Tools and Techniques for Stakeholder and Civic Engagement in Community Planning and Development

2-2-2-12

NPSG
Supporting the creation and maintenance of sustainable and vibrant communities through the application of innovative decision making tools and methods. Transparent Informed Equitable
Goal:

Cost-Effective, Politically Viable Action Steps, Grounded in the Principles of Sustainable Development
Context Sensitive Planning

Phase 1 → Phase 2 → Phase 3
Civic and Stakeholder Engagement

**Individuals**
- Activities: Surveys, Interviews, Community Journal, Webinars
- Tools: Website, Networking Tools

**Engaged Public**
- Activities: Visioning, Interactive mapping, Walkshops, Webinars
- Tools: Website, Networking Tools

**Technical Advisory Groups**
- Activities: Brainstorming & prioritization, Mapping exercises, Research & analysis
- Tools: GIS, Touch tables

**Stakeholder Groups**
- Activities: Brainstorming & prioritization, Mapping exercises, Collaborative decision making
- Tools: GIS, Touch tables

**Unengaged Public**
- Activities: Art/Music events, School programs, “Go to them” events/surveys
- Tools: Mobile Workshops

**Agencies**
- Activities: Visioning, Research & Anal., Collaboration, Outreach
- Tools: Decision Making, Framework: data, modeling
“Going to Them” Strategies

Some things you just can’t plan for... We’ll cover the rest.

What kind of city do you want to live in for the next 20 years?

Your city is the one you live in. We need your help to make your community the city of the future.

Host a House Party!

We invite you to host an Albany 2030 House Party!

An Albany 2030 House Party is a great way to get together with friends and neighbors to discuss the future of the City. Some steps for hosting a House Party are given here, but be creative and have fun!

1. Create Your Guest List

Think about people you know who might be interested in talking about Albany now and the City’s future. Perhaps by inviting neighbors or acquaintances you don’t know well, in addition to your friends, or invite people whose ideas are different from yours.

2. Meet and Greet

At your House Party, spend a little time meeting and greeting and getting to know any new acquaintances.

ALBANY
your city. your future.

ALBANY 2030

your city. your future.

WHAT IS ALBANY 2030: YOUR CITY, YOUR FUTURE?

Albany 2030: Your City, Your Future is an exciting process to create the future of a better Albany. It will be participatory, inclusive, and participatory.
“Going to Them” Strategies
Structured photoshoots encourage residents to walk around documenting both the treasures and challenges seen in the area. Submitted images and comments provide starting point for a SWOT analysis.
Asset Mapping through Neighborhood Walkshops
Engaging Youth and Using Art in Addressing Community Challenges

LANDvisions
Engaging Youth and Using Art in Addressing Community Challenges
Crowd Storming

160 x 97 about (32) access (56) activities (71) adjudicated (17) affordable (36) alternative (17) area (67) areas (86) around (5) as (78) associations (13) attract (30) back (24) based (20) beautiful (23) beauty (23) better (117) between (34) bike (38) black (15) bower (23) building (29) business (71) businesses (58) by (25) can (45) care (33) center (47) change (28) children (55) church (60) cities (27) clean (28) college (22) communication (28) communities (59) community (327) create (6) create (6) cultural (37) culture (33) develop (54) development (117) diverse (23) diversity (39) do (37) downtown (108) earn (6) economic (65) education (234) educational (52) employment (23) encourage (21) energy (19) enforcement (31) entertainment (1) and (23) facilities (33) families (39) family (72) film (12) focus (13) food (26) friendly (26) gardens (18) get (28) getting (37) goal (29) good (72) government (17) groups (26) growth (35) haynesville (28) health (39) healthcare (22) help (33) here (32) high (46) higher (53) historic (40) history (24) home (76) homes (28) housing (67) improve (58) improved (25) incentives (22) income (28) increase (39) industry (47) infrastructure (37) involved (19) jobs (39) jobs (79) keep (24) kids (36) lack (61) land (20) laws (18) leadership (23) learning (29) like (27) live (36) living (31) local (37) low (21) low (21) make (27) message (1) moral (3) more (295) muscle (6) music (5) older (18) open (28) opportunities (134) parks (4) people (157) programs (4) public (4) programs (4) public (4) recreation (4) recreational (4) red (18) reduction (16) resources (5) safe (10) school (120) schools (23) shopping (10) sports (20) sports (20) Street (26) success (27) tourism (1) tornado (9) training (13) trees (7) try (11) urban (18) urban (18) value (16) very (23) walk (17) ways (12) ways (12) work (76) young (6) you (8) you (8)
Breaking the Language Barrier
Supporting Multi-Language Events
Creative Outreach

High tech and “high touch” techniques can draw new people into the conversation and engage them in idea generating activities.

- Cell phones can be used voting for top ideas and texting in feedback.
- QR codes and life-size “map pins” link online activities with the real-world environment.
Interactive Scenario Planning Tools & Techniques

PlaceMatters
Robust Decisions, Vibrant Communities
Tools for Advancing Social Equity

Columbus Neighborhoods:
Number of Foreclosures in 2006
This map displays the number of foreclosures in 2006 by census block group near and within the study neighborhoods.

Kirwan Institute for the Study of Race and Ethnicity
The Johns Hopkins University
Measuring Progress, Making More Informed Decisions

projects.placematters.org/dashboards
High Tech vs “High Touch”
Menu of Tools

Civic Engagement/ Communication Tools
• Outreach “Push” Technologies (email, flyers, mail, etc.)
• Digital Story Telling (text, audio, photo, video, art, Google Earth Touring, etc.)
• Face-to-face (town meetings, gathering places, stoop surveys, Trusted Advocates, etc.)
• Feedback/Commentary (Blogs, Twitter, Forums, Surveys, Google Sites, etc.)
• Collaborative Authoring (wiki, Google Docs, My Maps, Sites, mind-maps, etc.)
• Polling Tools (keypad polling, mobile phone polling, hand vote, etc.)
• Idea Creation/Development (MindMixer, Brainstorm Anywhere)
• Interactive Tools (Touchtables, iPads, smart phones, Brainstorm Anywhere)
• Webinar/Online Town Meetings (phone town meeting, WebEx, GoToMeeting)
• Social Networking (Facebook, MySpace, Twitter, etc.)

Visualization Tools
• Maps (Google Earth, World Mapping Kit, Esri megacity, Google My Maps)
• 3D (3D Studio Max, Blitz 3D, SketchUp, OGRE, etc.)
• Visual Media (photo galleries, videos, art, etc.)
• Photomontage/Visual Preference Surveys
• Serious Games (Second City, SimCity, etc.)
• Augmented Reality (ARSight, Data Layers)
• Motion Charts (Trendalyzer, Gapminder, Google Gadgets, Roambi, amCharts)
• Narrative (text, audio, poetry, music, etc.)
Menu of Tools (cont.)

Decision Analysis Tools
• Spatial Analysis (ArcGIS)
• Scenario Planning and Trade-offs (FRAME, OASIS, CommunityViz, etc.)
• Predictive Modeling (TRANSIM, EcoGen, Predictive. Ecosystem Mapping, etc.)
• Online Scorecards (Walkscore)
• Spreadsheet Analysis (LEAP)
• Multi-Criteria Decision Analysis (InfoHarvest)
• Ecosystem (PMlink360, HydroLogics)
• Resources (Tools Explorer, EBM Tools database)

Implementation Tools
• Project Management Tools (Basecamp, Atrium, Google Groups, Zoho Projects, etc.)
• Content Management (Drupal, Wordpress)
• Process Tools (Dynamic Charrettes, Appreciative Inquiry, etc.)

Evaluation and Monitoring Tools
• Indicator Tracking (STAR Community Index)
• Case Studies (Smart Growth Tools Database)
• Impact Analysis Tools (INDEX, Envision Tomorrow +, CommunityViz, etc.)
• Feedback Tools (Online Surveys, Twitter, Keypad Polling, face-to-face, etc)
The Art and Science of Decision Making

PlaceMatters.
Robust Decisions, Vibrant Communities
Integrating Face-to-Face Meetings with Online Participation