

# Facing Contention

## How to Detox Public Engagement

Your host

Dave Biggs

Chief Engagement Officer

@metroquest



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Featuring



**Kimley»»Horn**



# Webinar Agenda

1. Setting the context
2. Introducing the Belmont Bridge team
3. Best practices for facing contentious projects
4. Q&A



A photograph of a man in a light-colored jacket shouting and pointing his right index finger towards a large crowd of people. The crowd is diverse in age and appearance, with some individuals looking towards the man. In the background, several white signs with handwritten text are visible, though the text is mostly illegible. The scene appears to be an outdoor public gathering or protest.

# The changing engagement landscape



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# FACEBOOK ADMITS IT MIGHT BE POISONING DEMOCRACY

As user trust tumbles, tech giants are forced into a risky gamble.



BY MAYA KOSOFF

JANUARY 22, 2018 10:09 AM

Last week, Apple C.E.O. **Tim Cook**, whose company is inching towards a trillion-dollar market valuation, told a crowd at **Harlow College in Essex, England**, that he's leery of social media's effects on younger generations. "I don't have a kid, but I have a nephew that I put some boundaries on," he said, adding, "There are some things that I won't allow; I don't want them on a social network." He went on to say that he does not "believe in overuse [of technology] . . . I'm not a person that says we've achieved success if you're using it all the time." With the exception of **some early employees**, there's been relatively minimal public hand-wringing over the possibility that Facebook and other social-media







BigPoint Showhar



43:17 / 2:06:35



# The Belmont Bridge Replacement

Featuring



Kimley»Horn

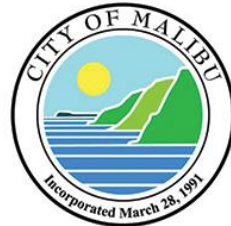
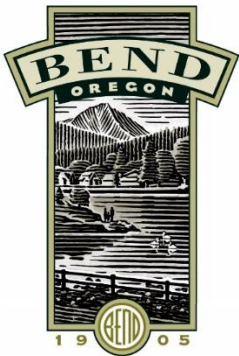
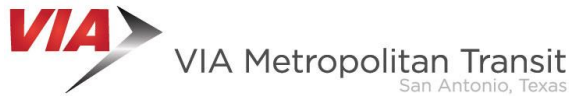
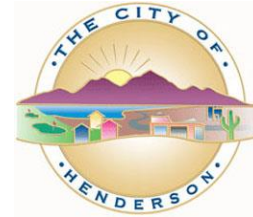
**Jeanette Janiczek**, UCI Program Manager, City of Charlottesville  
**Sal Musarra**, Vice President, Kimley-Horn and Associates  
**Jonathan Whitehurst**, Senior Planner, Kimley-Horn and Associates



# Poll: What are your top engagement priorities?

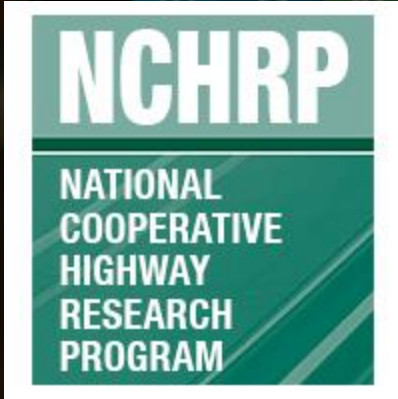


# MetroQuest is Used Coast to Coast





# Years of Research into Best Practices



# Years of Research into Best Practices







**iap<sup>2</sup>** international association  
for public participation  
**USA**



# How to Detox Public Engagement

## Six Key Lessons

1

2

3

4

5

6



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1

Gain clarity early



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2

Focus on engagement on  
community priorities

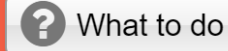


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## 2 Design Priorities



What to do



Next Task

WELCOME

PRIORITY RANKING

**1** Traffic & Travel Speeds**2** Bicycle Facilities**3** Parking

Order your top 5 items  
↑ above this line ↑

Approaches/Intersections

Pedestrian Facilities

Landscaping/Public Spaces

Scenic Viewsheds

Aesthetics

### Traffic & Travel Speeds



At its core, Belmont Bridge should address traffic needs to and from downtown but in a way that limits excessive travel speeds. Special consideration should be given to traffic operations during the design process.

 Comment

3

TRADEOFFS

4

PREFERENCE SURVEY

5

STAY INVOLVED



# 3 Create a safe place



# Provide many ways to participate



# Mobile is key

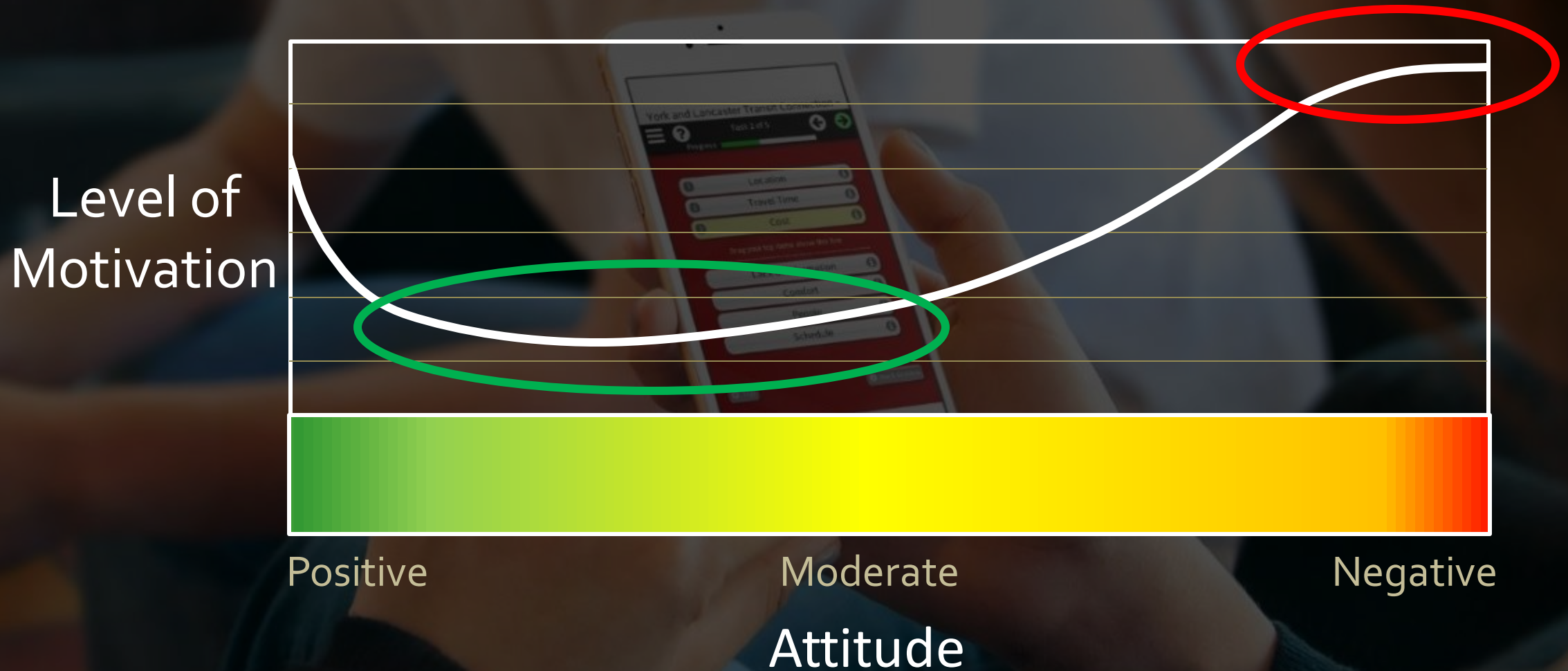






# 4 Engage the masses

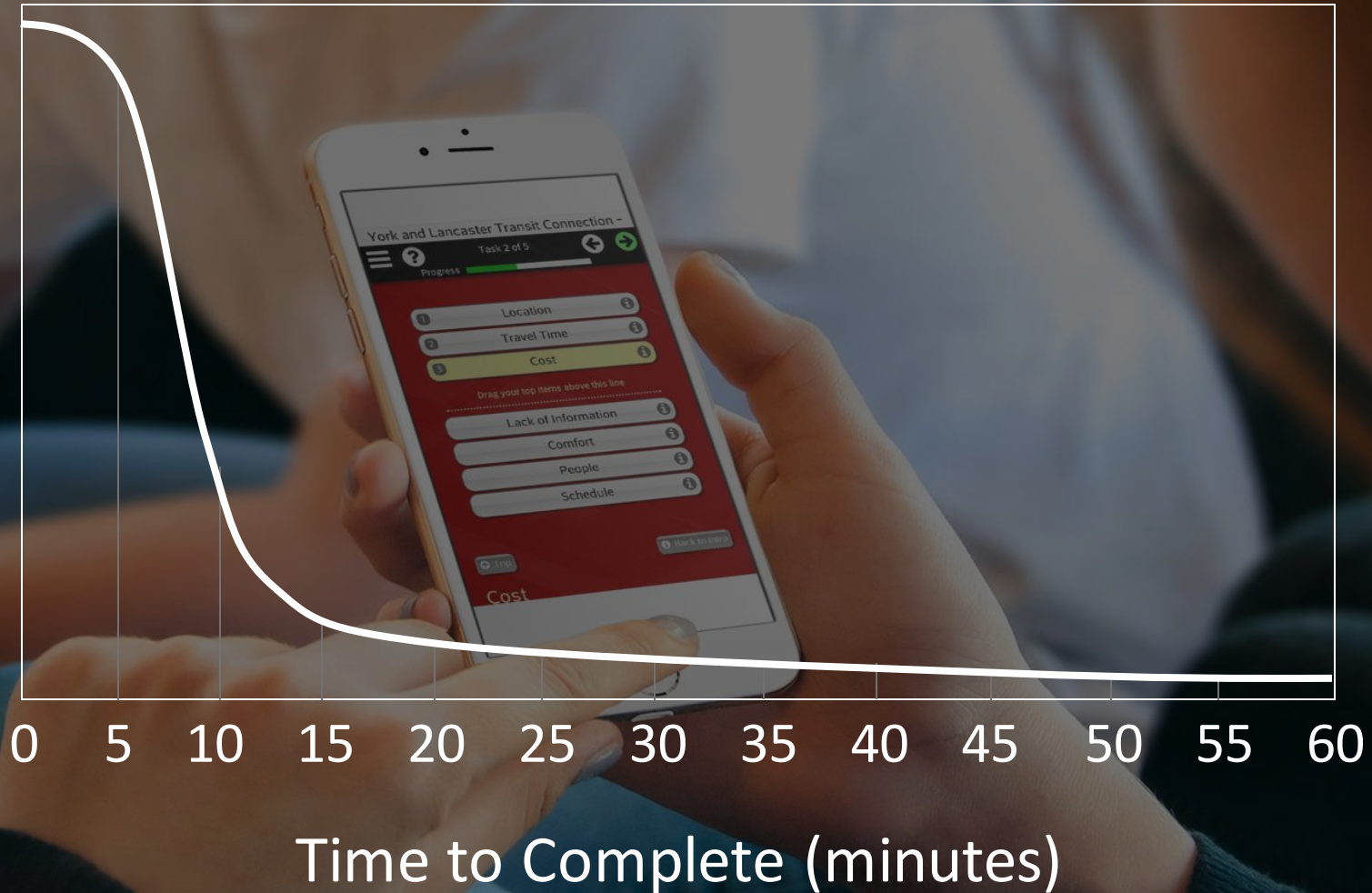
# Barriers are participation filters





# Aim for a fun 5-minute experience

Participants



# 5 Weave in education

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# Make it insightful...in 5 minutes

The collage displays seven distinct web interfaces for public participation in transportation planning:

- Alexandria Pineville MPO LRTP 2040:** Features a 'Your Community, Your Vision, Your Voice...' section with a 'Begin' button and a 'Shaping the Future of our Alexandria/Pineville metro area' text. It includes a sidebar with 'WELCOME', 'PRIORITIES', 'STRATEGIES', 'MAP MARKERS', and 'STAY INVOLVED'.
- Lee County 2040 Transportation Plan:** Shows a 'Roadway Needs where are the greatest needs?' section with a map of Lee County and a 'Widen SR 78' project description. It includes a sidebar with 'WELCOME', 'BIKE AND PED', 'TRANSIT', 'ROADWAY', and 'STAY INVOLVED'.
- Brossard Multi-Purpose Centre Project:** Features a 'Visual preferences' section with a 'How many stars do you give this image?' prompt and a 'Cornwall Aquatic Centre, Cornwall' image. It includes a sidebar with 'WELCOME', 'PRIORITIES', 'PREFERENCES', and 'STAY INVOLVED'.
- Vancouver Street Funding:** Shows a 'Funding Tool Choosing Levels' section with sliders for 'Vehicle License', 'Business License', and 'Property Tax'. It includes a sidebar with 'WELCOME', 'STREET SCENARIOS', 'FUNDING OPTIONS', 'FUNDING LEVELS', and 'STAY INVOLVED'.
- Kenai Spur Highway Rehabilitation:** Features a 'Phasing Options' section with a 'What phasing plan makes sense?' prompt and a map of the project area. It includes a sidebar with 'WELCOME', 'PRIORITIES', 'PHASING OPTIONS', and 'STAY INVOLVED'.
- Green Line Southeast:** Shows a 'What are your preferences for your station area?' section with a 'Community Character' slider and a 'More historical / traditional' to 'More modern / contemporary' scale. It includes a sidebar with 'WELCOME', 'LAND USE PREFERENCES', and 'STAY INVOLVED'.
- Northern Virginia Regional Bikeway and Trail Network Study:** Features a 'Level of Comfort' section with a 'Please rate your level of comfort cycling on a shared use path' prompt and a 'Shared Use Path' image. It includes a sidebar with 'WELCOME', 'REGIONAL NETWORK', 'LEVEL OF COMFORT', and 'STAY INVOLVED'.

# 6 Design for actionable results







# Criteria 1: Critical Mass






# Criteria 2: Diversity



# Criteria 3: Informed Input

Belmont Bridge

Progress 

WELCOME

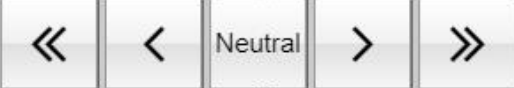
2 PRIORITY RANKING



3 Making Choices

What to do Next Task

Design Role Views **Mobility** Parking

Travel Lanes OR People Space  
Choose the option that best shows which tradeoff you prefer

Moving Cars  Moving People

Previous Optional Comment **Next Tradeoff**

PREFERENCE SURVEY

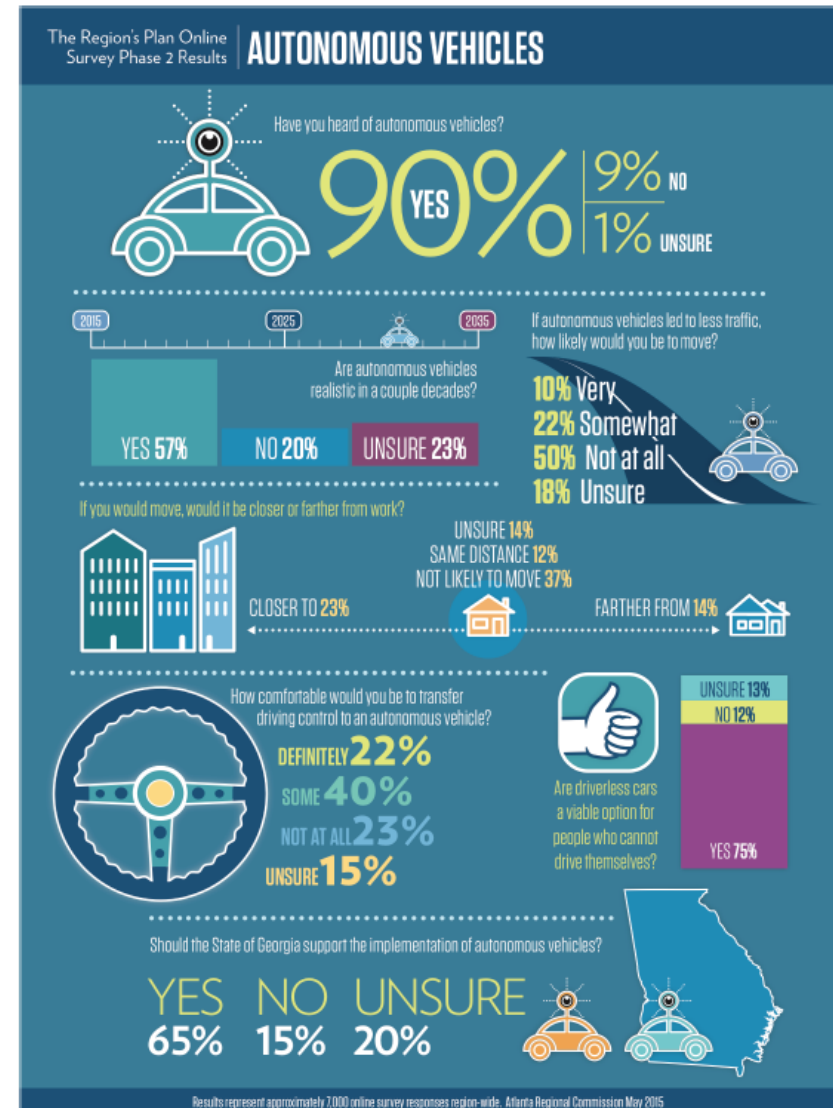
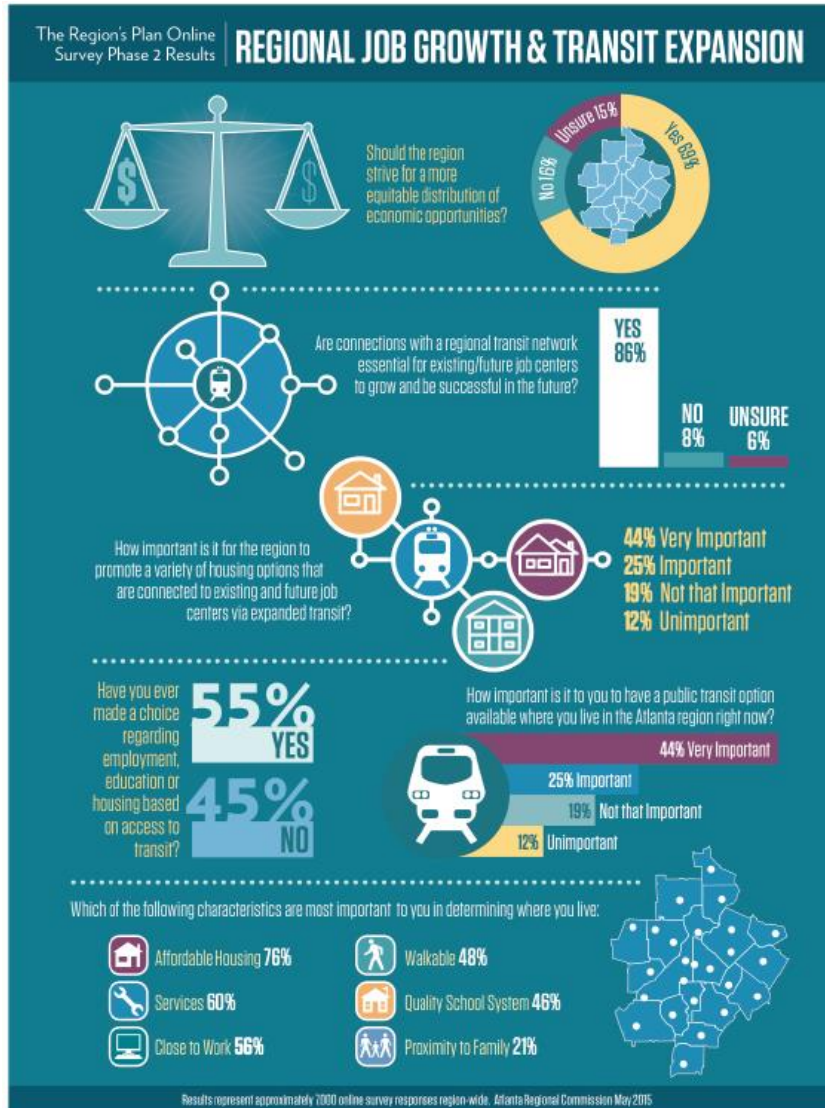
4

5 STAY INVOLVED





# Criteria 4: Quantifiable Results



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## Six Key Lessons

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# Facing Contention: How to Detox Public Engagement



Poll: What additional information  
would be helpful?





Kimley»»Horn

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# Questions?

# Thank you for participating

AICP CM: <https://planning.org/events/course/9142523/>

Next webinar:  
Finding Common  
Ground



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