

ENGAGING TECHNOLOGIES IN PUBLIC INVOLVEMENT PRACTICES

with:

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& Brianne Olsen



**THE
LANGDON
GROUP**

WE STILL LOVE THE TRADITIONAL TOOLS



**FACE to
COMPUTER**

will not replace

**FACE to
FACE**

Traditional tools still and will always have a place:



Mediation



*Public
Hearings*



*Group
Facilitation*



*Open
Houses*

Increasingly more and more people rely on computer related technology to communicate, gather information and provide input.



ENGAGING THE PUBLIC IN THE DIGITAL AGE

More Americans get their news from the Internet than from newspapers or radio, and three-fourths say they hear of news via e-mail or updates on social media sites.



61%

of Americans said they get at least some of their news online.

92%

of almost all respondents said they get their news from more than one platform.

75%

of respondents said they get news forwarded through e-mail or posts on social networking sites, while 37 percent of online users said they've reported news, commented on a story or shared it on sites like Facebook and Twitter.

80%

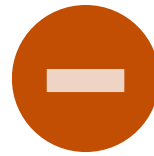
of all U.S. Internet users, or 59 percent of all American adults, look up health information online.

ENGAGING THE PUBLIC IN THE DIGITAL AGE



Why new technology:

- Cost effective
- Engagement of the silent majority
- Reach generation X, Y, Z
- Relevancy
- Quantifiable



Disadvantages of new technology:

- Less personal
- Open interpretation
- Reach is limited to digital users



TRADITIONAL TECH TOOLS FOR ENGAGEMENT

Web



The screenshot shows a web browser window displaying the UDOT website for the West Davis Corridor. The browser's address bar shows the URL www.udot.utah.gov/westdavis/. The website header includes the UDOT logo and navigation links for "Utah.gov Services", "Agencies", and a search function. A prominent yellow banner reads "Click here to visit the UDOT Web site." Below this, there are navigation tabs for "Home", "EIS Process & Schedule", "Get Involved", "Maps", and "Study Coordination".

The main content area features a "Happening Now" section with a "STRAWBERRIE" graphic and a message: "The Public Comment period is now closed. Thank you to all who participated in the public comment process." Below this are several image thumbnails, including a building, a house, and a tractor. Two buttons are visible: "REVIEW THE DRAFT EIS" and "VIEW THE INTERACTIVE MAPS".

On the left side of the page, there is a vertical navigation menu for the "WEST DAVIS CORRIDOR" with the following links: CONTACT US, DOCUMENTATION, PRESS, PUBLIC MEETINGS, PRESENTATIONS, and FAQ.

The "Study Overview" section at the bottom states: "The Utah Department of Transportation (UDOT), in cooperation with the Federal Highway Administration (FHWA), is preparing an Environmental Impact Statement (EIS) to study a potential transportation corridor in western Davis and Weber counties. The West Davis Corridor Study will evaluate transportation needs through the year 2040 while considering community and environmental concerns to identify a solution that will be a benefit to the West Davis and Weber area."

TRADITIONAL TECH TOOLS FOR ENGAGEMENT

Social Media



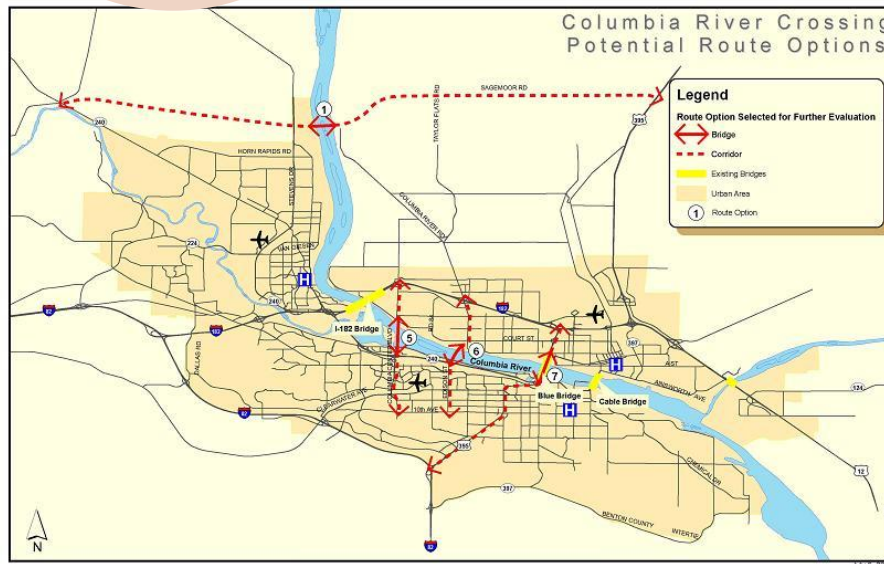
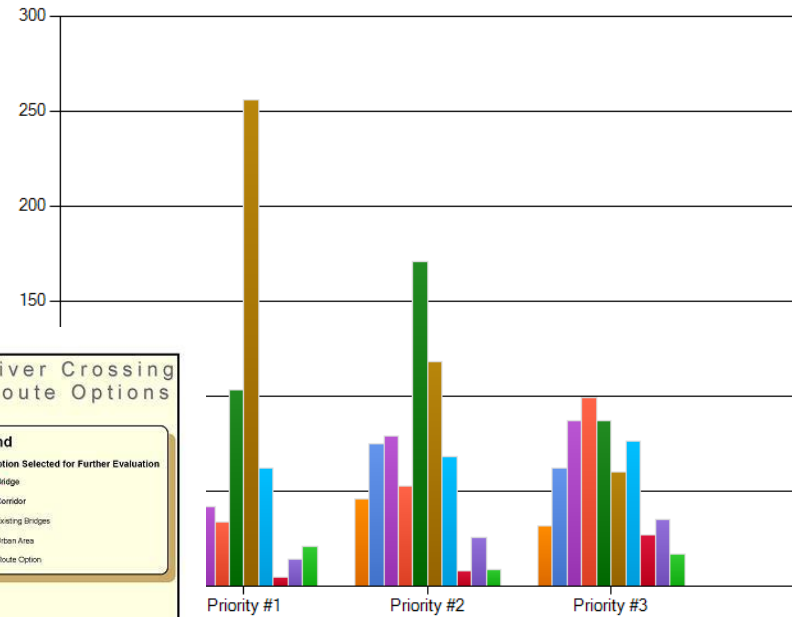
The screenshot shows a Twitter profile for CRCSC - Tri-Cities (@CRCSTC). The browser window title is "CRCSC - Tri-Cities (crcstc) on Twitter - Windows Internet Explorer". The address bar shows "http://twitter.com/#!/crcstc". The page content includes the profile header with the name "CRCSC - Tri-Cities", handle "@CRCSTC", location "Tri-Cities, Washington", and website "http://www.crcstc.com". The profile statistics show 13 Tweets, 0 Following, 30 Followers, and 3 Listed. The "About" section lists "What's Next?" steps: "1. Get Twitter on your phone" and "2. Set up your profile". The "Timeline" section shows several tweets from CRCSC - Tri-Cities, including announcements about public comment periods and study results for the Columbia River Crossing Study.

TRADITIONAL TECH TOOLS FOR ENGAGEMENT

Online Survey




Please give your opinion as to the BEST potential new Columbia River Crossing location (s) to meet the existing and future long-range REGIONAL TRAVEL NEEDS (ALL USERS) to cross the Columbia River. For each "Priority," select the option that corresponds with the numbered crossing locations on the map below.



TRADITIONAL TECH TOOLS FOR ENGAGEMENT

From: West Davis Corridor EIS <westdavis@utah.gov>
To: Brianne Olsen
Cc:
Subject: West Davis Corridor EIS - 5/16/13 Update




**WEST DAVIS
CORRIDOR**

Study Update

This email is provided to keep you updated on the progress of the West Davis Corridor Environmental Impact Statement study. If you would like to be removed from the list simply click the SafeUnsubscribe link below.

For more information or to make a comment:

Phone: 877-298-1991
E-mail: westdavis@utah.gov



What's Happening Now?

The West Davis Corridor EIS team has completed the Draft Environmental Impact Statement (EIS), which is now available electronically for review on the [Documentation page](#) of the study website.

The Draft EIS is a large report, documenting all the data, information, input and analysis the team has collected and studied for the past three years of the study. A hard copy of the Draft EIS is also available at various city buildings and libraries throughout Davis and Weber counties. [Click here](#) to view a list of those locations.

Locally Preferred Alternative



Emailer

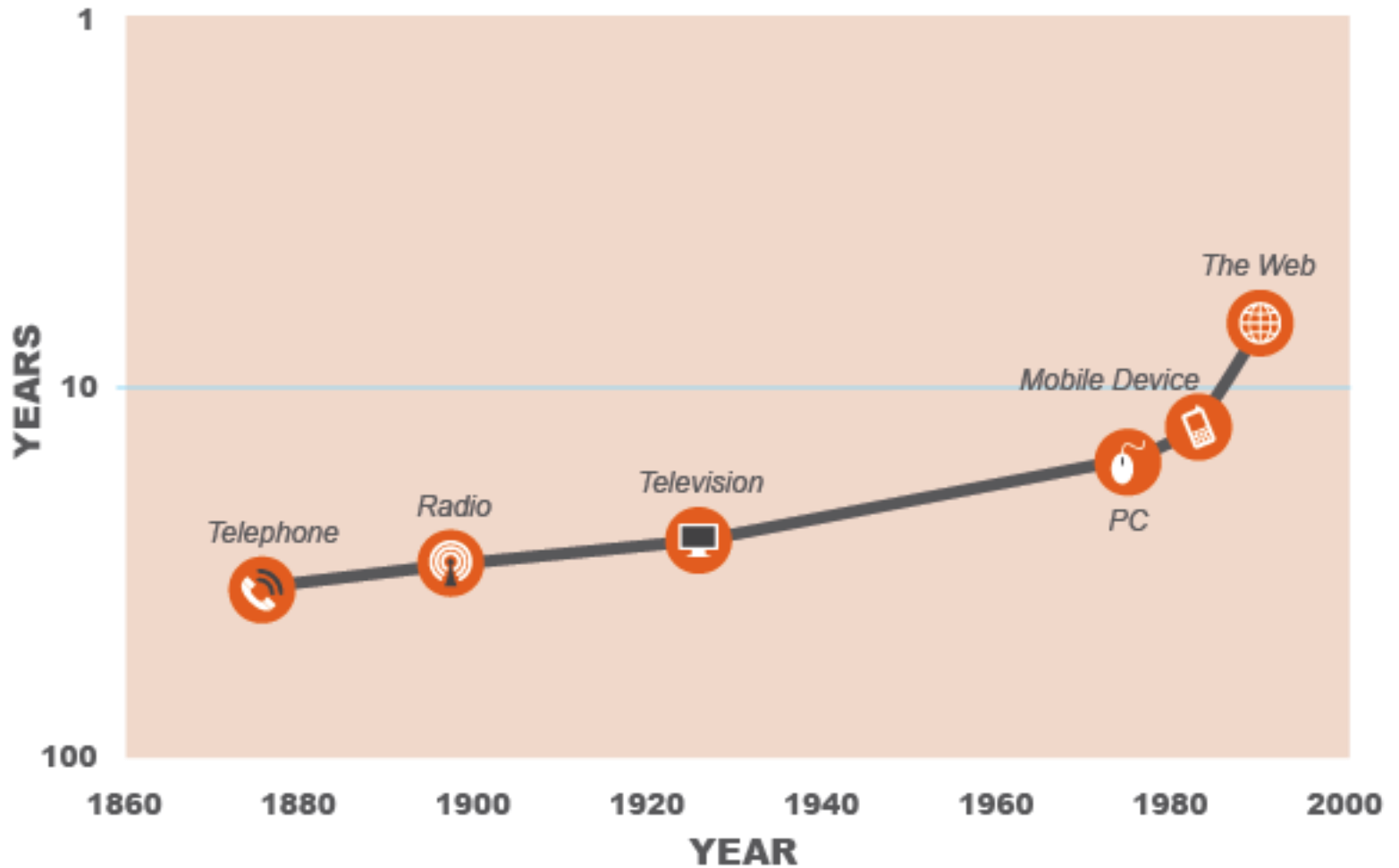
TECHNOLOGY TODAY

“An analysis of the history of technology shows that technological change is exponential, contrary to the common-sense 'intuitive linear' view. So we won't experience 100 years of progress in the 21st century—it will be more like 20,000 years of progress (at today's rate)”

- *The Law of Accelerating Returns, Ray Kurzweil 2001*



MASS USE OF INVENTIONS



- Wikipedia



PROJECT EXAMPLES



How does the POP work?

- Choose your track
- Answer track worksheet questions
- Summarizes project needs
- Shows level of public involvement and outreach that is needed
- Help identify staffing and budget needs

The image shows a screenshot of a web-based worksheet for determining the Public Opinion Poll (POP) level. The form consists of 12 numbered questions, each with a dropdown menu and a 'CLICK TO SELECT' button. The questions cover various aspects of the project, including location, environmental documents, construction duration, level of interest from government officials, agency involvement, construction budget, historical public reaction, potential for stakeholder conflict, functional class of the roadway, residential/business properties, impact to facility users, and complexity of easement and right-of-way impacts. Below the questions, there is a section for 'Additional Scoring Consideration' with a dropdown menu. At the bottom, there are two blue boxes labeled 'CONSTRUCTION' and 'POP SCORE', both showing a score of 0. A 'CLEAR FORM' button is located to the right of the 'POP SCORE' box. Below the 'POP SCORE' box, there is a 'POP LEVEL' section with a blue box showing a score of 0. To the right of the 'POP LEVEL' box, there is a link to a 'Customized POP Level Guide page'. At the bottom right, there is a 'Print this Worksheet' button and a link to 'Save this worksheet as a pdf'.

1. How would you define the location of this project?
→ CLICK TO SELECT

2. What is the level of Environmental Document?
→ CLICK TO SELECT

3. What is the anticipated construction duration?
→ CLICK TO SELECT

4. What is the anticipated level of interest from government elected officials (Mayors, City Council, Governor's Office, Federal/State Representatives, County/Highway District Commissioners, MPO/TMA Boards) or influential appointed government officials (City Managers, Transportation Board)?
→ CLICK TO SELECT

5. How much agency (federal, state, local) and special interest (conservancy/activists groups, school districts, etc.) involvement do you anticipate?
→ CLICK TO SELECT

6. What is the anticipated construction budget?
→ CLICK TO SELECT

7. Historically, how has the public reacted to transportation impacts in this area?
→ CLICK TO SELECT

8. What is the potential for stakeholder conflict surrounding this project?
→ CLICK TO SELECT

9. What is the functional class of the roadway?
→ CLICK TO SELECT

10. How many residential or business properties are in the project area?
→ CLICK TO SELECT

11. What is the likely level of impact to facility users (motorists, pedestrians, non-motorized)?
→ CLICK TO SELECT

12. What is the complexity of easement and right-of-way impacts?
→ CLICK TO SELECT

Additional Scoring Consideration:
Is this a Design/Build Project? Adds 0.5 to the score.
→ CLICK TO SELECT

CONSTRUCTION
POP SCORE
0

POP LEVEL
0

[Print this Worksheet](#)

[Save this worksheet as a pdf](#)

If you would prefer a Public Involvement Guide customized to your POP level, complete with definitions of tools and techniques appropriate for your effort, visit the [Customized POP Level Guide page](#).





Online videos/open house



WELCOME




Open House: March 10,



Secondary Water Meter Installation Steps

The new meters are part of a water conservation effort that will inform residents of their secondary water use. This effort is part of a larger effort to meter all secondary water connections.



3P Visual Comment Mapping

Public Information Database Source

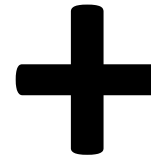
West Davis Corridor EIS 83-09-032 (New)

Send project information by mail NOT email

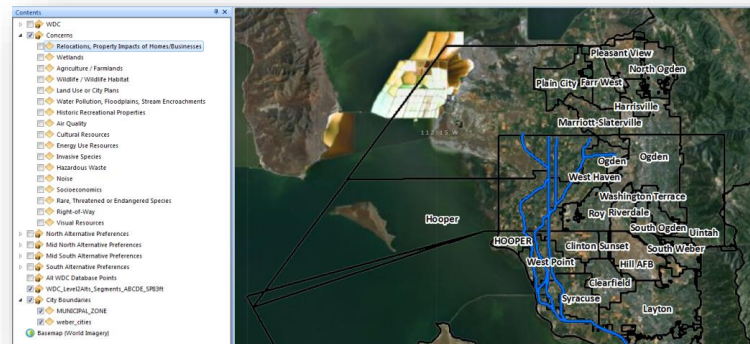
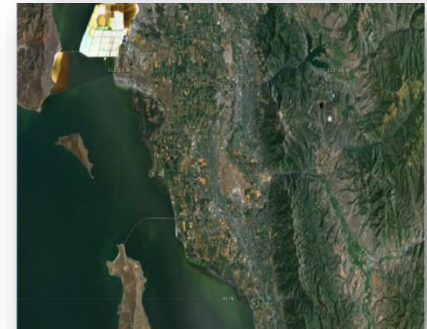
First Name <input type="text"/>	Address <input type="text"/>	Work # <input type="text"/>	Second Address if applicable: <input type="text"/>	City <input type="text"/>	<input type="checkbox"/> Use Second Address for Mailing
Last Name <input type="text"/>	City <input type="text"/>	Ext <input type="text"/>	State <input type="text"/>	State <input type="text"/>	<input type="checkbox"/> Use Second Address for Geocoding
Affiliation <input type="text"/>	State <input type="text"/>	Cell # <input type="text"/>	Third Address if applicable: <input type="text"/>	City <input type="text"/>	<input type="checkbox"/> Use Third Address for Mailing
Position <input type="text"/>	Zip <input type="text"/>	Home # <input type="text"/>	City <input type="text"/>	State <input type="text"/>	
		Fax # <input type="text"/>	Zip <input type="text"/>	Zip <input type="text"/>	

Relationship to Project: Email:

Notes



GIS Technology



3P VISUAL
Feedback Mapping

3P Visual Comment Mapping



Next Steps

- NOW - Public Comment Period (May 16-August 23)**
 - A 90-day public comment period will be open until August 23, 2013.
 - Comments can be submitted online, emailed, mailed, or in person.
 - Public comments from the public comment period will be included in the Final EIS document.
- SUMMER 2013 - LATE 2013: Preparation of the Draft EIS**
 - The Draft EIS is expected to be released to the public in late summer or early fall 2013.
- LATE 2013: Final EIS**
 - The Final EIS is expected to be released to the public in late 2013.
- SPRING 2014: Record of Decision**
 - A Record of Decision (ROD) from the Federal Highway Administration is expected in spring 2014.

Syracuse North

UDOT recommends Alternative B

- better transportation performance
- 2 to 5 fewer Section 4f full uses
- not adjacent to the Great Salt Lake Shorelands Preserve
- 20 fewer acres of conservation easements
- up to 25 fewer homes
- more consistent with city plans
- 35 to 53 fewer acres of Agricultural Protection Areas
- up to 52 fewer acres of prime farmland
- up to 142 fewer acres of cropland
- \$60 - \$87 million less than Alternative A



Southwest Davis WALKING AND BIKING PLAN

WE WANT YOUR INPUT! HELP CONNECT YOUR NEIGHBORHOOD! Add County Highway District (CHD) and the City of Davis are seeking your input about concerns and future needs in the Southwest Davis area. We'd like to hear your ideas to improve walking and bicycling experiences in your neighborhood. Please use the comment map to help us better understand where these important improvements are needed.

Here is the type of feedback we are looking for:

- What are the most important transportation improvements needed?
- What prevents you from bicycling or walking?
- What areas are you concerned about and why?

FOLLOW THE STEPS BELOW TO MAKE YOUR VOICE HEARD:

1. Click on the map to add a comment.
2. Add your idea or concern to the map. Double click on the location to add your comment.

Map Background:

- Buildings
- Streets
- Project Corridor
- Project Limits
- Comment Locations

NEIGHBORHOOD WALKING AND BIKING PLAN

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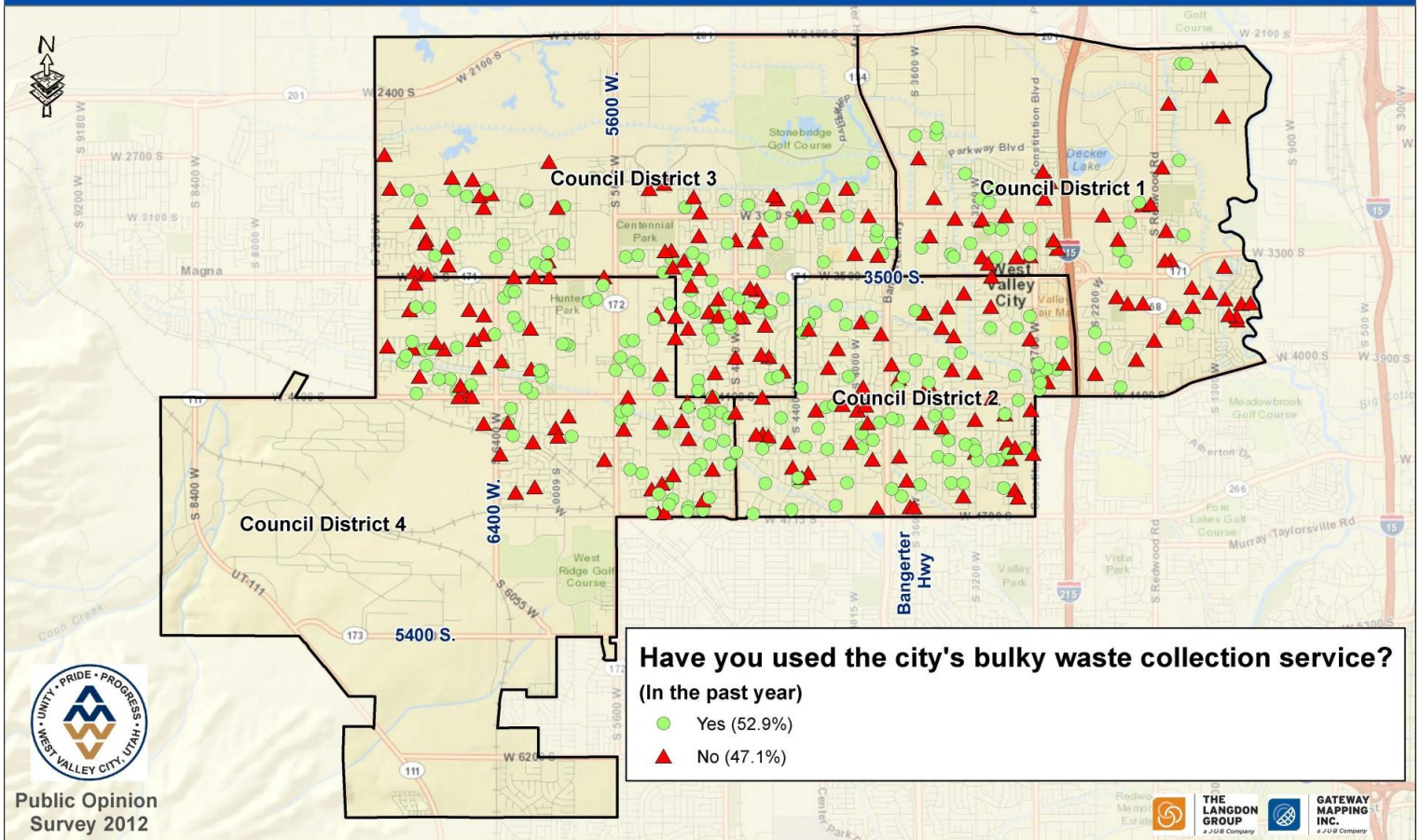
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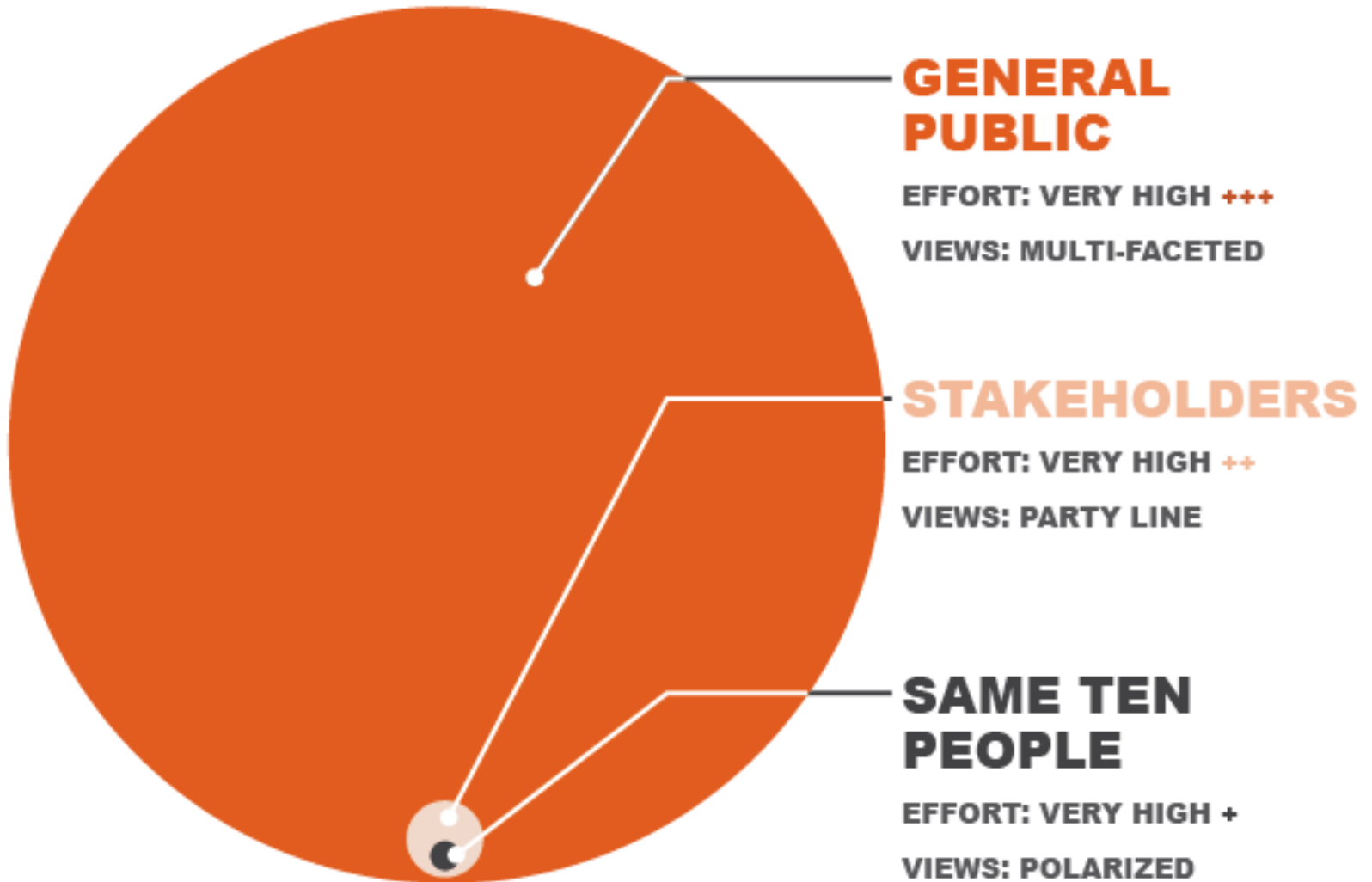
- Buildings
- Streets
- Project Corridor
- Project Limits
- Comment Locations

Public Opinion Surveys

Have you used the city's bulky waste collection service?



COMPOSITION OF THE PUBLIC



RX FOR ENGAGING THE PUBLIC



FAST: 5 MINUTES

FUN: LIKE A GAME

EASY: NO INSTRUCTIONS

MEANINGFUL: EDUCATIONAL
& RELEVANT

**GENERAL
PUBLIC**

EFFORT: VERY HIGH +++

VIEWS: MULTI-FACETED



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