

# Public Participation Training Workshop



Sponsored by the Iowa Department of  
Economic Development

IOWA *economic* DEVELOPMENT



# Today is just the start...

## plan IOWA



New Feature

**input  
plan-it**  
Public Participation Training

[Workshop Information and Schedule](#)

[Tools and Links](#)

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This is a discussion...not a presentation! You craft the outcome

Take away: new ideas, new resources

# Public Participation Components of the Comprehensive Plan



## **Iowa Smart Planning**

**Legislative Guide  
March 2011**

# Public Participation Components of the Comprehensive Plan



1. Articulates ten Iowa Smart Planning Principles for application in local comprehensive plan development and public investment decision-making,
2. Provides comprehensive planning guidance for cities and counties, and
3. Establishes the Iowa Smart Planning Task Force with various responsibilities.

# Public Participation Components of the Comprehensive Plan



## Iowa Smart Planning Principles

### **Collaboration**

Governmental, community, and individual stakeholders, including those outside the jurisdiction of the entity, are encouraged to be involved and provide comment during deliberation of planning, zoning, development, and resource management decisions and during implementation of such decisions. The state agency, local government, or other public entity is encouraged to develop and implement a strategy to facilitate such participation.

# Public Participation Components of the Comprehensive Plan

13 elements that may be included in a city or county comprehensive plan



## Public Participation Element

Information relating to public participation during the creation of the comprehensive plan or land development regulations, including documentation of the public participation process, a compilation of objectives, policies, and goals identified in the public comment received, and identification of the groups or individuals comprising any work groups or committees that were created to assist the planning and zoning commission or other appropriate decision-making body of the municipality.

# Importance and Benefits of Public Participation

- Transparency
- Engages new audiences
- Humanizes government
- Real-time feedback and response
- Compels and provides a basis for action

# Guiding Principles of Public Participation

- Define the reason for engagement
  - Clear articulation of the intent for engagement
- Who's listening?
  - People identify with people, even through the web
- Context-sensitive participation
  - Meet people where they are (mobile, location-based)

# Guiding Principles of Public Participation

- Engage for the community we want, not the one we know
  - Avoid falling into the “gripe session”
- Face-to-face will always matter
  - Online networks are bolstered by offline networks and vice versa
- Design for distraction
  - Work in the constraints of the busy world

# Case Studies and Testimonials



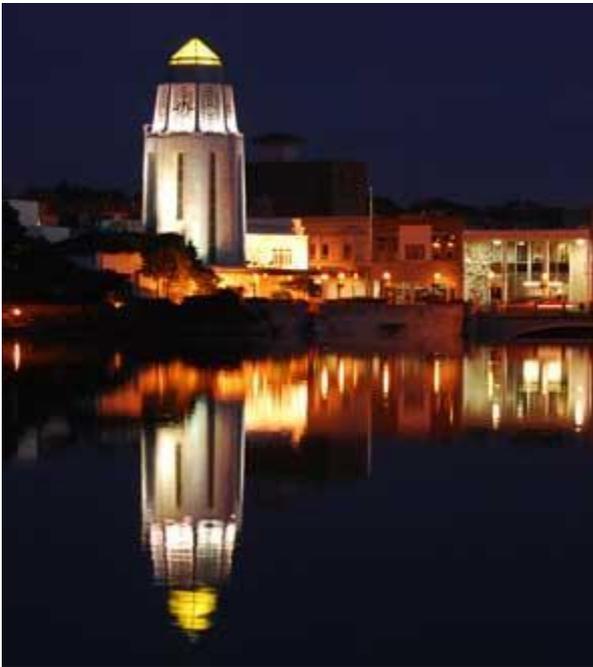
# Case Studies and Testimonials



## Downtown St. Charles Strategy Plan

- Community visioning
- Guiding principles for design and development
- Susceptibility to change analysis
- First steps implementation strategy

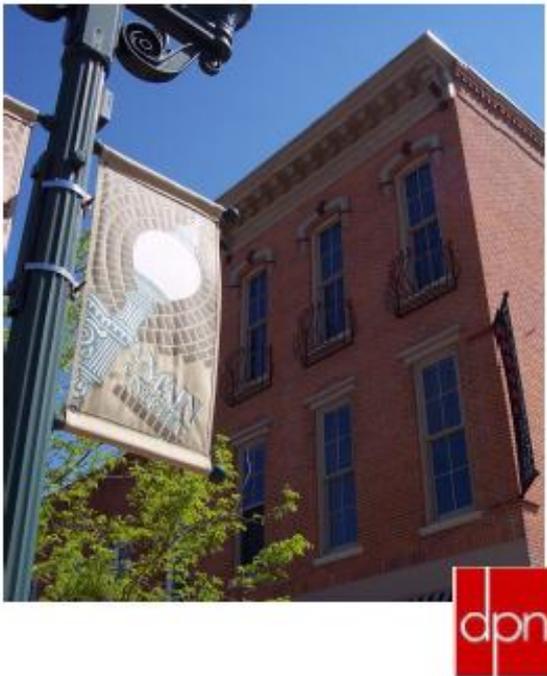
# Case Studies and Testimonials



*“The downtown St. Charles plan's guiding principles and goals have remained useful even as situations have changed, and the action steps enabled us to set priorities and mark progress.”*

- Bob Hupp, St. Charles, Illinois

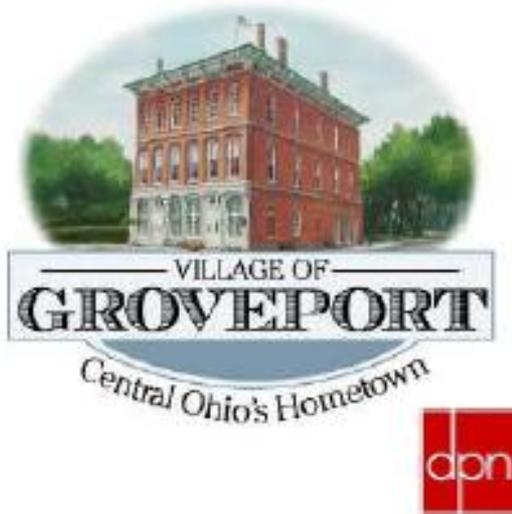
# Case Studies and Testimonials



## Main Street Iowa Market Analysis

- Changing techniques, tools and methods
- Engaging stakeholders and volunteers from start to implementation

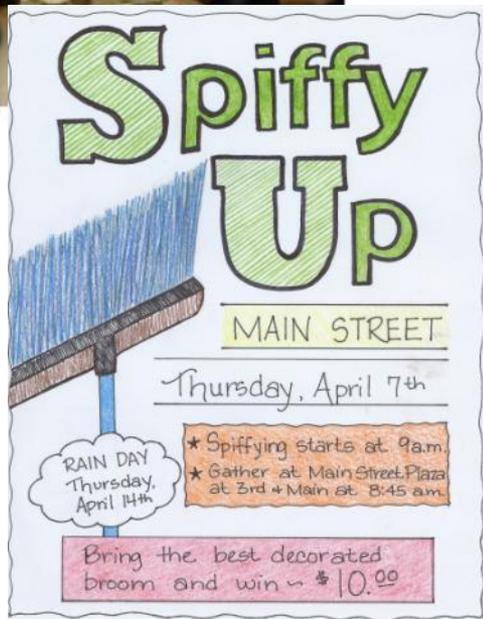
# Case Studies and Testimonials



## Groveport Market Analysis and Strategy Plan

- Stakeholder interviews and community forums
- Business survey
- Community survey

# Case Studies and Testimonials



## Main Street Lansing Development Strategy

- Community roundtables
- Business survey
- Visioning sessions
- “Jump Start” Action Plan

# Case Studies and Testimonials



## Omaha by Design – Environment Omaha

- 35 Person Core Committee
- Web, Facebook, Twitter & Discussion Blogs
- Guerilla marketing

# Case Studies and Testimonials



## Nashville Flood Recovery Plan

- Equal parts online and offline
- More than 5,000 participants in 4-week period
- Context-sensitive participation

Take a Break!



# Tools and Resources

- **High Touch**
- **High Tech**

# Tools and Resources: High-Touch

## Surveys

- Collects large volumes of data in a short period of time.
- Less expensive than other participation techniques.
- Easy to create and administer, especially using web technologies.

# Tools and Resources: High-Tech



The image shows the SurveyMonkey website header and hero section. At the top left is the SurveyMonkey logo. To its right are links for "Sign In" and "Help". Below the logo is a navigation menu with "Home", "Take a Tour", "Customers", and "Plans & Pricing". The main hero area features a photograph of a man, Craig Bankowski, holding a volleyball. A text box over the photo reads: "SurveyMonkey makes scheduling practices and organizing travel 1,000 times easier." Below the photo is the name "Craig Bankowski" and "Palo Alto Elite Volleyball Club". On the right side of the hero section is a "Get Started Today!" box with two plan options: "BASIC Plan" with a "Sign Up FREE" button, and "PRO Plan" with a "PRO Sign Up" button. Below the hero section is a dark navigation bar with links for "Market Research", "Event Planning", "Customer Feedback", "Product Planning", and "Education & Training".

SurveyMonkey™

Sign In | Help

Home Take a Tour Customers Plans & Pricing

SurveyMonkey makes scheduling practices and organizing travel 1,000 times easier.

Craig Bankowski  
Palo Alto Elite Volleyball Club

Get Started Today!

**BASIC Plan**  
Sign Up FREE ▶

All the essentials to get you started for FREE.

**PRO Plan**  
PRO Sign Up ▶

Advanced features & customization for power users.  
See Plans & Pricing »

Market Research Event Planning Customer Feedback Product Planning Education & Training

## CUSTOMER SUCCESS STORIES



[See all Customer Success Stories »](#)

## FOLLOW US



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# Tools and Resources: High-Tech



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Password:

Sign In



Follow Us

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Home

Online Surveys

Plans & Pricing

Online Panel

Resources

## Online Surveys by Zoomerang

The best survey software for fast, easy feedback



- ✓ Unlimited Survey & Polls
- ✓ 12 Questions / 100 Responses
- ✓ Real-Time Results Online

[View Plans & Pricing](#)

### Sign Up Now - FREE!

Email:

Password:

Confirm Password:

- I'd like to receive survey tips via email.  
I have read and agree to the [Terms of Use](#).

[Sign Up Now](#) It's free

**Need respondents for your survey?** Get access to our consumer & business panel of over 2.5 million people, profiled on over 500 attributes. [Get Started!](#)

#### Survey Examples

- [Customer Satisfaction Surveys](#)
- [Employee Satisfaction Surveys](#)
- [Market Research Surveys](#)
- [Educational Surveys](#)
- [Twitter Surveys](#)
- [Facebook Surveys](#)

#### Online Survey Features

- [Embed surveys on your website](#)
- [Advanced Reporting and Analysis](#)
- [Export Results to Powerpoint or PDF](#)
- [Graph and Chart Survey Results](#)
- [Share Survey Results](#)
- [Salesforce Integration](#)

#### What's New at Zoomerang

- [Take a look at our recent survey findings:](#)
  - [The Tablet Revolution of 2011: Sales could double this year](#)
  - [Non-profit tech and marketing: Not yet adopting new technologies](#)
- [Watch our recent webinar recordings:](#)
  - [Innovative Online Marketing Ideas On a Shoestring Budget](#)
  - [Top Tips to Boost Buzz with Survey Findings](#)

# Tools and Resources: High-Touch

## Focus Groups

- Groups are organized around a particular “focus” (i.e. Downtown)
- Questions are presented to a group in an interactive forum
- Qualitative Input

# Tools and Resources: High-Touch

## Fact Sheets

- Typically one sheet
- Contains key points and graphics – should be educational
- Easy to read and easy to understand

# Tools and Resources: High-Touch

## Open Houses

- Requires physical presence
- Public walk through and gather information on a subject
- Held at a specific place at a specific time

# Tools and Resources: High-Touch

## Public Meetings

- An event designed to solicit ideas and opinions from the public
- Anyone can participate in the discussion
- Avoid individual domination

# Tools and Resources: High-Touch

## Charrettes

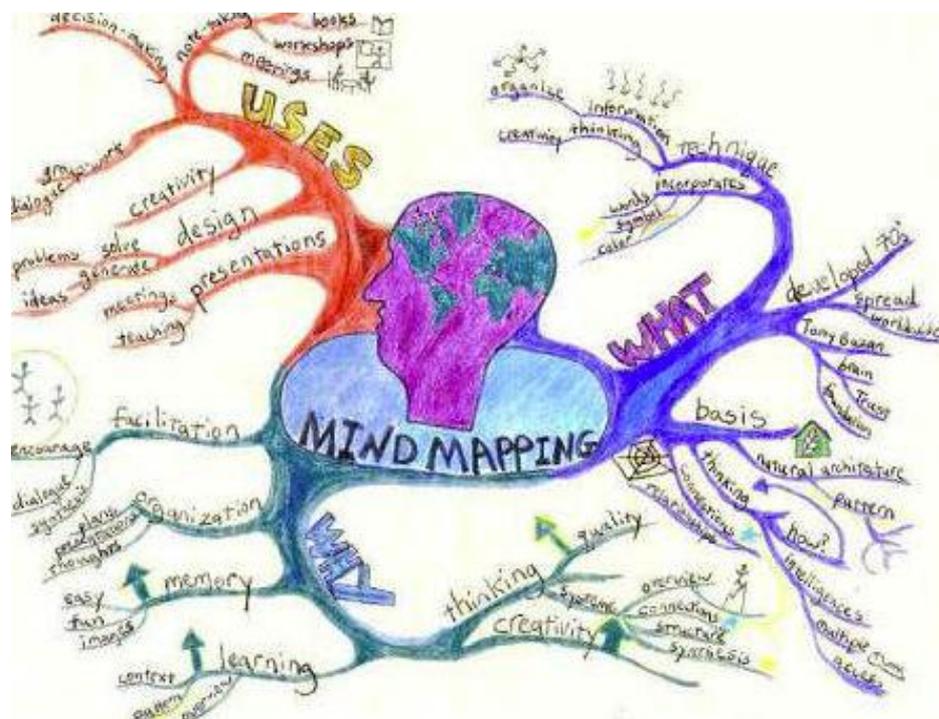
- Real-time input = Real-time design
- Continuous “meeting” over the course of 3-5 days
- Open to attendance at anytime throughout the period



# Tools and Resources: High-Touch

## Mind Mapping

- A technique that visually identifies the relationship between ideas
- Employs 'lateral thinking'



# Tools and Resources: High-Touch

## Activity-based Engagement

- Photo inventory
- Community walkabouts
- Links to events
- Polling places



# Tools and Resources: High-Tech

## Web Sites

- “Top-Down” information sharing
- Allows anyone to access the information at anytime, from anywhere
- Easy to administer (Wix.com, Wordpress)
- Although internet access is widespread, it is not universal.

# Tools and Resources: High-Tech

## Instant 'Key Pad' Voting



The screenshot shows the Respond website homepage. At the top left is the Respond logo. To its right is a 'top 100 products 2007' award badge. Further right are navigation links: Home, About Us, News and Events, and Contact Us. Below this is a horizontal menu with four categories: K-12 Solutions, Higher Education Solutions, Corporate Solutions, and Government/Non-profit Solutions. The main content area features a large image of a smiling young girl. A vertical red label on the left side of this image reads 'K-12 Solutions'. In the bottom right corner of the image area, there is an orange button labeled 'GET a QUOTE' and a green button labeled 'WHAT'S NEW!'. Below the image, the text reads 'We have the Solutions you need.' To the right of this text is an image of a blue handheld voting device with a keypad and a small screen. Below the device image is a 'Learn More' section with three links: '> Products', '> Get a Quote Today for Special Discounts!', and '> Training'.

**Respond**

District Administration  
**top 100**  
products 2007

Home  
About Us  
News and Events  
Contact Us

K-12 Solutions Higher Education Solutions Corporate Solutions Government/Non-profit Solutions

K-12 Solutions

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WHAT'S NEW!

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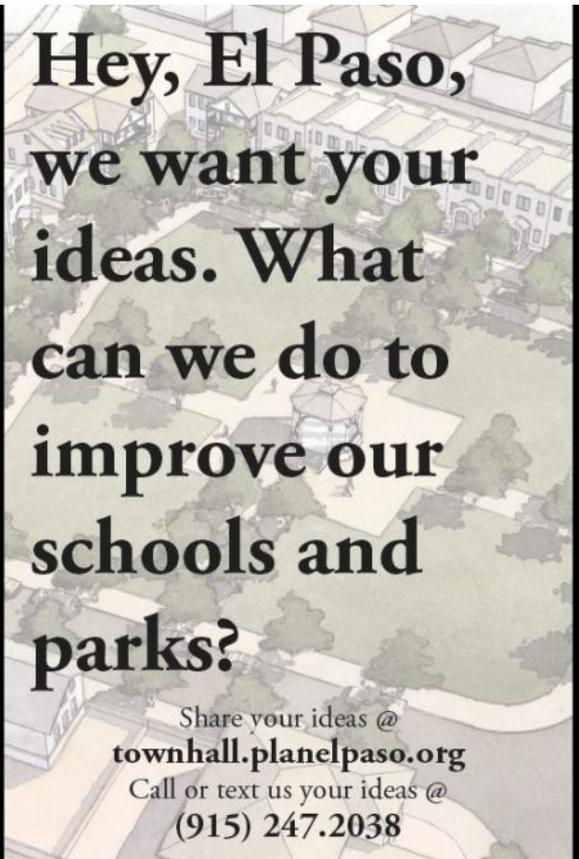
Learn More

- > Products
- > Get a Quote Today for Special Discounts!
- > Training

# Tools and Resources: High-Tech

## Mobile Participation

- Text-In / Call-In Participation Services
  - [Twilio.com](https://www.twilio.com)
  - [Mobile Storm](https://www.mobilestorm.com)
  - [Tatango](https://www.tatango.com)
- Text Voting
  - [Turning Technologies](https://www.turningtechnologies.com)



# Tools and Resources: High-Tech

## Social Media



# Tools and Resources: Virtual Town Hall

## MindMixer

**MindMixer** is the only virtual town hall service dedicated to municipal and government projects.

The simple platform generates a broader audience and creates more effective community participation, leading to measurable results and invaluable insights for community leaders and elected officials.

“It really is, *good for everyone.*”

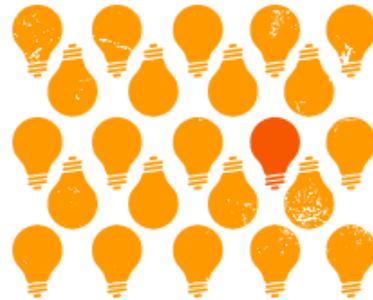
<http://www.mindmixer.com>

# Virtual Town Hall



## **The mixing of the minds.**

MindMixer measures and tracks individual participation. Identifying the most interested citizens helps sustain momentum from one project to the next.



## **Survival of the brightest.**

Ideas submitted by citizens are rated on the merit of the idea, rather than on the merit of the submitter. It truly democratizes the planning process.



## **More efficient idea generation.**

MindMixer increases the total number of ideas and decreases the cost of gathering those ideas, significantly reducing the “cost-per-idea” for the community.

# Virtual Town Hall



## **Convenient participation.**

MindMixer dispenses of location and time constraints allowing you to participate at anytime from anywhere.



## **Your voice is heard.**

The online format allows for flexibility and the time and space for everyone to get their ideas heard.



## **Ideas chosen on merit.**

Ideas are rated on the merit of the idea, rather than on the merit of the submitter, truly democratizing the planning process.

# MindMixer: Your City. Your Ideas. Your Rewards

Nashville, Tennessee

<http://townhall.nashvillerecovery.com>

MindMixer Version 2.0

<http://apa.mindmixer.com>

# High-Tech Facts

## Internet and Cell Phone Adoption

- 53% of households under \$30,000 household income have internet in the home
- 79% of all American households have internet in the home
- 70% of households under \$30K household income have at least one cell phone
- 85% of all American households have at least one cell phone

# Effective Facilitation Tools

## Offline Facilitation

- Creates an environment where people want to work together
- Enable and encourage participation
- Engagement vs. Persuasion

# Effective Facilitation Tools

## Online Facilitation

- Create areas for meaningful participation
- Enable participation within a 3-minute timeframe
- Minimize content policing

# In Times of Controversy

- Deal with the Issue Early
- Remain Respectful
- Truth will Eventually Prevail



# planiowa.com

## plan IOWA



New Feature

**input  
plan-it**

**Public Participation Training**

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# Discussion & Closure



Thank you!