Informed Consent to Get Projects Implemented

Angie Bersaw, AICP
Transportation Planner
Presentation Outline

• Why Involve the Public?
• What is Informed Consent?
• How to Design a Public Process
• Project Examples and Innovative Techniques
Why Involve the Public?

- Public participation results in stronger plans that are more likely to be implemented.
Additional Returns

- Identify local issues
- Find out what citizens value
- Improve trust in government
- Create sense of ownership and support
- Satisfy legal requirements
- Reduce costs with NOT involving the public
What is Informed Consent*?

- Educate: Need for project and major constraints
  - Define the problem
  - Manage expectations
  - Show how the public benefits

- Bring attention to attitudes and concerns of public/stakeholders
  - Vet ideas and create sense of ownership
  - Develop mutual understanding and respect

*Hans Bleiker Systematic Development of Informed Consent (SDIC)
How do you develop Informed Consent?

- Involve public early and continuously
- Clearly define problem and consequences if not addressed
- Clarify your objectives
- Follow through!
Common Pitfalls

• More Meetings
• Asking for input you are not willing to incorporate into decisions
• Not targeting all affected stakeholders
• Starting too late
Designing a Public Process

• Who?
• What?
• When?
• How?
Tools to Assist

• GPS/GIS Technology
• Graphics and Video Simulations
• Audience Polling
• Social Media

How would you best describe your interest in the North Urban Regional Trail?

A. Area resident
B. Dodge Nature Center member
C. School parent or student
D. Trail user
E. Area business owner
F. Other
Project Examples
Chisago County – CSAH 24
Carver County – CSAH 10 Video
North Urban Regional Trail
Using Technology

Driver Sight Line Rendering

Mobile GPS/GIS
Before and After Graphics

Existing View from School Lot

Proposed View
Could you support **Option 1 - Warrior** and Marie Avenue Trail?

A. Yes
B. No
C. Don’t Know

### 3) How would you best describe your interest in the North Urban Regional Trail? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area resident</td>
<td>54.55%</td>
<td>12</td>
</tr>
<tr>
<td>Dodge Nature Center member</td>
<td>31.82%</td>
<td>7</td>
</tr>
<tr>
<td>School parent or student</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Trail user</td>
<td>15.64%</td>
<td>3</td>
</tr>
<tr>
<td>Area business owner</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>100%</td>
<td>22</td>
</tr>
</tbody>
</table>

### 4) Have you used a portion of the existing North Urban Regional Trail? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>77.27%</td>
<td>17</td>
</tr>
<tr>
<td>No</td>
<td>22.73%</td>
<td>5</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>100%</td>
<td>22</td>
</tr>
</tbody>
</table>
Takeaways

• Many options for public involvement
  – doesn’t need to be elaborate
  – should be carefully thought out & tailored
• Does not mean more meetings
• Good public involvement lowers the demand for public involvement
• Use tools to assist in communicating problem and potential solutions
Questions?