Virtual Public Engagement

Utilizing Digital Technology to Reach a Broader Audience

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San Joaquin County

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

<table>
<thead>
<tr>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
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<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them with understanding the issue, alternatives, and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives, and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that the public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
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SOURCE: INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION
Virtual Public Engagement

Examples
- Mobile Applications
- Project Visualizations
- Do-It-Yourself Videos
- Crowdsourcing Tools
- Virtual Town Halls
- Mapping Tools
- Digital Tools to Enhance In-Person Meetings

Public Engagement Defined

Changing Public Outreach Landscape

Virtual Public Engagement Case Studies
CHALLENGES TO EFFECTIVE PUBLIC ENGAGEMENT

CHANGING LANDSCAPE OF PUBLIC ENGAGEMENT
Virtual Public Engagement

PUBLIC ENGAGEMENT DEFINED

CHANGING PUBLIC OUTREACH LANDSCAPE

VIRTUAL PUBLIC ENGAGEMENT CASE STUDIES

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?
MCHENRY AVENUE CORRIDOR IMPROVEMENTS

PROJECT SIMULATIONS AND VIDEO DIARIES

MCHENRY AVENUE CORRIDOR SIMULATION
<table>
<thead>
<tr>
<th>LIGHTING DISTRICTS</th>
<th>PROPOSED RATE INCREASE PUBLIC MTG</th>
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<tbody>
<tr>
<td>9</td>
<td>4,600</td>
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<tr>
<td>DISTRICTS</td>
<td>PROPERTIES</td>
</tr>
<tr>
<td>$5K-8K</td>
<td>$1K-10K</td>
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<tr>
<td>AVERAGE IN-PERSON PUBLIC MTG COSTS</td>
<td>AVERAGE ANNUAL REVENUE INCREASE</td>
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</table>

WORKING FOR YOU!

WORKING FOR YOU!
VIRTUAL MEETINGS

SPECIAL DISTRICT RATE INCREASES

WORKING FOR YOU!

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
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?)

WORKING FOR YOU!

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