PUBLIC ENGAGEMENT

LEVERAGING TECHNOLOGY TO GET TO WHAT MATTERS MOST

CHRISTINE HARRINGTON

GGLO | LANDSCAPE ARCHITECT

CHRISTINE HARRINGTON
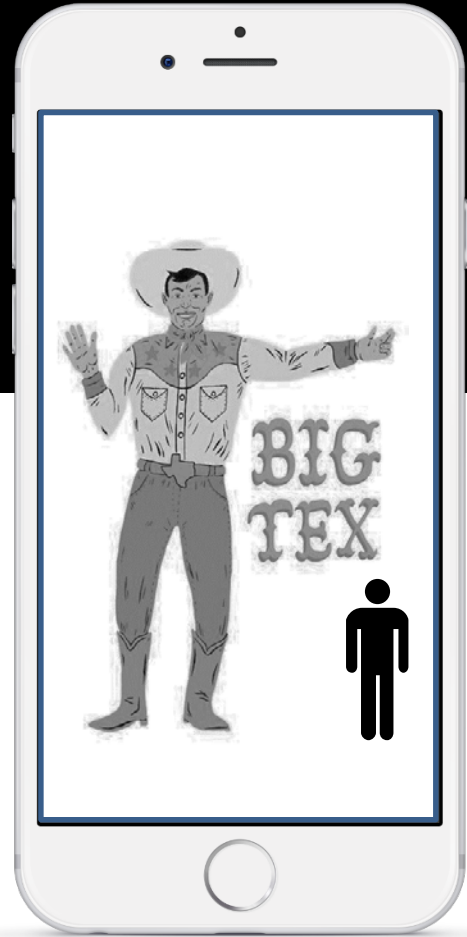
GGLO | LANDSCAPE ARCHITECT

JENNIFER TOMLINSON

CITY OF BOISE | SUPERINTENDENT OF PARKS

JENNIFER TOMLINSON

CITY OF BOISE | SUPERINTENDENT OF PARKS

PRESENTATION OUTLINE

→ TECHNOLOGY | PUBLIC ENGAGEMENT : OPPORTUNITIES & CHALLENGES

→ COMPONENTS OF PUBLIC ENGAGEMENT

→ CASE STUDY: SPAULDING RANCH

→ CONCLUSION

→ Q & A

GGLO DESIGN

LEARNING OBJECTIVES

UNDERSTAND

PRINCIPLES of Public Engagement

INCORPORATE

TECHNOLOGY into a MULTI-CHANNEL APPROACH of Public Engagement.

ACQUIRE

Knowledge of DIGITAL TOOLS.

APPLY

LESSONS LEARNED from presented case study.

GGLO DESIGN

TECHNOLOGY | PUBLIC OPPORTUNITIES & CHALLENGES

The 'WOW'

Citizen Experience

➡ RESPONSIVE TO THE PUBLIC NEEDS

➡ USING TECHNOLOGY TO SPREAD THE WORD
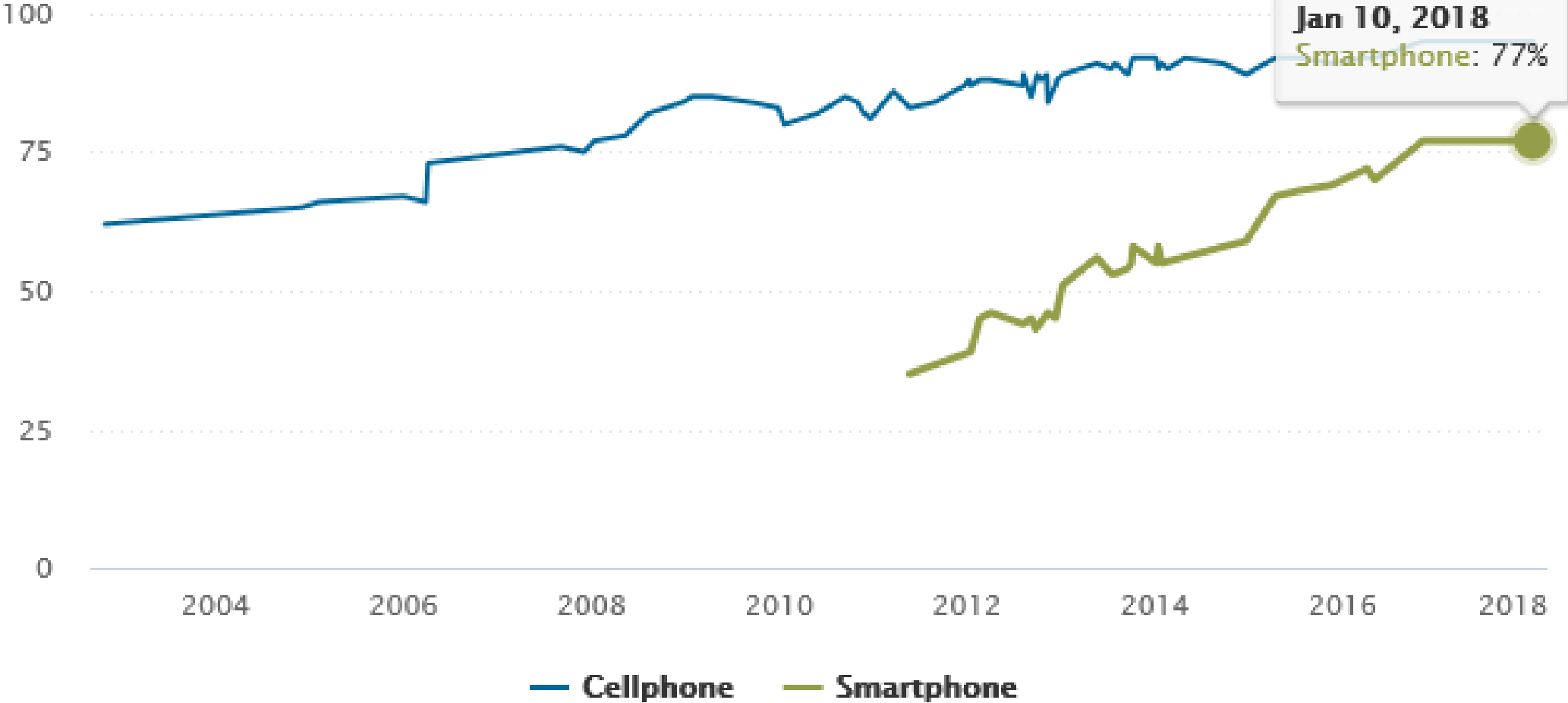
➡ RIGHT MESSAGE AT THE RIGHT TIME

The 'How'

Challenges w/ Technology

➜ FAKE NEWS & RUMORS SPREAD FASTER THAN FACTS

➜ EXPECTATIONS OF IMMEDIATE FEEDBACK

➜ OVER SATURATION

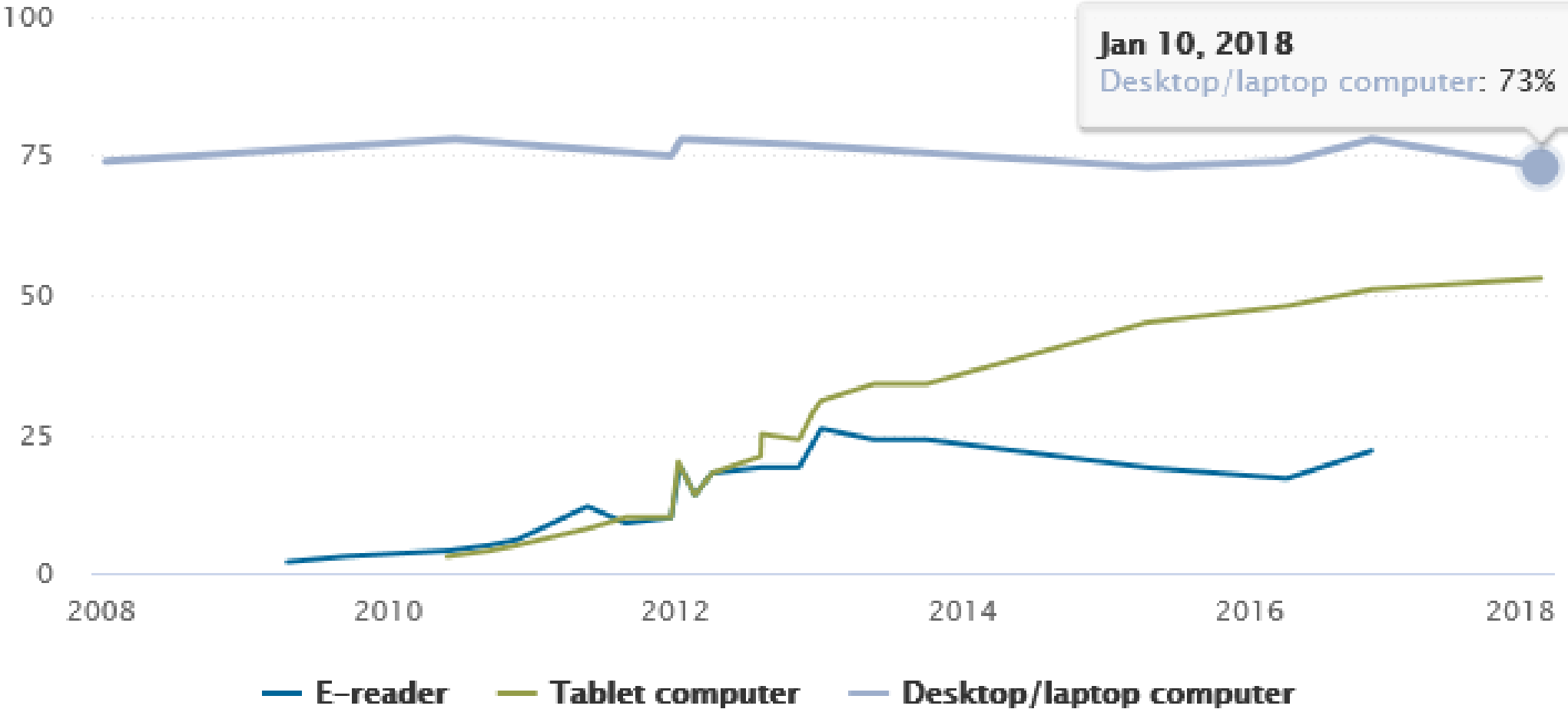➜ CONSOLIDATING & WEIGHING FEEDBACK FROM MULTIPLE PLATFORMS

DO YOU OWN A CELL PHONE?

Digital Technology Access

% of U.S. adults who own the following devices

Jan 10, 2018
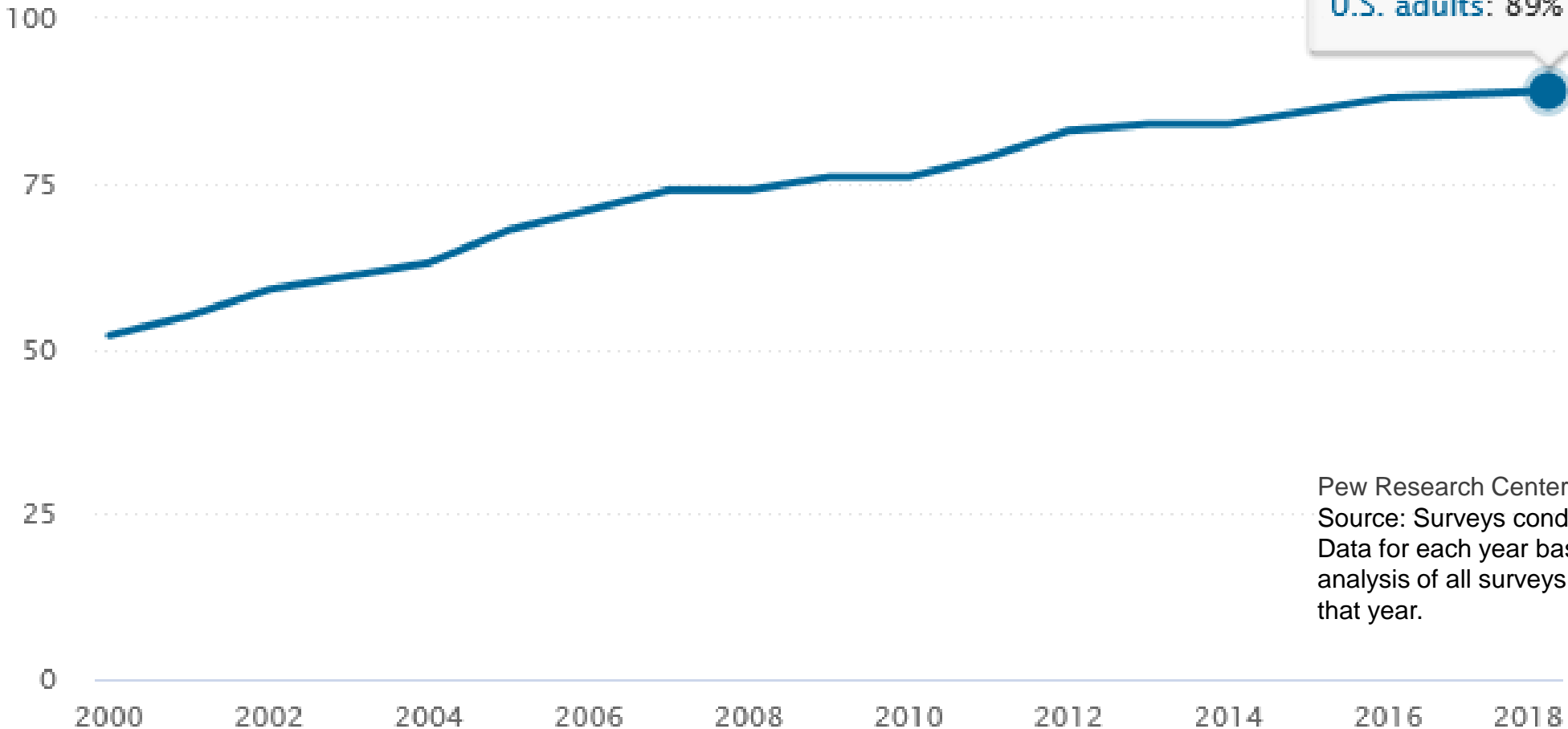Smartphone: 77%

— Cellphone   — Smartphone

Pew Research Center
Source: Surveys conducted 2002-2018

Digital Technology Access

% of U.S. adults who use the internet

2018
U.S. adults: 89%

Pew Research Center
Source: Surveys conducted 2000-2018.
Data for each year based on a pooled
analysis of all surveys conducted during
that year.

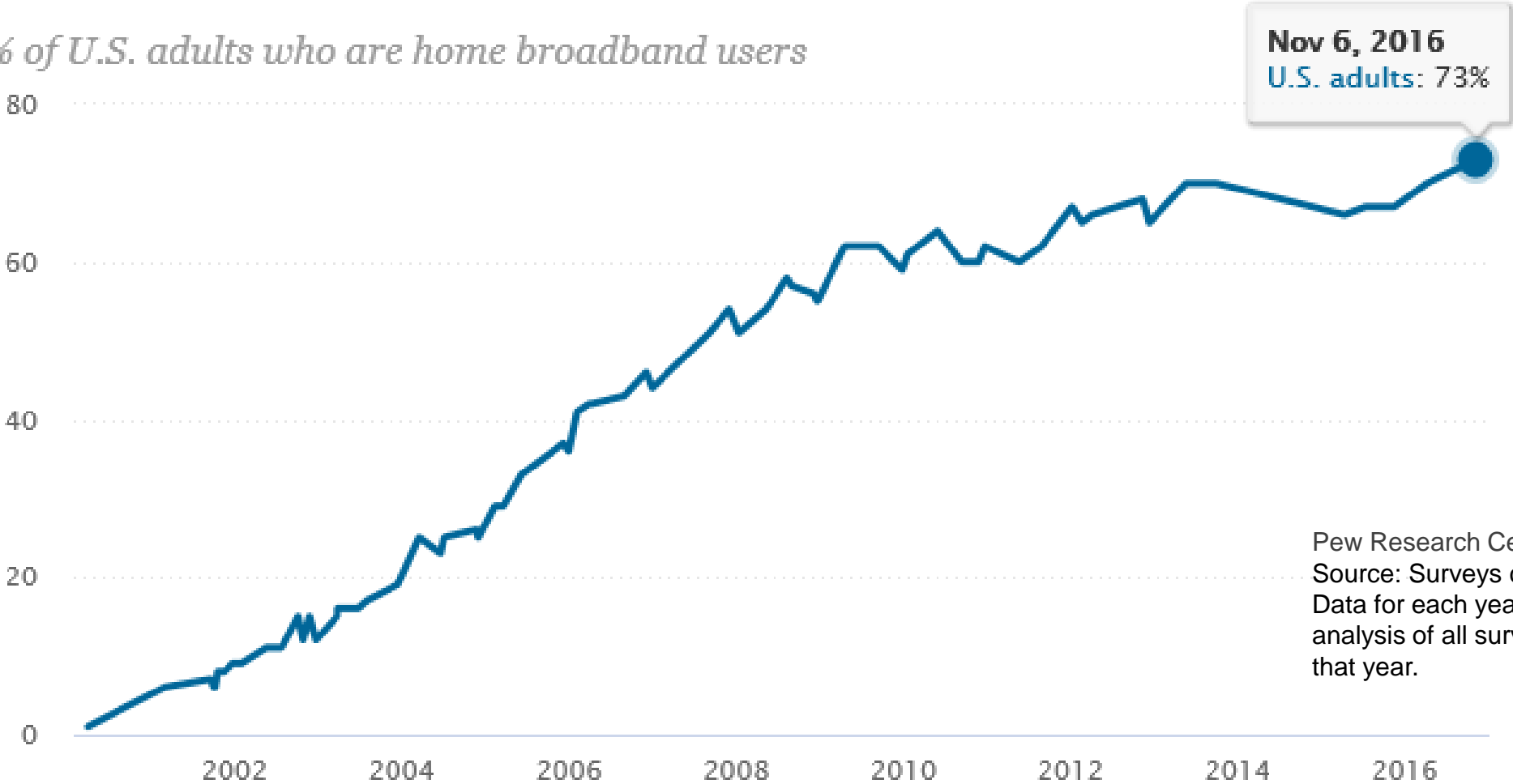# Digital Technology Access

% of U.S. adults who are home broadband users

Nov 6, 2016
U.S. adults: 73%

Pew Research Center
Source: Surveys conducted 2000-2018.
Data for each year based on a pooled
analysis of all surveys conducted during
that year.

Digital Technology Access

% of U.S. adults who ...

100%

88

80

77
73
69

Use the internet

60   52%

Have broadband
at home

51

40   Use social
media   35

Own a
smartphone   Own a tablet

20

5
1   3

0
2000   2005   2010 2011   2015 2016
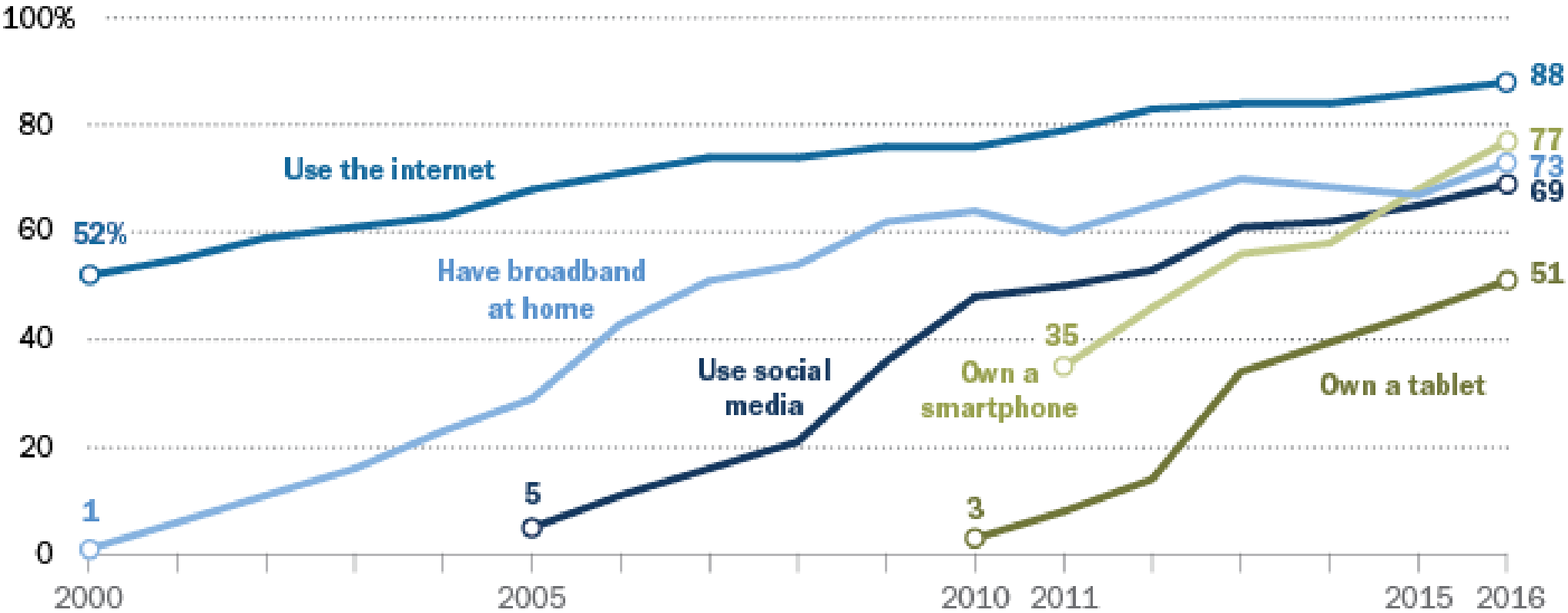
PEW RESEARCH CENTER
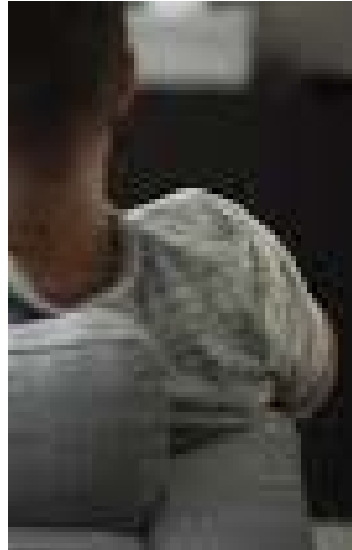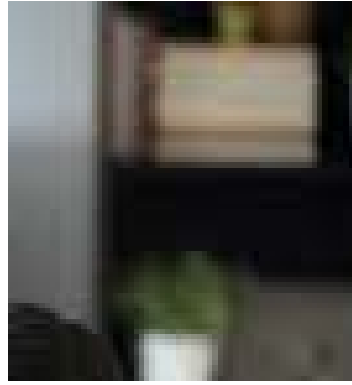
52% OF AMERICANS WATCH TV AND USE SMART PHONE AT THE SAME TIME

HAVE YOU FACILITATE A PUBLIC MEETING WHERE NOBODY CAME?

Public Meetings

Challenges

→ INCONVENIENT TIME

→ BAD WEATHER

→ DIDN'T KNOW ABOUT IT

→ LACK OF INTEREST

→ MOBILITY ISSUES

Public Meetings

How Technology Can Help

How can we increase the access to information and promote engagement?

YOUR PLACE / YOUR TIME

Utilize technology to make it convenient to engage

SPARK INTEREST

Utilize technology to communicate information to connect

HOW DO YOU GET MOST OF YOUR INFORMATION?

Social Media

Customized for people you want to reach
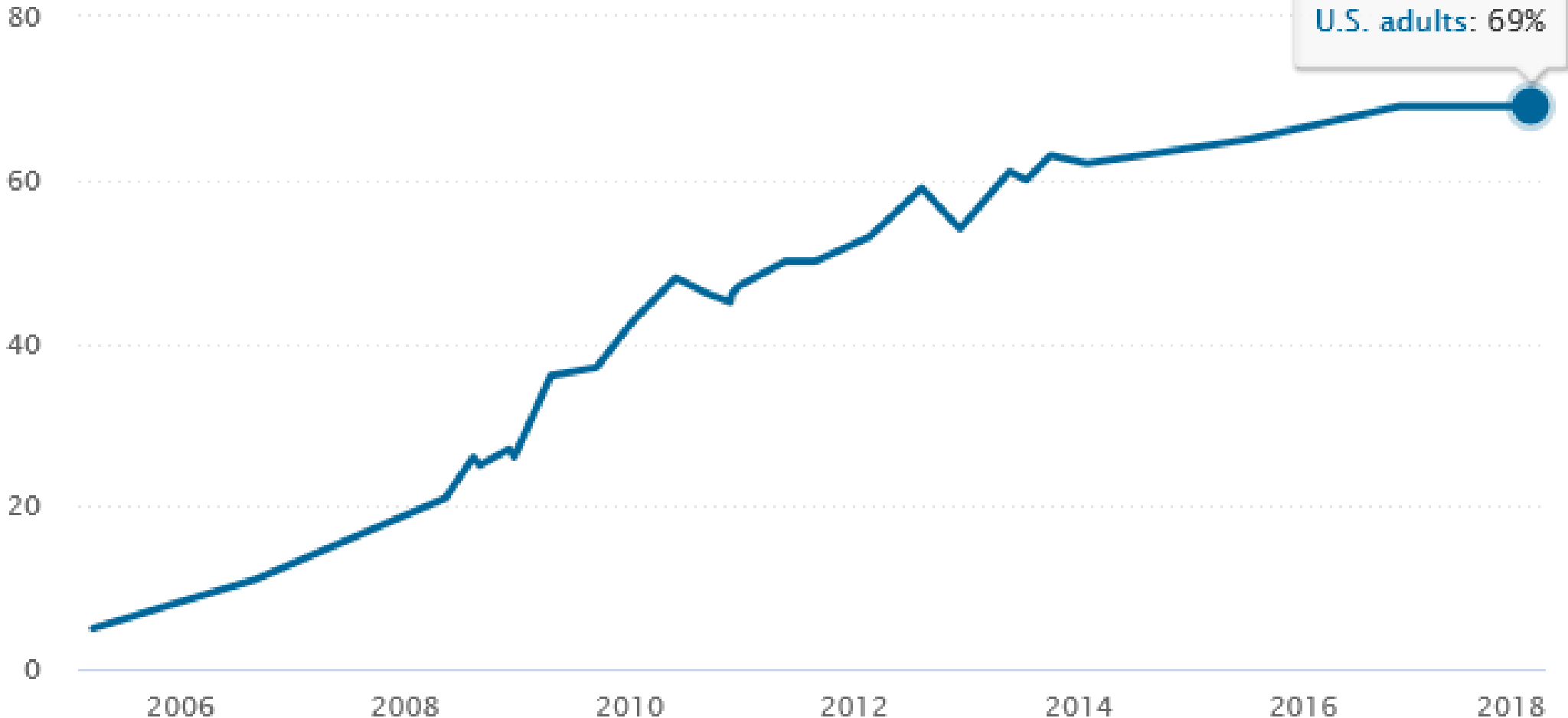
U.S. adults: 69%

Social Media

By Demographics

Jan 10, 2018
65+ : 37%

18–29   30–49   50–64   65+

Social Media

By Demographics

Legend: White, Black, Hispanic
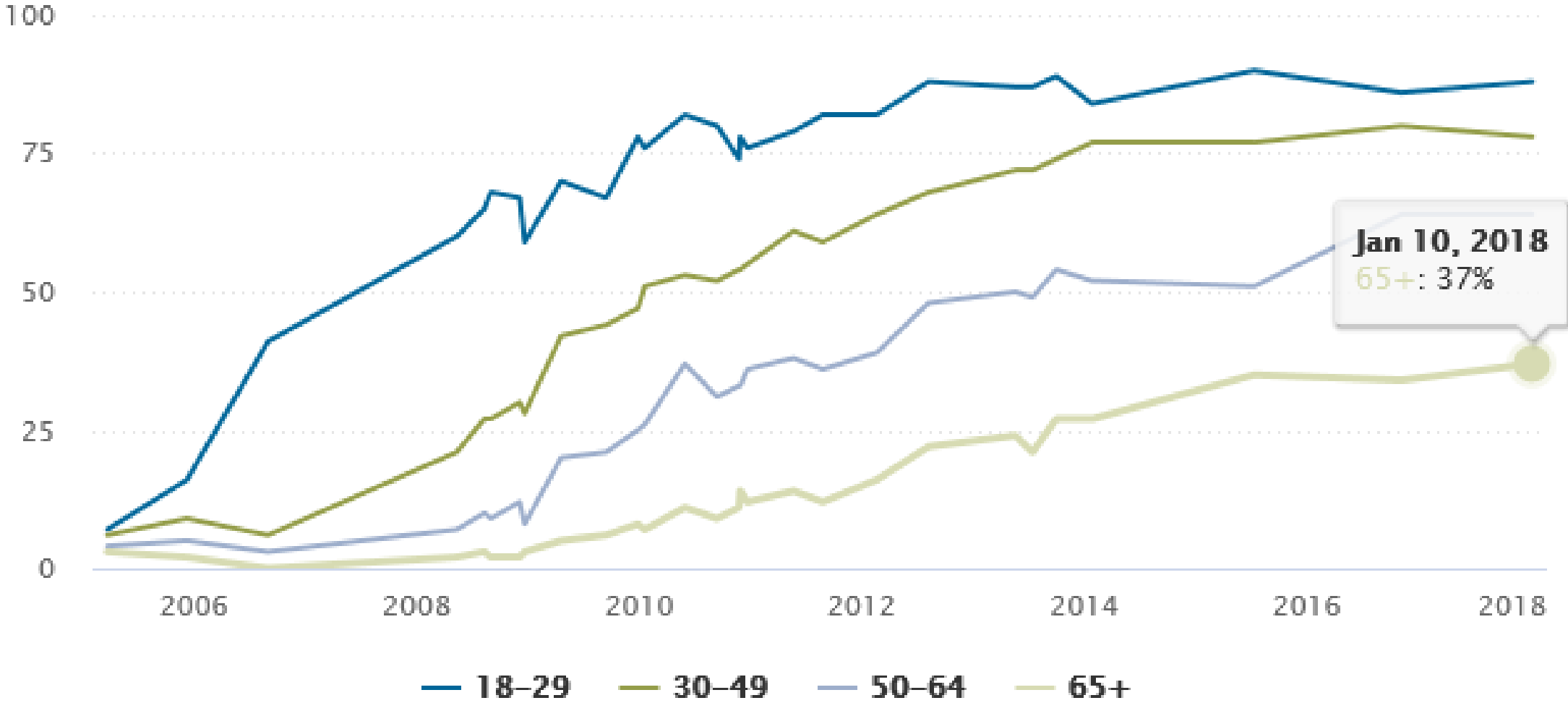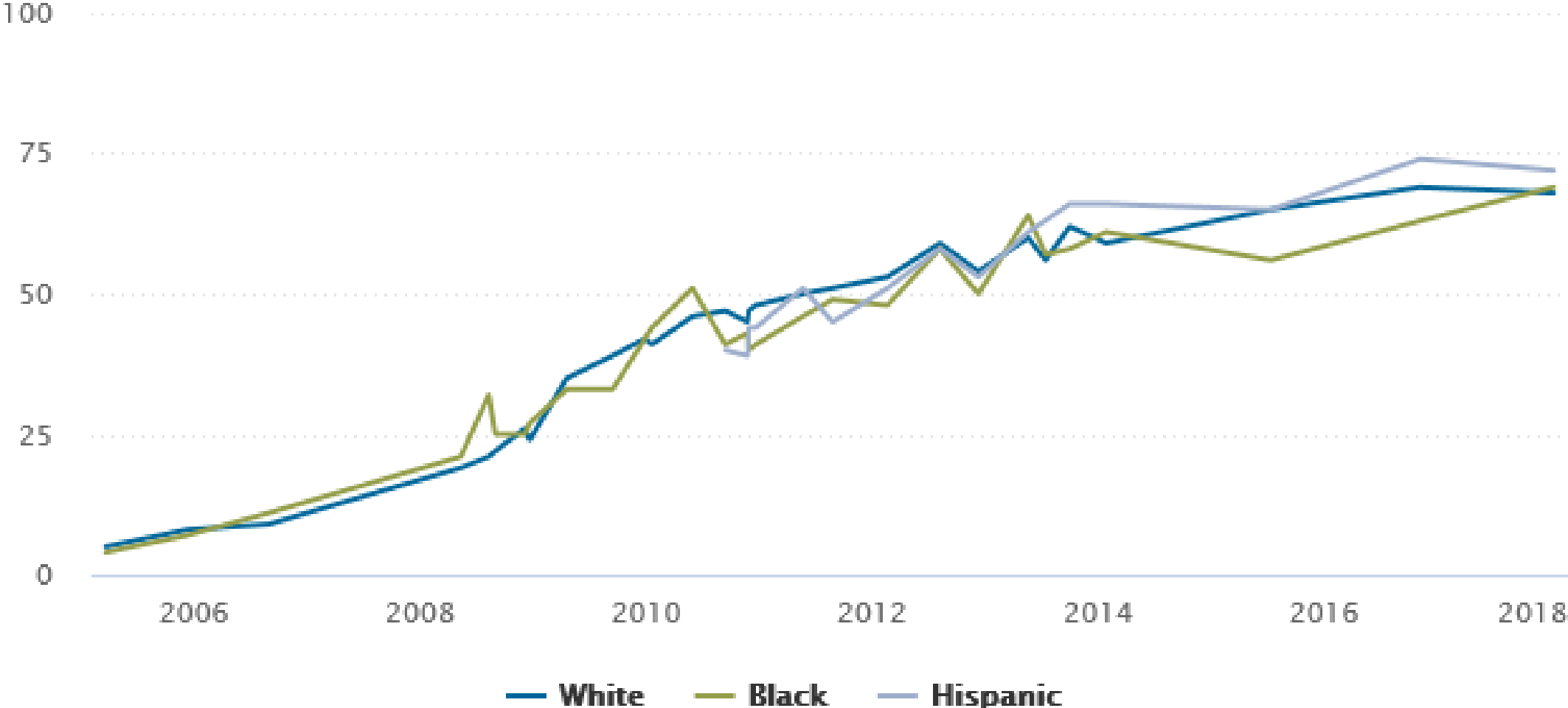
HAVE YOU FACILITATED A MEETING THAT WAS OVERCROWDED?

Public Meetings

Challenges of large crowd size

➡ HARD TO COMMUNICATE COMPLICATED MATERIAL

➡ DISTRACTIONS

➡ HARD TO GET QUESTIONS ANSWERED

➡ NOT ENOUGH TIME TO DRILL DOWN INTO SPECIFICS

HAVE YOU FACILITATED A MEETING THAT HAD
A SQUEAKY WHEEL?

Public Meetings

Challenges of 'The Squeaky Wheel'

➔ DOMINATES THE CONVERSATION

➔ MAY DISCOURAGE OTHER IDEAS

➔ INHIBITS COLLABORATION

Milenko Matanovic

POMEGRANATE CENTER

TEDx Talk - 2014

MULTIPLE VICTORY

JUSTICE

ECONOMY

RECREATION

ENVIRONMENT

DOGS

TRAFFIC

EDUCATION

ART

It is natural for community members to be focused on their spoke –sometimes promoting their ideas in a destructive way to the public engagement process

Crowded Meetings & 'The Squeaky Wheel'

How Technology Can Help

How can we use technology to give voice to all stakeholders

and foster an environment of collaboration?

WE NEED TO HEAR FROM ALL SPOKES

COLLABORATION OF IDEAS TO CREATE A DESIGN WITH MULTIPLE VICTORIES

COMPONENTS OF PUBLIC ENGAGEMENT

Components
Of Public Engagement

PRINCIPLES

METHODS
& TOOLS

PROCESS

FACILITATOR
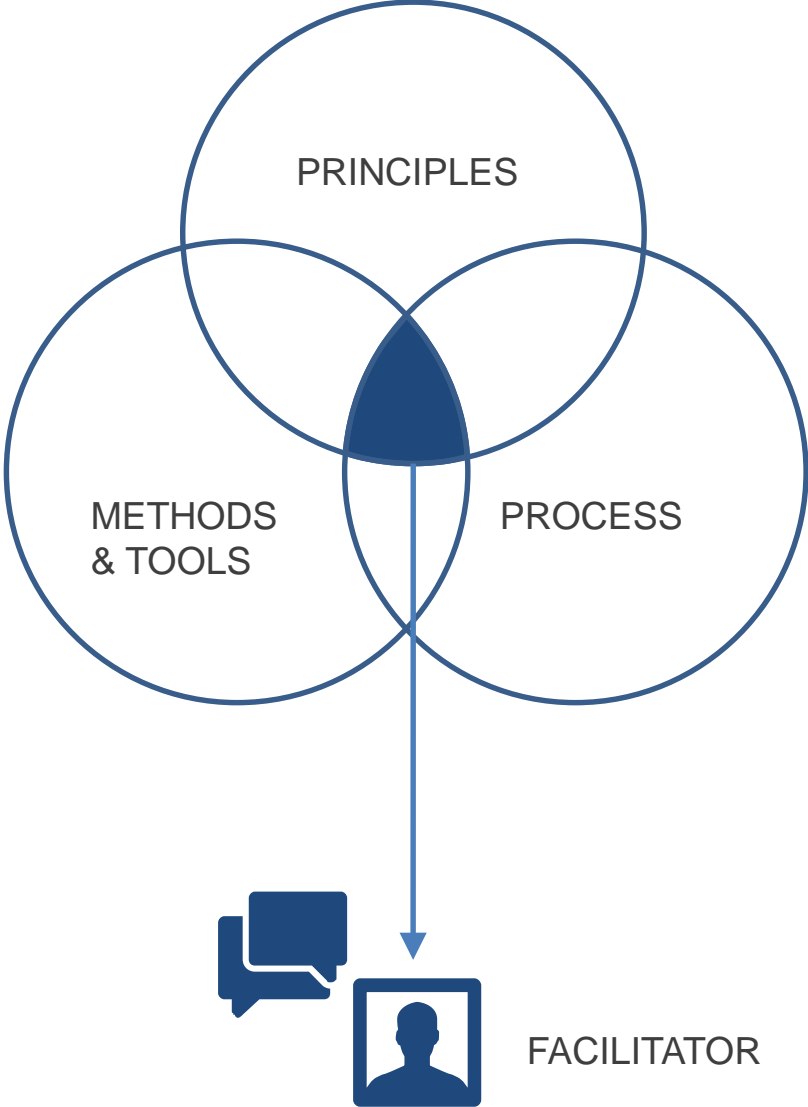
Principles

Of Public Engagement

➡ **Reduce the risk of failure through reality checks**

➡ **Build ownership of the outcome**

➡ **Boost confidence & self reliance- find common ground and common goals**

➡ **Enable realistic expectations to form lower resistance to change**

➡ **Foster stronger bonds – Builds greater community involvement**

➡ **Give voice to the silent majority – balance the squeaky wheel**

PRINCIPLES

METHODS & TOOLS

PROCESS

FACILITATOR
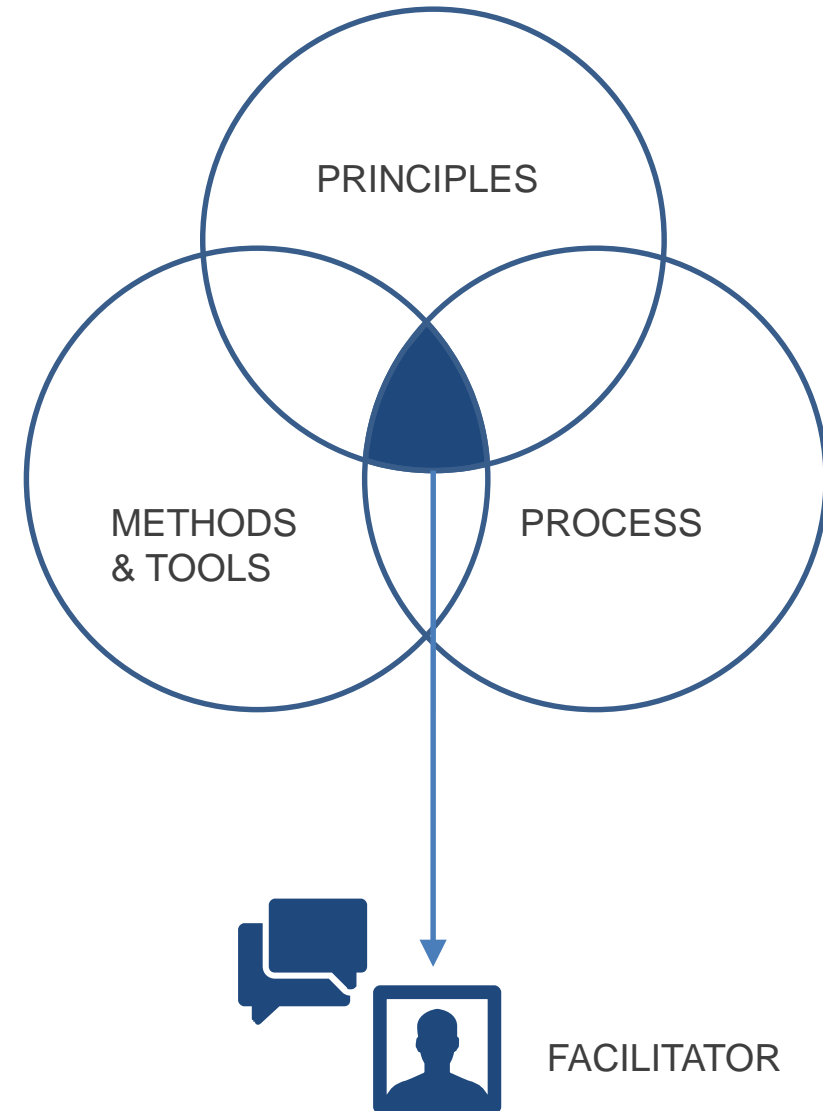
Spaulding Ranch

Process

➡ **Define the End Goal**

➡ **From General to Specific (refine as you move through the process**

➡ **Require to make a choice**

➡ **Engage consistently and iteratively**

➡ **Move Quickly so public can see their ideas at work and build momentum**

Process

Of Public Engagement

Design the Public Engagement Process from start to finish. What are the goals for each step? What is the desired outcome/deliverable/information/etc at each step?

Inform	Collaborate	Design	IMPLEMENTATION
01 STEP	02 STEP	03 STEP	04 STEP
Present information about the project and the parameters	Ask for input on a defined issue-Visioning	Involve the community in the design	Reveal the final design and discuss next steps & implementation
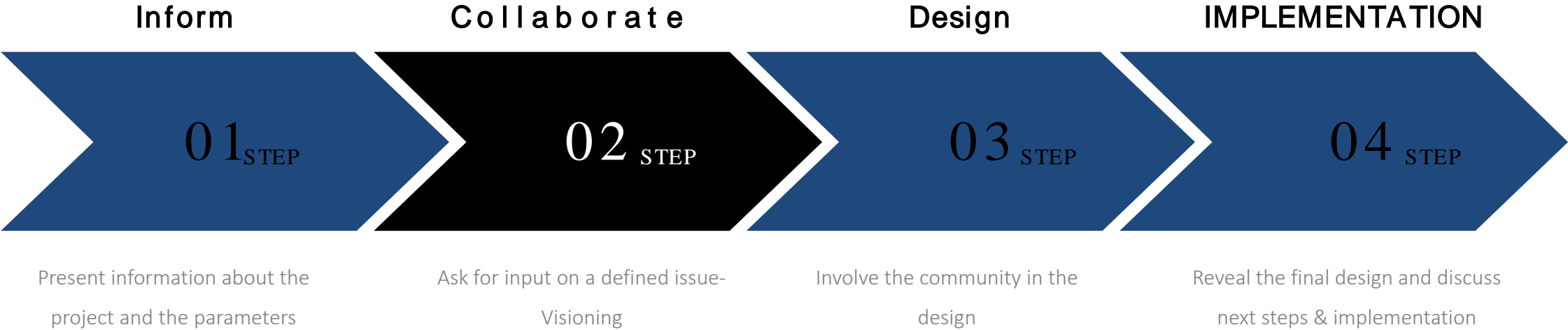
Methods & Tools

Of Public Engagement

Digital Tool	Inform	Consult	Involve	Implement
Website	√	√	√	√
Mobile Apps	√	√	√	√
QR Scanner	√	√	√	√
Facebook	√	√	√	√
Instagram	√	√		
Live polling		√	√	
Webinar	√	√	√	
Facebook Live	√	√	√	
Translation equipment	√	√	√	√
Virtual Reality			√	√
Online Survey		√	√	
blog	√	√	√	√
Twitter	√	√	√	√
Online charrette			√	

Putting it all Together

Principles, Process, Methods & Tools

Design the Public Engagement Process from start to finish. What are the goals for each step? What is the desired outcome/deliverable/information/etc at each step?

Inform	Collaborate	Design	IMPLEMENTATION
01 STEP	02 STEP	03 STEP	04 STEP

Inform

Present information about the project and the parameters

- Website
- Posters & Postcards w/ QR code
- Blog
- E-newsletter

Collaborate

Ask for input on a defined issue- Visioning

- Online survey
- Public Meeting & Webinar
- Instagram Contest
- Update Website with Boards & PowerPoint Presentation

Design

Involve the community in the design

- Online Charrette
- Public Meeting Charrette
- Update Website with Boards & PowerPoint Presentation

IMPLEMENTATION

Reveal the final design and discuss next steps & implementation

- YouTube Video
- Update Website with Boards & PowerPoint Presentation
- Augmented Reality and Google Goggles

Case Study:
Spaulding Ranch

Spaulding Ranch

Overview
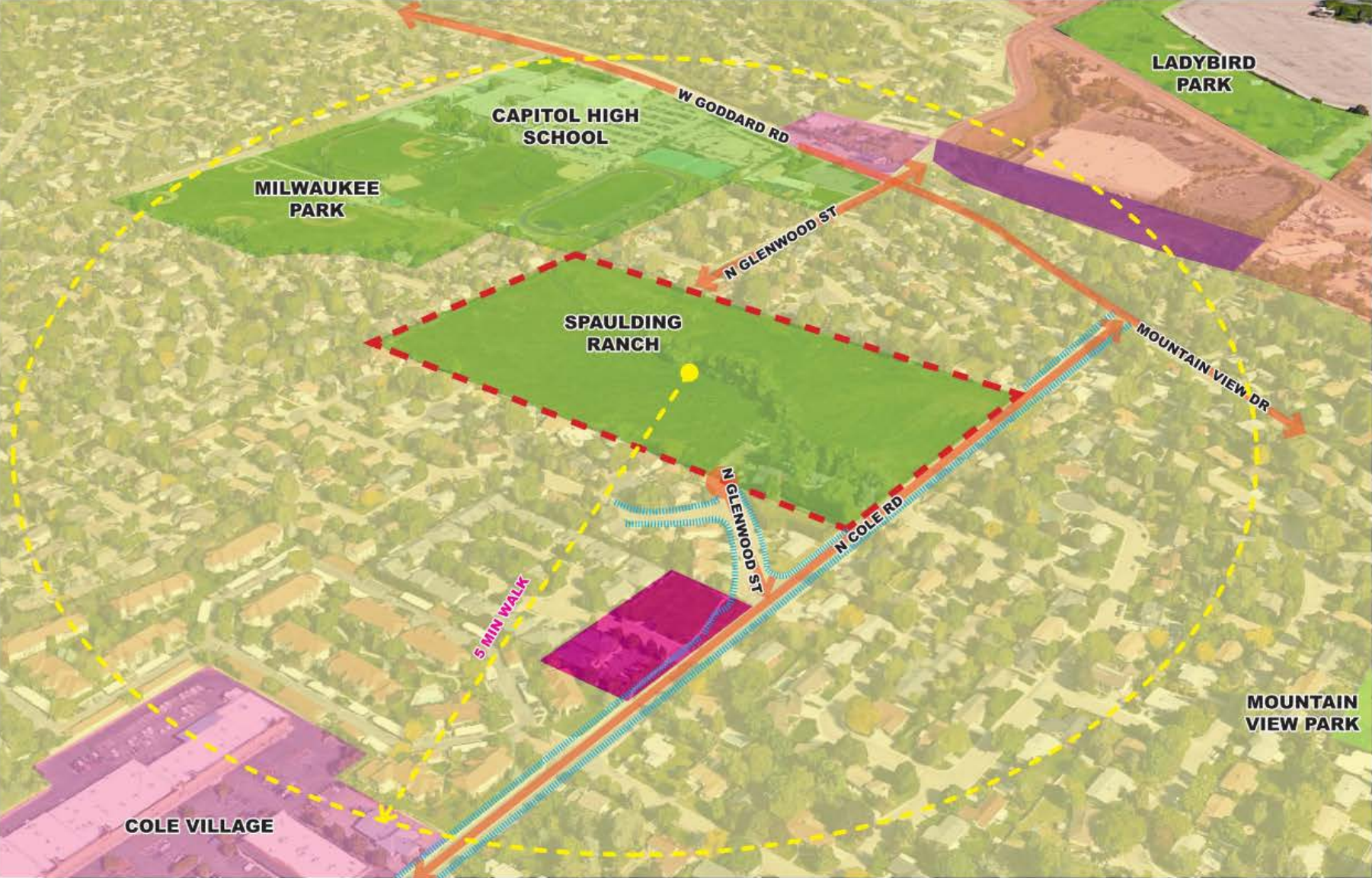
ADJACENT PARKS

Milwaukee Park
- Little League Playfields
- Tennis Courts
- Proposed Playground

Ladybird Park (ADA County)
- Practice Fields
- Picnic

Mountain View Park (BPR)
- Picnic Tables
- Playground
- Basketball Courts
- Soccer Practice Fields
- Tennis Courts

Design Site
Single-Family Residential (R1-C)
Neighborhood Commercial (C1-D)
Open Space
Limited Office (L-O)
Community Commercial (C2)
Limited Industrial
Sidewalk

Spaulding Ranch

Overview

A — Barn & Grainery
B — Main House
C — Tenant House
D — WPA Outhouse
E — Accessory Buildings chicken coop, tack room, corral
F — Pasture/hayfields

(Past field uses & approximate locations)
G — Cornfield
H — Apple Orchard
I — Irrigation Canal
J — Trees line driveway
K — Cobblestone Fence & Retaining Wall

CELEBRATE THE PAST, ENGAGE THE FUTURE

APPROACH

The Spaulding Ranch Master Plan is a unique opportunity to create a one of a kind park in the Boise Park System. The design approach will focus on (3) integral components of this project:

Historic Preservation - Analyze historic significance of the site and tell the story of Boise's past and early settlement of the West

Education and Interpretation - Design an active park that neighbors use on a daily basis and is a regional draw

Community Connections - Encourage people to visit and re-visit the park

PROCESS

Discovery Phase
- Context Analysis
- Historic & Site Analysis
- Meet with Stakeholders:
  » Historic Preservation Community
  » Open Space/Parks, Urban Agriculture
  » Neighborhood Associations
- Set Master Plan Goals

Public Open House #1

Design Phase
- Analyze Information from Discovery Phase
- Case Studies
- Set Design Goals
- Charrette Design Options with Stakeholders & the Public

Public Meeting #2

Finalize Master Plan
- Summarize All We've Heard
- Create Final Master Plan Draft
- Character Images
- Receive Feedback from Stakeholders & the Public

Public Open House #3

We Want to Hear From You!

Go To Each Station and Fill Out the Questionaire.

Spaulding Ranch

Historic Preservation Stakeholder Groups

HISTORIC PRESERVATION DISCOVERY MEETING

Attendees

- Arts & History Commission, City of Boise
- Preservation Idaho
- Idaho State Historic Preservation Office

Expansive Fields

Classrooms

Historic Interpretation

Event Spaces

Urban & Rural

Farm Play Elements

Mult-generational

Historic Structures

Spaulding Ranch

Education & Interpretation
Stakeholder Groups

PARKS & URBAN AGRICULTURE DISCOVERY MEETING

Attendees
- Boise Urban Garden School (BUGS)
- Global Gardens
- Treasure Valley Food Coalition
- Boise Parks-Foothills & Open Space
- NW Center of Pesticides

Animal Husbandry

Incubator Farms

Orchard

Commercial Kitchen

Farm to Table

Restaurant

Agricultural Education

Community Gardens

Farmers Markets

Spaulding Ranch

Neighborhood Stakeholder Groups

NEIGHBORHOOD ASSOCIATION DISCOVERY MEETING:

Attendees

- West Bench Neighborhood Association
- City of Boise Neighborhood Coordinator
- Treasure Valley Food Coalition

Historic Artifact Display

Museum Comes to Life

Cooking Classes

Walking Paths

Community Meeting Spaces

Gardening Classes

Sheep/Goat Pasture

Interactive/Interpretive Displays

Spaulding Ranch

Process

Inform	Collaborate	Design	Implementation

01 STEP

02 STEP

03 STEP

04 STEP

Present information about the project and the parameters

Ask for input on a defined issue- Visioning

Involve the community in the design

Reveal the final design and discuss next steps & implementation
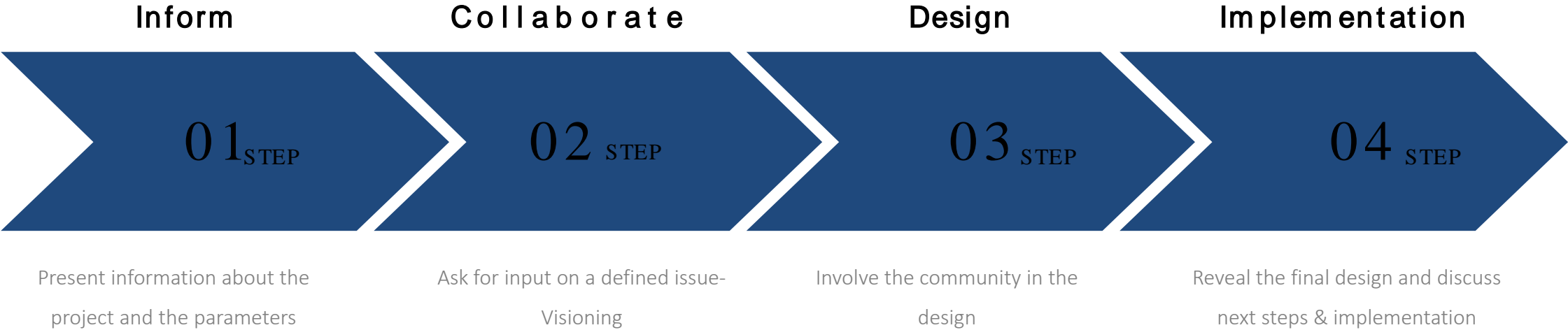
Spaulding Ranch

Methods & Tools

Inform

01 STEP

Present information about the project and the parameters

Digital Tool	Inform	Enhance
Parks Website/Mailers	√	
Project Website		√
Mobile Apps		√
QR Scanner		√
Facebook	√	
Instagram		
Live polling		
Webinar		
Facebook Live		
Translation equipment		
Virtual Reality		
Online Survey		
Blog	√	
Twitter	√	
Online charrette		

Spaulding Ranch

Process
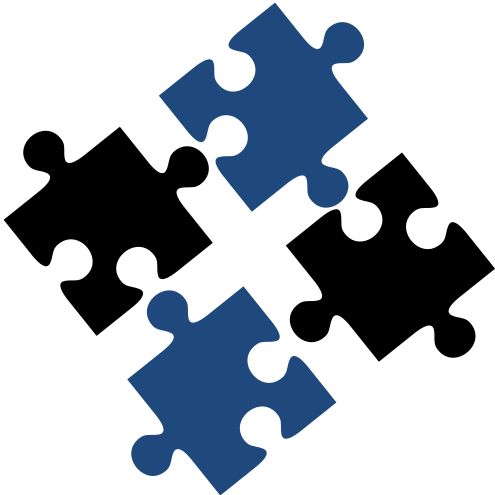
VISION → PROGRAM ELEMENTS → COLLABORATION

Spaulding Ranch

Methods & Tools

Collaborate

02 STEP

Ask for input on a defined issue-

Visioning

Method/Tool	Collaborate	enhance
Public Meeting	√	
Parks Website/Mailers	√	
Project Website		√
Mobile Apps		√
QR Code	√	
Facebook	√	
Instagram		√
Live polling		√
Webinar		√
Facebook Live		
Translation equipment		
Virtual Reality		
Online Survey	√	√
blog	√	√
Twitter	√	√
Online charrette		

Spaulding Ranch

Methods & Tools

Urban

or

Agrarian

Ballfields

or

Hayfields

Structured Play

or

Natural Play

Passive Museum

or

Interactive Museum

Spaulding Ranch

Methods & Tools

Spaulding Ranch

Methods & Tools

Design

03 STEP

Present information about the project and the parameters

Method/Tool	Design	Enhance
Stakeholder Meetings	√	
Parks Website/Mailers	√	
Project Website		√
Mobile Apps		√
QR Scanner		√
Facebook		
Instagram		
Live polling		
Webinar		√
Facebook Live		
Translation equipment		
Virtual Reality		
Online Survey	√	
blog	√	
Twitter	√	
Online charrette	√	

Spaulding Ranch

Methods & Tools

¼ Ac Community Gardens

Parking

~1 Ac Habitat/Wetland

~1 Ac Orchard

~1 Ac Incubator Farm Plot

~3 Ac Hay Field/Meadow

~3 Ac Small Animal Farm

Spaulding Ranch

Methods & Tools

Spaulding Ranch

Methods & Tools

Google Search: GGLO Spaulding Ranch

http://www.gglo.com/survey/spauldingranchsurvey.html

Spaulding Ranch

Incubator / Agricultural Plot
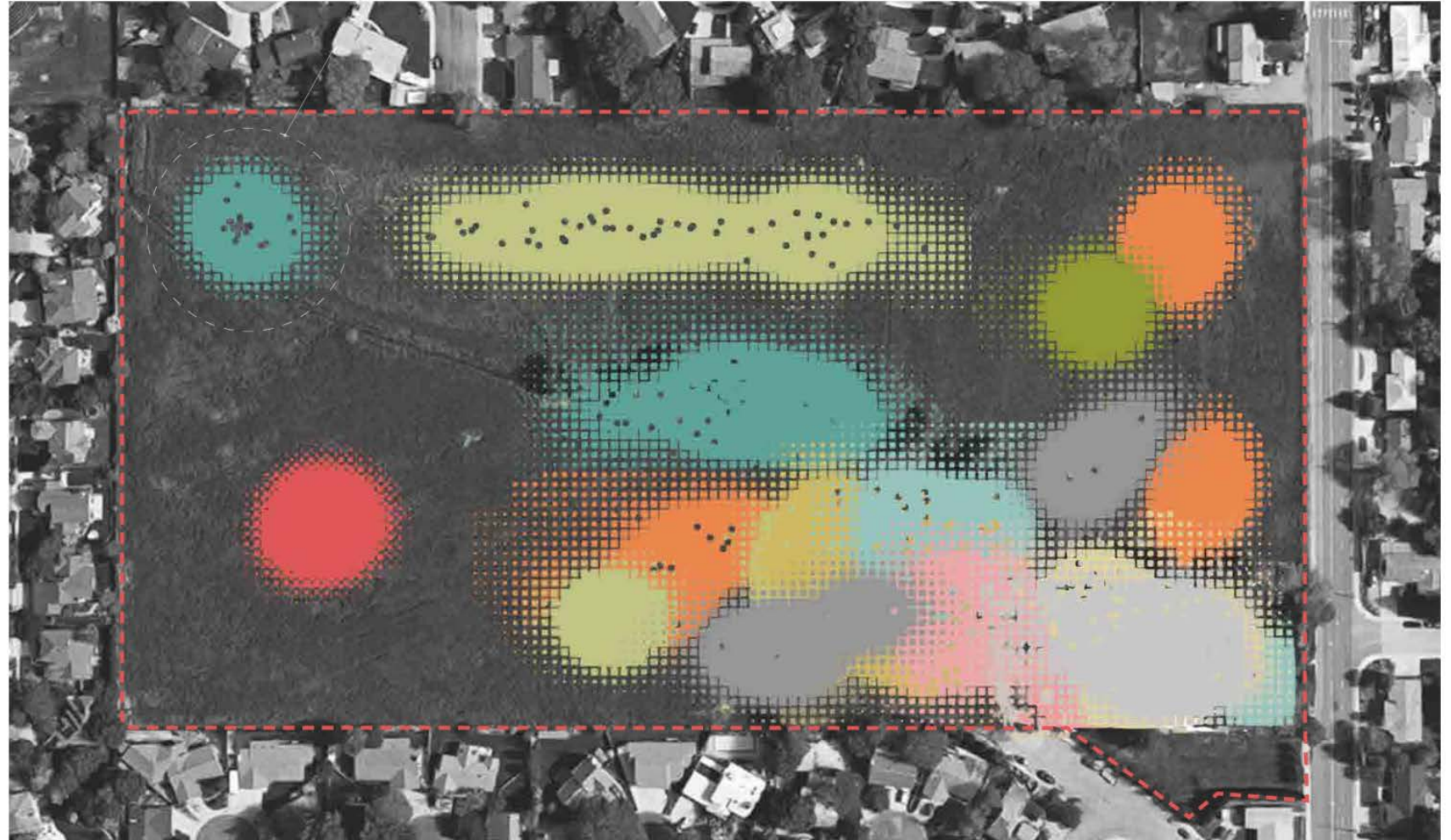
Habitat / Wetland

Demonstration Farm
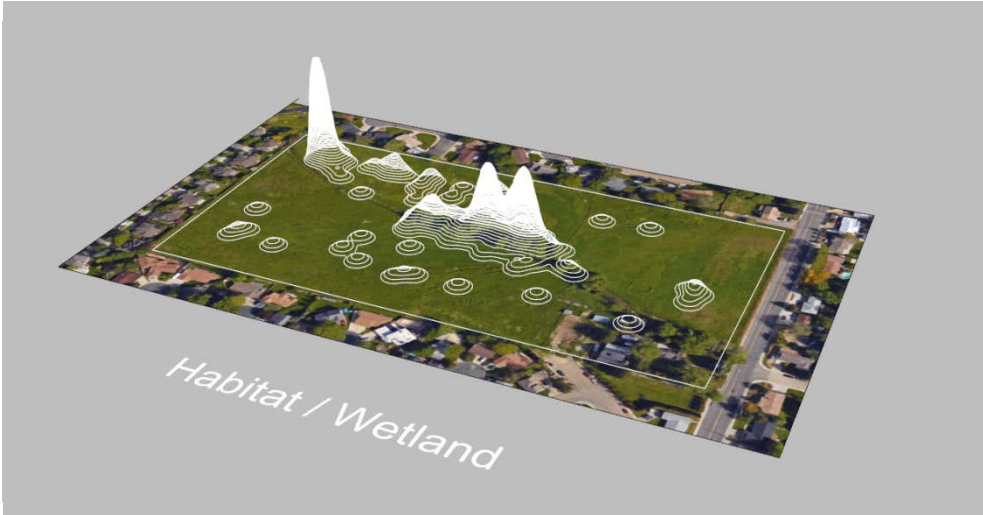
Community Gardens

Spaulding Ranch

Methods & Tools

- EVENT SPACE
- COMMUNITY GARDENS
- FARMERS MARKET
- NATURAL PLAY
- PARKING
- ORCHARD
- INCUBATOR FARM
- DEMONSTRATION FARM
- OPEN SPACE / HAYFIELD
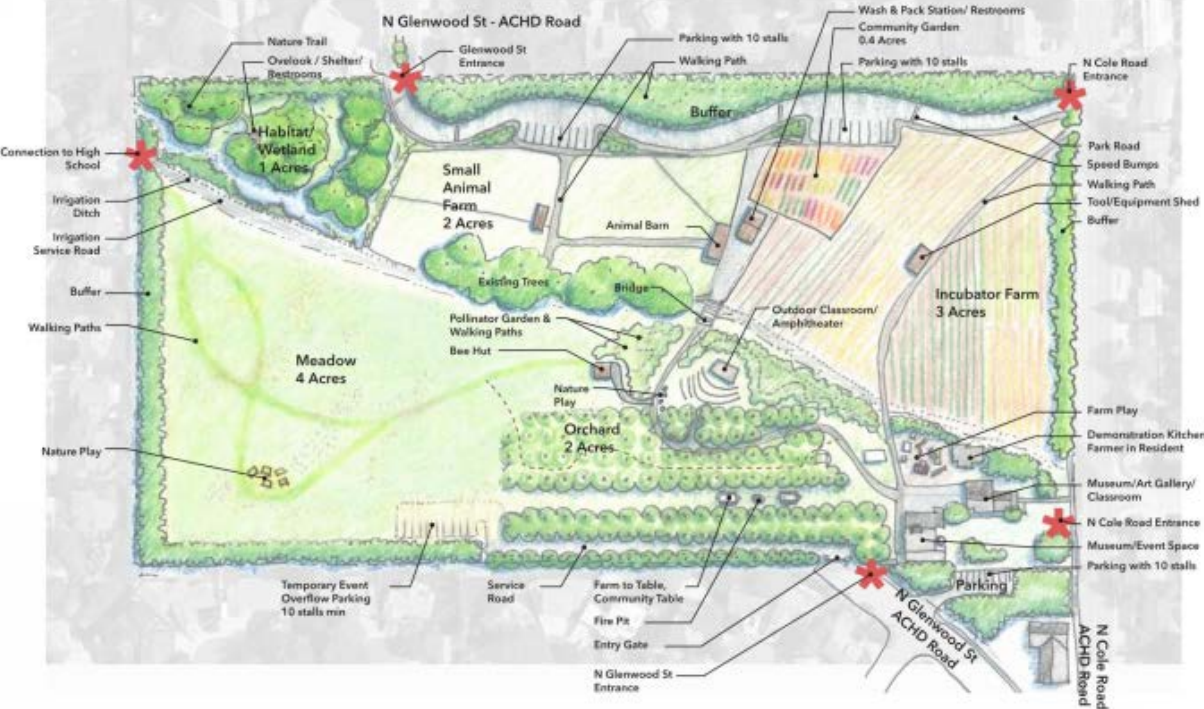- WETLAND / HABITAT
- KITCHEN / CAFÉ
- MUSEUM

Spaulding Ranch

Methods & Tools

Option A

Option B

Spaulding Ranch

Methods & Tools

IMPLEMENTATION

04 STEP

Show the results from the charrettes and present the master plan.

Method/Tool	Implement	Enhance
Public Meeting	√	
Parks Website/Mailers	√	
Project Website		√
Mobile Apps		√
QR Scanner		√
Facebook		
Instagram		√
Live polling		
Webinar		√
Facebook Live		
Translation equipment		
Virtual Reality		√
Online Survey	√	
blog	√	
Twitter	√	
Online charrette		

Spaulding Ranch Master Plan

SPAULDING RANCH
MASTERPLAN

1 Orchard

2 Small Animal Farm

3 Agriculture

4 Wildflower Meadow

5. Farmstead

6. Wetland Habitat

7. Amphitheater

8. Event Space

9. Irrigation Channel

CONCLUSION

Conclusion

➡ **Technology is a Powerful Tool – Not a Solution by Itself**

➡ **Define the Goal to Choose the Tool**

➡ **Know Your Audience – Take Advantage of Existing Social Networks & Platforms**

➡ **Consistency Across Platforms: Design the Methods & Tools to Work Together**

➡ **Show the Work**

Conclusion

http://www.ca-ilg.org/public-engagement-technology

http://participateindesign.org/approach/tools

http://www.ca-ilg.org/sites/main/files/file-attachments/broadening_particpation_8.26.pdf

https://www.livingcities.org/blog/476-engagement-tech-for-all

http://www.nlc.org/article/the-future-of-civic-engagement

http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/

http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/

Q & A