

Reaching Beyond the “Usual Suspects”

April 5, 2016

*Local Solutions:
Northeast Climate
Change Preparedness
Conference
Baltimore, MD*

Agenda

- Redefine/Rethink Public Engagement
- Who are we Engaging?
- What are we Engaging them for?
- How are we Engaging them?
- Keys to Success
- Engagement Toolbox

Comments and Questions?

- Modifications to passenger and freight rail proposed projects?
- Suggestions for policy recommendations?

CSX



ENGAGE Defined...

- To occupy the attention of a person or persons
- To attract and hold fast

ENGAGE Synonyms...

- **Bring on board**
- **Captivate**
- **Fascinate**
- **Involve**
- **Immerse**

Who is the “Public”?

- Check the American Community Survey
- Drive around!
- Go to other events
- Talk to your Planning Department
- Investigate community groups
- Check the social media sites in your community

BY THE NUMBERS

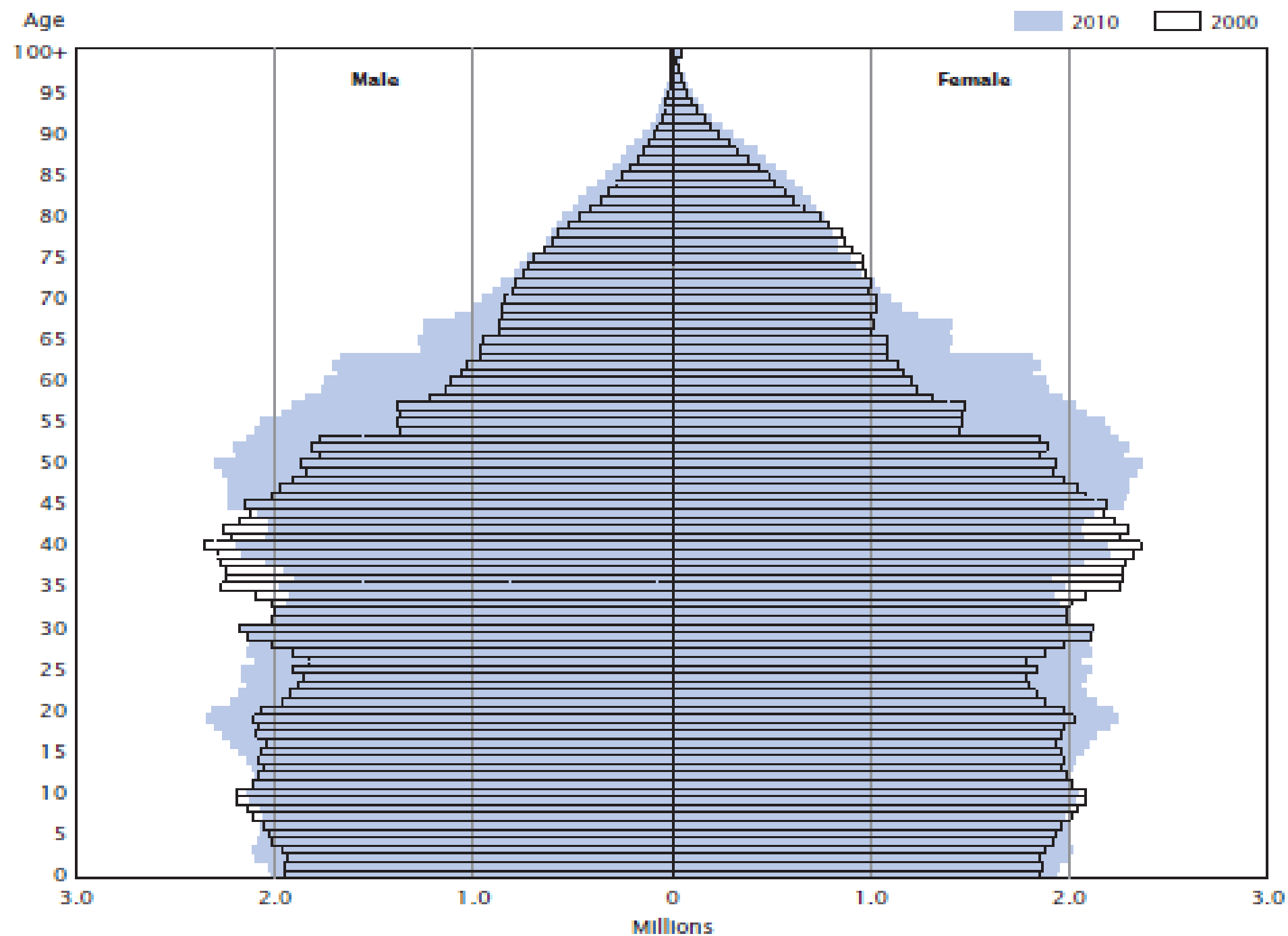
13.1%

38

210 billion

92%

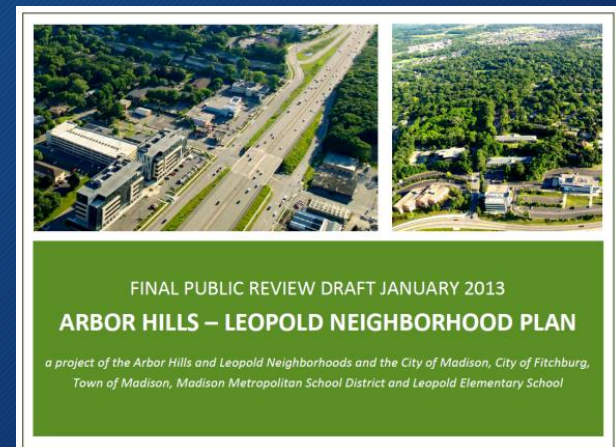
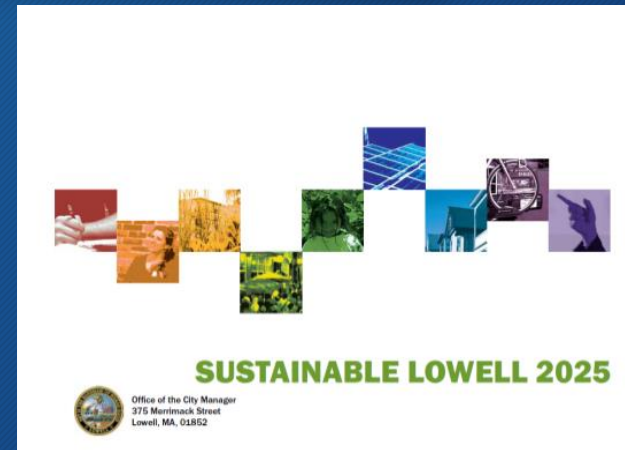
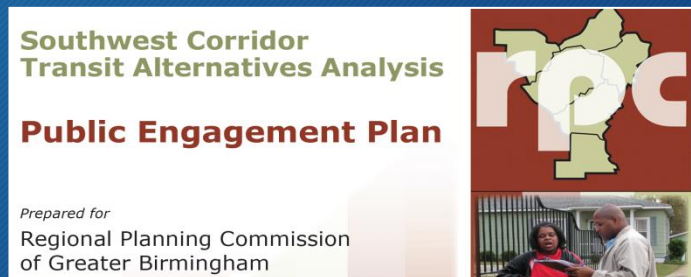
51%



Sources: U.S. Census Bureau, *Census 2000 Summary File 1* and *2010 Census Summary File 1*.

What are we Engaging the Public in?

- Comprehensive Master Plans
- Sustainability Plans
- Climate Action Plans
- Transportation Plans
- Open Space/Recreation Plans
- Regional Plans
- Climate Adaptation Plans



How are We Engaging Them?

- Single, collaborative event

- **FUN and FRIENDLY**
- **Inclusive**
- **Equitable**
- **Builds Partnerships**

Single In-Person Events

Exercises and techniques that engage the public collaboratively *in person*:

- Open House Workshops
- Keypad Polling
- WordArt
- Single Activities
- Post-it Note Flash Mobs
- Speed Planning
- Visual Preference Surveys
- Pssst...Piggyback on Existing Events!

2013 Comprehensive Sustainable Master Plan

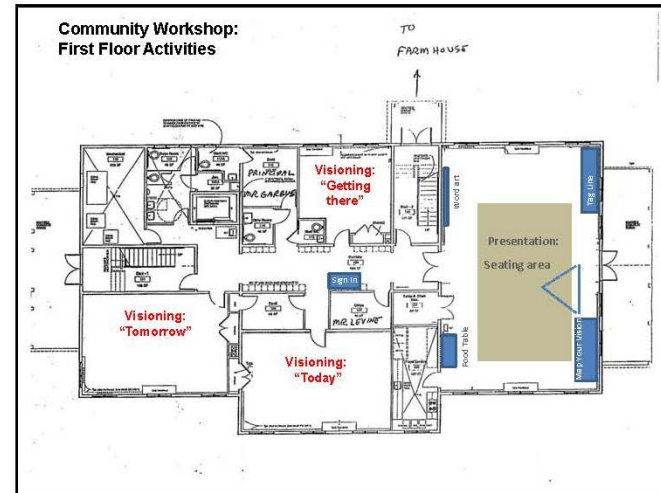
Town of Greenfield, Massachusetts



Today's Open House

First Floor

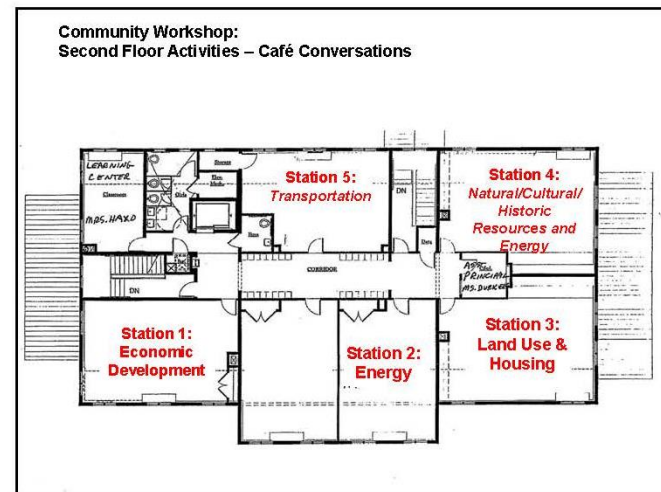
1. WordArt
2. Create a Project Tagline
3. Draw your Vision
4. Visioning



Second Floor

Café Conversations

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



Keypad Polling

- Uses technology to poll an audience
- Anonymous
- Provides instantaneous results
- Facilitates meaningful, response-based discussion
- Great for small and large groups
- Reporting function for future use

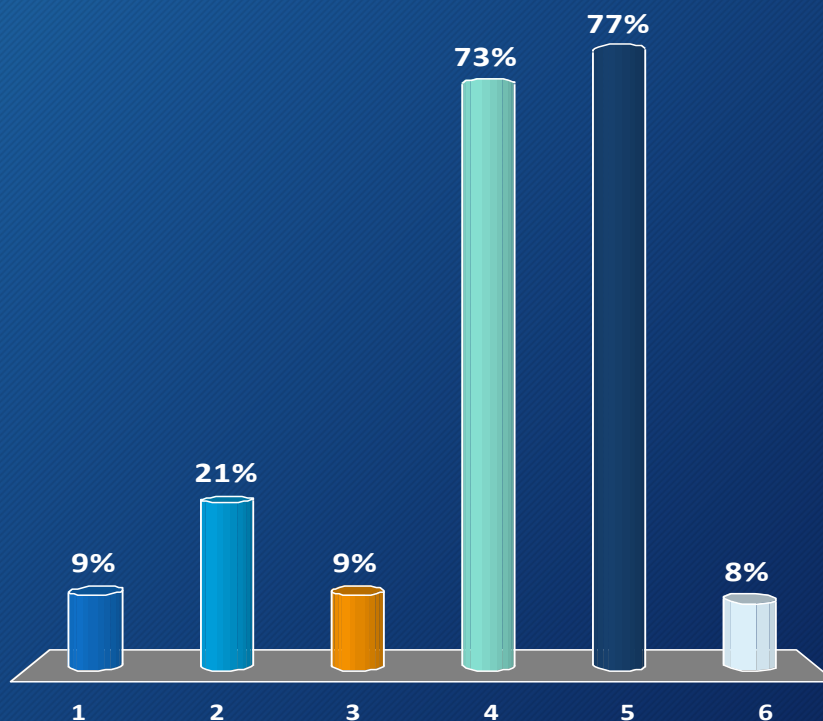
Turning Point



TurningPoint

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



Live Audience Participation

Poll Everywhere lets you engage your audience or class in real time

Create your first poll

Watch our 2 min video

Takes 30 seconds. No signup required



Poll Everywhere

Use your phone
to text a vote
now!



How are you feeling about the US presidential race?



Respond at **PollEv.com/ballot**



Text a **KEYWORD** to **22333**

[Change Region](#)



HOPEFUL 13%



ANGRY 10%



DOUBTFUL 27%



CANADIAN 50%

Message and data rates may apply





Post-it Note Flash Mob



**Sarah
Reginelli**

1 - 7 - 3 - 4 - 10
www.Albany2030.org



Speed Planning



1 topic per table

Everyone gets to talk about every topic

10 minute conversations

No one is in the same group twice

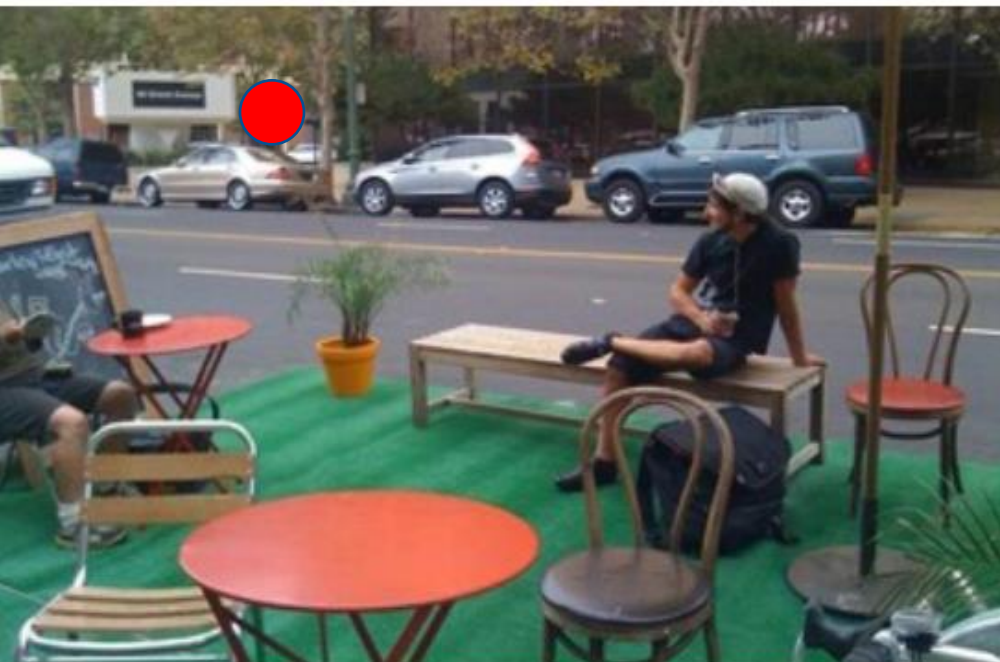


Direct & fast input

Networking

No “conversation hogs”

Visual Preference Surveys



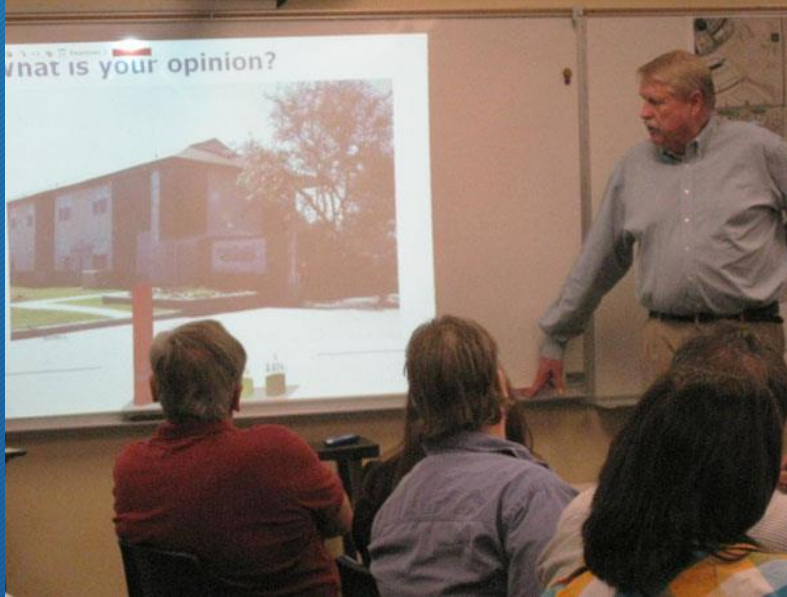
Ongoing In-Person Events

In-person events that continue a conversation:

- Planning Teams
- Chatter Box
- Informal Café Conversations/Meet ups
- Subcommittees/Task Forces
- Again....Utilize Existing Events!

Ongoing Events

Community Planning Assistance Teams



Technical Assistance Panels



Ongoing Events



Task Force Meetings



Cupa with a Copper



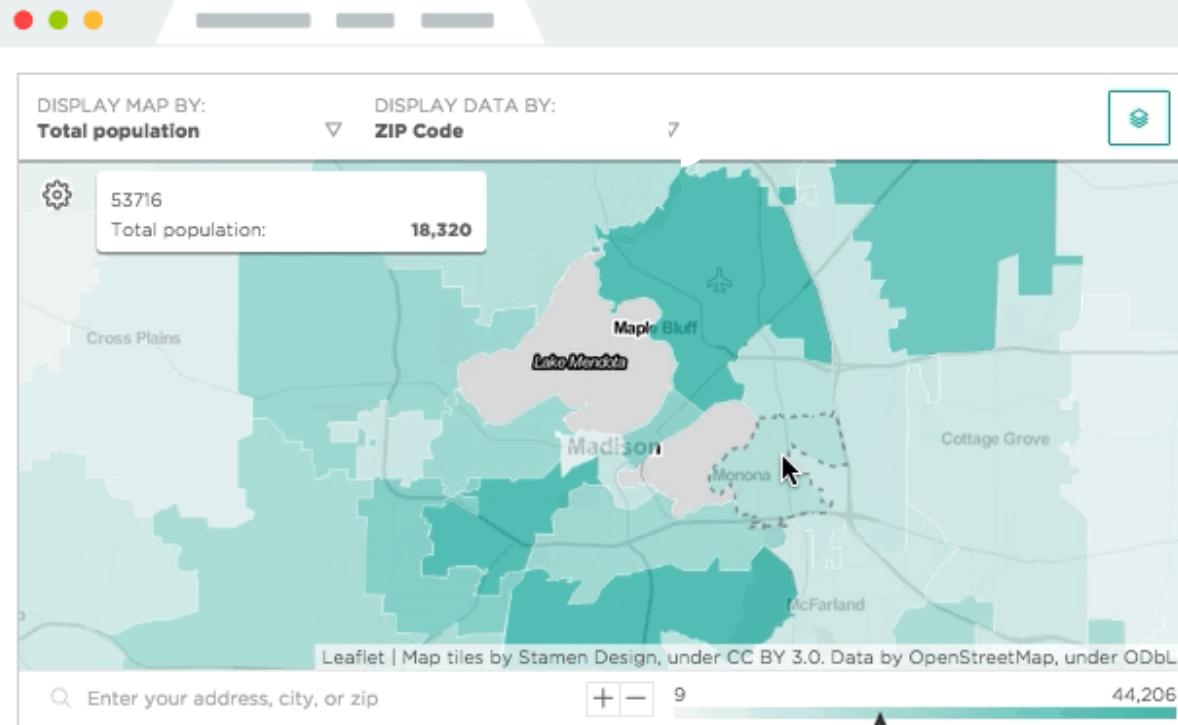
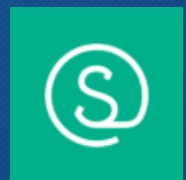
Yorktown Chatter Box

Ongoing Virtual Activities: Two-way

Ongoing *virtual* activities that are collaborative:

- mySidewalk
- Neighborland
- Community Planit
- Social media
- coUrbanize



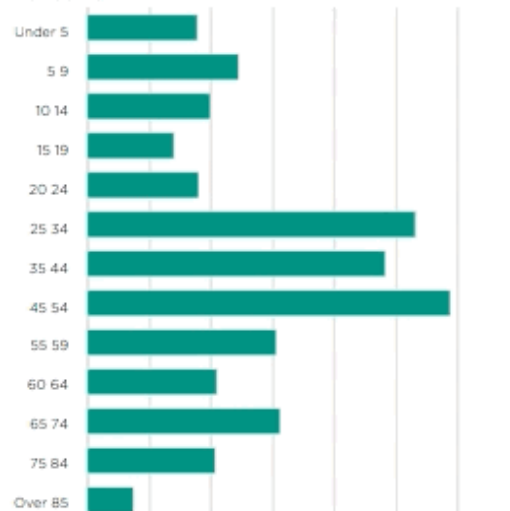


Charts

+ Add chart

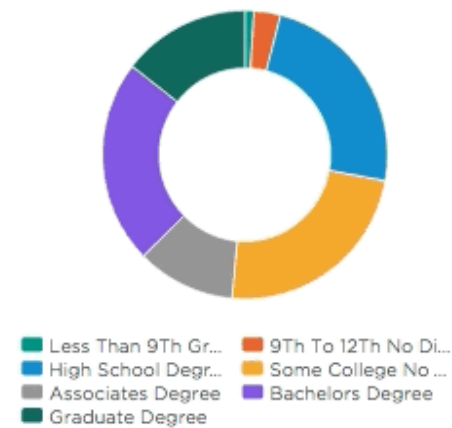
Age Totals

For 53716



Educational Attainment

For 53716



Imagine Boston 2030 Boston, MA

Where are there opportunities to enhance and grow Boston?

Add Your Idea



Robin Gaynor

Modernize and update public transportation, especially the Seaport area.

Places to work

Mar 01, 2016 10:21 pm Support (13)

Write a reply



Zoe Leas

We need comprehensive city-wide SAFE BIKEWAYS for year-round bike commuters and recreational cyclists.... See More

Places to live

Mar 02, 2016 08:24 pm Support (12)

Write a reply

See 1 reply

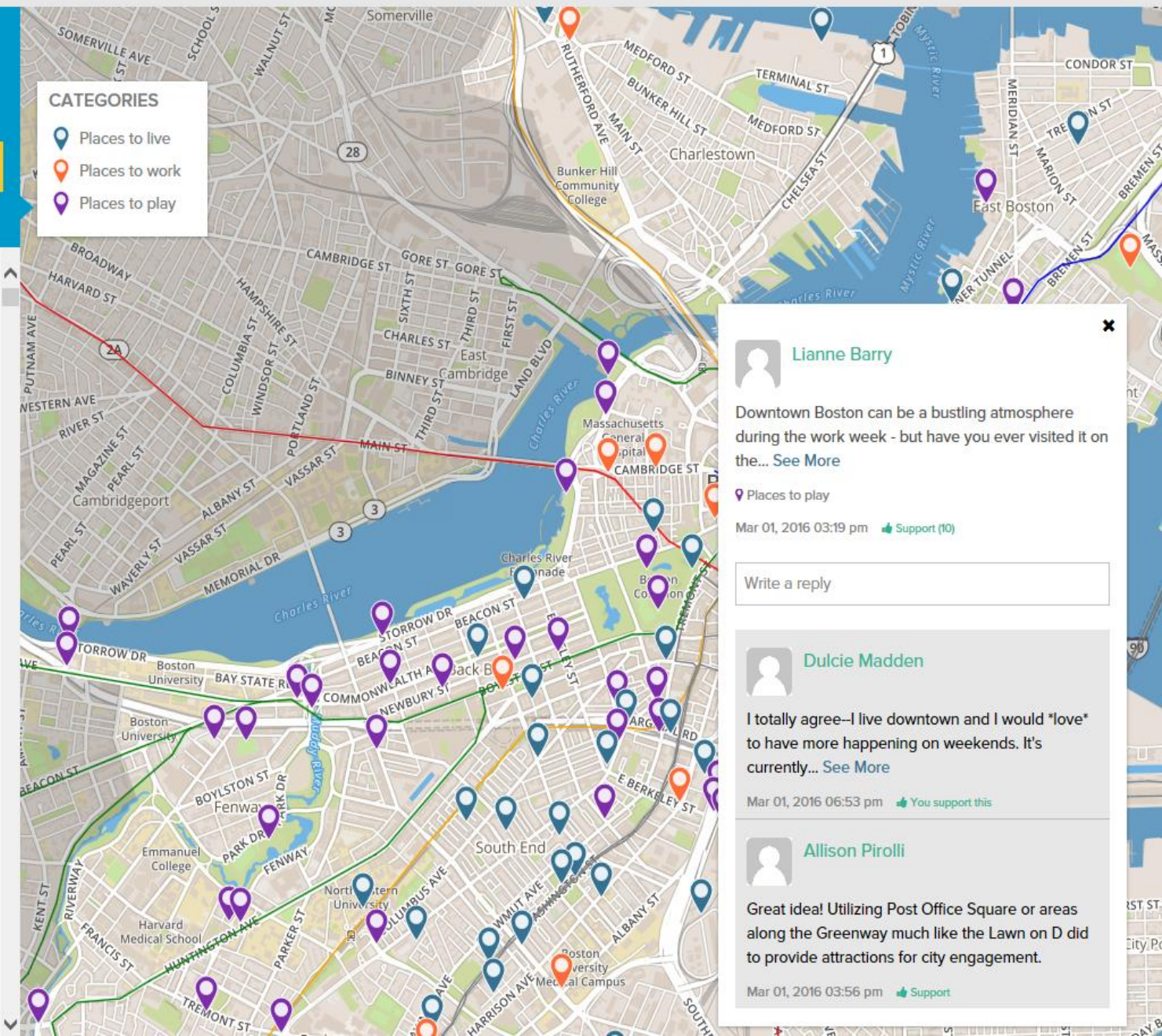


Stephanie Durkin Qualls

It would be awesome if there was a way to walk or bike from East Boston to downtown. Also the plans I... See More

CATEGORIES

- Places to live
- Places to work
- Places to play



Lianne Barry

Downtown Boston can be a bustling atmosphere during the work week - but have you ever visited it on the... See More

Places to play

Mar 01, 2016 03:19 pm Support (10)

Write a reply



Dulcie Madden

I totally agree—I live downtown and I would "love" to have more happening on weekends. It's currently... See More

Mar 01, 2016 06:53 pm You support this



Allison Pirolli

Great idea! Utilizing Post Office Square or areas along the Greenway much like the Lawn on D did to provide attractions for city engagement.

Mar 01, 2016 03:56 pm Support

Ongoing Virtual Activities: One-way

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





#YOURMOVE

Help us prioritize transportation projects for our region.

Welcome!

Thank you for visiting our online public meeting. This space will be open for public comment from February 22 through March 3. Please take your time working your way through the following links and be sure to give us your input via our online survey and budget exercise. Also, share our site with your friends, family, and co-workers. If you would prefer to attend an in-person meeting, [click here](#) for a list of ongoing public meeting dates and locations.



Español

Para recibir esta información en español, por favor comuníquese con Linda Vela al 210-230-6929.

1

Watch

Click image below to watch the narrated presentation, or [click here](#) to download the slides.

2

Review

- [STP-MM Submitted Project List](#)
- [Map of Projects](#)
- [Interactive Map of Projects](#)
- [TIP Development Schedule](#)

3

Participate

Let your voice be heard! Complete a short online survey followed by a **PICK YOUR PROJECTS** budget game.

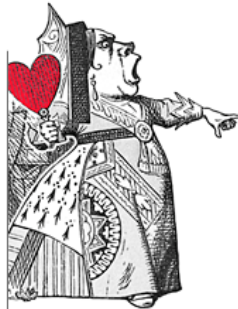
4

Results!

Use this link to view the results of the survey and budget exercise. These results will be updated daily.

Participatory Budgeting

Online
budget
simulator to
get feedback
on municipal
budgets



How would you spend SF's transportation dollars?

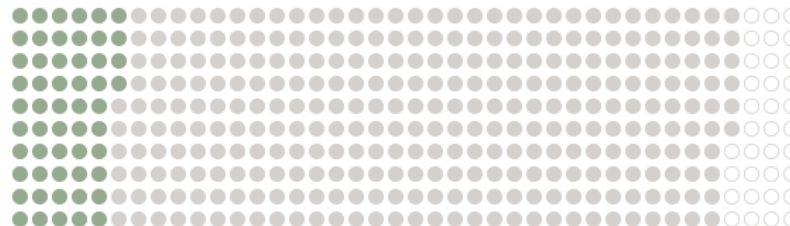
Be the City's Budget Czar for a Day!



Español | 中文 | For help: MoveSmartSF@sfcta.org or 415.593.1670

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](#).



Total amount (in billions)

\$64.30

\$54.85

Amount left (in billions)

Operations and Maintenance

Where do I start??

- What are you engaging the public in?
- Who is the public? Composition?
Demographics? Language?
- What kind of resources do you have?
- What is your timeline?

Planning for Engagement

Low Budget



- Public Meeting
- Task Forces
- Poll Everywhere
- WordArt
- Post-It Note
- Flash Mob
- Social Media
- Website
- YouTube
- MailChimp
- SurveyMonkey

Mid-Sized Budget



- Open House
- CPAT or TAP Workshop
- Community PlanIt
- MailChimp
- SurveyMonkey
- ChatterBox

Big Budget



- Turning Point
- mySidewalk
- Neighborland
- Simulation

A photograph of a dog, possibly a pit bull mix, with white and brown fur, looking upwards against a clear blue sky. The dog is positioned in the lower-left quadrant of the frame. A large, yellow, cloud-shaped thought bubble with a white outline is connected to the dog's head by a series of three smaller yellow circles. The text inside the bubble is in a bold, black, sans-serif font.

**What
does
success
look like?**

Successful Engagement Includes

- A Champion
- Knowing your Audience
- Researching Best Practices
- Assessing Progress Regularly
- Flexibility
- Being Careful what you Commit to

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/>
- Poll Everywhere: <https://www.polleverywhere.com/>
- Social Media: www.facebook.com, www.twitter.com, <http://instagram.com/>
- QR Codes: <http://qrcode.kaywa.com/>
- WordArt: www.wordle.net
- ChatterBox: <http://interface-studio.com/projects/yorktown-neighborhood-plan/>
- Community Planning Assistance Teams: <http://www.planning.org/communityassistance/teams/pdf/communityapplication.pdf>
- Technical Assistance Panels: <http://uli.org/programs/advisory-services/technical-assistance-panels-taps/>
- SurveyMonkey: <http://www.surveymonkey.com/>
- MailChimp: www.mailchimp.com
- Websites: <http://wordpress.com/>
- Budget Simulators: <http://demo.citizenbudget.com> and <http://www.sfbudgetczar.com/>



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