

CONFERENCE ON VIRTUAL PUBLIC ENGAGEMENT
FOR TRANSPORTATION PLANNING 2022

»» **AGENDA** ««

Wednesday, September 28

10:00 - 10:30

Welcome!

Kicking off the two-day conference, introducing the first speakers, and sharing some housekeeping. | *MetroQuest*

10:30 - 11:00

Engaging Difficult-to-Reach Populations and EJ Communities

A future of transportation equity and equality begins with today's commitments. | *Keynote* | *La DOTD*

11:00 - 11:45

The Building Blocks of Equitable Infrastructure

Examining projects that center on equity and equitable outcomes to provide best practices & revolutionize public outreach. | *Panel* | *WSP*

11:45 - 12:00

Break - 15 minutes

12:00 - 12:45

***Removing Roadblocks to Equity and Inclusion:
The NC Moves 2050 Story***

The public engagement behind North Carolina DOT's LRTP update, which aimed to engage 3 million people across the state. | *Case Study* | *NCDOT*

12:45 - 1:15

Leveraging Partnerships to Expand Engagement

How a series of virtual panels engaged business leaders and individuals typically not involved in MPO activities. | *Case Study* | *Broward MPO, SFBWM*

1:15 - 1:30

Break - 15 minutes

1:30 - 2:15

Innovative Outreach Methods for Bridging the Digital Divide

Exploring hybrid outreach for improving participation access, including in periods with limited in-person engagements. | *Session* | *Arellano Associates*

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2:15 - 2:30

Break - 15 minutes

2:30 - 3:00

Strategies for Engaging with Harder-to-Reach Communities

How the Fair Transit pilot in Cook County launched and has begun to amend inequities in transportation access. | *Case Study* | *Morreale Communications*

3:00 - 3:30

Shifting the Paradigm on Public Engagement: Hybrid Models for a Post-Pandemic World

Lessons learned from the HRMPO's LRTP plan and an overview of designing a hybrid engagement process. | *Session* | *CSPDC, Avid Core*

3:30 - 4:00

Closing Address

Day 1 wrap-up, plus five aspects to consider for your next online public engagement survey, with examples. | *MetroQuest*

Thursday, September 29

10:00 - 10:30

Welcome!

Day 2 kickoff! Including a brief overview of upcoming improvements to accessibility in online Surveys. | *MetroQuest*

10:30 - 11:00

Designing Programs that Put People First

How using data and lessons learned through the pandemic can help practitioners leap over the digital divide. | *Keynote* | *HDR*

11:00 - 11:30

Establishing Accountability in Today's Hybrid Public Engagement

A walkthrough of understanding audiences' needs and collecting meaningful feedback using a hybrid structure. | *Session* | *Arch Street Communications*

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11:30 - 12:00

Data-Driven Community Engagement: The Power Behind using the Right Tools

Focusing on strategies used for the On-Board Plan survey in South Nevada, which garnered 15,000+ responses. | *Case Study* | *RTC South Nevada*

12:00 - 12:15

Break - 15 minutes

12:15 - 12:45

Utilizing Vision Zero Principles to Engage Diverse Communities

Using equity-based objectives to educate, resolve Charlotte's High Injury Network and improve safety. | *Case Study* | *Charlotte DOT, Civility Localized*

12:45 - 1:30

Digital Engagement Tools for the Whole Participation Spectrum

Mapping a range of digital engagement tools to identify roles, strengths, and best practices for selection. | *Session* | *Susanna Haas Lyons Consulting*

1:30 - 1:40

Break - 10 minutes

1:40 - 2:00

Bridging the Gap: An Equitable Approach to Hybrid Engagement

A discussion of hybrid and responsible engagement, featuring audience ideas and feedback. | *Session* | *WSP*

2:00 - 2:45

Virtual Public Engagement at Texas MPOs: Into the Future

Representatives from Texas MPOs discuss their approaches to public engagement during the pandemic. | *Panel* | *Various*

2:45 - 3:00

Break - 15 minutes

3:00 - 3:30

Inclusive, People-Centered Engagement to Gain Community Ownership

Overview of the I-270 North Project, an award-winning, creative and innovative study that helped build community buy-in. | *Case Study* | *Missouri DOT*

3:30 - 4:00

Closing Keynote

In closing: what can practitioners do to support and create equitable public engagement? | *Keynote* | *MetroQuest*

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