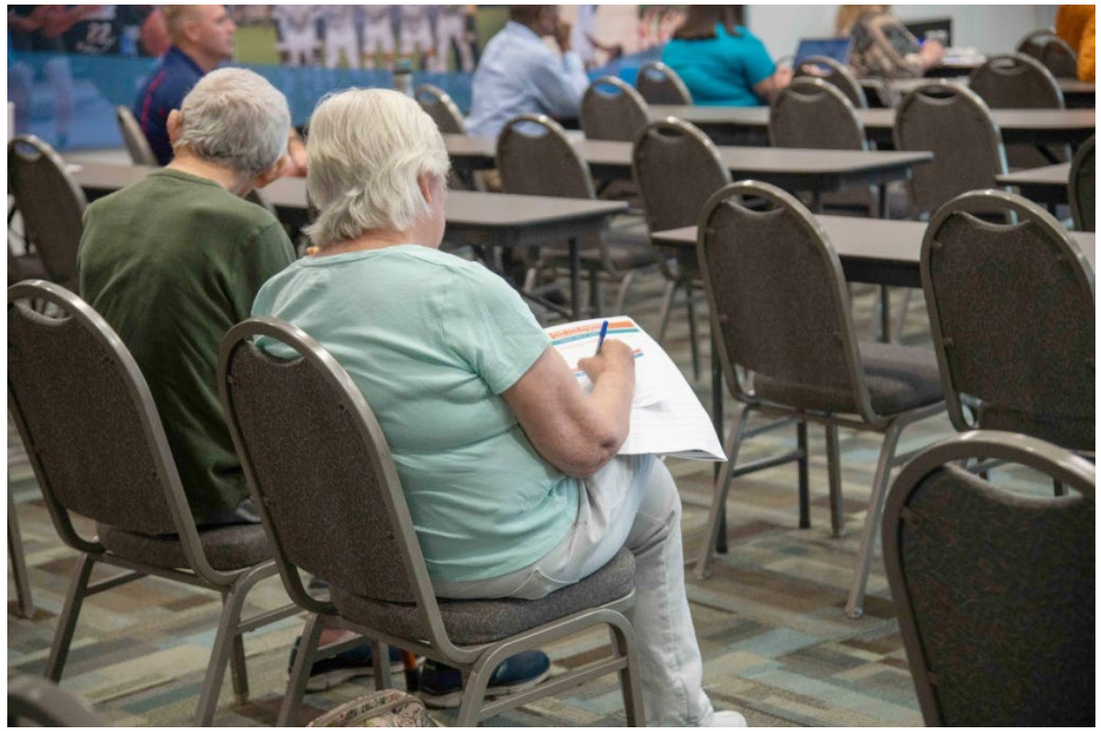
301 Identifying the Public

To achieve inclusive community engagement, the plan/project outreach strategy must consider the full range of individuals and organizations who would have an interest in or could be affected by the transportation action. Taking steps to engage with these stakeholders will bring diverse knowledge, opinions, and concerns to light for developing recommendations that are most suitable for the purpose and context.

The Department's community engagement activities must be accessible to any person regardless of race, color, national origin, physical ability, and income status. Effectively engaging with different population groups may call for different approaches or techniques. Understanding who lives, works, studies, shops, and plays in a plan/project area is fundamental to tailoring outreach to their needs and preferences as well as complying with federal and state nondiscrimination laws and directives.



Steps to identifying the public include:

- Identifying representatives of stakeholder organizations for inclusion in the plan/project contacts list
- Identifying property interests, including property owners and tenants, located within a minimum of 300 feet of the centerline of any project alternative for inclusion in the project contacts list
- Performing a focused demographic analysis to identify populations, communities, and organizations whose involvement will be necessary to achieve inclusive community engagement

302 Building a Contact List

Throughout the life of a plan or project, there will be occasions when the Department needs to communicate with the public, including direct mailings about public meetings. A comprehensive contact list is essential to timely and efficient distribution of Department communications.

Content and Organization

The first consideration for building a contact list is to determine what types of information to collect for the list. The table below provides an example of typical information included in a contact list. For communications that must be distributed to certain contacts via physical mail, a complete mailing address will be needed. For all other contacts, including elected and appointed officials from stakeholder agencies, department communications may be distributed using email addresses.

To organize and store contact information, use a spreadsheet or contact management tool that is easy to update and can automate envelope addressing or email distribution.

Example Contact Information Fields

Information Type	Information Fields	
Contact	First name	Email address
	Last name	Telephone number
	Affiliation/title	Mobile Telephone number
Mailing Addresses	Owner address	Parcel address
	City	City
	State	State
	Zip code	Zip code
Miscellaneous	Updates request	Meeting attendance

Collecting Contact Information

The extent of a contact list can vary by the phase or complexity of the transportation action under consideration, including the level of community interest. Generally, a contact list will start off with a defined set of property owners and tenants and certain stakeholder groups. The contact list will grow over time as other affected/interested persons and groups are identified, typically through public outreach and involvement activities.

For projects that had a prior phase, a contact list may have been created that could be built upon for the current list. Be sure to verify that the information is accurate. Update as necessary to account for changes in property ownership and stakeholder group representatives (e.g., new elected officials).

Property Owners and Tenants

Property owners and tenants with potential to be directly affected by a transportation action must receive certain Department notifications by physical mail (e.g., public hearing notices). The geographic starting point for identifying these property owners/tenants consists of properties located, in whole or in part, within the 300-foot radius from the centerline of any project alternative. If it is evident that owners/tenants of properties located beyond the 300-foot radius could be directly affected by the action, these property interests must also be included in the contact list to ensure receipt of required notifications by physical mail. Reference: Chapter 339.155, FS.

Ownership information for properties within the project area is available from the county property appraiser's office located in all Florida counties. Address information includes a physical address for the property and a mailing address for the property owner. When the property address and the owner's mailing address differ, this is an

indication that the property may be occupied by a tenant. When this occurs, notifications should be sent to the owner's mailing address and the property's physical address to ensure that both of these stakeholders receive notification.

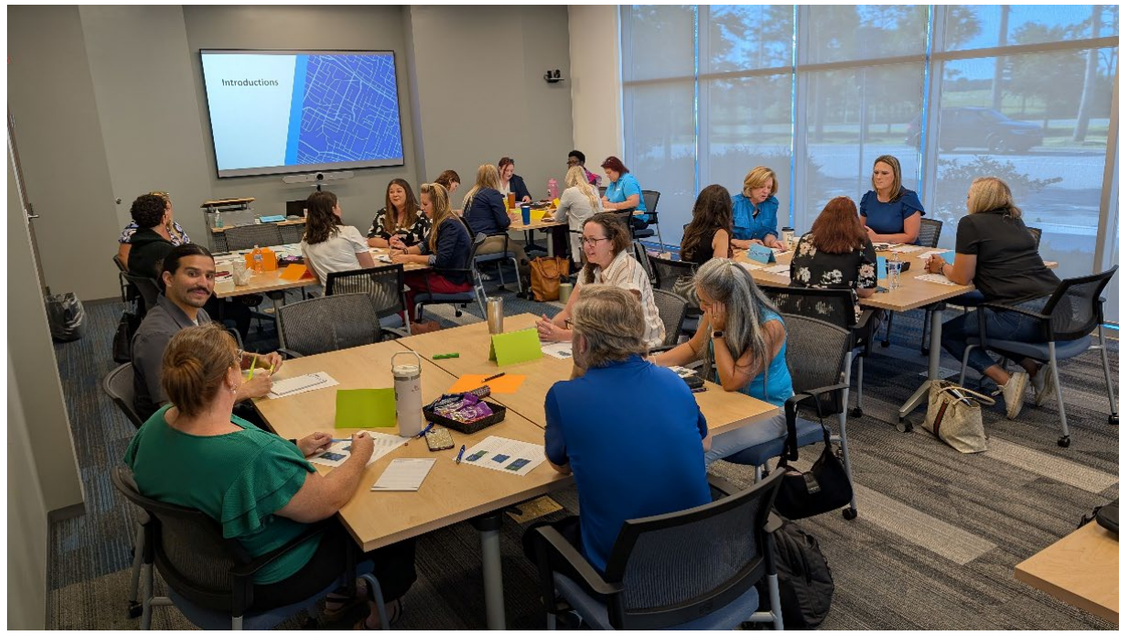
Stakeholder Groups

A contact list also includes representatives of stakeholder groups that could be affected by or otherwise have an interest in the outcomes of a transportation plan or project. These stakeholders typically include members of elected and appointed governing boards, government agencies and advisory bodies, community organizations, and industry groups. The table accompanying this section of the guide provides a listing of stakeholder groups that may apply to your contact list.

Contact List Maintenance

A contact list is a dynamic document that should be regularly updated to reflect the best available data at a given point in time. Accurate contact information is critical for mailings. An aged contact list can result in more returned mail and, as a consequence, uninformed stakeholders.

Additionally, the contact list should be updated to include people who have requested to be added to the list, such as through a website form, comment card, or public meeting registration/sign-in sheet. Be sure to promptly update the contact list with these new additions so everyone expecting updates receives the information in a timely manner.



303 Demographic Analysis

Demographic analysis is an essential part of accurately identifying the public for community engagement conducted by the Department. Demographic analysis involves gathering and reviewing data about the characteristics of a population in a defined area. The findings of a demographic analysis help us better understand the communities we seek to involve in project planning and decision-making processes so that engagement activities can be tailored to be most effective and inclusive. During the PD&E phase, the demographic analysis is typically conducted by the Sociocultural Effects (SCE) professional, not the public involvement team. Public involvement professionals should coordinate with SCE professionals to assist with this data. The table below describes ways that demographic analysis supports community engagement for Department plans and projects.

Demographic Analysis Uses in Community Engagement

Approach	Uses
Inclusive Engagement	Gain insights on affected communities in an analysis area
Title VI	Determine the presence of affected population groups addressed in federal and state nondiscrimination laws and directives
Targeted Outreach	Determine the presence of population groups that may be harder to reach through traditional community engagement
Tailored Engagement	Recognize who is missing from community engagement activities and readjust approaches to include them in future activities

Data Collection

When planning for community engagement, demographic data for the analysis is collected from three general sources:

- Desktop data – US Census Bureau data tables and maps for Census Block Groups in the analysis area
- Field review – First-hand observation of the human environment in the analysis area
- Community outreach – Information from knowledgeable locals (context experts) about the population in the analysis area

These sources can offer quantitative and qualitative data to provide the most accurate depiction of population groups and communities that could be affected by a transportation action.

Data Tools

There are several user-friendly, demographic data tools that can facilitate a plan- or project-level demographic analysis. Such tools include:

- Area of Interest Tool, FDOT Environmental Screening Tool (also see Sociocultural Data Report section of this guide)
- Environmental Screening Tool (EST), FDOT Efficient Transportation Decision Making Process (a user account is required)
- Data.census.gov, U.S. Census Bureau data and digital content platform

Data Analysis

Step 1: Define the Analysis Area

The *analysis area* encompasses the geographic area where communities and community resources have potential to be affected by the plan or project under consideration. An appropriately sized analysis area helps ensure that all affected groups are accounted for and accommodated in community engagement activities. In the planning phase, when the type and severity of such effects are less well understood, the analysis area may need to be larger (e.g., the one-half-mile area surrounding a project). In contrast, the analysis area for a design phase project might only encompass the area within 300 feet of the project right of way, especially when potential effects have been ruled out through impact assessment and public input from an earlier phase. In any phase, it is important that the analysis area be sized to include all potentially affected populations.

Learn more about creating an analysis area with a GIS buffer or Census Block Groups in the Sociocultural Data Report section of this guide.

Step 2: Review Desktop Data

The primary data source for demographic analysis is the U.S. Census Bureau, which creates the Decennial Census Program every ten years and the American Community Survey (ACS). The ACS provides data estimates (with margins of error), while the decennial census are 100% counts. ACS estimates are currently reported in one-year and five-year data sets. Although the five-year data set is less current than the one-year data set, it is based on more data points (lower margin of error). For this reason, the five-year data set is the preferred data set for a plan- or project-level demographic analysis. However, circumstances in the analysis area, such as recent population growth, may warrant use of one-year data set.

Learn more about the using US Census Bureau data for demographic analysis on the FDOT SCE Evaluation Process webpage.

Step 3: Conduct a Field Review

While desktop data from the US Census Bureau is an excellent resource for demographic analysis, the data may not present a complete picture of communities in the analysis area. Consider that seasonal residents and visitors are not included in the Census data. Visiting the project area allows a first-hand account of the analysis area to bring context to the desktop data. For example, signs on businesses and churches in a non-English language are a good indication that a non-English language is spoken to a significant degree by local residents, workers, or visitors. It is important that such groups be accounted for when planning for community engagement.

Step 4: Interview Context Experts

Another way to expand on the desktop data is to speak with people who are familiar with communities in the analysis area. Local agency planners, school principals, social service agencies, civic groups, and church leaders are reliable sources of information about their clients/ constituencies and communities and organizations in their service area. As you speak with community members, offer to add them to the project contacts list.

Step 5: Document Findings for Community Engagement

After analyzing the desktop data (e.g., Sociocultural Data Report), field review notes, and context expert interview notes, compile your findings in a simple report or memorandum to accompany the community engagement plan. Point out significant details that would provide guidance for reaching and engaging population groups in the analysis area. Tailored engagement techniques may be necessary to ensure inclusion of all groups.

304 Sociocultural Data Report

The Sociocultural Data Report (SDR) was created by the Department to support demographic analysis for community engagement and sociocultural effects evaluation. The SDR provides demographic data from the US Census Bureau's American Community Survey (ACS) and decennial censuses along with land use and community facilities data from other sources. The data sets used to generate SDRs are updated when new data is published, typically on an annual basis.

The SDR reports population data over three decades (1990 to the latest ACS) to show demographic trends for the selected geography. Trend data is provided for total population and households, race and ethnicity, age, income, disability, educational attainment, language (English proficiency), and housing. Current data is provided for geographic mobility of households, computers and internet availability, household languages, existing land uses, and community facilities.

SDRs are automatically generated and stored on the FDOT Environmental Screening Tool (EST) user site and public site for these geographies:

- User-defined areas – Areas defined by a local government or project team in conjunction with a planning effort (e.g., community plans)
- Census places – A census geography that includes incorporated places and unincorporated Census Designated Places
- Counties
- Project alternatives – The 500-foot buffer area surrounding project alternatives

An SDR can also be generated for a customized area by using the Area of Interest (AOI) Editor on the EST Map Viewer (EST user site only).

The EST offers two versions of the SDR for project alternatives and areas of interest. One version is based on the total data from Census block groups contained within and intersecting the selected area (*intersecting method*). The second version pulls from the same block groups but any intersecting block groups are clipped to the selected area and the data is estimated via equal area allocation (*clipping method*). When referring to ACS data, which are estimates, the clipping method produces estimates of estimates. For the intersecting method, the population reported may far exceed the population of interest (e.g., affected population) but the data has a lower margin of error. Comparing both SDR versions and using judgment is advised to help ensure that all populations of interest are accounted for in community engagement planning.

It is also important to note that the SDR data is aggregated for the area selected, which can obscure the presence of small concentrations of distinct population groups.

An overview of the SDR, including considerations for its use is provided in a companion document linked in this section of the guide. Additional SDR guidance is available here.

Use the Sociocultural Data Report (SDR) to get an initial understanding of the population groups present in a plan or project area.

Sociocultural Data Report (Clipping)

Philippe Parkway - North Segment

Area: 0.198 square miles
Jurisdiction-Cities: Safety Harbor
Jurisdiction-Counties: Pinellas

General Population Trends

Description	1990	2000	2010[1]	ACS 2015-2019
Total Population	737	683	698	760
Total Households	322	317	324	314
Average Persons per Acre	5.05	5.24	5.80	6.23
Average Persons per Household	2.57	2.35	2.25	2.50
Average Persons per Family	2.94	2.84	3.00	3.04
Males	358	312	326	348
Females	379	370	372	411

Race and Ethnicity Trends

Description	1990	2000	2010[1]	ACS 2015-2019
White Alone	707 (95.93%)	650 (95.17%)	643 (92.12%)	656 (86.32%)
Black or African American Alone	20 (2.71%)	14 (2.05%)	17 (2.44%)	29 (3.82%)
Native Hawaiian and Other Pacific Islander Alone	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Asian Alone	3 (0.41%)	9 (1.32%)	13 (1.86%)	32 (4.21%)
American Indian or Alaska Native Alone	1 (0.14%)	0 (0.00%)	1 (0.14%)	5 (0.66%)
Some Other Race Alone	3 (0.41%)	2 (0.29%)	6 (0.86%)	22 (2.89%)
Claimed 2 or More Races	NA (NA)	4 (0.59%)	15 (2.15%)	12 (1.58%)
Hispanic or Latino of Any Race	20 (2.71%)	16 (2.34%)	43 (6.16%)	98 (12.89%)
Not Hispanic or Latino	717 (97.29%)	667 (97.66%)	655 (93.84%)	662 (87.11%)
Minority	46 (6.24%)	45 (6.59%)	88 (12.61%)	172 (22.63%)