

Transforming Public Apathy to Revitalize Engagement





Dave Biggs

Chief Engagement Officer
MetroQuest



A large, diverse crowd of people of various ages and ethnicities is shown from the chest up. They are all smiling and holding up white tablets that display their own portrait photos. The background is a soft, out-of-focus grey, making the people and their tablets the central focus. The overall mood is positive and inclusive.

Questions we'll answer today

What common barriers to engagement should I avoid?

How can I increase public participation in planning?

What methods attract traditionally underrepresented people?

How can I build a shared vision and support for my plan?



Quality of life



Quality of life



Quality of life



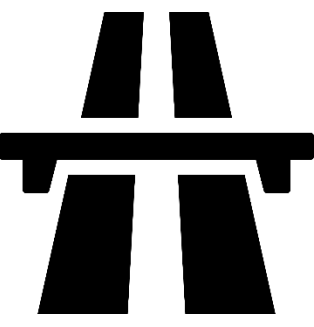
Quality of life



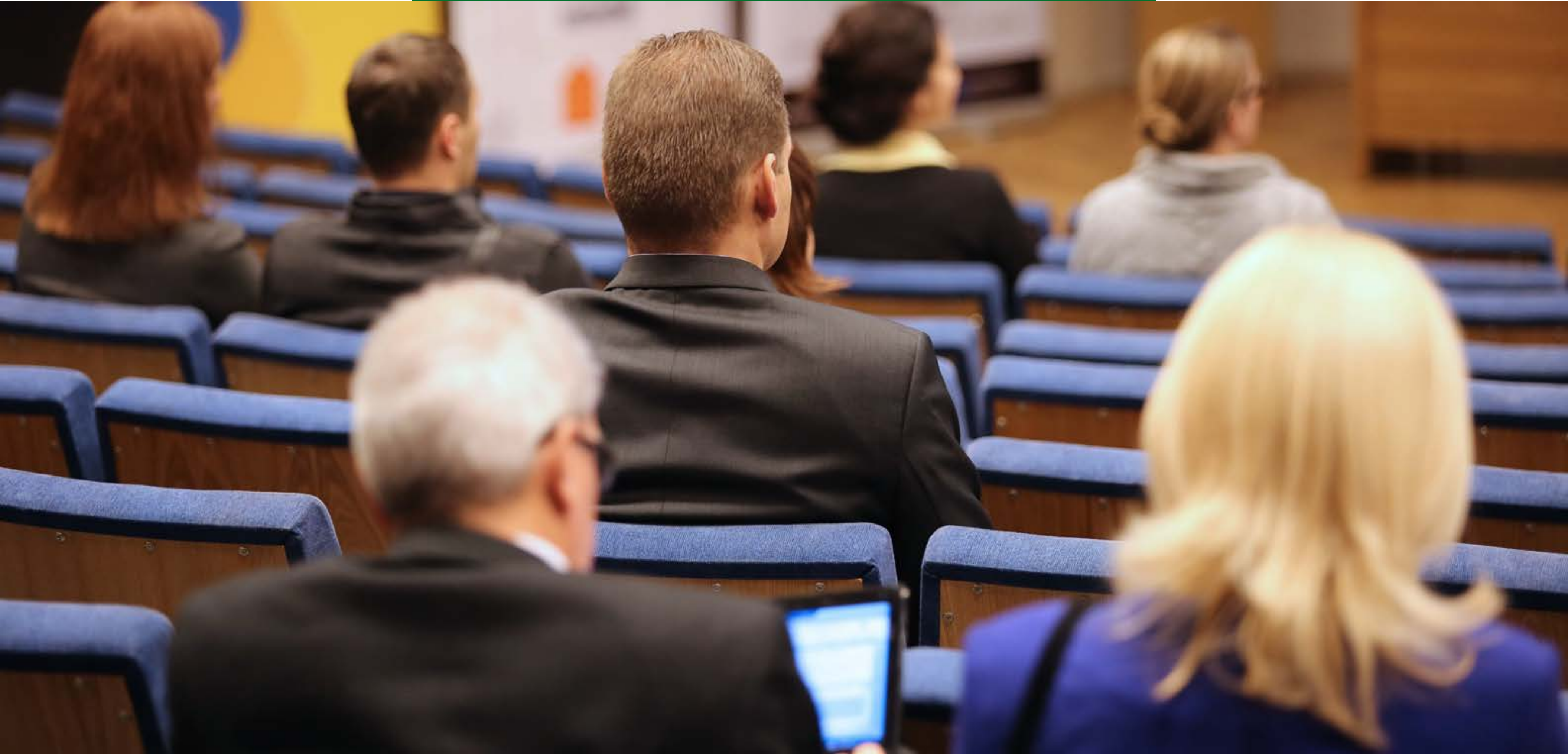
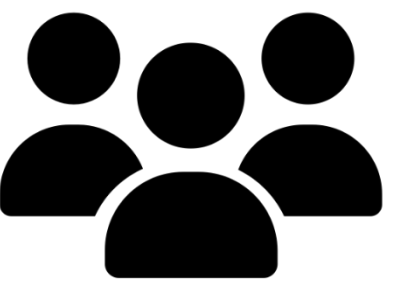
Quality of life



Quality of life



Public engagement today





?

20 years of best practices research



Federal Transit
Administration



Association of
Metropolitan
Planning
Organizations



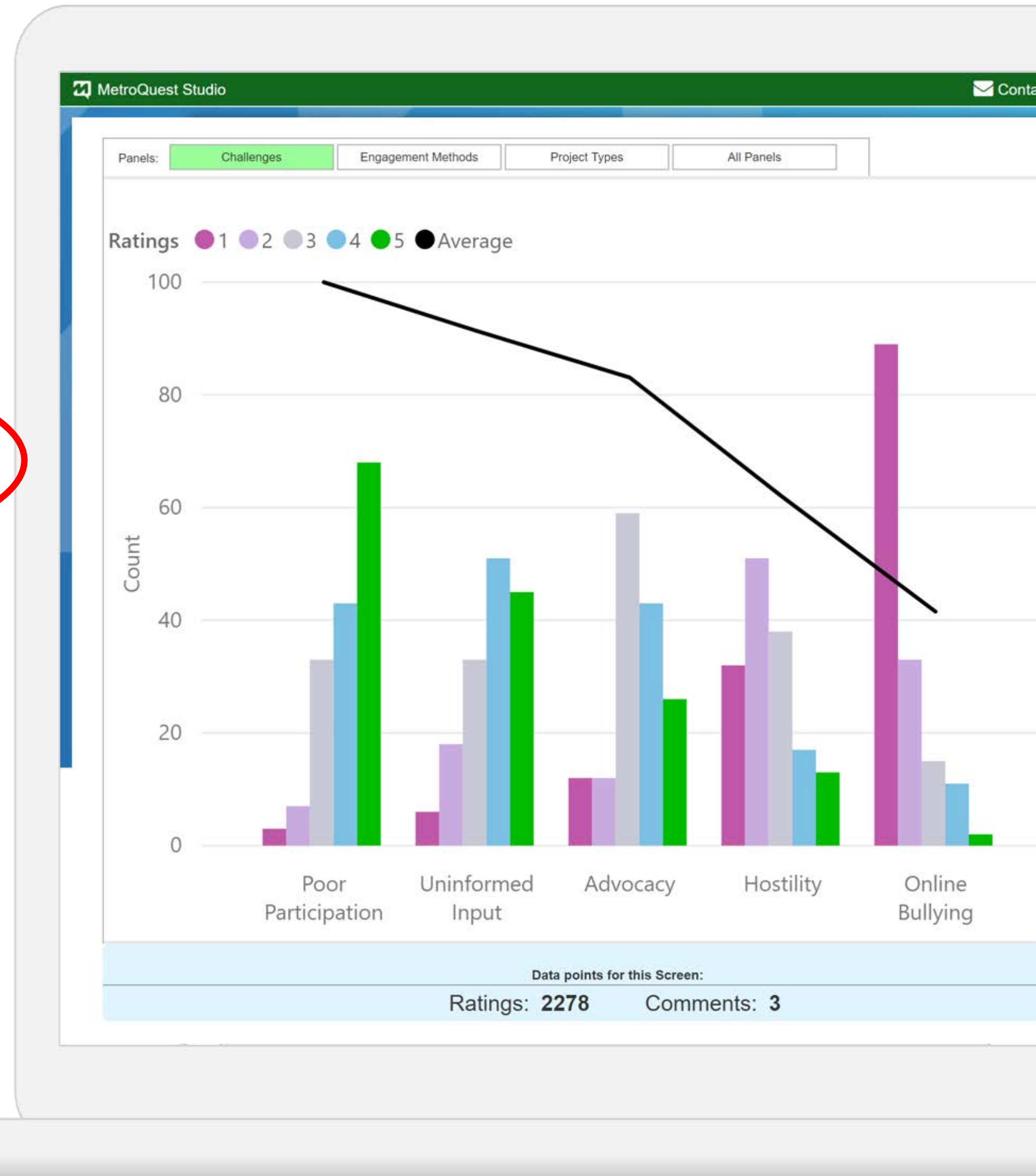
#1 Challenge: poor participation

"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."

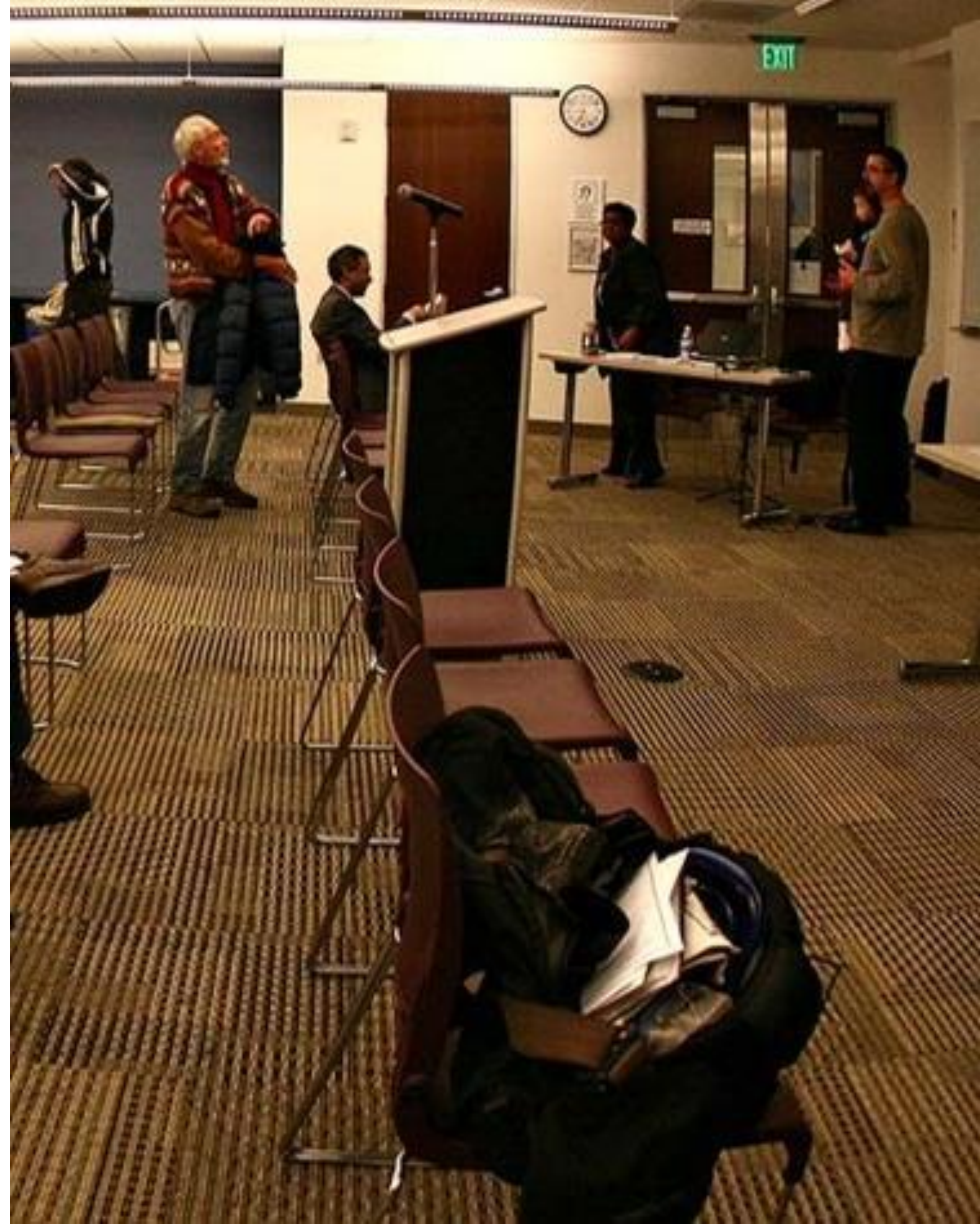


#1 Challenge: poor participation

"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."



Are we creating obstacles?



Dave Meslin



Alice in Wonderland
The Neveren
The Gold

@Meslin

The background consists of four solid-colored rectangles arranged in a 2x2 grid. The top-left rectangle is blue, the top-right is olive green, the bottom-left is brown, and the bottom-right is yellow. The text is centered in the brown rectangle.

Creating a culture of Participation

STP

‘Same Ten People’

CAVE People

‘Citizens Against Virtually Everything’

The Usual Suspects

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Creating a culture of Participation





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Creating a culture of Participation

City Clerk's Office

NOTICE OF APPLICATION(S)
(Under the Planning Act)

The City has received the following application(s) under the Planning Act:

NORTH YORK COMMUNITY COUNCIL AREA:

City Clerk, attention: Francine Adamo, Administrator
North York Civic Centre, Main Floor, 5100 Yonge Street, Toronto, ON M2N 5V7
Fax: 416-395-7337, E-mail: nycc@toronto.ca

Application No.: 10 184490 NNY 10 OZ

Application to Amend the Official Plan to permit the construction of a 7 storey building containing office uses, retail uses and 22 residential dwelling units.

4362 - 4370 Bathurst Street

Southwest corner of Bathurst Street and Sheppard Avenue West

Ward 10 - York Centre

This land is also subject to an application under the Planning Act for an amendment to a zoning by-law Application No.: 10 175209 NNY 10 OZ.

Christian Ventresca, Planner at 416-395-7129 or E-mail: cventre@toronto.ca

Application No.: 10 227038 NNY 24 OZ

Application to Amend the Official Plan and Zoning By-law and to amend the Draft Plan of Subdivision to redesignate Park and Mixed Use blocks, to amend the zoning by-law performance standards including height and density and to revise the street and block pattern

1001-1019 Sheppard Ave East

South of Sheppard Avenue East and west of Bessarian Road

Ward 24 - Willowdale

Lynn Poole, Planner at (416) 395-7136 or E-mail: lpooles@toronto.ca

SCARBOROUGH COMMUNITY COUNCIL AREA:

City Clerk, attention: Yvonne Davies, Administrator
Scarborough Civic Centre, 3rd Floor, 150 Borough Drive, Toronto, ON M1P 4N7
Fax: 416-396-4301, E-mail: scc@toronto.ca

Application No.: 10 224994 ESC 36 OZ

Application to Amend the Zoning By-law to permit 22 freehold townhouse dwelling units to be developed within three townhouse blocks.

0 Midland Ave

Northeast Corner of Midland Ave and St. Clair Ave E

Ward 36 - Scarborough Southwest

Alex Teixeira, Planner at 416-396-5279 or E-mail: ateixeis@toronto.ca

BACKGROUND INFORMATION

Detailed information regarding any of the above-listed proposals, including background information and materials may be made available for public inspection by contacting the Planner(s) noted above.

FURTHER INFORMATION

If you wish to be notified of the City of Toronto's adoption of a proposed Official Plan Amendment and/or a decision in respect to a proposed Draft Plan of Subdivision and/or a decision in respect to a proposed Draft Plan of Common Elements/Vacant Land Condominium and/or notice of the passing of a proposed by-law or the refusal of a request to amend the official plan or by-law, you must make a written request to the City Clerk, to the attention of the appropriate Administrator, at the address or fax noted above.

If a person or public body does not make oral submissions at a public meeting or make written submissions to the City Clerk, to the attention of the appropriate Administrator, at the address or fax noted above, before a proposed Official Plan Amendment is adopted or a proposed Zoning By-law Amendment is passed or before a proposed Plan of Subdivision is approved or refused, or before a proposed Plan of Common Elements/Vacant Land Condominium is approved or refused, the person or public body is not entitled to appeal the decision to the Ontario Municipal Board and the person or public body may not be added as a party to the hearing of an appeal before the Ontario Municipal Board unless, in the opinion of the Board, there are reasonable grounds to do so.

People writing or making presentations at the public meeting: The City of Toronto Act, 2006, the Planning Act, and the City of Toronto Municipal Code authorize the City of Toronto to collect any personal information in your communication or presentation to City Council or its committees.

Application No.: 10 227038 NNY 24 OZ

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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.



**A seven storey
building has been
proposed for 1234
Bathurst Street.**

What's your opinion?
We want to hear from you.

Phone us
416-123-456

E-mail
1234bathurst@toronto.ca

**Public
Meeting**
Thursday September 28
Glen Gould Studio, 2pm

**Online
Information**
www.toronton.ca/1234bathurst

City Clerk's Office

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BACKGROUND INFORMATION

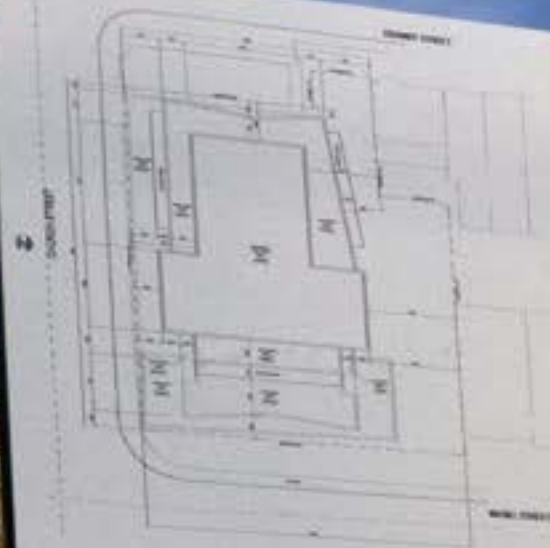
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Development Proposal

365-375 Church Street

An application to amend the zoning by-law to permit a 30-storey mixed use building comprised of a 3-storey podium and 27-storey tower. The proposed building has 322 residential units with 218m² of ground floor space. It includes 5 levels of below grade parking and 161 parking spaces

STATUTORY PUBLIC MEETING:

Information will be posted once meeting is scheduled.



FILE# 10 316211 STE 27 0Z

For Information:

www.toronto.ca/planning/developmentapplications

City Planner: Alex Teixeira

416-392-0481 ateixeir@toronto.ca



Development Proposal

587-599 Yonge St.
2-4 Dundonald St.
7-9 Gloucester St.

An application has been filed to amend the City of Toronto Zoning By-law 438-86 to permit a mixed-use development with one 49-storey tower (163.16 metres including mechanical penthouse), including a 4 storey podium (19.9 metres). The development would contain 513 residential condominium units and retail uses at-grade and on the second-storey. The residential lobby is proposed to be located at the southeast corner of the building and accessed from Dundonald Street. Four levels of below grade parking containing 202 vehicular parking spaces are proposed. There are 529 bicycle parking spaces proposed. Exterior amenity space is to be provided on the roof of the podium, on the third and fifth floors, and interior amenity space is to be provided on the second, third and fifth floor. The existing row houses at 7 and 9 Gloucester Street are to be retained except for the rear extensions which are proposed to be demolished.

STATUTORY PUBLIC MEETING:

Information will be posted once meeting is scheduled.



FILE# 12 235622 STE 27 OZ

For information:

City Planner: Sarah Henstock

416-392-7196 shensto@toronto.ca

***“...including a 4
story podium...”***







***“...includes 4
levels of below-
grade parking”...***



A seven storey building has been proposed for 1234 Bathurst Street.



PHONE US

416 123 4567



EMAIL US

1234bathurst@toronto.ca



PUBLIC MEETING

Oct/12/2011 City Hall, 2pm



ONLINE INFO

www.toronto.ca/1234bathurst

As city council, we work with the city. That means you.
If you have any input on this project, we're all ears.

We're listening to Toronto. We're listening to





A 45-unit townhouse development has been proposed at [250 Manning Avenue](#) in the city's Little Italy neighbourhood.

What do you think? Let us know!

 Join us for a community meeting at **Trinity Recreation Centre** (155 Crawford) on 20 April 2011 at 7:00 pm.

The City of Toronto is the public corporation responsible for guiding urban growth in your city.

Use your voice and help the city grow!

Can't make it? We still want to hear from you!



416.392.7622



[sshipps@toronto.ca](mailto:shipps@toronto.ca)



City of Toronto
Public Consultation Unit



www.toronto.ca/planning

For more information on the proposed project, visit:
<http://www.toronto.ca/legdocs/mmis/2011/te/bgrd/backgroundfile-37955.pdf>



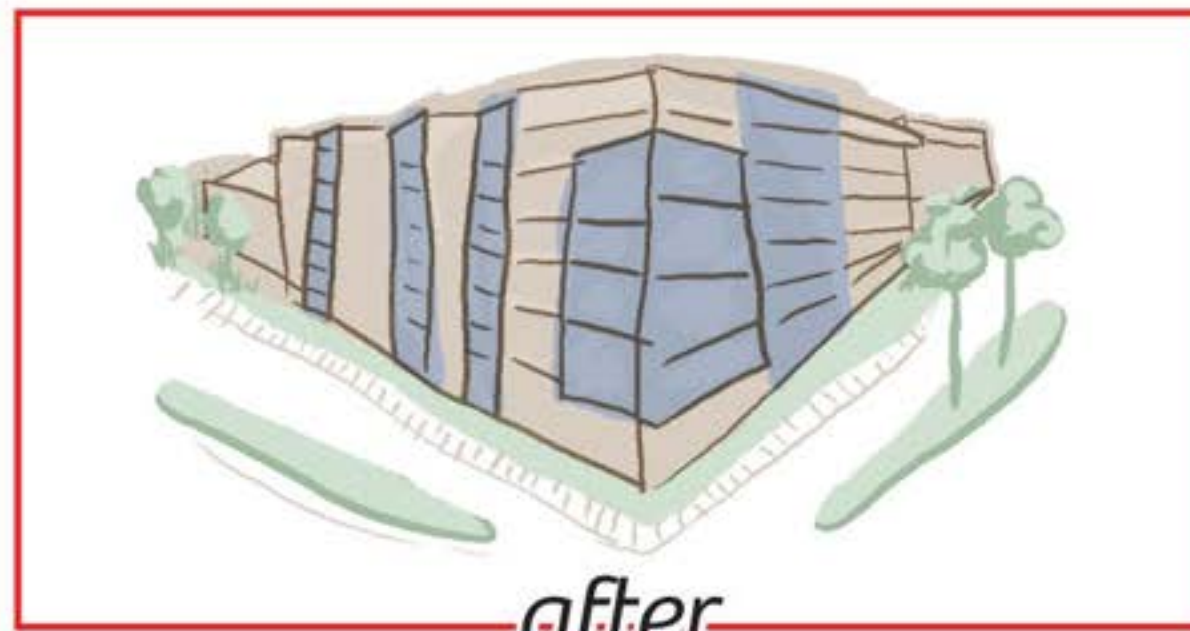
BIG CHANGES COMING SOON

We need your input.



before

1234 Bathurst currently houses **Starkmans Health Care Depot**, closing in Fall 2011. The neighbourhood zoning allows for buildings up to **three storeys** tall, and the site is currently designated for **commercial** land use. The depot provides 30 parking spots for customers.



after

In order to build the proposed **Parkview Condominiums** complex in **Spring 2012**, the zoning by-law would have to change to allow **seven-storey buildings** and the land would be designated **residential**. The proposal includes a private park and 100 private underground parking spots.

have your say!

come to the public meeting!

7PM Thursday, September 28, 2011.

Glenn Gould studio, 250 Front St. W.

visit us online!

toronto.ca/1234bathurst

call us!

416-123-4567

e-mail us!

1234bathurst@toronto.ca



DEVELOPMENT PROPOSAL

A new 7-story mixed-use building is proposed at 1234 Davenport Street.

The application amends the Official Plan and Zoning By-Law 24-68 to permit mixed uses.

WELCOME TO THE NEIGHBORHOOD?

Please let us know what you think:

PUBLIC MEETING

Thursday, September 22
Glenn Gould Hall, 6 pm

☎ 416-123-4567
✉ 1234Main@toronto.ca
💻 www.toronto.ca/1234Main



*CAROLINE SCHUTRUMPF - 2011

**HAVE
YOUR
SAY**

**Village of Pemberton
ZONING AMENDMENT (TRAIN STATION PARK)
BYLAW NO. 696, 2012**

PUBLIC HEARING

**We're
Listening.**

**Public
Hearing**

Tuesday,
April 3, 2012
7:00 pm
Council Chambers
1350 Aster Street



Phone
(604) 894.6135



Email
clamont@
pemberton.ca



Website
www.pemberton.ca



**What is Zoning Amendment (Train Station Park) Bylaw No. 696,
2012 about?**

To designate the train station lands on Frontier Street, outlined with a heavy black line, as PR-1 Parks and Recreation". The amendment also permits the subject lands to have no minimum building setbacks or maximum lot coverage requirements.



How Will This Affect Me?

The train station building and lands were recently acquired by the Village of Pemberton. The purpose of the bylaw is to establish the zoning as a park for public purposes.

How Do I get More Information?

A copy of the proposed bylaws and relevant background documents may be inspected at the Village of Pemberton Office, 7400 Prospect Street from Thursday, March 22, 2012 to Tuesday, April 3, 2012 during office hours of 8:30 am to 4:30 pm, Monday through Friday (statutory holidays excluded), and also online at www.pemberton.ca.

Sheena Fraser, Corporate Officer

How one B.C. municipality is getting people to actually read public notices

Amirah El-Safty | Jul 31, 2012

A typical public notice from the village of Pemberton, B.C., used to look like this: The font was tiny, contact information was buried in the text and the closest thing to an explanation about what was at stake was a vague statement of plans to, say, “designate certain lands for resource purposes.” A map meant to illustrate the site in question had no place names or easily recognizable geographical features.

These days, however, the notices are bold, colour-blocked affairs with neatly compartmentalized information in large text. Headlines include: What is Zoning

and Official Community Plan amendments — so residents can more easily understand them, and respond.

“We’ve received a lot of feedback from different community groups with compliments saying how they feel that we’re doing a better job,” said Mayor Jordan Sturdy. “You don’t often get that!”

The redesign has bestowed a clarity on Pemberton’s public notices — recent development plans include a private school, purchasing of a former train station, a new subdivision and the development of the nearby

involved, followed by four different methods of contact.

“It’s something that sounds superficial, but I think it’s actually quite important because it’s a key opportunity for communication,” says Glenn Miller, vice-president of education and research at the Canadian Urban Institute in Toronto.

He is especially critical of current notices because they limit the points of contact. “Having a phone number for someone to call is one thing, but you know you’re going to get voicemail. It would be very nice to be able to

DNA

“DAZZLING
NOTICE”
AWARD

For excellence in
government outreach

2012 Winner

Village of
Pemberton
British Columbia



ikea



www.DazzleAwards.ca

Award for Development Notice: Posted Sign

City of Vancouver

REZONING AND DEVELOPMENT PERMIT APPLICATION
720-730 East Hastings Street (DE416884)

CitySpace Consulting Ltd., on behalf of Vancouver Public Library and YWCA Metro Vancouver, has applied to the City of Vancouver to rezone 720-730 East Hastings Street from M-1 (Neighbourly District) to CD-1 (Comprehensive Development District). The proposal is for a 6-story mixed-use building including:

- a 1,895 m² (21,895 sq. ft.) space for a new Vancouver Public Library (VPL) Downtown Eastside / Neighbourly Branch, on level 1 and part of level 2;
- a 374 m² (4,007 sq. ft.) YWCA community programming space on level 2;
- 31 YWCA supported housing units on levels 3-6;
- a proposed total floor space of 1,539 m² (16,458 sq. ft.);
- a proposed floor space ratio (FSR) of 3.3; and
- underground parking, including 16 inside parking stalls and 10 parking stalls.

FURTHER INFORMATION MAY BE OBTAINED AT:
City of Vancouver Planning Department
Receiving Centre - City Hall East Wing (3rd Floor)
Phone: 604.873.7016 / E-mail: rezoning@vancouver.ca
Website: vancouver.ca/rezoning

Or by contacting the applicant: CitySpace Consulting, 604-687-2381

This sign has been posted by the applicant in accordance with the advice of the Director of Planning.



PUBLIC HEARING
NOT YET SCHEDULED

Old Design

DEVELOPMENT PROPOSAL
Little Mountain (155 East 37th Avenue)

PROPOSAL:

To rezone and develop the site into a mixed-use development designed through a master plan to include:

- a variety of buildings between three and 12 storeys
- mainly residential uses with some commercial and civic uses
- a neighbourhood house and daycare adjacent to Main Street
- a new community place and public park
- landscaped open spaces surrounding buildings



PROPOSED DEVELOPMENT



LOCATION

APPLICANT: Halborn Properties Ltd.
Suits 10 - 698 Seymour Street
Vancouver, BC

To learn more and share your views:
vancouver.ca/rezapps
or phone 3-1-1

City of Vancouver Receiving Centre
Vancouver: 515 West 10th Avenue

OPEN HOUSE

Place Name
Address
Address
Day, Date
0:00 pm - 0:00 pm

 CITY OF VANCOUVER

New Design

Award for Development Notice: Posted Sign

City of Ottawa

364, avenue Churchill Avenue/ 348, avenue Whitby Avenue 	
Zoning By-law Amendment and Site Plan Control Proposal	Propositions visant la réglementation du plan d'implantation et la modification du zonage
<p>An application has been made to demolish the existing animal hospital at 364 Churchill Avenue and rebuild a new 2 storey animal hospital.</p> <p>A Zoning By-law amendment has also been requested for 348 Whitby Avenue in order to demolish the existing dwelling and construct surface parking accessory to the adjacent animal hospital.</p>	<p>Demande en vue de démolir l'hôpital vétérinaire existant situé au 364, avenue Churchill et de reconstruire un nouvel hôpital vétérinaire à deux étages.</p> <p>Demande en vue de changer le zonage de la propriété située au 348, avenue Whitby afin de démolir le bâtiment existant et de construire un terrain de stationnement accessoire adjacent à l'hôpital vétérinaire.</p>
<p>613-580-2424, ext. 12861 Melissa.Persaud@ottawa.ca More information at ottawa.ca/devapps</p>	<p>613-580-2424, poste 16187 Melissa.Jort-Conway@ottawa.ca Plus d'information sur ottawa.ca/demdam</p>

Old Design

	90, rue Elgin Street	
Applicant's proposal		
<p>The City of Ottawa has received a Site Plan Control application to develop a 17 storey office building with ground floor retail and a three storey underground parking garage.</p>		
		Proposition du requérant
		<p>La Ville d'Ottawa a reçu une proposition visant la réglementation du plan d'implantation pour l'aménagement d'une tour de bureau de 17 étages, dont le rez-de-chaussée sera occupé par des commerces de vente au détail et qui comprendra trois niveaux de stationnement souterrain.</p>
Let us know what you think.		Qu'en pensez-vous? Dites-le nous.
<p>Melissa Jort-Conway ☎ 613-580-2424 extension 16187 ✉ melissa.jort-conway@ottawa.ca</p>		<p>Melissa Jort-Conway ☎ 613-580-2424 poste 16187 ✉ melissa.jort-conway@ottawa.ca</p>
<p>Visit: Ottawa.ca/devapps for more information on this application</p>		<p>Visitez : Ottawa.ca/demdam pour plus de renseignements sur cette demande</p>
<p><small>Posted on June 23, 2014 / Affiché le 23 juin, 2014</small></p>		

New Design

Award for Development Notice: Printed Ad

District of North Vancouver

Old Design

LEGALS

THE CORPORATION OF THE DISTRICT OF NORTH VANCOUVER ZONING BY-LAW No. 1571

TAKE NOTICE that the Council of The Corporation of the District of North Vancouver will hold a Hearing in the Committee Room of the Municipal Hall, 355 West Queens Road, North Vancouver, B.C., at the hour of 7:00 p.m., the 2nd day of May, 1942, under the provisions of the Municipal Act, to consider the proposed rezoning of property described as: Lot A and Lots 19/21 and portions of Lots 19/23, 27 and 29, Lots 114, Block 2, District Lot 1229, situate in the vicinity of St. Christopher's Road, Fromme Road and Lynn Valley Road, from Public Land and Reservations and R.7500 Residential to Special Use District (Private Hospital).

Copy of the proposed amendment may be inspected at the Municipal Hall, 355 West Queens Road, North Vancouver, B.C., between the hours of 9:00 a.m. and 4:00 p.m. on April 24th through May 3rd, 1942.

DATED at North Vancouver, B.C. the 24th day of April, 1942.

C. E. DAVIS,

New Design


NORTH VANCOUVER DISTRICT

PUBLIC HEARING
Rezoning for Proposed Triplex
3068 Fromme Road

What: Public Hearing on proposed Zoning Amendment Bylaw 7907
When: 7:00pm, Tuesday, October 18, 2011
Where: Council Chamber of District Hall, 355 West Queens Road

Proposed*


Site Map


* Provided by applicant for illustrative purposes only. The actual development, if approved, may differ.

What is it? A proposal to construct a residential triplex at 3068 Fromme Road.

What changes? Bylaw 7907 would amend the Zoning Bylaw to change the zoning at 3068 Fromme Road from Single Family Residential (RS4) to Comprehensive Development (CD28) to allow this proposal. Three residential units at this address would be consistent with the District's Official Community Plan and the applicable design guidelines.

The background consists of four solid-colored rectangles arranged in a 2x2 grid. The top-left rectangle is blue, the top-right is olive green, the bottom-left is brown, and the bottom-right is yellow. The text is centered in the brown rectangle.

Creating a culture of Participation









HALIFAX

C. 1896

Buildings
City Hall



GRAND PARADE

port



A rectangular plaque with a dark, textured background and a thin, raised border. The text "HALIFAX CITY HALL" is embossed in a serif font. The plaque is mounted on a light-colored, speckled granite surface.

HALIFAX
CITY HALL





HALIFAX
CITY HALL














NO PERSON SHALL
SMOKE WITHIN A
RADIUS OF
4 METRES (13 FEET)
OF ALL PUBLIC
ENTRANCES
AND AIR INTAKE TO
BUILDINGS
HRM BY-LAW S-203





**KEEP AWAY
DO NOT TOUCH
ANYTHING**

**You can be
badly hurt
or killed**

**N'APPROCHE PAS
NE TOUCHE À RIEN**

**Tu peux être
blessé gravement
ou même tué**

**If unlocked, please call
local office immediately!**

**Si ouvert, S.V.P. nous
appeler immédiatement!**







**AUTHORIZED
PARKING
ONLY**

ENFORCED 24/7

**VIOLATOR S WILL BE
TICKETED AND/OR TOWED
AT OWNER'S EXPENSE**

BY ORDER OF HRM

**NO
SKATE
BOARDING**

By order **HRM**



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Creating a culture of Participation















My Bridge

CITY OF EDMONTON
TRANSPORTATION DEPARTMENT
STREETS ENGINEERING BRANCH
APPROVED
DATE _____ DIRECTOR OF ROADWAYS CONSTRUCTION





Analiese: If only everybody could learn about how this works. Because some people think that government isn't that great, even though they do a lot for us.

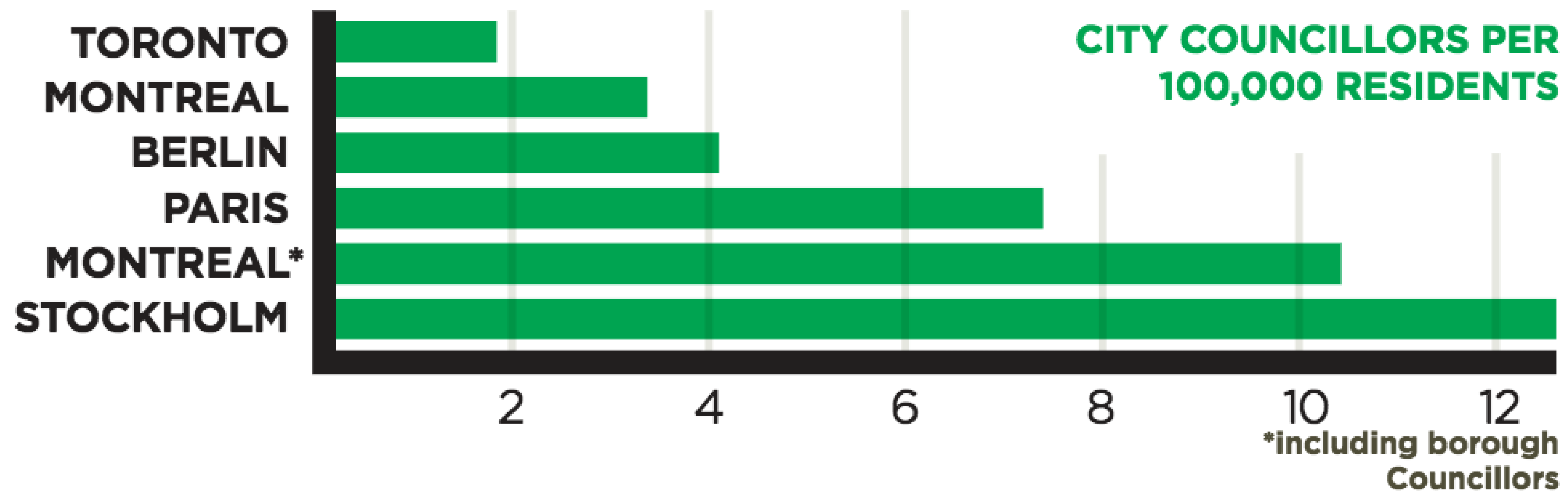
Talia: I honestly thought it was really cool that we went, and I'm really grateful for it. A lot of kids in our grade said "I wouldn't like to go there, because it sounds boring." But it isn't boring. It's incredible.

Dianna: I always thought that City Hall just kinda stood there and that it was just a building and that it didn't have any use.

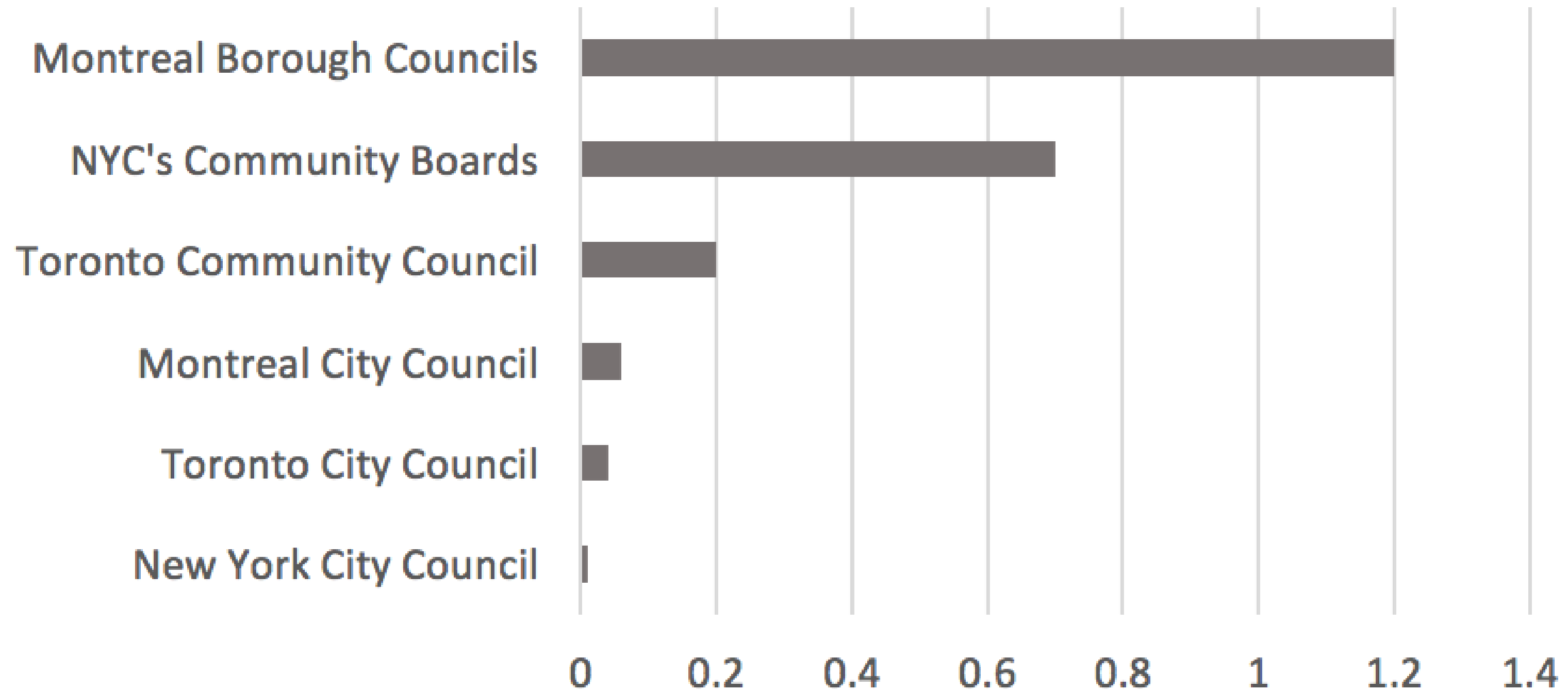
Chloe: I thought that City Hall was just this big clock, and I didn't know it actually had things in it. I didn't even know that Calgary had a government.

The background consists of four solid-colored rectangles arranged in a 2x2 grid. The top-left rectangle is blue, the top-right is olive green, the bottom-left is brown, and the bottom-right is yellow. The text is centered in the brown rectangle.

Creating a culture of Participation



Civic Bodies per 100,000 Residents



The background consists of four solid-colored rectangles arranged in a 2x2 grid. The top-left rectangle is blue, the top-right is olive green, the bottom-left is brown, and the bottom-right is yellow. The text is centered in the brown rectangle.

Creating a culture of Participation



























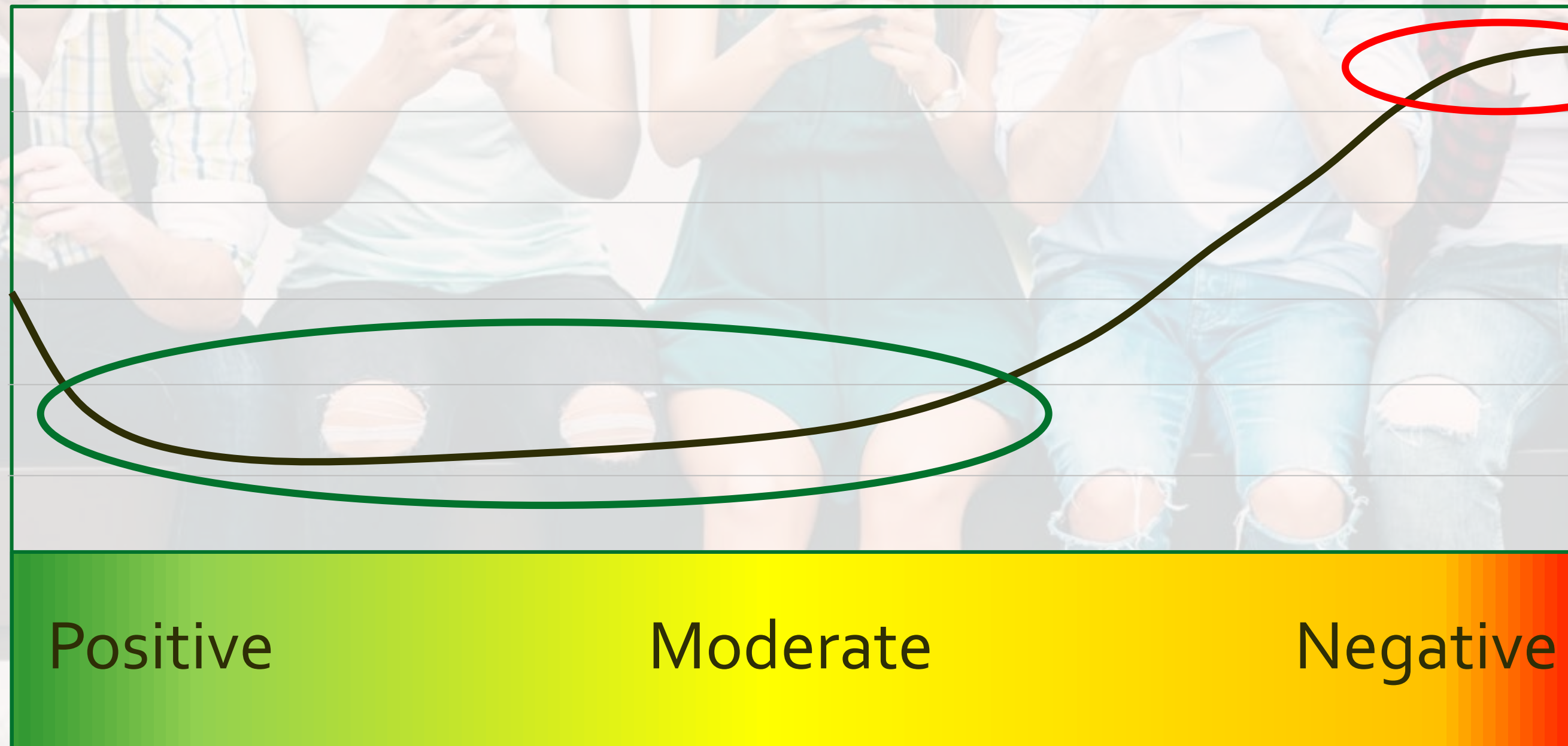


People will engage,
constructively, if they:

1. Trust the system
2. Understand the process
3. Feel comfortable + respected
4. Feel connected to their community
5. Have developed participatory skills

Barriers are participation filters

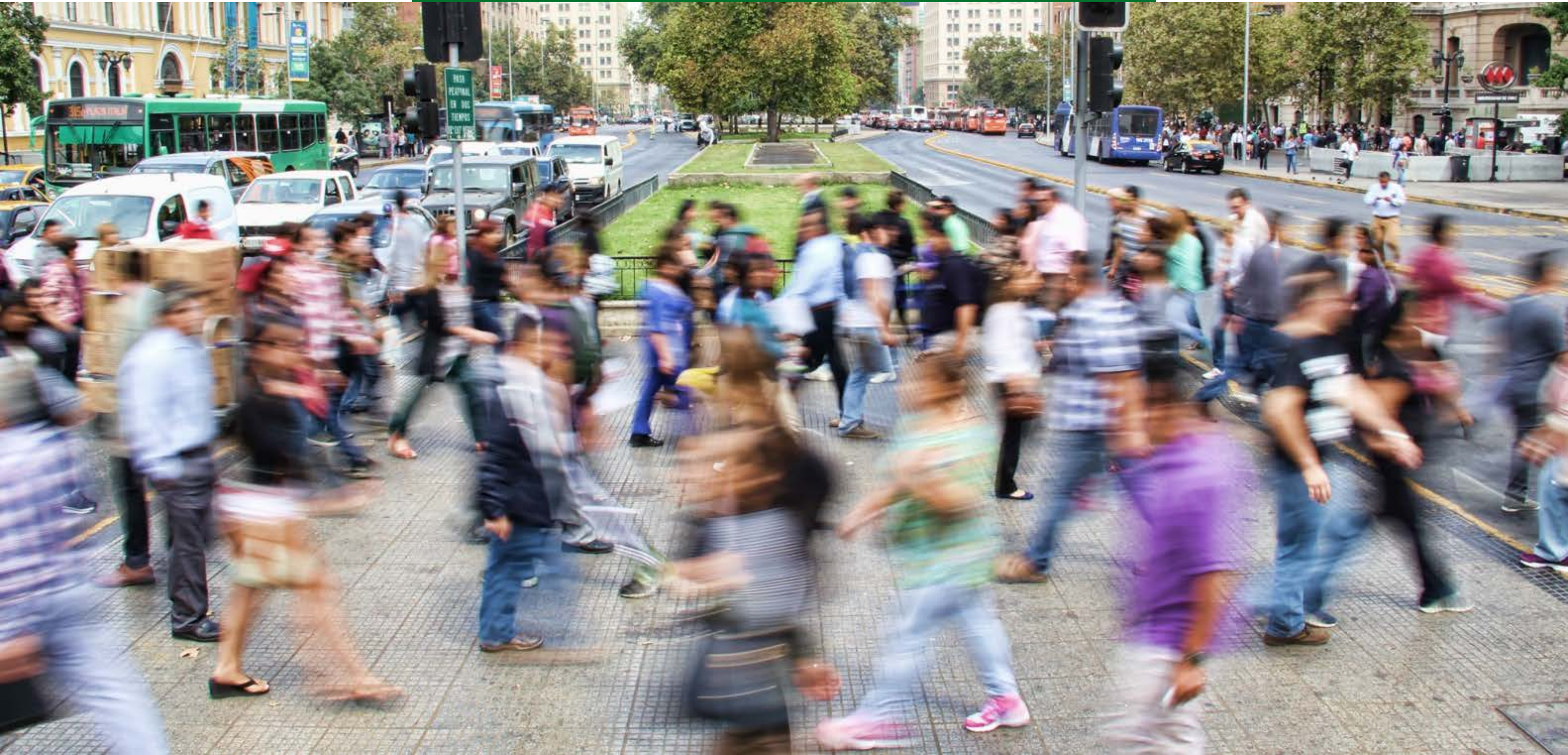
Level of
Motivation



Attitude



BARRIER #1: too busy ...



CURE: offer it anytime online!



Social
networks

Online
forums

Online
surveys



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.

Alert moderator

Reply Do you agree? 0 3 Share

Laura Metcalf, about 2 hours ago

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 municipalities. plus it will create jobs and generate tourism which is great for local businesses.

Alert moderator

Reply Do you agree? 1 1 Share

Paul, about 2 hours ago

Sorry, but your wrong. It is exactly like cigarettes, alcohol, and gas.

Alert moderator

Reply Do you agree? 0 1 Share

Laura Metcalf, about 2 hours ago

i'm sorry your ill informed mind thinks i'm wrong. maybe you need to do some research on how taxes work, instead of trolling every post on this forum.

Alert moderator

Reply Do you agree? 1 1 Share

Paul, about 1 hour ago

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 I'm afraid.

Alert moderator

Reply Do you agree? 0 1 Share

Laura Metcalf, about 1 hour ago

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

Alert moderator



CURE: make it safe & private!



BARRIER #3: 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	<input type="radio"/>	<input type="radio"/>
Land uses that generate activity during both the day and evening (but not 24-hr)	<input type="radio"/>	<input type="radio"/>
Neighborhoods with a higher density of development than found in other areas of the community	<input type="radio"/>	<input type="radio"/>
Design standards to improve the quality of building and site design	<input type="radio"/>	<input type="radio"/>
Signage, pedestrian connections and other streetscape improvements	<input type="radio"/>	<input type="radio"/>



CURE: gamify & educate!

Springfield City Plan - Stage 3

Progress 

What to do Next Task

Funding Balance

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

Funding 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

WELCOME 2 PRIORITY RANKING 3 FUNDING 4 STANDARD SURVEY 5 WRAP UP

Help Privacy About MetroQuest

Springfield City Plan - Stage 2

Progress 

What to do Next Task

Budget Allocation

Bi-Central Community-Based Industrial Sector

city center.

More about this

Please rate this scenario:

Optional Comment

Culture Community Traffic Sprawl Environment

Worse than today

MAP MARKERS 4 5 WRAP UP

STRATEGY RATING VISION

Safety Technology

2 22

Bicycling Walking

50 3

Facebook Twitter Email Share

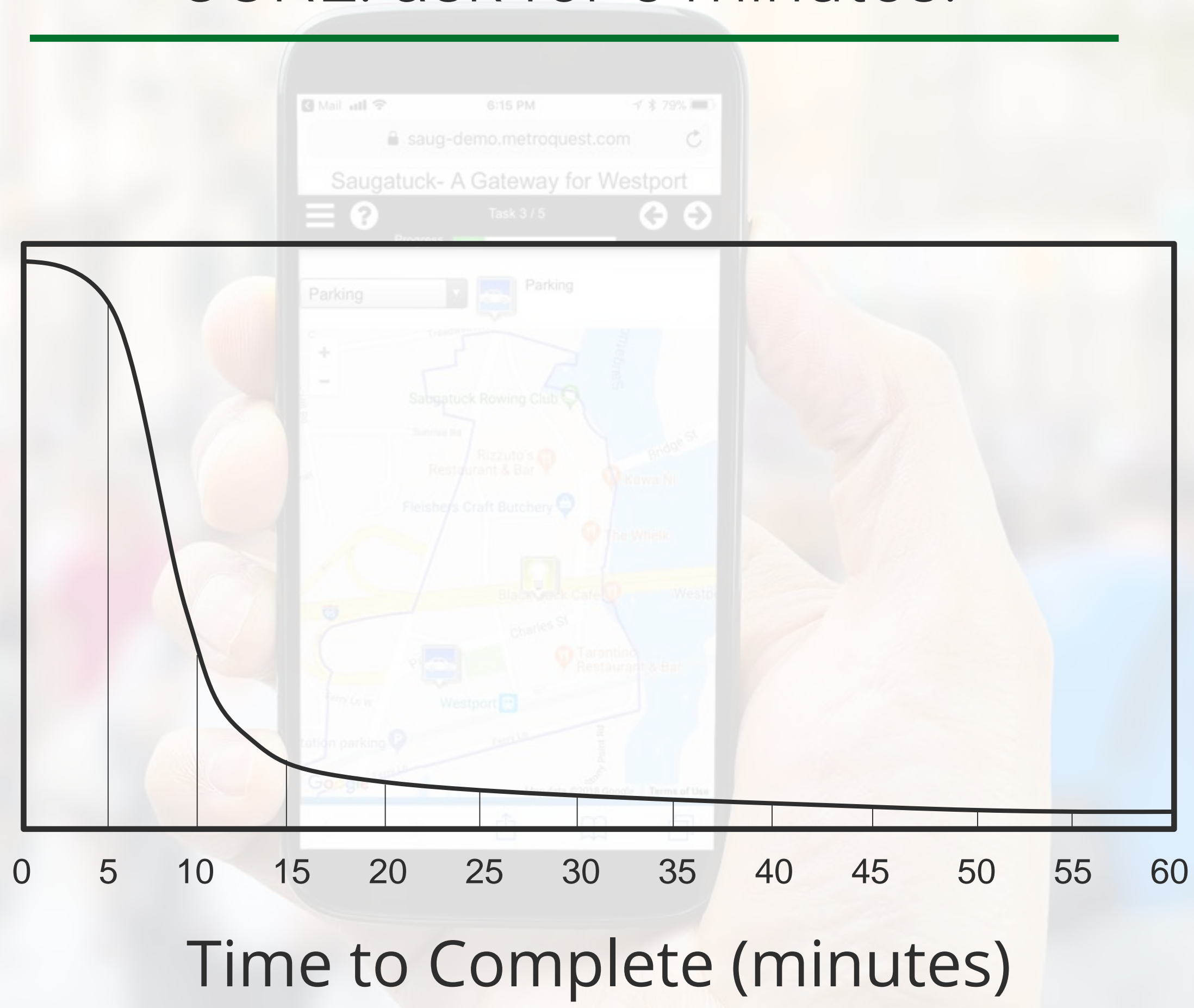


BARRIER #4: too time consuming ...



CURE: ask for 5 minutes!

Participants



CURE: make it fun and visual!



BARRIER #6: lame promotions ...

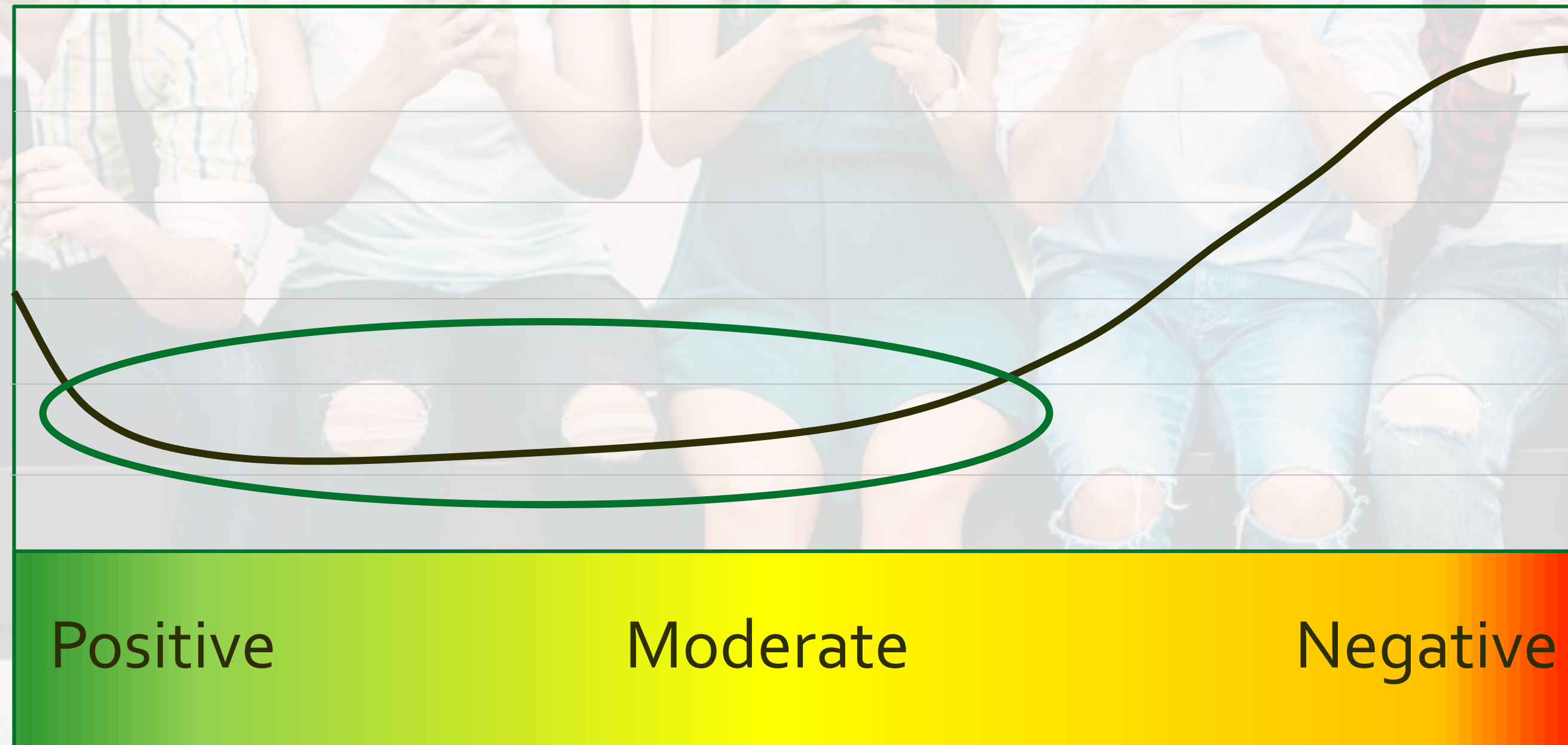


CURE: have fun with it!



Barriers are participation filters

Level of
Motivation



Attitude



Select MetroQuest customers

State Agencies



Local Agencies



Chicago Metropolitan Agency for Planning



Metro



Fresno Council of Governments



City of Rochester, NY



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

Consulting Firms



MODUS



HIGHLAND
PLANNING

Celebrating great engagement!

RTC of Southern Nevada, RTP

6,800+ Participants
25,000+ Priority Rankings
29,000+ Trade-off Inputs
60,000+ Budget Coins Allocated

Nashville nMotion Transit Plan

9,000+ Participants
27,000+ Priority Rankings
21,000+ Scenario Ratings

Lancaster County, PA, Comprehensive Plan

1,600+ Participants
14,000+ Priority Ratings
4,200+ Scenario Ratings
1,900+ Organized Comments

Natick Master Plan (Population 33,000)

1,440+ Participants
4,290+ Priority Rankings
3,080+ Map Markers
2,200+ Organized Comments

Okotoks Traffic Calming (Population 24,500)

1,280+ Participants
4,770+ Priority Rankings
14,870+ Image Ratings

Belmont Bridge (Population 46,000)

7,200+ Priority Ratings
8,300+ Trade-off Inputs
30,000+ Image Ratings



“Our very first survey we had more than
**7,000 responses from a broad
demographic.** That was really exciting
and far more than we anticipated.”

Melissa Roberts, Atlanta Regional
Commission

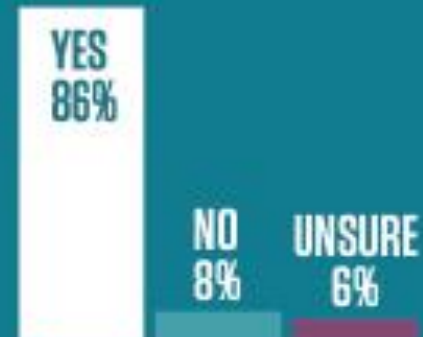
REGIONAL JOB GROWTH & TRANSIT EXPANSION



Should the region strive for a more equitable distribution of economic opportunities?



Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?



How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?



44% Very Important
25% Important
19% Not that Important
12% Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?



How important is it to you to have a public transit option available where you live in the Atlanta region right now?



Which of the following characteristics are most important to you in determining where you live:



AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



Are autonomous vehicles realistic in a couple decades?



If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very
22% Somewhat
50% Not at all
18% Unsure



If you would move, would it be closer or farther from work?



CLOSER TO 23%

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%



FARTHER FROM 14%



How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY 22%
SOME 40%
NOT AT ALL 23%
UNSURE 15%



Are driverless cars a viable option for people who cannot drive themselves?



Should the State of Georgia support the implementation of autonomous vehicles?



They went on to engage 25,000 people!



“It gave **courage** to the elected officials...
with data...finally with data!”


Michael Busha, Treasure Coast RPC

A man with grey hair and glasses, wearing a grey suit, is speaking at a wooden podium. He is gesturing with his right hand. In the background, a woman with long brown hair, wearing a pink top, is seated at a desk. The scene is set in a room with stone walls and large windows.

Getting your
plans approved!



Top public engagement goals



- ✓ Increase participation
- ✓ Broaden demographics

- ✓ Inform & educate
- ✓ Quantify input

Improved decision making & greater public support

Quality of life





Poll: What
additional information
would you like?



FREE eBook

Facing Contention: 21 Tips to Detox Public Engagement

- 6 Key Success Factors
- 21 Tips
- We will email you a PDF copy!

Thank you:



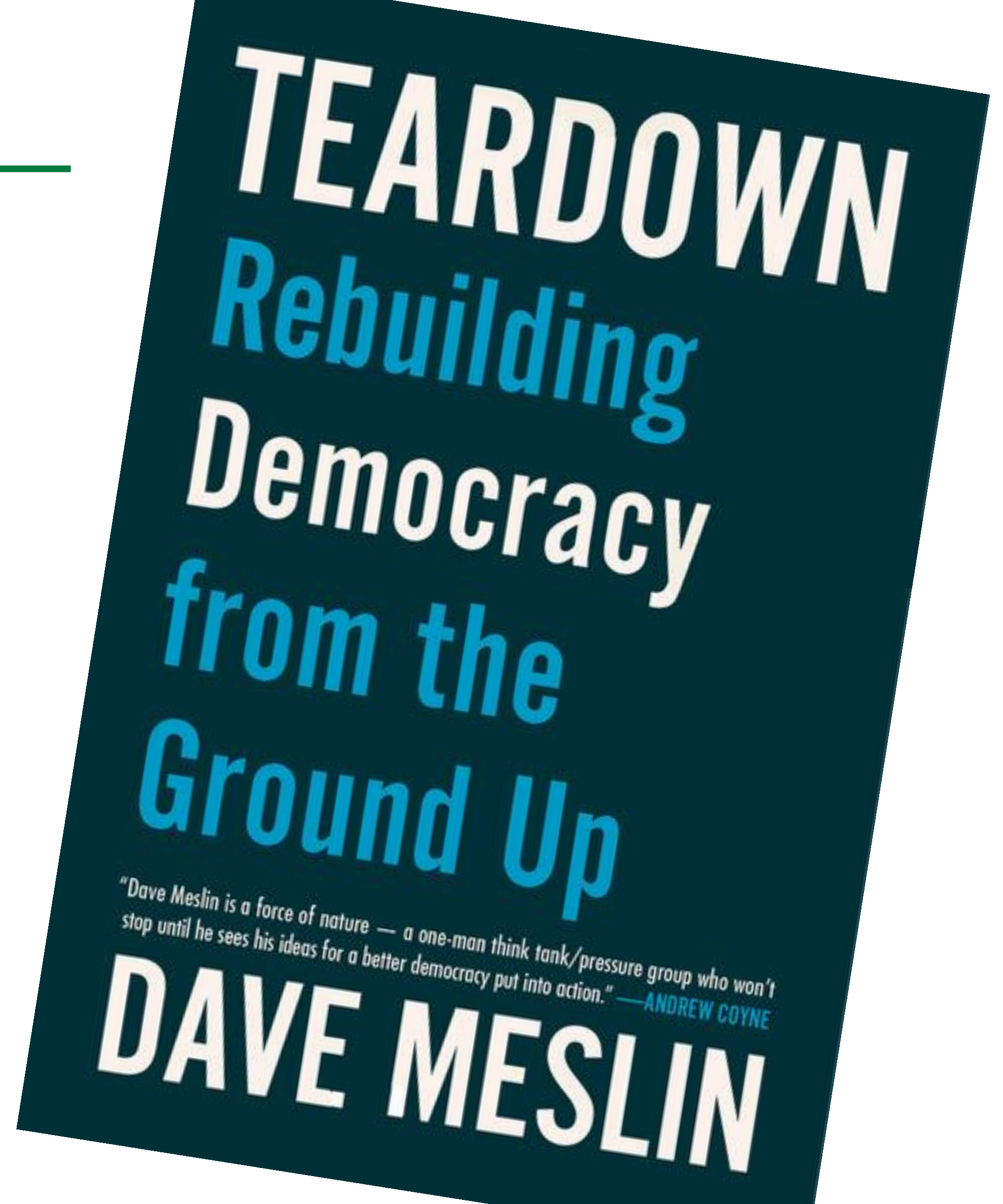
NEW Book

TEARDOWN

Rebuilding Democracy from
the Ground Up

By Dave Meslin

Coming this spring ...



Questions?



Dave Meslin


Creative Director
Unlock Democracy
@meslin



Dave Biggs

Chief Engagement Officer
MetroQuest
@davbiggs



A photograph of three people in a professional setting. A man with short brown hair, wearing a brown sweater over a striped shirt, is pointing at a laptop screen. Behind him, a woman with dark hair and glasses is looking at the screen. In the foreground, a woman with long red hair is also looking at the laptop. The background is a blurred office environment.

Thank you for participating!

AICP CM: <https://planning.org/events/course/9165090/>

