



ENGAGING TECHNOLOGIES IN PUBLIC INVOLVEMENT PRACTICES

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**THE
LANGDON
GROUP**
a J-U-B Company



MetroQuest
Engagement Made Easy



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.

Pew Research Center

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 computer users







TRADITIONAL TECH TOOLS FOR ENGAGEMENT


Web




TRADITIONAL TECH TOOLS FOR ENGAGEMENT

Social Media



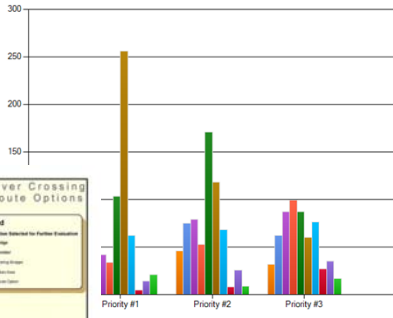



DA1


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



E-mailer

From: Columbia River Crossing Study - Tri-Cities [a href="mailto:jeing@hickner.com">jeing@hickner.com]
 To: Bryant Kuehler
 CC:
 Subject: News from the Columbia River Crossing Study - Tri-Cities

Having trouble viewing this email? [Click here](#)

August 2013

Columbia River Crossing Study - Tri-Cities
E-Newsletter #2



Columbia River Crossing Study
 Tri-Cities, Washington

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Questions?
 Comments?

Please direct all questions and comments to the Project Manager:
 Al King, P.E.
 H.W. Lochner, Inc.
 Phone: (360) 436-2837
 Email: al.king@hickner.com

The appropriate project team member will contact you in a timely manner.

New survey will help prioritize top four potential Columbia River bridge locations in the Tri-Cities.

To help the Benton-Franklin Council of Governments (BFCOG) Steering Committee prioritize the remaining four potential bridge locations, a new survey has been launched through the Columbia River Crossing Study - Tri-Cities project website, www.crcalc.com.

The public will also have the opportunity to fill out and submit a written version of the survey at the Washington State Department of Transportation booth at the Benton-Franklin County Fair, Aug. 24-28.

"The response we received through our first survey was incredible," said Mark Kuehner, BFCOG Transportation Director. "Our hope is that with this second survey, the Tri-Cities community will again provide our Steering Committee with valuable public input as they prioritize the remaining alternatives."

The original survey, launched on April 29, generated more than 1,100 responses and 300 written comments. Of the 10 initial alternatives, four surfaced as the clear favorites. On May 20, the Steering Committee met to review the alternatives and advanced those four to the next level of screening. The four alternatives are:

#1 - A new span from the North Richland area to Franklin County using Sagemoor Road.

TECHNOLOGY TODAY

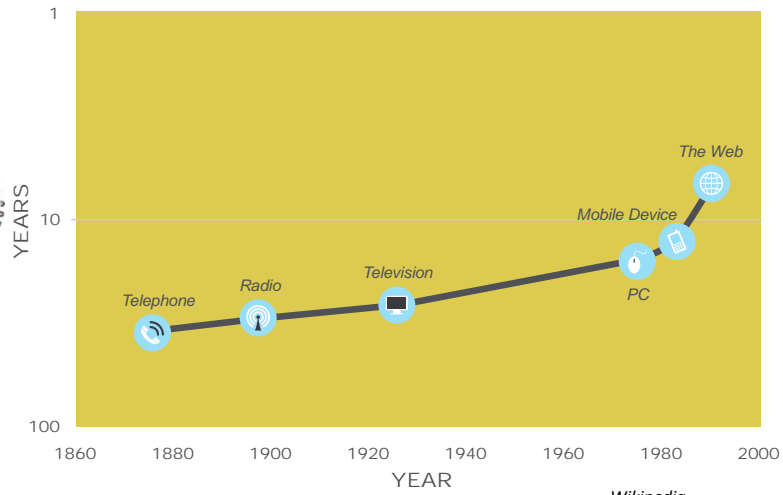


"An analysis of the history of technology shows that technological change is exponential, contrary to the common-sense 'intuitive linear' view. So we won't experience 100 years of progress in the 21st century—it will be more like 20,000 years of progress (at today's rate)"

- The Law of Accelerating Returns, Ray Kurzweil 2001

5

MASS USE OF INVENTIONS



- Wikipedia

PROJECT EXAMPLES



Public Outreach Planner



PROJECT EXAMPLES

WEST DAVIS CORRIDOR

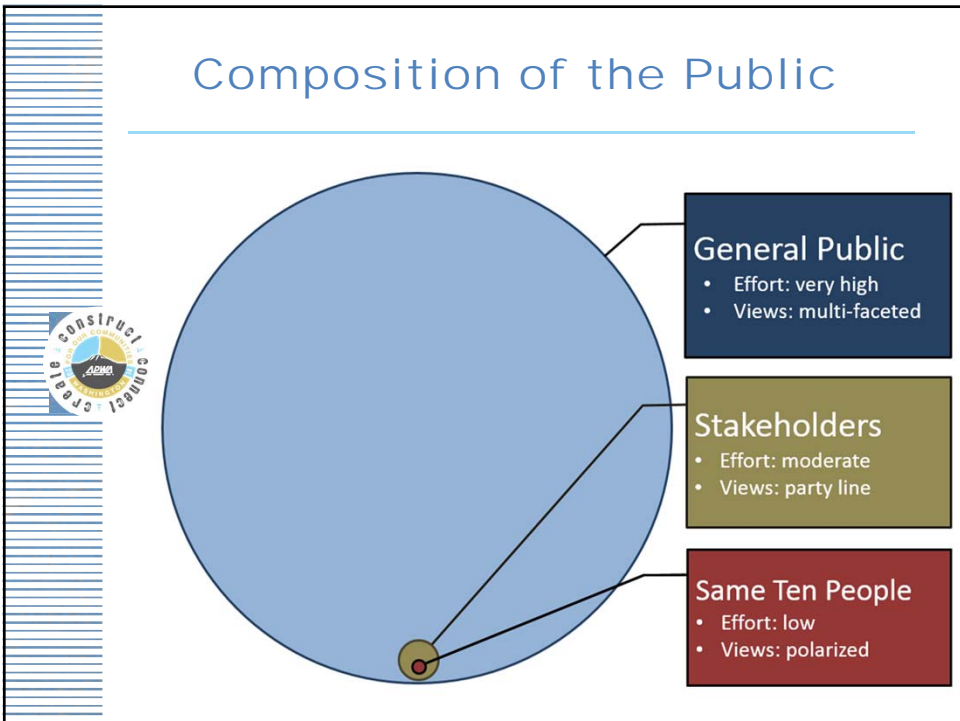
Next Steps

- 2014 - Public Comment Period (May 18-August 22)
- SUMMER 2015 - LATE 2015 Final EIS
- LATE 2015 - Final EIS
- SPRING 2016 - Record of Decision

Syracuse North

- UDOT recommends Alternative B
- UDOT will conduct a public hearing on the proposed project
- UDOT will conduct a public hearing on the proposed project
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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

MetroQuest Channels



Extensive library of screen types



Green Infrastructure



Watershed Planning

MetroQuest - Channel Progress [?](#) [Compare Yourself](#)

INTRODUCTION

COMMUNITY VALUES

GREEN INFRASTRUCTURE

PROJECT LOCATIONS

STAY INVOLVED

Options What would you like to see in your neighborhood?

Rain Garden
Permeable Paving
Vegetated Roof
Blue Roof
Constructed Wetland
Rainwater Harvesting
Creek Daylighting

Rain Garden
 Rain Gardens use plants and soils to capture and infiltrate water, and remove pollutants from runoff. They are inexpensive to moderately expensive to construct and can be scaled to different sites.

Please rate this option from 1 star (dislike) to 5 stars (like) and add a comment (optional).

★★★★☆ [Comment](#)

Impact on your priorities: Low Med High

STORMWATER PERFORMANCE	Low	Med	High
Peak Flow Reduction	▶▶▶▶▶		
Volume Reduction	▶▶▶▶▶		
Pollutant Removal	▶▶▶▶▶		
EXTRA BENEFITS			
Habitat Connectivity	▶▶▶▶▶		
Open Space	▶▶▶▶▶		
Pedestrian, Bike Benefit	▶▶▶▶▶		
COST			
Cost	▶▶▶▶▶		

help

Share

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