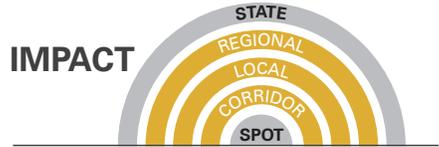
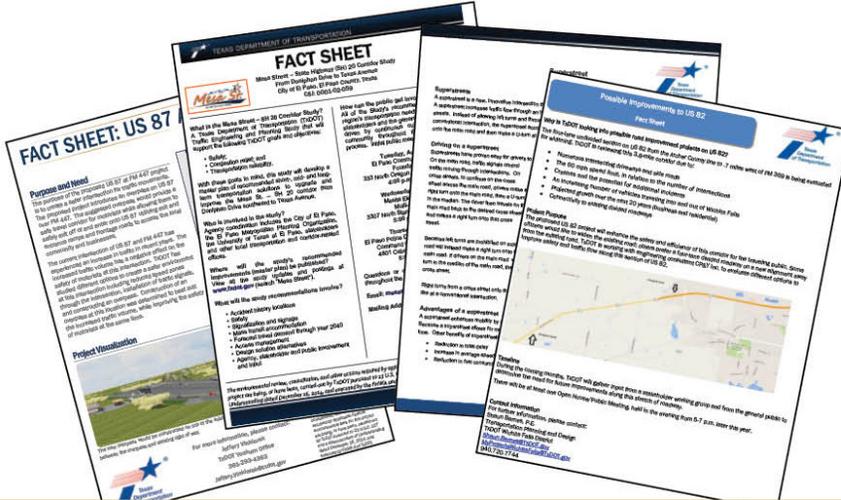




FACT SHEETS



WHO

LEAD AGENCY

HURDLES

DISTRIBUTION TO ALL POTENTIAL PARTIES

More Information: tti.tamu.edu/policy/how-to-engage-people

Description

Fact sheets provide relevant information about a project. Fact sheets may detail planning efforts, communicate project schedules, provide information on potential alternatives or impacts, and answer common questions.

A good fact sheet:

- Breaks complex information into pieces to make it easier to understand.
- Is well organized.
- Provides enough information for the reader to understand the topic but not so much that the reader is overwhelmed.
- Displays data in easy-to-read charts or graphs.

Target Market

Fact sheets can be tailored to address any group, such as citizens affected by a transportation project or members of a special interest group. Graphics can help communicate complicated ideas. A series of fact sheets can be used for large projects with multiple phases. Fact sheets can include a variety of information on a project and focus on the entire project or each individual phase of the project, from planning through construction.

How Will This Help?

- Provides a clear, concise way to share information with the public that is current, accurate, and relevant.

Implementation Issues

Fact sheets should include a date and the most up-to-date, factual information

SUCCESS STORIES

Dallas-Fort Worth, Texas

The Texas Department of Transportation offices in Dallas and Fort Worth frequently use fact sheets to provide valuable information about the different phases of large projects in the region. These sheets include a map of the affected area, project cost, duration, phasing schedule, benefits, and contact information.

at the time. Dating the sheet can help avoid misunderstandings, and incorrect information can fuel public distrust. Fact sheets should also be available in additional languages, if necessary, to meet the needs of a particular population.

Fact sheets are limited in their utility as a public involvement strategy because they only distribute information, and they may be limited in their effectiveness to reach all affected parties. Fact sheets should include contact information and should be used with other public involvement strategies to incorporate public feedback into the process.

FACT SHEETS ON THE SPECTRUM OF PUBLIC ENGAGEMENT

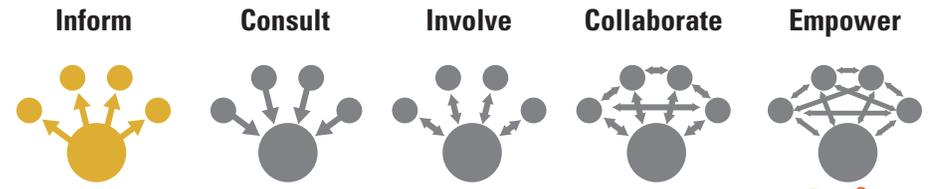


Figure 1. Spectrum of Public Engagement (Source: IAP2)