



**YOU GET WHAT YOU
PAY FOR**

NO, VIRGINIA, THERE IS NO FREE RIDE!

Sally Patrenos
Patrenos & Associates



PUBLIC INVOLVEMENT:

**Process of obtaining citizen input
into each stage of development of
planning documents.**



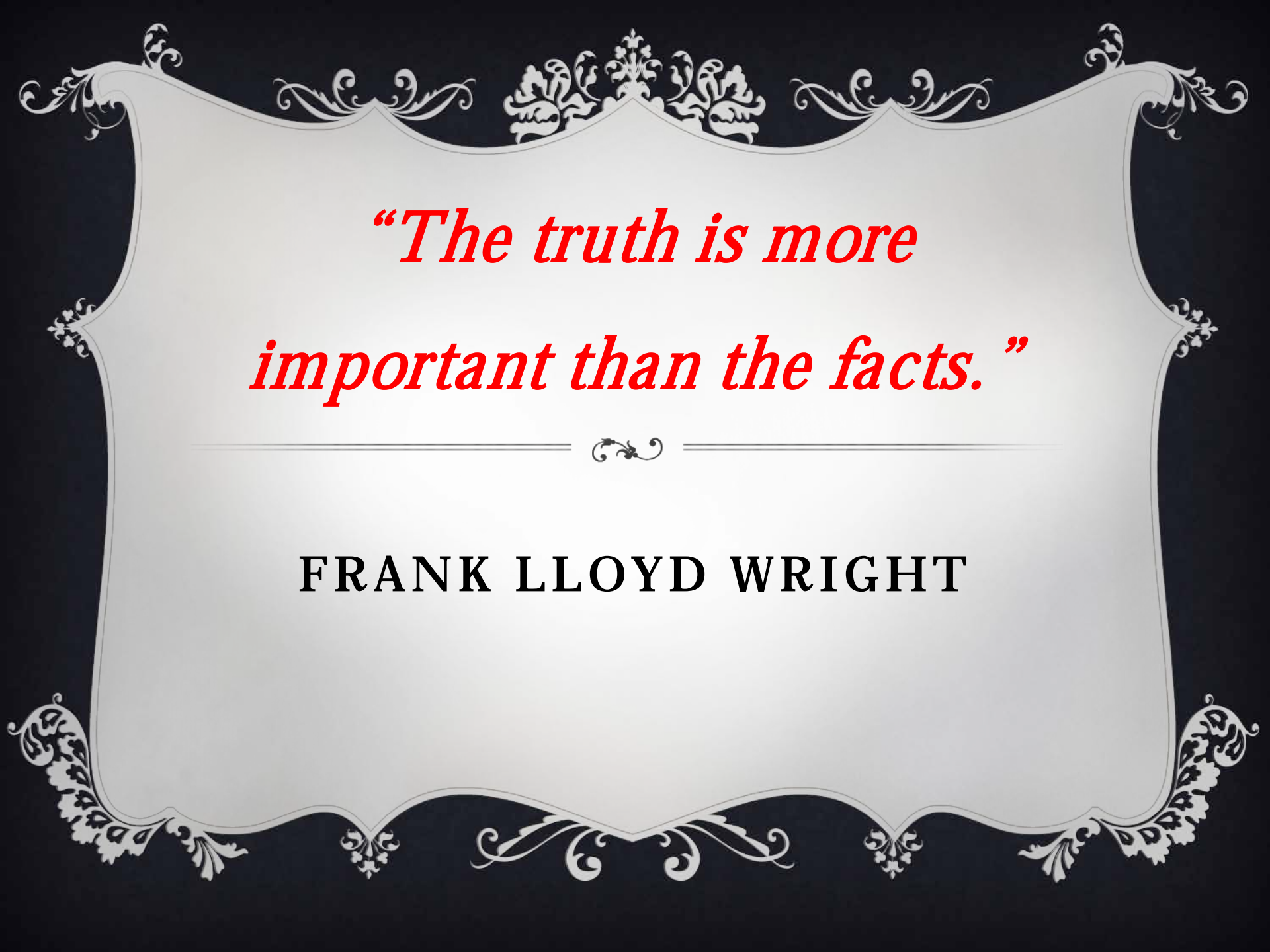
**IT ALL STARTED WITH
ISTEA**

1991



*“Enquiring minds want
to know...”*

THE NEW “TOOLS OF THE
TRADE”:
SOCIAL MEDIA ~ INTERNET



*“The truth is more
important than the facts.”*

FRANK LLOYD WRIGHT

**Fact: Since 1947 \$ Spent on
highways exceeded gas tax
revenues by \$600 B**

**“TRUTH”: GAS TAXES
SUPPORT
TRANSPORTATION
INFRASTRUCTURE NEEDS**



**Fact: US Infrastructure is
Deteriorating**

**"TRUTH": POLITICS
SOMETIMES TRUMPS
PRIORITY**



**YOU DON'T GET
WHAT YOU
DON'T PAY FOR**



Public Information—telling the facts

**Public Relations—telling what you
want them to believe are the facts**

**PUBLIC INVOLVEMENT—
LISTENING TO THE
FACTS**

DOUG, WE WILL MISS YOU!

