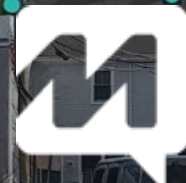


How to Design Public Engagement to Find Common Ground



BARTON PARTNERS
urban design + architecture + interiors






Dave Biggs

Chief Engagement Officer

MetroQuest



A group of people are sitting on a brown leather couch in a modern setting. They are dressed in casual to business-casual attire, including jeans, blouses, and sweaters. Several individuals are using laptops and tablets, suggesting a collaborative meeting or workshop. The floor is made of dark wood planks.

Agenda

Setting the Context

Introducing the Saugatuck Transit Oriented Design Master Plan team

Best Practices to Find Common Ground

Q&A



The Changing Engagement Landscape





Saugatuck Transit Oriented Design Master Plan

BARTON PARTNERS
urban design + architecture + interiors





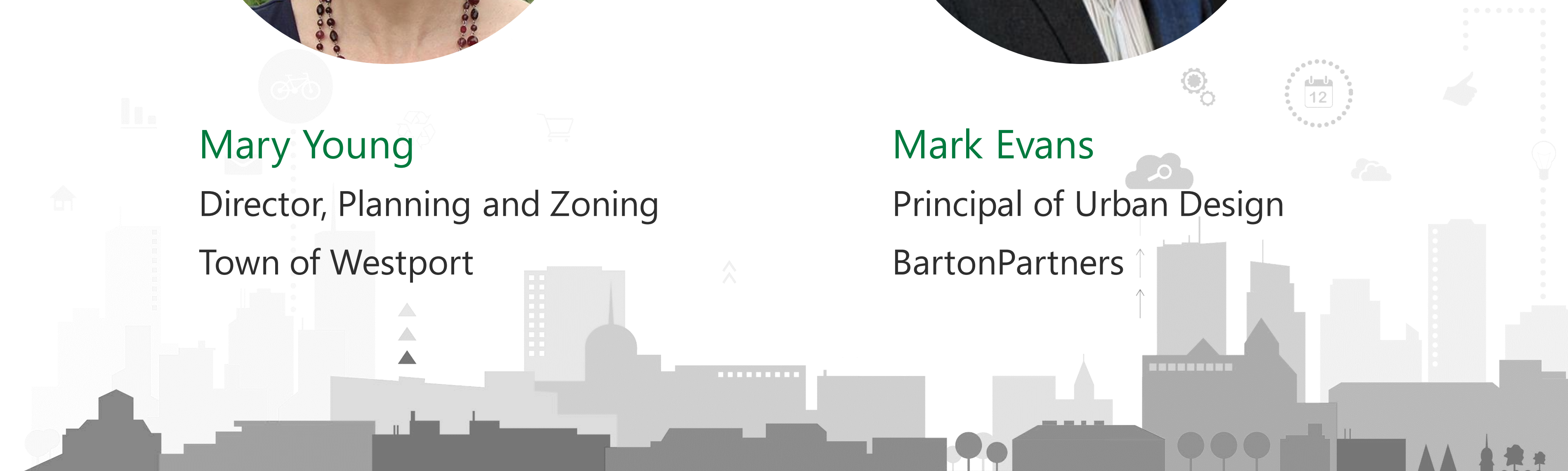
Mary Young

Director, Planning and Zoning
Town of Westport



Mark Evans

Principal of Urban Design
BartonPartners



How to Design Public Engagement to Find Common Ground

Case Study: Saugatuck Transit Oriented Design Master Plan

Westport, Connecticut



BARTON PARTNERS
urban design + architecture + interiors

 **MetroQuest**
Engagement optimized

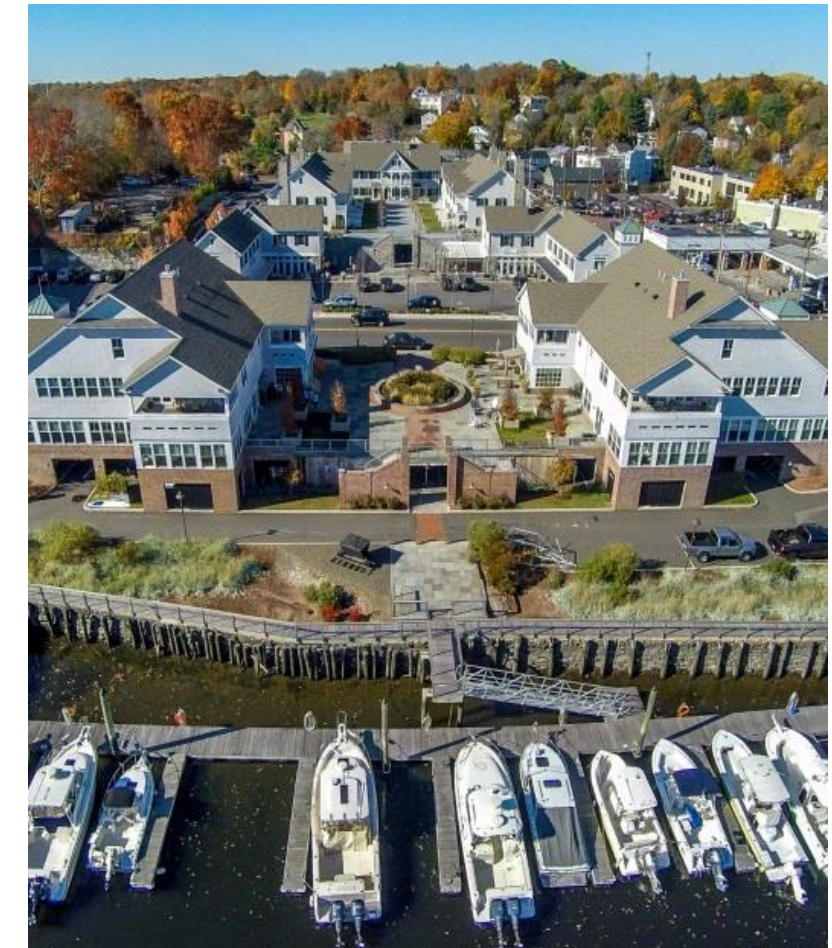
Overview

- Saugatuck TOD Master Plan and the challenges to finding community consensus
- The Community Engagement Process
- The Community Visioning Open House
- The Community Survey
- Finding Common Ground

Client:



Consultant team:



Finding Common Ground

MetroQuest as a tool for Westport CT

Saugatuck TOD Master Plan

the challenges to finding
community consensus



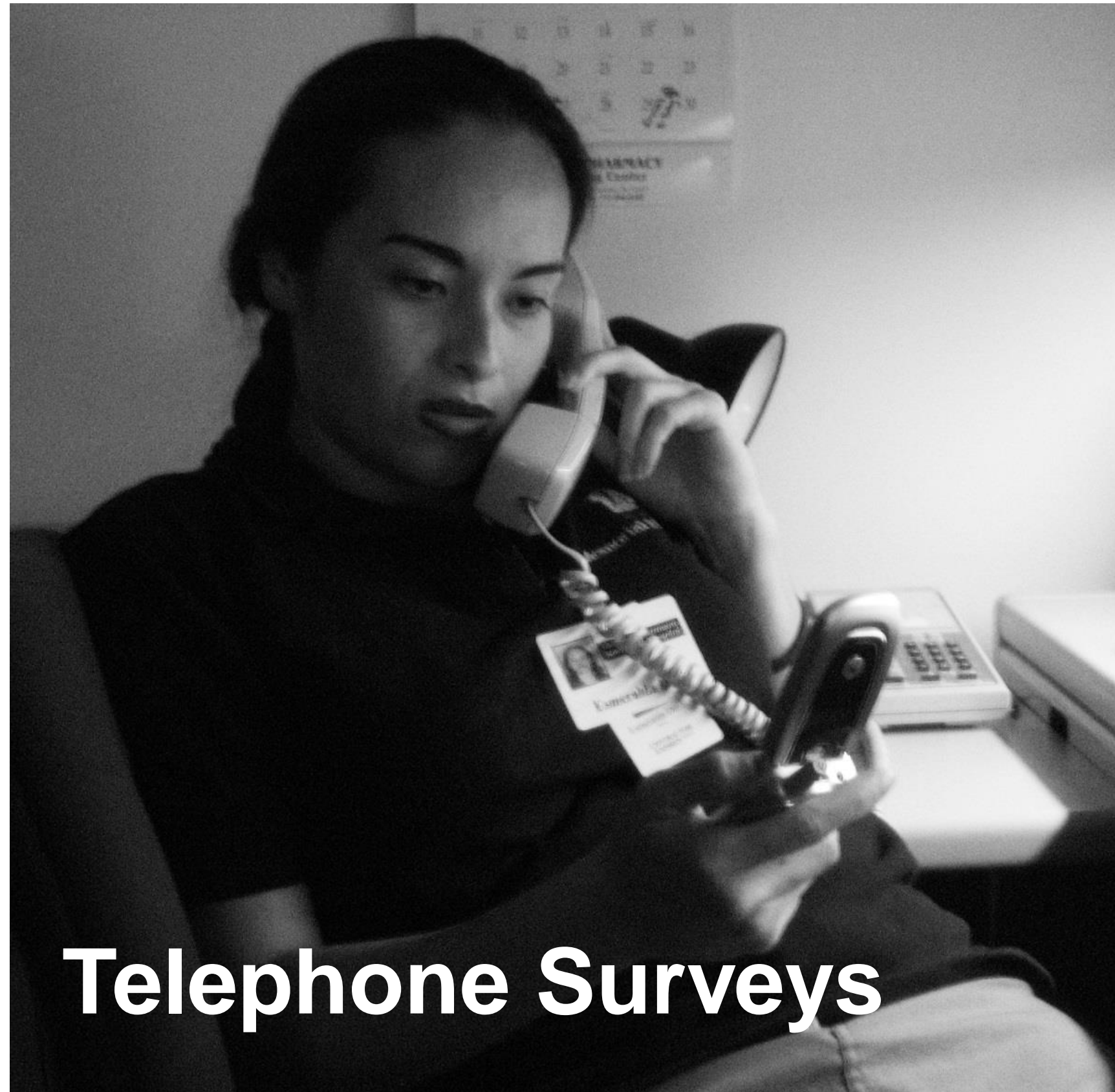
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 **MetroQuest**
Engagement optimized

Multiple Constituencies

- 19 member steering committee
- Numerous interest groups
 - Businesses
 - Area residents
 - Rail Commuters
 - Motorists
 - Historic preservation advocates
 - Pro-growth
 - No-growth, etc.

Past practices for community engagement



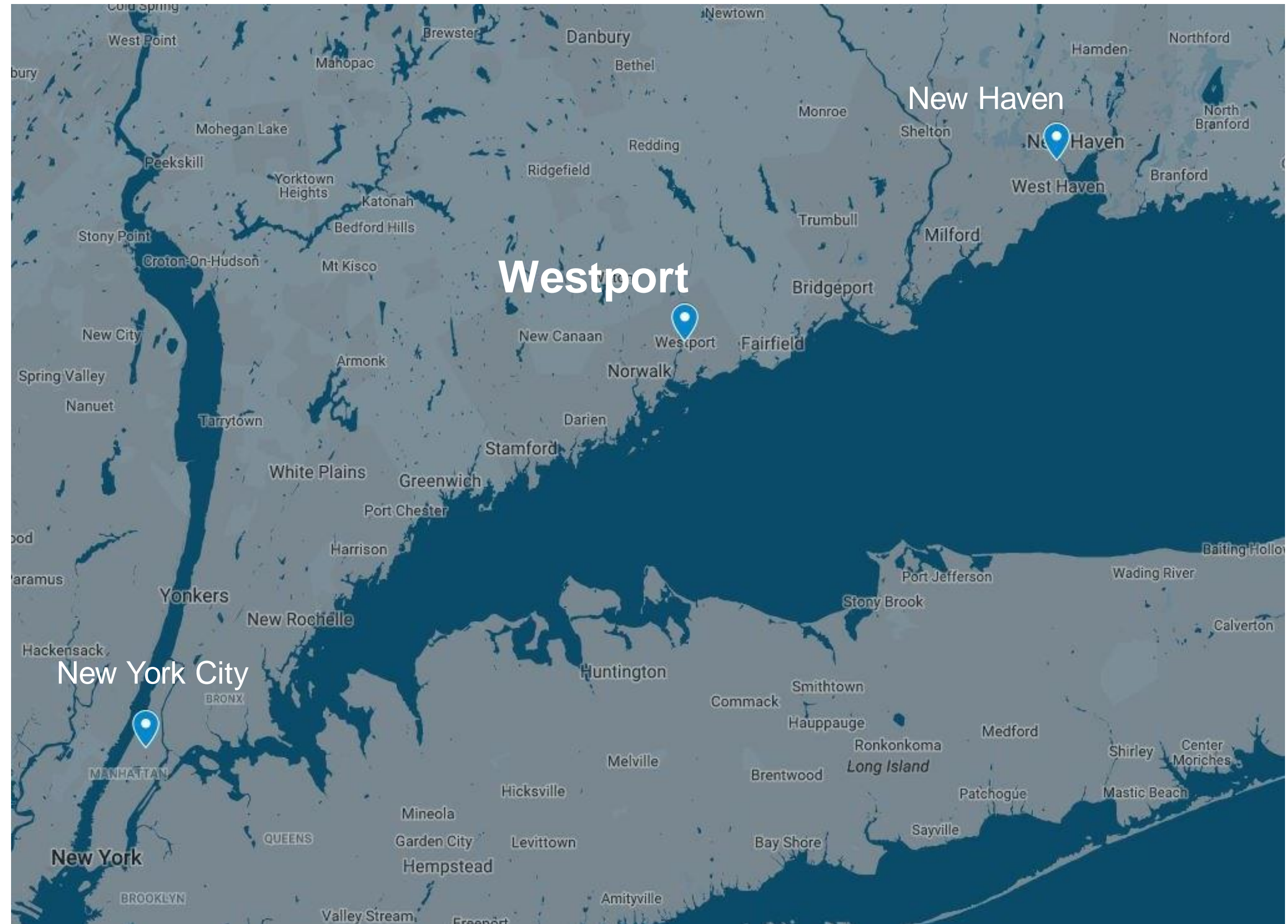
Telephone Surveys



Paper Surveys

Newspectives.com

Saugatuck, a village within the Town of Westport



Finding Common Ground
MetroQuest as a tool for Westport CT

Riverfront village and train station with historic swing bridge



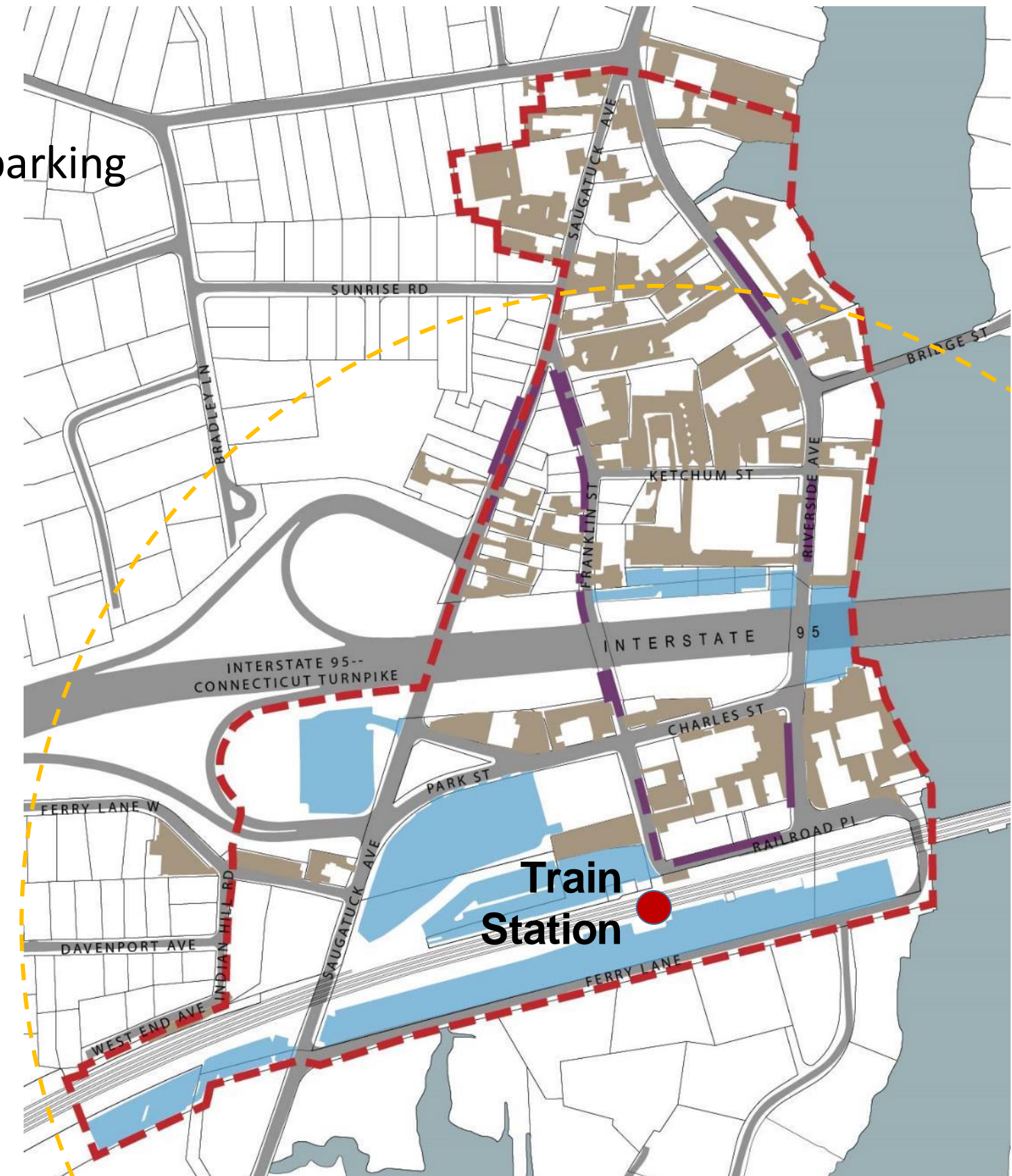
Finding Common Ground
MetroQuest as a tool for Westport CT

Challenge: Asphalt landscape for parking & streets



Private parking

Public parking



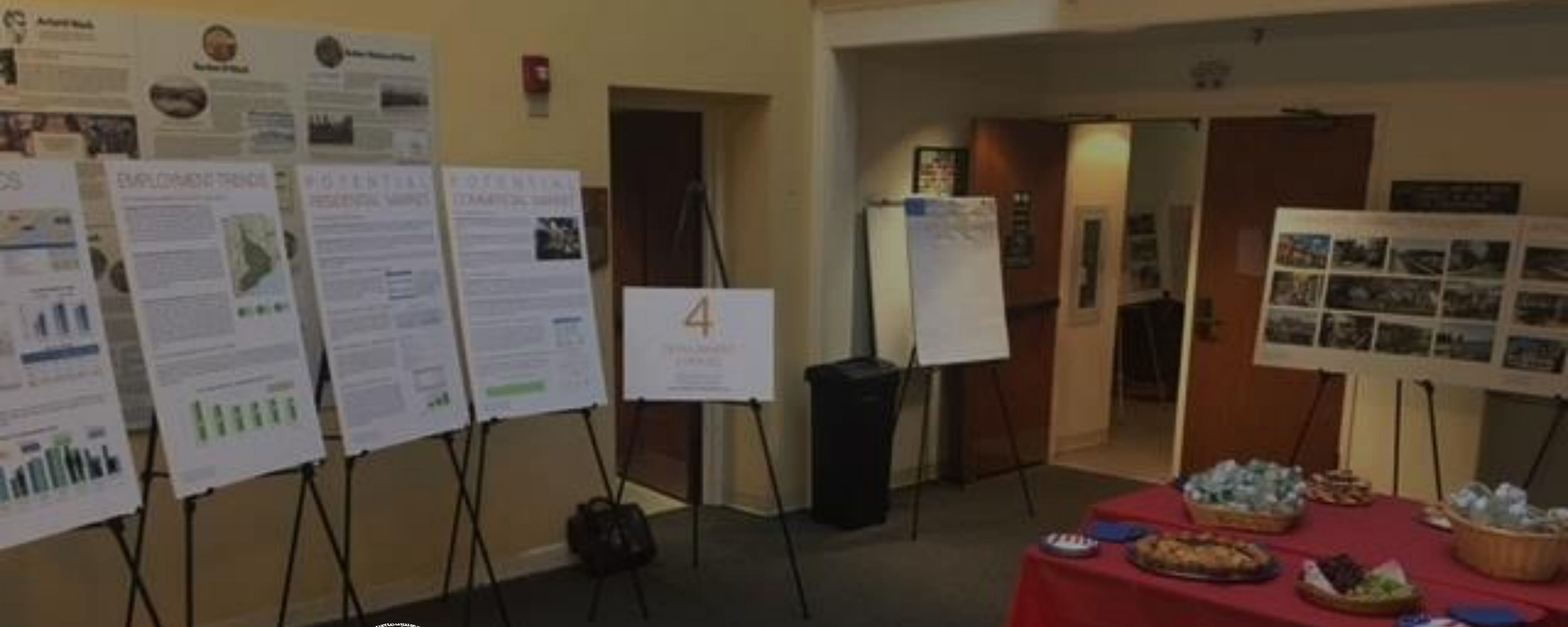
- Missing sidewalks
- poorly defined civic spaces/
trees/
landscaping

Auto Oriented Real Estate

Finding Common Ground

MetroQuest as a tool for Westport CT

The Community Engagement Process



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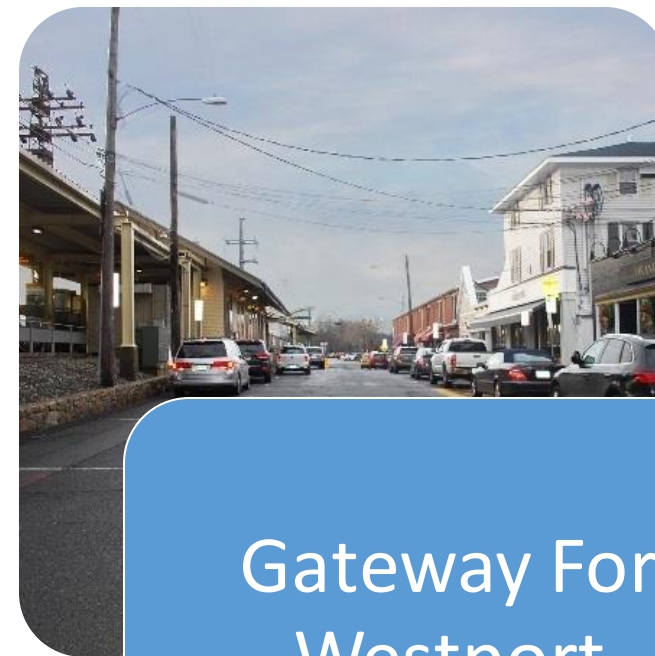
 **MetroQuest**
Engagement optimized

Community Engagement Process



8 Focus Groups
March 2017

- Business Community
- Near Neighbors
- Municipal Leaders



Gateway For
Westport
Website
April 2017



Community
Visioning Survey
April to June
2017



Community
Open House
June 2017



Steering Committee Meetings





website

SAUGATUCK- TRANSIT ORIENTED DESIGN MASTER PLAN

The Town of Westport is engaged in a community visioning and planning process to improve the quality of life, design and public streetscapes in Saugatuck. The Saugatuck Transit Oriented Design Master Plan project is a nine month planning process engaging community members and a team of planners, engineers, economic planners and historic preservation experts to establish design standards and a master plan to enhance this important gateway for the Town of Westport. This project is being guided by the Saugatuck Transit Oriented Design Master Plan Steering Committee.

Initial Project Goals:

- Improve the entrance experience when arriving in Westport
- Maintain the authenticity and identity of Saugatuck
 - Respect the character of this community
 - Preserve it, build upon it and enhance it
- Create an even stronger sense of place designed for extraordinary livability
- Improve the connectivity and walkability between the station, village and waterfront
- Enhance the existing infrastructure – streets, sidewalks, parking, plazas, parks, lighting, landscaping
- Improve the privately and publicly-owned civic spaces
- Attract and engage all generations – young and old
- Establish design guidelines, standards and a master plan to reinforce these goals

- WESTPORT HOME
- PRESENTATIONS & REPORTS
- PROJECT AREA
- PROJECT TEAM
- PROJECT TIMELINE
- UPCOMING MEETINGS
- MASTER PLAN COMMITTEE
- TAKE OUR COMMUNITY SURVEY
- SAUGATUCK EVENT CALENDAR
- CONTACT US

TAKE THE SURVEY

www.gatewayforwestport.com

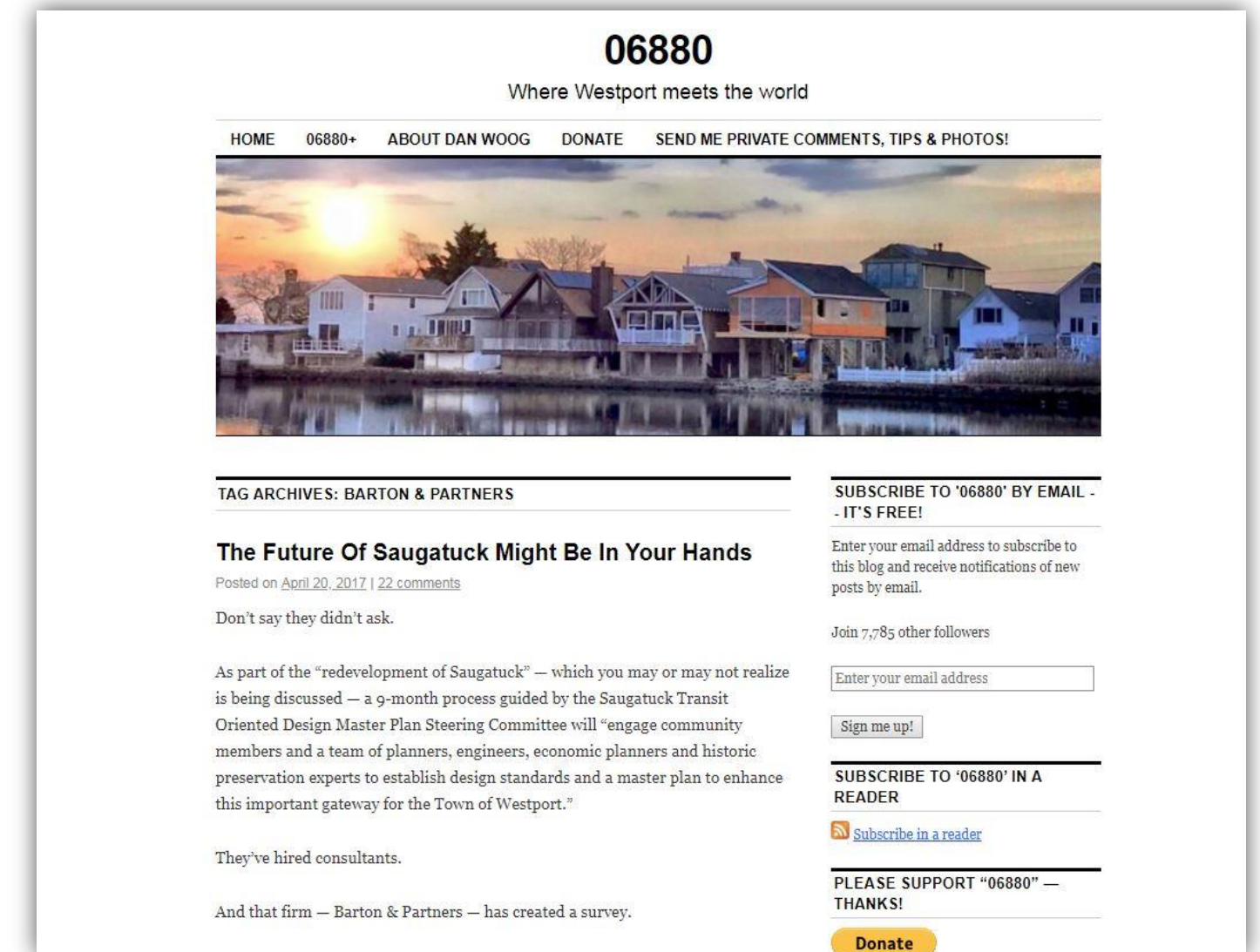
Social media

Limited use of social media by
Town of Westport :

- Facebook
- Twitter

High use of social media by the
general public:

- Opposition posts
- Uninformed commentary



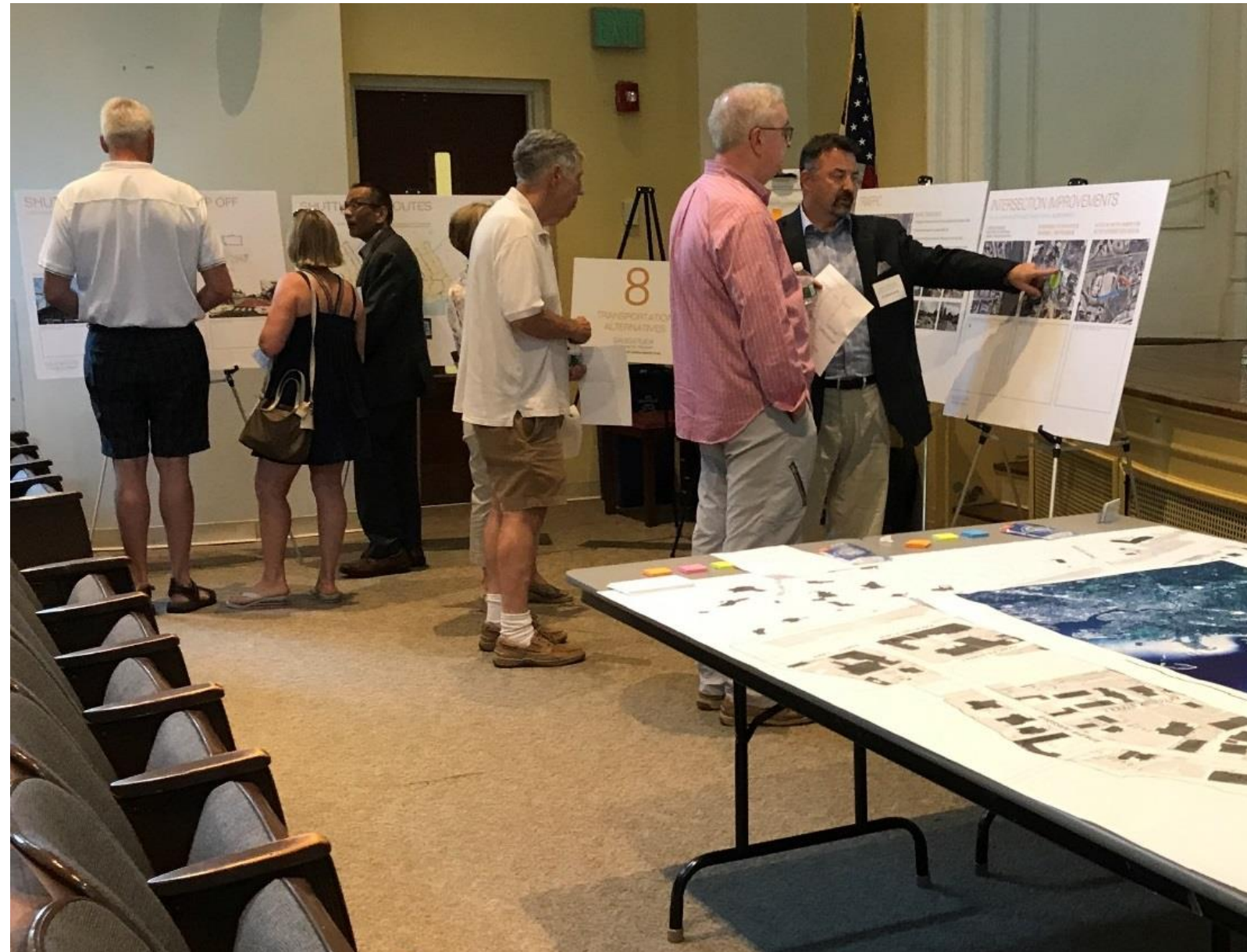
The Community Visioning Open House



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 **MetroQuest**
Engagement optimized

Community Visioning Open House

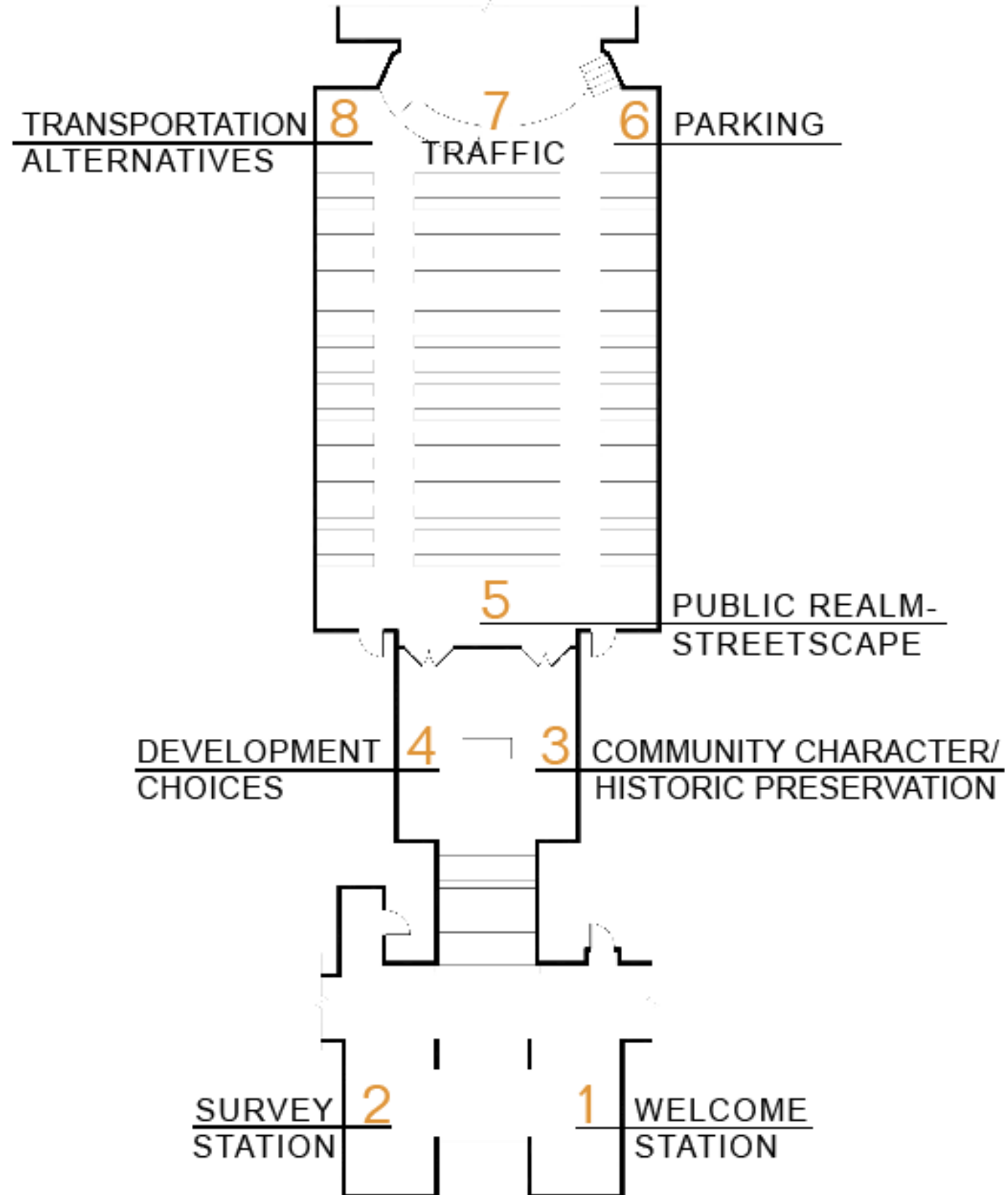


130
attendees



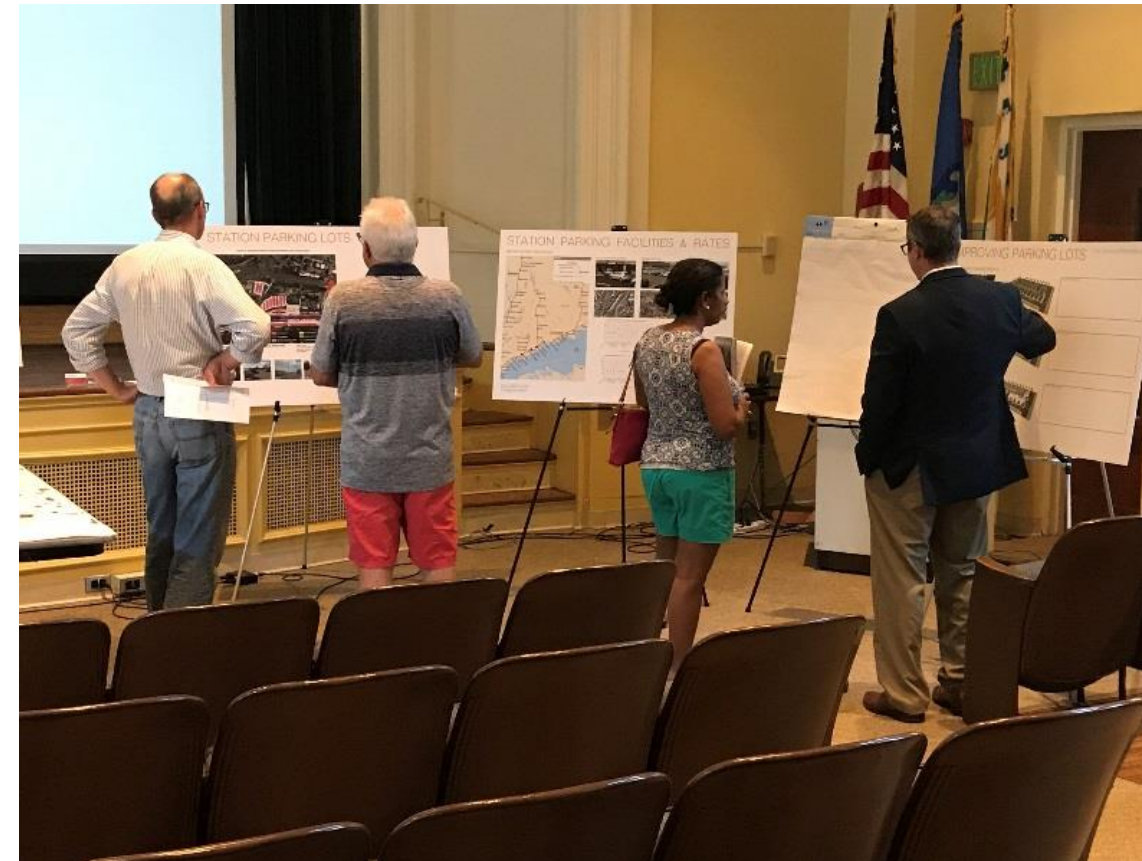
Finding Common Ground
MetroQuest as a tool for Westport CT

STATION MAP



SAUGATUCK
A Gateway For Westport

Open House Layout



Finding Common Ground
MetroQuest as a tool for Westport CT

Community Visioning Open House

CIVIC SPACES

TELL US YOUR THOUGHTS ABOUT THESE POTENTIAL IMPROVEMENTS

MULTI-USE RECREATIONAL PARK




MULTI USE RECREATION, PLAYGROUND, EVENT SPACE

PLACE POST-IT COMMENT HERE

GREEN PARK




PASSIVE RECREATION, EVENT SPACE, OPEN LAWN

PLACE POST-IT COMMENT HERE

URBAN PLAZA




PASSIVE RECREATION, EVENT SPACE, HARDSCAPE PLAZA

PLACE POST-IT COMMENT HERE

CIVIC SPACES

TELL US YOUR THOUGHTS ABOUT THESE POTENTIAL IMPROVEMENTS

MULTI-USE RECREATIONAL PARK




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GREEN PARK




PASSIVE RECREATION, EVENT SPACE, OPEN LAWN

PLACE POST-IT COMMENT HERE

URBAN PLAZA




PASSIVE RECREATION, EVENT SPACE, HARDSCAPE PLAZA

PLACE POST-IT COMMENT HERE

SAUGATUCK
A Gateway For Westport

Finding Common Ground
MetroQuest as a tool for Westport CT

Community Visioning Open House




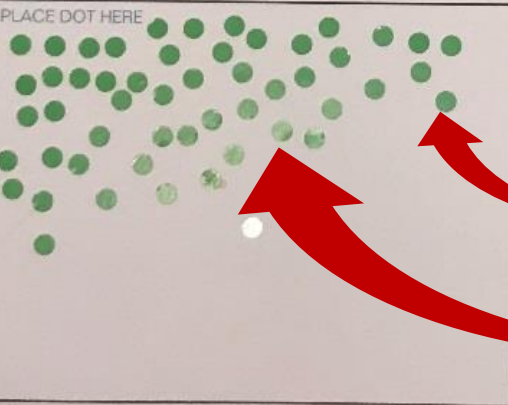

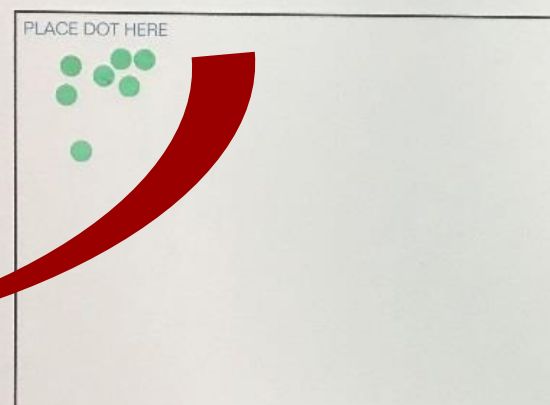
Dot Gate



GATEWAY ALTERNATIVES

VOTE FOR YOUR PREFERRED OPTION

Handwritten: Parking Deck

Gateway & Streetscape Enhancement	Buildings along Streets with Surface Parking	Buildings along Streets with Structured Parking
Potential improvements in this alternative include gateway signage, pedestrian lighting, sidewalk improvements, crosswalk improvements, landscaping along parking lots, and fewer driveway entrances.	Potential improvements in this alternative include all of the gateway improvements and streetscape enhancements shown to the left as well as mixed-use buildings along the Park Ave. and surface parking to the rear of the buildings. This option will require the creation of additional parking elsewhere in Saugatuck to replace the lost commuter spaces.	Potential improvements in this alternative include all of the gateway, streetscape and buildings shown to the left as well as a parking structure to provide both commuter parking and parking for the mixed-use buildings.
		
PLACE DOT HERE 	PLACE DOT HERE 	PLACE DOT HERE 

SAUGATUCK
A Gateway For Westport

Finding Common Ground
MetroQuest as a tool for Westport CT



WELCOME



YOUR TOP PRIORITIES



MAP OPPORTUNITIES

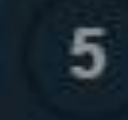


IMAGE VOTING

4 Your Character Preferences

What to do

Next Task



WRAP UP

Streetscape and Sidewalks

Residential Architecture

Commercial Architecture

Civic Spaces

Commercial Architecture

Please choose one image... then add a comment...

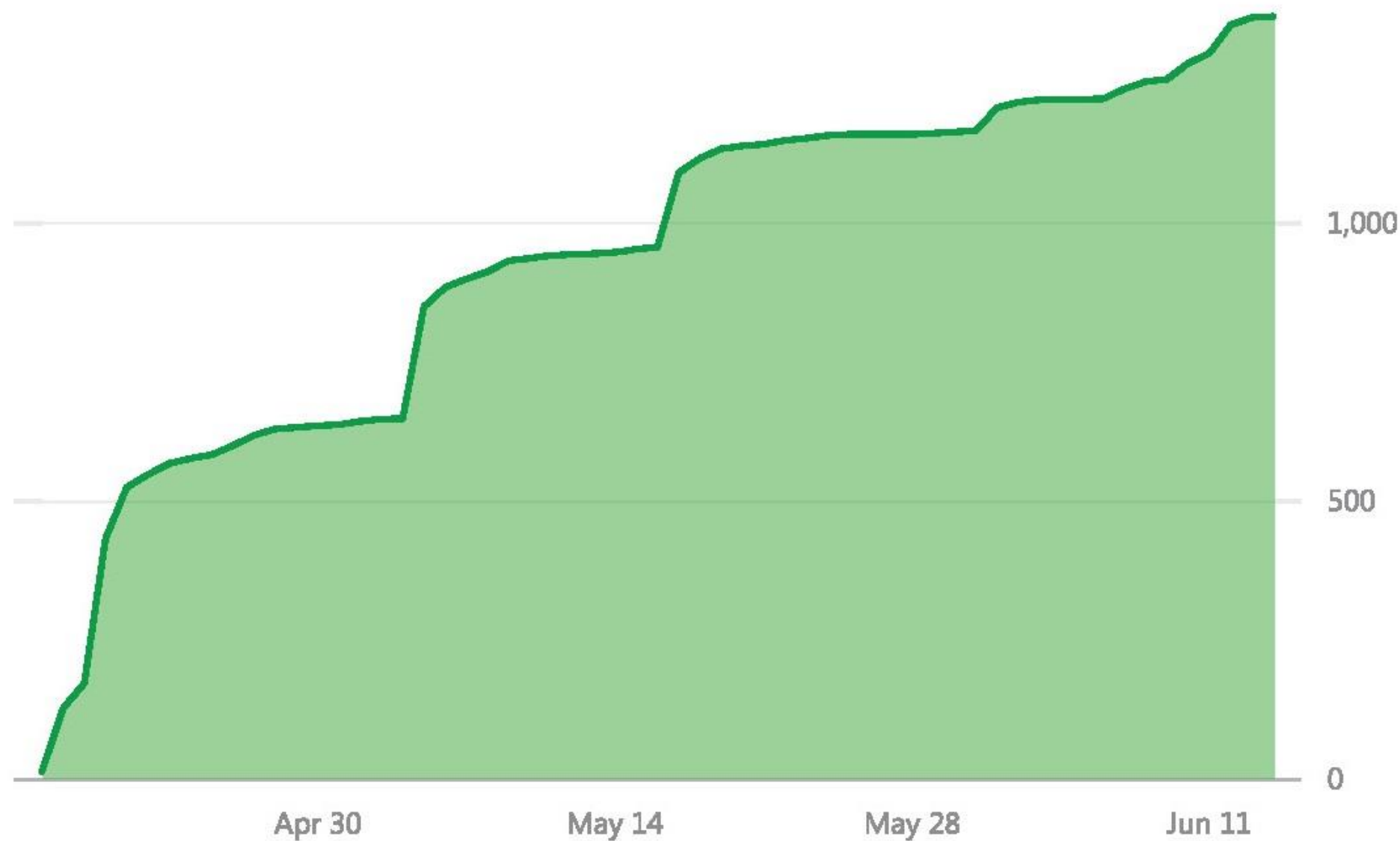


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urban design + architecture + interiors

MetroQuest
Engagement optimized

The Community Survey

SURVEY PARTICIPANTS



1372 Participants



The Community Survey

Saugatuck- A Gateway for Westport

Progress 

Saugatuck-Gateway For Westport

WELCOME

Community Visioning Survey
The Town of Westport, CT is conducting a planning & visioning project to establish a master plan & design standards for Saugatuck. We invite you to share your ideas about streets, civic spaces and architecture on this community visioning survey. Your ideas will help inform this plan to enhance Saugatuck.

[Project Map](#)

[Begin](#)

This nine month planning project seeks to enhance Saugatuck's streets, sidewalks, sense of place and community character through the creation of a master plan and design standards. To learn more visit: gatewayforwestport.com



2 YOUR TOP PRIORITIES

3 MAP OPPORTUNITIES

4 IMAGE VOTING

5 WRAP UP



Finding Common Ground

MetroQuest as a tool for Westport CT

The Community Survey

Saugatuck- A Gateway for Westport

Progress 

What to do Next Task

Your Priorities for Saugatuck

WELCOME

YOUR TOP PRIORITIES

- community character
- sidewalks and walkability
- shops and dining
- waterfront access
- green / civic spaces

Order your top 5 items
↑ above this line ↑

transportation/ traffic

parking

residential choices

Suggest another item

community character



The character of a community's architecture and landscapes establish a sense of place and identity.

Comment

MAP OPPORTUNITIES

IMAGE VOTING

WRAP UP

Finding Common Ground

MetroQuest as a tool for Westport CT

The Community Survey

TOP PRIORITIES

Average Rank	Priorities	Times Ranked
2.87	Sidewalks / Walkability	899
2.73	Neighborhood Character	849
2.62	Transit / Traffic / Parking	803
2.96	Shops and Dining	811
2.96	Waterfront Access	743
3.29	Green / Civic Spaces	628
3.33	Residential Choices	234
3.72	Arts & Entertainment	407

The Community Survey

Saugatuck- A Gateway for Westport

Progress

What to do

Your Neighborhood Observations

Please drag and drop at least 3 markers on the map.

- Your Ideas
- Traffic Hotspot
- Parking
- Green / Civic Space
- Sidewalks Crosswalks

The map shows the Saugatuck area in Westport, CT, with several markers placed on it. A blue outline indicates the survey area. Markers include a lightbulb (Your Ideas) near Viva Zapata, a warning sign (Traffic Hotspot) near Rainbow Thai, a car (Parking) near Viva Zapata, a green space (Green / Civic Space) near Viva Zapata, and a person walking (Sidewalks Crosswalks) near Rainbow Thai. Other landmarks include Viva Zapata, Rainbow Thai, Black Duck Cafe, Tarantino Restaurant & Bar, and Westport. The map also shows major roads like Saugatuck Ave, Riverside Ave, and Governor John. The interface includes a sidebar with 'WELCOME', 'YOUR TOP PRIORITIES', 'MAP OPPORTUNITIES', 'IMAGE VOTING', and 'WRAP UP'. A question mark icon is in the bottom left corner of the sidebar.

WELCOME

YOUR TOP PRIORITIES

MAP OPPORTUNITIES

IMAGE VOTING

WRAP UP

Google

Map data ©2017 Google Terms of Use Report a map error

Finding Common Ground

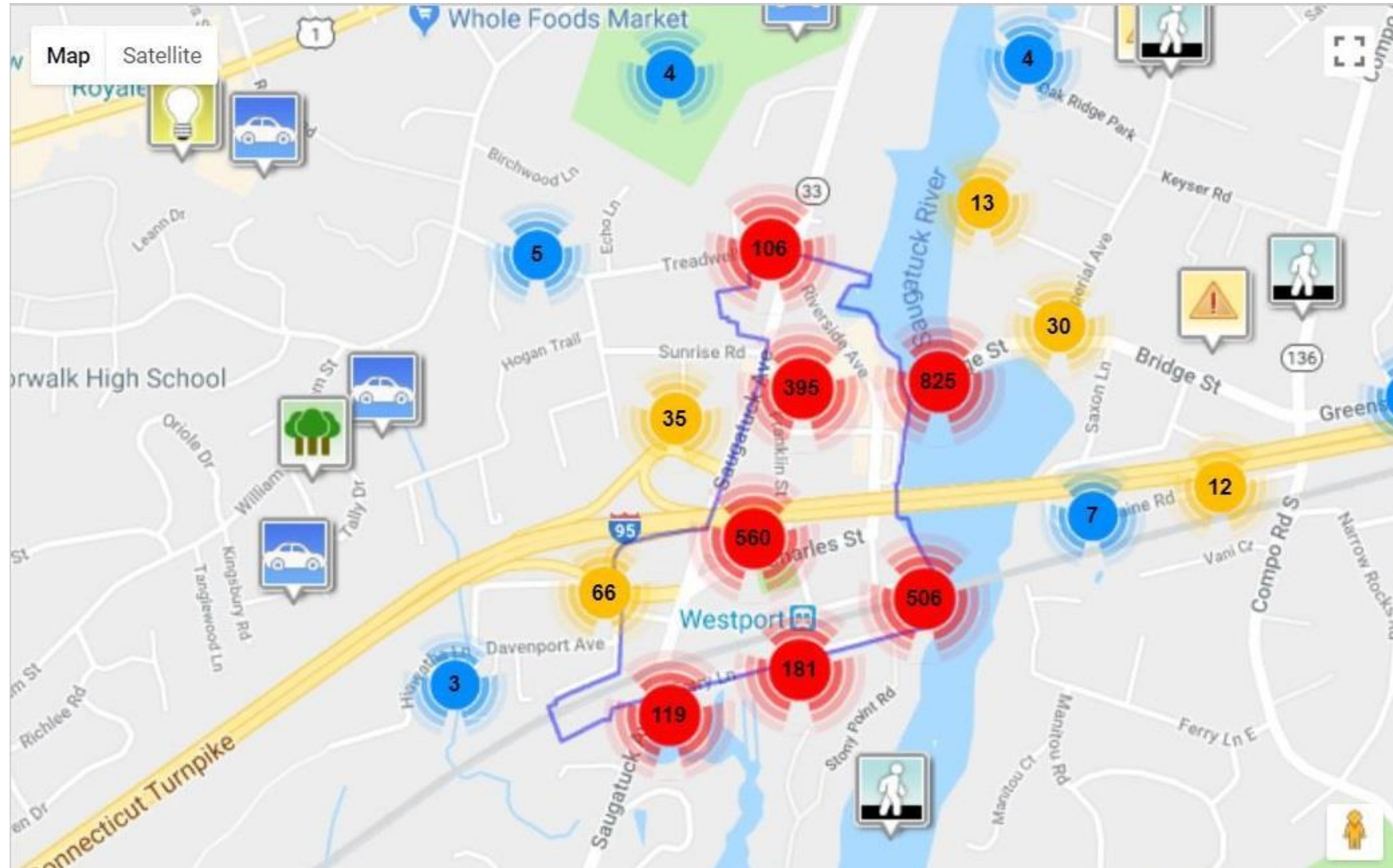
MetroQuest as a tool for Westport CT

The Community Survey

Map Opportunities

Total Markers:
2,925

Comments:
1,826



Your Ideas



Traffic Hotspot



Parking



Green / Civic
Space



Sidewalks
Crosswalks

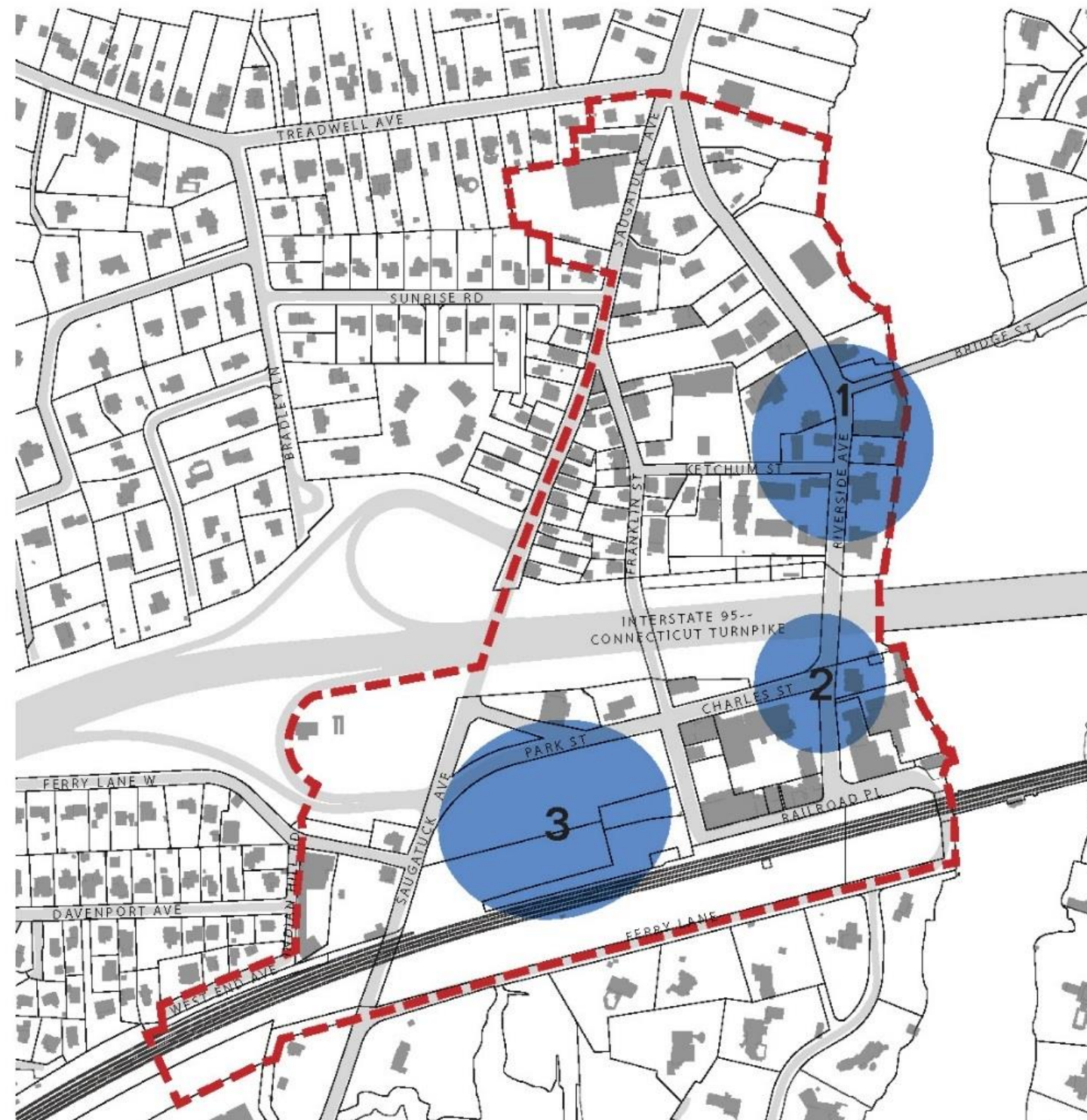
Finding Common Ground

MetroQuest as a tool for Westport CT

The Community Survey

MAP OPPORTUNITIES

Parking



1 Saugatuck Center / Riverside Ave

- Local businesses are suffering due to lack of available retail parking
- Create more daily, non-permit parking spaces

2 Charles St / Riverside Ave

- Local businesses are suffering due to lack of available retail parking
- Create more daily, non-permit parking spaces

3 Commuter Lots


- Create structured parking for commuter lots
- Create more daily, non-permit parking spaces

SUMMARY:

- 235 participants commented about parking
- Of the 235 parking comments, 18 participants mentioned structured parking as a solution for Saugatuck
- Of the 235 parking comments, 6 participants mentioned structured parking as inappropriate for Saugatuck
- Lack of parking for retail use and commuters
- Create flexible, non-permit public parking spaces for retail use and weekend train riders

The Community Survey

Saugatuck- A Gateway for Westport

Progress 

4 Your Character Preferences What to do Next Task 5

WELCOME


YOUR TOP PRIORITIES

MAP OPPORTUNITIES

IMAGE VOTING

- Streetscape and Sidewalks
- Residential Architecture
- Commercial Architecture**
- Civic Spaces

Commercial Architecture
Please choose one image... then add a comment...



Previous Optional Comment **Next Choice**

WRAP UP

Finding Common Ground

MetroQuest as a tool for Westport CT

Community Character Preferences



Civic Spaces



Commercial Architecture

- Traditional materials
 - Light colored clapboard & shingles
 - Red brick
- Traditional shutters
- Steeply pitched shingle rooves
- Civic spaces should include lawns, plazas, dining

- 2-1/2 to 3 Stories
- Building separations of 10 to 20 FT



Residential Architecture



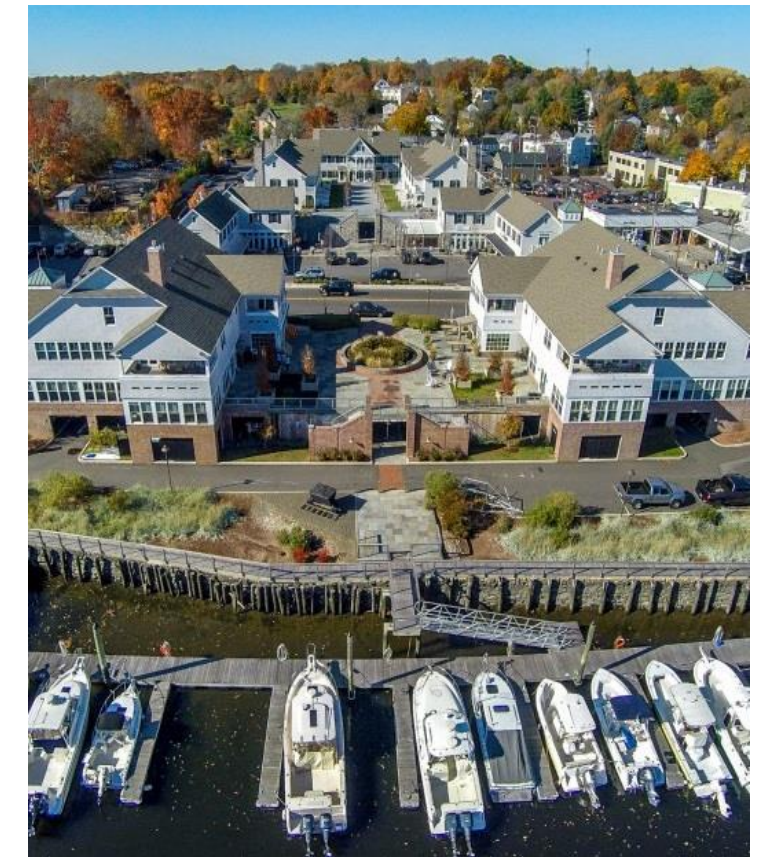
Streetscapes & Sidewalks



Community Survey informs Design Principles

Design Principles

1. Enhance the **pedestrian experience** in Saugatuck
2. Encourage and enhance **multi-modal choices**, including local transit service to the station, to reduce the demand for additional commuter parking.
3. Provide parking strategies to support both commuters and local businesses while **reducing the appearance of parking as the primary land use** in Saugatuck.
4. Enhance the **gateway experience** to Saugatuck and the Town of Westport.
5. Promote a **mix of uses** that protects the resiliency, vibrancy and character of Saugatuck.
6. Reduce **traffic congestion** and discourage cut through traffic.
7. The **Cribari Bridge's** existing function and structure shall be **preserved**.
8. Establish a **regulatory framework for implementation** of development plan recommendations



Finding Common Ground

MetroQuest as a tool for Westport CT

Finding Common Ground

NO FOOD OR DRINKS IN THE AUDITORIUM

Artist@Work

Button Makers@Work

PHICS

TRENDS

ESSENTIAL MARKET

ESSENTIAL MARKET



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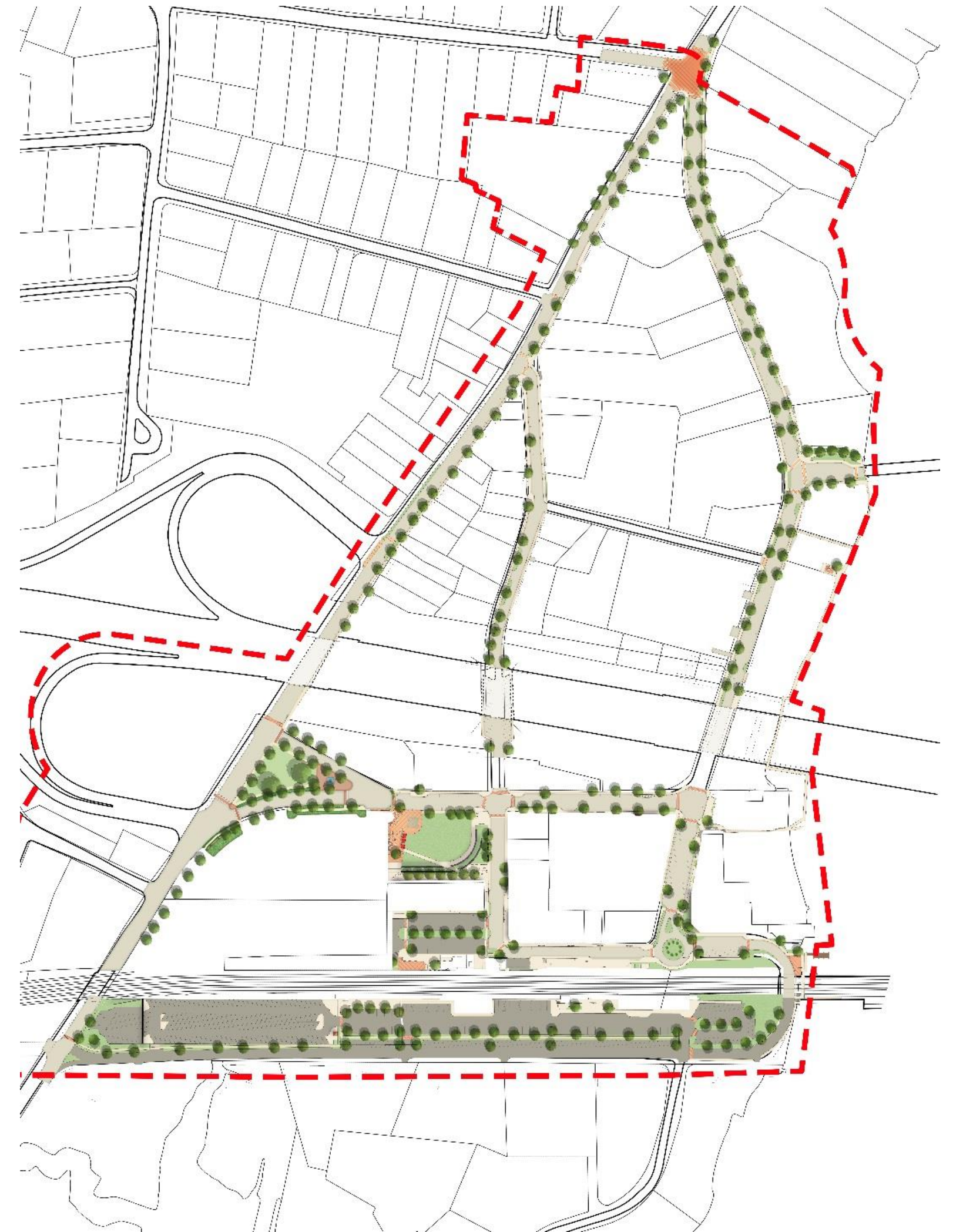
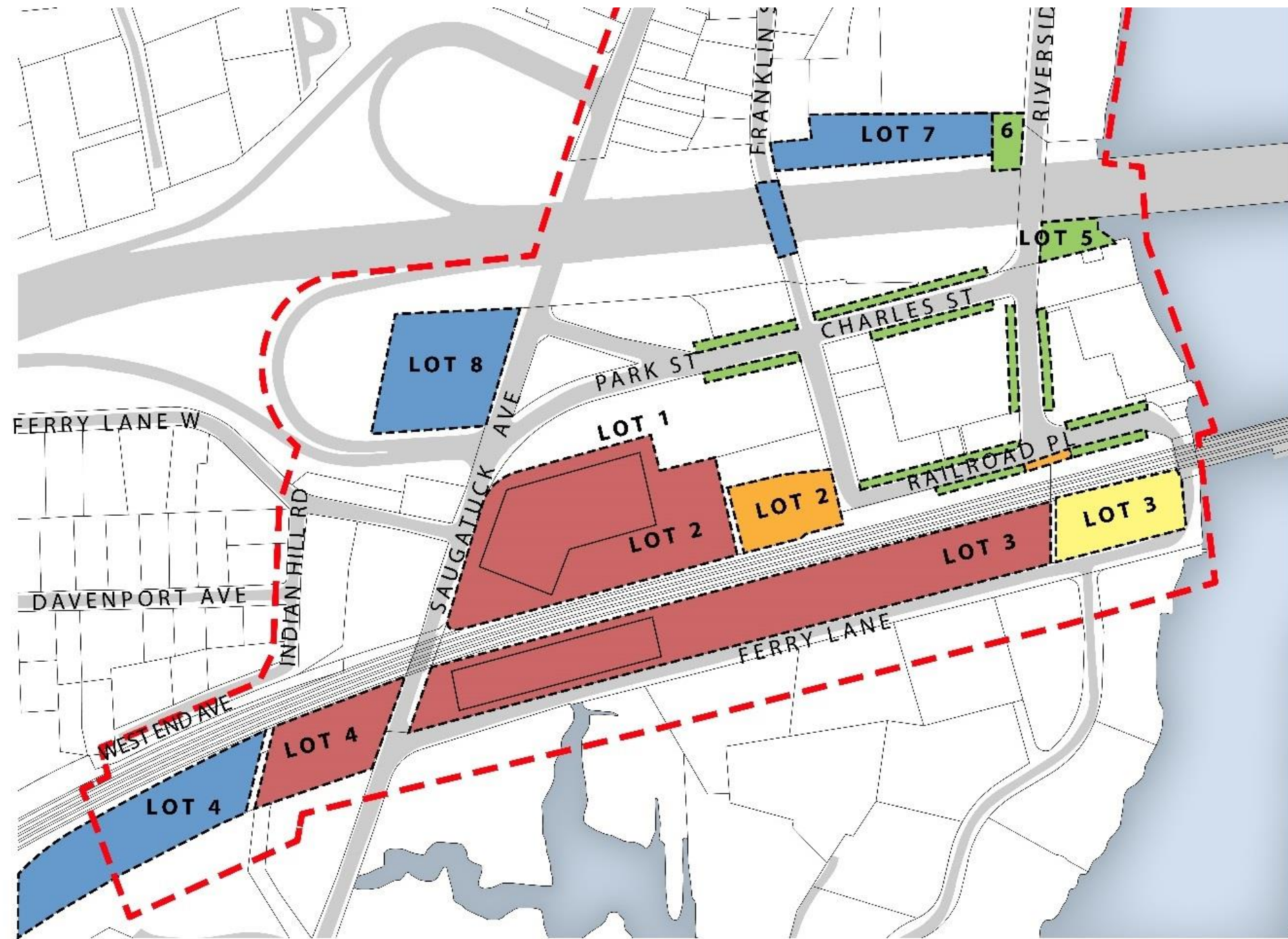
 **MetroQuest**
Engagement optimized

Improve the Public Realm – Intersections, Parking, Crosswalks, Streetscape & Civic Spaces



Finding Common Ground
MetroQuest as a tool for Westport CT

Improve the Public Realm – Intersections, Parking, Crosswalks, Streetscape & Civic Spaces



Finding Common Ground

MetroQuest as a tool for Westport CT

Promote Private Realm Improvements using a form based code village overlay

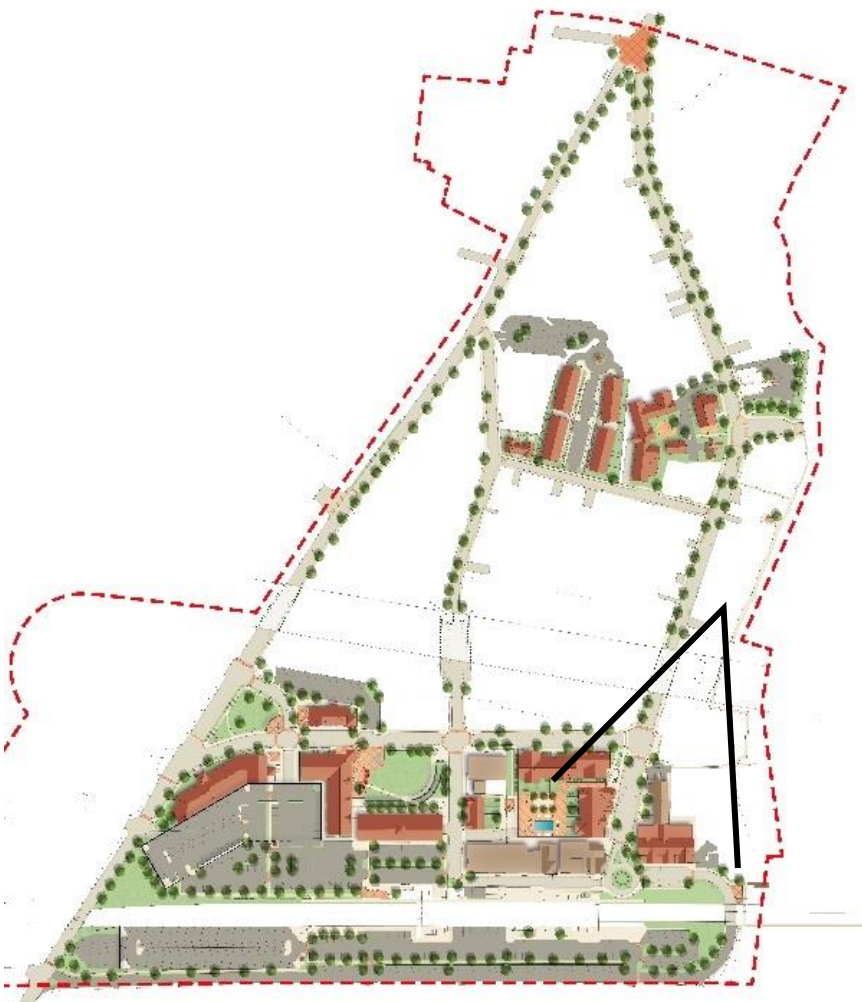


Finding Common Ground
MetroQuest as a tool for Westport CT

Create great streets



existing



proposed

Finding Common Ground

MetroQuest as a tool for Westport CT

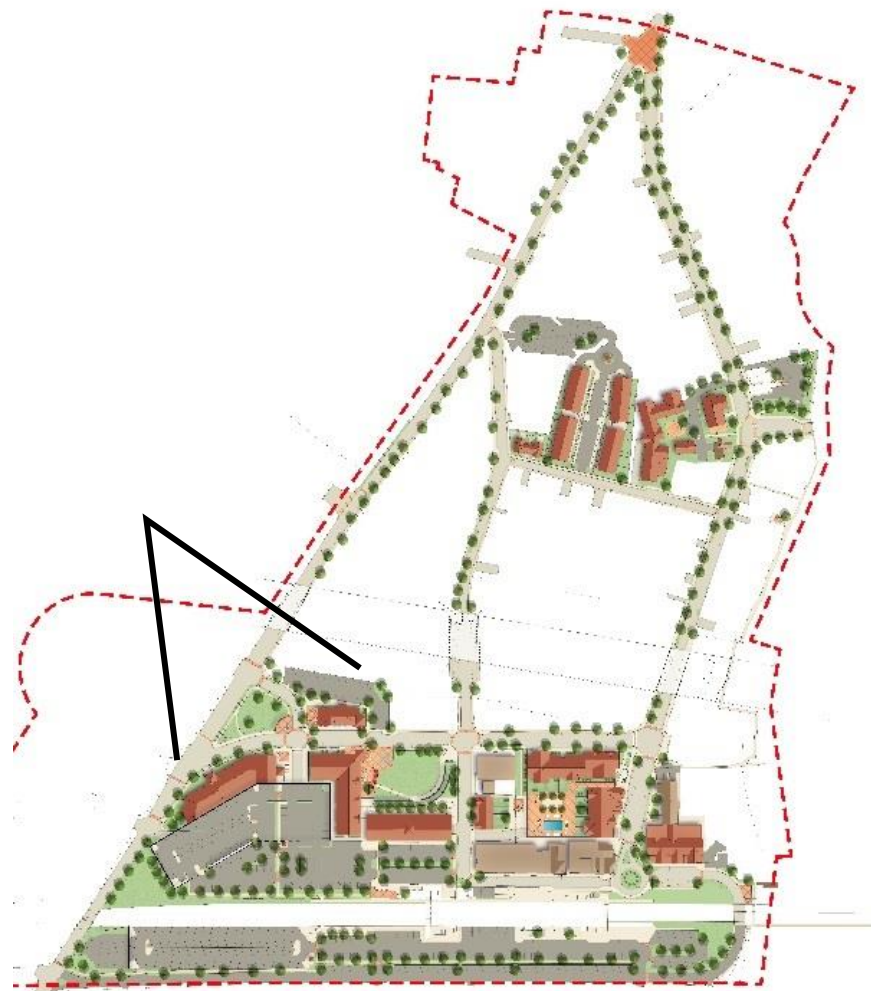
Create great civic spaces



existing

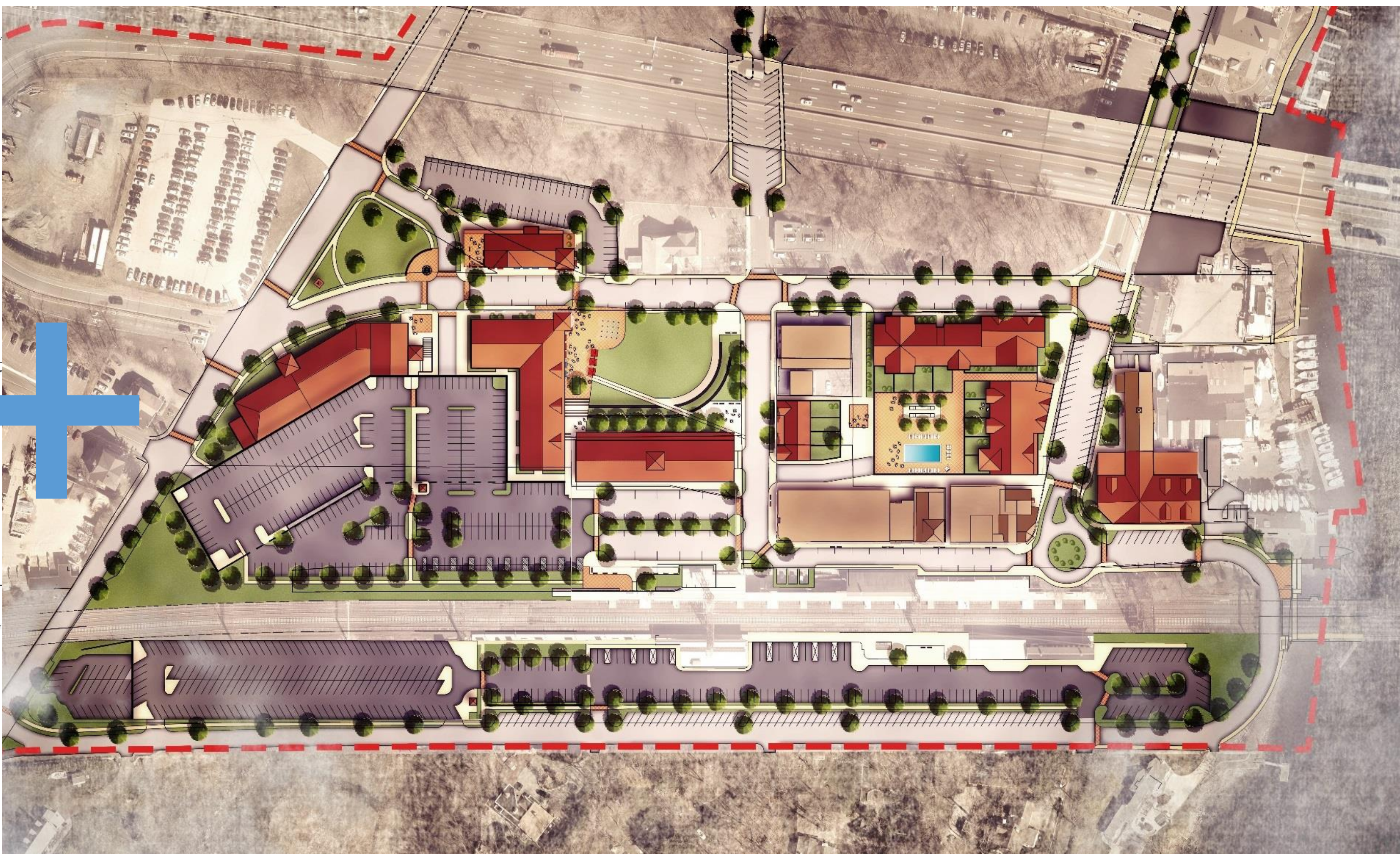
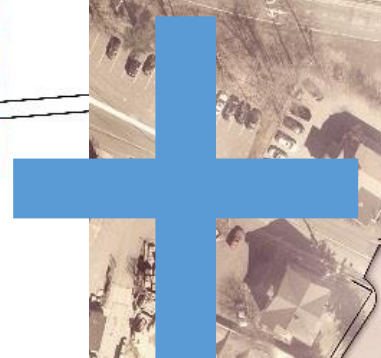


proposed



Finding Common Ground
MetroQuest as a tool for Westport CT

Create both practical near term improvements + a vision for future investments



Finding Common Ground
MetroQuest as a tool for Westport CT

Lessons Learned

- Match client expectations to time and budget available – our project required a 4 month extension
- Smaller steering committee of 10 to 12 people, not 19 members
- Create a Project Brand – www.GatewayforWestport.com
- Project website to promote transparent communication
- Enhance use of social media to connect with a broader audience
- Conduct a second MetroQuest survey to engage the public in vetting the design alternatives
- Include more detailed studies in the scope of work as necessary to review the impact of the alternatives- (e.g. traffic etc.)

How to Design Public Engagement to Find Common Ground

Case Study: Saugatuck Transit Oriented Design Master Plan

Westport, Connecticut



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A woman with short, wavy brown hair and glasses is sitting at a white desk in a modern office. She is wearing a blue denim shirt and is looking at a large computer monitor. Her hands are on a white keyboard and mouse. The desk is cluttered with papers, a smartphone, and a small mouse. In the background, there is a large window with a view of a city, a green plant, and a white chair. The text "Poll: What are your top engagement priorities?" is overlaid in white on the image.

Poll: What are your top engagement priorities?



Select MetroQuest Customers

State Agencies



Local Agencies



Fresno Council of Governments



City of Rochester, NY



Consulting Firms



20 Years! Best Practices Research

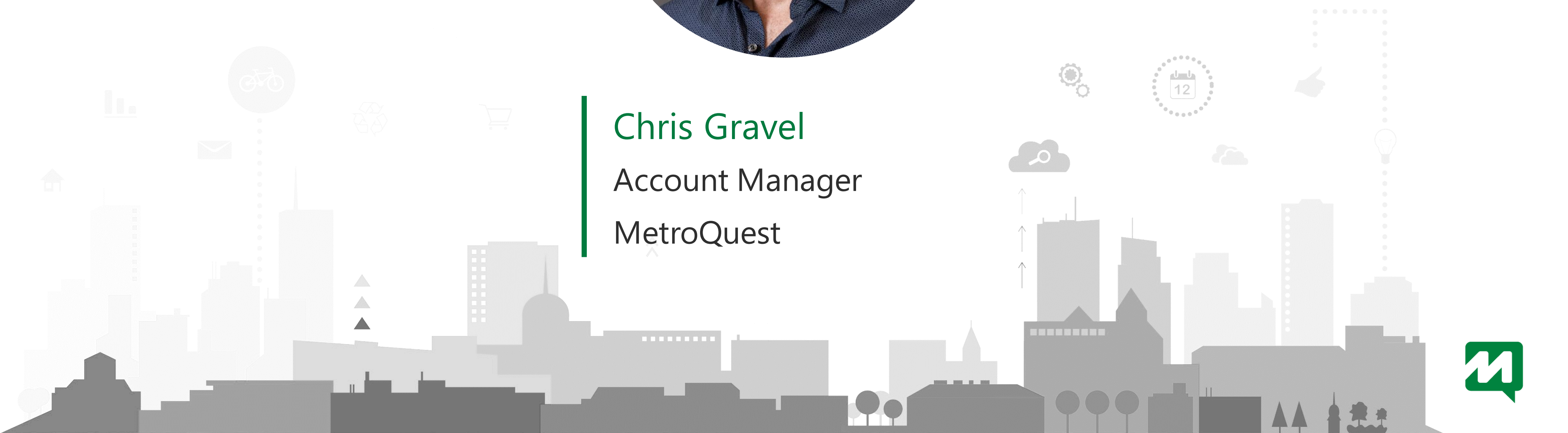


Federal Transit
Administration





Chris Gravel
Account Manager
MetroQuest



Finding Common Ground

6 Key Success Factors





Gain clarity early





2

Focus on community priorities



Town of Westport

Saugatuck- A Gateway for Westport

Progress

2 Your Priorities for Saugatuck

What to do Next Task

3 4 5

WELCOME

YOUR TOP PRIORITIES


- 1 Sidewalks and Walkability
- 2 Neighborhood Character
- 3 Transit/ Traffic/ Parking

Order your top 5 items
↑ above this line ↑

- Green / Civic spaces
- Shops and Dining
- Waterfront Access
- Residential Choices
- Arts & Entertainment

Suggest another item

Sidewalks and Walkability



Pedestrian-friendly, walkable communities offer a connected network of sidewalks, crosswalks and trails.

Comment

MAP OPPORTUNITIES

IMAGE VOTING

WRAP UP

Facebook, Twitter, Email, Share icons

Help Privacy About MetroQuest



3

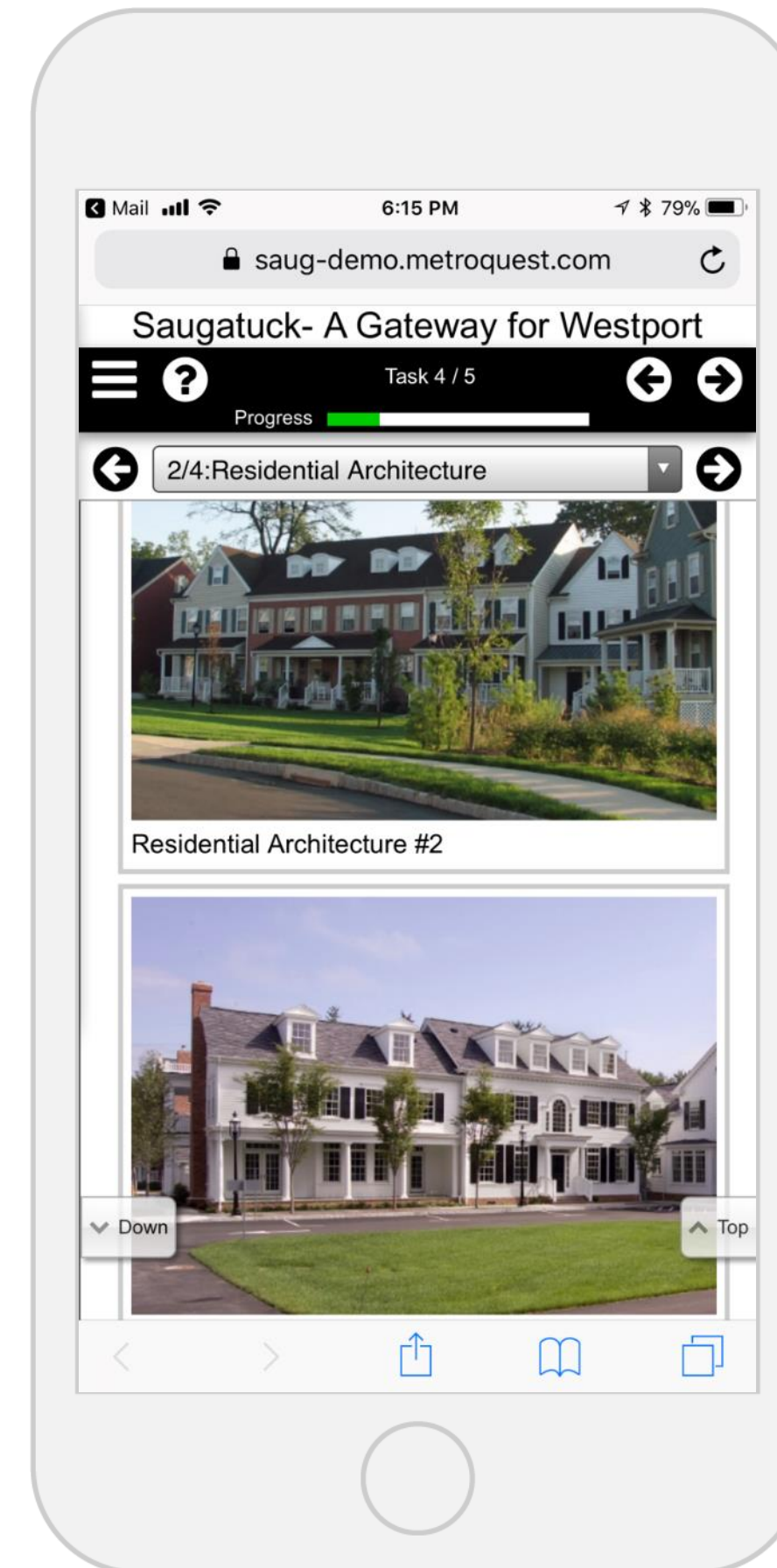
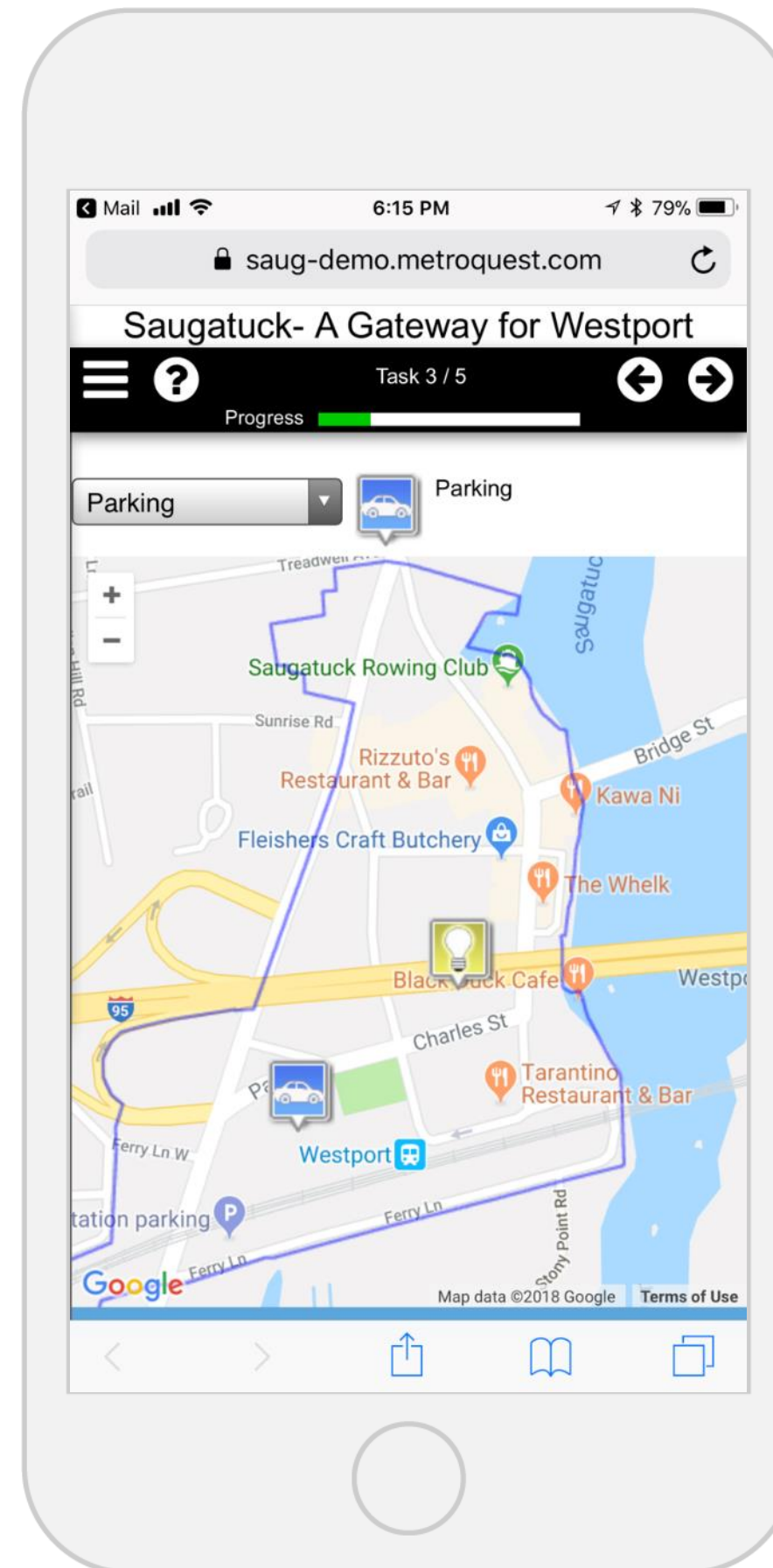
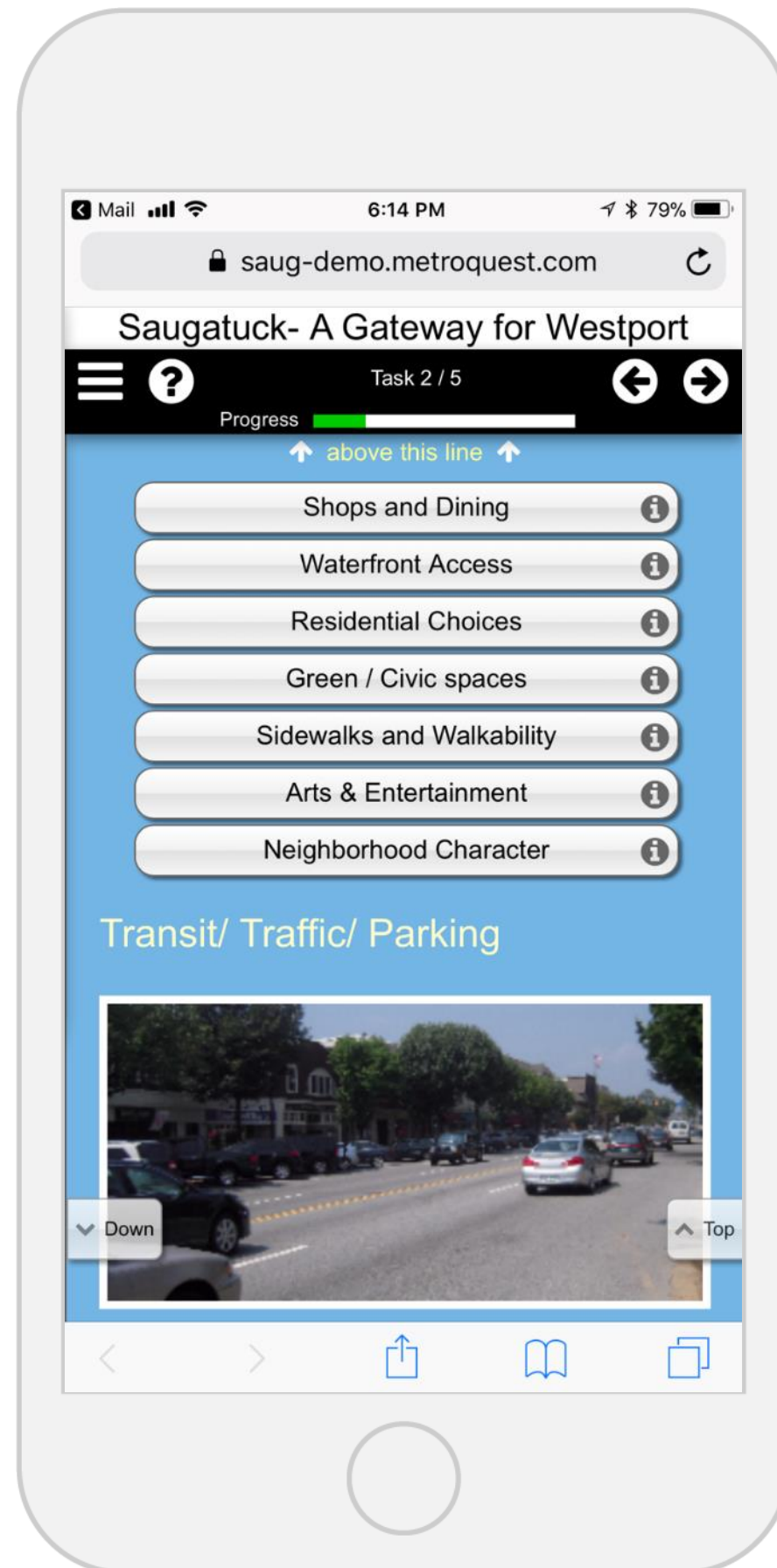
Create a safe place



Provide many ways to participate



Mobile is key





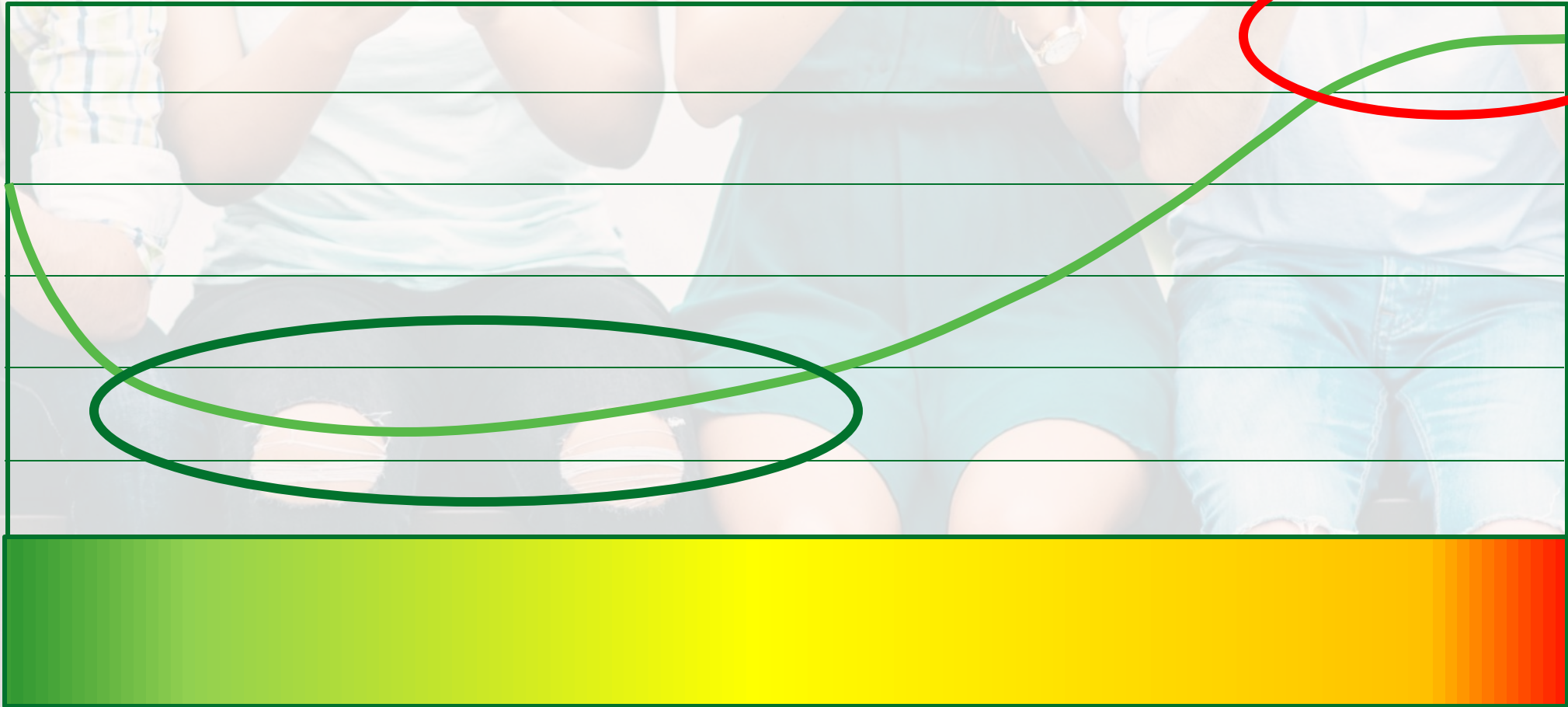
4

Engage the masses



Barriers are participation filters

Level of Motivation



Positive

Moderate

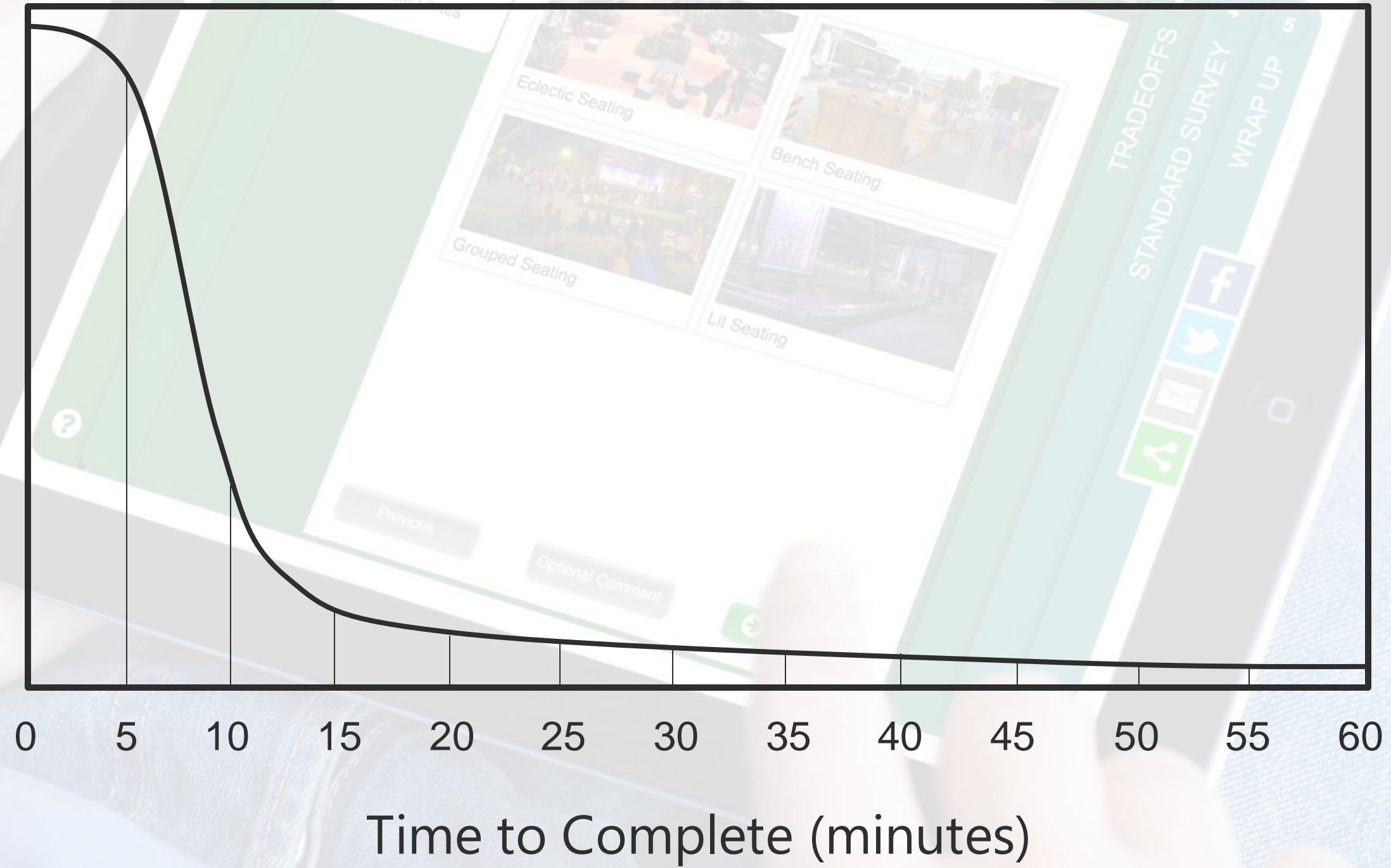
Negative

Attitude



Aim for a fun 5 minutes

Participants





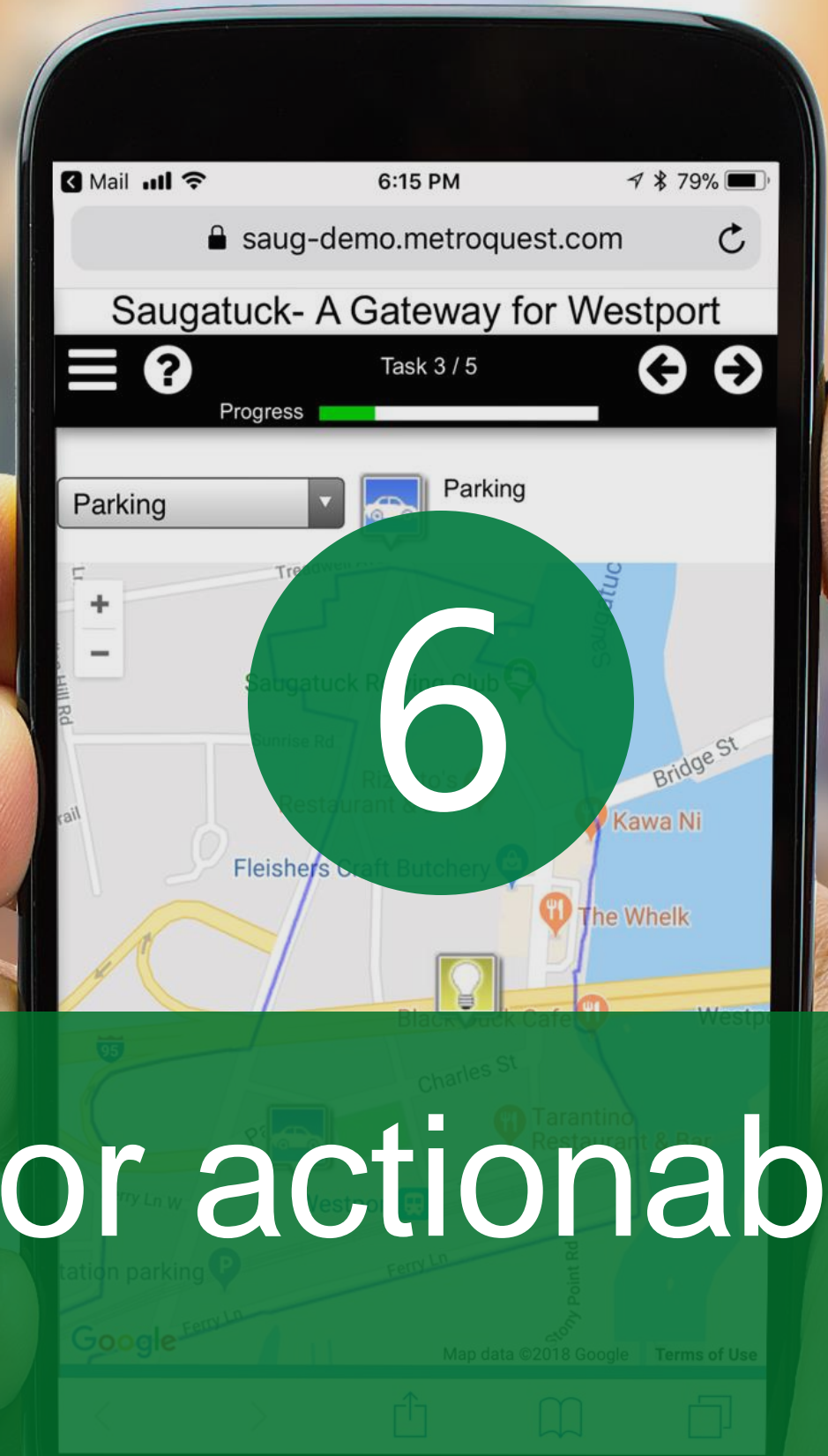
5

Weave in education



Make it insightful ... in 5 minutes





Design for actionable results





Confidence

Criteria 1: critical mass



Criteria 2: diversity



Criteria 3: informed input

Saugatuck- A Gateway for Westport

Progress

2 Your Character Preferences

What to do Next Task

5 WRAP UP

WELCOME

YOUR TOP PRIORITIES

MAP OPPORTUNITIES

IMAGE VOTING

- Streetscape and Sidewalks
- Residential Architecture
- Commercial Architecture
- Civic Spaces

Streetscape and Sidewalks

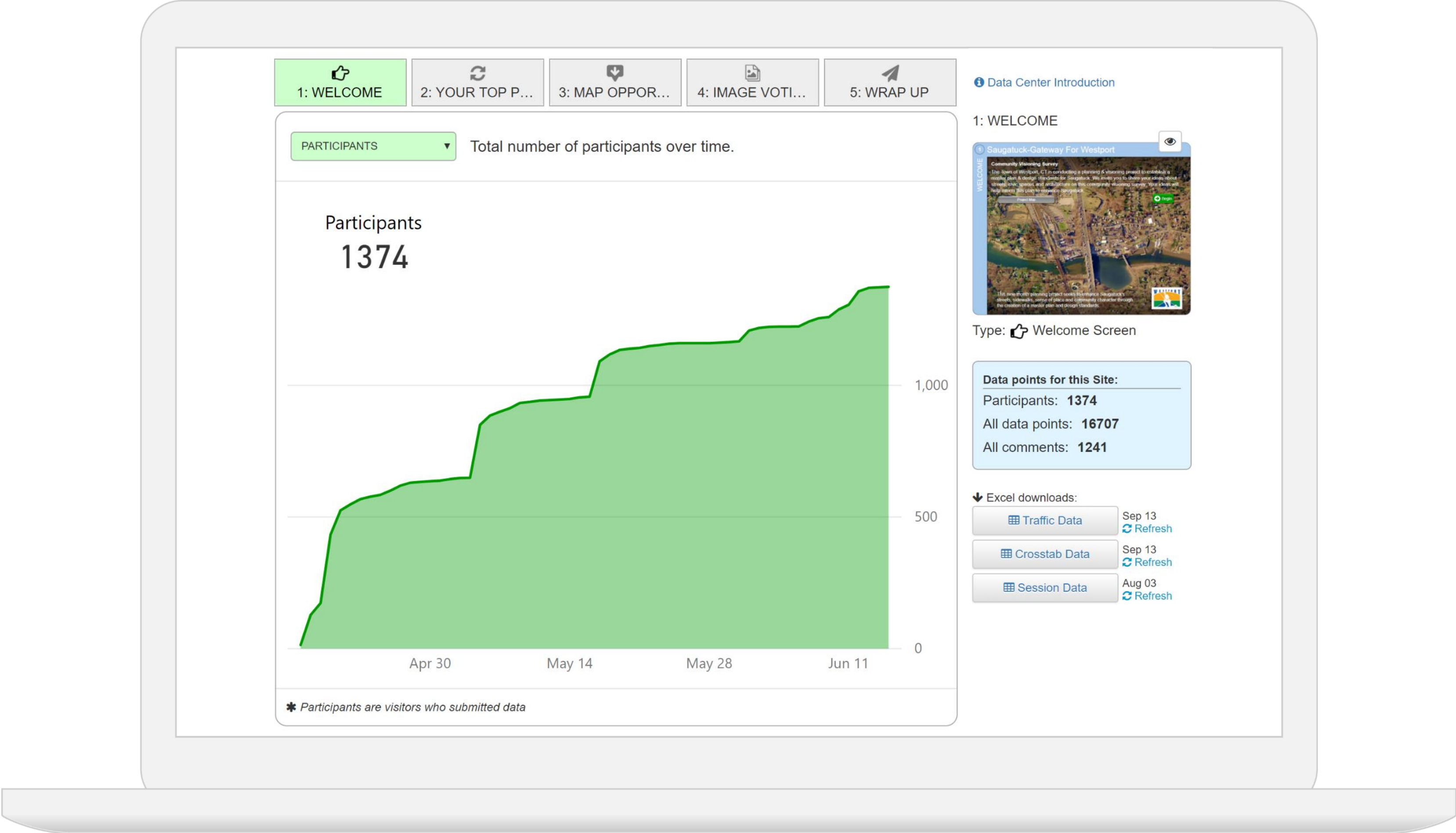
Which image best describes your vision for Saugatuck?

Previous Optional Comment Next Choice

[Help](#) [Privacy](#) [About MetroQuest](#)



Criteria 4: quantifiable results



1

2

3

4

5

6

Finding Common Ground

6 Key Success Factors



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:





Poll: What additional information would be helpful?

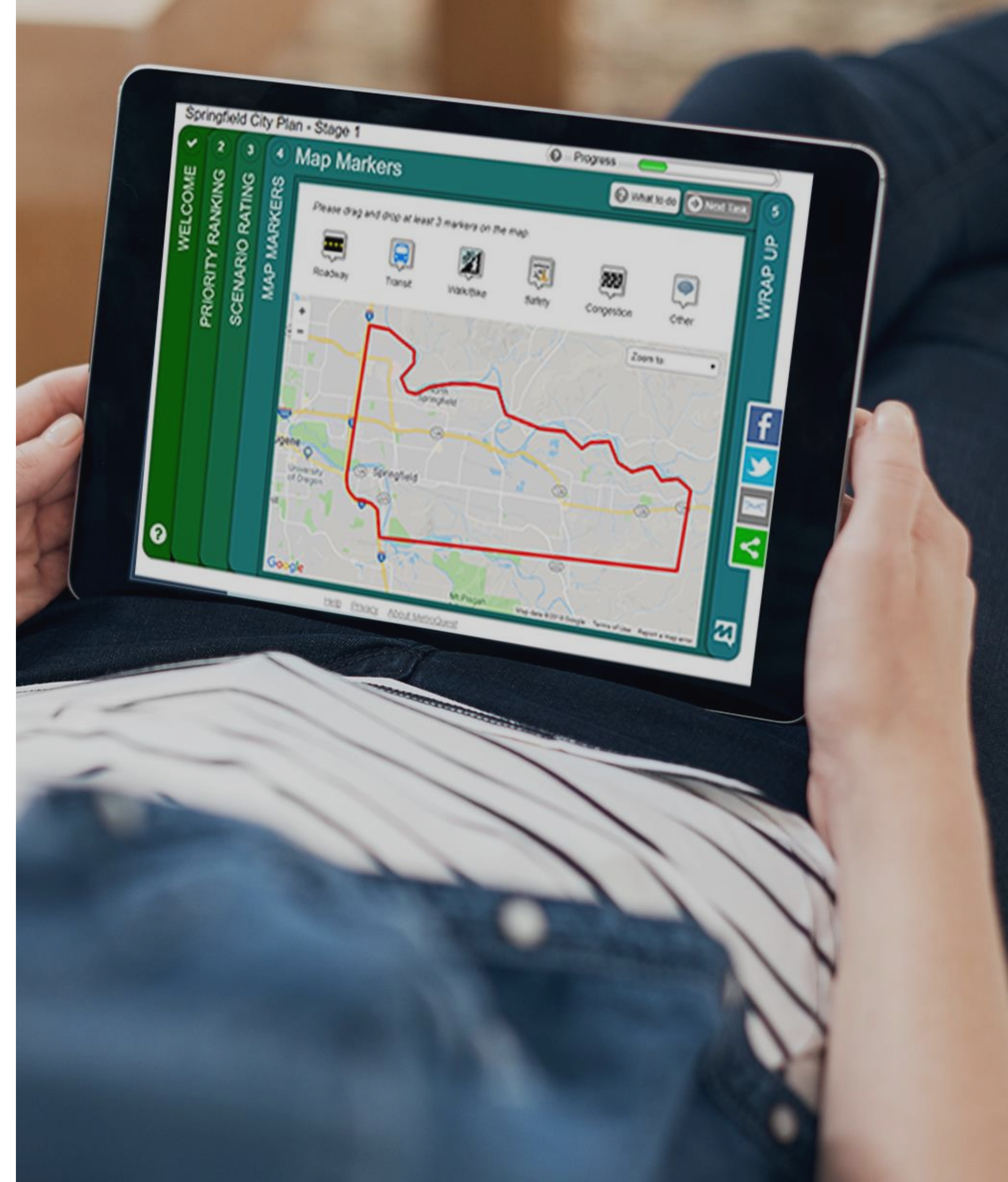


WEBINAR – March 14

How to Optimize Online Engagement with MetroQuest

Learn to use MetroQuest to:

- Maximize participation
- Collect informed input
- Deliver Actionable Results



Questions?

Mary Young
Town of Westport



Mark Evans
BartonPartners



Chris Gravel
MetroQuest



Dave Biggs
MetroQuest



Thank you for participating!

AICP CM: <https://planning.org/events/course/9144046>



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