

FYI in 45

Effective Strategies for Public Involvement

Panelists:

Marc Williams

Christopher Weber

Moderated by:

Andrew Beaton

December 16, 2019



**CDM
Smith**

Today's Discussion Will Focus On

- ▶ Why you should invest in public involvement
- ▶ A deep dive into the 142-mile US 67 study
- ▶ Game-changing techniques and technologies
- ▶ A look at the road ahead

Before We Begin...



**Technical
Difficulties***



**Webinar is
being recorded**



**Questions are
encouraged**



**PDH
certificate**

Our Panel



Marc Williams

Deputy Executive Director of TxDOT



Christopher Weber

Alpine Area Engineer for TxDOT's
El Paso District

A photograph of two men in a room. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a blue polo shirt and is gesturing with his right hand towards a projection on the wall. The projection shows a 3D wireframe model of a building. The text "Why Invest in Public Involvement?" is overlaid in white on the image.

Why Invest in Public Involvement?

How to Involve the Public




Take care of our
customers

Listen effectively and
actively

Communicate our
objectives clearly



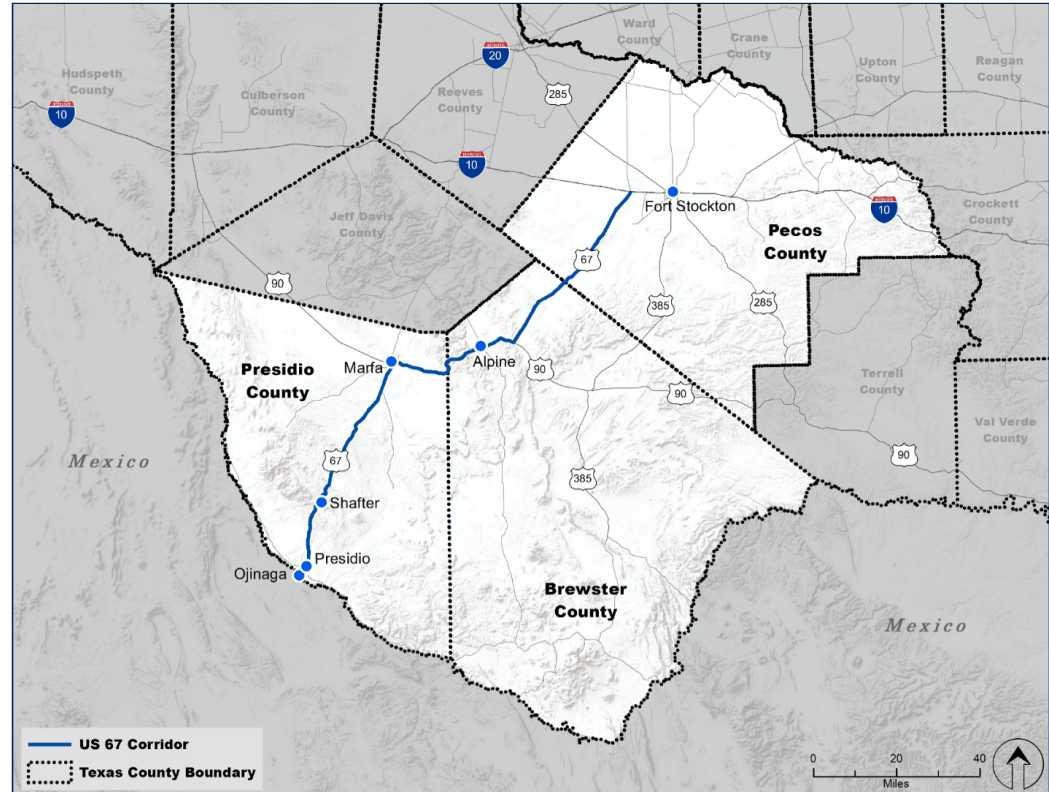
A photograph of two men in a laboratory or office setting. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a blue polo shirt and is pointing his right hand towards a projection on a screen. The background shows a whiteboard and some equipment. The text "The US 67 Study" is overlaid in the center.

The US 67 Study



Study Area

- 142 miles of US 67
- Port entry at the U.S./Mexico border
- Access to multiple towns and attractions
- Rural area with increasing growth



Study Drives & Challenges

Drivers

- Increased traffic volume from:
 - Population growth
 - Tourism
 - Permian Basin development
- Current and future mobility and safety needs

Challenges to address

- Need to reach diverse communities with different needs and objectives
- Overcome previous negative public perceptions
- Overcome distrust

The Objectives

- Develop the community's future vision for transportation along the corridor
- Identify current and future needs on US 67 with a focus on safety
- Develop projects and strategies to meet the needs and realize the vision
- Create a Corridor Master Plan for US 67

A photograph of a severely damaged car at night, likely involved in a collision. The car's front end is crushed, and debris is visible. A white rectangular text box is overlaid in the center of the image.

#EndTheStreakTX



Study Partners

Local Government

- City of Presidio
- City of Marfa
- City of Alpine
- City of Fort Stockton
- Presidio County
- Brewster County
- Precos County
- Jeff Davis County
- Law Enforcement & Emergency Management
- Town of Valentine
- City of Balmorhea
- Town of Van Horn

Radio / Newspaper / TV

- KRTS-Marfa Public Radio
- Alpine Radio (KVLF & KALP)
- Valentine Radio
- Alpine Avalanche
- Fort Stockton Pioneer
- Jeff Davis County Mountain Dispatch
- Big Bend Now (Big Bend Sentinel, Presidio International)
- Big Bend Gazette
- KWES NewsWest0
- KOSA-TV CBS 7
- KPEJ FOX 24

Advocacy Groups

- Big Bend Regional Sierra Club
- Big Bend Conservancy (Friends of Big Bend)
- Lone Star Chapter Sierra Club
- Big Bend Defense Coalition
- Defend Big Bend
- Big Bend Conservation Alliance
- Rio Grande Council of Governments
- Texas A & M Agri-Life Extension
- Big Bend Leadership
- Big Bend Community Action Committee
- Alpine Big Bend "Save Amtrak"
- Alpine Downtown Association

State & Federal Government

- TxDOT
- Texas Department of Public Safety
- U.S. Customs and Border Protection
- International Boundary and Water Commission
- Big Bend National Park
- Presidio Port of Entry
- Texas Parks and Wildlife Department

Chambers of Commerce

- Big Bend Chamber of Commerce
- Presidio Municipal Development District
- Marfa Chamber of Commerce
- Alpine Chamber of Commerce
- Fort Davis Chamber of Commerce
- Fort Stockton Chamber of Commerce

Freight

- Bullet Transport Services
- Biad Chili Company
- Classic Transportation (Alpine)
- Highland Concrete (Alpine)
- Presidio International Port Authority
- R&G Trucking (Presidio)
- Samuel Sanchez Trucking (Presidio)
- Texas Trucking Association
- Texas-Pacifico Transportation
- Union Pacific Railroad
- American Trucking Association
- Solitaire Homes
- FedEx
- UPS

Independent School Districts

- Presidio Independent School District
- Marfa Independent School District
- Alpine Independent School District
- Marathon Independent School District
- Fort Stockton Independent School District

U.S. Senate

- The Honorable John Cornyn
- The Honorable Ted Cruz

U.S. House

- The Honorable Will Hurd

State Senate

- The Honorable José Rodríguez
- The Honorable Carlos Uresti

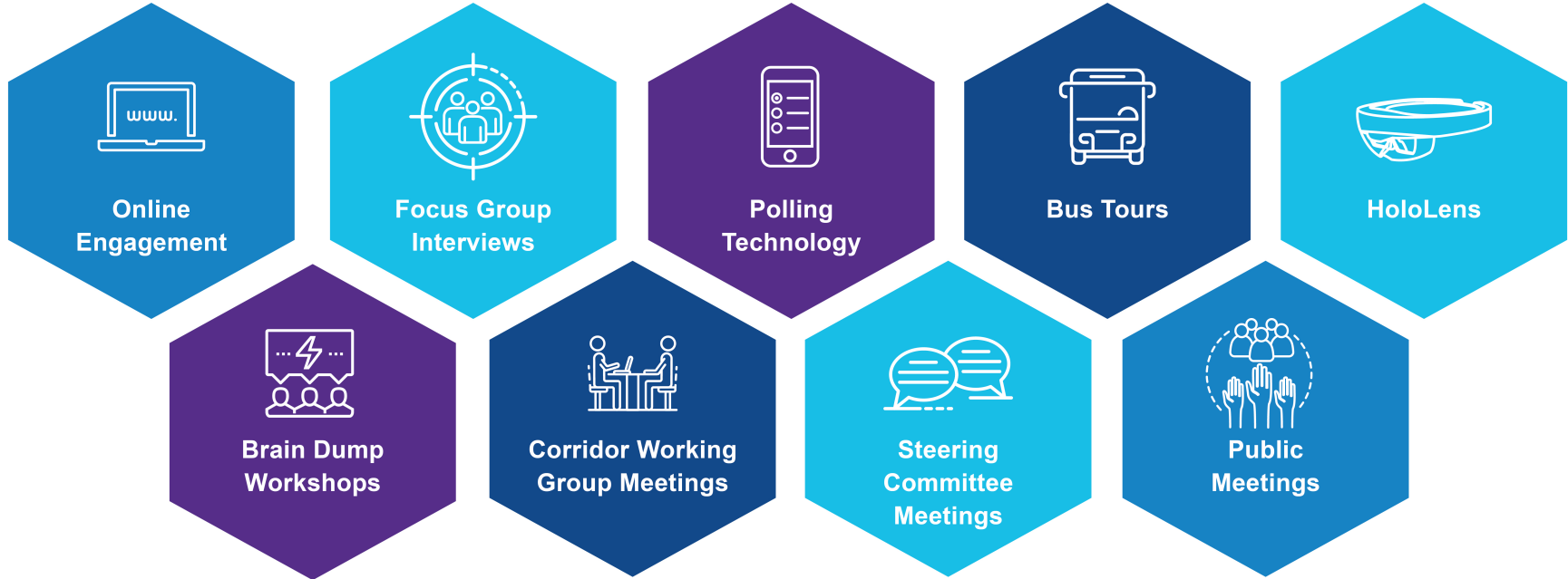
State House

- The Honorable Poncho Nevárez

Others

- Cibolo Creek Ranch
- Mexican Consulate
- El Cosmico
- H. Cowan Associates, Inc.
- Nevarez Law Group
- Big Bend Telephone
- Sul Ross State University
- Chinati Foundation
- McDonald Observatory
- Big Bend Regional Hospital District
- Big Bend Regional Medical Center

Public Outreach Activities



A photograph of two men in a room. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a blue polo shirt and is gesturing with his right hand towards the man with the headset. The background is slightly blurred, showing some equipment and a wall. The entire image has a blue overlay. Centered over the image is the text "Using Technology for Public Involvement" in white.

Using Technology for Public Involvement

MUSEUM
OF THE BIG BEND
AT
SUL ROSS
STATE UNIVERSITY



ALPINE

Welcomes You





HOLOLENS-G1MF



A photograph of two men in a room. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a grey polo shirt and is pointing his right hand towards a projection on a screen. The projection shows a 3D model of a building with a blue flame-like shape on its side. The entire image has a blue tint.

Reflections on Public Involvement

Key Measures

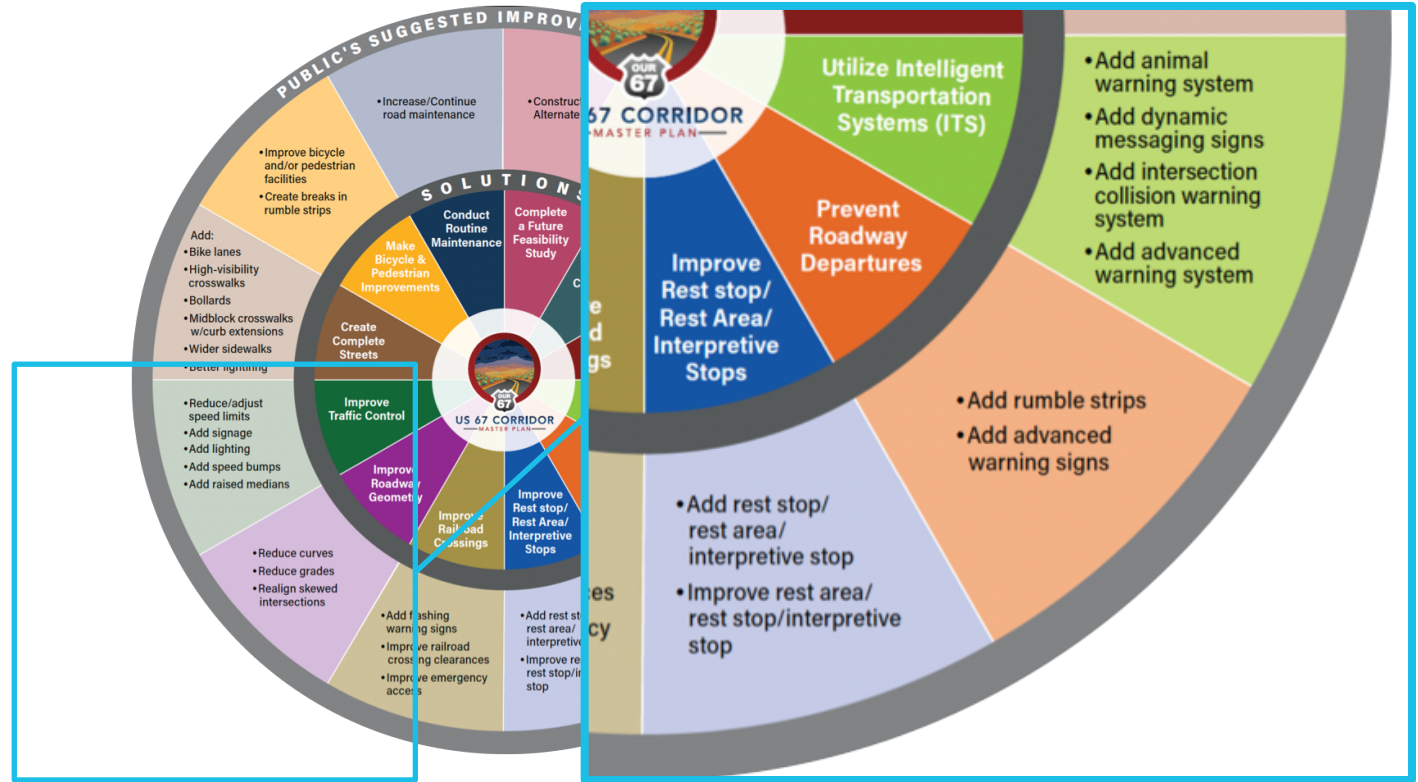
Outputs (*Quantitative*)

- **2,100** website views
- **467** virtual open house views
- **875** people attended public meetings
- **272,000** social media views (El Paso Twitter and TxDOT Facebook posts)

Outcomes (*Qualitative*)

- **32,000** population in three-county area; broad outreach using multiple techniques
- **900 written/survey comments;** input received from public meetings
- **12** study goals established and ranked by the public

Aligning Goals Based on Public Input



Benefits and Impacts



Adding signs for passing lanes



Adding pull-off areas near landmarks along the road



Restriping an intersection in Marfa

Key Takeaways

- Engage early, often and transparently
- Set goals and metrics early
- Understand your stakeholders prior to selecting the right outreach technique
- Grassroots efforts take time, but can build trusting relationships
- Don't forget the underserved populations
- Make sure the information is accessible, engaging and highlights how their input was used in decision-making
- Keep trying new techniques and technologies!

A photograph of two men in a room. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a blue polo shirt and is pointing his right hand towards the VR headset. The background shows a room with a whiteboard and some equipment. The text "Final Thoughts" is overlaid in the center of the image.

Final Thoughts

Virtual Engagement



Topics

Join the discussion and add to current topics. [View All Topics](#)

In Your Own Words

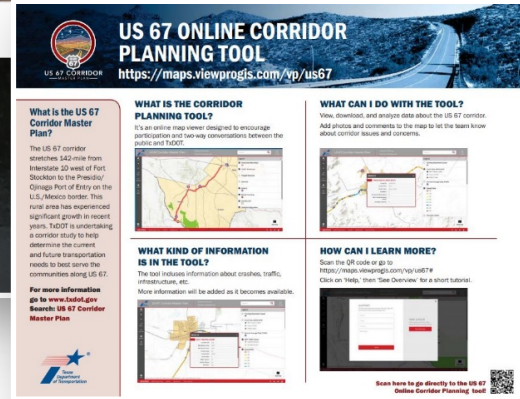
Posted Jan 19 61 Interactions Topic is now closed



What is your vision for transportation on the US 67 corridor? Join the discussion below!

Description

Imagine the US 67 corridor in 20 years. What would you like to see along the corridor? What do you NOT want to see?



A photograph of two men in a room. The man on the left is wearing a red polo shirt and a VR headset. The man on the right is wearing a blue polo shirt and is pointing his right hand towards a projection on the wall. The projection shows a 3D wireframe model of a mechanical part. The text "Questions & Answers" is overlaid in the center of the image.

Questions & Answers

Contact Information

Panelists



Marc Williams

*Deputy Executive Director
of TxDOT*



Christopher Weber

*Alpine Area Engineer for
TxDOT's El Paso District*

Moderator



Andrew Beaton

Moderator



Thank You