Web-Based Interactive Public Engagement

Enhancing Public Outreach by Integrating Web GIS and Common Public Engagement Practices.

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Overview

- Public Engagement - A Core Planning Activity
- Barriers to Participation
- BMI - Effective Public Engagement
- Make it Interactive
- Benefits of Using Web-based GIS
- Take Away
Public Engagement – A Core Planning Activity

• As part of the engagement process, planners must:
  • Inform
  • Educate
  • Accommodate needs
  • Overcome participation barriers
Barriers to Public Participation

Barriers:

• Lack of opportunity to participate
  • Conflicting schedules
  • Not enough avenues

• Lack of Interest in participating
  • Dealing with overpowering personalities
  • Perception opinions don’t matter; City will do what they want anyway
  • Staff isn’t listening

• Lack of staff availability
  • Availability may not coincide with convenient meeting times.
Barriers to Public Participation

How to Remove Barriers?

• Provide a different experience

• Offer different avenues for participation
BMI - Effective Public Engagement

• Major Goal for the planning process

• Gives the community a clear sense of concerns and priorities of the public

• Public needs process that is:
  • Inclusive
  • Transparent
  • Accessible
BMI – Effective Public Engagement

Go to the People
Meet the Experts
Inform Decisions

Foster Consensus
Be Inclusive

And.......
BMI – Effective Public Engagement

Make It Interactive!
Make It Interactive – In Meetings

**Audience Polling**

**Q1. What area of the City do you live in?**

- **Primary area of the City**: 62%
- **Lilly Lake Estates**: 15%
- **Crystal Creek Subdivision**: 23%
- **Rural Lake Crystal**: 0%

**Word Clouds**

*What is your primary TRANSPORTATION concern in Downtown Chaska?*

- Parking
- Accessibility
- Safety
- Crosswalks
- Pedestrians
- Bike trail
- Traffic

*Votes: 28*
When you think of riding a roller coaster, what word comes to mind?
Make It Interactive - Online

Traditional Site:
• Virtual Open Houses

GIS:
• Story Maps
• Geoform
• Survey 123
• Extend ArcGIS Online
• Input ID/Custom Applications

http://arcg.is/0fnuKn
Use the form and map below to identify redevelopment sites, community assets, transportation concerns or those places you like or feel need improvement. Once you select the type of feedback you want to provide, scroll down the page to add comments, locate it on the map and even upload a picture or other example. You can see your comments and what others are saying on our Cultivate Hopkins, Facebook, NextDoor, or Twitter pages.

1. Enter Information

- **Feedback Type** (required)
  - Select...
- Use the drop down list to select the type of feedback you want to provide.
- **Comment**
Make it Interactive - Online

**Fairmont Virtual Open House**

**Forest Lake Story Map**
Benefits of Using Web-based GIS

- People are visual - Up to 65% are visual learners
- Ease of Documentation
- Maps Tell a Story
  - Can see patterns based on input from the Public
- Maps are Cool
Take Away

• Supplement traditional public engagement

• Utilize web-based public engagement tools
  • Improve convenience
  • Enhance the user experience
  • Allow for anonymous input

• Benefit from online forms, maps and tables for documentation

• Online presence is important
Questions?

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