Rebooting Community Engagement to Build Public Support







Dave Biggs
Chief Engagement Officer
MetroQuest





20 years of best practices research













Association of Metropolitan Planning Organizations

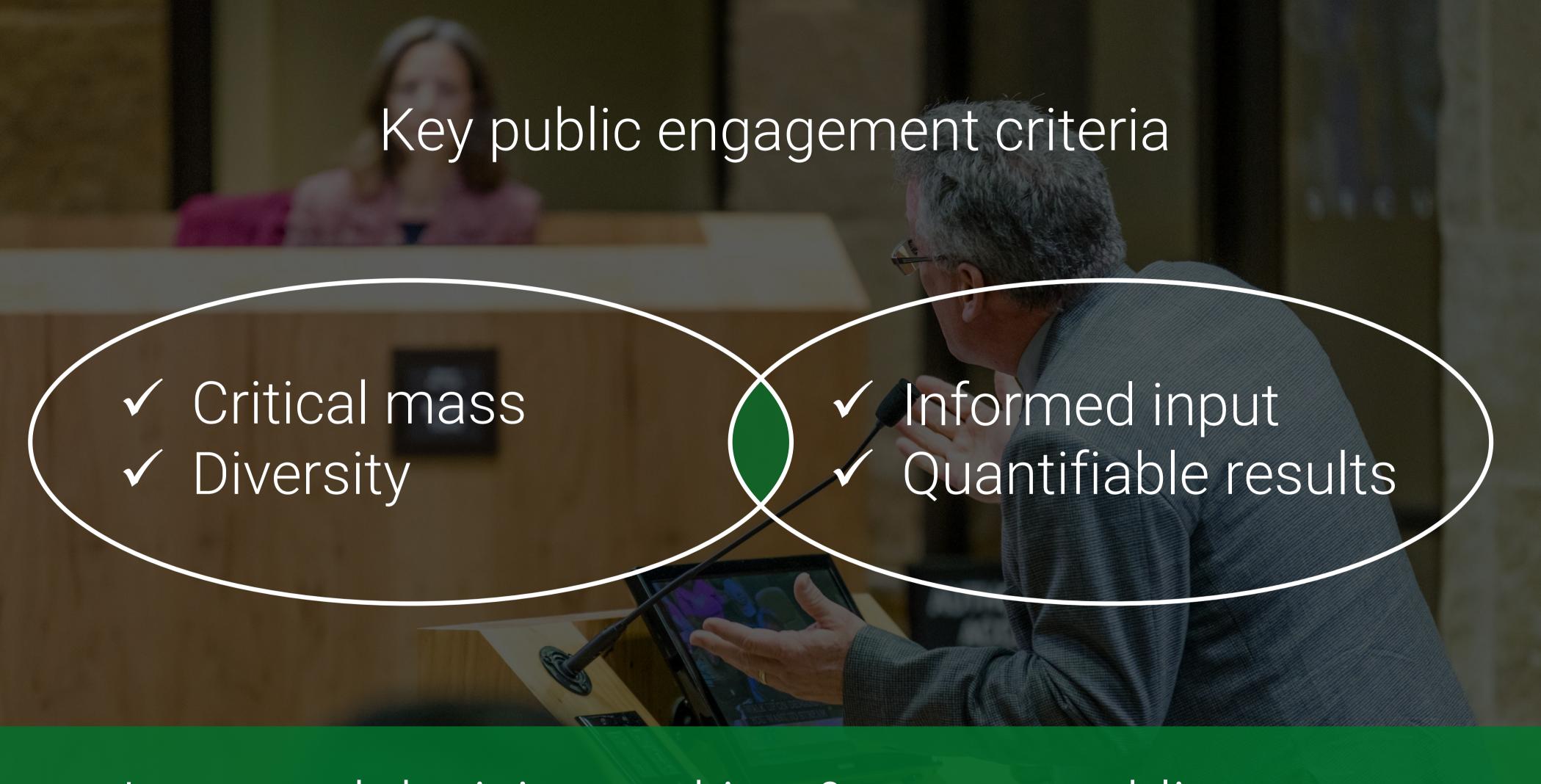




Quality of life







Improved decision making & greater public support



















Barriers are participation filters

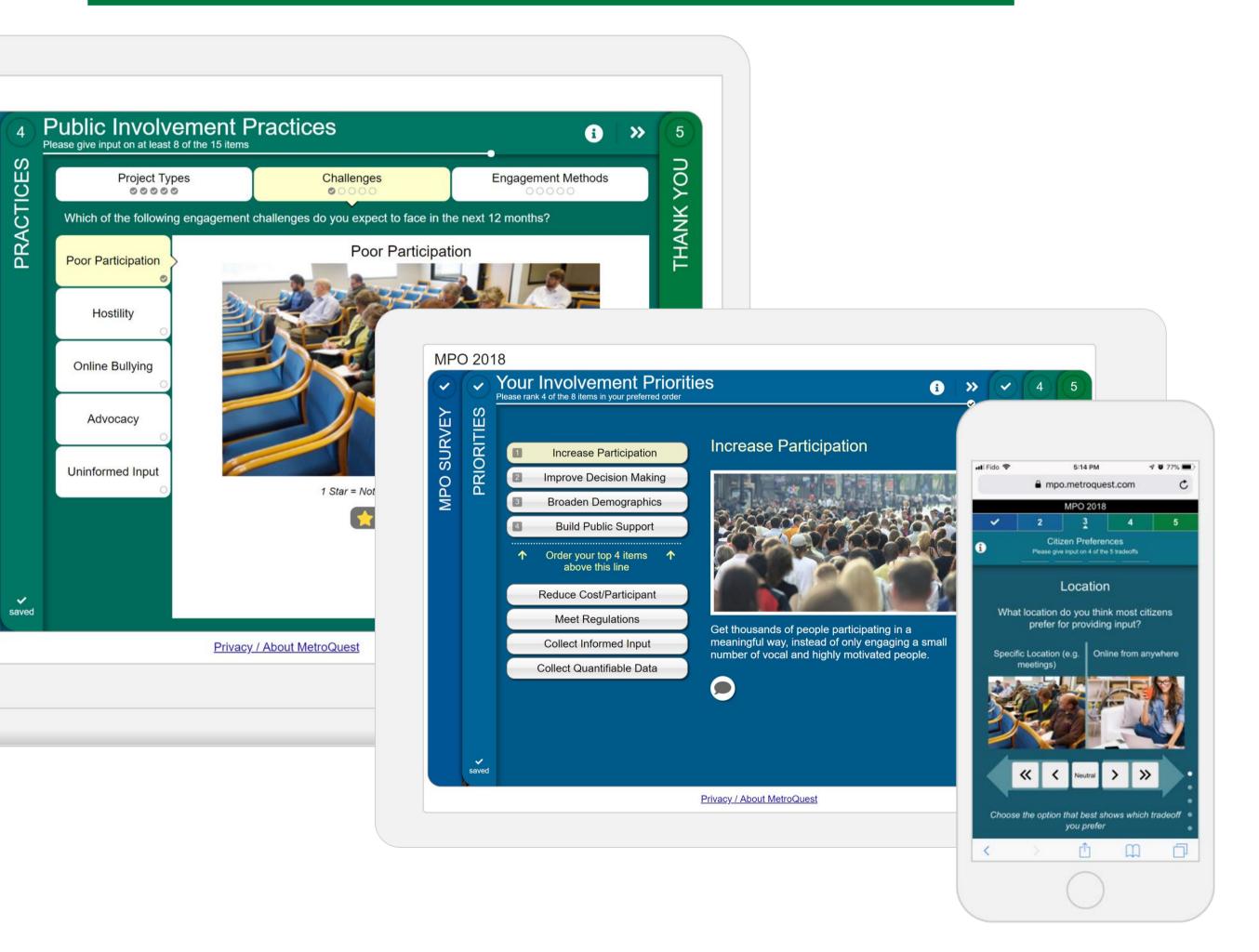
Level of Motivation

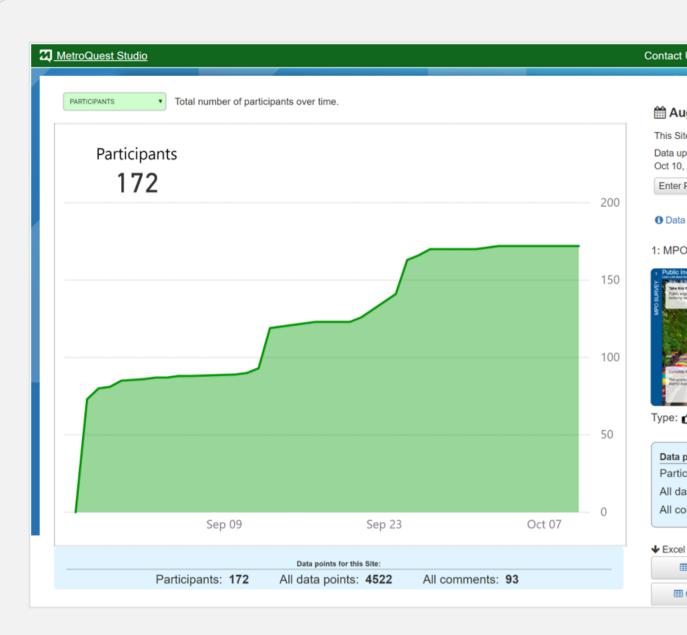


Attitude



Public Involvement Matters Survey





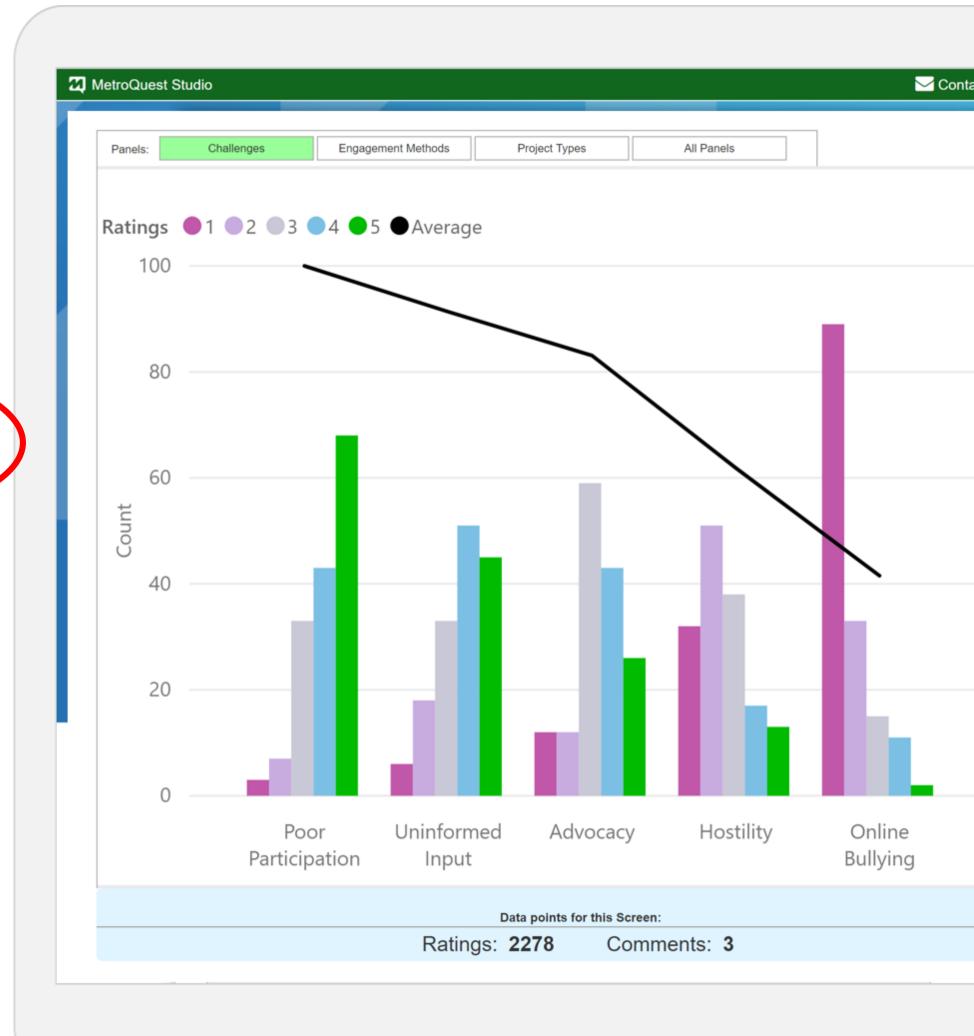
#1 Challenge: poor participation

"Apathy and time commitment by the public."

"Currently we have very little public visibility, awareness, and involvement."

"People just don't make time to give input."

"Lack of participation. Reaching the same motivated people who may not be representative."



#1 Challenge: poor participation

"Engaging people who are interested but may not have time to immerse themselves in a planning effort."

"Getting a decent demographic cross-section of the population ... not just a few elderly white people."

"Regardless of what advertisement methods we try, we get the same small crowd."



Some MetroQuest subscribers

State Agencies Texas Department of Transportation MARYLAND DEPARTMENT OF TRANSPORTATION... **MaineDOT** COLORADO **Department of Transportation**



Consulting Firms Michael Baker **AECOM** INTERNATIONAL Kimley » Horn THE LANGDON **GROUP**

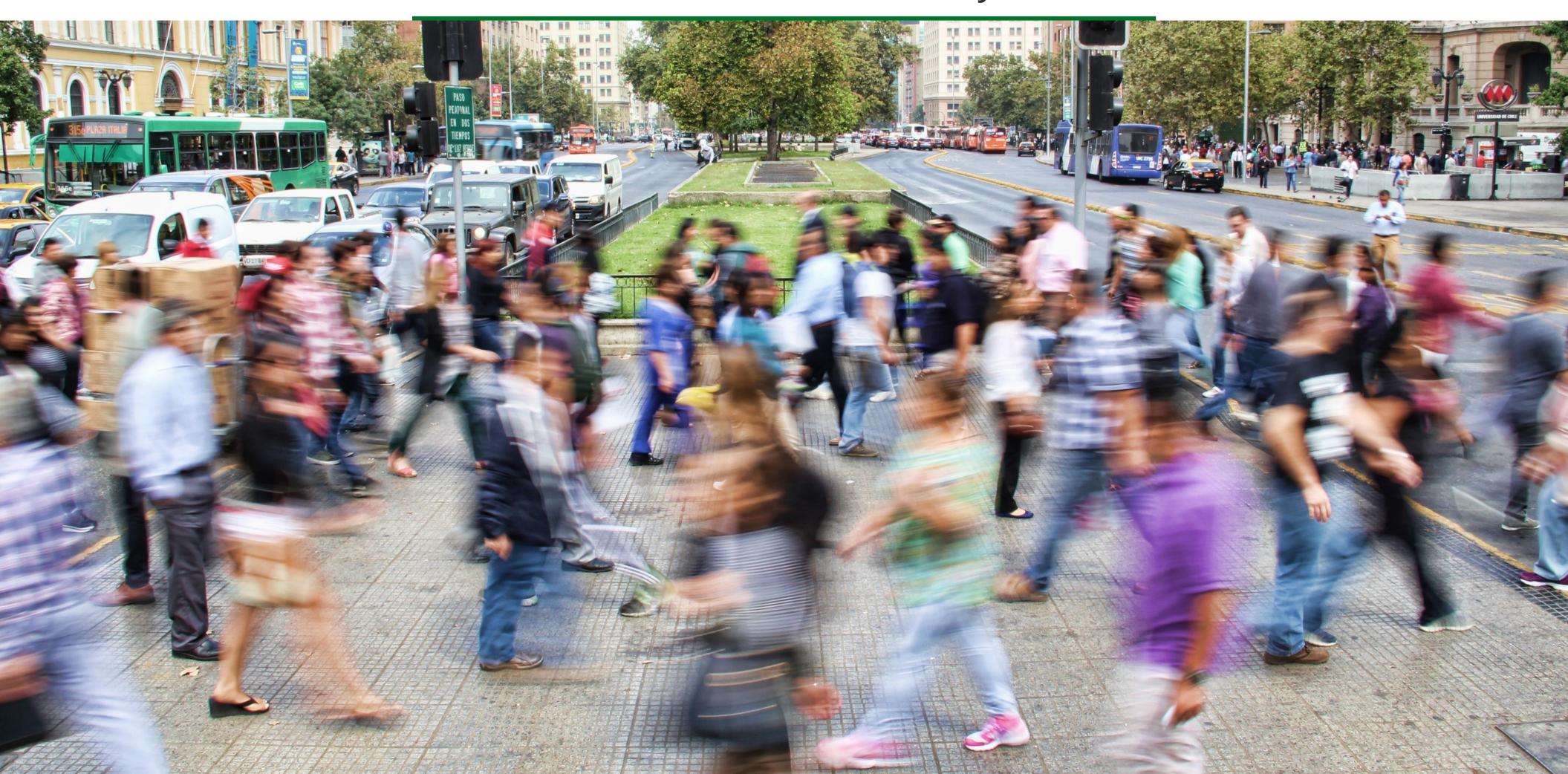
FOURSQUARE ITP

THE GOODMAN

CORPORATION



BARRIER #1: too busy ...



CURE: offer it anytime online!



BARRIER #2: public & intimidating ...



Paul, about 3 hours ago The tax revenues dont stay in the city. Its like opening up another gas station; the money goes directly to the Canadian government. Do you agree? id 0 . Share Laura Metcalf, about 2 hou from what i've read that's not true. the federal government is only keeping 1/4 of the tax profits and the rest goes to the provinces and manicipalities. plus it will create jobs and generate tourism which is great for local businesses. Do you agree? 1 1 1 Share Alert moderator , but your wrong. It is exactly like cigarettes, alcohol, and gas. Do you agree? 🐽 0 i'm sorry your ill informed mind thinks i'm wrong, maybe you need to do some research on how taxes post on this forum. Do you agree? id 1 1 1 Share Paul, about 1 hour ago Alert moderator Laura, I work for a huge corporation that deals with government licenses, and taxes every day. I write numerous cheques daily to government bodies and I know how these things work. You're arguing with the wrong person unfortunately. Your facts are from horrible sources In afraid. Do you agree? 🍁 0 📭 1 Share

if you deal with taxes everyday then you out of anyone should know that having more local

business equals more tax revenue for our city, it's pretty simple, and having store front pot shops

Laura Metcalf, about 1 hour ago

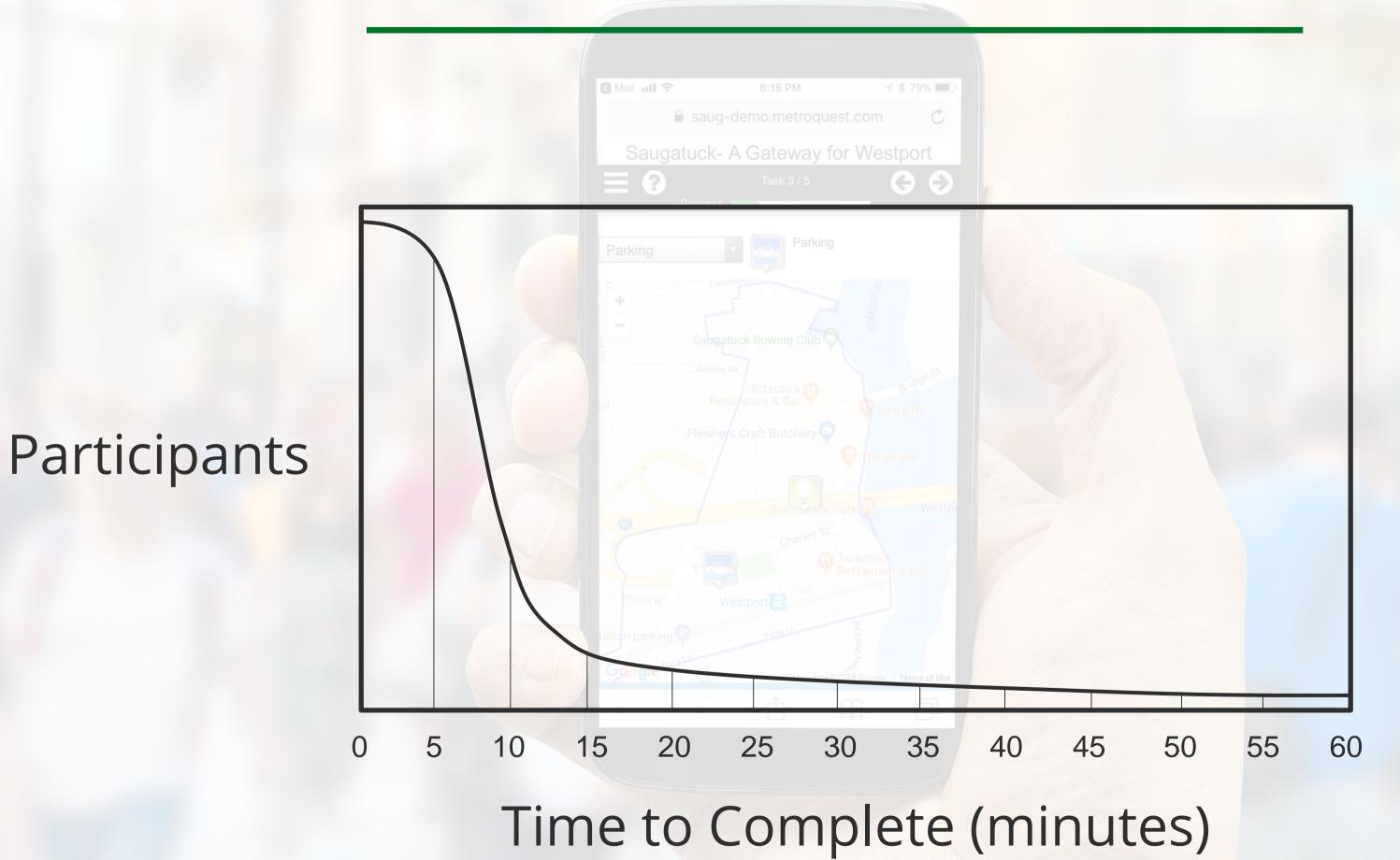
CURE: make it safe & private!



BARRIER #3: too time consuming ...



CURE: ask for 5 minutes!





BARRIER #4: feels like homework ...

PARAMETER SEASONS IN CONTRACTORS

in the downtown core of Barrie. We are young professionals: re raising a young family. We absolutely love that our home. stral to everything Barrie has to offer. However, being in this y grocery store that is within walking distance. The walk from are and to streentreen observe and replacements to lace then . The streets are dirty, we have to pass a methadone clinic well known comer for prostitution, etc. I would love to see green public spaces throughout the area. A farmer's market. onger hours or also offered on Sunday...with extracumoutas ts it can be tough to make the short window in Saturday, I am

d to see how Barrie (downtown in particular) grows over the

Do you agree? d 4 40 Hide reply (1) A Share

manda, thank you for your comments - we appreciate the thack and local insight! Your point about a grocery store. ntown is well taken - It has become a common comment ughout all of our recent engagement events. Downtown te will be transforming a lot in 5 to 10 years, to be sure, and ell be working to make sure it is safer and more appealing. City is taking steps to improve your walk downtown right now the planned Dunico Street East Improvements, Be sure to ck the project page and see how you can get involved: e://www.barne.ca/Living/Getting%28Argund/Road-

ign-Construction/Design-Projects/Pages/Dunlop-Street-

concentration water bly Do you agree? 🛊 0 💗 0 Share

remembers the H-Block proposals/It believe our downlown be a far different and far better place had this or a similar coment been completed. The current downtown is lovely and g beller. But properly directly adjacent (away from the take initial matched with usable, "walkable" commercial (grocery, rare, restaurants etc.) is what makes a city centre viable. is not bad, however it takes a lotto convince most mens to bycess the "Golden Mile" and/or the south end sing ghellos to head downtown. And when they get there, jet what they need, hop in the car and leave. With more miration of residential in and near the core, people will walk. haps cycle and "connect" with the city around them. If you've ived in a walkable community you will understand the feeling omes out of having almost everything you require within ng distance. It doesn't take much to approach a Bohemian a neighbourhood. Please continue the work to connect the eith downlown. The Fred Grant Square alton/rehabilitation is a stunning example of this. ng/cycling anywhere near there when downlown pulls you to ke, and from the take you are drawn up the centle slope to lown. To complement this, the lake-facing rear of the Dunion ildings need rehabilitating. Storefronts facing the lake - not a on! and our downtown. Cut the lakeshore speed limit to

for that very short distance to facilitate pedestrian comfort. dd pedestrian right-of-way crossings to ease movement in frections. Currently, while it may be tempting to move lown to the take or vice versa. The often busy and fast-moving n between is too much of a physical and psychological r. For that matter, 30kph on the whole of Dunlop St. from St. to the fire half is not unreasonable with additional led, pedastrian operated crosswalks. It may well get people their vehicles and allow them to feel comfortable and me doing so. Promote street buskers out there whenever the ns dictate! Close Bayfield St. from Collier to the laboratore. could be a permanent pedestrian mail of sorts and it would the brutality that is the Five Points intersection. Like Fred.

Square, it could be designed to serve as a 2-way funnel.

Downtown Millenial - 7 months ago.

To intensify the downtown core. I believe we need to look at what sendous three names will need. A CROCERY STORE to the biggest lacking element to our downlown. A walkable grocery store for the downtown residence should be a top priority before stores are also hubs for community and could be a very large draw for an aging condo population that doesn't need to get into a car to grab some buller and milk.

Albert montanator

Reply Do you agree? d 2 ♥ 0 Share

Allert moderato

The places we travel to and enjoy spending time in are not uniform. subdivisions of cookie culler homes with a garage out front, we must make more of an effort to build up divid spaces and allow for unique development forms including rear laneways, urban forests, reducing or eliminating the 'greenapage' that are truely wastelands including zoning minimum yard requirements, boulevards, etc. make them an actually useful space that doesn't just grow dandelions. Walking and biking and then transit should be the first forms of transport considered, and made the eastest, following realth, social and environmental goals for complete communities, anywhere. Height is not a bad thing, so long as municipal servicing is available, parking and light impacts have been considered. We must hold firm on having ground floor space available for commercial/mixed uses - unlike the Pratt development on Cundles

Reply Do you agree? at 2 . # 0 Hide replies (6) A. Share

Great insight! Hope you can come out to the Workshop on April

Heply Do you agree? d 0 ■ 0 Share

barrie for cyclists, 8 months ago

Incentives for green roof type ideas.

Alert moderator Lagree with this - the concept of garages in front is what acts as a berrier to many. As we gain more second suites in our eighbourhoods. These come with more cars and connection Driveways widen and more vehicles dog the streets and verhang the sidewalks. If we want to sit out in front to connect. with our community neighbours, we have more pollution and solay Iraffic to contend with. Barrie needs to move away from its car-centric culture rapidly, yet I don't see this happening. Howcan we encourage cultivers to give up their cars?

Reply Do you agree? # 1 # 0 Share

barrie for cyclists, 8 months ago Alert moderator Citizens, not cutizens,

Reply Do you agree? # 0 # 0 Share

Janet S. 7 months ago.

Alart moderator I don't think we will be able to give up cars for a long time.

because public transit links to other cities (except for Toronto). are lacking. I would hate to use rental cars to which I am naccustomed for other destinations and want to avoid the legal hasoles which can arise with rentals. When a car belongs to me I can have it insured and maintained according to my lerms. If it's scratched, that's not a big deal. There are no you need all day to read the fine print. Even then the terms may not be as you expect. I've heard horror stories about rental cars. I'll keep on owning my car until I can enjoy the countryside and other cities by public transit. Remember in the planning of Barrie that larger numbers of seniors are often past the option. of long walks and biking...and galling to London by bike is a bit of drain on one's energy.

Reply Do you agree? # 8 # 8 Share

Elemy, 7 months ago

Hi Janet, thank you for raising this issue. An expanded regional transportation network will take time as well as coordination from Metrolinx and other partners. The City of Alast medianster

Wondarful places for payols to connect fand which can include public benches') would be community gardens. I've been reading too that some types of plants and trees remove pollutants. We should plant as many as possible. Rather than selling parking lots, re could have green space. I like the idea of roof gardens also.

Reply Do you agree? d 0 ♥ 0 Hide replies (5) → Share

Hi Janet! Thank you for your comments. The City currently runs a Community Conton Program of Cotdon Magricus Park and Sunnidate Park, Expanding this program to more areas is a good. ideal For more information about the program visit:

Reply Do you agree? d 0 ● 0 Share

Alert moderator

The Sunnidate Garden was sold out before the public even knew about the planned gaden. That was many years ago, I presume the same was true at Hurst. These are not areas of intensification, and are therefore not areas to which I am referring. (The city would like to make big bucks around the lake - and THAT is the area of intensification which needs

Heply Do you agree? d 0 ♥ 0 Share

Hi Janet, City Staff are currently exploring opportunities to expand the Community Gardens program to other parks. Described the City Park Invaling within intensification group.

used to have a motel on Bradford St. That is right behind the dead end at Short St. There used to be lovely birds there. If farmony Village had gone ahead I think that developer send those considered a nelly and resement right through to Dyment's Pond from the Lakeshore Rd, and he might have allowed a community garden along the way, I think it could -

Reply Do you agree? d 0 ■ 0 Share

put a city policy in place to have more trees planted when pavement is put down for parking lots?Park Place is one huge parking lot without trees for shade over the hot pavement... the square feet of pevernent, there has to be a shade tree on the

Reply Do you agree? d 1 ♥ 0 Hide reply (1) ▲ Share

Hi Julie, We appreciate your feedback. The City is committed to

Reply Do you agree? 🛊 0 🗯 0 Share

Alert moderator

Intensify means to me a push to build when in fact we really need to back off and pay attention to what we really have and what eeds to be fixed. People move hele because the cannot afford. where they live or want to go smaller, however, the same thing is we build for them instead of building more affordable housing for those who need it and believe me there are more than 850 people who need it and if we follow the guidelines that were presented to

Allert moderator

Intensify means to me a reight in helid when in fact we really need to back of and pay attention to what we really have and what needs to be fixed. People move hele because the cannot afford. where they live or want to go smaller, however, the same thing to happening here. We keep growing, growing and more growing so we build for them instead of building more affordable housing for those who need it and believe me there are more than 850 people. who need it and if we follow the guidelines that were presented to us and we actually beat the half way point for a 3 to 10 year. proposal then My friends and council we failed and will continue to fall for elemity. (My applicates as I cannot remember the actual year amount) We will never catch up. However you say that

coffers more roadways to maintain and pipes, cables, snowplowing, and more intense traffic thus more guarded traffic flow then more police etc. It never ends. We still have the same old. problems. It is like if we brake it all down to what governments tell us to do is budget and plan. So I build a home and two years later 4 peole come to live with me however housse is too smal so now I expand adding more rooms and plumbing, electricity and more parking space. Then it happens 2 year later again however you see there is a problem that has arisen. With all this growth and it still had not finished what I started 6 years ago so a problem has arisen as I have not been able to keep up with the growth. To be able to keep up I raise the rest which only allows me to get some stuff done however not all of it. It becomes a victous circle. Why do

they are able to work then there is ground maintenance etc to be

done or street and garbage cleanup that the city needs help with.

We must also remember that if a person lost their job and cannot.

find another then there is a very big chance if nothing has been

found within a month you can be real assured that depression has

sell in however we know the rembers are stanked analyst these.

people getting help so again these numbers increase. So while it is

nice that some folk in the community come forward to help those.

through fires etc if a community was doinf a proper job of looking

after it's citizens we would find housing and jobs for those folk to

help them and our community instead of passing the buck and

laws outlawing homeless People. Do not say it cannot be done

because it can be be and I have read if places who have been

doing this as they are walking their talk. So let us back up and

really out our priorities straight, get them working then if all is:

running smoothly you must decide how big you really want to be.

However, if you look around, oh you so call wise ones, and look.

celling bigger because they didn't take the time to ready read

Roply Do you agree? at 0 1 0 Hide reply (1) A Share

large into consideration. Yes Barrie is guilty of that.

Jordan Lambie, 7 months ago

very close - big cities do not really work as their problems just keep

between the lines and put the actual wishes of their community at

Hi Mymishu - thanks for the feedback. This engagement website

is exactly that - a dialogue to identify community values and

Albert most applica-

bringing more people will help well was and no - more money into

we force our own neighbors out when it was them in the first place who helped their city grow to a comfortable place they enjoyed. pay off what is needed they cannot afford anything over \$300,000 will be part of the discussion. Are there specific locations you plus still live that comfortable life they had previous in order to entry their free time. Realestate comes in and says have you. Reply Do you agree? 🛊 0 📭 0 Share thought about Midland or Orillia. No was born in Orillia do not wish to go back and Midland is too far from everyone I know. So in Janet S., 7 months ago effect they do not have a choice. Once people could retire in their

I was hoping parking lots around the library would not be home lown and now more and more must leave, and God help you If you have a disability and the money that is left over from the sale. must be used to help you live in your golden years well - if it is under \$275 you might be lucky, the homeless we have here is a shame. We could have renovated a number of building that were in good condition and made low income apartments to help those who need it, with this you put a responsibility clause in where if

Reply Do you agree? at 0 🖷 0 Share

Thank you Janet for your valuable input!

Alert moderator

hospital also... Molson Centre also ... the new parking lots at South Shore How can we gut a policy in place that states for every 20 travelings for approval?

beautifying and improving the urban environment through the introduction of trees, incorporating more trees into parking lot designs is a good suggestion. Find out more information about our commitment to sustaining our green city at: ww.barne.ca/Urbanhorestry

coals and to consider how they can be achieved as the city grows. We want to hear from you about what the key community alues and experiences are. We understand that time is of the ssence for both growth and affordability issues, and as you note in your comment - demand and growth will not just simply also or disappear. So, how do we want to shape our growth to achieve mmunity goals? Growing more compactly and efficiently, rather han sprawling outwardy, can help us accommodate growth while also saving land and natural resources and reduce our spending on infrastructure expansion & maintenance. More units

n a square area also means that more public dollars are

castions that are noted with an asteriok (*) remine an answer . What municipality do you represent? * 2. Which municipal office or department are you affiliated with Department of Public Works/Highway Department Planning Department/Planning Board Select Board/Town Administrato City Council Mayor/Town Manager Other (clease specify) * 3. How familiar are you with the concept of Transit Oriented Development? Not familiar Heard of it Somewhat familiar 4. In your public planning documents (such as a Master Plan or Community Development Plan) has your community identified areas or districts for TOD? f Yes, where are these areas or districts? * 5. Which community plan identifies TOD as a strategy? Please check all that Community Development Plan Conservation Plan Transportation Plan Other (please specify)

7. Please identify which typical characteristics of IOD you believe your ommunity would find favorable and which ones would likely be considered infavorable (please select at least one priority):

* 6. In your public planning documents, has your community identified areas for

more concentrated or mixed use development?

If so, where are these areas or districts?

and evening

(but not 24-hr)

Zoning to sillow a mix of residential. commercial and/or office uses in the same district or building Land uses that activity during both the day

Bioscle perking Park and ride building heights Other (please specify) 8. Do your local parking requirements allow flexibility in the number of required wo or three off street spaces for mixed use developments and/or shared parking? amily housing No flexibility Some flexibility Very flexible less than the 9. What neighborhoods within your community do you believe would be appropriate for TOD development? (give neighborhood name or 10. What local roads or streets within your community are highly traveled and very important to local mobility, access to shopping, schools, etc. – but are not considered major artenals or regional routes? dreet perking "ublic parking lob or garages 11. Please list any major intersections or roads where you are aware of ongoing traffici pedestriani bike safety problems. nduding bike Off YES, but Yease briefly describe the new development.

off street spaces for mixed use developments and/or shared parking?

Very Sexible

ppropriate for 100 development? (give neighborhood name or streets/intersections)

10. What local roads or streets within your community are highly traveled and very important to local mobility, access to shopping, schools, etc. – but are not

 Please list any major intersections or roads where you are aware of ongoing rathol pedestrian/ bike safety problems.

12. Is your community expecting new development (of any type) in a downtown or village area the next 6-12 months?

hank you for your participation!

enhancements

More facilities

including bike

for biles.

14. If you would like to participate in further involvement activities for this planning grant, please provide your preferred contact information below. fou can follow the progress of this planning grant at www.pvpc.org (or if approved we.austainableknowledgecomidor.org]. If you have questions about this survey, lease contact David Elvin at delvin@pvpc.org or Jessica Altan at jallan@pvpc.org.

13. Are there any other comments you would like to share about 100 and your

CURE: make it fun and visual!



BARRIER #5: too complicated ...

* 7. Please identify which typical characteristics of TOD you believe your community would find favorable and which ones would likely be considered unfavorable (please select at least one priority): Favorable/ High Priority Unfavorable/ Low Priority Zoning to allow a mix of residential, commercial and/or office uses in the same district or building Land uses that generate activity during both the day and evening (but not 24-hr) Neighborhoods with a higher density of development than found in other areas of the community Design standards to improve the quality of building and site design Signage, pedestrian connections and other streetscape improvements



Cure: create microlearning moments



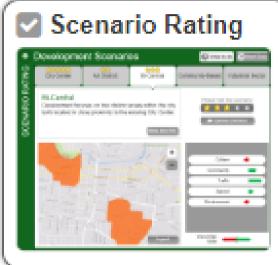








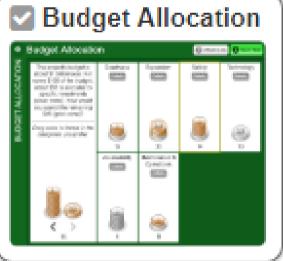




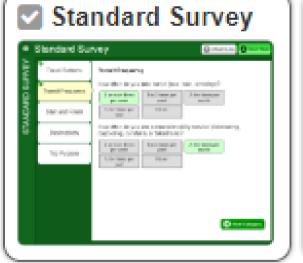








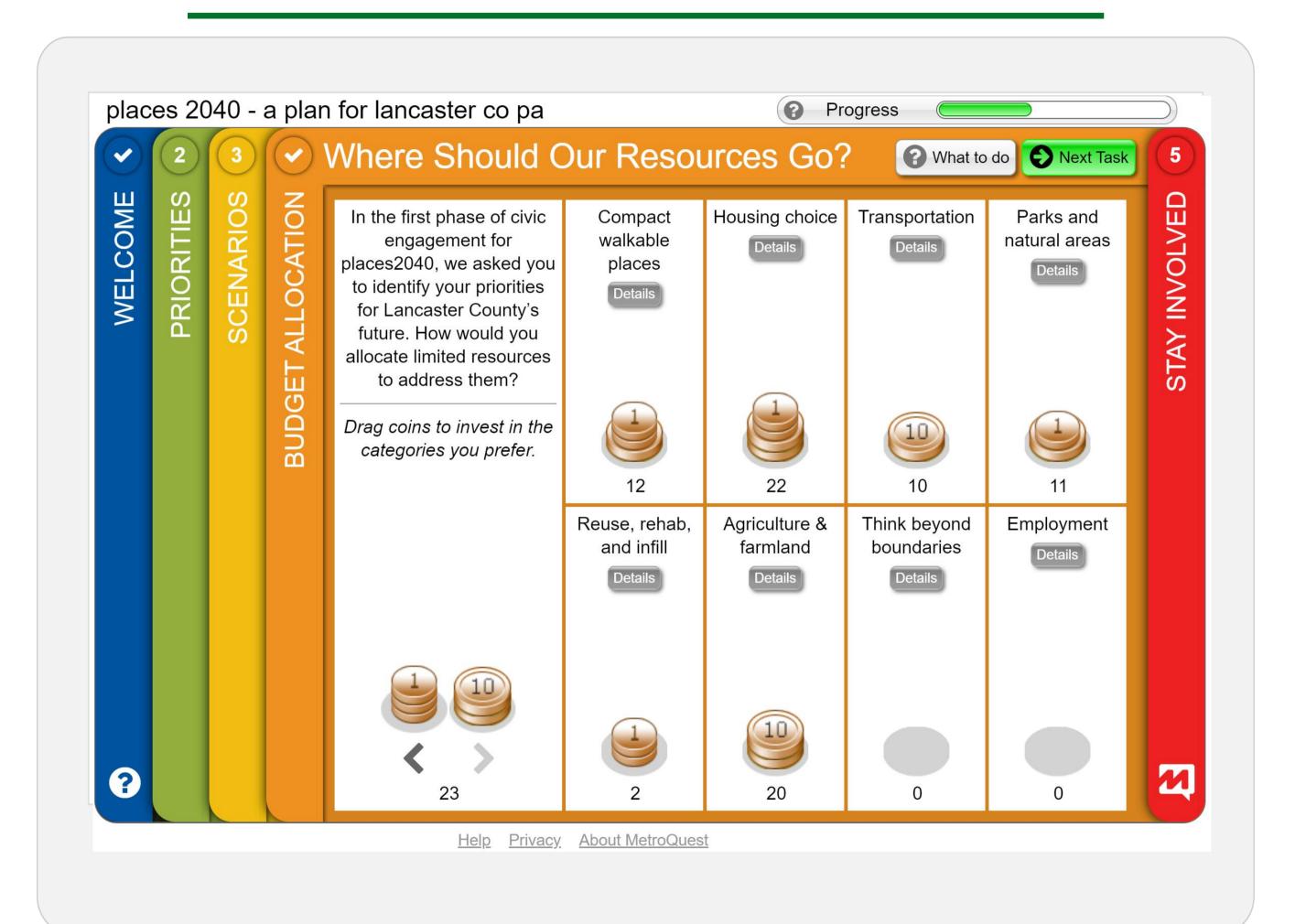




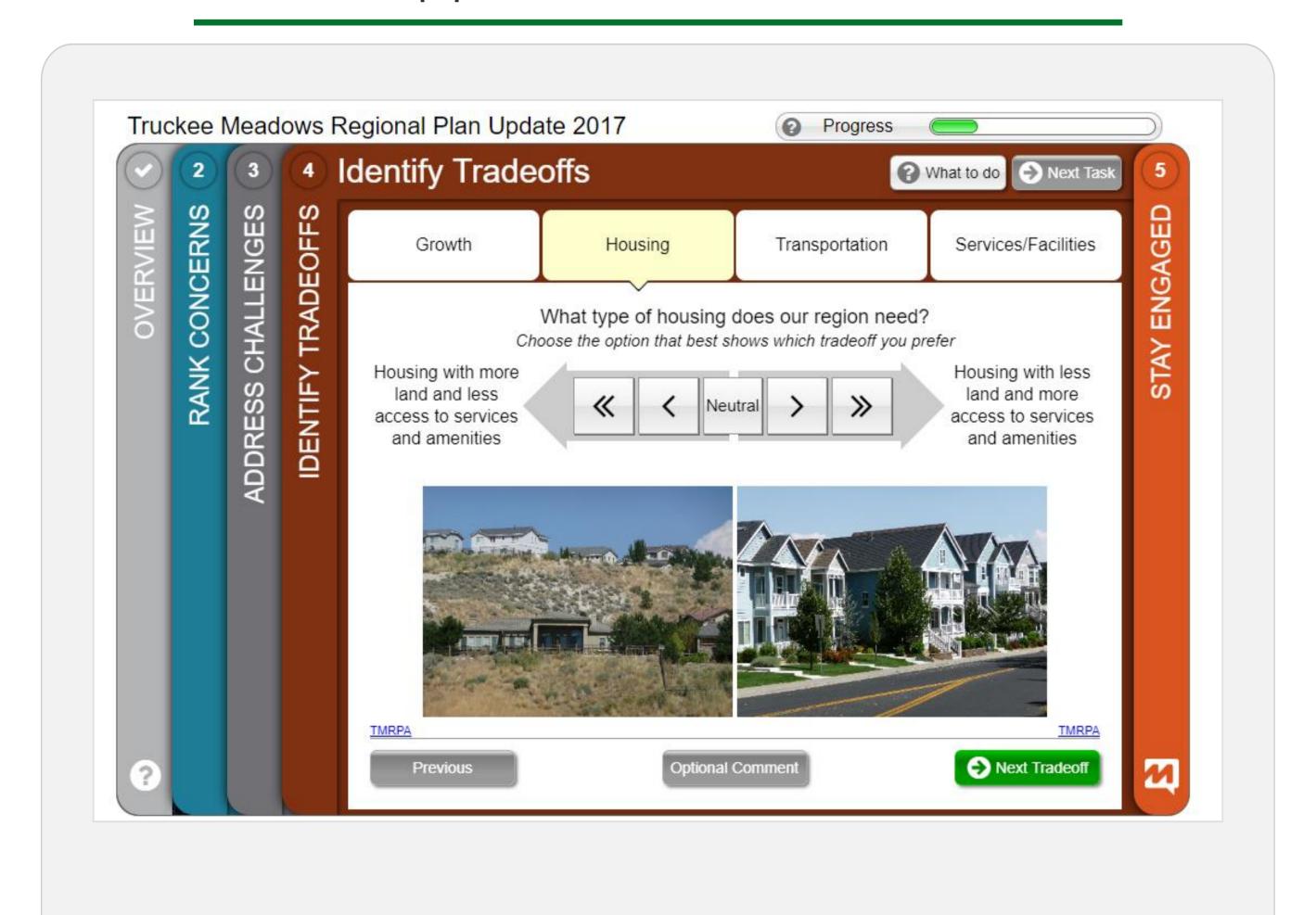




Gamify constraints & budgeting

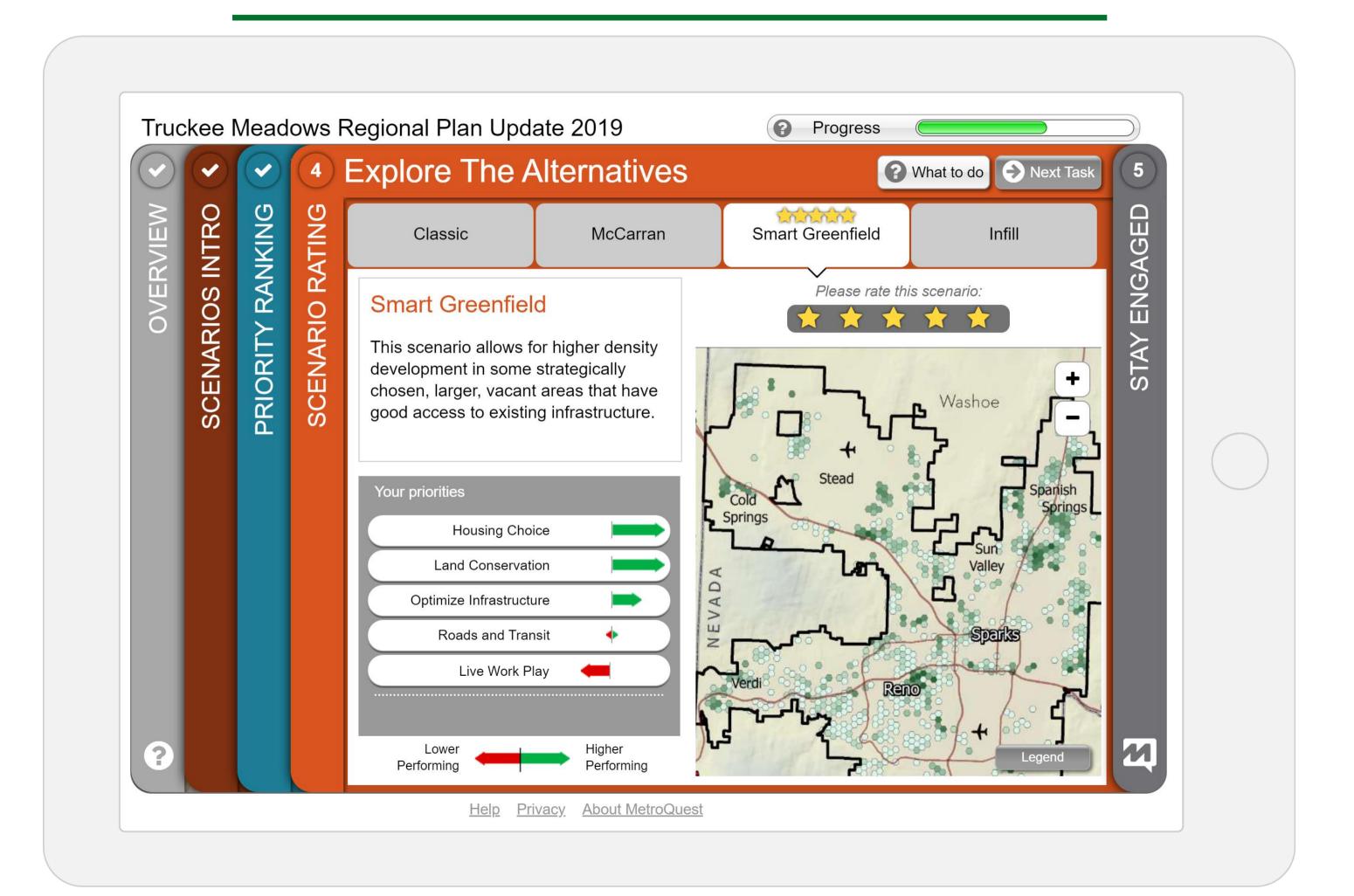


Gain appreciation for tradeoffs



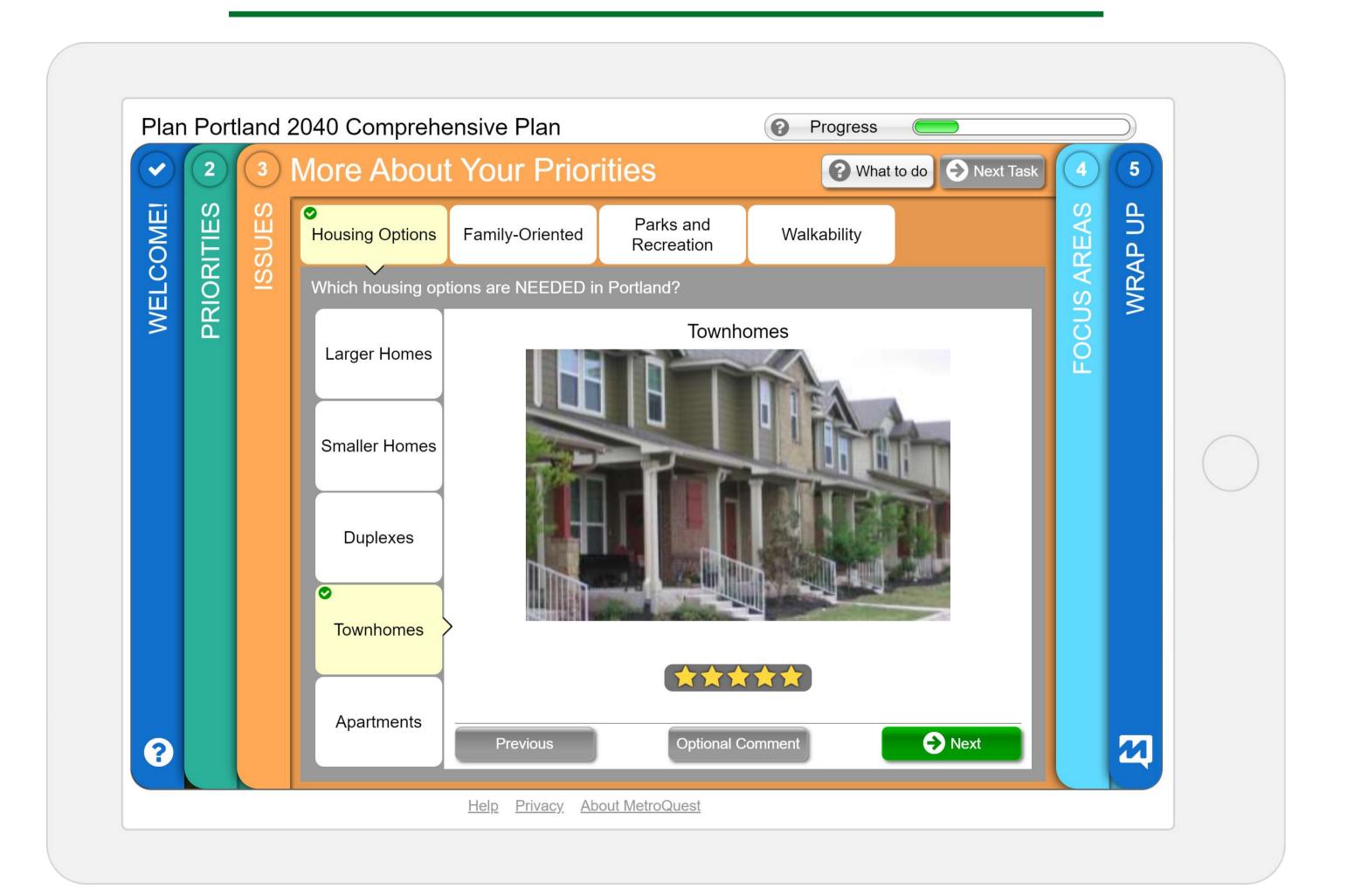


Gamify to educate





Rate pictures to clarify nuances





BARRIER #6: bland promotions ...





Dave Meslin



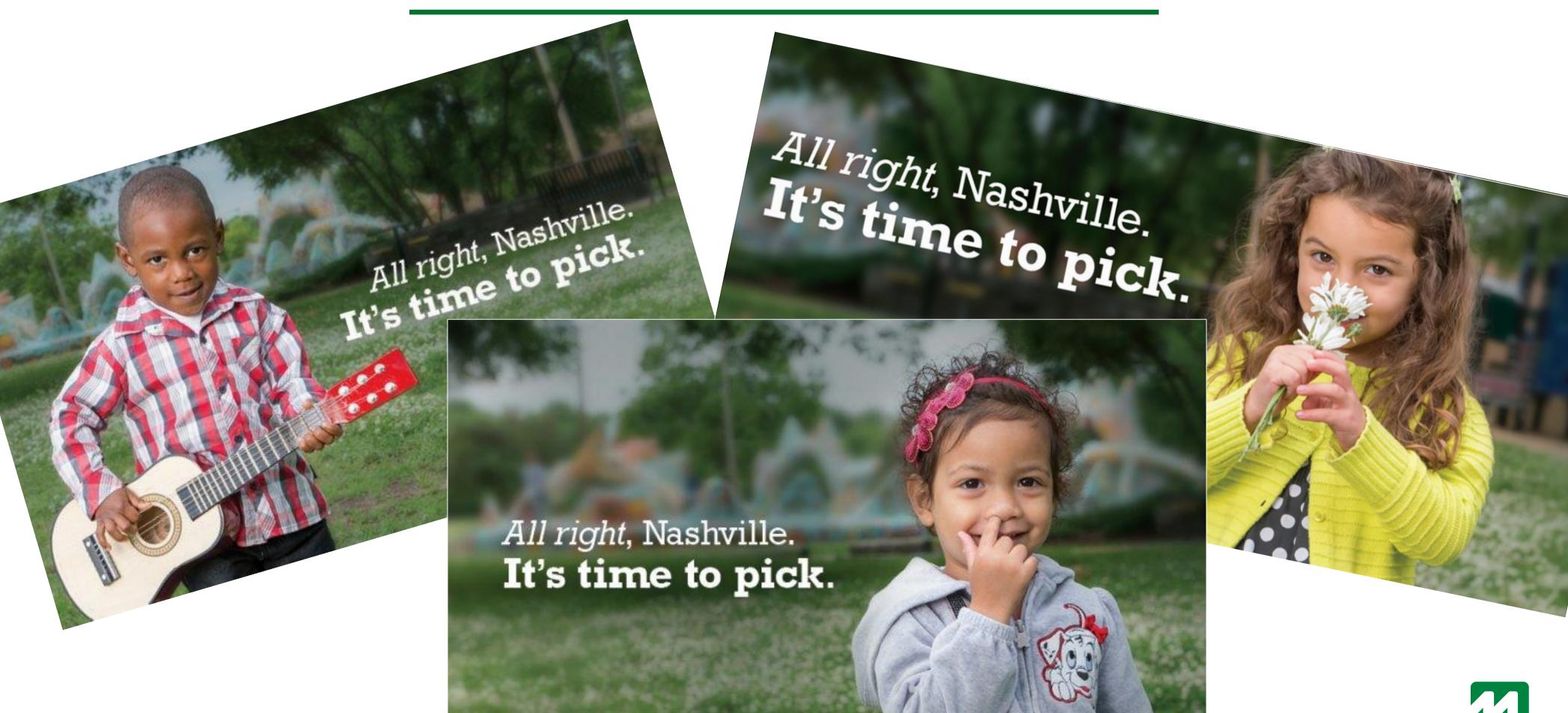


Nike inc.

Notice of Retail Purchase Opportunity

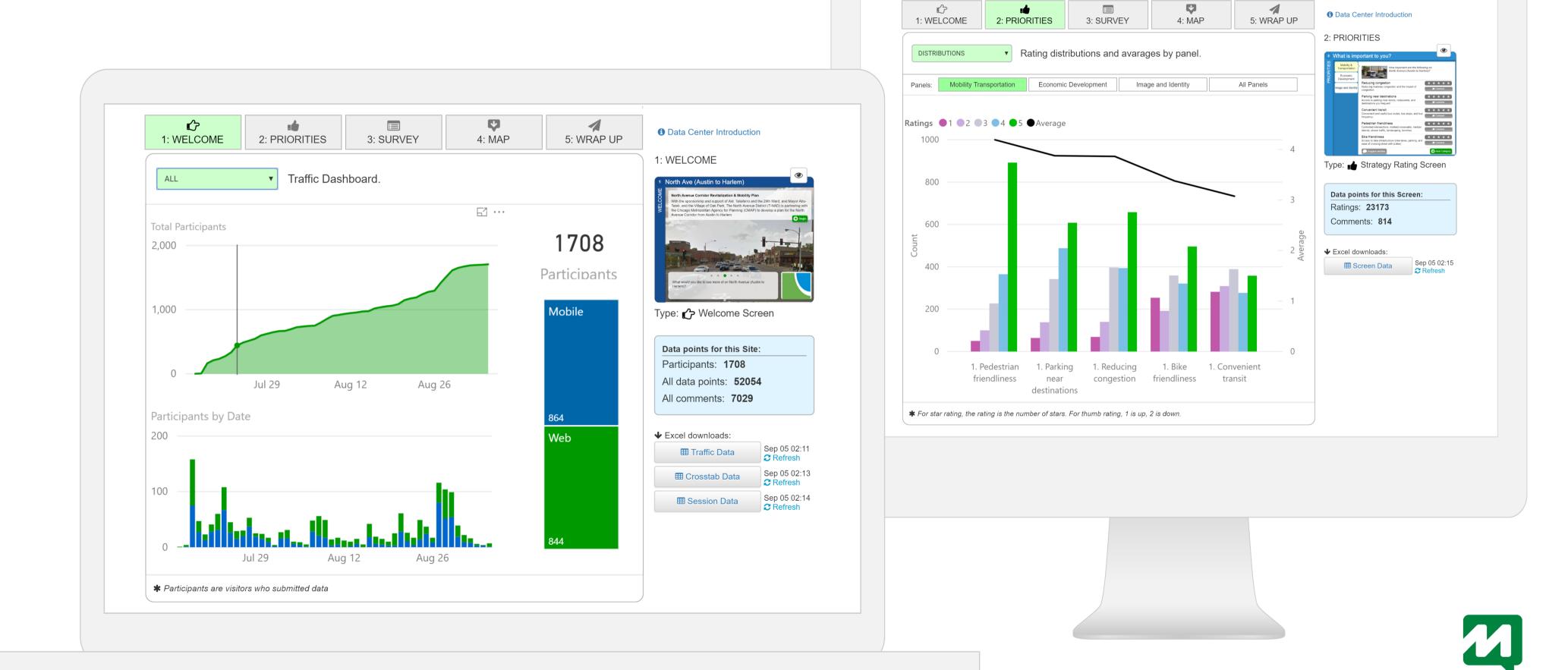
Our regional distribution centre has received notice that product #372G (running shoe) will be available for retail purchase at certain locations, as of October 2nd. Product 372G has a mesh and synthetic nylon material shell with a carbon rubber outer sole. This sole has a circular "waffle" tread for traction. The inner sole is injected with Phylon material. This product is available in men's, women's and children's shoes.

CURE: have fun with it!

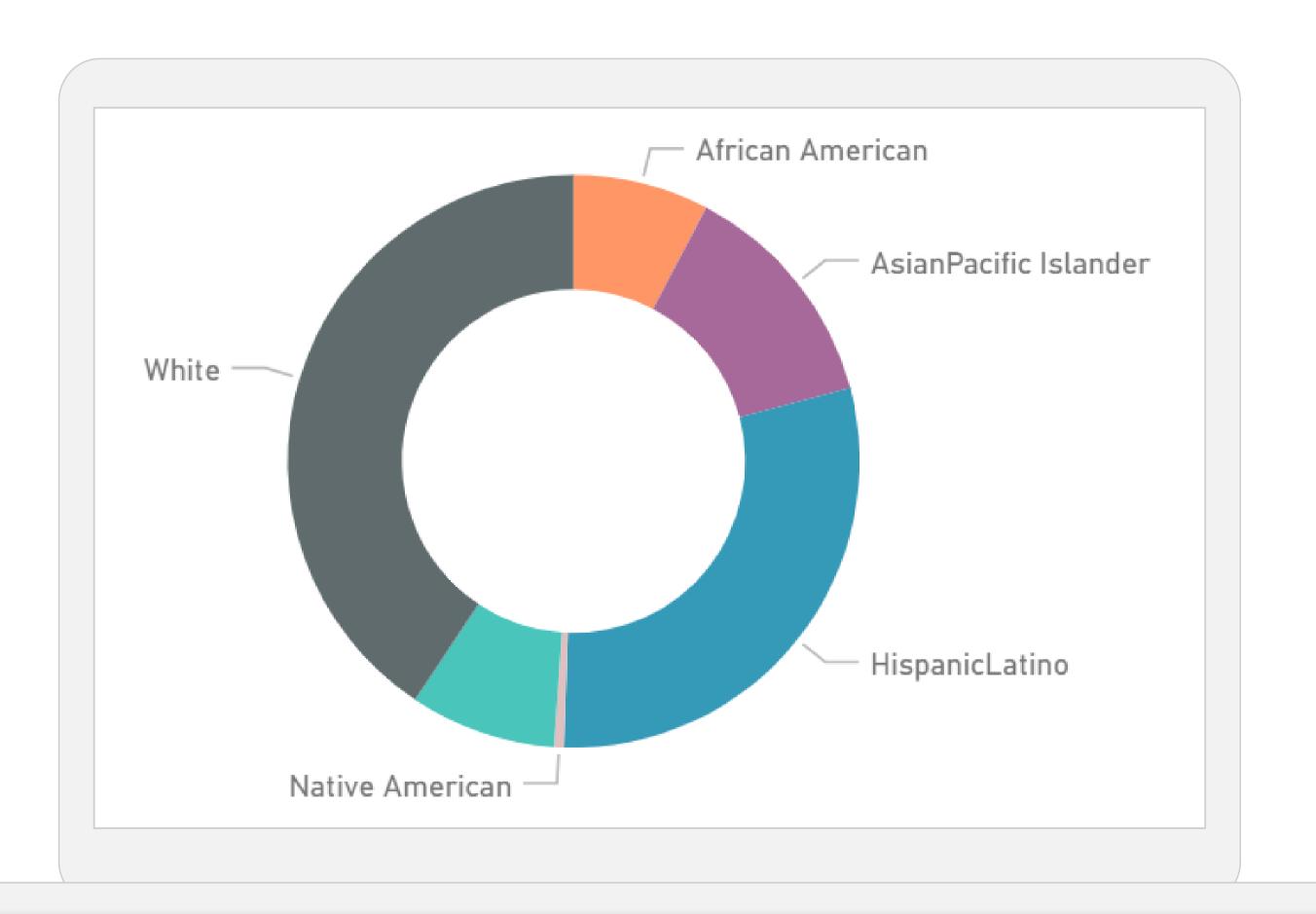




Monitor dashboards for results



Monitor diversity



Go to them for inclusivity





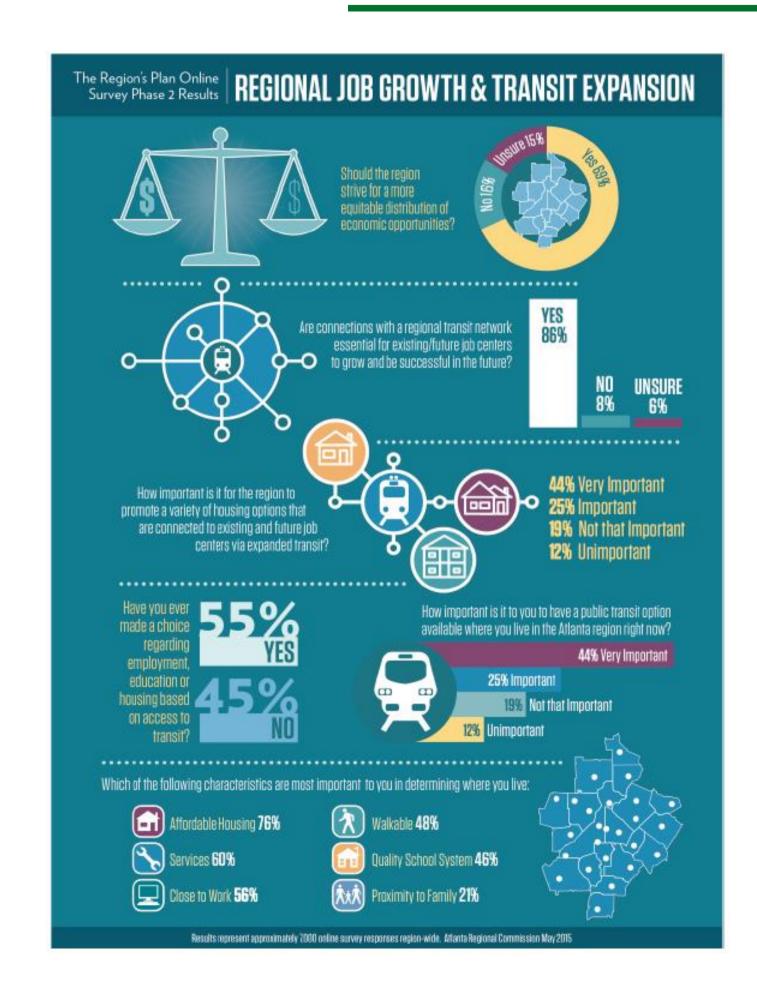


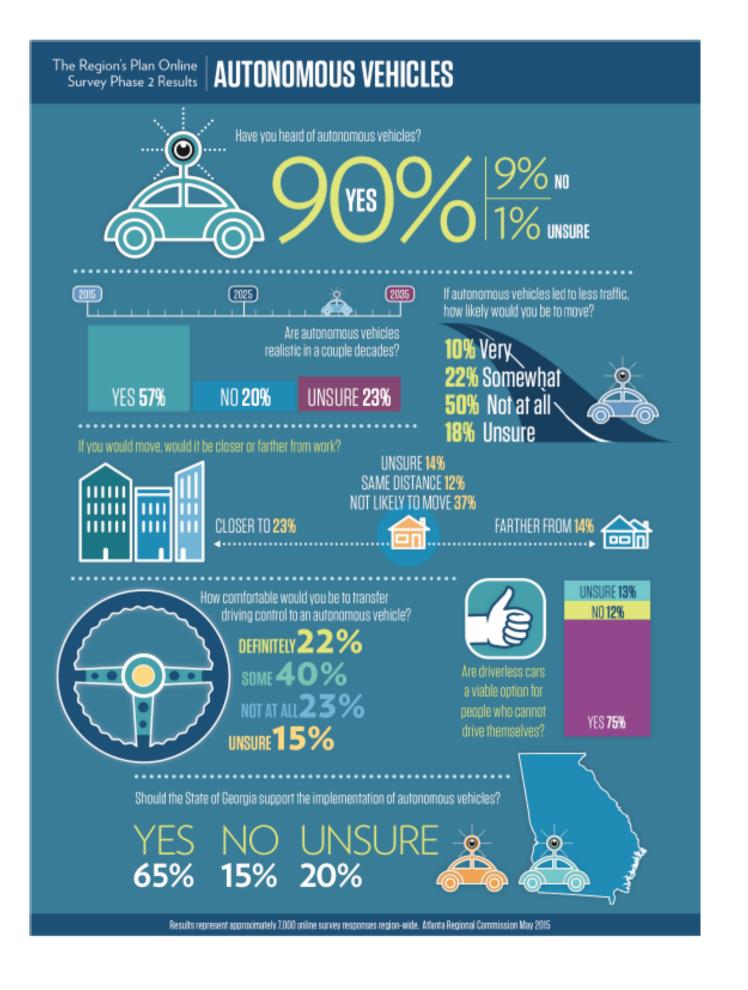




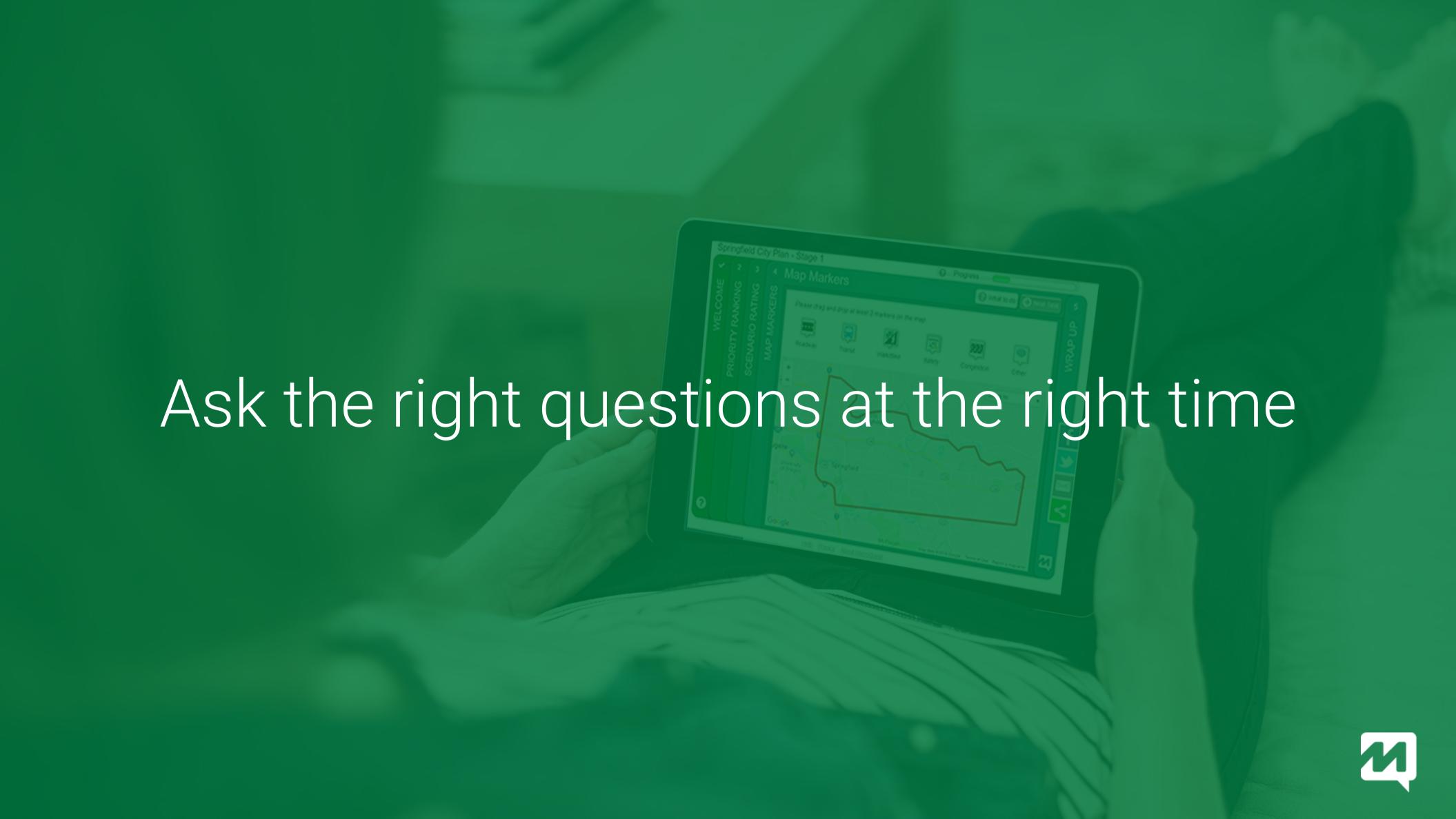


BARRIER #7: Why bother?







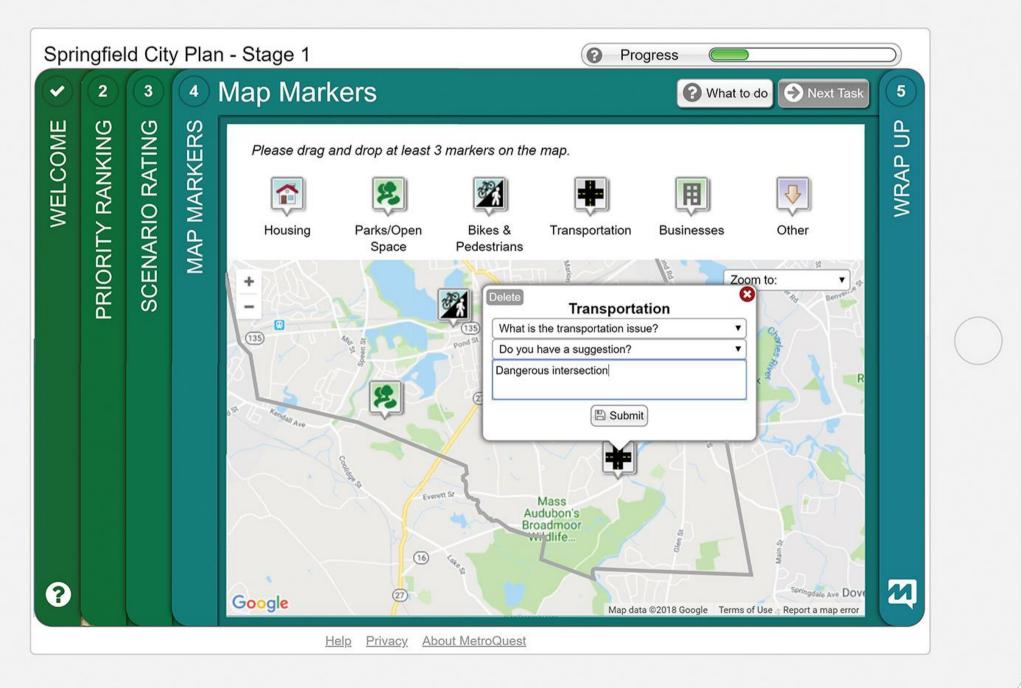


At the start!

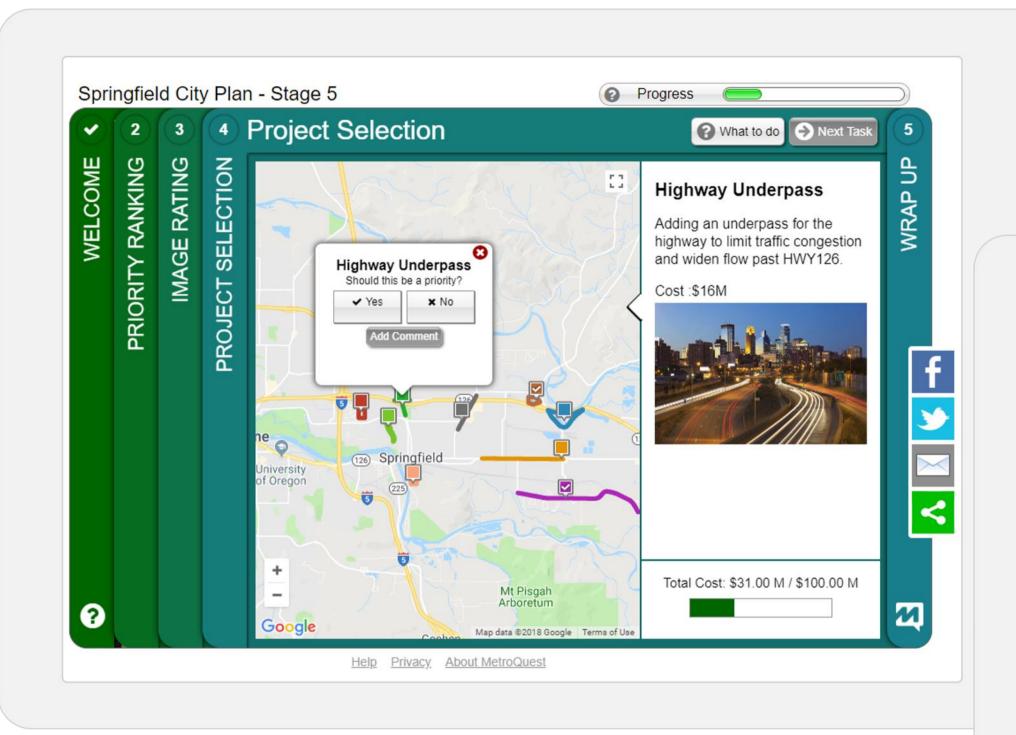


Rank priorities

Mark issues

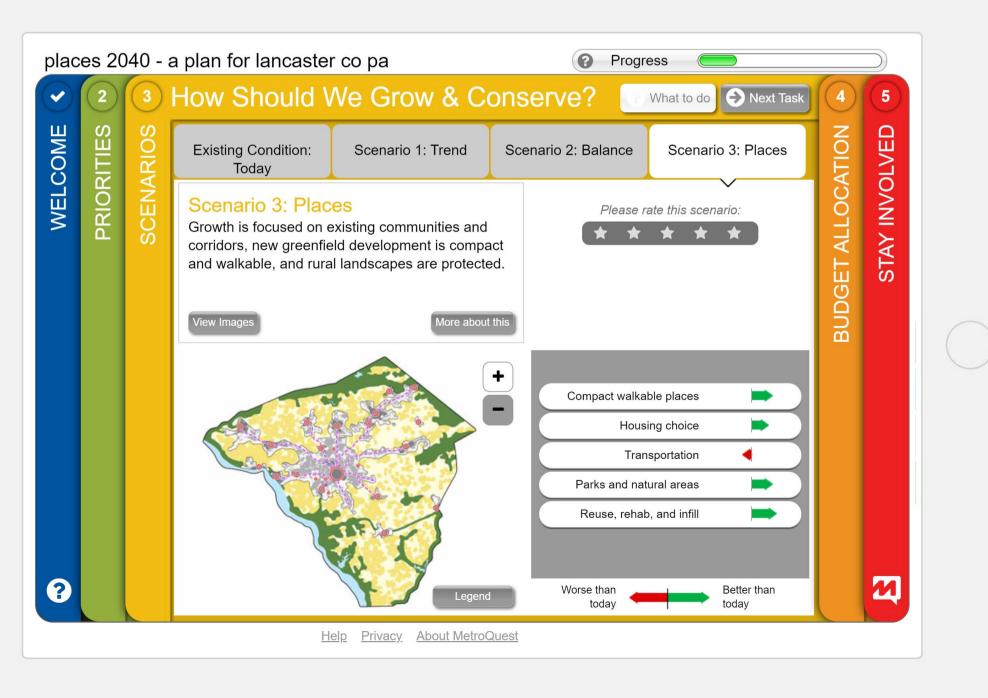


In the middle!

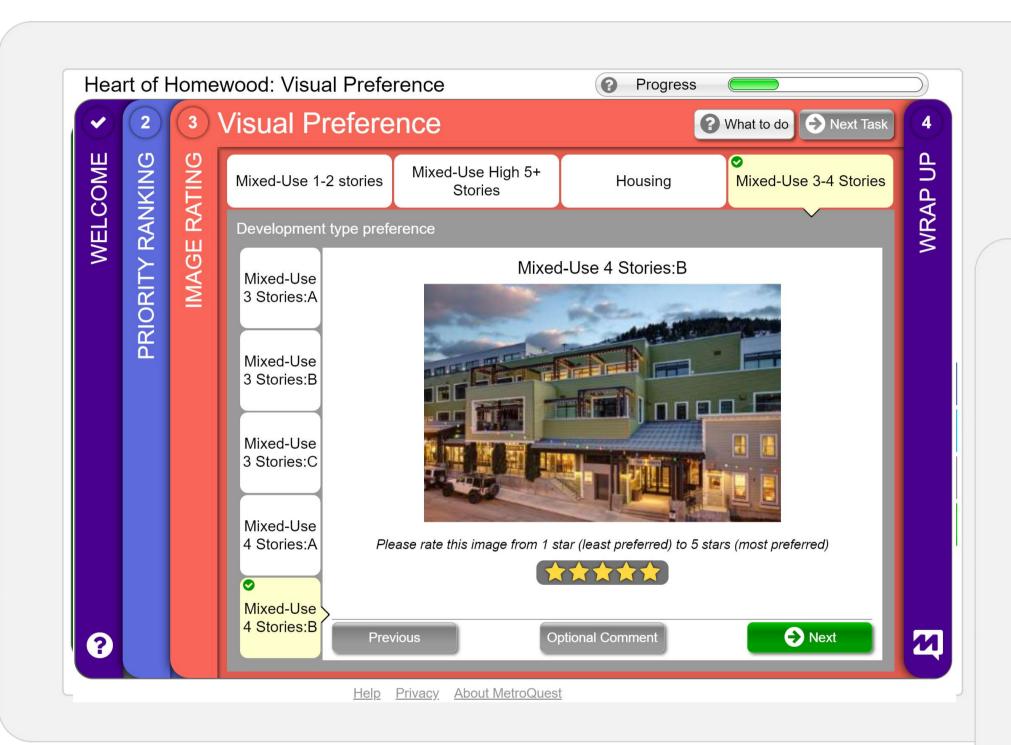


Select projects

Rate scenarios

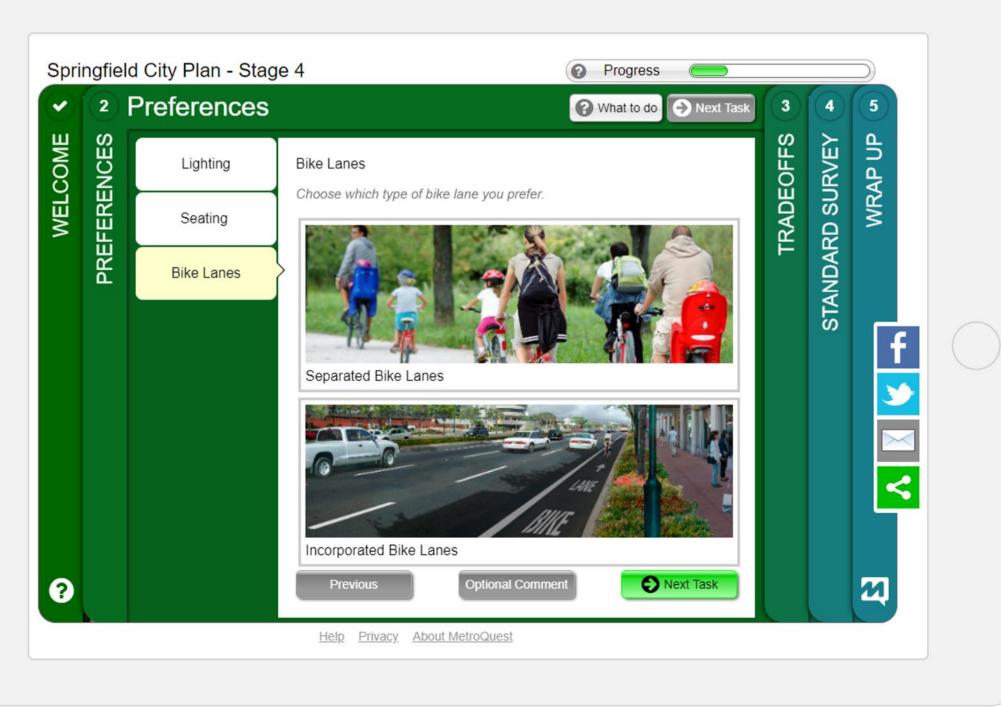


Toward the end!



Rate images

Identify preferences



Barriers are participation filters

Level of Motivation



Attitude







Quality of life



Promotional 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!







