

Public Engagement Jackpot

How Your Agency Can Win Big





Dave Biggs

Chief Engagement Officer
MetroQuest



Agenda

4 Challenges with Public Engagement for Planning
Introducing the Truckee Meadows RPA Team
Best Practices for Public Engagement for Planning
Q&A





4

Challenges
with Public
Engagement

A photograph of a group of people sitting in a lecture hall, viewed through a blue triangular overlay. The people are seated in rows of blue chairs with yellow frames. The text '1' is positioned at the top of the triangle, and the text 'Engaging beyond the usual suspects' is positioned in the middle of the triangle.

1

Engaging
beyond the
usual suspects



A woman with blonde hair is speaking into a microphone at a wooden podium. She is holding a piece of paper. Behind her, a large crowd of people is gathered in a room with large windows. An orange triangular overlay is on the left side of the image, containing the number '2' and the text 'Managing contention'.

2

Managing contention



A photograph of a city street with a green triangular overlay on the left side. The overlay contains the number '3' and the text 'Educating the public about choices & tradeoffs'. The street scene includes cars, pedestrians, trees, and buildings.

3

Educating
the public about
choices & tradeoffs





4

Gaining
support for
bold change





Truckee Meadows RPA's Engagement Jackpot

TMRPA
TRUCKEE MEADOWS REGIONAL PLANNING AGENCY



Jeremy Smith
GIS Coordinator
Truckee Meadows RPA



Lauren Knox
Regional Planner
Truckee Meadows RPA

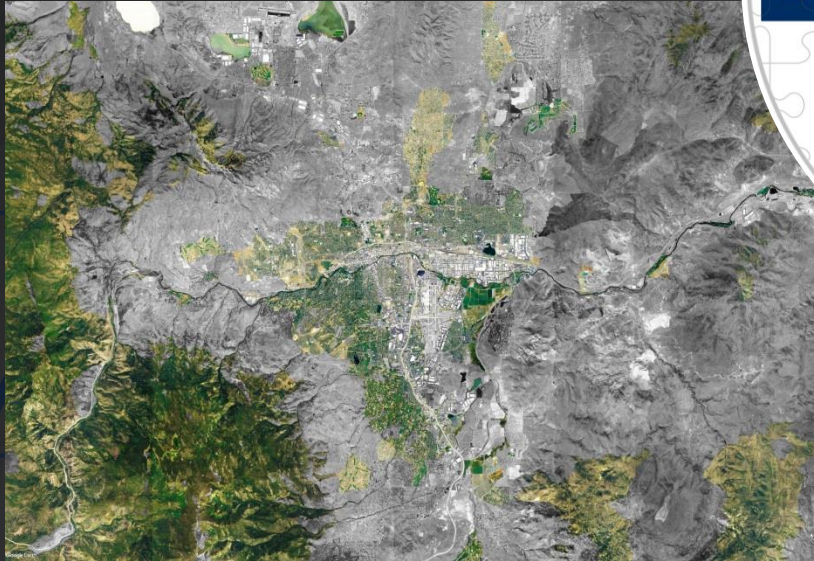
Plan Truckee Meadows Public Engagement

Jeremy Smith
GIS Coordinator

Lauren Knox
Regional Planner

Truckee Meadows

- Region: Reno, Sparks, Washoe County



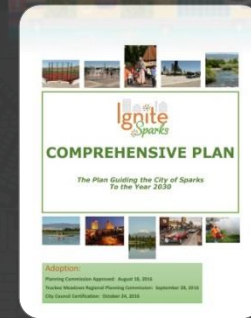
Regional Plan Update

- 5-year update
- Significant changes



Community Engagement

- Challenges:
 - Survey fatigue
 - Being efficient with resources



Our Approach to Engagement

■ Snowball Effect



You Spoke, We Heard

Our first survey was a big success, and we can't thank you all enough for contributing! Almost 1,900 people participated and provided us with valuable insight that will be used throughout the Regional Plan Update process.

We have analyzed the data obtained from the survey and wanted to provide the results.

The graph below depicts the number of times each Regional Concern was ranked. The top 3 concerns for the region are **Infrastructure**, **Natural Environment**, and **Accommodating Growth**.

A poster for the Regional Plan Update. It features a black background with orange and blue geometric shapes. The text reads: "REGIONAL PLAN UPDATE A COMMUNITY CONVERSATION! Wednesday, December 5 5:30 - 7:30 PM Discovery Museum Collaboratory Room 490 S Center St, Reno, NV 89501 Interested in the future of our region? We want to hear from you! Join us as we continue to map our future and plan how to manage growth in the Truckee Meadows. PLANNING OUR FUTURE BECAUSE HOW WE GROW MATTERS". It also includes the TMRPA logo and a "2019 PLAN TRUCKEE MEADOWS" graphic.

A banner for the Plan Truckee Meadows project, featuring a map of the region and a photograph of a modern building. The text reads "Plan Truckee Meadows Mapping Our Future" and "2017-2037".

Help shape the future of our community! Join us in updating the Truckee Meadows Regional Plan at: PlanTruckeeMeadows.org Be sure to take our survey!

TMRPA TRUCKEE MEADOWS REGIONAL PLANNING AGENCY

[f TMRPA](https://www.facebook.com/TMRPA) [Instagram TMRPA](https://www.instagram.com/TMRPA) [YouTube TMRPA](https://www.youtube.com/TMRPA) [@TMRPA](https://twitter.com/TMRPA)

#MappingOurFuture P: 775.321.8385 www.tmrpa.org



Our Approach to Engagement

TMRPA

TRUCKEE MEADOWS REGIONAL PLANNING AGENCY

Home

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Our Work

Meetings

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Regional Plan Update 2019

Plan Truckee Meadows

Mapping Our Future



2017-2037

The Truckee Meadows Regional Plan provides the framework for growth in our region for the next 20 years. It directs where growth will occur, identifies development constrained areas that are not suitable for future development, sets priorities for infrastructure development and addresses natural resource management. The Regional Plan is also designed to coordinate provision of services and capital improvements, as well as foster collaboration among the local governments and affected entities in the region. The Truckee Meadows Regional Planning Agency (TMRPA) is embarking on an effort to update the Truckee Meadows Regional Plan. The Regional Plan Update gives us a chance to envision and shape the future of the Truckee Meadows, which is expected to grow by approximately 107,000 new residents over the next 20 years. We invite everyone to participate in the update to help decide the future of our Region!

Subscribe to our Regional Plan Update mailing list

email address

First Name

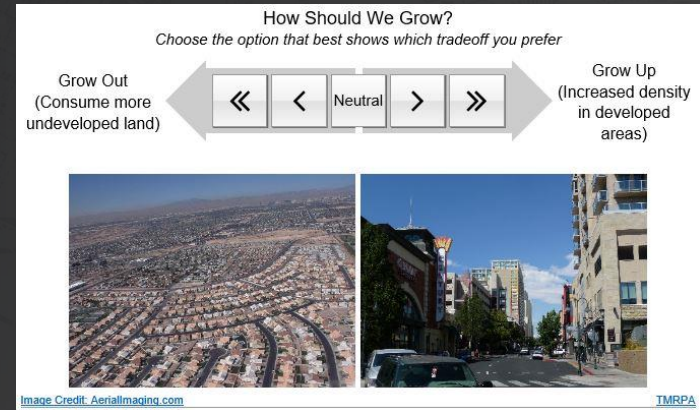
Last Name

Subscribe

PlanTruckeeMeadows.org

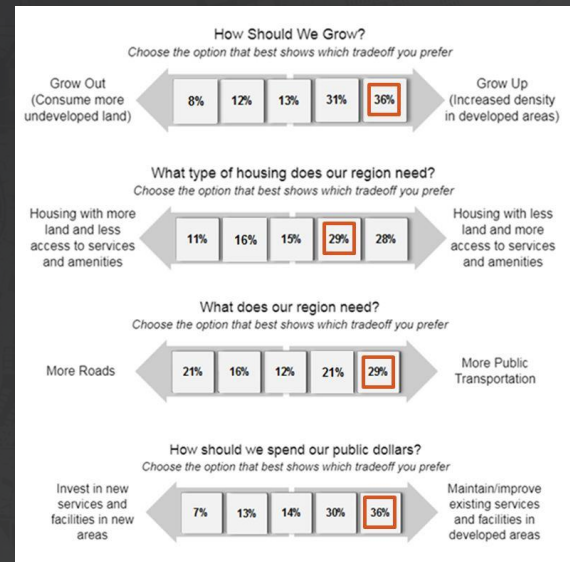
Regional Concerns Survey

- Issues Identification
- Priorities
- Education
- Engaging
- Tradeoffs
- Continue building constituency base



Regional Concerns Survey

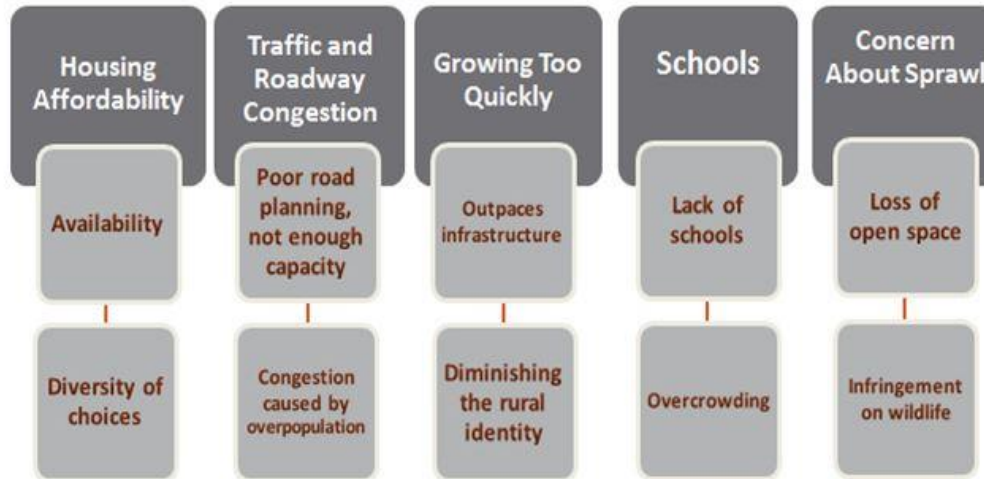
Quantitative Results



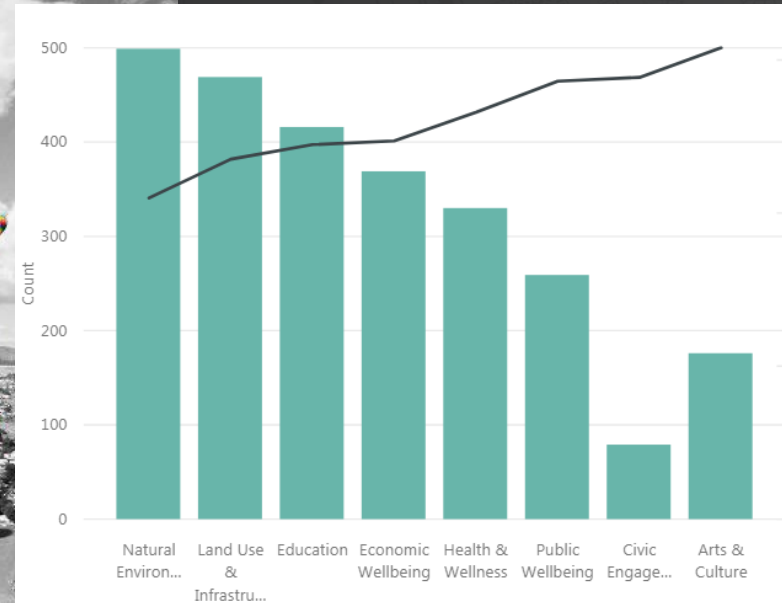
Regional Concerns Survey

Qualitative Results

Top 5 Concerns Based on Comments



Quality of Life Survey



Quality of Life Survey

4

Regional Identity

What to do

Next Task

REGIONAL IDENTITY

Outdoor Recreation

Industry Types

Housing Types

Special Events


Artown

Air / Balloon Races

Burning Man

Hot August / Street Vibes

Burning Man



Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

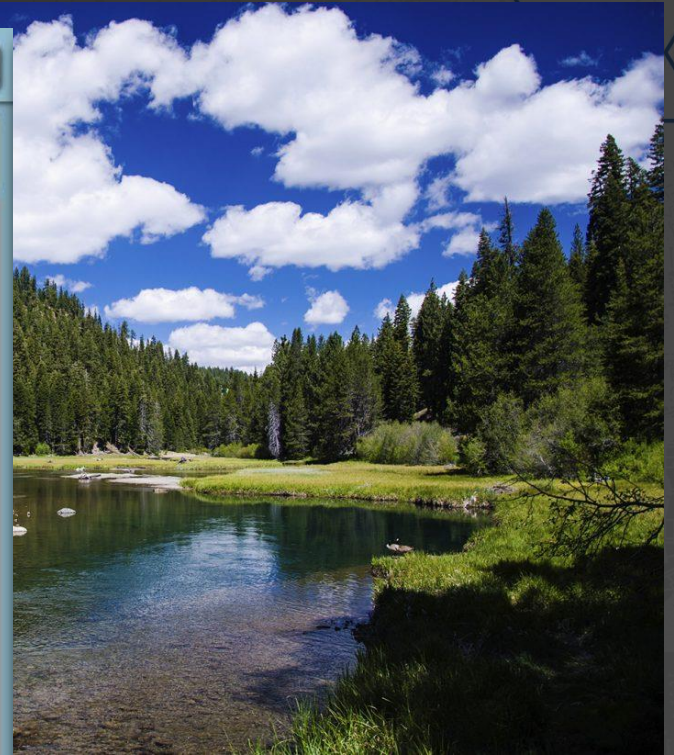
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What Are Our Region's Concerns as We Grow?

Elected and Appointed Officials
as well as the Public Agree on
Top Concerns

Regional Vision

Community Conversation

RPC + RPGB Joint Meeting

Top Concerns

Land Utilization



Affordable Housing



Infill Development &
Smart Greenfield Composite



Sewage &
Work, Live, Play



Sewage



Air Quality



Land Utilization



Infill Development

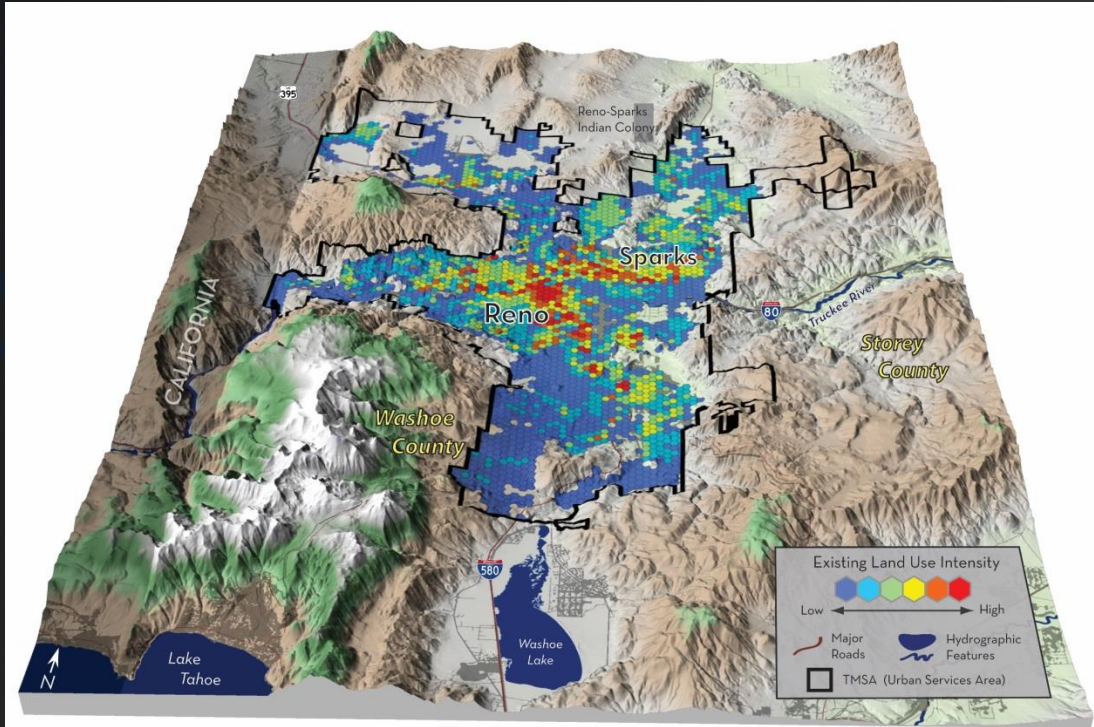


Work, Live, Play



Top 5 Concerns Out Of 18

Scenario Modeling



- We have roughly 40 to 50 years of housing capacity approved and there are many ways we can grow
- 20-year Regional Plan
- What are the impacts of growing one way vs. another?

Scenarios

1. Classic
2. McCarran
3. Smart Greenfield
4. Infill

4 Scenarios

1 Historical

Scenario 1, Historical Patterns (Housing Study Classic Scenario)

- Future development pattern mimics the past 20 years
 - Distribution of housing densities held constant
 - Predominant use of vacant land zoned residential
- Growth in existing businesses with minor change to industry types
- No change to existing zoning

2 Trends

Scenario 2, Current Trends (Housing Study McCarran Scenario)

- Demand factors consider external forces even without changes in local development policies
- Reflected in a modest shift toward denser housing products within the McCarran Ring
- Growth in existing businesses with minor change to industry types
- No change to existing zoning

3 Edge

Scenario 3, Compact Suburban Development

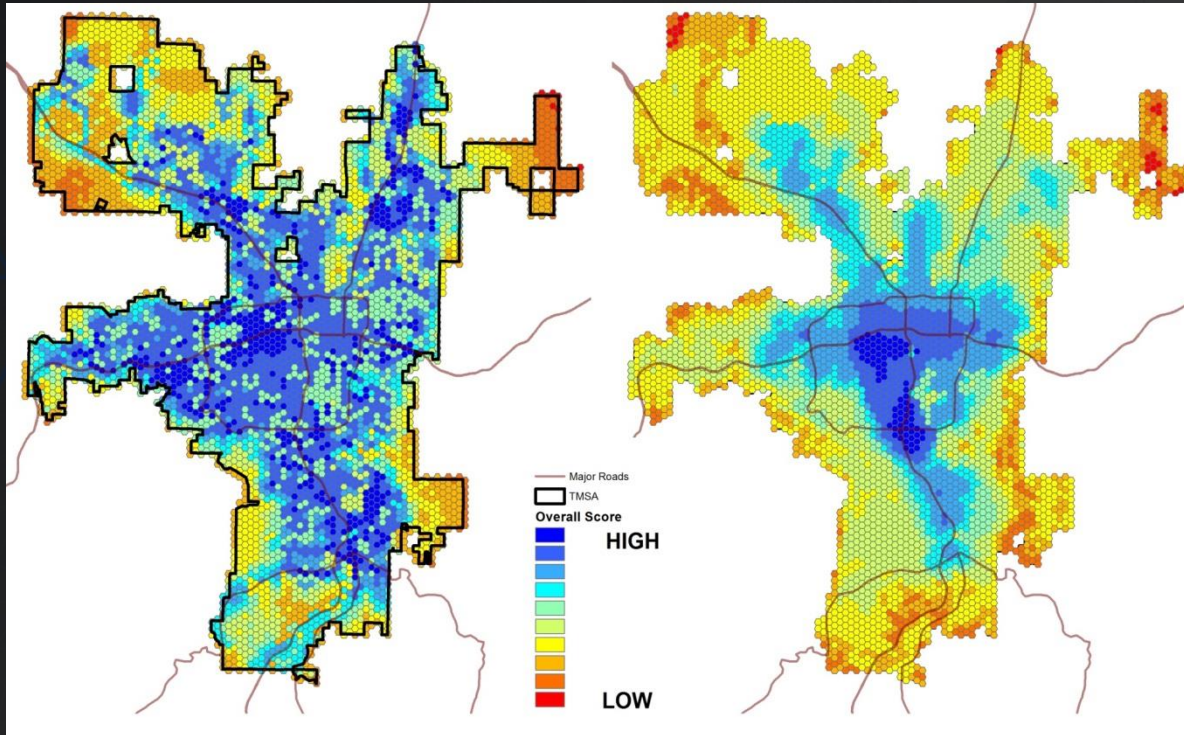
- Emphasizes growth on larger, vacant tracts of undeveloped land at the edge of existing development
 - Not necessarily distant from central areas
 - Represents an identification of what is possible
- Palette of residential and commercial building types
- Does not preclude infill but acknowledges challenges
- Allows changes to existing zoning

4 Center

Scenario 4, Infill Development

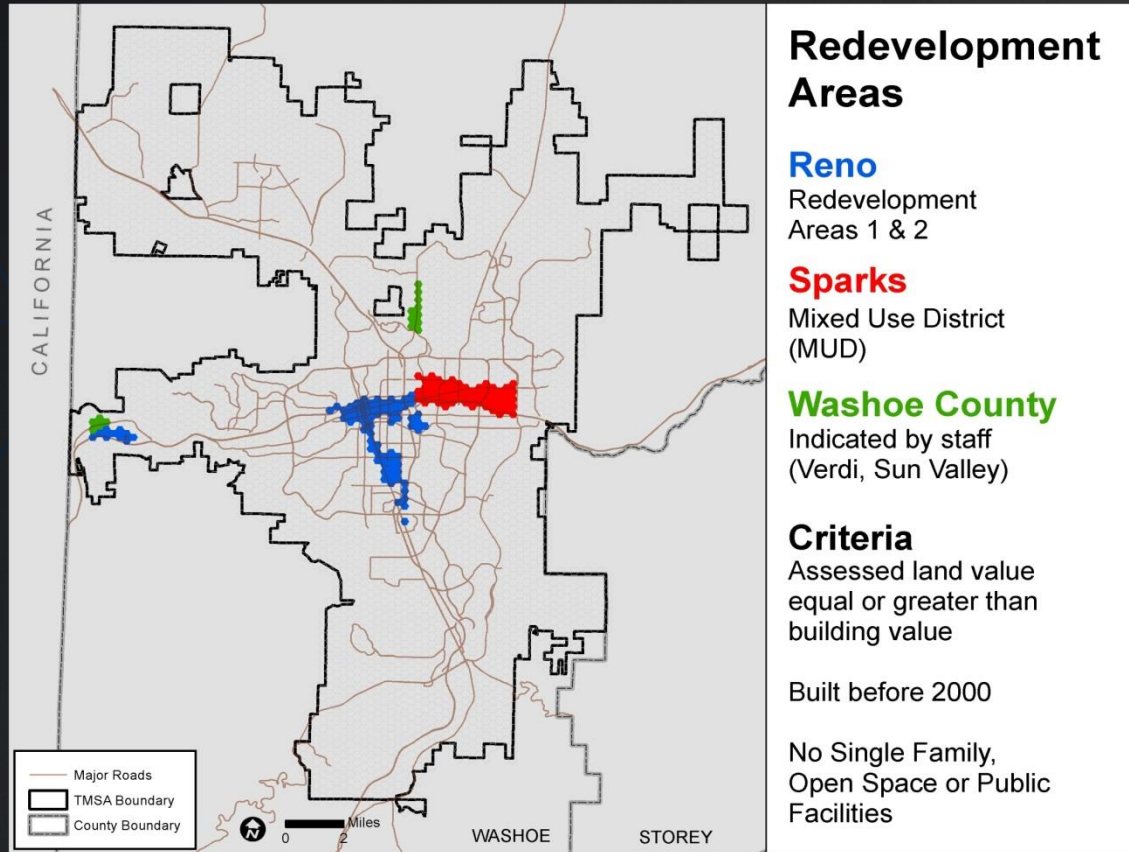
- Emphasizes policies that encourage growth to go to already developed areas
- Maximizes the use of small lots and promotes a mix of uses
- Encourages expenditures to address infrastructure in areas deemed suitable for infill, redevelopment and increased density
- Allows changes to existing zoning

Development Priority Lenses



- Infrastructure proximity
- Live - Work - Play

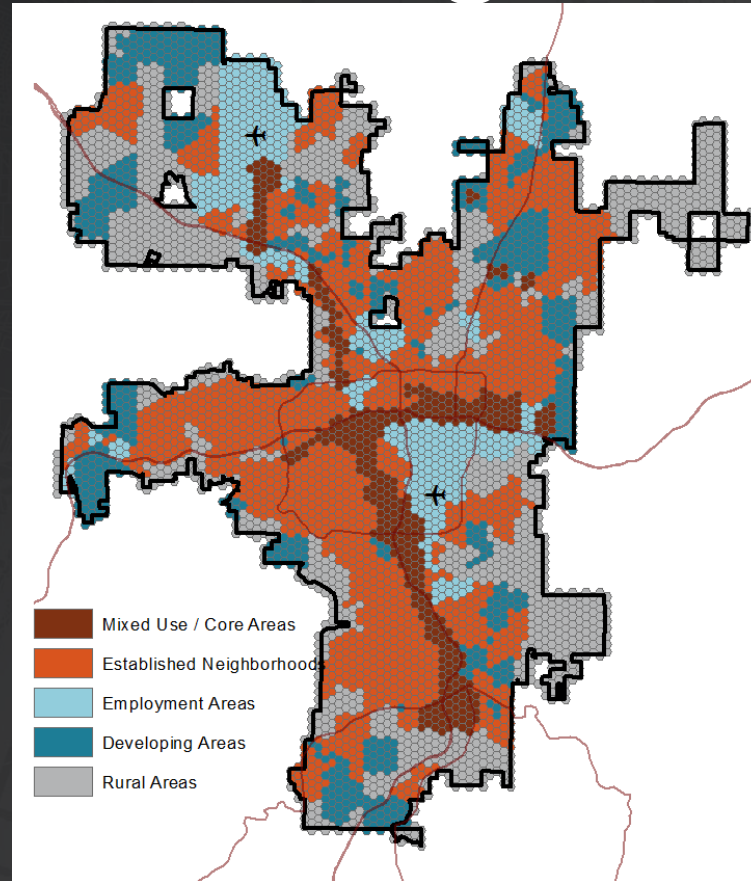
Allocation of Potential Units



- Vacant
- Underutilized
- Redevelopment
- Upzoning

Neighborhood Categories

- Mixed-Use
- Existing Neighborhoods
- Employment Areas
- Approved Planned Communities
- Peripheral/Constrained Lands



Housing Mix



Low-Density
Single-Family



Moderate-Density
Single-Family



High-Density; Single-
Family/Low-Density
Multi-Family

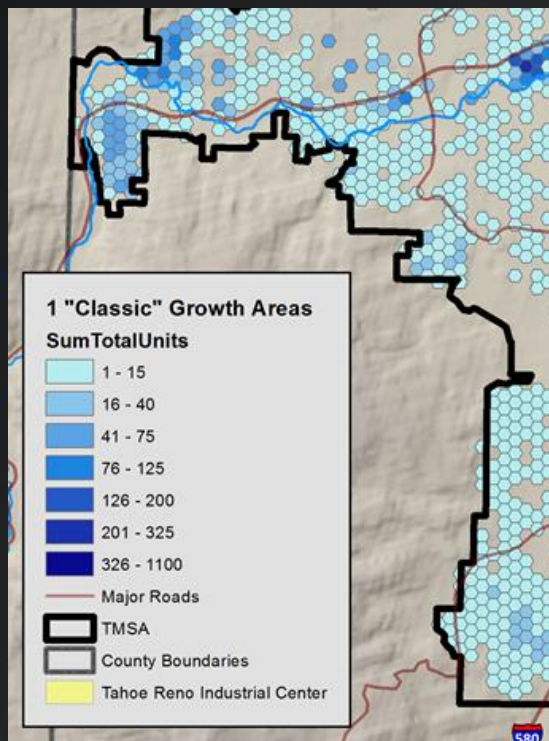


Moderate-Density
Multi-Family



High-Density
Multi-Family

Scenario Targets



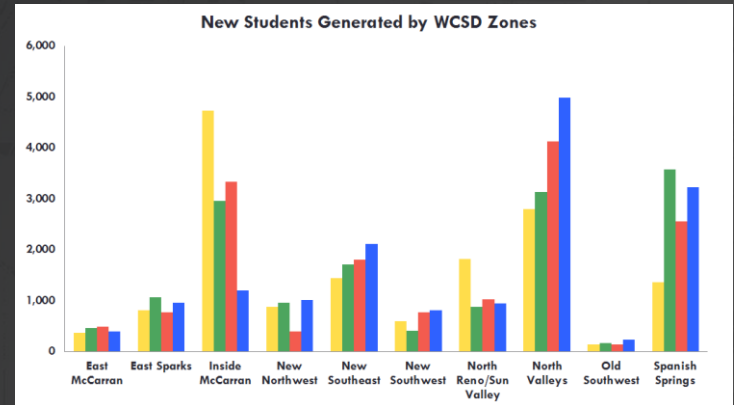
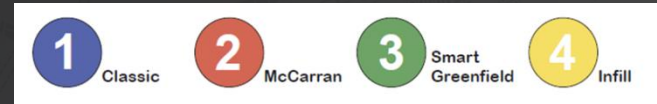
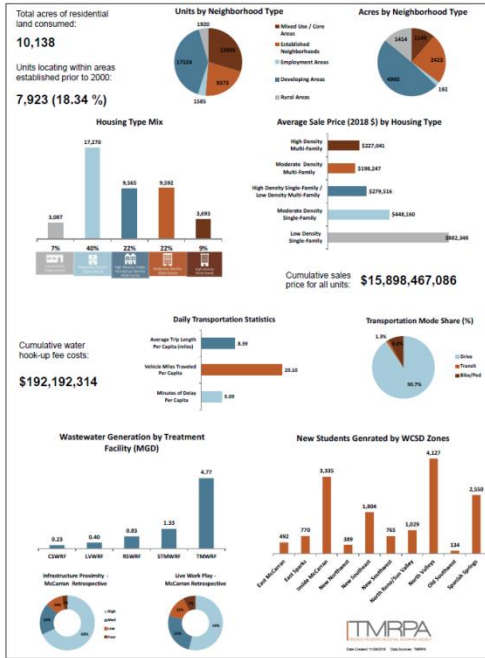
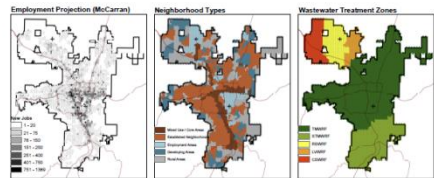
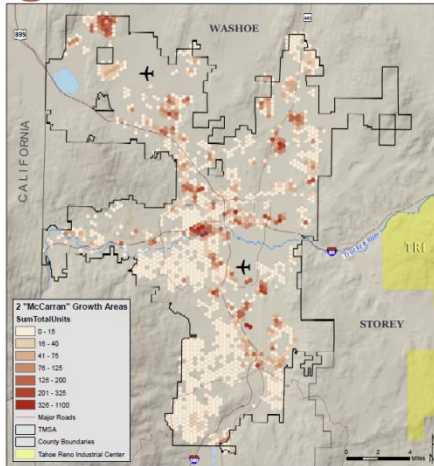
	Proposed Market Share	Centers/TOD (MU)	Existing Neighborhoods	Newly Developing Areas	Rural Residential
Low Density Single Family (D1)	4%	0%	0%	1%	3%
Moderate Density Single Family (D2)	34%	0%	10%	21%	3%
High Density SF / Low Density MF (D3)	26%	13%	10%	3%	0%
Moderate Density Multifamily (D4)	24%	15%	6%	3%	0%
High Density Multifamily (D5)	12%	10%	1%	1%	0%
Total	100%	38%	27%	29%	6%
		65%		35%	
		Infill, Mixed Use, Redevelopment		Greenfield, Subdivisions	

Density Classes

D1 = 2 or less DU/ACRE
D2 = 2.01 - 7.26 DU/ACRE
D3 = 7.27 to 14.5 DU/ACRE
D4 = 14.51 to 30 DU/ACRE
D5 = > 30 DU/ACRE

Scenario Results

2 McCarran Scenario (Trends)



Engagement: Scenarios



Hosted “Food
for Thought”
lunch meetings



Engaged the
community with
an online survey
regarding how
we grow in the
future in this
region

835 respondents



Dec. 5th
Community
Conversation
about scenarios



Presented to
community
stakeholder
groups



Hosted joint
RPC and RPGB
retreats



Several
meetings with
the RPUWG

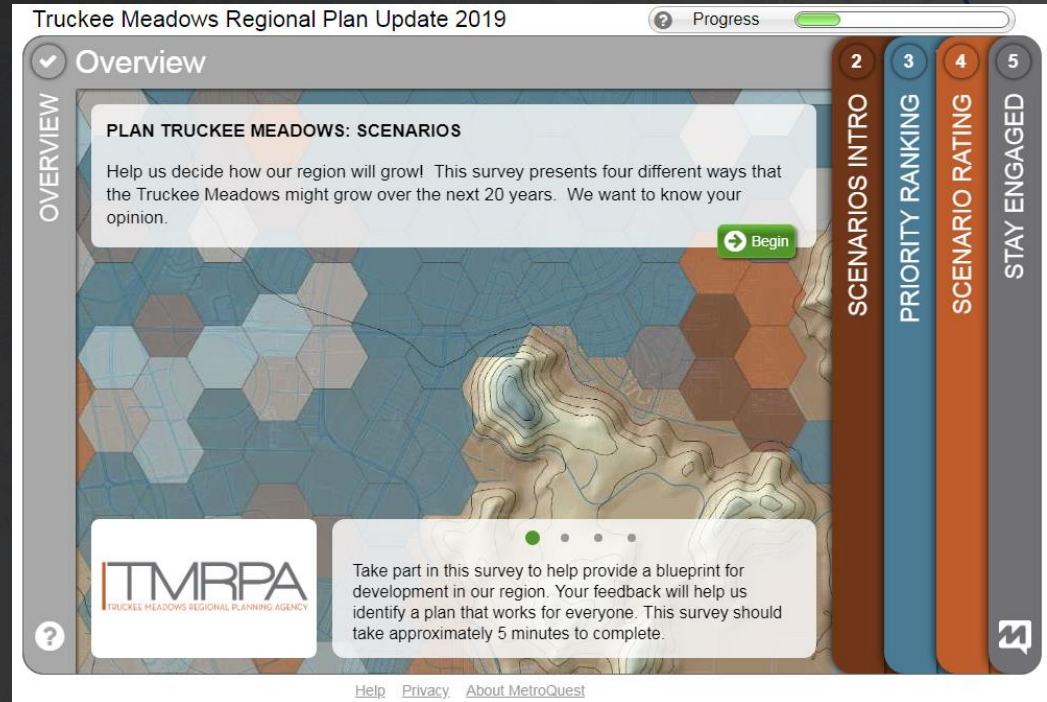
Community Conversation



- Presented scenario work
- Garnered feedback about assumptions and results
- Launched the MetroQuest Scenario Survey to the public

MetroQuest Scenario Survey

- Included one information only screen to educate survey takers about the scenarios
- Implemented the scenarios screen type to determine scenario preference



Survey Results

↓↑ Priorities

What We Asked First

What are the communities' priorities for good growth?

- Land Conservation
- Housing Choice
- Roads and Transit
- Optimize Infrastructure
- Work, Live, Play



Scenarios

Classic

Smart Greenfield

McCarran

Infill



Total Participants: 833

Average Rating ★★★★★

Classic



McCarran



Smart
Greenfield



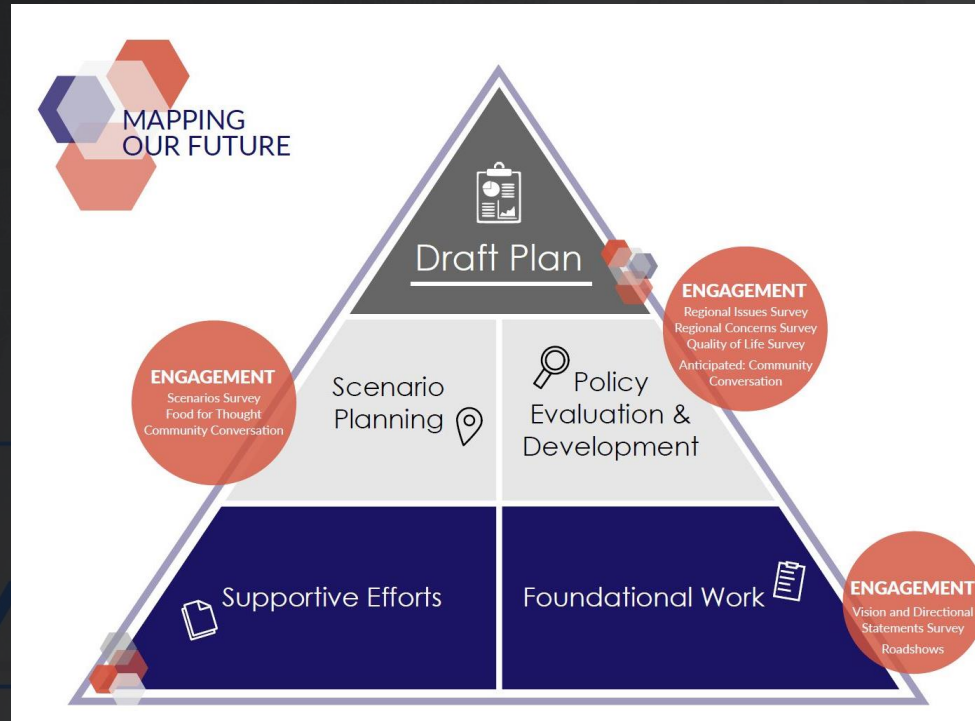
Infill



Then We Asked

How well do four different potential growth patterns meet fulfill these priorities?

Drafting the New Regional Plan



20 years! Best practices research



Association of
Metropolitan
Planning
Organizations



Federal Transit
Administration

NCHRP NATIONAL
COOPERATIVE
HIGHWAY
RESEARCH
PROGRAM



Select MetroQuest Customers

State Agencies



Local Agencies



Chicago Metropolitan
Agency for Planning



Consulting Firms





Public Engagement for Planning Tips for Success





1

Engage
beyond the
usual suspects



Consider attitude vs. motivation

Level of
Motivation



Positive

Moderate

Negative

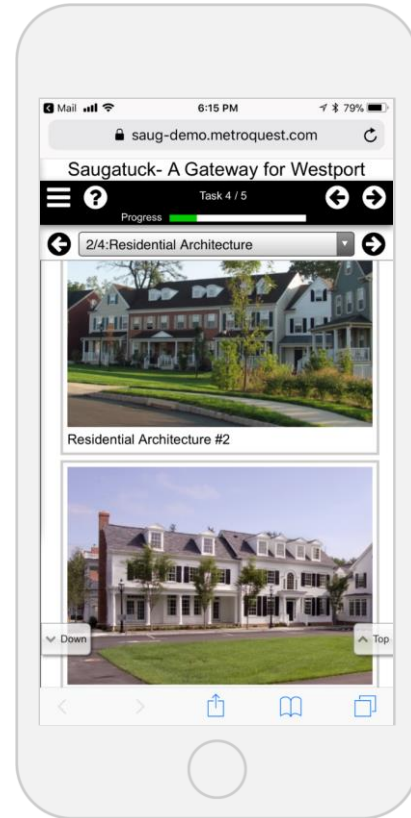
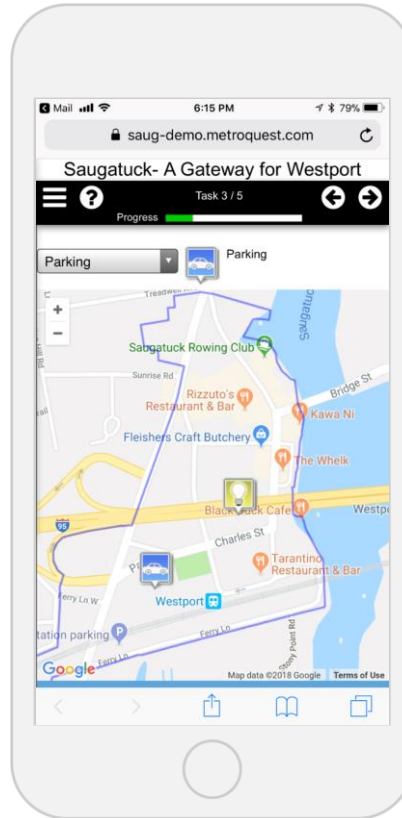
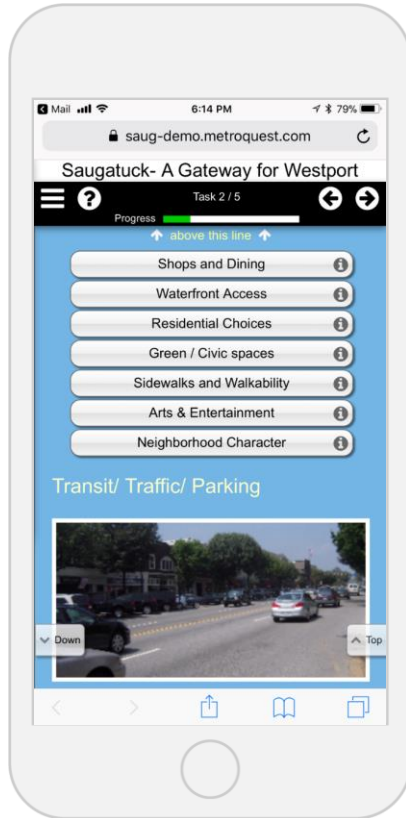
Attitude



Leverage every channel

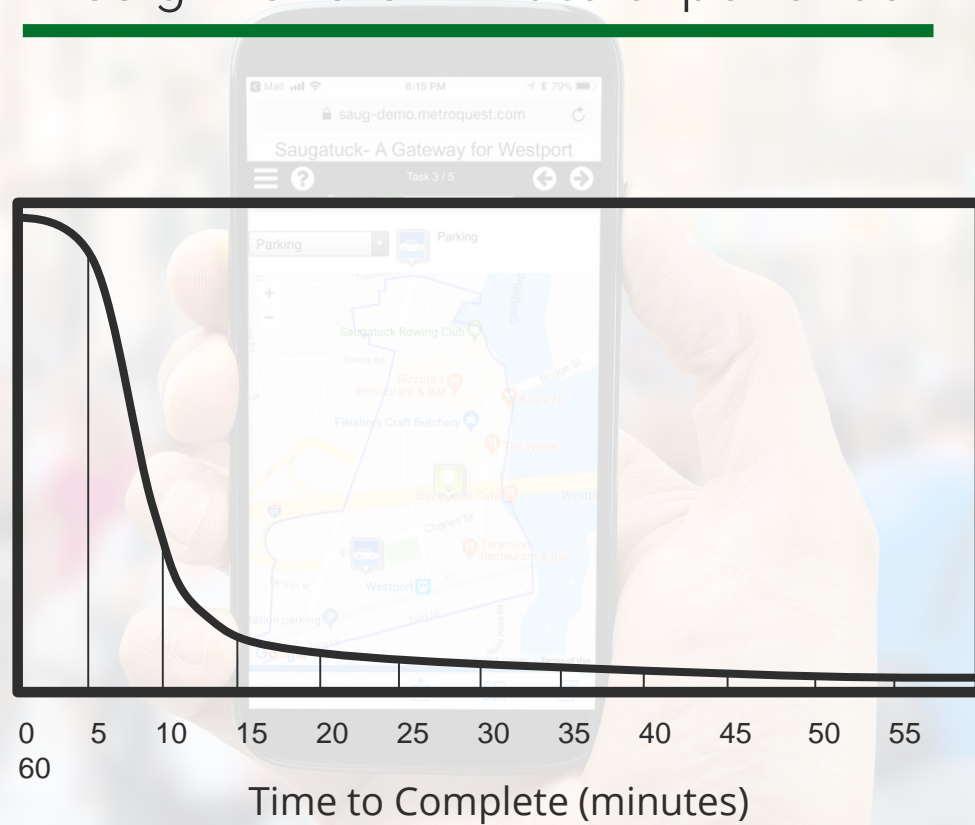


Make mobile delightful



Design for a 5 minute experience

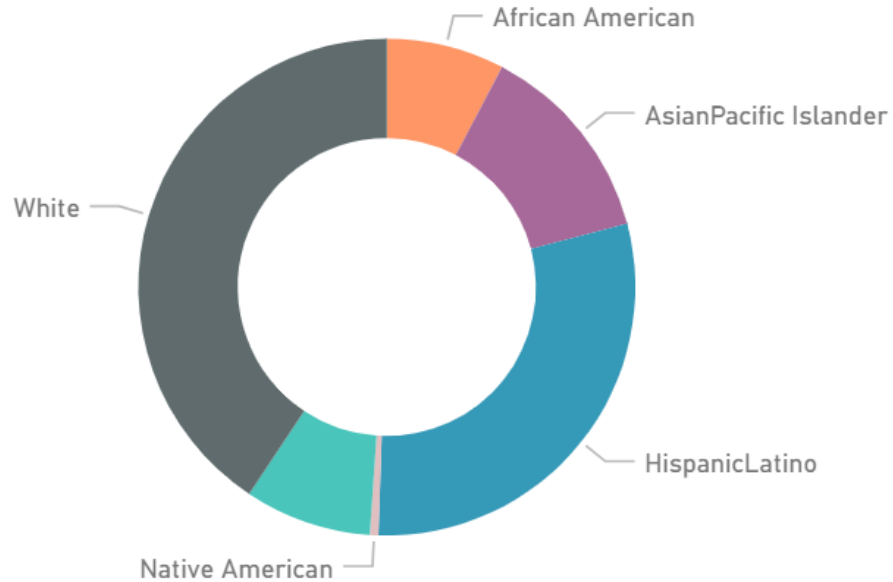
Participants



Keep it visual



Monitor demographics



Use “go to them” activities





2

Manage
contention



Keep privacy in mind



Begin with public priorities

Truckee Meadows Regional Plan Update 2019

Progress

What to do Next Task

OVERVIEW

SCENARIOS INTRO

3 What's Important To You?

PRIORITY RANKING

1 Housing Choice

2 Land Conservation


Please drag 5 of the items above the line in your preferred order.

Live Work Play

Roads and Transit

Optimize Infrastructure

Diversity of Housing Choices



Creating a more diverse mix of housing options with more of an emphasis on mixed use and/or higher densities.

SCENARIO RATING

STAY ENGAGED

4

5



Make it fun

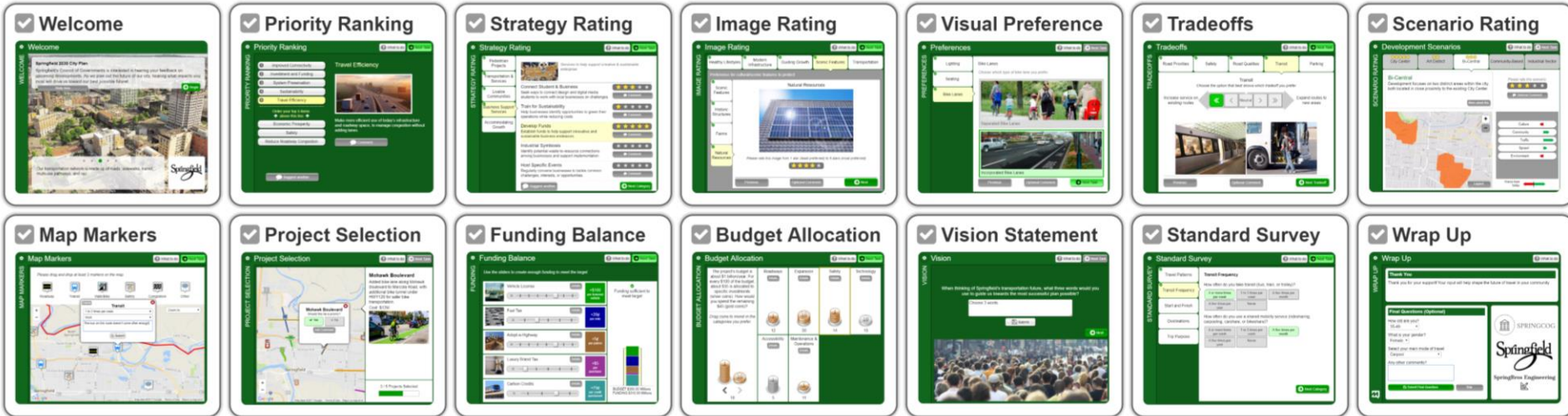


3

Educate
the public about
choices & tradeoffs




Tailor engagement to planning



Gamify planning education

Springfield City Plan - Stage 3

Progress 

1 2 3 4 5

WELCOME
PRIORITY RANKING
FUNDING
STANDARD SURVEY
WRAP UP

Funding Balance

Use the sliders to create enough funding to meet the target.

Source	Amount
Vehicle License	+\$60 per licensed vehicle
Fuel Tax	+\$6¢ per gallon
Adopt-a-Highway	+\$60 per mile
Luxury Brand Tax	+\$4% tax
Carbon Credits	+\$3 per ton

More funding required to meet target

BUDGET \$300.00 Millions
FUNDING \$275.00 Millions

Help Privacy About MetroQuest

Springfield City Plan - Stage 1

Development Scenarios

Bi-Central Community-Based Industrial Sector

city center.

More about this

Legend

MetroQuest

Springfield City Plan - Stage 2

Budget Allocation

Progress 

1 2 3 4 5

Safety

Details

2

Details

22

Details

50

Details

3

Details

3

Details

3

Details

3

Details

3

Details

3

Details

3

Details

3

Details

STRATEGY RATING

VISION

WRAP UP

f
Twitter
Email
Share

3

Details

3

Details

3

Details

3

Details

3

Details

3

Details



An aerial photograph of a city grid with a large, semi-transparent red triangle overlaid on the left side. The triangle contains the number '4' and the text 'Gain support for bold change'. The city features a mix of residential houses and modern high-rise buildings, with green spaces interspersed throughout.

4

Gain
support for
bold change






Check this list for
actionable results:

- ✓ Critical mass
- ✓ Diversity
- ✓ Informed input
- ✓ Quantifiable results



Blend quantitative & qualitative

Senior Survey

Progress 

2 Senior Needs

What to do Next Task

Quality of Life Senior Housing Needs Transportation Needs Access to Information

Senior Housing Needs

More about this

In Home Caregivers

Affordable Rents


55+ Communities

Shared Housing Options

Group Care Housing

Shared Housing Options

More opportunities to share housing costs with others.



St George News

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

★★★★★

Previous Optional Comment Next

WELCOME

PRIORITY RANKING

IMAGE RATING

BUDGET ALLOCATION

WRAP UP

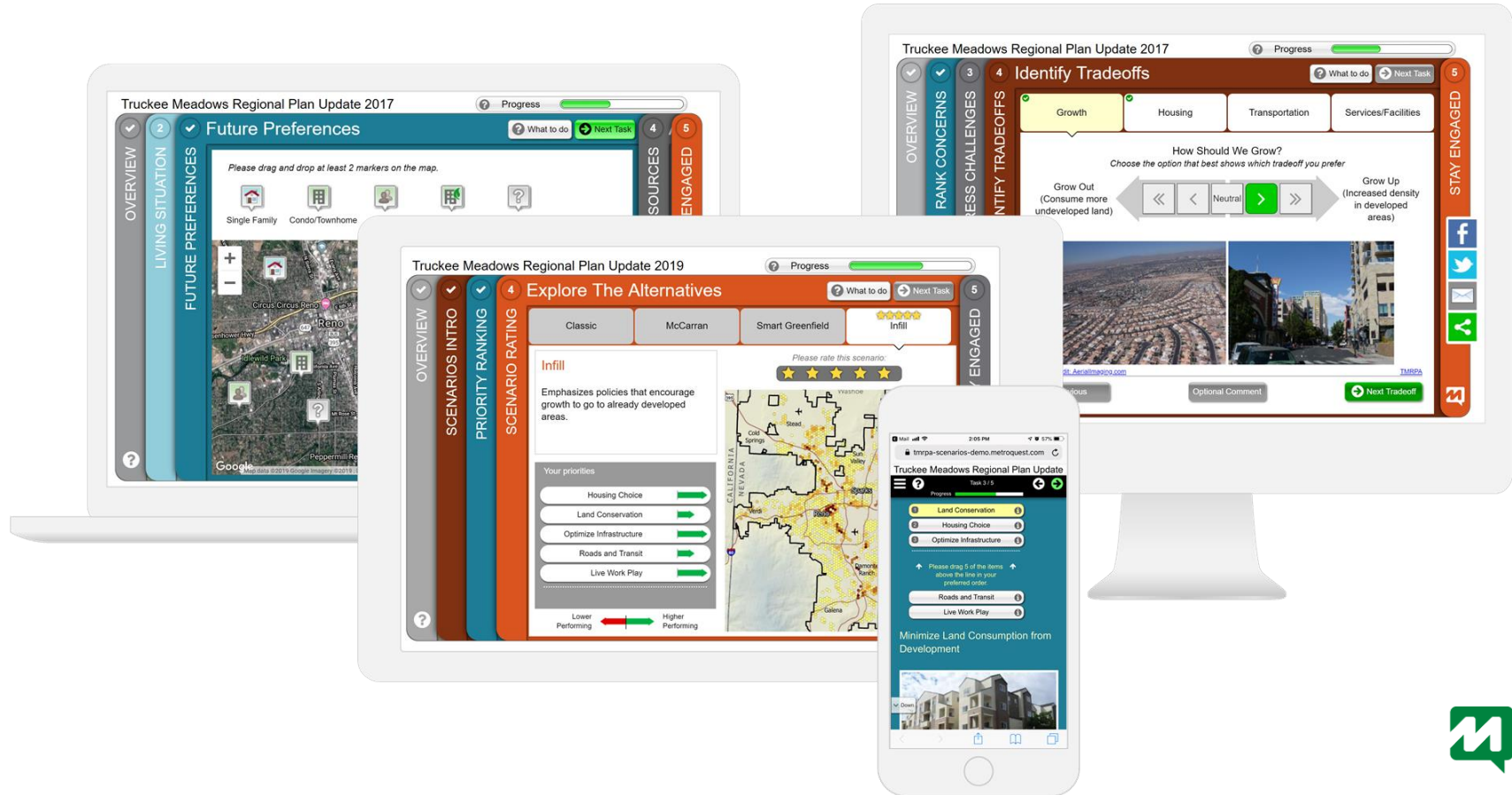
Facebook Twitter Email Share



Mine results to support decisions



The Online Engagement Toolbox





Poll: What additional information
would be helpful?



NEW Playbook

12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- We will email you a PDF copy!

Thank you: MetroQuest subscribers!



Questions?



Jeremy Smith



Lauren Knox



Dave Biggs



Thank you for participating!

AICP CM: <https://www.planning.org/events/course/9175887>

