The graphic features a large crowd of people in silhouette at the bottom, with several colorful speech bubbles floating above them. The speech bubbles are in shades of orange, yellow, green, blue, purple, pink, and brown. The text is centered over the middle of the image.

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

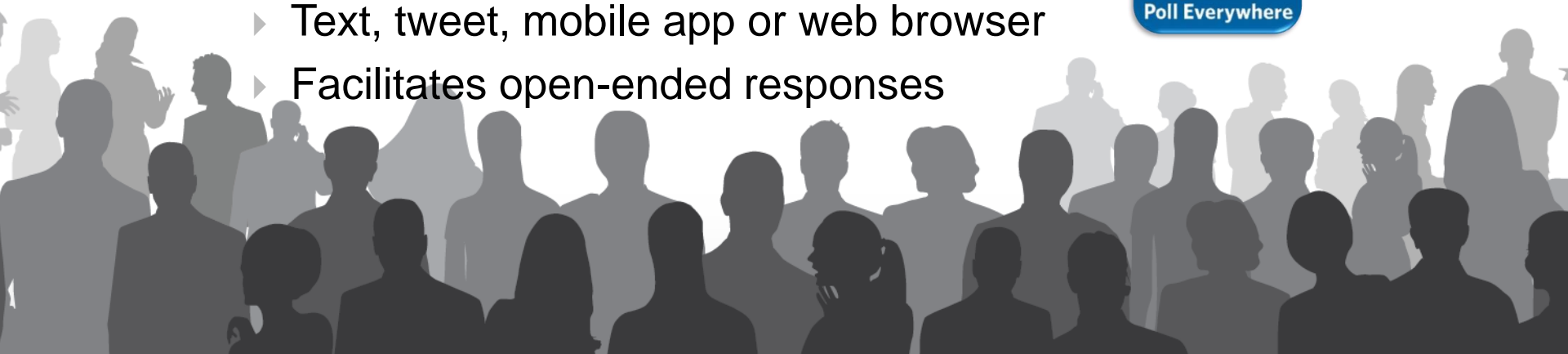
▶ Immediate feedback from groups

- ▶ 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**





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**What does
"Next Generation"
mean to you?**





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Coming Soon: P2 3.0

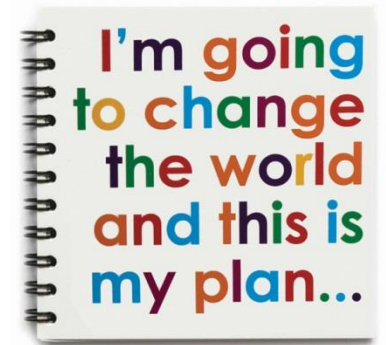
▶ Transforming how we make decisions

- ▶ 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

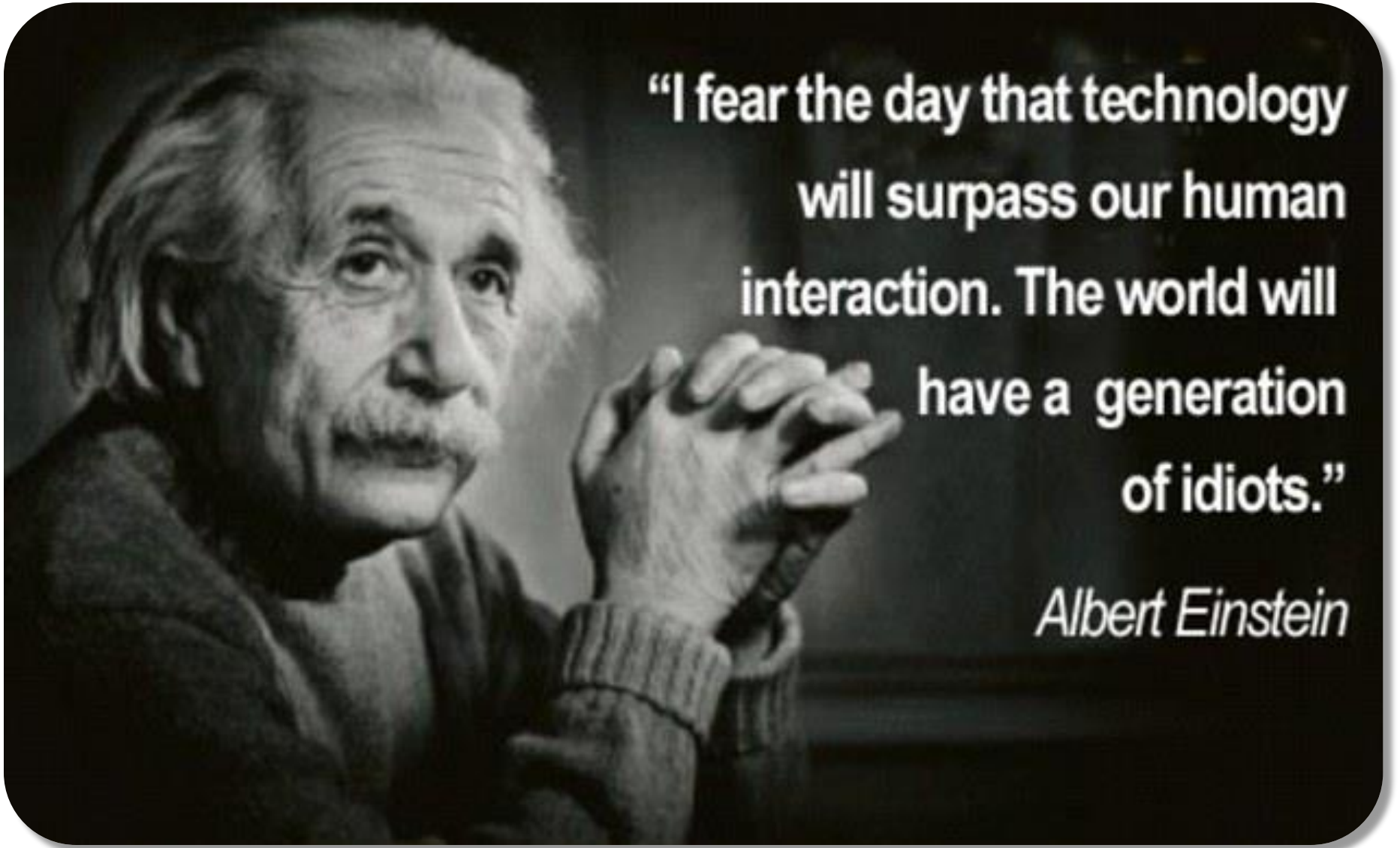






Your audience and available techniques are ...





**“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**

- ▶ 3.5 zeta bytes (3.5×10^{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.)

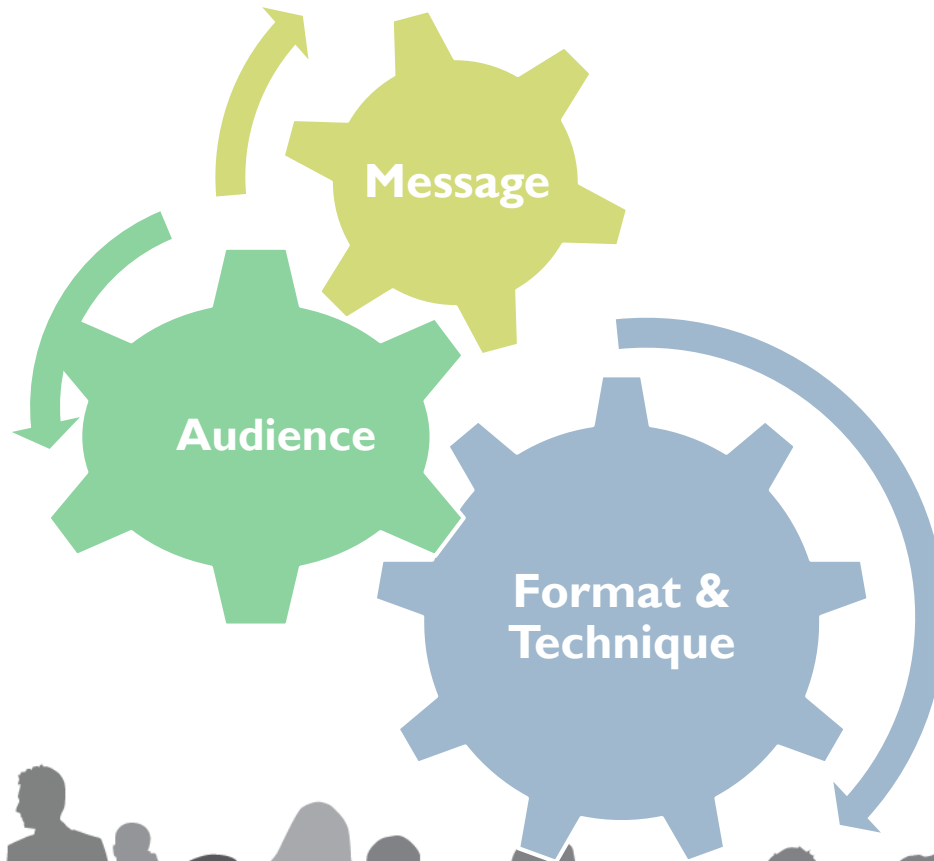
- ☐ Public meetings or meetups
- ☐ Blog posts & comments
- ☐ Twitter
- ☐ Facebook
- ☐ Mailing lists (not one-way email)
- ☐ Forums
- ☐ Other







Communication Considerations



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



PUBLIC MEETING



Come Join the Conversation

WEDNESDAY, NOVEMBER 16, 2011

Sechrist Elementary School

2230 N. Fort Valley Road | Flagstaff, Arizona

5:30-7:30 p.m. (Presentation at 5:45 p.m.)

The Flagstaff Metropolitan Planning Organization is conducting a study to identify and evaluate solutions to Flagstaff's winter traffic congestion challenges along US 180. The public is invited to a public meeting to help prioritize potential near-, mid-, and long-term strategies for easing winter traffic congestion along US 180.

There are **twelve strategies** being proposed. Input provided will help determine which strategies should be further examined and possibly implemented.

Questions?

Please contact:

David Wessel, FMPO Manager

928.213.2650

dwessel@flagstaffaz.gov



Scan the QR code to visit
www.us180wintertrafficstudy.com
and preview the 12 strategies.



IDEAS COLLABORATION COMMUNITY PARTICIPATION

US 180 Winter Traffic Study

Persons with a disability may request accommodations, such as a sign language interpreter or alternative document formats, by calling Carrie Wilhelme at 602.522.4314 or by faxing to 602.522.7707. Requests should be made as early as possible to allow time to arrange the accommodations.

Arizona Daily Sun – November 4, 2011

3
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7
COMMENTS

1
COMMENTS

Another option...

LOOP 202
South Mountain
Freeway Study

Online Public Hearing

[HOME](#)[MATERIALS](#)[MAPS](#)[VIEW DEIS](#)[COMMENT](#)[COMMENT](#)

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 pdf 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

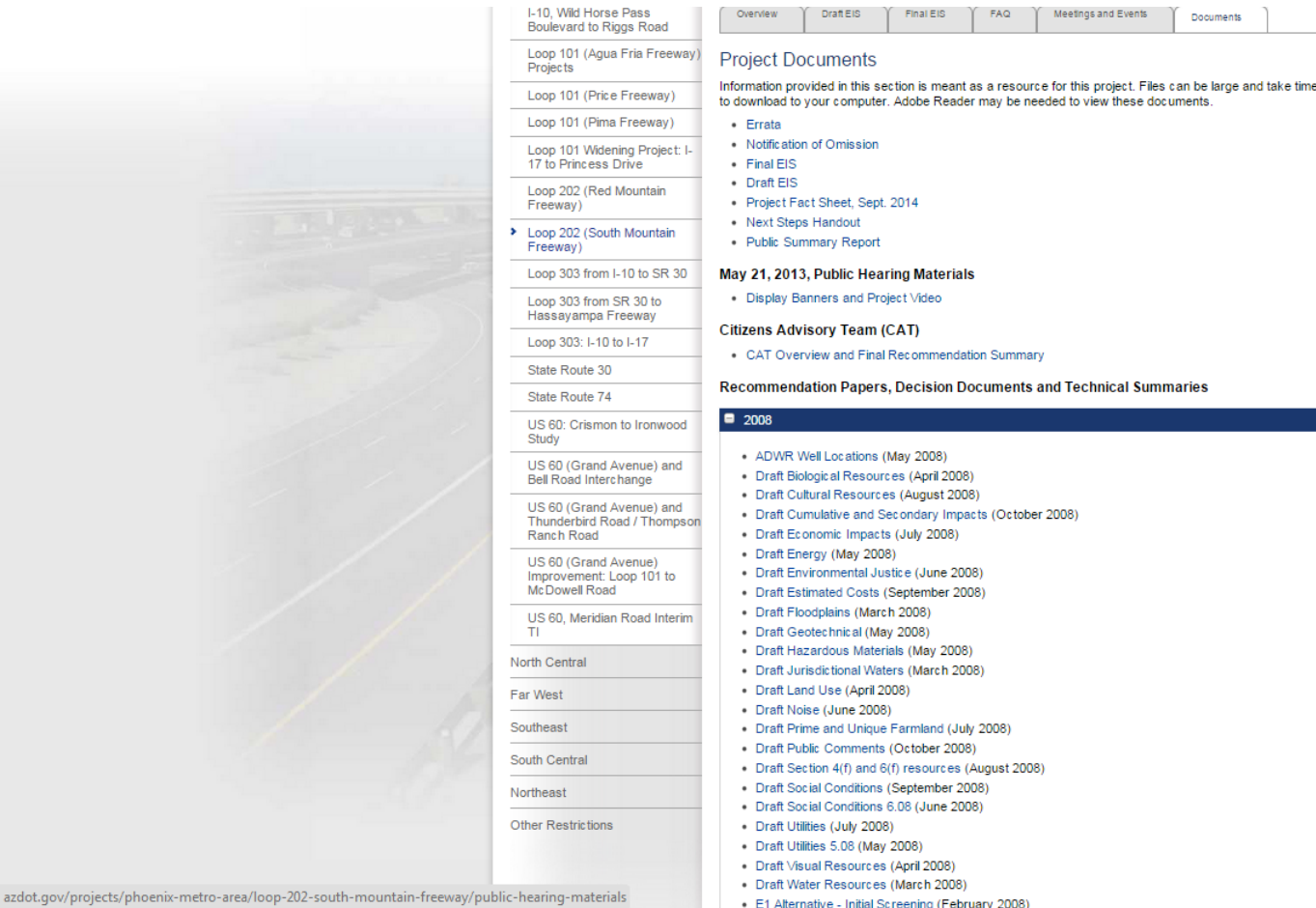
Comments and Coordination



Download Public Hearing Guide

Create reader-friendly formats

Websites with long bulleted lists can be overwhelming and confusing.



The screenshot displays a web page from the AZDOT website. On the left, a sidebar lists various project areas, including I-10, Loop 101, Loop 202, Loop 303, State Route 30, State Route 74, US 60, and others. The main content area is titled "Project Documents" and contains a long, unformatted bulleted list of documents. The list includes items such as "Errata", "Notification of Omission", "Final EIS", "Draft EIS", "Project Fact Sheet, Sept. 2014", "Next Steps Handout", "Public Summary Report", "May 21, 2013, Public Hearing Materials", "Citizens Advisory Team (CAT)", "Recommendation Papers, Decision Documents and Technical Summaries", and a detailed list of documents from 2008, including "ADWR Well Locations (May 2008)", "Draft Biological Resources (April 2008)", "Draft Cultural Resources (August 2008)", "Draft Cumulative and Secondary Impacts (October 2008)", "Draft Economic Impacts (July 2008)", "Draft Energy (May 2008)", "Draft Environmental Justice (June 2008)", "Draft Estimated Costs (September 2008)", "Draft Floodplains (March 2008)", "Draft Geotechnical (May 2008)", "Draft Hazardous Materials (May 2008)", "Draft Jurisdictional Waters (March 2008)", "Draft Land Use (April 2008)", "Draft Noise (June 2008)", "Draft Prime and Unique Farmland (July 2008)", "Draft Public Comments (October 2008)", "Draft Section 4(f) and 6(f) resources (August 2008)", "Draft Social Conditions (September 2008)", "Draft Social Conditions 6.08 (June 2008)", "Draft Utilities (July 2008)", "Draft Utilities 5.08 (May 2008)", "Draft Visual Resources (April 2008)", "Draft Water Resources (March 2008)", and "E1 Alternative - Initial Screening (February 2008)".

Overview | Draft EIS | Final EIS | FAQ | Meetings and Events | Documents

Project Documents

Information provided in this section is meant as a resource for this project. Files can be large and take time to download to your computer. Adobe Reader may be needed to view these documents.

- [Errata](#)
- [Notification of Omission](#)
- [Final EIS](#)
- [Draft EIS](#)
- [Project Fact Sheet, Sept. 2014](#)
- [Next Steps Handout](#)
- [Public Summary Report](#)

May 21, 2013, Public Hearing Materials

- [Display Banners and Project Video](#)

Citizens Advisory Team (CAT)

- [CAT Overview and Final Recommendation Summary](#)

Recommendation Papers, Decision Documents and Technical Summaries

2008

- [ADWR Well Locations \(May 2008\)](#)
- [Draft Biological Resources \(April 2008\)](#)
- [Draft Cultural Resources \(August 2008\)](#)
- [Draft Cumulative and Secondary Impacts \(October 2008\)](#)
- [Draft Economic Impacts \(July 2008\)](#)
- [Draft Energy \(May 2008\)](#)
- [Draft Environmental Justice \(June 2008\)](#)
- [Draft Estimated Costs \(September 2008\)](#)
- [Draft Floodplains \(March 2008\)](#)
- [Draft Geotechnical \(May 2008\)](#)
- [Draft Hazardous Materials \(May 2008\)](#)
- [Draft Jurisdictional Waters \(March 2008\)](#)
- [Draft Land Use \(April 2008\)](#)
- [Draft Noise \(June 2008\)](#)
- [Draft Prime and Unique Farmland \(July 2008\)](#)
- [Draft Public Comments \(October 2008\)](#)
- [Draft Section 4\(f\) and 6\(f\) resources \(August 2008\)](#)
- [Draft Social Conditions \(September 2008\)](#)
- [Draft Social Conditions 6.08 \(June 2008\)](#)
- [Draft Utilities \(July 2008\)](#)
- [Draft Utilities 5.08 \(May 2008\)](#)
- [Draft Visual Resources \(April 2008\)](#)
- [Draft Water Resources \(March 2008\)](#)
- [E1 Alternative - Initial Screening \(February 2008\)](#)

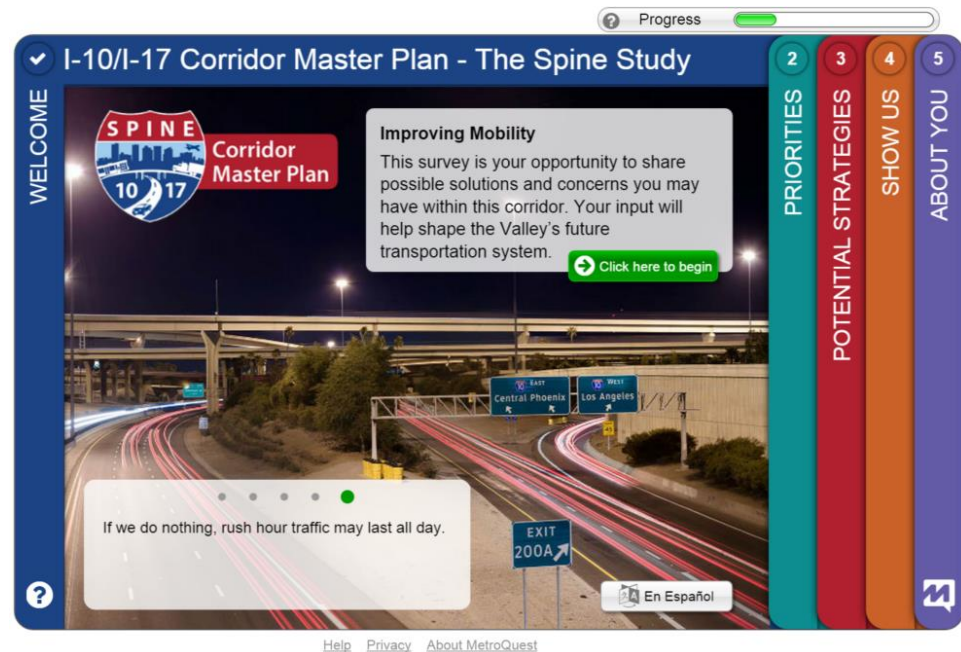
PDFs are also available for download.



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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