

Successful

**PUBLIC INVOLVEMENT
ON A LIMITED BUDGET
THROUGH ONLINE MEDIA**

Bryant J. Kuechle
The Langdon Group



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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
 - Group Facilitation
 - Open Houses
 - Public Hearings
- 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 percent** of Americans said they get at least some of their news online.
- Almost all respondents, **92 percent**, said they get their news from more than one platform.
- **75 percent** 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 percent** of all U.S. Internet users, or 59 percent of all American adults, look up health information online

Pew Research Center

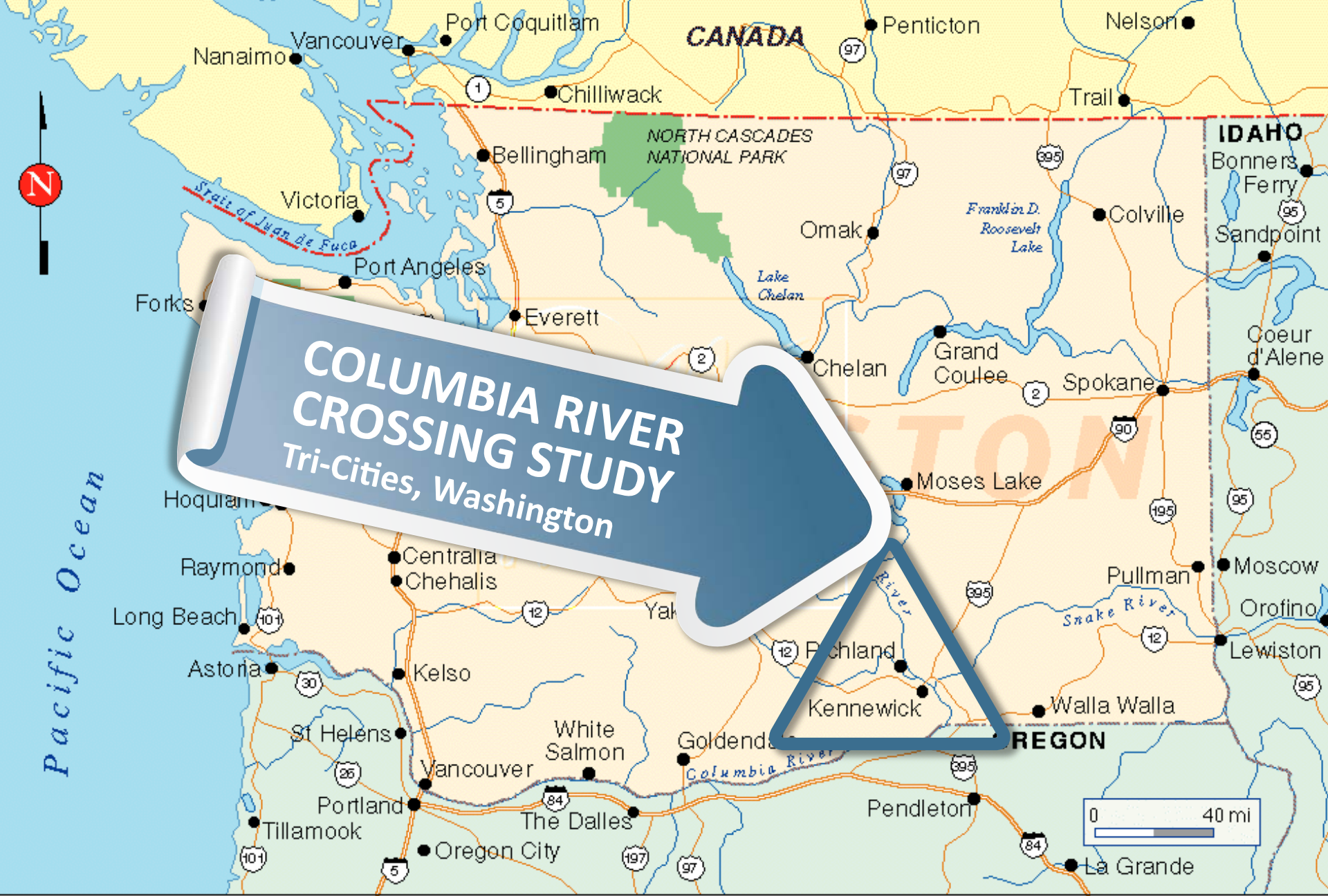
Engaging the public in the digital age

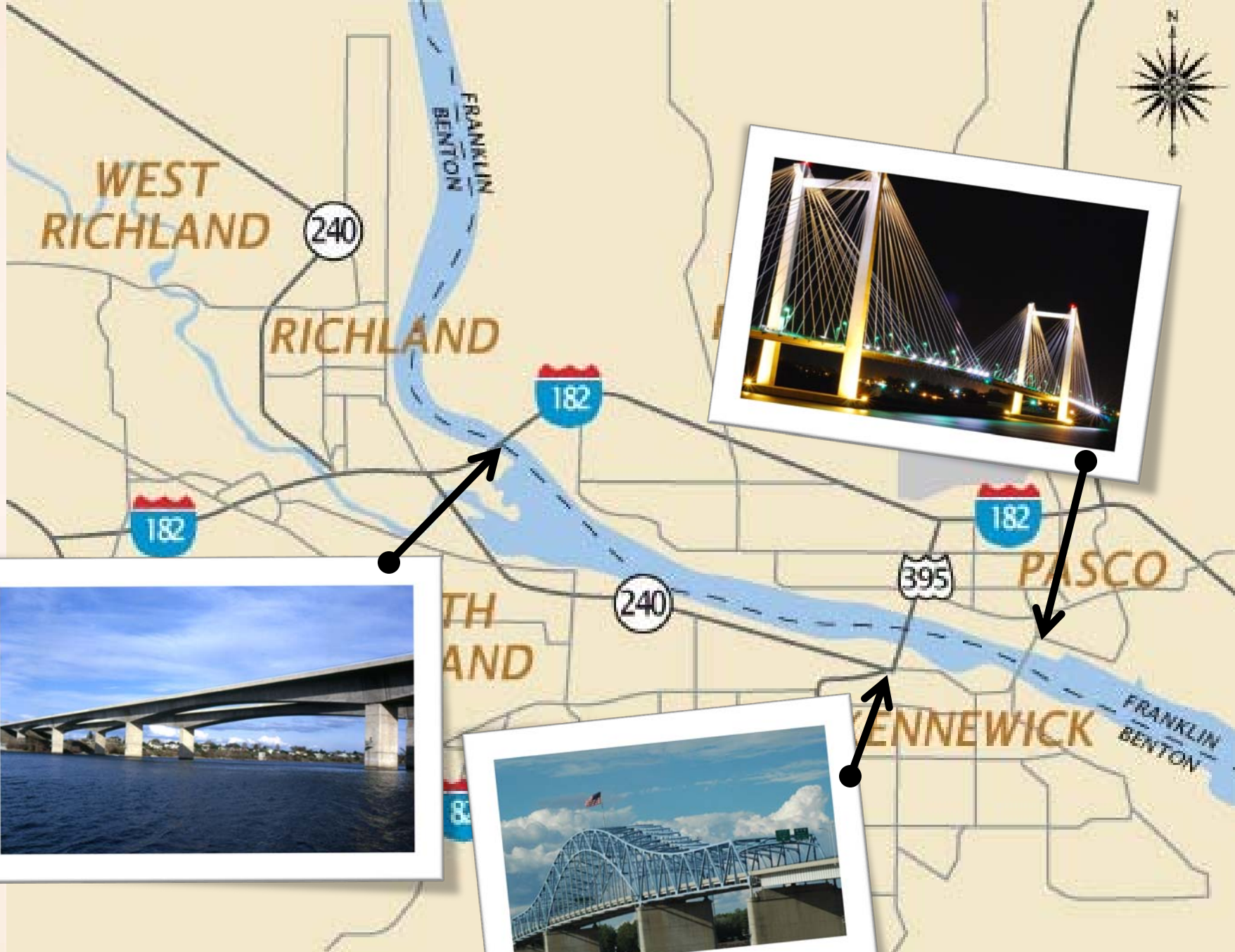
Why new technology:

- 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







Columbia River Crossing

Benton-Franklin Council of Governments



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Columbia River Crossing Study Tri-Cities, Washington

Photo courtesy of www.flickr.com/photos/bnass

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- > Questions? Comments?
- > Maps
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ALTERNATIVES FOR
FURTHER EVALUATION MAP

Public has opportunity to learn more about Columbia River study at Oct. 13 Meeting

The public was able to learn more about the Columbia River Crossing Study – Tri-Cities and the detailed analysis of the four alternatives under consideration at a public meeting on Wednesday, October 13th at 6:30 p.m. at the Chiawana High School Auditorium, 8125 W. Argent Road, Pasco.

Click here to view the meeting agenda: [10/13/10 CRCS Public Meeting Agenda](#)

"The Steering Committee felt it was important to give the public one more opportunity to learn about the study, ask questions and provide comment before we move on to the future project phases, including environmental analyses," said Mark Kushner, Benton-Franklin Council of Governments Transportation Director.

Detailed Information on Four Alternatives Available

The study has proceeded from initial concerns about congestion at the "Blue Bridge" to a broader study of the region and possible river crossing locations that might relieve the Blue Bridge traffic and also deal with future traffic increases around the area.

The Steering Committee is ready to do its final review. The goal of this review is to narrow the four alternatives to the three "best" alternatives. The Committee's top three alternatives will then be forwarded to the Benton-Franklin Council of Governments Board for action.

The following documents provide a summary of the process used for the study as well as detailed information that will be used by the Steering Committee for analysis in their decision making process. They are linked here so you can review the same information that the Committee members have received:



Internet



twitter

Windows Internet Explorer

Convert Select

RT-Idaho CMS Login

CRCS - Tri-Cities on Twitter

twitter Search Home Profile Messages Find People CRCSTC

CRCS - Tri-Cities

@CRCSTC Tri-Cities, Washington
<http://www.crcstc.com>

Columbia River Crossing Study
Tri-Cities, Washington

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CRCS - Tri-Cities
New comments should be directed to Benton-Franklin Council of Governments: www.bfcog.us. Thank you for participating in this important study.
30 Nov

CRCS - Tri-Cities
Public comment period closed for Study Phase - Nearly 2,000 responses received. Comments/survey results can be viewed at www.crcstc.com.
30 Nov

CRCS - Tri-Cities
Columbia River Crossing Study summary of public meeting and Steering Committee recommendation available at www.crcstc.com.
5 Nov

CRCS - Tri-Cities
Detailed info on 4 Alternatives for the Columbia River Crossing Study plus public opinion survey results are available at www.crcstc.com.
5 Oct

CRCS - Tri-Cities
Columbia River Crossing Study public meeting October 13th. Read
5 Oct

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Internet

From: Columbia River Crossing Study - Tri-Cities [aking@hwlochner.com]
To: Bryant Kuechle
Cc:
Subject: News from the Columbia River Crossing Study - Tri-Cities

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

August 2010



**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) 438-2837

Email:
aking@hwlochner.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.crcstc.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 Kushner, 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."

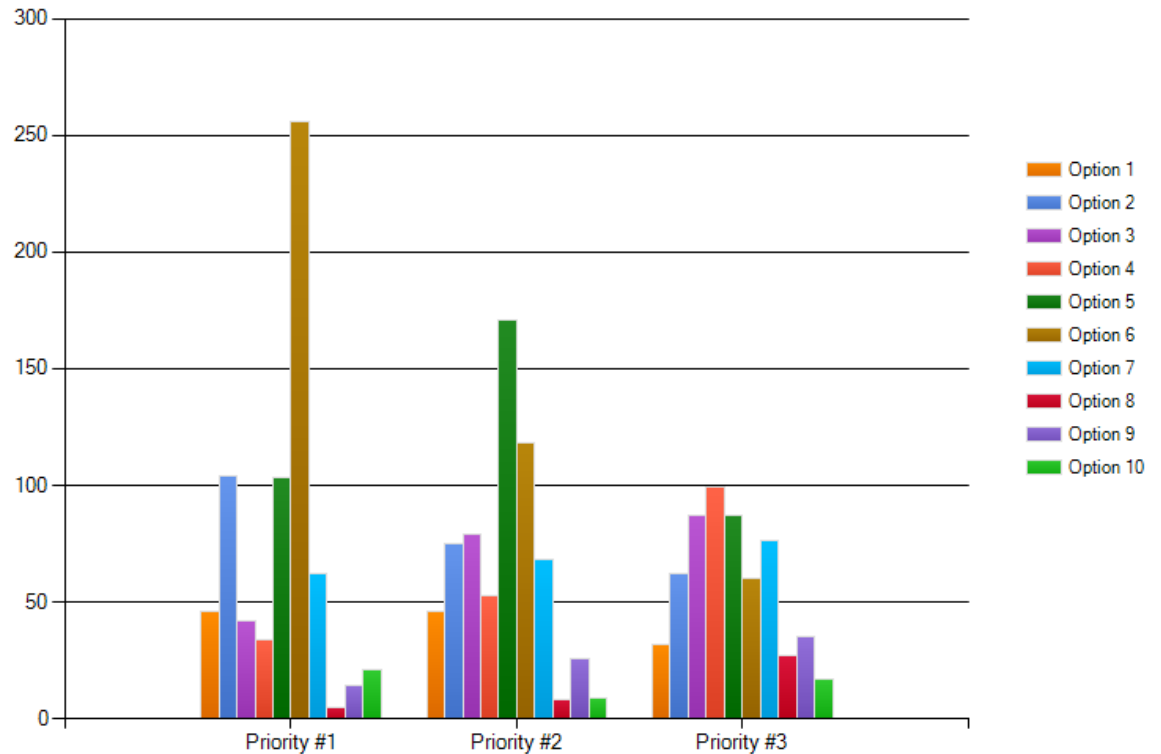
The original survey, launched on April 29, generated more than 1,100 responses and 300 written comments. Of the 10 initial alternatives, four surfaced as the clear favorites. On May 20, the Steering Committee met to review the alternatives and advanced those four to the next level of screening. The four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

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

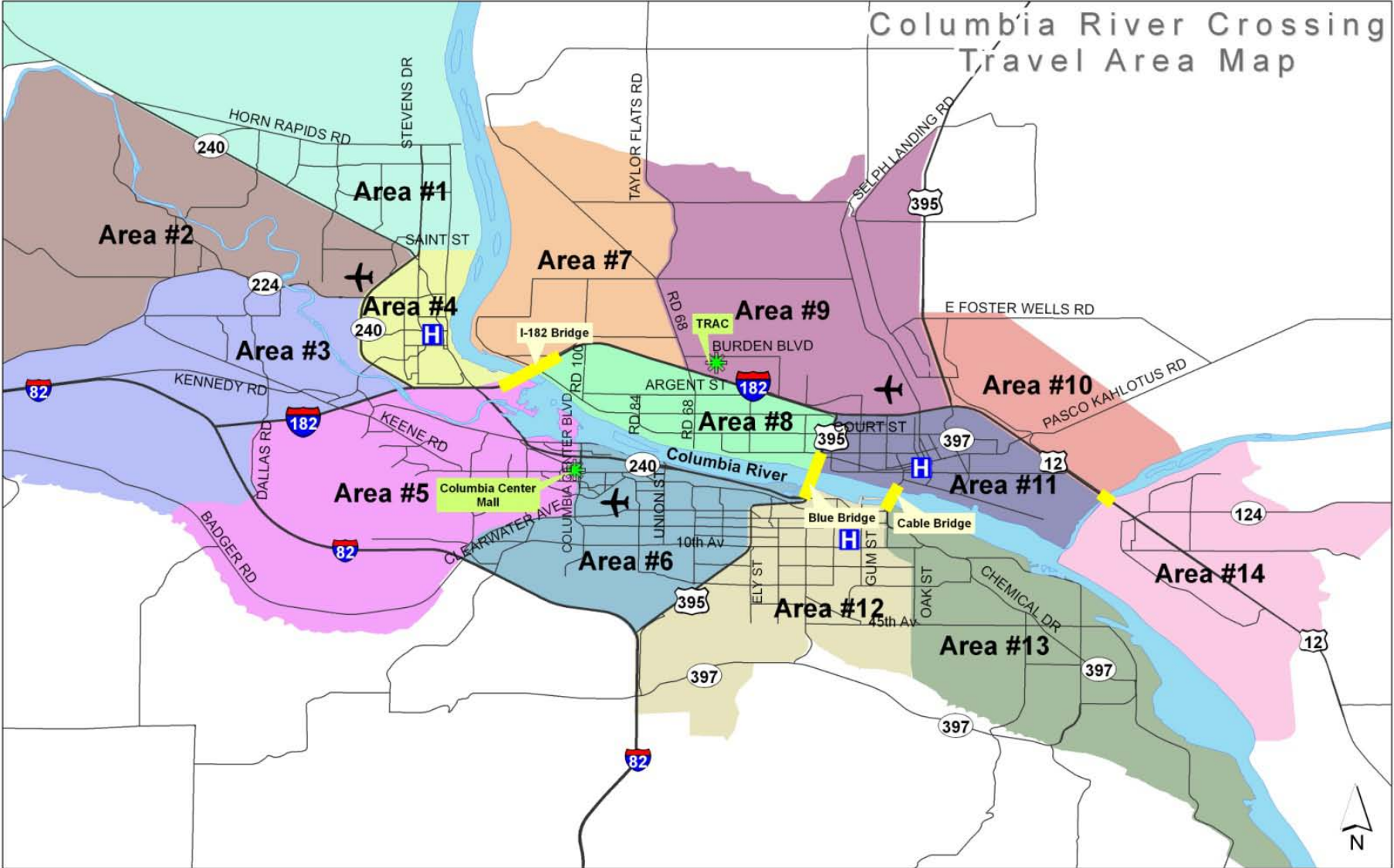
Please give your opinion as to the best potential remaining new Columbia River Crossing location (see map below) to meet the existing and future long-range (20 years) travel needs. RANK YOUR PREFERENCE 1 - 5 (1 being most preferred).

Answer Options	1	2	3	4	5	Response Count
Option #1 (North Richland Bridge)	246	62	115	117	59	599
Option #5 (Columbia Center Blvd/Road 100)	112	264	116	61	20	582
Option #6 (Edison Street/Road 68)						
Option #7 (Additional bridge next to Blue Lake)						
No new bridge needed						
Why did you make this choice?						

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.

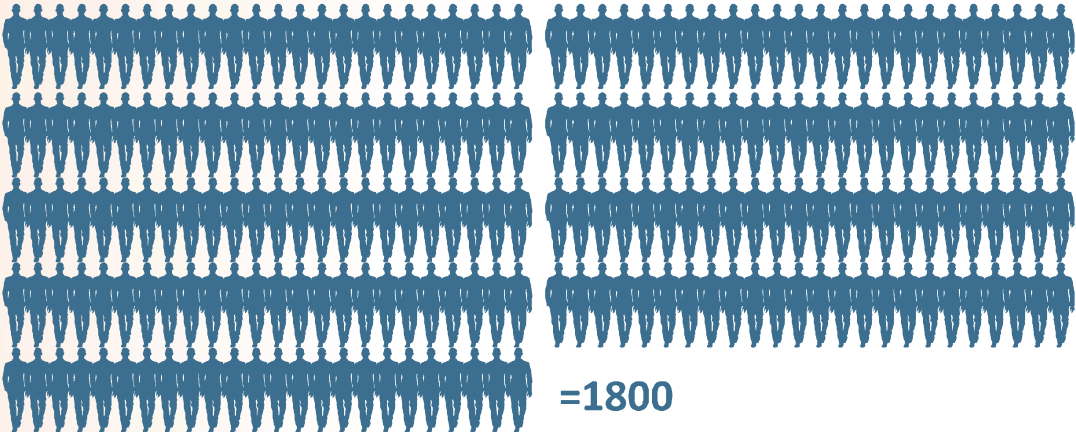


Columbia River Crossing Travel Area Map



The Results

ON LINE SURVEY RESPONSES



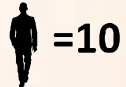
MEETING ATTENDEES



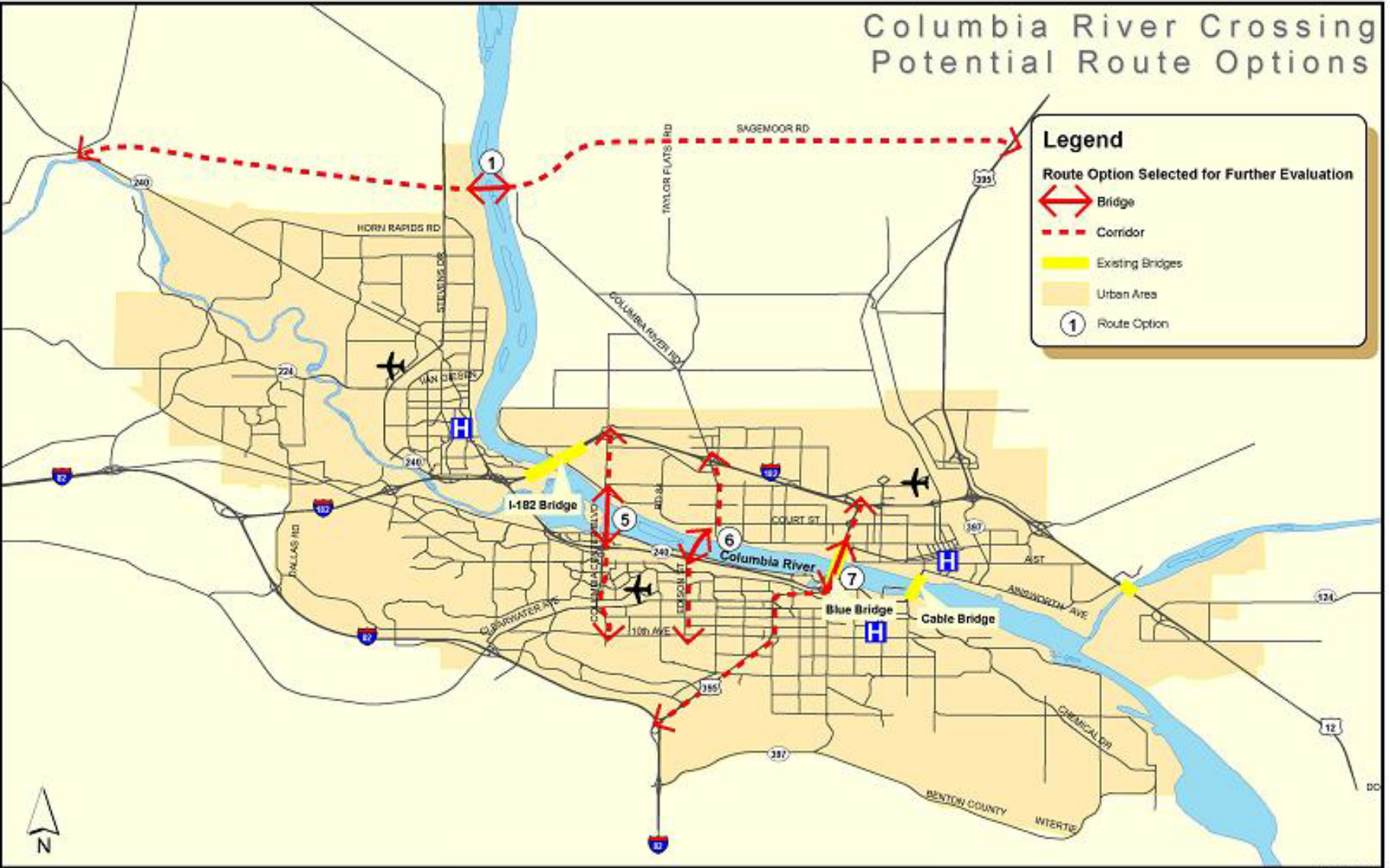
WRITTEN COMMENTS



WRITTEN COMMENTS



Columbia River Crossing Potential Route Options



July 6, 2010

“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)”

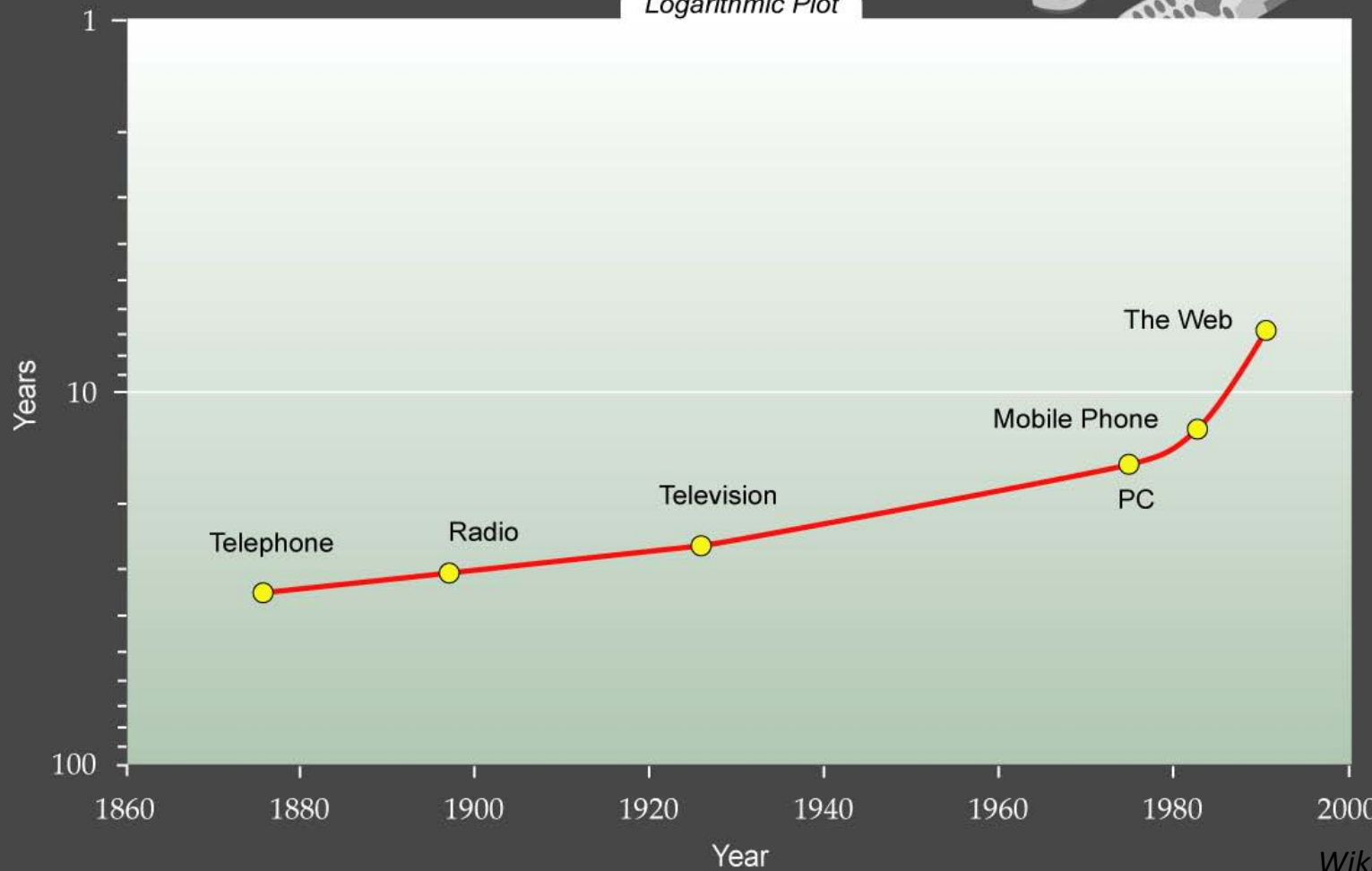
- *The Law of Accelerating Returns, Ray Kurzweil 2001*

Mass Use of Inventions

Years Until Use by 1/4 U.S. Population



Logarithmic Plot



Wikipedia

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