

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

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NPSG





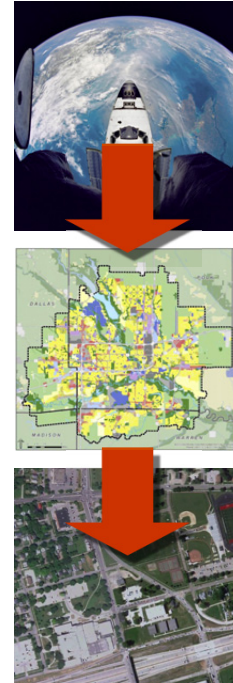
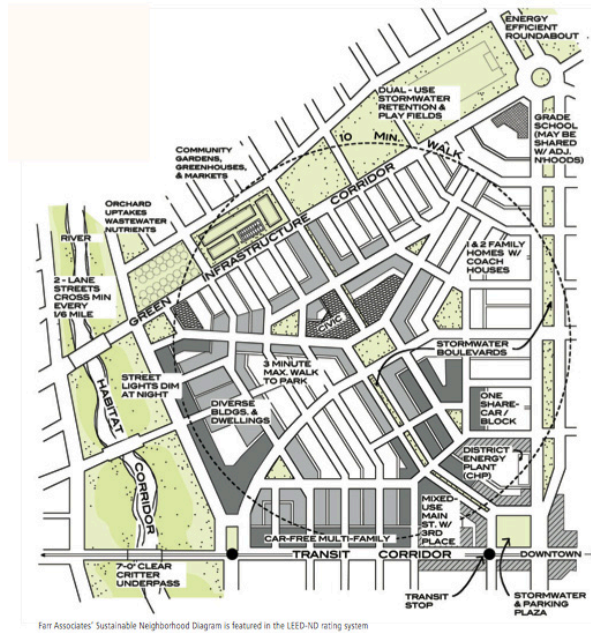
Supporting the creation and maintenance of sustainable and vibrant communities through the application of innovative decision making tools and methods.

Transparent
Informed
Equitable

Goal:

**Cost-Effective, Politically
Viable Action Steps,
Grounded in the Principles of
Sustainable Development**

Context Sensitive Planning



Civic and Stakeholder Engagement



“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?

You know this city like no one else does! We need your input for Albany's first-ever comprehensive plan. This project will set the direction for how the City looks and feels for the next 20 years.

You have big ideas about what Albany needs. Don't miss out on making those ideas part of our future! Come to one of the kick-off meetings or go to Albany2030.org for more ways to participate.

ALBANY 2030
your city. your future.
www.Albany2030.org

Thursday, January 28th
6:30 PM - 9:30 PM
Albany High School Cafeteria, 700 Washington Ave.

Friday, January 29th
9:00 AM - Noon
North Albany YMCA Gymnasium, 616 North Pearl St.

Saturday, January 30th
1:00PM - 4:00PM
Hackett Middle School Gymnasium, 45 Delaware Ave.

616-262-4233
January 28-30, 2012
ALBANY2030



ALBANY 2030
your city. your 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 try to invite 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.

WHAT IS ALBANY 2030: YOUR CITY, YOUR FUTURE?

Albany 2030: Your City, Your Future is an exciting process to create the *Comprehensive Plan*. It will



“Going to Them” Strategies



PlaceMatters Walkshop

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



 PlaceMatters.

LANDvisions

Engaging Youth and Using Art in Addressing Community Challenges



Photo and artwork Erica Howard, Vare Middle School

Crowd Storming

160) * (97) about (32) access (56) activities (71) adjudicated (17) affordable (36) air (17) alternative (17) area (67) areas (86) around (23) as (78) associations (17) attract (30) back (24) based (20) beautiful (23) beauty (25) better (117) between (34) bike (38) black (19) bossier (23) buildings (29) business (71) businesses (58) by (23) can (45) care (33) center (47) centers (21) change (28) children (55) church (60) citizens (27) city (177) clean (28) college (22) communication (18) communities (59) community (327) create (68) cultural (37) culture (33) develop (54) development (117) diverse (23) diversity (39) do (37) downtown (108) economic (65) education (234) educational (52) employment (25) encourage (21) energy (19) enforcement (31) entertainment (23) facilities (33) families (19) family (72) film (17) focus (17) food (26) friendly (26) gardens (18) get (28) getting (17) go (29) good (72) government (24) green (67) groups (25) growth (36) haynesville (28) health (39) healthcare (21) 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 (17) into (20) involved (19) involvement (37) issues (23) job (39) jobs (79) keep (24) kids (36) lack (61) land (20) laws (18) leadership (23) learning (19) like (40) live (36) living (31) local (27) low (25) make (27) medical (51) more (295) music (18) need (103) need (103) neighborhoods (37) need (103) need (103) opportunities (134) older (18) open (28) people (157)

- The community identity is developing on an on-going basis for the better. This is happening organically. Arts and culture to entertain and educate public and students, increase tourism and community pride
Dona Curtis - Community Advisory Committee
community that would be able to work in a place that everyone respects each other and not worry about future
1. Good community leadership
 2. Police substations (community policing)
 3. Community renewal
 4. Community
 5. Establish a presence with Pikes Peak Community College partnering with WPSD and PPRH
 6. nexus of historic sparth community unity
 7. Look at the density of the community and economics to develop services around it
 8. Medical Community
 9. Community Development Projects, Fuller Group
 10. Her community
 11. Neighborhood community associations
 12. Community renewal (3) #
 13. Green community
 14. Community involvement *
 15. Community Renewal Institute
 16. Community advisor groups; good communication with neighborhoods.
 17. create a community that encourages pride in ownership - encourage neighborhood planning that reflects neighborhoods specific interests
 18. community
 19. Community renewal
 20. improve communication to improve master plan and community

PlaceMatters.

Breaking the Language Barrier

Supporting Multi-Language Events



Default Group : Default Topic

create New List | 1 Column | 2 Columns | 3 Columns

Values/Valores-Espanol [create new idea](#)

Active Links:

1. La diversidad debe se adaptada en todas sus formas
2. Diversidad
3. Ofrecer un curriculum diverso. Mas alla de los academicos, empezar en ECE (Educacion temprana). (Teatro, danza, arte, banda, tecnologia)
4. Cooperacion, un espiritu de cooperacion para lograr los mejores resultados
5. Unidad- un sentido de unidad donde todos en la comunidad trabajan juntos para lograr el exito academico.
6. Expectativas altas generan un compromiso y responsabilidad para los estudiantes y la comunidad.
7. Un curriculum robusto y riguroso.
8. Exito para todos los ninios
9. El valor de la educacion como una ventana para entender al mundo.
10. Desarrollar estudiantes que estan orientados en civismo, usando experiencias del mundo reales para que puedan involucrarse en la escuela, la comunidad, etc. y que se conviertan en ciudadanos globales.
11. Escuelas del vecindario de alto rendimiento que reflejan la diversidad del vecindario y la comunidad en los estudiantes y en la comunidad escolar.
12. Colaboraciones
13. Confianza
14. Transparencia y mejor acceso

Values - English [create new idea](#)

Active Links:

1. Diversity embracing in all forms
2. Diversity
3. Offer diverse curr., beyond core academics, beginning choir, tech)
4. Cooperation, a spirit of cooperation to achieve the
5. Unity - a sense of unity where all stakeholders work together to achieve academic success.
6. High expectations convey a commitment and responsibility to the community
7. Rigorous and robust curriculum
8. Success for every child
9. The value of education as a window to understand the world
10. Develop early civic oriented students using real world experiences so they will actively engage in school, community, etc and become global citizens
11. High performing neighborhood schools that reflect diversity of neighborhood community in student and teaching pop.
12. Partnerships
13. Trust
14. Transparency and accessibility
15. Communication among all stakeholders within that community whether they have children in the school system



Creative Outreach

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

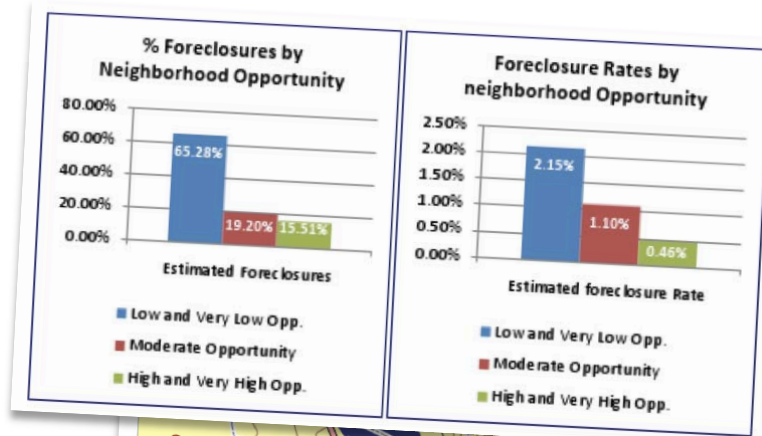
- ✧ Cell phones can be used voting for top ideas and texting in feedback
- ✧ QR codes and life-size “map pins” link online activities with the real-world environment



Interactive Scenario Planning Tools & Techniques



Tools for Advancing Social Equity



JANUARY 2007

COMMUNITIES OF OPPORTUNITY
A FRAMEWORK FOR A MORE EQUITABLE AND SUSTAINABLE FUTURE FOR ALL

John A. Powell
Jason Reece, AICP
Christy Rogers
Samir Gambhir

KIRWAN INSTITUTE
FOR THE STUDY OF RACE AND ETHNICITY
THE OHIO STATE UNIVERSITY

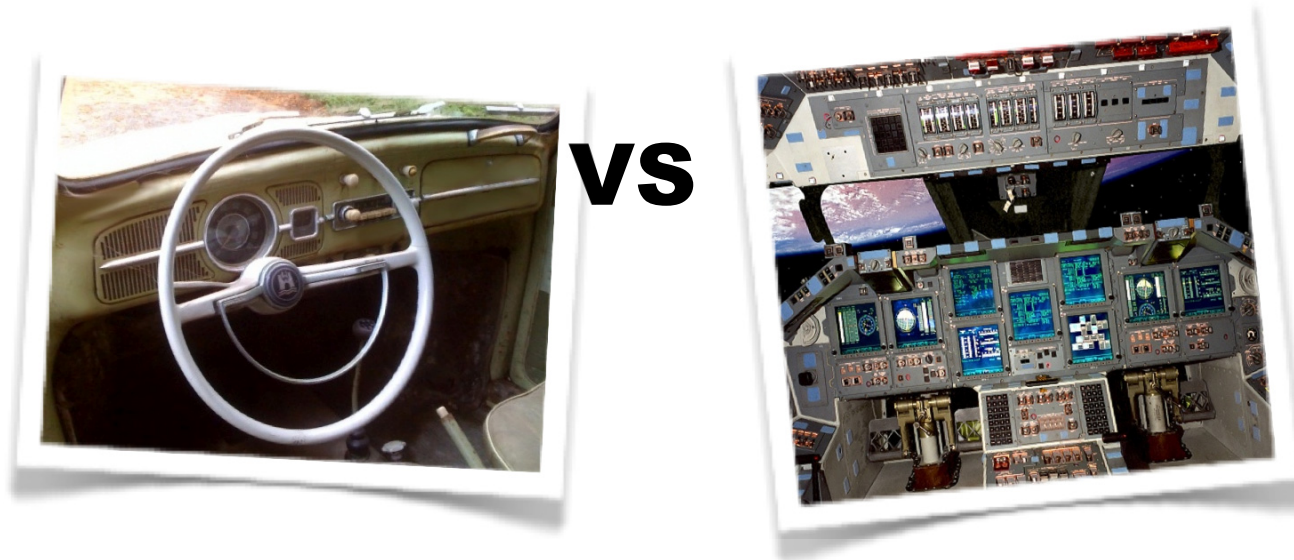
Freeways
Streets
Railroad

OHIO STATE UNIVERSITY KIRWAN INSTITUTE
for the Study of Race and Ethnicity

Sustainability Dashboards



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



Integrating Face-to-Face Meetings with Online Participation

