

KEY INSIGHT

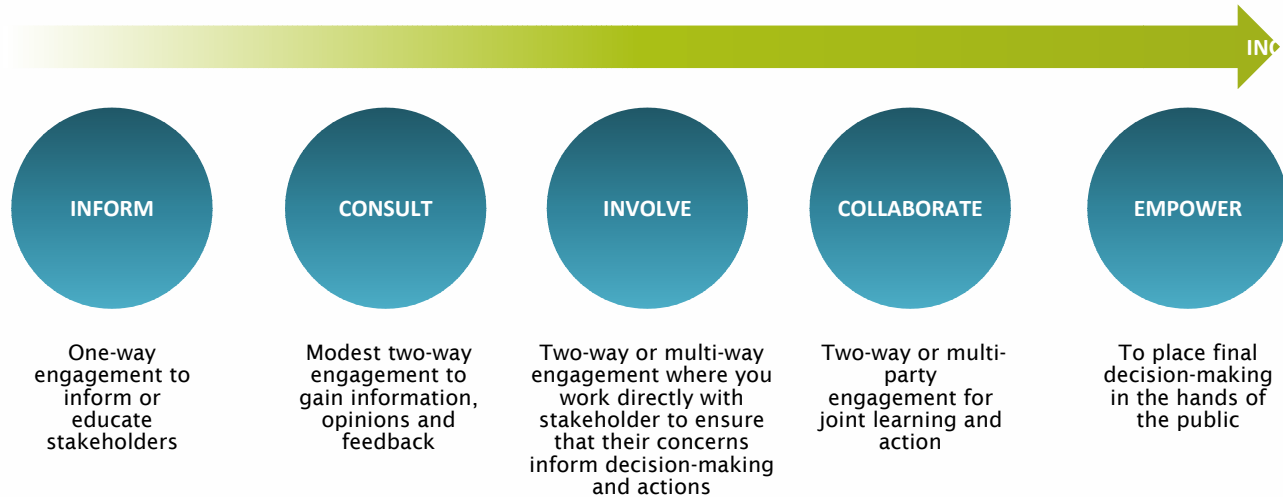


It's their road, not ours

It's fundamental to their way of life

BEST PRACTICE APPROACH

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



10 GOLDEN RULES OF ENGAGEMENT

1. **Do your homework** on that community.
2. **Start early** and influence the business planning process.
3. Engagement effort should **match technical effort**.
4. **Get buy-in to the problem**, before jumping to the solution.
5. Be transparent about the impact of the safety improvements – **both positively and negatively**.

10 GOLDEN RULES OF ENGAGEMENT

6. **Get to know the locals** – ideally use local engagement people.
7. **Decision-making** – Be honest about people’s ability to influence.
8. **Use plain English** – No engineering jargon or government-speak
9. **Ensure information flows** – keep people in the loop.
10. **Reflect the local perspective** in the final design. Find the right balance between the convenience of locals and safety.

WHAT SUCCESS LOOKS LIKE

- People understand the issues, the need for action and are receptive to planned safety improvements
- Safety initiatives are implemented more effectively, and are successful in reducing death and serious injury

Reality check

Be satisfied with getting the majority over the line.

Vocal minority noise can be reduced if their perspective is heard.

