



SNYDER & ASSOCIATES
Engineers and Planners

2016 Municipal Streets Seminar

November 17, 2016

Presented by Wade A. Greiman, P.E.

TOOLS & STRATEGIES FOR PUBLIC ENGAGEMENT



Public Engagement Success

- ◎ Plan to answer 3 questions
- ◎ Available tools and resources
- ◎ Sample Strategies
 - Cross-Town Connector – Fort Dodge
 - Northwest River District – Fort Dodge
 - I-35/E. 1st Street DDI – Ankeny



Question #1

- ◎ What are you trying to accomplish?
 - Educate (yourself or others)
 - Build support
 - Comply with project requirements



Question #2

- ◎ Who is your audience?
 - General public
 - Special interest group
 - Technical group
 - Elected Officials



Question #3

- ◎ What approach should you take?
 - Surveys
 - Formal presentation with Q&A
 - Open house
 - Social media
 - Graphics, videos, displays

- Surveys
- Micro
- Co
- Qu



COMMENT SHEET

For the Public Information Meeting on the GRANT STREET/STATE STREET REALIGNMENT STUDY

Thank you for your interest in this project. City Council and staff will review the comments received, and use this information as the realignment study progresses. Please provide any comments and return this form by November 21, 2016 to:

Mr. Brent Morlok, P.E.
City Engineer
4403 Devils Glen Road
Bettendorf, Iowa 52722

Name _____
Address _____
Phone Number _____

Adel Parks and Recreation Survey

Your age range is between...

- 10-17
- 18-21
- 22-40
- 41-65
- 65+

You are..

- Male
- Female

62% Female



Do you have children under the age of 18 within your household?

- Yes
- No

How familiar are you with the City's park and recreation services and facilities?

- Very
- Somewhat
- Slightly
- Not familiar

How often do you utilize the City's park and recreation services and facilities?

- Never
- 1-5 times per year
- 6-11 times per year
- 12 or more times per year

64%

Children under 18 within the household



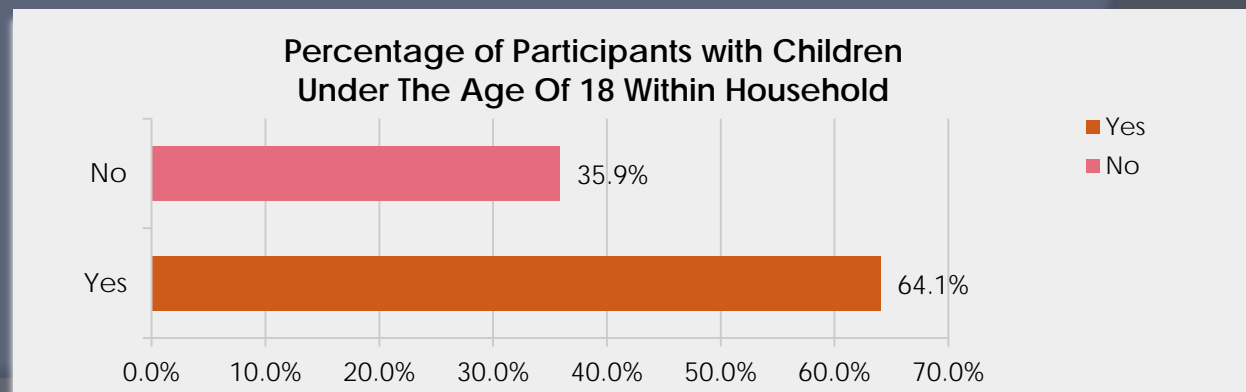
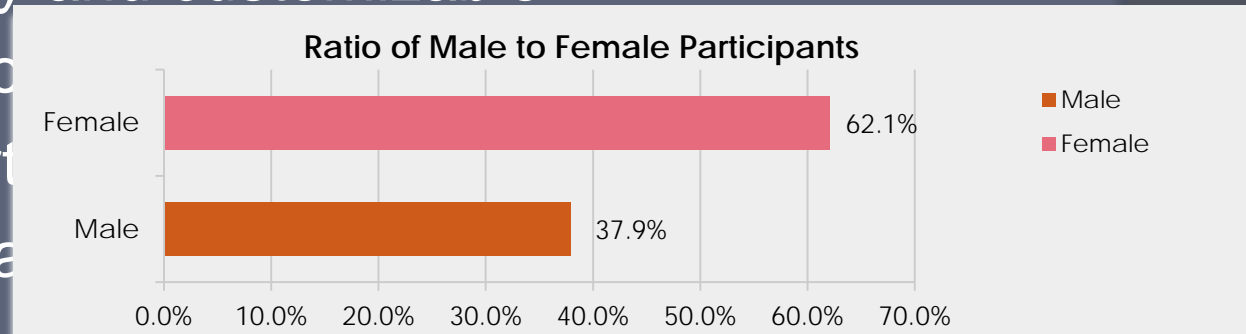
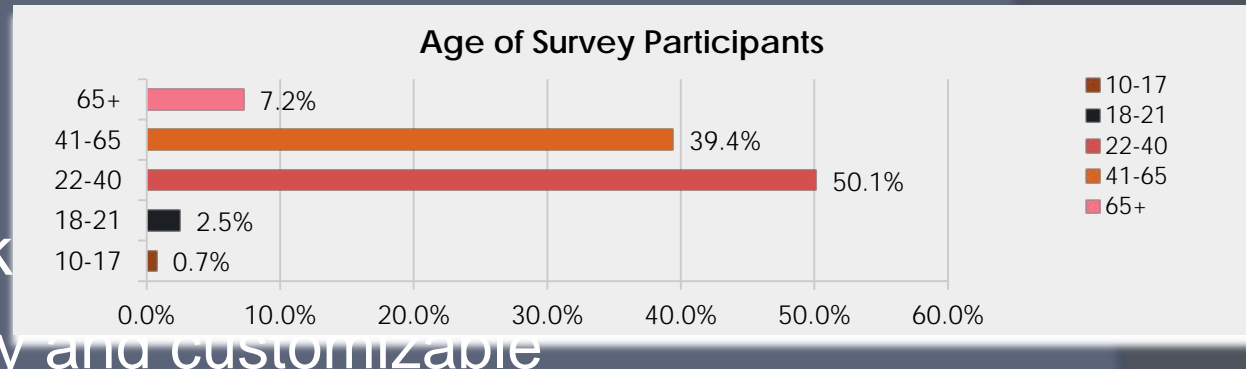


Available Tools & Resources

○ Surveys

- Survey Monkey

- User friendly and customizable
- Data download
- Create charts
- Can edit charts





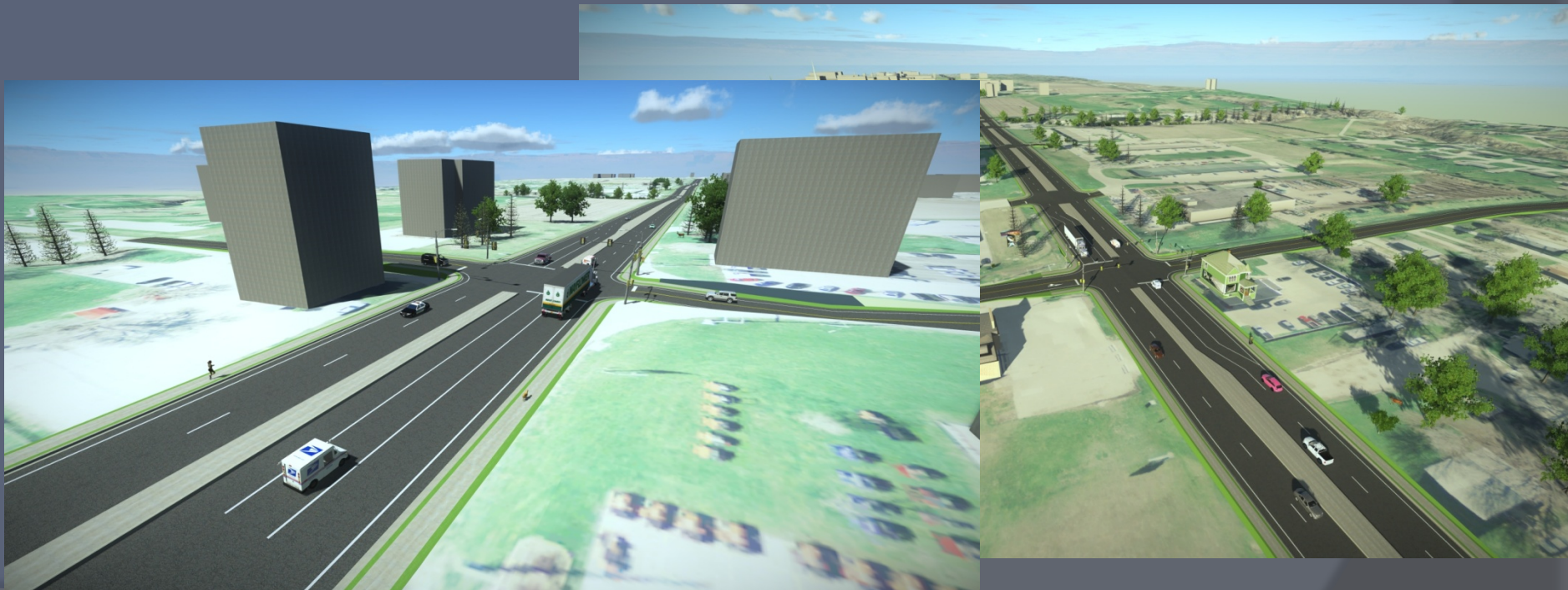
Available Tools & Resources

- ◎ Surveys – things to consider
 - How to collect data
 - How to quantify data
 - Which application to use (research)
 - How to present responses
 - Enhance data with infographics



Available Tools & Resources

- Conceptual Graphics
 - ConceptStation
 - Handy for developing multiple options quickly





Available Tools & Resources

◎ Animation Graphics

- SketchUp
- Lumion





Available Tools & Resources

- ◎ Simulation Graphics

- VISSIM

- Traffic simulation modeling with limited visualization capabilities





Available Tools & Resources

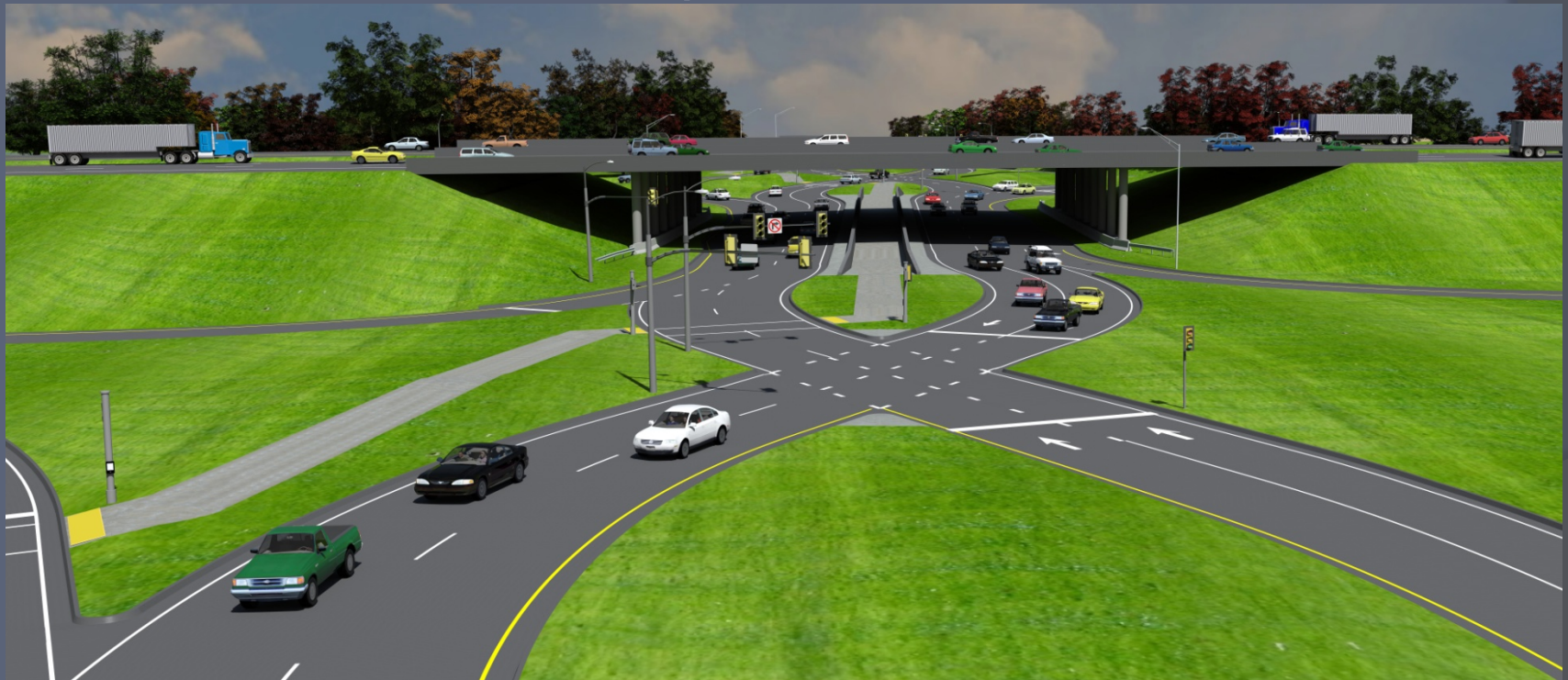
◎ Design Graphics

- MicroStation + GEOPAK + ArchVision
 - 3D terrain model
 - GEOPAK Corridor Modeler or OpenRoads
 - Material within the 3D model
 - Buildings, signs, traffic signals (SketchUp)
 - Pavement markings (MicroStation cells)
 - Landscaping, people &, vehicles (ArchVision cells)



Available Tools & Resources

- Design Simulation Graphics
 - MicroStation + Geopak + ArchVision





Available Tools & Resources

- Enhanced Conceptual Graphics
 - LumenRT (similar to Luxology)



Photo courtesy of www.lumenrt.com



Engagement Strategy #1

Cross-Town Connector in Fort Dodge

- Problem
 - Dying
 - Century
 - Downtown disconnected
 - Poor traffic operations
 - One-way pair
 - 18 signalized intersection





Engagement Strategy #1

Cross-Town Connector in Fort Dodge

- Question #1 – Educate the public, build support





Engagement Strategy #1

Cross-Town Connector in Fort Dodge

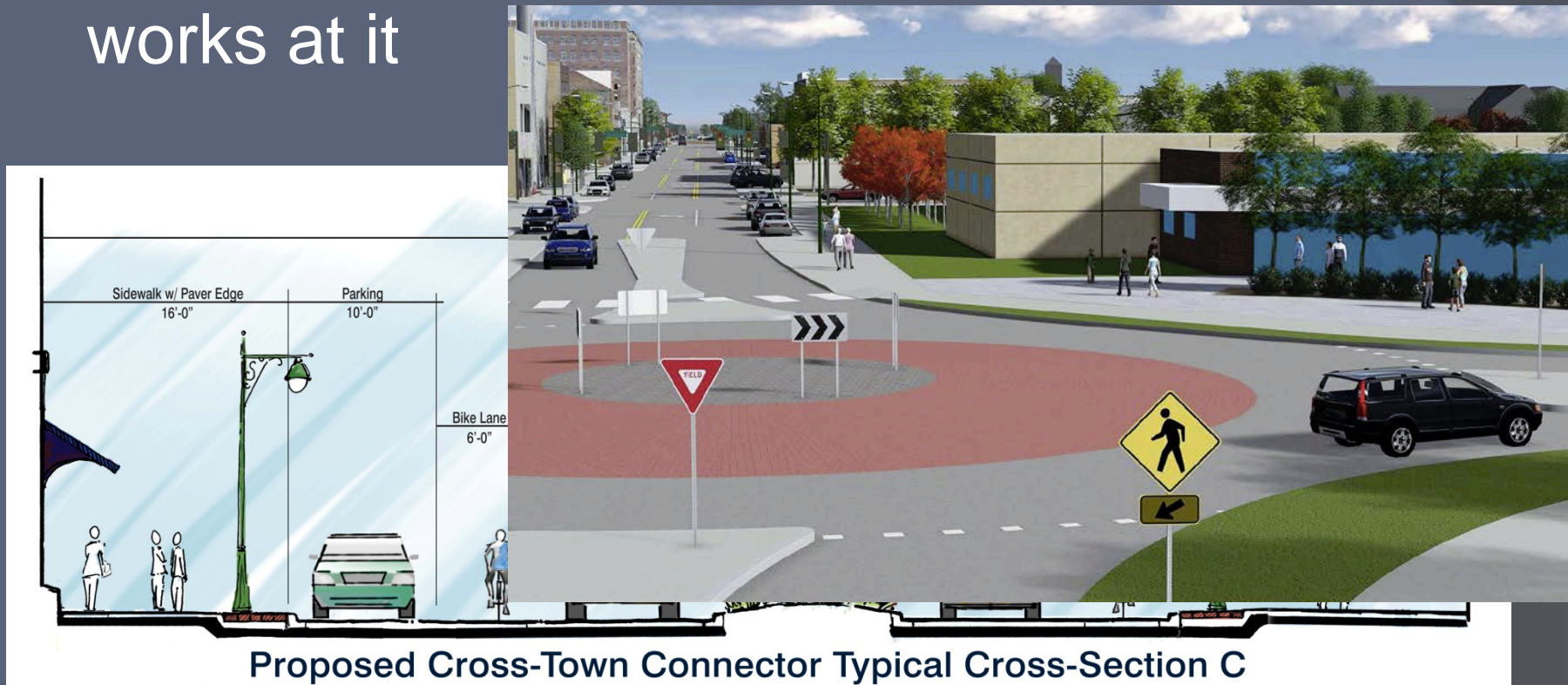
- Question #2 – General public, special interest groups, elected officials



Engagement Strategy #1

Cross-Town Connector in Fort Dodge

- Question #3 – We decided to throw the works at it





Engagement Strategy #1

Cross-Town Connector in Fort Dodge

- Marketing video

[\(SSMID\) Self-Supported Municipal Improvement District / City of Fort Dodge, Iowa](#)



Engagement Results #1

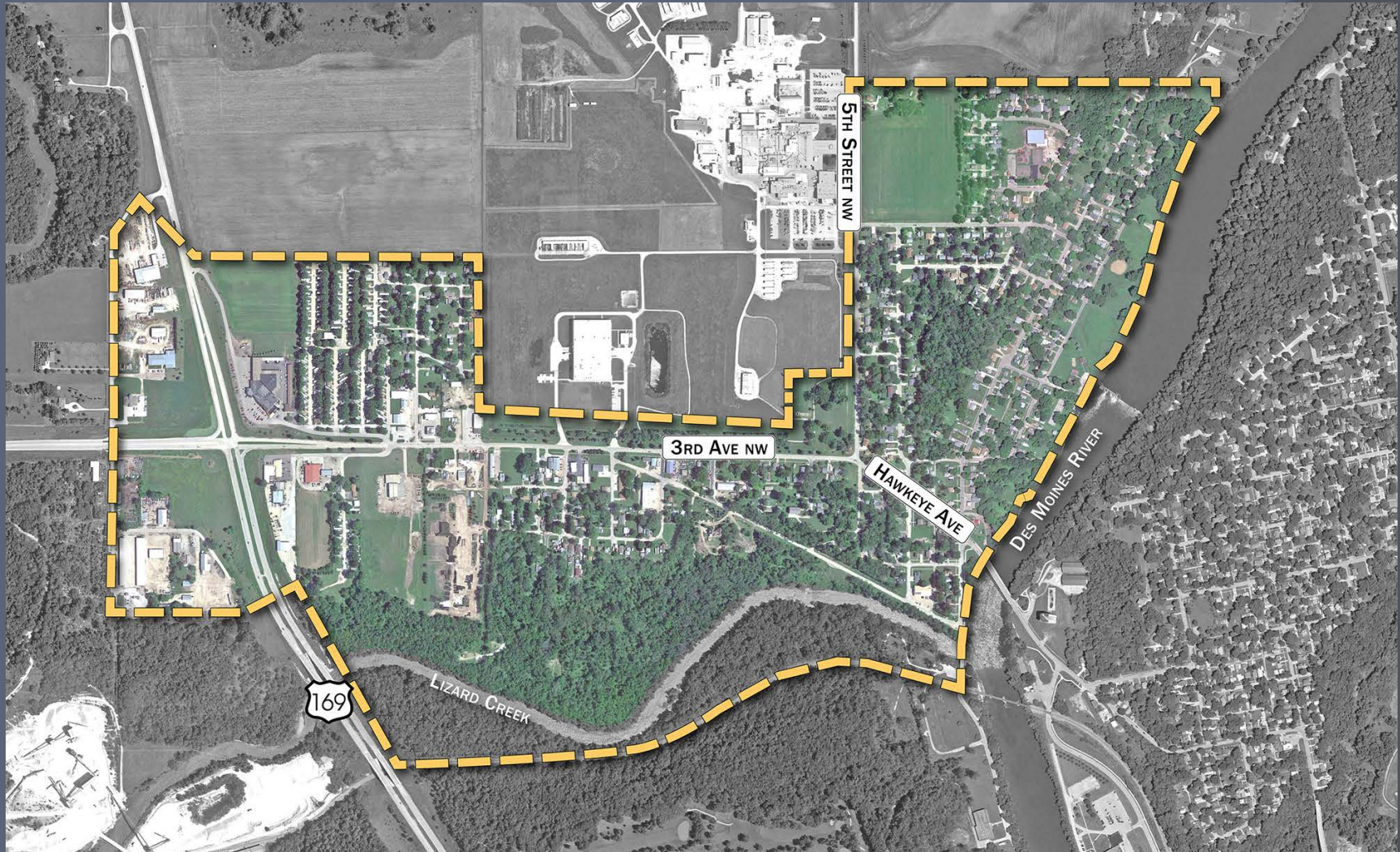
Cross-Town Connector in Fort Dodge

- Community-wide support
- City Council makeup changed to support
- Project funding from nearly 10 sources
- Project goals accomplished





Engagement Strategy #2





Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #1 – Educate the public, build support
 - Market Assessment
 - Positive brand

**NORTHWEST
RIVER DISTRICT**





Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #2 – General public, special interest groups, elected officials



Engagement Strategy #2

Statistics (2013)	Census Tract 3	City of Fort Dodge
Total Population	1,432	24,970
Median Age (years)	45.7	37.9
Number of Households	646	10,329
Owner-Occupied Share	66.70%	62.40%
Total Household Income (\$M)	\$27.2	\$534.9
Mean Household Income	\$42,088	\$51,782
Median Household Income	\$33,750	\$36,972
Percent with Income < \$25,000	37.20%	33.80%
Percent with Income < \$50,000	78.60%	63.50%
Number over 16 years	1,190	20,260
Share in the Labor Force	58.30%	61.60%
Share Employed	50.30%	54.60%



Engagement Strategy #2

WE WANT TO HEAR FROM YOU!

FREE NEIGHBORHOOD

BBQ

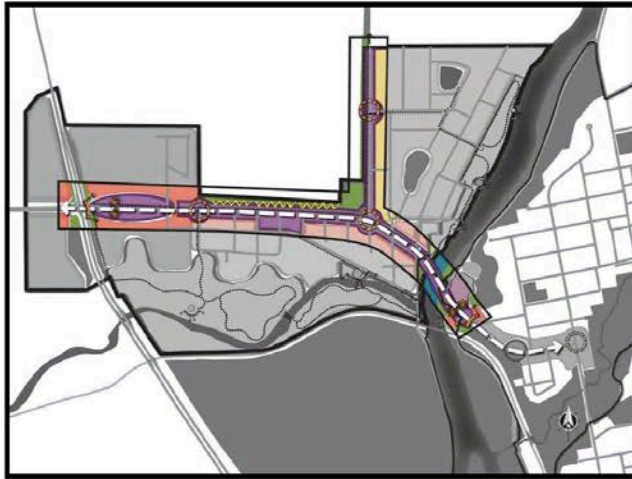
13TH OF AUGUST | 5 P.M. - 7 P.M.
HYDRO ELECTRIC PARK

PLEASE JOIN US RAIN OR SHINE
TO DISCUSS HOW TO PLAN FOR
YOUR NEIGHBORHOOD'S FUTURE





Engagement Strategy #2



Streetscape Amenities



A livable and dynamic streetscape that promotes a healthy lifestyle and desirable places to live, work and play. This type of street corridor provides a transportation system that balances walking and biking uses with vehicular.

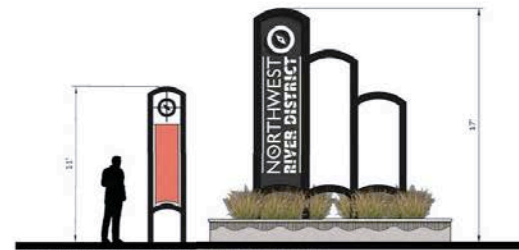
Public Art



Decorative Pavements



Wayfinding Signage



This gateway theme provides a play on the gain elevators that can be seen from various viewpoints within the neighborhood. The smaller panel allows for a decorative banner or panel that could provide dynamic interest and/or color throughout the corridor.

Gateway Features



This gateway theme provides connections with the district logo and connection to the adjacent Des Moines River and Lizard Creek.



This gateway theme is complementary to the current proposed gateway columns to Downtown. The use of corten steel and limestone are reflective of the materials found along the river and trail corridors.



Engagement Strategy #2





Engagement Strategy #2

No





Engagement Strategy #2

No

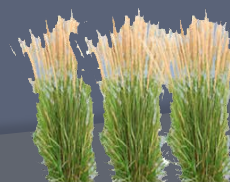




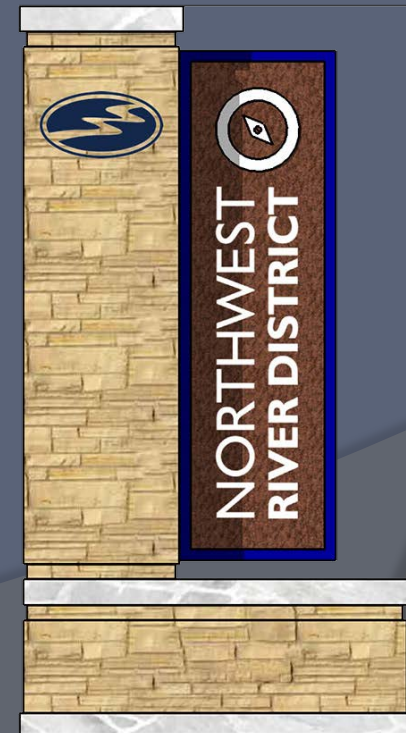
Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #3 – Visualization tools helped



4'-0"



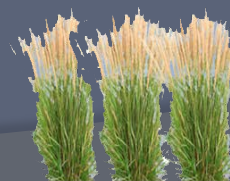
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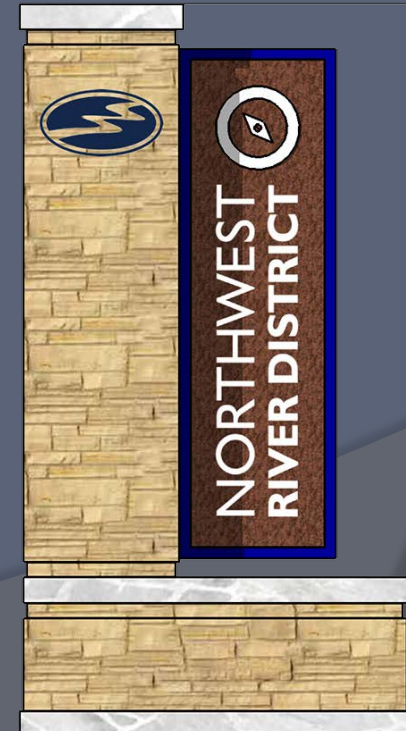
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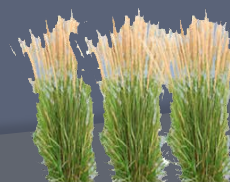
16'-4"



Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #3 – Visualization tools helped



4'-0"



15'-4"



Engagement Results #2

Northwest River District in Fort Dodge

- ◎ Plan for revitalization
- ◎ Land assembly beginning
- ◎ Gateways plan to identify neighborhood
- ◎ Plan for improved infrastructure
- ◎ Rebranded proud neighborhood
 - (no offense Bob)



Engagement Strategy #3

I-35 / E 1st Street DDI in Ankeny

⦿ Problems to solve

- Environmental constraints
- High \$ property (loops take a lot of space)
- Heavy traffic area
- High severity crashes (fatalities)



Engagement Strategy #3

I-35 / E 1st Street DDI in Ankeny





Engagement Strategy #3

I-35 / E 1st Street DDI in Ankeny





Engagement Strategy #3

I-35 / E 1st Street DDI in Ankeny

- ◎ Question #3 – We developed an educational video
 - History of growth
 - Why????
 - How to fix issues
 - How to use the solution

[Snyder & Associates - Diverging Diamond Interchange](#)



Engagement Results #3

I-35 / E 1st Street DDI in Ankeny

- Received environmental clearances
- Final design and ROW acquisition
- Minimized ROW impacts reducing \$s
- Community support



Summary

Research

- Understand the issues

Listen to concerns

- You'll know more if you do

Know available resources

- Web tools, graphics / visualization
- Learn how to use them

Message appropriate to audience



Questions????

Thank you!