



ADOPTED PUBLIC ENGAGEMENT PLAN

Introduction

This Public Engagement Plan (Plan) broadly outlines how Blueprint staff will involve all stakeholders in the planning and/or development of Blueprint (Agency) projects. The Plan describes goals and objectives, identifies specific approaches, and tools for successful community engagement as well as evaluation techniques to measure the effectiveness of the strategies. As individual projects are initiated, the Plan will serve as the foundation for the development of the customized public engagement plans that will be established for each project.

What is Blueprint?

The Blueprint Intergovernmental Agency, is an intergovernmental agency in Tallahassee-Leon County that is responsible for building infrastructure projects funded by the local government infrastructure surtax. The multidisciplinary staff plans, designs and constructs infrastructure improvement projects across the Tallahassee-Leon County community.

Purpose

Recognizing that it is through public engagement that the future of our community is planned, the Agency is committed to the development and execution of trusted, high quality, and effective public engagement.

Establishing the Agency's public engagement process is a crucial step in ensuring all engagement efforts are efficient and effective. This discernment process allows the Agency to refine goals, identify the community's needs, determine key audiences, identify stakeholders, determine the appropriate outreach and engagement strategy, and plan for an evaluation of the initiatives' success. Answering these questions first provides the level of specificity necessary for successful public engagement.

Guiding Principals

There are essential principles that guide public engagement and should be applied at all project phases.

- Public engagement is two-way communication aimed at incorporating the views and concerns of the public.
- Public engagement is ongoing through all phases of a project, from concept to construction, programming and maintenance
- Public engagement is inclusive of all decision-makers and stakeholders.
- The most appropriate tools and techniques are identified and utilized for each audience

- Comprehensive project records assure the public their comments and concerns have been heard and commitments are carried throughout all phases of a project.

Early and effective public engagement leads to projects that genuinely reflect the community's needs and desires, provides for greater acceptance of the project by the community, fosters a strong sense of community, and affirms Agency credibility. Successful public engagement helps the Agency build trust and a cohesive, trusting relationship with the community.

Goals

Three overarching goals support Blueprint 2020 Public Engagement efforts. They are:

1. Widely disseminate, clear, complete, and timely information to the residents, stakeholders, affected agencies, and interested parties regarding the overall Blueprint 2020 program as well as the individual Agency plans, projects and programs.
2. Create an open and ongoing two-way public involvement process that ensures comprehensive resident, stakeholder, agency, and interested party input into and full participation in plans, projects, and programs.
3. Achieve early involvement and maintain continuous involvement of the public in the development of plans, projects, and programs.

Public Engagement Plan Requirements

The Agency will develop and execute a Public Engagement Plan for each project as early as possible in the project development phase. Engagement at the outset of a project brings stakeholder values and concerns to the project team early in the decision making process, allowing the input received to inform the development of the project. The project specific engagement plan will identify appropriate outreach activities based on the type of project and the potential community concerns. At a minimum, each project's public engagement process must provide:

- Early and continuous opportunities for inclusive involvement
- Public meetings at convenient and accessible locations and times
- Timely information on issues, processes, and procedures
- Reasonable access to technical and policy information
- Electronic accessible and available public information via the web
- Use of best practices and innovative outreach methodologies
- Adequate notice of involvement opportunities at key decision points
- Methods for considering and responding to public input
- A course of action for seeking out and considering the needs of the traditionally underserved
- Periodic review and evaluation of the participation process

Federal Requirements

As several Blueprint 2020 projects involve state roads or other facilities that receive federal funding, there are federal requirements that must be met in project specific public engagement efforts, from access to the Agency website and print materials to property acquisition. In fact, as the Agency applies best practices, it adheres to or surpasses these regulations. The regulations most relevant to Blueprint projects include:

- The Americans with Disabilities Act of 1990 (ADA)
- Title VI of the Civil Rights Act of 1964 and Other Nondiscrimination Laws
- Executive Order 12898 Actions to Address Environmental Justice in Minority Populations and Low Income Populations
- National Environmental Policy Act (NEPA) of 1969
- Uniform Relocation Assistance and Real Property Acquisition Policies Act

For a full listing of current federal regulations and specific details on all applicable regulations, consult the online resource at www.gpo.gov.

State Requirements

There are Blueprint 2020 projects that will need to abide by State of Florida requirements for public engagement as well. Those requirements can be found in the Florida Statutes (FS), which are available online at <http://flsenate.gov/Laws/Statutes>. The following are the most frequently referenced and relevant statutes and should be reviewed prior to the development of all project-specific engagement plans.

- Executive Order 07-01, Section 2 - Plain Language Initiative
- Section 120.525, FS, Administrative Procedures Act
- Section 286.011, FS, Public Business (Government in the Sunshine)
- Section 335.199, FS, State Highway System (Access Modification)

Goals

Three overarching goals support Blueprint 2020 Public Engagement efforts. The objectives and actions relating to each goal are listed below. A Public Engagement Evaluation Matrix is included as Appendix #1.

Goal 1. Widely disseminate, clear, complete, and timely information to the residents, stakeholders, affected agencies, and interested parties regarding the overall Blueprint 2020 program as well as the individual Agency plans, projects and programs.

Objective 1: Blueprint will identify organizations and individuals representing a broad spectrum of community interests and encourage their participation in the project.

Objective 2: Blueprint will develop relationships and form partnerships with organizations in the communities and use these partnerships to develop a better understanding of Blueprint's projects in the community.

Action 1: Blueprint will make presentations at civic, municipal, county, and other stakeholder group meetings to provide pertinent information regarding its program of work.

Action 2: Blueprint will participate in activities such as festivals, workshops, and summer camps conducted by partner organizations to provide pertinent information regarding its program of work.

Action 3: Blueprint will distribute and make literature available at other agencies' locations and events.

Objective 3: Coordinate public involvement activities with other similar programs to make best use of staff and resources while minimizing public time demands.

Action 1: Blueprint will coordinate and, where possible, collaborate with the public involvement efforts of other departments and agencies, for projects located in the vicinity of Blueprint projects. particularly those focused on transportation.

Action 2: Blueprint will participate in local conferences and events by exhibiting display booths to increase awareness of specific projects and general Blueprint activities.

Action 3: Blueprint will conduct seminars and conferences to educate the public and on design, development, and technology advances that will help further the Agency's goals.

Goal 2. Create an open and ongoing two-way public involvement process that ensures comprehensive resident, stakeholder, agency, and interested party input into and full participation in plans, projects, and programs.

Objective 1: Information will be disseminated through a variety of media.

Action 1: Blueprint will develop and use visualization techniques including: PowerPoint presentations, display boards, maps, interactive mapping, video, and the Agency website and social media to assist in communicating with the public.

Action 2: Blueprint will use its website and social media platforms to publish and make available plans and studies and to inform the public about opportunities to participate.

Action 3: Blueprint will use its website and social media platforms to receive input from the community on the Agency's programs, plans, and projects. publish and make available plans and studies and to inform the public about opportunities to participate.

Action 4: Blueprint will provide press releases to local media (radio, TV, and newspapers) and local civic organizations to promote meetings, events, and project information

Goal 3. Achieve early involvement and maintain continuous involvement of the public in the development of plans, projects, and programs.

Objective 1: Public participation strategies will be tailored to fit the audience and the issues, rather than using a "one size fits all" approach.

Action 1: Blueprint will strive to understand the interests and concerns of target audiences in order to determine the most relevant content and most effective ways to communicate with each segment.

Action 2: Blueprint will target specific audiences, go where the people are, and create or participate in events targeted to those audiences.

Action 3: Blueprint will ensure a professional look and feel for communications, tailor content, and format for ease of use and understanding.

Action 4: Blueprint will develop a better understanding of appropriate communications strategies for low-literacy individuals and non-English speaking communities.

Objective 2: Blueprint will seek to improve its community engagement program by regularly reviewing this plan and its outreach activities.

Action 1: Blueprint will regularly survey the public on the best ways to provide information, increase engagement, and utilize public input, and will incorporate resulting recommendations into the Public Engagement Plan.

Action 2: Blueprint will periodically update this Public Engagement Plan.

Public Engagement Process

Blueprint actively seeks the participation of all relevant agencies, stakeholders and partners and opportunities for coordinating with them. Blueprint also works together with all partners for more effective outreach activities and results. This section provides guidelines for how Blueprint will encourage the public and interested parties to engage and participate in the Agency's program of work.

Agency Level Public Engagement

Major Committees

The Blueprint Intergovernmental Agency is guided by a Board of Directors (IA Board), comprised of the Tallahassee City and Leon County Commissions sitting as one body. The IA Board provides leadership and sets the direction for the entire Agency program of work. The quarterly IA Board Meetings are properly noticed and open to the public. Each meeting allows for and encourages public comments, affording the public the opportunity to provide input to the IA Board.

The Technical Coordinating Committee (TCC) provides professional advice and technical expertise to the Agency at the project level. This committee is comprised of representatives from City Management, County Administration, and includes the Tallahassee-Leon County Planning Director, the City Public Works Director, the County Transportation Engineering Director, the City Stormwater Manager, the County Chief of Stormwater Engineering, the City Growth Management Biologist, and the County Director of Environmental Compliance. All TCC meetings are noticed, open to the public and public comments are accepted.

The Citizen Advisory Committee (CAC) serves in an advisory capacity to the Agency. The twelve members represent to the Agency a broad spectrum of the community, including but not limited to: the Civil Rights Community, Tallahassee Chamber of Commerce, Council of Neighborhood Associations, Senior Citizens, the Disabled Community, the Minority Chamber of Commerce, the Planning Commission, Network of Entrepreneurs and Business Advocates and include a biologist and a financial expert. All CAC meetings are noticed, open to the public and public comments are accepted.

Project Level Public Engagement

Each Blueprint project will have a Public Engagement Plan (Plan) which will be developed and executed as each project is programmed. The Project Public Engagement Plan will include:

- I. Project Description
- II. Project Goals
- III. Project Team Contact Information
- IV. Project Schedule
- V. Public Engagement Schedule
 - a. By Project Phase
 - b. For Duration of Project
 - c. Engagement Evaluation Points
- VI. Public Engagement Goals and Tools
 - a. By Project Phase
 - b. For Duration of Project
 - c. Engagement Evaluation Points
- VII. Identification of Pertinent Officials and Agencies

State: Florida Department of State, Division of Historical Resources
Florida Department of Agriculture and Consumer Services
Florida Department of Environmental Protection
Florida Department of Fish and Wildlife Conservation Commission
Florida Department of Economic Opportunity
(Note: Add others that pertain to the project)
Federal: Federal Highway Administration
Federal Transit Administration
U.S. Army Corps of Engineers
U.S. Coast Guard
U.S. Department of Interior - National Park Service
U.S. Department of Interior - U.S. Fish and Wildlife Service
U.S. Department of Commerce - National Marine Fisheries Service
U.S. Environmental Protection Agency
(Note: Add others that pertain to the project)

Regional: Chambers of Commerce
Regional Planning Council
Capital Region Transportation Planning Agency
Water Management District
Army Corp of Engineers
(others that may pertain to the project)

Local Elected and Appointed Officials (for consideration purposes)

Intergovernmental Agency Board of Directors
Florida State Senators
Florida State Representatives, Local Districts
Federal Delegation

- VIII. Identification Of Affected Communities And Stakeholders
 - a. Target Audience

- b. General public
 - c. Directly affected public
 - d. Technical Advisory Committee
 - e. Citizen Advisory Committee
 - f. Public agency staff
 - g. School district
 - h. Providers and users of public transportation
 - i. Providers and users of pedestrian and bicycle transportation facilities
 - j. Non-English-speaking and low-literacy public
- IX. Outreach Activities
- a. Community Meetings
 - i. Project Specific
 - ii. Homeowners
 - iii. Partner Events
 - b. Mailings (Letters, Newsletters)
 - c. Web Pages
 - d. Social Media
 - e. Community Events
 - f. Etc.
- X. Engagement Techniques
- a. Charettes
 - b. Visual Preference Surveys
 - c. Walking Surveys
 - d. Etc.
- XI. Summary Report: Summary and Analysis of Public Engagement
- a. A report will be developed to summarize the public engagement results and recommendations.
 - b. Report will contain the overall input provided through all engagement techniques utilized throughout the process.
 - c. The report will be available to the public for review on the Blueprint website.

Appendix #1

2019 Public Participation Plan Evaluation Evaluation Matrix						
Objectives	Tools Used	Evaluation Criteria	Result	Performance Target	Target Status	Notes
GOAL ONE: Widely disseminate clear, complete, and timely information of the residents, stakeholder, affected agencies, and interested parties regarding the overall Blueprint program as well as the individual plans, projects and programs.						
Objective 1: Blueprint will identify organizations and individuals representing a broad spectrum of community interests and encourage their participation in the project.						
Objective 2: Blueprint will develop relationships and form partnerships with organizations in the communities and use these partnerships to develop a better understanding of Blueprint's projects in the community.						
Objective 3: Coordinate public engagement activities with other similiar programs to make best use of staff and resources while minimizing public time demand.						
GOAL TWO: Create an open and ongoing two-way public engagment process that ensures comprehensive resident, stakeholder, agency, and interested party input into and full participation in projects.						
Objective 1: Information will be dissiminated through a variety of media.						
Objective 2 : Engagement methodology selected will successfullly reach target audience.						
GOAL THREE: Achieve early engagement and maintain continuous involvement of the public in the development and lifetime of projects.						
Objective 1: Public engagment strategies will be tailored to fit the audience and the issues, rather than using a "one size fits all" approach.						
Objective 2: Blueprint will seek to improve its community engagement program by regularly reviewing this plan and its outreach approach.						



Public Engagement Tools

Tallahassee-Leon County is comprised of diverse individuals that possess many different concerns, needs, interests and opinions. With technology rapidly changing, it is becoming harder to communicate using traditional methods. With these advancements, new opportunities to distribute information have arisen. Tools to inform the public include different techniques that can be used to provide the public with information they need to understand a project, get involved in the decision-making process and also provide feedback to the project team and influence decisions.

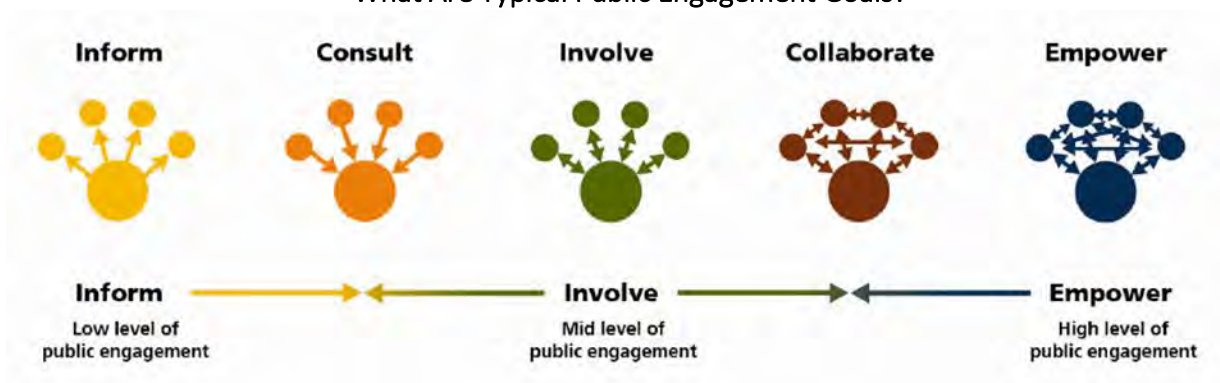
Public engagement can lead to

- Better decisions that more effectively respond to the needs and priorities of a diverse community
- Increased public understanding of and support for Blueprint projects
- Increased transparency and accountability of Blueprint Intergovernmental Agency Board actions
- Community members and community resources becoming part of the solution to project challenges

What is Public Engagement?

Public engagement gives stakeholders the opportunity to influence decisions that affect their lives. Public engagement is a process that consists of a series of appropriate activities and actions used over the lifespan of a project to inform, obtain input from, and/or collaborate with the public. The goals of public engagement will evolve over the lifespan of the project and will often progress from informing, to consulting, to involvement and collaboration. In the development of the project's public engagement plan, the project team will identify the engagement goals by project phase and how the goals will be reached, e.g. by informing, or consulting, etc., for each phase of a project. Once the goals have been identified, the correct engagement tool or activity can be determined.

What Are Typical Public Engagement Goals?



Inform

To provide the public with information on the project of decision. This does not actually provide the opportunity for public participation, but rather engages the public and provides the community with the information they need to understand the project and the decision-making process.

Consult

To obtain and consider public input at set points in the process. This is the basic minimum opportunity for public input, to consult simply means to ask. You are asking the public for their opinions and will consider the input received as decisions are made.

Involve

To work directly with the public and consider their input throughout the process. At this level, the public is invited into the process.

Collaborate

To engage the public in key activities and decisions during the process. The collaborative level includes the explicit attempt to find consensus solutions. In the end, the input received and will be used by those making decisions regarding the project.

Empower

To implement what the public decides. At the empower level, the public is provided with the opportunity to make decisions for themselves. The most common activity seen at this level are public voting or ballot measures.

How do you know what public engagement tools are appropriate?

The type engagement activity used is driven by the goals for the engagement. The table below offers a sampling of engagement tools appropriate for each identified engagement goal, but is not exhaustive. Innovative strategies are constantly being developed and tested. The project team should research and consider implementing any emerging, innovative and available engagement activities or strategies that would improve public engagement.

Engagement Tool/Activity	Engagement Goal				
	Inform	Consult	Involve	Collaborate	Empower
	Website & Social Media	X	X		
	Printed Materials	X	X		
	Community Events	X	X		
	Visual Preference Surveys		X	X	
	Focus Groups		X	X	
	Walking Surveys		X	X	
	Charrettes		X	X	
	Advisory Board			X	X
	Task Forces			X	X
	Consensus Workshops			X	X
	Public Meetings	X	X	X	X

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PUBLIC ENGAGEMENT PLAN EXECUTIVE SUMMARY

PUBLIC ENGAGEMENT PLAN

Recognizing that it is through public engagement that the future of our community is planned, the Blueprint Intergovernmental Agency (Blueprint) is committed to the development and execution of trustworthy and effective public engagement.

PURPOSE OF PLAN

Organized by principles, goals, process, and requirements, the Public Engagement Plan (Plan) provides the foundation for highly-effective community engagement. A successful engagement strategy establishes goals, determines key audiences and stakeholders, develops and executes appropriate outreach methods, and evaluates success.

As individual projects are initiated, the Plan will serve as the foundation for the development of the customized project public engagement plans. The customized plans will consider stakeholders, unique characters, and innovative methodology to best reach targets.

Developing a project-specific Public Engagement Plan at the beginning of each project is a crucial first step in ensuring all engagement efforts are efficient and effective. The successful implementation of the plan will help ensure the project reflects — to the greatest extent possible — what the community envisions.

WHAT IS BLUEPRINT?

The Blueprint Intergovernmental Agency is an intergovernmental agency in Tallahassee-Leon County that is responsible for building projects funded by the local government infrastructure surtax. The multidisciplinary staff plans, designs and constructs infrastructure improvement projects across the Tallahassee-Leon County community.



GUIDING PRINCIPLES

- Public engagement is **two-way communication** aimed at incorporating the views and concerns of the public into the project.
- Public engagement is **ongoing** through all phases of a project, from concept to construction, programming, and maintenance.
- Public engagement is **inclusive of all** decision-makers and stakeholders.
- People have different communication styles and preferences, and identifying the most appropriate tools and techniques for each project and audience is essential.
- Comprehensive project records assure the public their comments and concerns have been heard and commitments are carried throughout the project.

COMMUNITY INPUT MEETINGS

Public engagement was a key factor in coordinating the Airport Gateway project. Blueprint had over 25 meetings to collect and apply community input into the project.





GOALS, OBJECTIVES, AND ACTIONS

It is well understood that successful public engagement is a cornerstone of a successful project. It is particularly important and rewarding to bring community members into the individual project planning process because the resulting decisions often have a direct and palpable effect on their daily lives. Many practical reasons to engage residents in planning include:

- Debunk myths and misunderstandings.
- Help people understand project tradeoffs.
- Ensure that good plans remain intact over time.
- Improve the quality of project planning.
- Enhance trust in local government.

With this in mind, and anchored by the Guiding Principles, Blueprint's Public Engagement Plan sets forth Goals, Objectives and Actions for robust engagement.

GET INVOLVED

Find out about Blueprint's projects, plans, events, programs, and more by visiting www.BlueprintIA.org.



GOALS, OBJECTIVES, AND ACTIONS

GOAL 1 Achieve early involvement and ***maintain continuous involvement*** of the public in the development of plans, projects, and programs.

OBJECTIVE 1 Public participation strategies will be ***tailored to fit the audience and the issues***, rather than using a “one size fits all” approach.

ACTION Blueprint will strive to ***understand the interests and concerns*** of target audiences in order to ***determine the most relevant content*** and ***most effective ways to communicate*** with each segment.

ACTION Blueprint will target specific audiences, ***go where the people are***, and create or participate in events targeted to those audiences.

ACTION Blueprint will ensure a professional look and feel for communications, tailor content, and ***format for ease of use and understanding***.

ACTION Blueprint will develop a better understanding of ***appropriate communications strategies*** for low-literacy individuals and non-English speaking communities.

LEARN MORE

For a complete listing of the Goals, Objectives and Actions, go to www.BlueprintIA.org/PublicEngagementPlan.

PUBLIC ENGAGEMENT PROCESS

Each Blueprint project will have a customized Public Engagement Plan that is developed at the start of the project, using the goals and objectives found in this Engagement Plan as the foundation. Outreach activities and engagement techniques will vary from project to project, as each project's desired outcomes and stakeholder groups character of community are unique. At a minimum, each project-level engagement plan will include the following:

PROJECT LEVEL PUBLIC ENGAGEMENT

- I. Project Description
- II. Project Contact Information
- III. Project Goals
- IV. Identification of Officials and Agencies
- V. Identification Of Affected Communities And Stakeholders
- VI. Identification of Potential Impacts and Concerns
- VII. Possible Outreach Activities
- VIII. Engagement Techniques
- IX. Public Engagement Schedule
- X. Summary of Public Comments Report

ONGOING ENGAGEMENT

- Blueprint Intergovernmental Agency Board of Directors
- Citizen Advisory Committee
- Technical Coordinating Committee





PROJECT PLAN REQUIREMENTS

To ensure thorough stakeholder involvement, the project team must identify the key, stakeholders, partner agencies, interested parties, and impacted entities associated with a project. Below is a listing of typical project stakeholders to consider.

- **Customized engagement strategies** based on the project's community and innovations in outreach.
- **Early and continuous** opportunities for involvement.
- Public meetings at **convenient and accessible** locations and times.
- **Timely information** on issues, processes, and procedures.
- **Reasonable access** to technical and policy information.
- Electronic **accessible and available public information** via the web.
- **Adequate notice of involvement opportunities** at key decision points.
- Methods for **considering, responding to, and incorporating public input**.
- A course of action for **seeking out and considering the needs** of the traditionally underserved.
- **Periodic review, evaluation** of the participation process, and **adjusting strategies**, when warranted, in a timely manner.

SEE THE FULL LIST

See the state and federal requirements at
www.BlueprintIA.org/PublicEngagementPlan.

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