

**COURSE NUMBER**

FHWA-NHI-142059

**COURSE TITLE****Effective Communications in Public Involvement**

This course helps transportation officials become better communicators when conducting the public involvement component of transportation planning and project delivery. Participants learn ways to overcome the frustrations and loss of control during public meetings because of hostilities, grandstanding and gamesmanship. The course explores how and why the public develops entrenched and sometimes inflexible, emotionally charged positions; traces the root causes of hostilities and anger in public involvement; and teaches strategies to help you and your organization gain trust and credibility with the public. Additionally, the course covers how to incorporate an effective communications plan into the public involvement program; prepare for and carry out all types of public meetings; handle hostile groups and individuals; give effective presentations at public meetings; as well as completing proper meeting follow up.

****COURSE SEQUENCE****

PART1: The first Instructor-led WCT (Module 1) starts on a Tuesday, from 1:00pm-3:00pm Eastern Time. Each registered participant accesses the WCT from their own computer and a phone line to access the audio portions of the module, Sharing computer screens is not recommended.

PART 2: A series of self-paced training modules (Modules 2, 3, 4 and 5) will be taken after the Module 1 WCT and must be completed before the start of the second Instructor-led WCT (Module 6).

PART 3: The second Instructor-led WCT (Module 6), starts the following Tuesday (seven days from the start of the course) from 1:00pm-3:00pm Eastern Time. Following the end of this second WCT, participants will complete course evaluations and take their exams online.

OUTCOMES

Upon completion of the course, participants will be able to:

- Define values, interests and needs (VIN)
- Outline how VIN drive the public decision-making process
- Identify at least three common problems that develop from a failure to understand and address VIN
- Communicate through your public's VIN
- Incorporate your public VIN into a communications plan
- Explain how to develop a communications plan that creates an informed public
- Develop a plan for a public meeting
- List at least four tips on how to make an effective presentation
- Describe at least five facilitation techniques necessary for accomplishing most meeting goals
- Describe a five-step process for dealing with hostile individuals and groups

TARGET AUDIENCE

Federal, State and local transportation agency staff, metropolitan planning organization personnel, consultants and others who plan, implement and participate in public involvement for transportation long-range planning and project delivery.

TRAINING LEVEL: Basic

FEE: 2013: \$100 Per Person; 2014: N/A

LENGTH: 6 HOURS (CEU: .6 UNITS)

CLASS SIZE: MINIMUM: 15; MAXIMUM: 25

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