



# Reaching Beyond the “Usual Suspects”

**May 20, 2014**

*Local Solutions: Northeast  
Climate Change Preparedness  
Conference*

*Manchester, NH*

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# Agenda

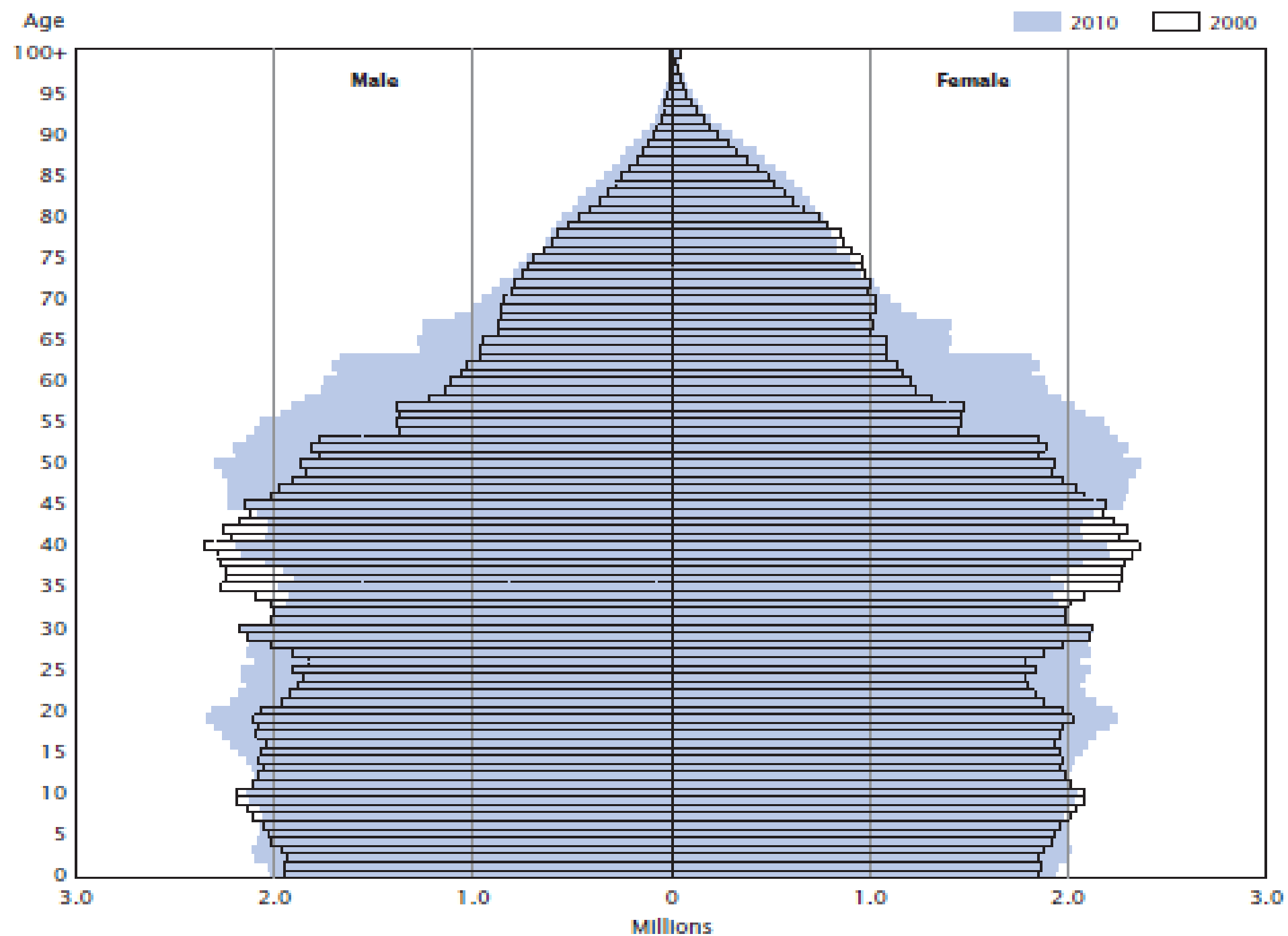
- Redefine/Rethink Public Engagement
- Who are we Engaging?
- What are we Engaging them for?
- How are we Engaging them?
- Planner's Engagement Toolbox



# ENGAGE

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

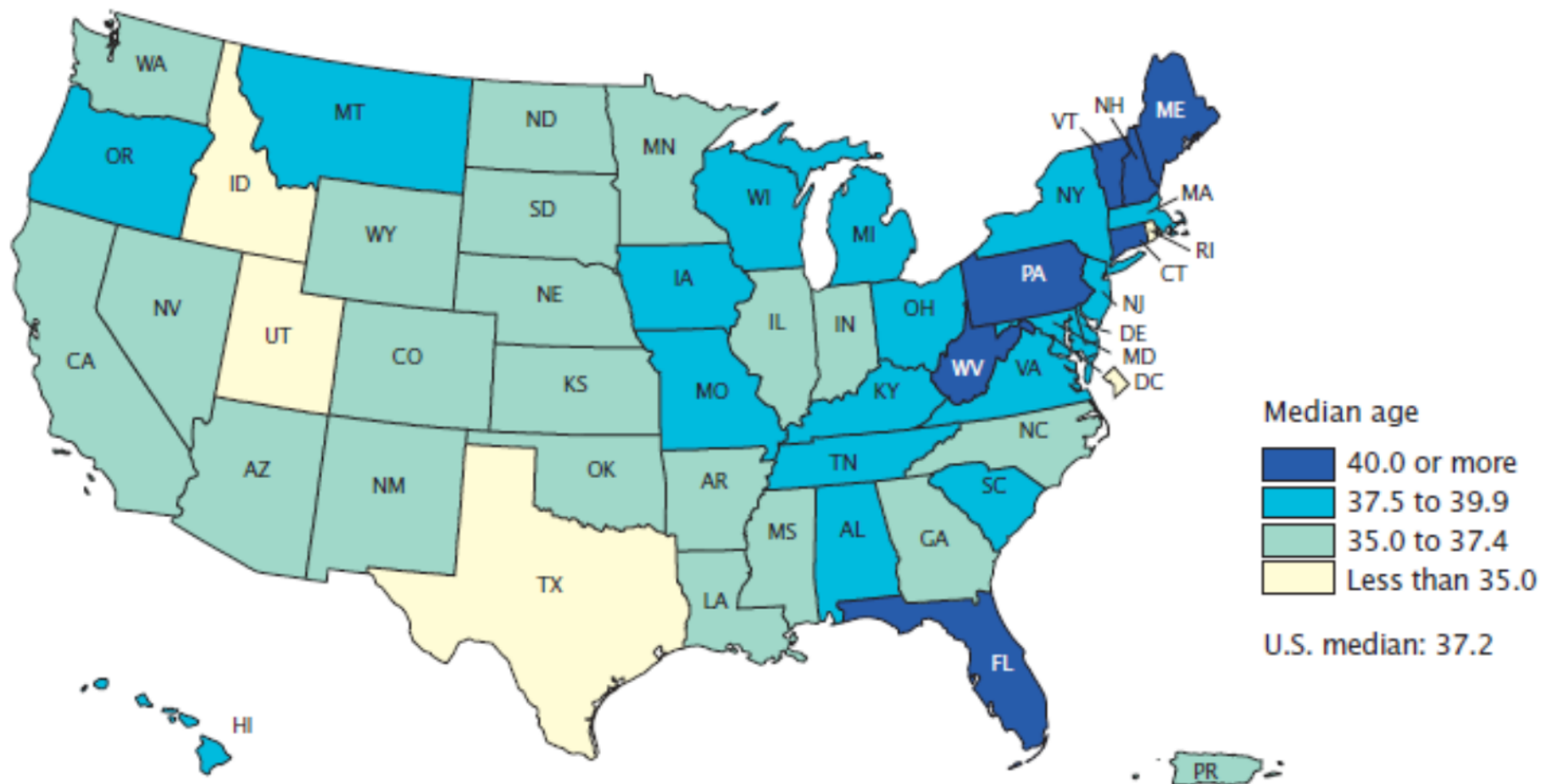




Sources: U.S. Census Bureau, *Census 2000 Summary File 1* and *2010 Census Summary File 1*.

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](http://www.census.gov/prod/cen2010/doc/sf1.pdf))



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

# By The Numbers

11<sup>th</sup>

38

210 billion

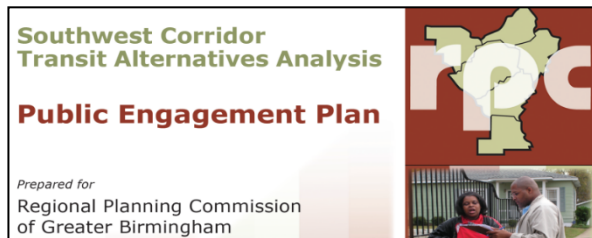
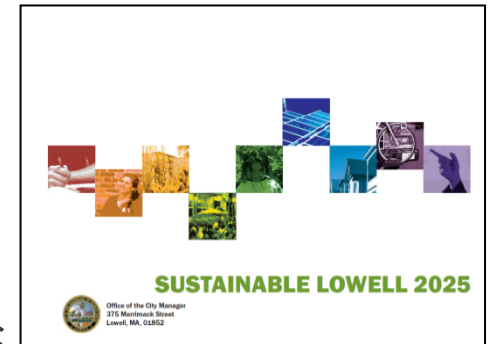
152.1

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 events
- Co-located activities
- On-site 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



# 2013 Comprehensive Sustainable Master Plan

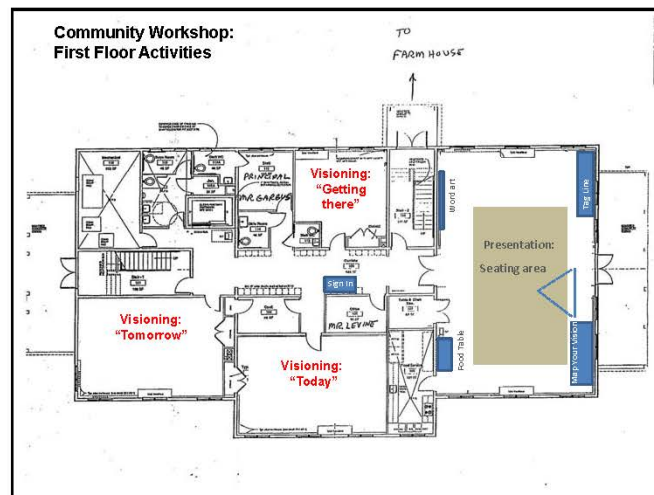
Town of Greenfield, Massachusetts



## Today's Open House

## First Floor

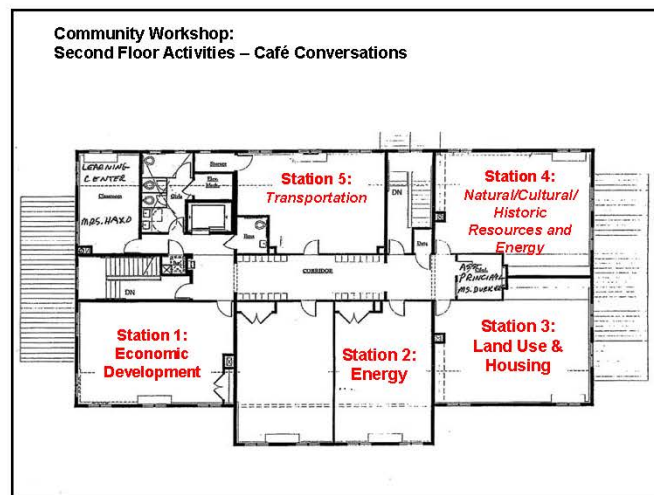
1. WordArt
2. Create a Project Tagline
3. Draw your Vision
4. Visioning



## Second Floor

## Café Conversations

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



# Keypad Polling



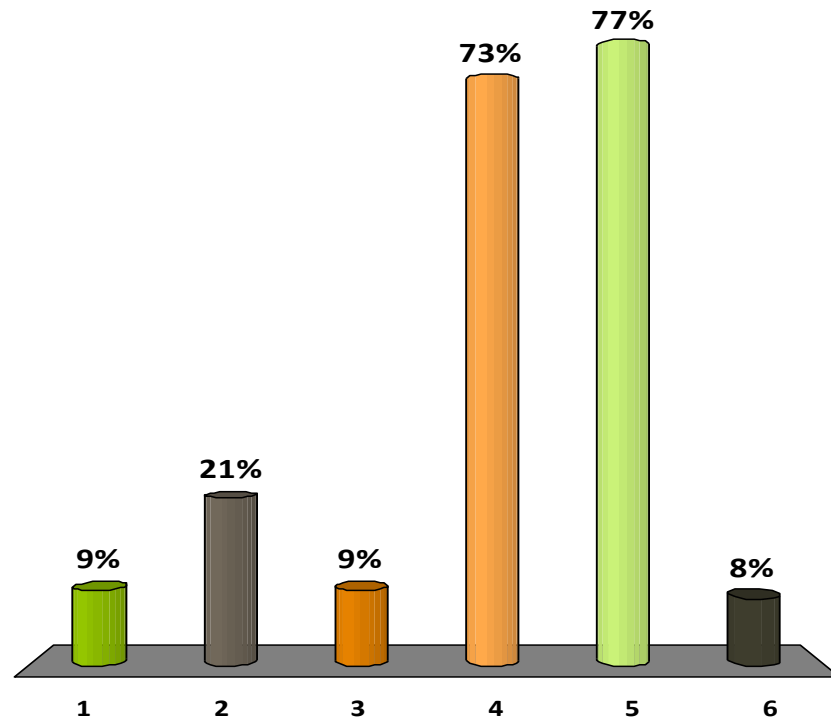
- Uses PowerPoint technology and small hand-held remotes to poll an audience
- Anonymous assessment delivery and data collection
- Engages participants and provides instantaneous results
- Assists in facilitating more meaningful, response-based discussion
- Great for small and large groups
- Downloads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



\_\_\_\_\_





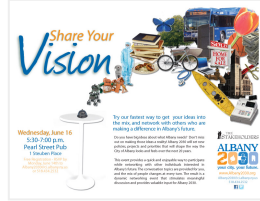
# Post-it Note Flash Mob





**Sarah  
Reginelli**

1-7-3-4-10  
[www.Albany2030.org](http://www.Albany2030.org)



# 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

mindmixer





- 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

Posted Jun 13 124 Interactions Topic is now closed



*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

Posted Jun 13 75 Interactions Topic is now closed



*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

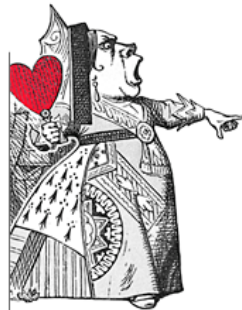


Seattle Neighborhood Planning  
<http://www.seattle.gov/neighborhoods/npi/>



# Participatory Budgeting

Online budget simulator to get feedback on municipal budgets



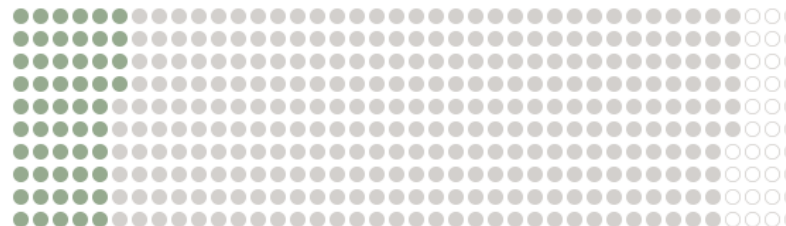
**How would you spend SF's transportation dollars?**  
**Be the City's Budget Czar for a Day!**



[Español](#) | [中文](#) | For help: [MoveSmartSF@sfcta.org](mailto: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](http://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**

# 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



**RhodeMapRI** @RhodeMapRI · 22h

We need your feedback on [@RhodeMapRI](#) action plan for RI's economy and housing. Take our surveys online here - [rhodemapri.org](http://rhodemapri.org)

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



**RhodeMapRI** @RhodeMapRI · May 10

We'll be at 693 Broad Street [@NavigantCU](#) Central Falls until 12pm. Stop by and take our interactive survey on ideas for growing jobs in RI.

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



Retweeted by RhodeMapRI



**CommerceRI** @CommerceRI · May 10

Take a look at [@CommerceRI](#) 's "Understanding the Economic Development

# Social Media: Facebook

- Post great pictures to encourage 'likes'
- Inform & raise awareness
- For small \$\$, ads can help raise awareness



**Rhode Map RI**

Posted by Siobhán O'Kane [?] · May 2

RhodeMap is going to Providence (May 5th), Middletown (May 8th), Central Falls (May 10th), Warwick (May 12th), North Kingstown (May 13th) and Woonsocket (May 14th).

See you there! [www.rhodemapri.org/events](http://www.rhodemapri.org/events)



Unlike · Comment · Share

👍 Rhode Map RI, Paul J Gonsalves, Matt Coupe and 2 others like this.



**Chuck Devol** I like the message!

May 2 at 3:51pm · Like



# 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

ABOUT

EVENTS

DOCUMENTS

BLOG

[TAKE OUR ECONOMIC DEVELOPMENT & HOUSING SURVEYS!](#)



# Interactive Mapping

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



**RHODE  
MAP RI**  
*Building a Better Rhode Island*

**RhodeMap RI Maps Gallery**



Built Environment ::  
Development Suitability



Green Assets :: Cultural &  
Historic Landscapes



Green Assets :: Working  
Landscapes




Green Assets :: Natural  
Systems

# Central Web Portal

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




**Learn more**



**Get Involved**



**View Maps**



**Read Up**

**SIGN UP FOR  
EMAIL ALERTS**



# Engagement Toolbox

- MindMixer: [www.mindmixer.com](http://www.mindmixer.com)
- Crowdbrite: <http://crowdbrite.com/>
- Community Planit: <http://communityplanit.org/>
- Neighborland: <https://neighborland.com/>
- Turning Point: <http://www.turningtechnologies.com/>
- Social Media: [www.facebook.com](http://www.facebook.com), [www.twitter.com](http://www.twitter.com), <http://instagram.com/>
- QR Codes: <http://qrcode.kaywa.com/>
- WordArt – [www.wordle.net](http://www.wordle.net)
- ChatterBox - <http://interface-studio.com/projects/yorktown-neighborhood-plan/>
- Websites: <http://wordpress.com/>
- Community Planning Assistance Teams: <http://www.planning.org/communityassistance/teams/pdf/communityapplication.pdf>
- Speed-dating
- Post-it Note Flash Mob
- SurveyMonkey: <http://www.surveymonkey.com/>
- Budget Simulators: <http://demo.citizenbudget.com> and <http://www.sfbudgetczar.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