

105 Outreach During Project Phases

The typical phases of taking a transportation project from idea to reality include planning, Project Development and Environment (PD&E), design, construction, and operations and maintenance. Projects follow this path, but can start in the planning, PD&E, or design phase. Sometimes a project starts with a local government or regional agency, then transitions to the Department during the PD&E or design phase. Some projects begin in the design phase without preliminary studies, like a resurfacing project. An alternative project delivery, such as Design-Build activities or public private partnerships (PPP/P3), may be used in place of the design and construction phases.

Outreach is essential throughout the entire project life cycle to ensure early and continuous opportunities for public input. This allows for consideration of public needs and preferences through the project phases and supports informed decisions through collaborative efforts. It also helps build mutual understanding and trust between the Department and its partners.

It is the Florida Department of Transportation's policy to use every possible opportunity to engage with and involve the public when planning, designing, constructing, and maintaining transportation facilities and services to meet the State's transportation needs.

Understanding outreach during the project phases helps the Department to:

- Identify community engagement requirements for each project phase
- Recognize past outreach efforts and the outcomes
- Identify engagement opportunities for future project phases
- Know when partners and the public can become involved

In the **planning phase**, a study is conducted to define a corridor or system need and develop an action plan for implementation. Public engagement in planning involves two-way communication to learn about community values and preferences. During this phase, public input is gathered to learn about the local vision, goals, objectives, priorities, and recommendations.



In the **PD&E phase**, the Department conducts a study for a specific roadway or corridor to define the project alternatives and evaluate the social, cultural, physical, and natural environmental impacts. Public engagement in PD&E includes gathering input on the proposed alternatives and potential impacts to assist with making a final recommendation. During this phase, information shared with the public may include the project need and supporting data, alternative concepts, impacts including right-of-way and property impacts, and any access management changes.



In the **design phase**, the Department completes detailed design plans that are used to construct the project. Public engagement in design includes sharing project information and gathering input on the design concept. During this phase, information shared with the public may include the design concept, proposed maintenance of traffic, construction schedule, right-of-way impacts, access management changes, and

landscaping features. Access management changes require a public meeting and notification to the public during the design phase.



Remember that not all projects start in the planning or PD&E phase. For these projects, the design phase may be the first time that the public is hearing about the project or has an opportunity to provide input.

Public engagement during **construction** is about communicating lane closures, detours, and the construction duration. The Department may also share information about maintenance of traffic, construction sequencing, median changes, and other temporary impacts.



Maintenance is an ongoing activity that occurs throughout the state highway system. During the operations and maintenance phase, the public may be notified of traffic impacts. General maintenance activities or repairs may require temporary lane closures or detours. Variable message boards, social media, and press releases can be used to notify those traveling in

the area.

The types of outreach and who is typically engaged during each project phase are summarized in the table below. *Section 500 Outreach Methods* describes how to conduct the different types of outreach mentioned below.



Public Engagement Resource Guide

Public Outreach During Project Phases

	Planning	PD&E	Design	Construction	Operations & Maintenance
<i>Purpose of Engagement</i>	Learn about the community's vision for the future	Gather input on the proposed alternatives and potential impacts to assist with making a final recommendation	Share project information and gather input on the design concept	Communicate lane closures, detours, and construction duration	One-way communication to notify the public of traffic impacts
<i>Types of Outreach</i>	<ul style="list-style-type: none"> Steering/advisory groups Public workshops Regional forums Websites Surveys/polls 	<ul style="list-style-type: none"> Public meetings Meetings with local agencies Meetings with special interest groups Newsletters Website Surveys/polls Public Hearing (if required) 	<ul style="list-style-type: none"> Median/driveway modification letters Newsletters Presentations before commissions One-on-one meetings Website Public meeting(s) Public Hearing (if required) 	<ul style="list-style-type: none"> District traffic and construction reports Project information flyer Presentation(s) to local governments Variable message boards Social media Project website 	<ul style="list-style-type: none"> Variable message boards
<i>Who to Engage</i>	<ul style="list-style-type: none"> Regional planning organizations State/federal agencies Local governments Business/community organizations 	<ul style="list-style-type: none"> Regional planning organizations Federal and state agencies Local governments Business/community organizations Affected property owners/renters 	<ul style="list-style-type: none"> Local governments Community organizations Affected property owners/businesses 	<ul style="list-style-type: none"> Local governments Affected property owners/businesses and tenants Traveling public 	<ul style="list-style-type: none"> Affected property owners/businesses and tenants Traveling public