablishment of intercity passenger rail service from Chicago, Illinois, through Iowa, to Omaha, Nebraska.

The potential for improved intercity passenger rail service between Chicago and Omaha has been outlined in the Midwest Regional Rail Initiative. Improvements could include greater frequency, greater reliability and shorter travel times. Maximum ridership and revenue will be analyzed at speeds of 79, 90, and 110 miles per hour, with up to 5 round trips per day.

Please use the arrows located on either side of the screen to navigate through this meeting.

Comments will be accepted until April 16, 2012. You may leave a comment on the study by clicking the Comment Form button below. Please be sure to leave your email to be added to the mailing list. You may begin typing your comment at any time and add to it during your entire session in the open house.

Share 329   Mail 8   Tweet 46

# DOI Guidance on Public Participation During COVID-19

Considerations

✓ Plan meetings to maximize community access to relevant documents and technology

✓ Provide the opportunity to receive meeting materials by the mail

✓ In the case of live events, provide the meeting presentation on the project website and note which slide you are discussing so that call-in users can follow along

✓ Notify the public in advance as to whether comments will be accepted as part of the meeting

✓ Provide a recording of live events on the project website

Legal basis for public involvement:

✓ Title VI of the Civil Rights Act of 1964

✓ Americans with Disabilities Act of 1990

✓ TEA-21 Metropolitan Planning Organizations (MPOs)

✓ SAFETEA-LU

✓ The Code of Federal Regulations (CFR)

✓ Executive Order 12898, "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations"

✓ National Environmental Policy Act (NEPA)

✓ States, municipalities and most agencies have adopted Public Involvement Plans and/ or have specific Sunshine Laws

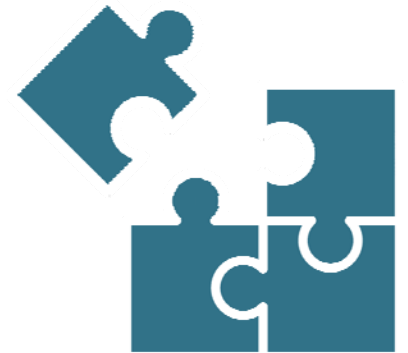# Virtual Public Engagement
Driving Meaningful Participation

MT11
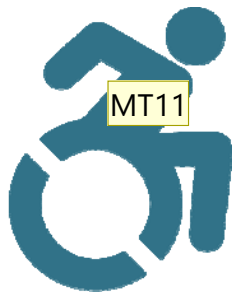
Accessible Events

Targeted Outreach

Engaging Interactions

Outcome-Oriented Process

Virtual Public Engagement
The Digital Divide

Harness Mobile-Friendly Design

Consider Multiple Information Sources

Provide Alternative Means of Access

Provide Detailed Instructions

Content Best Practices

Writing for virtual platforms must be different

Be concise, use active voice, avoid acronyms or abbreviations, be clear
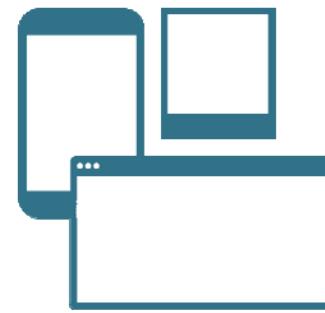
Write on a 5th grade level

Visual Best Practices

Powerful visuals capture attention, explain the project and show impact

Keep audience in mind, create high-quality visuals, make it simple, use infographics

Create different visuals for different platforms

Ensure all graphics are cohesive and follow a similar style

On-Demand Meeting

Level of Effort: Medium to High

Examples

- SCDOT Carolina Crossroads
- Memphis Connect
- MnDOT 65
- HECO IGP

Off-the Shelf Services

- Shorthand (example)
- Adobe Spark (example)
- Microsoft Sway (example)
- Story Maps (example)
- Bang the Table
- PublicInput.com
- Metro Quest

On-Demand Meeting

Best Practices

✓ Include a live link to the active on-demand meeting in your outreach.

✓ Schedule a live Q&A session when participation is most active.

✓ Include videos, surveys and interactive maps.

✓ Have a strategy in place to address comments in a timely manner.

Live Virtual Public Hearing/ Town Hall

Level of Effort: Medium depending on content/intent of meeting.

Platforms

- Cisco Webex
- Zoom Meetings
- Go-To Meeting/Webinar
- Skype
- Facebook Town Hall
- Telephone Town halls
- Microsoft Teams

Live Virtual Public Hearing/ Town Hall

Best Practices

Before the Meeting

✓ Consider participants' time zones when scheduling

✓ Assign a 'moderator' and a 'producer'

✓ Conduct practice runs

✓ Allow participants to sign up to speak/ ask a question at registration/ require language translation

During the Meeting

✓ Use the camera for the speakers

✓ Limit text dense slides and complex visuals

✓ Allow spoken comments

✓ Don't forget your court reporter

After the Meeting

✓ Record attendees list, questions and notes taken during the meeting

✓ Post a recording of the meeting

✓ Distribute meeting transcript and translations

Social Media

Level of Effort: Low to medium

Platforms

- Facebook Live
- Facebook Events
- Twitter Livestream
- YouTube Livestream
- Instagram Live
- Facebook/ Twitter/ Instagram/ YouTube/ Google Advertising

Live Streaming

- Provides real time updates in an engaging format
- Watched 3.5X more than a traditional video
- High return on investment

Best Practices

✓ Promote before you broadcast

✓ Prepare and test your location

✓ Limit distractions

✓ Time your live event just right

✓ Offer context constantly

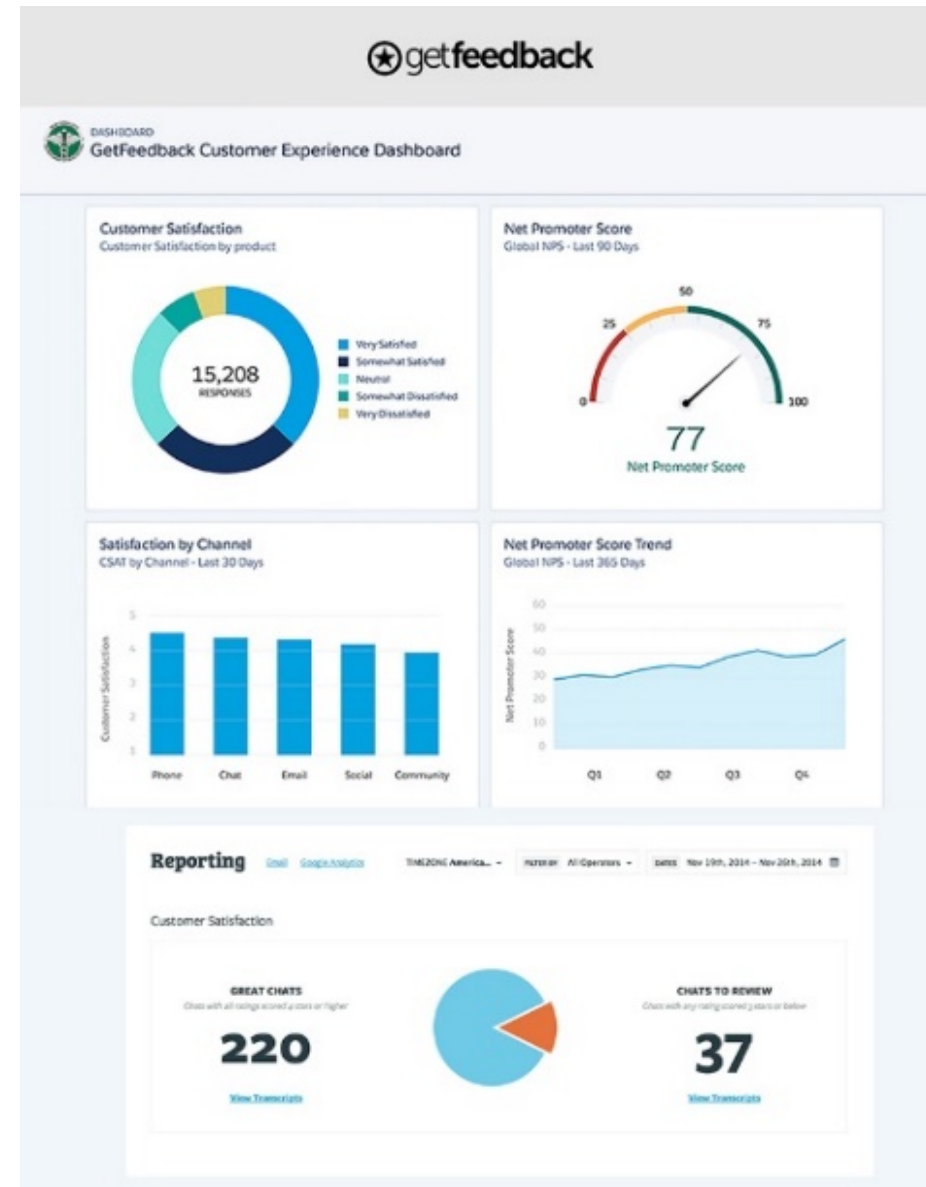✓ Respond to comments and do 'shout outs' for attendees
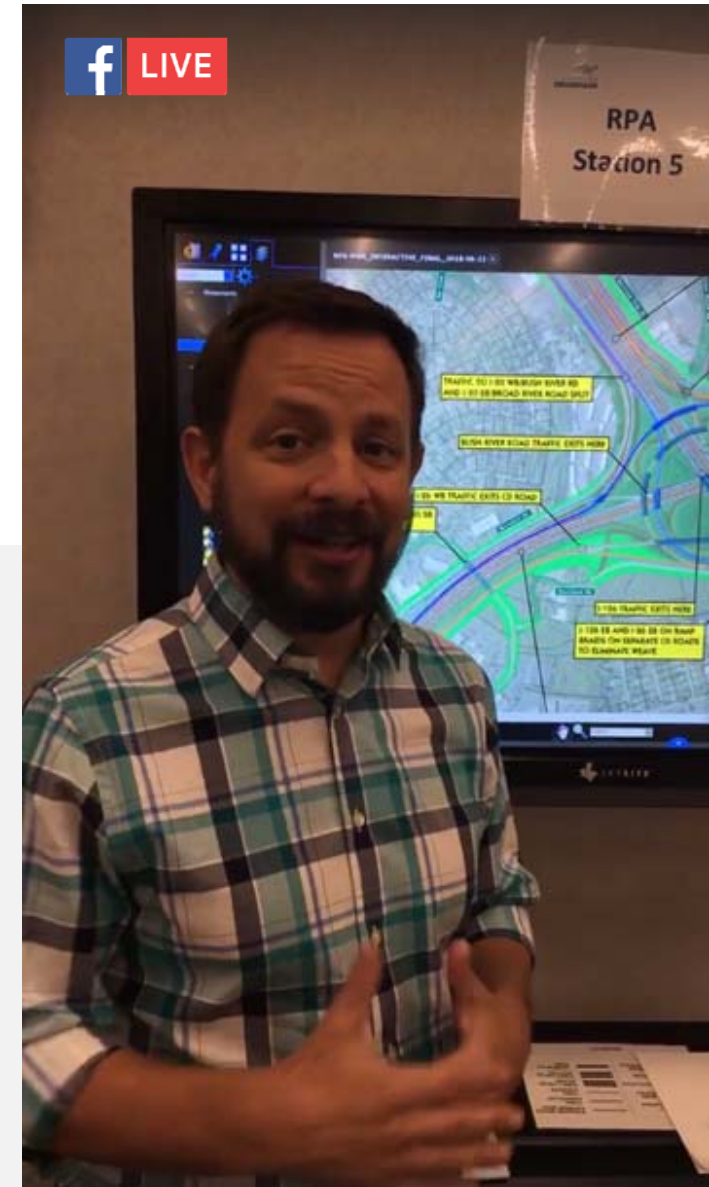
Social Media

Targeted Advertising

- Allows you to target specific demographics
- Just $20 can help you reach thousands of people
- You don't need a social media page
- You can drive people to your other engagements

Sensitive, Rural, and Title VI Community Solutions

Telephone Townhalls/ Conference calling

Direct mailers w/ return mail options for comment cards/surveys

Newspapers

Magazines

Community newsletters

Op-ed pieces

Video Postcards

Telephone Town Hall

Level of Effort: Medium

How It Works:

- The system rapidly dials out to a list of phone numbers and invites them to automatically join your live event.

- Participants have the opportunity to ask questions in real-time.

- Integrated surveys can be sent to participants.

- Participants have the option to leave a personal message at the conclusion of the meeting.

- A digital recording of your event may be posted to your website.

Outreach is Key

Participation is driven by your outreach strategy.

Use all your tools to inform stakeholders of engagement opportunities.

If your are doing an on-demand meeting, send your outreach the day it goes live.

If you are replicating a live event, aim for a two-week notification window, with a one weekly and day before reminder.

Measure Success

Use free tools like google and social media analytics

Website Visits	Bounce Rates	Page Visits	Visit Duration	Video Clicks	Viewing Time	Social Media Analytics	Comment Sentiment

How are others doing it?

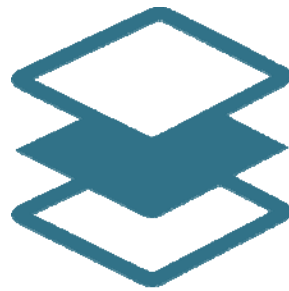"**Main Road improvements meeting to take place online**"

"**N.M. OKs abandonment of coal plant after meeting 'sabotage' Racist and lewd comments halted a virtual meeting...**"

Thank You

Platform Best Practices

Select the correct platform(s) for the project

Project information must be repackaged for different platforms

Always have your goals and target audience top of mind