

# Virtual Public Engagement

UTILIZING DIGITAL TECHNOLOGY TO  
REACH A BROADER AUDIENCE

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# Virtual Public Engagement

PUBLIC ENGAGEMENT DEFINED

CHANGING PUBLIC OUTREACH LANDSCAPE

VIRTUAL PUBLIC ENGAGEMENT CASE STUDIES



## WHAT IS PUBLIC ENGAGEMENT?

- A BROAD RANGE OF METHODS THROUGH WHICH MEMBERS OF THE PUBLIC BECOME MORE INFORMED ABOUT AND/OR INFLUENCE PUBLIC DECISIONS.
- EFFECTIVE PUBLIC ENGAGEMENT INVITES CITIZENS TO PARTICIPATE IN THE PROCESS OF DELIBERATING AND DISCUSSING ISSUES OR ACTIONS THAT ARE IMPORTANT TO THEM, WHILE HELPING DECISION MAKERS BETTER UNDERSTAND THE PERSPECTIVES OF CITIZENS AND STAKEHOLDERS.

SOURCE: INSTITUTE FOR LOCAL GOVERNMENT

## PUBLIC ENGAGEMENT SPECTRUM

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
To provide the public with balanced and objective information to assist them with understanding the issue, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that the public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.

SOURCE: INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION

## VIRTUAL PUBLIC ENGAGEMENT

- THE USE OF DIGITAL TECHNOLOGY TO ENGAGE STAKEHOLDERS AND VISUALIZE PROJECTS OR PLANS.

### EXAMPLES

- MOBILE APPLICATIONS
- PROJECT VISUALIZATIONS
- DO-IT-YOURSELF VIDEOS
- CROWDSOURCING TOOLS
- VIRTUAL TOWN HALLS
- MAPPING TOOLS
- DIGITAL TOOLS TO ENHANCE IN-PERSON MEETINGS

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WORKING FOR YOU!

## CHALLENGES TO EFFECTIVE PUBLIC ENGAGEMENT



WORKING FOR YOU!

## CHANGING LANDSCAPE OF PUBLIC ENGAGEMENT



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WORKING FOR YOU!

## MCHENRY AVENUE CORRIDOR IMPROVEMENTS



1.3 MILES



13K ADT



1 OF ONLY 3 RIVER CROSSINGS

- HOW DO WE EFFECTIVELY KEEP THE COMMUTING PUBLIC ABREAST OF THE CONSTRUCTION ACTIVITIES, SO THAT THEY CAN PLAN THEIR DAILY COMMUTES ACCORDINGLY?

WORKING FOR YOU!

## MCHENRY AVENUE CORRIDOR IMPROVEMENTS

YOUR TRAFFIC FORECAST DOESN'T HAVE TO BE FUZZY

**SIGN UP FOR IMPROVE MCHENRY ALERTS**



MCHENRY to 41411



info@improvmchenry.com

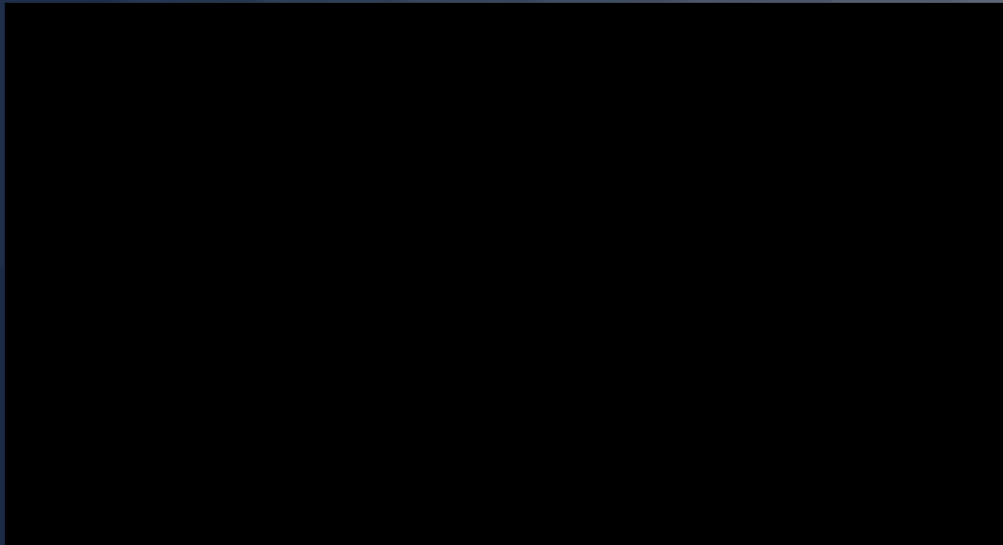


209-497-5111



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## PROJECT SIMULATIONS AND VIDEO DIARIES

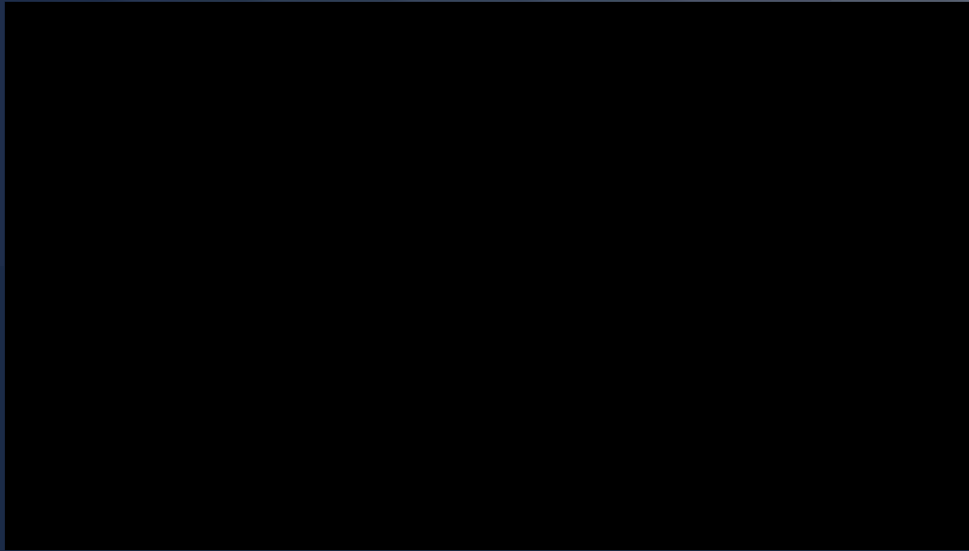


MCHENRY AVENUE CORRIDOR SIMULATION



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## PROJECT SIMULATIONS AND VIDEO DIARIES



McHENRY AVENUE CORRIDOR



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## PROJECT SIMULATIONS AND VIDEO DIARIES



McHENRY AVENUE CORRIDOR



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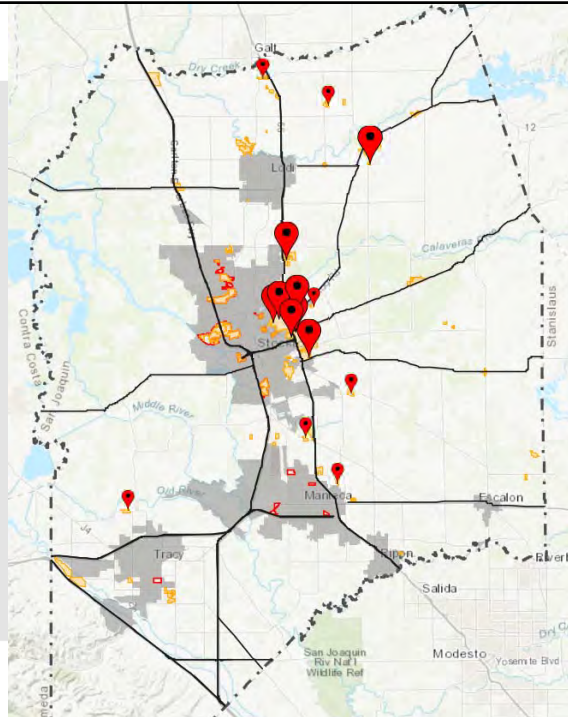
**LIGHTING DISTRICTS  
PROPOSED RATE  
INCREASE  
PUBLIC MTG**

<b>9</b>	<b>4,600</b>	<b>\$5K-8K</b>	<b>\$1K-10K</b>
DISTINCT DISTRICTS	PROPERTIES	AVERAGE IN-PERSON PUBLIC MTG COSTS	AVERAGE ANNUAL REVENUE INCREASE



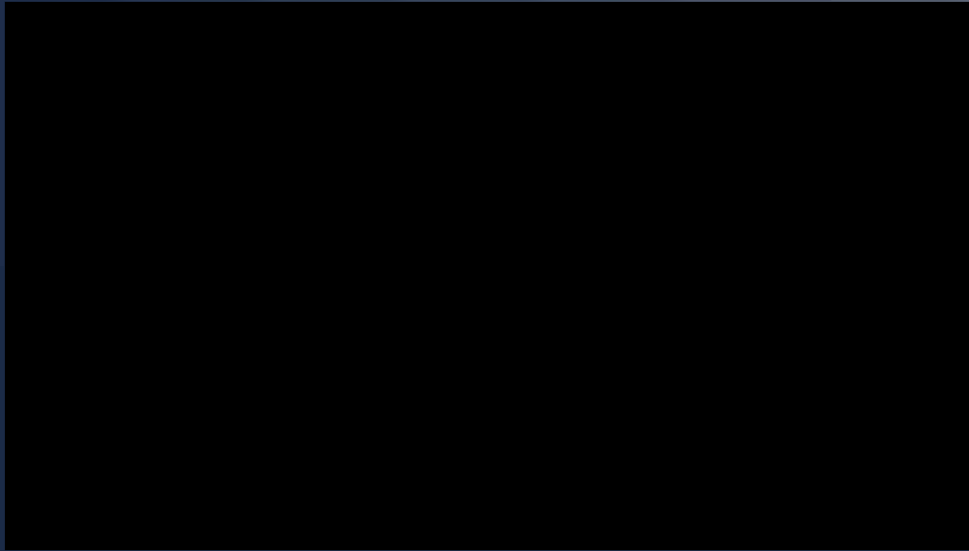
WORKING FOR YOU!

**LIGHTING DISTRICTS  
PROPOSED RATE  
INCREASE  
PUBLIC MTG**





## VIRTUAL MEETINGS



SPECIAL DISTRICT RATE INCREASES



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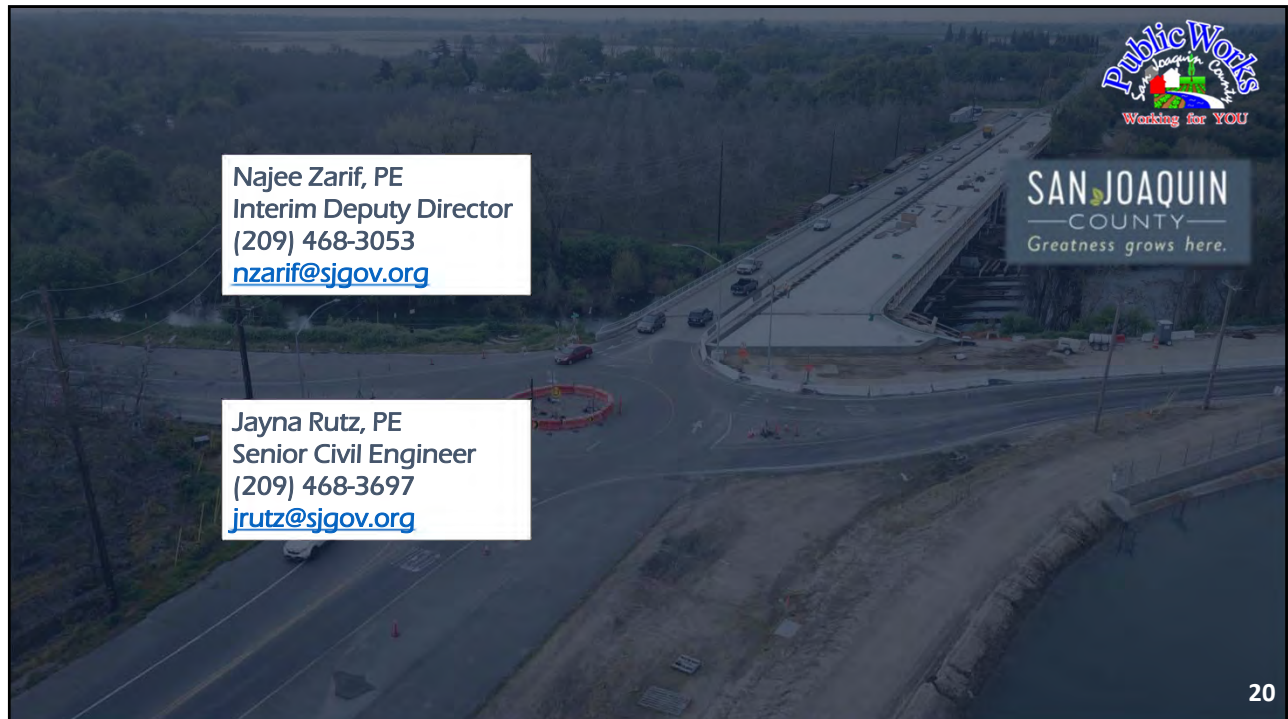
## OTHER PUBLIC ENGAGEMENT ACTIVITIES

- YOUTUBE LIVE PUBLIC BID OPENINGS (BID EXPRESS)
- CROWDSOURCE MAPPING FOR COUNTYWIDE BICYCLE MASTER PLAN
- BEFORE AND AFTER INTERSECTION TRAFFIC CALMING VIDEOS

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## LESSONS LEARNED

- COMMUNICATE INTENTIONS TO ELECTED OFFICIALS EARLY AND OFTEN
- LET YOUR OUTREACH FIRM/STAFF BE CREATIVE
- DETERMINE HOW TO EFFECTIVELY UTILIZE TRADITIONAL OUTREACH TECHNIQUES TO SUPPORT/PROMOTE NEW DIGITAL TECHNIQUES
- ESTABLISH GREAT RELATIONSHIPS WITH LOCAL MEDIA (PRINT AND DIGITAL)
- CREATE CONNECTIONS WITH LOCAL INFLUENCERS (WHERE DO PEOPLE GET THEIR INFORMATION?)



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