

Promoting Community Involvement in Freight Decision-Making

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Initial Task:

Prevent Community Conflict



Process

Research

- Literature Review
- Examples from across the U.S. and world
- Public Involvement

Interviews

- Non-profit Organizations
- Freight Industry
- Public Agencies

Guidebook

- Final report

EDUCATION

General Public



Has limited

- Freight knowledge
- Effective opportunities to voice concern or support

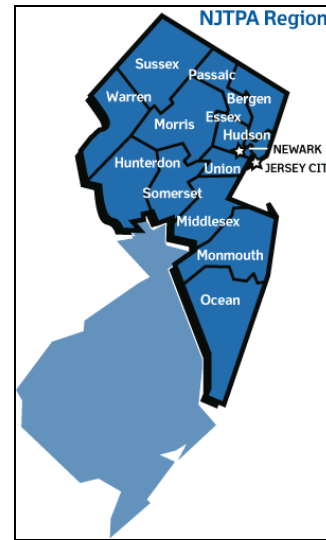
Quick to advocate *against* freight

Public Agencies

Lack some freight knowledge

Have poor documentation of failed projects

Miss opportunities for bringing the public and freight together



Produce ineffective public involvement strategies



Freight Industry



Often absent, not visible or active in the public involvement process

Provides inadequate infrastructure design and surrounding land use

Guidebook

Main Section

General
Public

Public
Agencies

Freight
Industry

Education

Resources
Appendix

Technical Examples



Idling Marine Vessels

Concerns

- Environmental Problems
- Health Risks

Solutions

- Cold-ironing/Alternative Maritime Power™



Louisville Quiet Zone

Concerns

- Noise
- Safety

Solutions

- Elimination of whistles
- Street closures
- Infrastructure upgrades

Why it is Important?

General Public

- Advocate for
 - Better amenities
 - Economic development

Public Agencies

- Fulfill the role of the government
- To gain community trust

Freight Industry

- To implement good neighbor practices
- To move plans/projects faster

General Public

Provide better education/research

- CBOs

- Public Agencies

Advocate for good freight management

THE CARGO CHAIN

WORKERS WHO MAKE OUR ECONOMY MOVE



Over the last 35 years, changes in the global economy have undermined bargaining power for many US workers. Corporations have pitted US workers against workers in other countries to drive down wages, erode health and safety standards, and avoid regulation. But changes in the ways that goods are made and moved have also created enormous leverage for workers in the transportation chain, giving them the potential to reverse the global race to the bottom. With organization and solidarity, these workers are in a better position than most to retain good jobs for themselves and for millions of other workers across the country and around the world.

This pamphlet looks at the network of ship hands, longshoremen, truck drivers, railroad operators, and warehouse workers that make the global marketplace possible. To the average consumer these workers are almost invisible, but they stand at the center of today's economy, moving billions of dollars of goods daily. If globalization has allowed modern corporations to use the world as their workshop, it's only possible because of the increasingly integrated network of people and machines that move things from one place to another.

NEW YORK METROPOLITAN TRANSPORTATION COUNCIL



THE BASICS OF FREIGHT TRANSPORTATION IN THE NEW YORK REGION



Public Agencies

Better Public Involvement

- Education
- Outreach
- Meeting Format
- Evaluation



Meeting Checklists

Before a Meeting

Do research on the neighborhood (go in the field to explore and experience a neighborhood). Attend community meetings and neighborhood events in order to improve relations and develop a better understanding of the area.

Prepare facts beforehand.

Do proper outreach and ensure that residents know about any public event.

Develop a timeline to be shared at the meeting.

Prepare further outreach materials, and any web materials and an up to date, transparent website.

Establish a public participation plan.

Start a campaign to host education meetings with communities before a project is ever proposed. If there is any suspicion with this the public agency can hold a "competition" for local communities to request a meeting or information session on freight (should work with local community organizations).

Develop a small stakeholders group to meet before a larger public meeting or event.

Make sure to include community based organizations and elected officials.

Be active early and do not wait until a plan is underway.

Ensure that you have proper relationships with multiple public agencies and the freight industry and have worked together on your public involvement plans moving forward.

Preparing a Meeting

Provide multi-lingual, and other resources when necessary.

Host the meeting in a neutral space (that is ADA compliant).

Determine an appropriate date and time for the meeting. Be mindful of the community's work hours and time constraints. Can offer multiple public meeting opportunities on different days of the week at different times to capture as many people as possible and make sure not to conflict with other important community events.

Check the sound system and other technology (computer, screen, light switches) and physical layout of the location. It is important to be familiar.

Use visual aides to help. These can include maps, aerials photographs, and neighborhood pictures.

During a Meeting

The way a presenter carries him/herself is important. Ensure that the person representing the project has good presentation skills and does not merely read from a report. Remember to keep promises. This will help future meetings run well.

It is important to understand the difference between the physical concerns and the communication concerns that a plan creates. Be sure to discuss the value matter as this is often overlooked or grouped into technical jargon.

If there is a particular concern on the table say so and admit that it is an issue and not going away until a new plan is in place (enabling the community to understand they have a key role in the change).

Make sure to listen AND hear the community.

Never say anyone is wrong (use facts to make the point while remaining courteous). You can politely state the facts in order to refute any incorrect claims.

Clearly explain your jurisdiction, what are you responsible for and if something is brought up that you have no control over, explain that and provide information to the residents to help them find more information on that issue.

Explain exactly how the meeting is going to run.

Openly discuss the topics that can be changed, not those that cannot. For example: if there is a budget crisis and services must be cut, do not waste time on arguing if there is a crisis but rather, what to cut. If an issue is not open to questions, do not offer the opportunity.

Use a community impact assessment which, "allows for a community's concerns (mobility, safety, employment effects, relocation, isolation, etc.) to be addressed in transportation decision-making":
http://www.ciaTRANS.net/CIA_Quick_Reference/Purpose.html

Introduce the key stakeholders from the general public, public agency and freight sectors along with their roles and responsibilities.

Ask what the residents want. By doing so in a calm and appreciative manner and by showing that the information they provide is being documented, the general public will have more trust in the plan and the process.

End of Meeting

Get contact information from residents for future outreach.

Offer an opportunity for involvement suggestions (what about the meeting worked and what did not?)

After the Meeting

Follow up with thank yous (notes, emails, phone calls) and future information from the contact information you received.

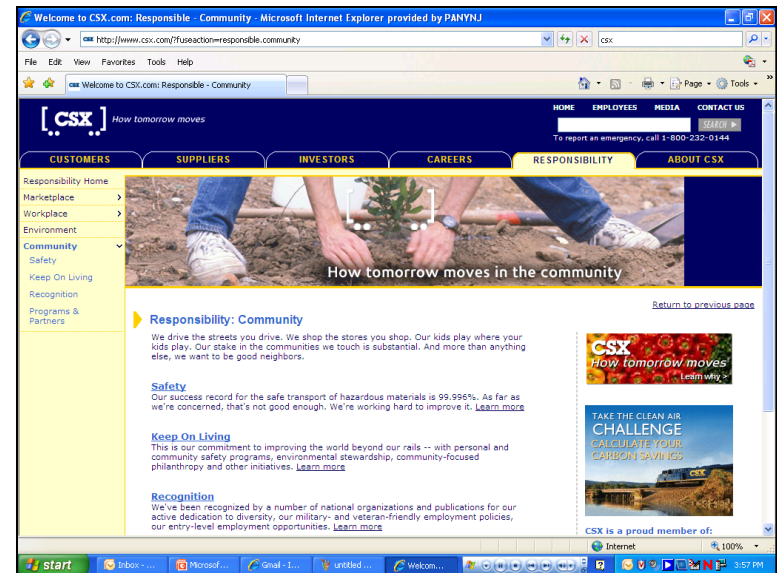
Figure out a plan for using the feedback from the meeting and do not let it simply sit on a shelf.

Freight Industry

Education



Transparency



Aesthetics/Safety

Before



After



Models

NEW YORK METROPOLITAN TRANSPORTATION COUNCIL



Next Steps

- ✓ Guidebook vetted by interviewees
- ✓ Guidebook presented to stakeholders
- ☐ Bring stakeholders together for guidebook feedback and creation of a pilot group

Thank You

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