



www.fhiplan.com

Fitzgerald & Halliday, Inc.

Who is FHI?

FHI is a multidisciplinary consulting firm focused on providing quality services and products to our clients. Our staff of planners, engineers and scientists have a depth of experience on projects of many sizes for both public and private clients. Our core services include environmental planning, transportation planning, cultural resource investigations, GIS mapping and analyses, community and site planning, and public involvement. Supporting both our environmental and transportation planning capabilities, we provide a broad range of public involvement programs and outreach services.

FHI's Public Involvement Services

- Program Design and Coordination
- Publications
- Publicity
- Newsletters
- Flyers/Mailings
- Website Design and Management
- Media Coordination
- Meeting Facilitation
- Advisory Committees
- Workshops
- Charrettes/Visioning
- Focus Groups
- Public Meetings

Public Involvement Experience

- Traffic Calming
- Bridge Reconstruction
- Municipal Redevelopment
- Corridor Studies
- Policy Planning
- Water/Sewer Reconstruction
- Traffic Planning Studies
- Infrastructure Improvements
- Rail Studies
- Site remediation
- Transit Station Area Planning
- Environmental Assessment

Core Services

- Transportation Planning
- Environmental Planning
- Historical/Cultural Documentation
- Public Involvement
- Community/Site Planning
- GIS Analysis

Program Design and Coordination

The most important part of the public outreach aspect of any project is the careful crafting of an outreach program that will meet our clients' goals and budgets. At the outset of every public involvement project, FHI designs a comprehensive strategy, using a variety of tools to meet client needs. Public involvement programs can be large and extensive or small and focused. What is important is to apply the tools and techniques effectively to optimize the benefit of the outreach effort. FHI understands that an effective outreach program has three elements: (1) an understanding of the needs of the client and project (2) knowledge of how to produce the maximum results within the budget available and (3) choosing the right communication tools. The key to public involvement success is to involve a broad cross-section of stakeholders, listen well and be responsive to comment, and use a broad array of tools and outreach techniques, as different people absorb data in different ways. The "public" in public involvement does not mean only the general public, but also refers to key stakeholders such as public agencies, municipalities, regional agencies, advocacy groups and property or business owners. Thus, the playing field often contains stakeholders with wide disparity in knowledge about the project or the issues. This makes education essential to the outreach process.



Public Outreach Tools and Techniques

FHI staff employs a wide range of tools to get the public involved in or aware of a project. The tools chosen for in any particular situation depend on the project scope, budget, outreach goals, stakeholders and message. In all cases, we find it beneficial to reach out in multiple ways so that the message is more readily received.

Newsletters

FHI presents information in a clear, concise language using visually appealing graphics. Part of the key to success of newsletter development and distribution is an accurate and comprehensive mailing list. FHI also has the capability to prepare and distribute e-newsletters, though we often find "hard copy" a more effective communication tool.

Flyers/mailings

Eye-catching flyers and well written letters can keep the public informed when it is desirable to stay in touch between meetings or major project events.

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Website Development and Management

FHI has created many attractive websites that engage the public. Interactive websites present great opportunities for public outreach and provide an avenue to track project progress. Communication can be very effectively disseminated and received through a project website.

Media Coordination

FHI is skilled in all areas of media relations, writing press releases, creating media kits and understanding how to get the press interested in a project and attend project events. We work toward an interested, active and informed media as vital to a public outreach or public education program.

Meeting Facilitation

FHI is proficient in facilitating a range of meetings, from large public forums to focus groups. FHI works with clients to select the meeting format that best suits their needs. FHI staff are skilled at deflecting and defusing conflict and at promoting active and informed listening at meetings.

Advisory Committees

Many projects utilize an Advisory Committee of community leaders, key stakeholders and elected officials to help steer project planning. Such groups often meet a number of times during the course of a project. FHI will help clients identify the types of members for participation, plan agendas, moderate meetings, write minutes and maintain on-going contact with Advisory Committees.

Workshops/Charrettes

FHI has organized meetings for groups who need to work together on issues to devise a plan of action. Workshops run by FHI are structured, with a high degree of participation, resulting in the development of strategies to address client needs.

Focus Groups

FHI conducts focus groups, with directed discussion aimed to elicit information on specific issues. We have run focus groups on projects relating to transit service, pedestrian issues, freight issues and others.

Public Meetings

FHI has extensive experience planning, organizing and moderating public meetings of all types. Many communication and outreach tools are need to generate good public participation. FHI knows how to use these tools and how to structure a successful meeting. A well-timed agenda, clear presentation materials that use graphic displays and accessible language, time to socialize with food, and careful attention to the details are basic ingredients of a successful meeting planned by FHI.



“Plans to improve conditions...were met with a wave of hostility which melted into puddles of admiration by the end of the meeting.”

- Register Citizen, Torrington, CT

Representative Public Involvement Projects

- Newhall Remediation Project, CT
- East Longmeadow Roundabout Study, MA
- Franklin Avenue CSO Abatement Plan, CT
- Update of Public Involvement Procedures and Manual, Connecticut Department of Transportation
- Intermodal Connections Study, CT
- I-95 Branford to Rhode Island Feasibility and Planning Study, CT
- Hartford Neighborhood Traffic Calming, CT
- Boston to Montreal High Speed Rail Feasibility and Planning Study, MA, NH, VT, QE
- Maryland Safe Routes to School Study, MD
- UConn Stadium Public Meeting Facilitation, CT
- Plainfield Facilities Plan, CT
- West Haven Facilities Plan, CT
- Norwich Facilities Plan, CT
- Middletown Facilities Plan, CT
- Hartford-New Britain Busway Station Area Planning Project, CT
- East Montpelier Bridge Reconstruction, VT
- Beacon Falls Transportation Community Systems Preservation Project, CT
- Rt. 202 Corridor Study, CT
- Albany Avenue Facilities Plan, CT
- Rutland Bridge Reconstruction, VT
- Adriaen's Landing Public Meeting Facilitation, CT
- I-87 Multimodal Corridor Study, NY
- Scenic Roadways Management Plan, CT