Reaching Beyond the “Usual Suspects”

May 20, 2014

Local Solutions: Northeast Climate Change Preparedness Conference

Manchester, NH
Agenda

- Redefine/Rethink Public Engagement
- Who are we Engaging?
- What are we Engaging them for?
- How are we Engaging them?
- Planner’s Engagement Toolbox
ENGAGE

- to occupy the attention of a person or persons
- to attract and hold fast
Figure 5.
Median Age by State: 2010
(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

Source: U.S. Census Bureau, 2010 Census Summary File 1.
By The Numbers

11th  38

210 billion

152.1  51%
What are we Engaging the Public in?

- Comprehensive Master Plans
- Sustainability Plans
- Climate Action/Adaptation Plans
- Transportation Plans
- Open Space/Recreation Plans
- Regional Plans
- Vulnerability Assessments
How are we Engaging Them?

- Single, collaborative, in-person events
- Ongoing in-person events
- Ongoing collaborative, virtual activities
- Ongoing one-way activities

- FUN and FRIENDLY
- Inclusive
- Equitable
- Builds Partnerships
Single In-Person Events

Exercises and techniques that engage the public in-person collaboratively

- Community Workshops
- Keypad Polling
- WordArt
- Single Activities
- Post-it Note Flash Mobs
Today’s Open House

First Floor
1. WordArt
2. Create a Project Tagline
3. Draw your Vision
4. Visioning

Second Floor

Café Conversations
1. Economic Development
2. Energy
3. Land Use and Housing
4. Natural and Historic Resources
5. Transportation
Keypad Polling

- Uses PowerPoint technology and small hand-held remotes to poll an audience
- Anonymous assessment delivery and data collection
- Engages participants and provides instantaneous results
- Assists in facilitating more meaningful, response-based discussion
- Great for small and large groups
- Downloads into spreadsheet to capture results for future use
Keypad Polling

What are the **two most pressing transportation needs**?

1. Improve condition of roadways
2. Build and/or repair sidewalks
3. Reduce congestion
4. Provide more public transit options
5. Increase bicycle/pedestrian access and safety
6. Not sure/other
Post-it Note
Flash Mob
Speed Planning

1 table per topic

Everyone gets to talk about every topic

10 minute conversations

No one is in the same group twice

Direct & fast input

Networking

No “conversation hogs”
Ongoing In-Person Events

In-person events that continue a conversation

- Community Planning Assistance Teams
- Chatter Box
- Informal Café Conversations/Meet ups
- Subcommittees
- Meeting in a box
Ongoing Events

Community Planning Assistance Teams

Yorktown Chatter Box
Meeting in a Box

- Toolkit for citizen leaders to host discussions at association meetings, neighborhood gatherings, or around their kitchen table
- Engage more perspectives and voices
- Discussion based on barriers & access to opportunities

RhodeMap RI had more than 20 Meetings in a Box, engaging 172 people
Ongoing Virtual Activities – Two-way

Ongoing *virtual* activities that are collaborative

- MindMixer
- Crowdbrite
- Neighborland
- Community Planit
- Social media
Building community through online engagement
A place for community members to share ideas, evolve ideas, and ultimately take action on those ideas
Photograph sharing and uploading
Great for specific projects or geographic locations.
RhodeMap Rhode Island

**Making One Change**

*If you could change one thing about Rhode Island, what would it be?*

- Ideas: 23
- Comments: 17
- Reviewed Ideas: 10

See the Ideas

**Make Rhode Island More Competitive**

*How can we make Rhode Island a globally competitive place to work and run a business?*

More affordable housing: 16
RhodeMap RI Experience

- 18 different discussion topics
- 96 ideas submitted with 35 comments on the ideas
- Two surveys generated 61 survey responses & 18 additional comments
- 40 photos of Rhode Island were submitted
- Messages about upcoming public events can be e-mailed to all those who registered
Ongoing Virtual Activities – One-way

- Newsletters
- Websites
- Social Media
- Surveys
- QR Codes
- Simulators

Seattle Neighborhood Planning
http://www.seattle.gov/neighborhoods/npi/
Participatory Budgeting

How would you spend SF’s transportation dollars?
Be the City’s Budget Czar for a Day!

NOTE: The Budget Czar game was used over several months to solicit feedback from the public for purposes of developing the draft San Francisco Transportation Plan (SFTP). We developed the SFTP’s draft Investment Plan and draft SF Investment Vision based on what you told us! Learn more about the SFTP and the Investment Scenarios at www.movesmartsf.com.

Today, you’re in charge of planning San Francisco’s transportation future. After basic operations and maintenance, you will have $3.2 billion to spend on programs, projects and extra maintenance (see details). Below, the green circles show $9 billion committed to specific projects that are underway. The gray circles are the funds at your disposal—they will fill in green as you make spending choices. The white circles will fill in gray—giving you more money to spend—if you choose to add new revenue. You can change your choices at any time before submitting your budget. Your budget will be used to help develop the San Francisco Transportation Plan.

Operations and Maintenance

Total amount (in billions)

$64.30

Amount left (in billions)

$54.85
Social Media: Twitter

- Increase public communication & raise awareness seek feedback
- Follow and support other organizations
- Curate & be a source for current research/findings
- Demonstrate your project’s voice and personality
Social Media: Facebook

- Post great pictures to encourage ‘likes’
- Inform & raise awareness
- For small $$, ads can help raise awareness
Survey Tools

- Choose the tool that suits your desired outcomes best (survey gizmo, survey monkey, etc)
- Test ideas and seek feedback
- Ask for demographics
- Use in public forums and online

TAKE OUR ECONOMIC DEVELOPMENT & HOUSING SURVEYS!
Interactive Mapping

- View maps and provide opportunity for public comment through ArcGIS online
Central Web Portal

- Integration of tools is important
- House links to all tools in one central place
- Integrate and cross-pollinate links and information
Engagement Toolbox

- MindMixer: www.mindmixer.com
- Crowdbrite: http://crowdbrite.com/
- Community Planit: http://communityplanit.org/
- Neighborland: https://neighborland.com/
- Turning Point: http://www.turningtechnologies.com/
- QR Codes: http://qrcode.kaywa.com/
- WordArt – www.wordle.net
- Websites: http://wordpress.com/
- Speed-dating
- Post-it Note Flash Mob
- SurveyMonkey: http://www.surveymonkey.com/
Which of the following tools are you most likely to use in the future? (choose 1)

1. MindMixer
2. WordArt
3. Keypad Polling
4. FlashMob
5. Simulator Exercises (i.e., Budgeting Tool)
6. QR Codes