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
Available Tools & Resources

 Surveys
   ○ Microsoft Word or Adobe InDesign
   ○ Comment cards
   ○ Questionnaires

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

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Name ________________________
Address ______________________
Phone Number ________________
Available Tools & Resources

- **Surveys**
  - Can be uploaded to website or emailed
  - Can print out or fill out electronically
  - Limitations with mobile phones
  - Output to Excel for charts
  - Does not analyze data

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**Adel Parks and Recreation Survey**

**Your age range is between...**
- 10-17
- 18-21
- 22-40
- 41-65
- 65+

**You are...**
- Male
- 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

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**62% Female**

**64% Children under 18 within the household**
Available Tools & Resources

- **Surveys**
  - Survey Monkey
    - User friendly and customizable
    - Data download into Excel
    - Create charts showing analysis of data
    - Can edit charts with supplemental data

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### Age of Survey Participants

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-17</td>
<td>0.7%</td>
</tr>
<tr>
<td>18-21</td>
<td>2.5%</td>
</tr>
<tr>
<td>22-40</td>
<td>50.1%</td>
</tr>
<tr>
<td>41-65</td>
<td>39.4%</td>
</tr>
<tr>
<td>65+</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

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### Ratio of Male to Female Participants

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>37.9%</td>
</tr>
<tr>
<td>Female</td>
<td>62.1%</td>
</tr>
</tbody>
</table>

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### Percentage of Participants with Children Under the Age Of 18 Within Household

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>35.9%</td>
</tr>
<tr>
<td>Yes</td>
<td>64.1%</td>
</tr>
</tbody>
</table>
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
  - Rendering through Luxology
  - Exports images to JPEG files
  - Video creation
  - Adobe Premiere Pro stitches JPEGs into video
  - Maps used from Google Earth Pro
  - Map / JPEG editing with Adobe Photoshop
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

- Problems:
  - Dying historic downtown core district
  - Century old infrastructure
  - Downtown disconnected
  - Poor traffic operations
    - One-way pair
    - 18 signalized intersections
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

Problems to solve:
- Economically distressed neighborhood
- Dilapidated sites
- Disconnected from rest of city
- Poor roadway geometry
- Poor opinion of neighborhood

"Bob Town" had a negative connotation
Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #1 – Educate the public, build support
  - Market Assessment
  - Positive brand
Engagement Strategy #2

Northwest River District in Fort Dodge

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

### Market Assessment

- **Purchase Power and Retail**

### Tract 3 (City of Fort Dodge)

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

America’s Best Communities
Quarterfinalist

Fort Dodge, Iowa

America’s Best Communities
Quarterfinalist

Fort Dodge, Iowa
Engagement Strategy #2

Northwest River District in Fort Dodge

Question #3 – We showed them ideas of what we heard from the residents and business owners.

- Coloring contest
Engagement Strategy #2

Northwest River District in Fort Dodge

Question #3 – Halloween themed open house to roll out the plan

Yes, candy was involved!
Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #3 – Visualization tools helped convey the message
Engagement Strategy #2

Northwest River District in Fort Dodge

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Engagement Strategy #2

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Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #3 – Visualization tools helped
Engagement Strategy #2

Northwest River District in Fort Dodge

- Question #3 – Visualization tools helped
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 1\textsuperscript{st} 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!