



Engaging the Public Successfully in Regional Planning

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Fregonese Associates

New Partners for Smart Growth
February 3, 2011

Overview

- Thread of all successful plan is a two-way communications approach
- The three key elements of this communication-focused engagement approach:
 1. **Understanding the values of a region's citizens**
 2. Engage the public in an iterative conversation
 3. Providing meaningful engagement that is fun, interesting and allows the public to grapple with trade-offs

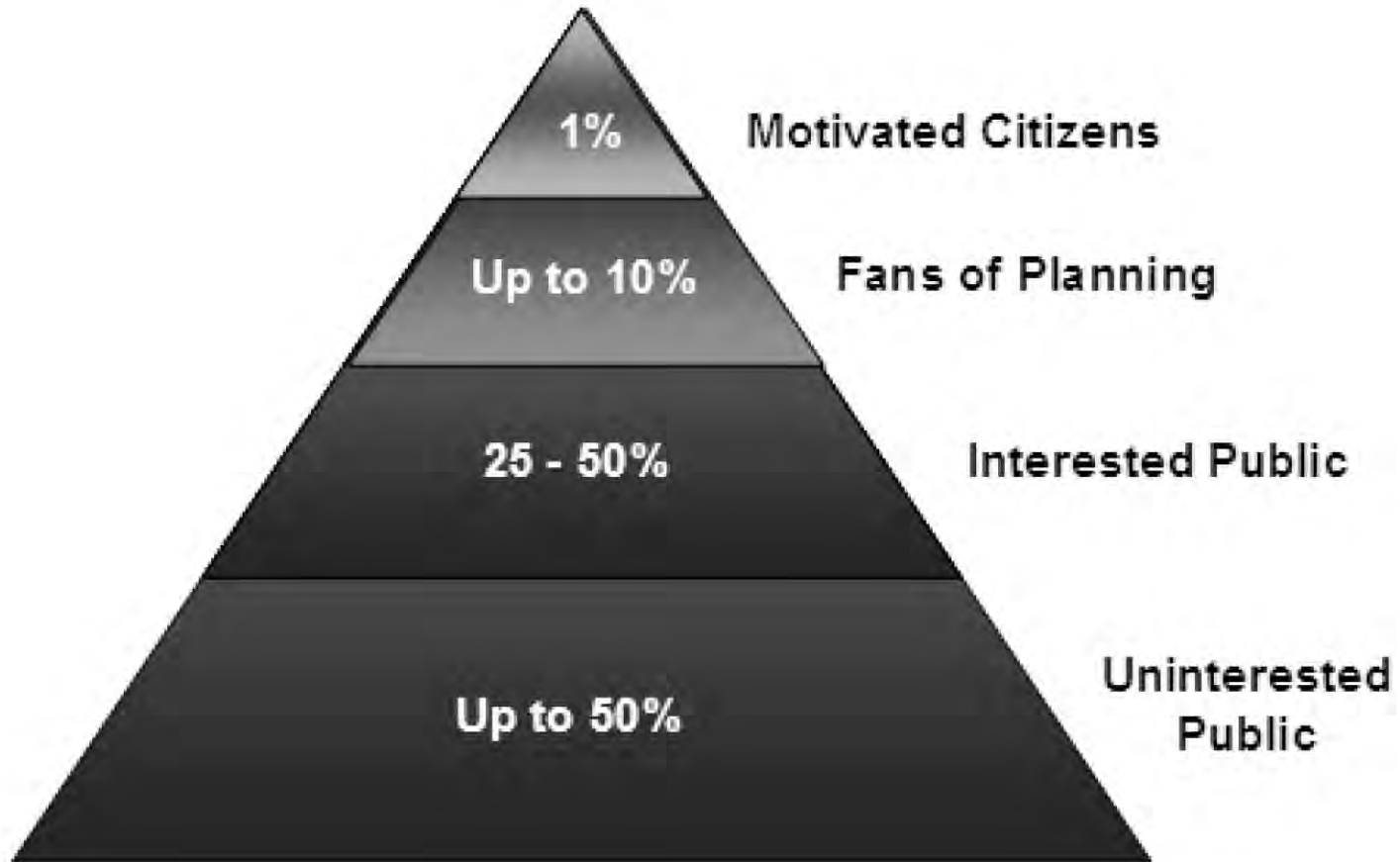
The public must drive planning

- An increasingly diverse, mobile regional public
- High expectations for transparency
- The public needs to understand how plans can lead to action

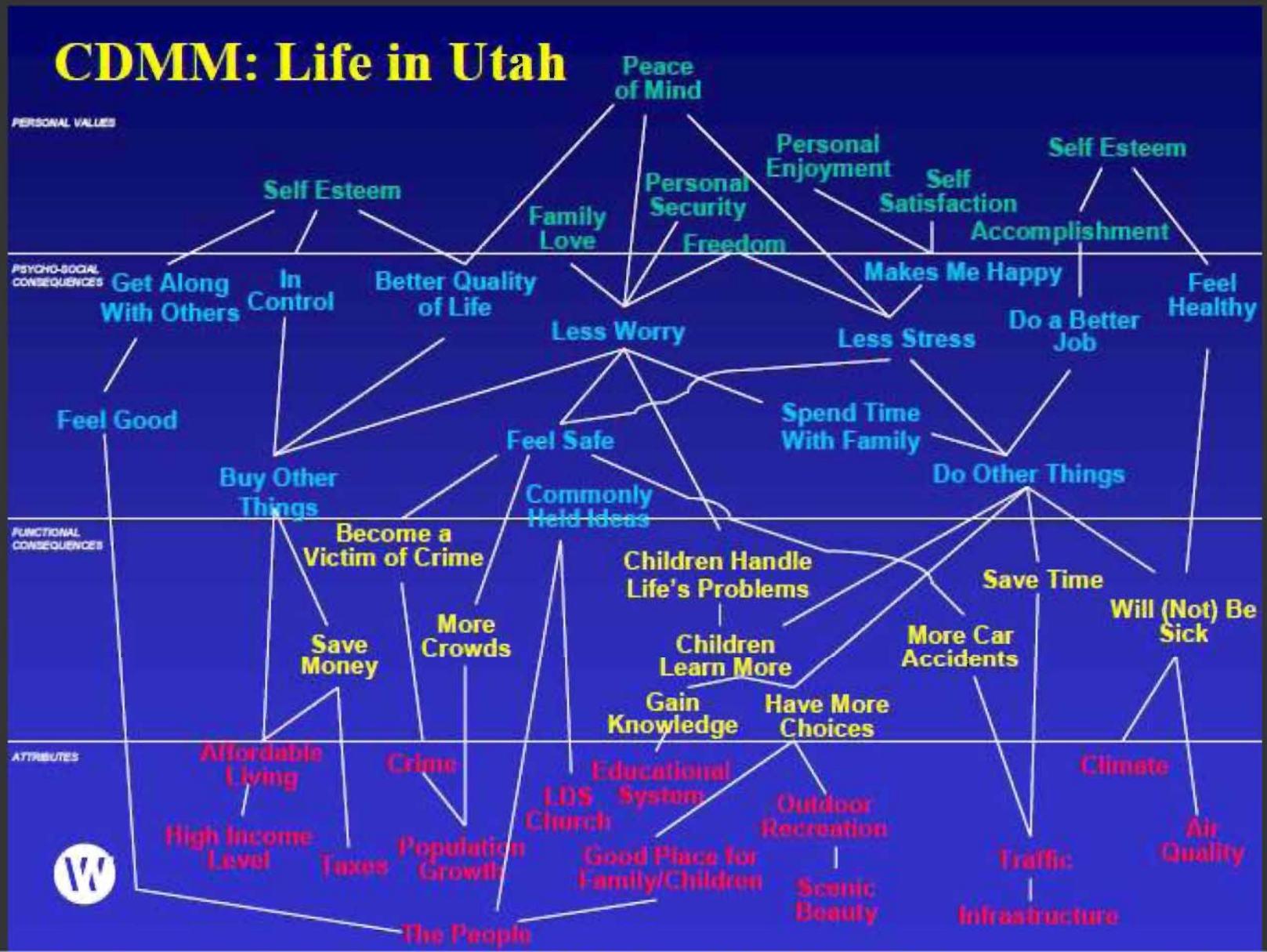


Develop an engagement strategy

The Communication Pyramid

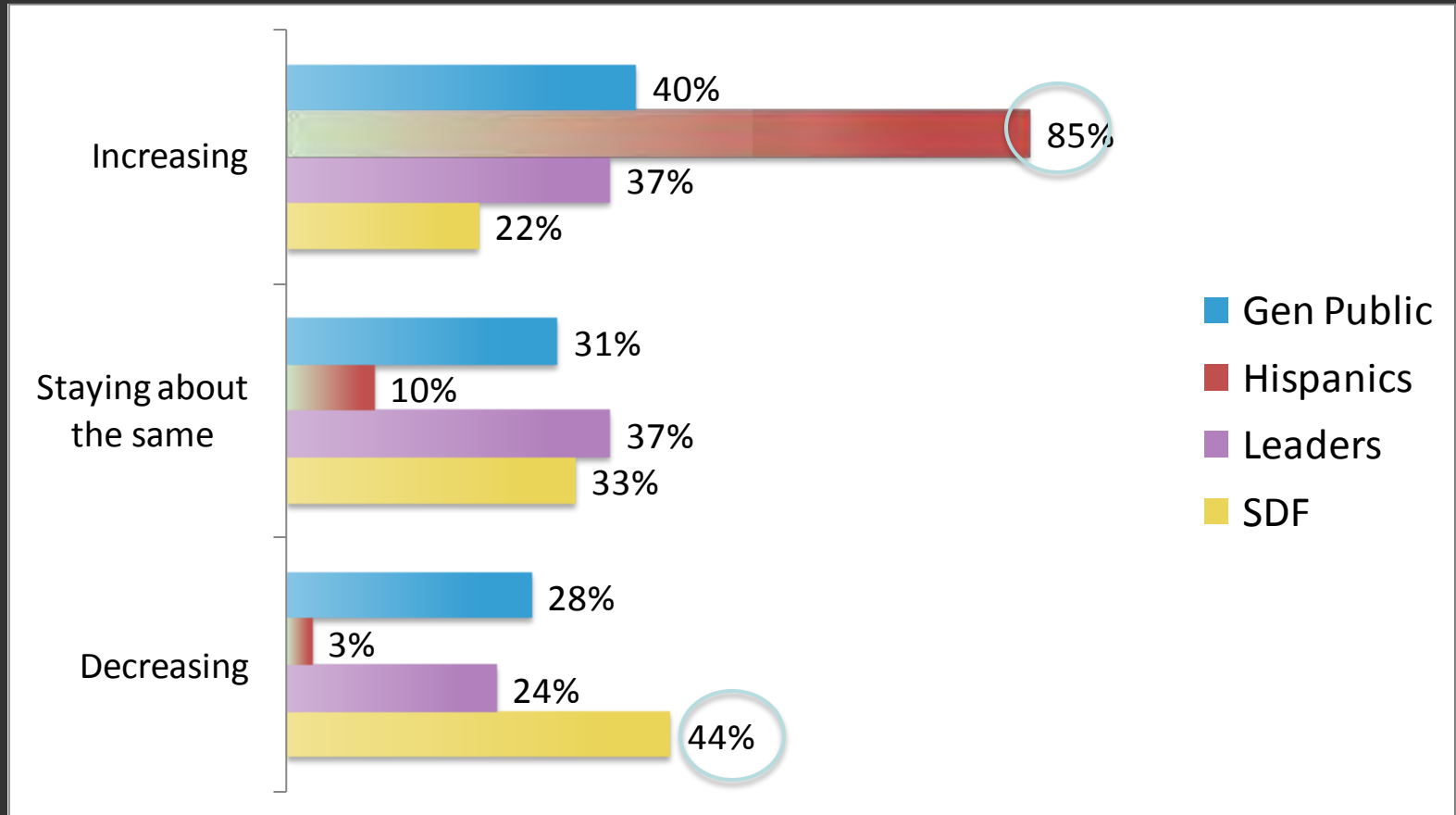


Understand people's values



Example from the San Diego region: future Quality of Life outlook mixed; Hispanic residents most optimistic

Quality of life 5 to 10 years in the future



As you know, this region is one of the fastest growing in the nation. Now, understanding that this is a fact of life in the greater San Diego region, I would like you to think about your life 5-10 years in the future. Based on what is happening in your region and in your neighborhoods, for you personally, do you see your quality of life in the greater San Diego region increasing or decreasing five years in the future?

Overall Top-of-Mind Regional Priorities

Public priorities center on economic issues such as cost of living and job opportunities, while leaders focus on infrastructure concerns

| | | Gen Public | Hispanics | Leaders | SDF |
|-----------------|--|------------|-----------|---------|-----|
| 1. | Expensive to live | 9.0 | 9.0 | 7.7 | 7.2 |
| 2. | Lack of job opportunities | 8.9 | 8.7 | 7.9 | 7.2 |
| 3. | Level of traffic and congestion | 8.7 | 8.9 | 7.8 | 8.2 |
| 4. | The overall school system | 8.5 | 7.7 | 8.6 | 9.4 |
| 5. | Overall sense that wages are lower | 8.4 | 8.8 | 7.1 | 6.1 |
| 6. | Concerns over safety in neighborhoods | 8.3 | 7.9 | 7.1 | 5.3 |
| 7. | High gas prices | 8.3 | 8.9 | 5.4 | 5.1 |
| 8. | Budget constraints of the City | 8.0 | 8.0 | 7.9 | 7.4 |
| 9. | Lack of effective public transportation system | 7.8 | 7.0 | 8.2 | 7.2 |
| 10. | Concern over water quality: Bay/Rivers/Beaches | 7.8 | 8.5 | 8.4 | 8.0 |
| 11. | A growing presence of gangs | 7.5 | 8.0 | 6.6 | 5.4 |
| 12. | Population growth / sense of being overcrowded | 7.5 | 8.0 | 7.1 | 6.9 |
| 13. | Border crime | 7.5 | 8.1 | 6.4 | 5.3 |
| 14. | Concern over infrastructure in San Diego | 7.4 | 7.7 | 8.6 | 8.4 |
| 15. | Immigration issues | 7.4 | 7.9 | 6.5 | 5.8 |
| 16. | Poor air quality/air pollution at times | 7.2 | 7.4 | 7.1 | 6.1 |
| 17. | Lack of parking | 6.8 | 7.8 | 5.1 | 4.7 |
| 18. | Downtown bums / street people | 6.7 | 7.1 | 6.3 | 4.1 |
| Average Rating: | | 7.4 | 7.9 | 7.3 | 6.6 |

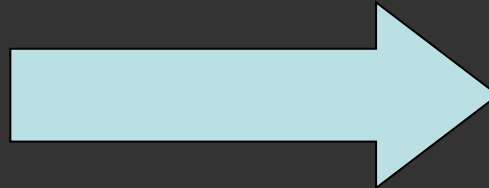
Now, please assess each of the challenges or dislikes in terms of the **priority the region** should put on solving or finding ways to effectively deal with it. Please use a rating scale where '1' means "not very important to the future of the people in the region" and '10' means "extremely important and **critical to the future of the people in the region**":

Involve diverse perspectives from the outset



Planning: Traditional Approach

The Present

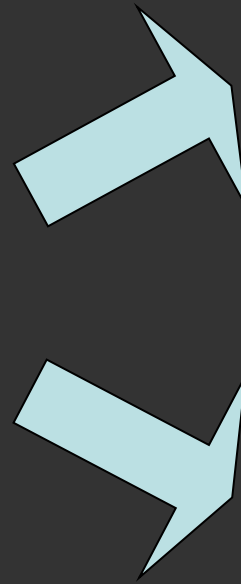


The Future



Our Scenario Approach

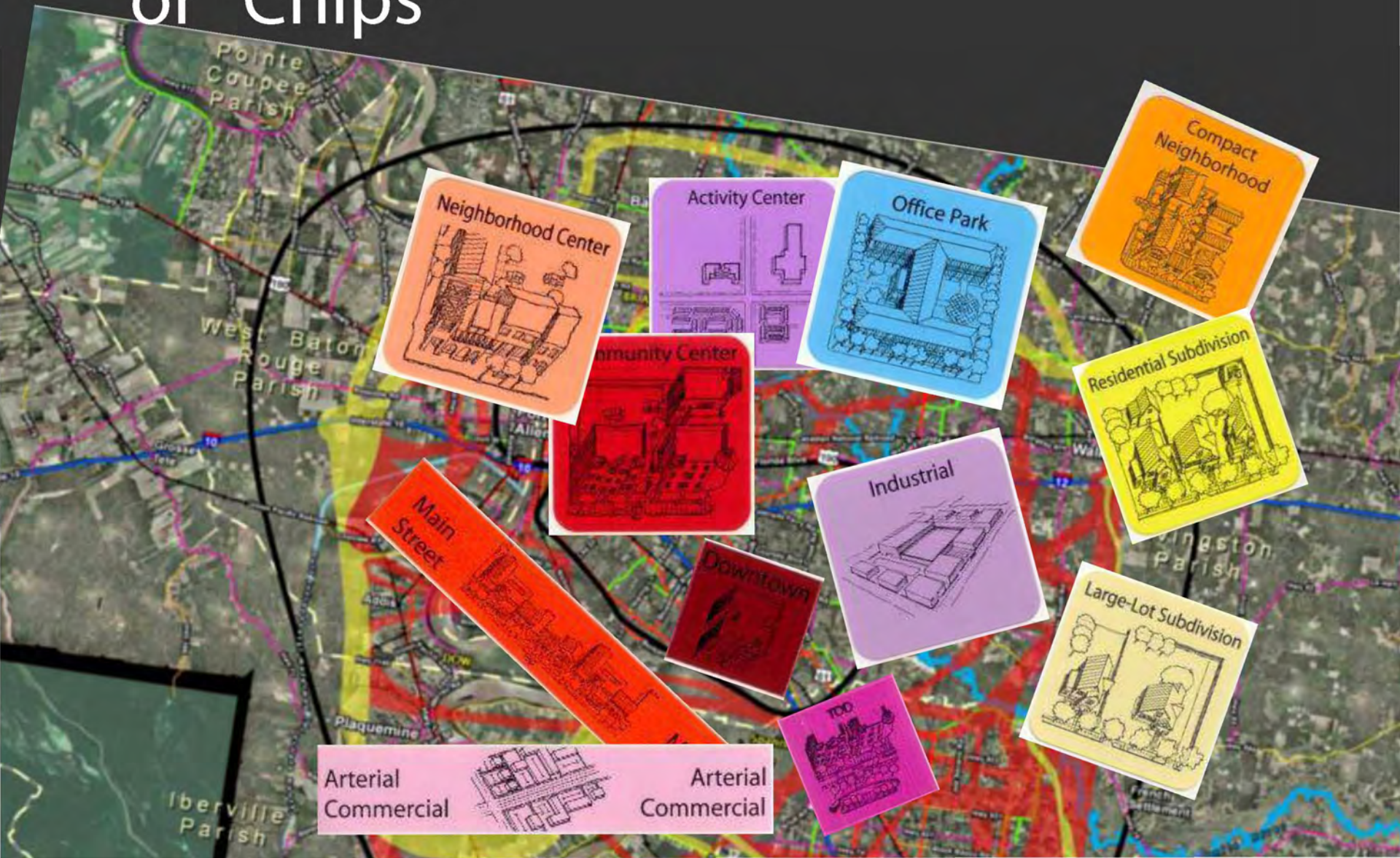
Plausible stories about the future



Create workshops that are both fun and relevant



Workshop Game Pieces or "Chips"



Neighborhood Center

Activity Center

Office Park

Compact Neighborhood

Residential Subdivision

Community Center

Industrial

Large-Lot Subdivision

Main Street

Downtown

Arterial Commercial

100

Community Workshops



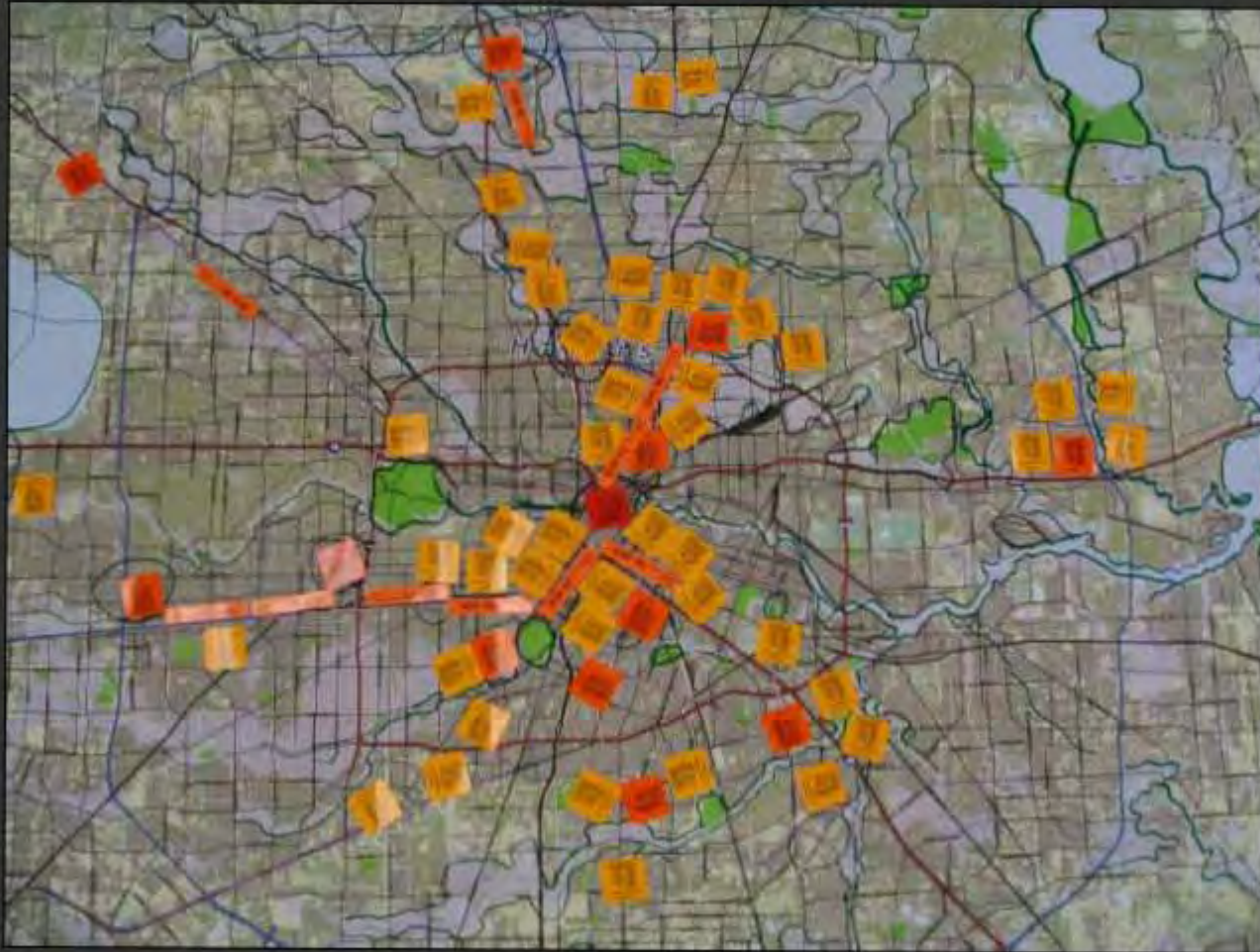
What happens after the workshop?

Each table's plan is analyzed, digitized...

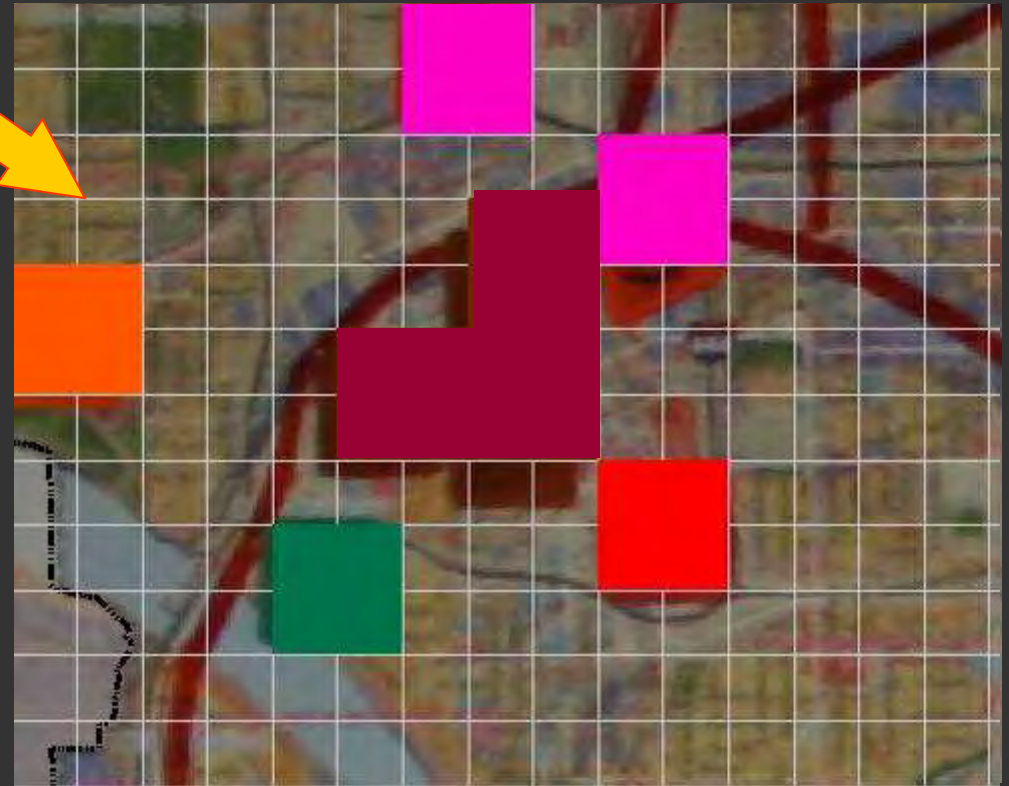


....and all notes and comments are recorded.

Workshop Maps

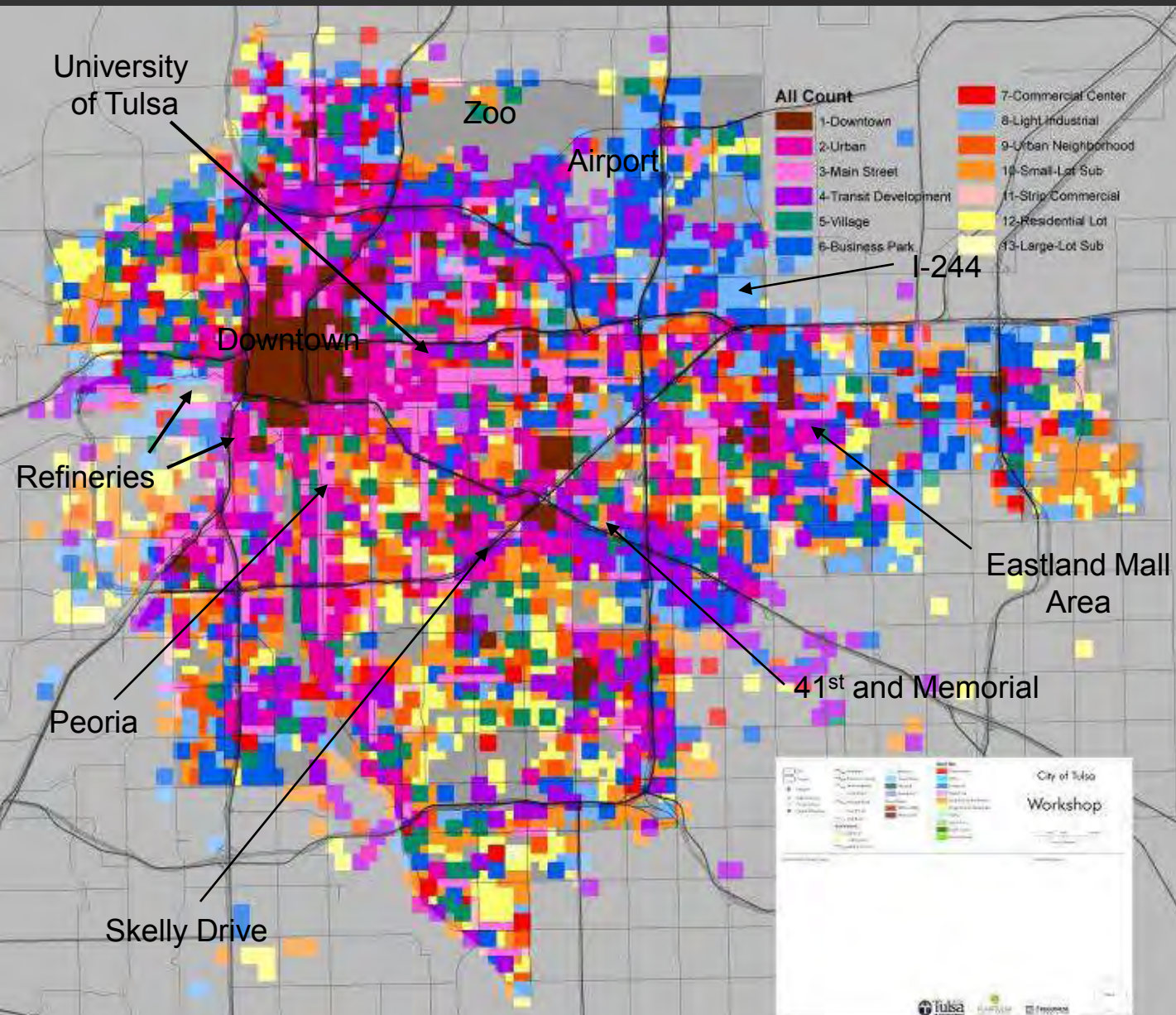


GIS Analysis



Each map is
photographed,
digitized, and
entered into GIS

All Chips Placed

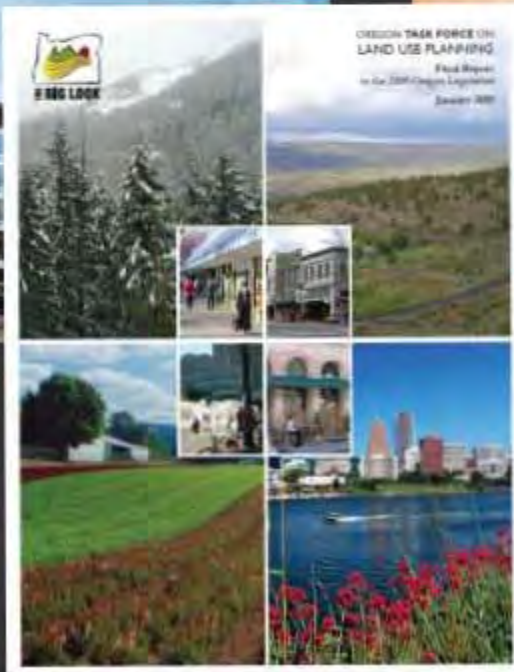
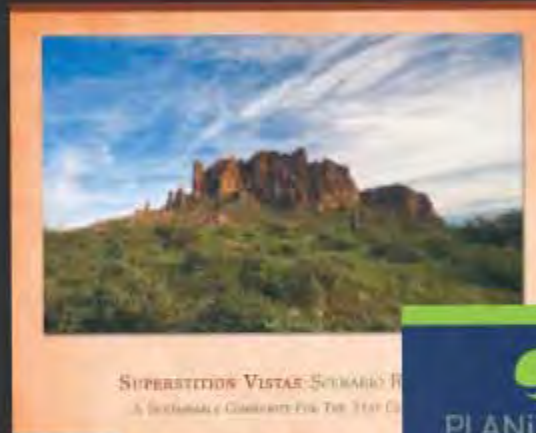


- Downtown
- Urban
- Main Street
- Transit Development
- Village
- Business Park
- Commercial Center
- Strip Center
- Light Industrial
- Urban Neighborhood
- Small Lot Subdivision
- Residential Subdivision
- Large Lot Subdivision

City of Tulsa
Workshop

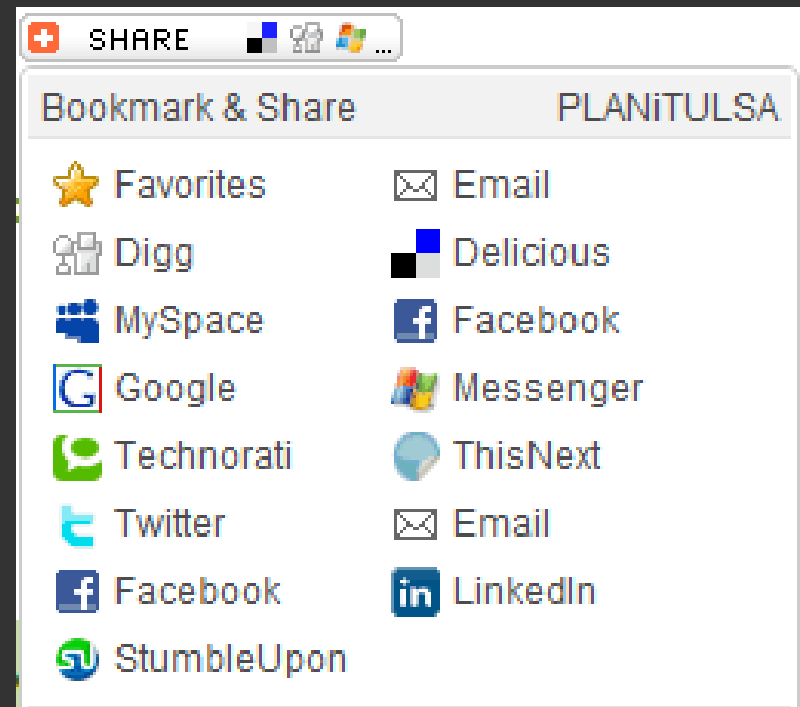
The screenshot shows a web-based interface for the City of Tulsa Workshop. It includes a legend on the left side with various icons and text labels, and a main map area on the right. The interface is designed for users to interact with and modify the land use data shown on the map.

Making plans easy to understand and highly visual



Leverage social media and new technologies

- Traditional websites
- Social media
 - Facebook
 - Twitter
 - YouTube
 - Others
- Mobile realm





building partnerships. serving communities.



A SCAG Planning Program

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TOOLBOX



Videos

Watch videos of demonstration projects in the region



Services

Learn more about the free planning services available to local governments



Training

Attend a Toolbox Tuesday training and access training materials



Resource Library

Check out our online library of reports

Compass Blueprint

Serving the communities of Southern California by helping to build long-lasting partnerships and fostering innovative transportation and land-use planning.



HEADLINES

2010 Compass Blueprint Award Winners

12 May, 2010

[Click here to see the winners!](#)
[Or here to watch the videos!](#)

Spring 2010 Toolbox Tuesdays Classes

6 Apr, 2010

Toolbox Tuesdays comes to the Inland Empire!

National Award for Smart Growth Achievement

26 Mar, 2010

Applications are being accepted through **April 5** for the 2010 National Award for Smart Growth Achievement.



Our Vision for Tulsa

Information

Category:
Geography - Places

Description:

PLANITULSA is a once-in-a-generation opportunity to shape the next 30 years of Tulsa's growth. This city-wide process to update Tulsa's Comprehensive Plan promises a new vision that is inclusive and reflects the needs and dreams of all our citizens.

The Comprehensive Plan guides the physical development of the city. Its policies will provide a framework within which individuals, businesses and public officials can make decisions that are consistent with the community's vision for the future.

(read more)

Privacy Type:
Open: All content is public.

Admins

- Patrick Fox
- Jim Beach
- Theron Warlick (creator)

Members

6 of 938 members

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PLANITULSA

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PLANITULSA PLANITULSA Public Hearing. Tell them what you think.



PLANITULSA - Planning Commission Public Hearing

Tomorrow at 4:00pm
175 e 2nd Street, Tulsa, OK, 74103

10 hours ago · Share · RSVP to this event



Patrick Fox <http://www.fastcompany.com/1650533/the-end-of-sprawl-obama-administration-to-take-new-urbanism-mainstream>



HUD Announces the End of Urban Sprawl as We Know It, New Urbanists Feel Fine | Fast Company

www.fastcompany.com

urban sprawl "It's time the federal government stopped encouraging sprawl," Housing and Urban Development (HUD) Secretary Shaun Donovan declared this morning before the Congress for the New Urbanism.

May 25 at 9:27am · Share · Flag

Carlos Moreno likes this.



Theron Warlick



Tulsa, Okla., Sees Its Future in Downtown Revitalization - Housing Trends, New Urbanism - Builder Ma

www.builderonline.com

But production builders here wonder if demand for urban living will be enough to move them beyond suburban development and construction.

May 24 at 8:33am · Share · Flag

2 people like this.



Joy Scoggin <http://www.walkscore.com/>

Getting To Walkability



GOTO2040

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And speaking of our FLIP program, we've extended the application deadline to August 13th!
<http://www.cmap.illinois.gov/flip.aspx>
[#planning](#)

about 13 hours ago via HootSuite

A fan of CMAP's FLIP program for high school students interested in planning? Like it on Facebook & keep up w/ latest
<http://bit.ly/aICmnc>

about 14 hours ago via HootSuite

Thanks for the RTs and mentions last week @LHMarriott, @CNT_tweets, @SustainableUIC, @mandywarhol, @lindsaybanks!

about 14 hours ago via HootSuite

Upcoming events of note, incl. economic impact webinar (6/16), @Metroplanners roundtable (6/19), green webinar (7/6)
<http://bit.ly/bn1C9k>

about 15 hours ago via HootSuite

Name GOTO2040

Location Metropolitan Chicago (7 count)

Web <http://www.goto2040.org>

Bio Chicago Metropolitan Agency for Planning - GO TO 2040 - metropolitan Chicago's comprehensive planning campaign. Land use, transp., environment, housing, more

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360p

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Choices & Transformations: Guiding Growth in Southern California

Like

From: fregoneseassociates | May 06, 2010 | 207 views

Using cutting edge 3-D renderings of local corridors, interviews with local planners, architects and policy makers, we are able to see opportunities to build walkable communities that may be available within existing auto-oriented communities. Produced by FWMFocus Productions and Fregonese Associates for Southern California Association of Governments General Assembly in support of the long running Compass Blueprint project. [... \(more info\)](#)

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Final Landing on the Waterfront
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Final Elm Street.wmv
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Final 6th and Austin.wmv
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Our Vision for Tomorrow (FutureBR)

2-D Visualization Example

One way couplet two lanes - Canyon



One way couplet two lanes - Canyon



One way couplet two lanes - Canyon

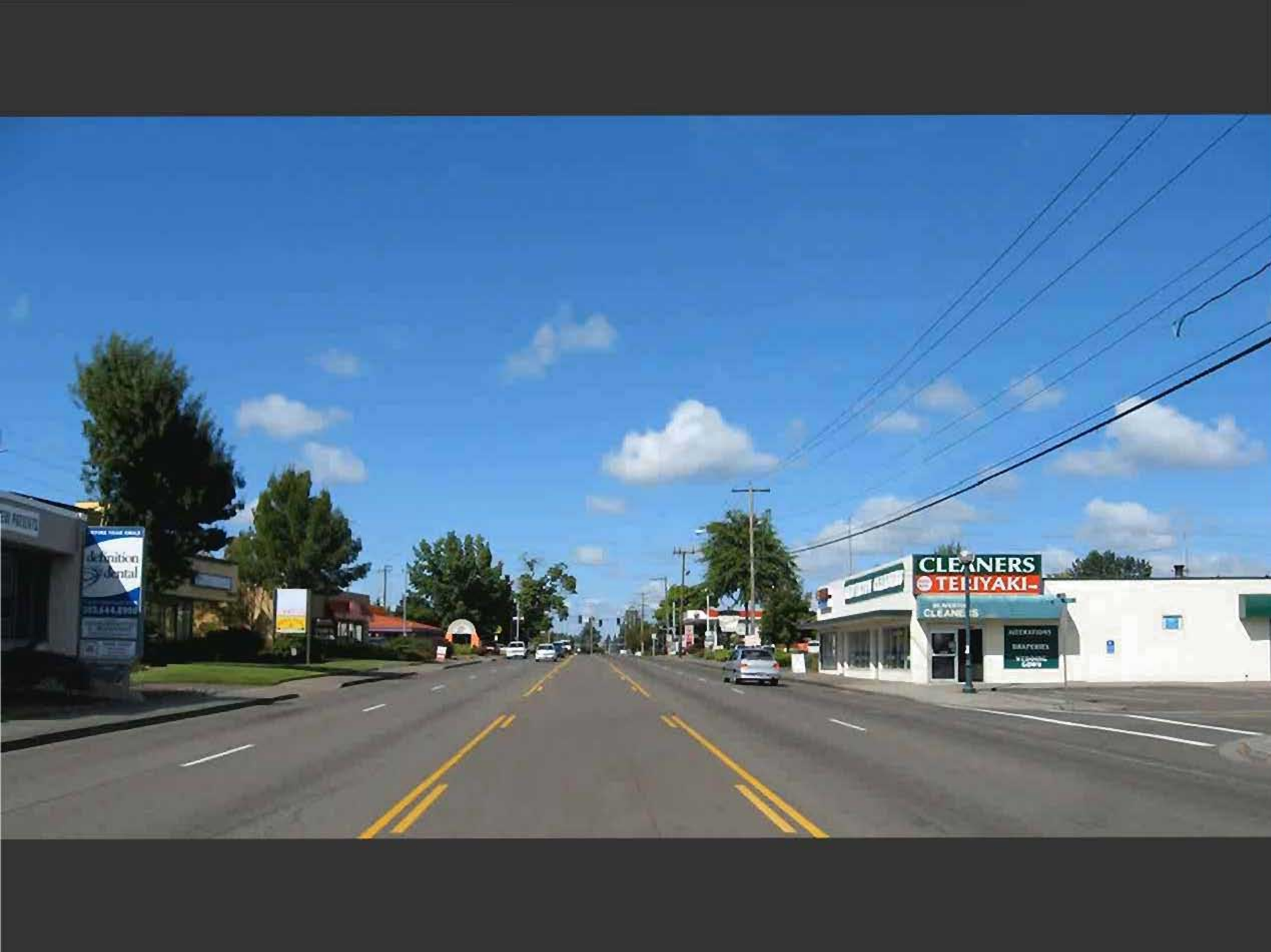


One way couplet two lanes - Canyon



One way couplet two lanes - Canyon





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3-D Visualizations: Waco, Texas



Create more than a plan

- Vision
- Policy plan
- Strategic plan
- Monitoring system
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- Video





Thank you

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