ASCE/ASHE Annual State Conference

NEXT GENERATION OF PUBLIC PARTICIPATION

September 11, 2015 · Phoenix, AZ
Welcome and Introductions

Panel Participants

- Heather Honsberger, Jacobs Engineering
- Kristin Darr, Central Creative
- Sue Lewin, GCI
Traditional Keypad Technology

- **Benefits**
  - Allows for dual-pair comparisons to evaluate alternatives

- **Drawbacks and limitations**
  - Requires investment in keypad system
  - No provision for open-ended input
  - Works best with smaller groups
    - Participation limited to number of available keypads
  - Time-consuming process
Next GEN: Participation via Smart Phones

- Immediate feedback from groups
  - Quick and easy
  - Technology owned by many
  - Can ask questions on the “fly”
  - Helps focus discussion on areas of disagreement

- Example: Poll Everywhere
  - Multiple methods to respond
    - Text, tweet, mobile app or web browser
    - Facilitates open-ended responses
Get Ready to Participate

- Send TEXT
  - TO: 22333
  - MESSAGE: GCIAZ

- Reply text will confirm
Your poll will show here

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What does “Next Generation” mean to you?
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Coming Soon: P2 3.0

- Transforming how we make decisions
  - From bottom up instead of top down
  - More ways to engage more people
- Clarity of the public’s role
  - IAP2 Spectrum
- Understanding you can make a difference
Your audience and available techniques are ...
“I fear the day that technology will surpass our human interaction. The world will have a generation of idiots.”

Albert Einstein
Shift Happens

Traditionalist
“write me”

Boomer
“call me”

Gen X
“email me”

Millennial
“Text me”
Rise of the Silver Surfers

- **Email Usage**
  - 61% - Ages 50-65
  - 46% - Ages 65+

- **Social Network Visits**
  - 20% - Ages 50-65
  - 3% - Ages 65+
Life Online

- **Candy Crush Saga**
  - 225 Million people per month, $850,000 per day

- **Google**
  - 1 billion searches per month

- **YouTube**
  - 24 hours uploaded per minute

- **Facebook**
  - More than 175,000 people connected at any given moment

- 1 of 6 couples married in US met online
Information Age

- 3.500.000.000.000.000.000.000.000
  - 3.5 zeta bytes (3.5 x 10^21) unique info created in 2014
  - More than previous 5,000 years
  - Amount of technical info doubles every 2 years
What happens when you use the wrong tool?
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Unreliable Input

7. In what ways do you have conversations with your members or supporters? (Check all that apply or leave blank.)

☐ Public meetings or meetups
☐ Blog posts & comments
☐ Twitter
☐ Facebook
☐ Mailing lists (not one-way email)
☐ Forums
☐ Other
Consider all 3 components to achieve desired results
When You Use the Wrong Tool

- The Image of your Agency is Damaged
- Loss of Credibility
- Apathy and Cynicism
What’s New?
Recent Successes & New Developments
Cave Creek Carefree Transportation Framework Study

- **Multiple tools to reach all voices**
  - Focus groups
  - Online surveys
  - Public meetings
  - Interview visitors at special events

- **1,700 people participated**
  - Residents, businesses, community organizations, recreational users and visitors

- **Councils accepted recommendations**
2015 AZ Conference on Roads & Streets

- Used MetroQuest to get industry input on priorities for future of transportation in AZ
  - Distributed invitation and link to participate prior to event
  - Used kiosk during event to facilitate participation
  - 375 transportation insiders provided input
Online Participation Techniques

- mySidewalk (formerly MindMixer)
  - FMPO US 180 Winter Traffic Study
- Online Public Meeting
  - South Mountain Freeway Study
- MetroQuest
  - I-10/I-17 Corridor Master Plan – Spine Study
MindMixer
Example:

**US 180 Winter Traffic Study**

- Goal – Solve winter congestion problem on US 180.
- Two phases:
  - Idea generation
  - Strategy prioritization
    - Near, mid, and long-term
- Used in combination with public meetings
Another option...

Welcome to the South Mountain Freeway Online Public Hearing
from South Mountain Freeway Study

VIEW STUDY VIDEO
View a video describing the overall study process and recommendations, including a visual simulation of the proposed freeway.

VIEW PROJECT MAPS
View detailed maps of the preferred alternative.

LEAVE A COMMENT
Give us your input! Fill out a comment form to submit a comment on the Draft Environmental Impact Statement.

VIEW INTERACTIVE DEIS
View the interactive part of the South Mountain Freeway Draft Environmental Impact Statement.

View Hearing Materials

General Banners
Not associated with an EIS chapter

Chapter 1
Purpose and Need

Chapter 2
Gila River Indian Community Coordination

Chapter 3
Alternatives

Chapter 4
Affected Environment, Consequences, and Mitigation

Chapter 5
Section 4(f) Evaluation

Chapter 6
Comments and Coordination

Download Public Hearing Guide
Create reader-friendly formats

Websites with long bulleted lists can be overwhelming and confusing.
Create reader-friendly formats

Create thumbnails of PDFs for a more reader-friendly and visually appealing layout.

PDFs are also available for download.
MetroQuest Example

I-10 / I-17 Corridor Master Plan - The Spine Study

- Approx. 1800 site visits and 1700 completed surveys
- Approx. 4400 comments
- Email distribution list = 60,000
- One Agency Information Meeting
- Three Public Meetings Held
  - Approx. 70 attendees
ADOT: Tucson to Phoenix Passenger Rail Study

- Third Place Outreach
- Robust Media
- Online Survey
- More than 10,000 comments
- Compelling Subject
Wrap-Up

- Questions
- Poll Evaluation

THANK YOU!
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