

PBIC Webinar

Creating Great Communities Through Public Involvement: Organizational Models for Public Involvement



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Director, Toole Design Group

July 3, 2014, 1 pm



Pedestrian and Bicycle
Information Center



Today's Presentation

- ⇒ **Introduction and housekeeping**
- ⇒ **Audio issues?**
Dial into the phone line instead of using “mic & speakers”
- ⇒ **PBIC Trainings and Webinars**
www.pedbikeinfo.org/training
- ⇒ **Registration and Archives at**
pedbikeinfo.org/webinars
- ⇒ **PBIC News and updates on Facebook**
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- ⇒ **Questions at the end**



Intro to Organizational Models and Strategies for Public Involvement



Pedestrian and Bicycle Information Center



THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY
RESEARCH CENTER

Learning Objectives

- Explain why public involvement is necessary
- Identify the types of public involvement
- Understand current structures and opportunities for public involvement



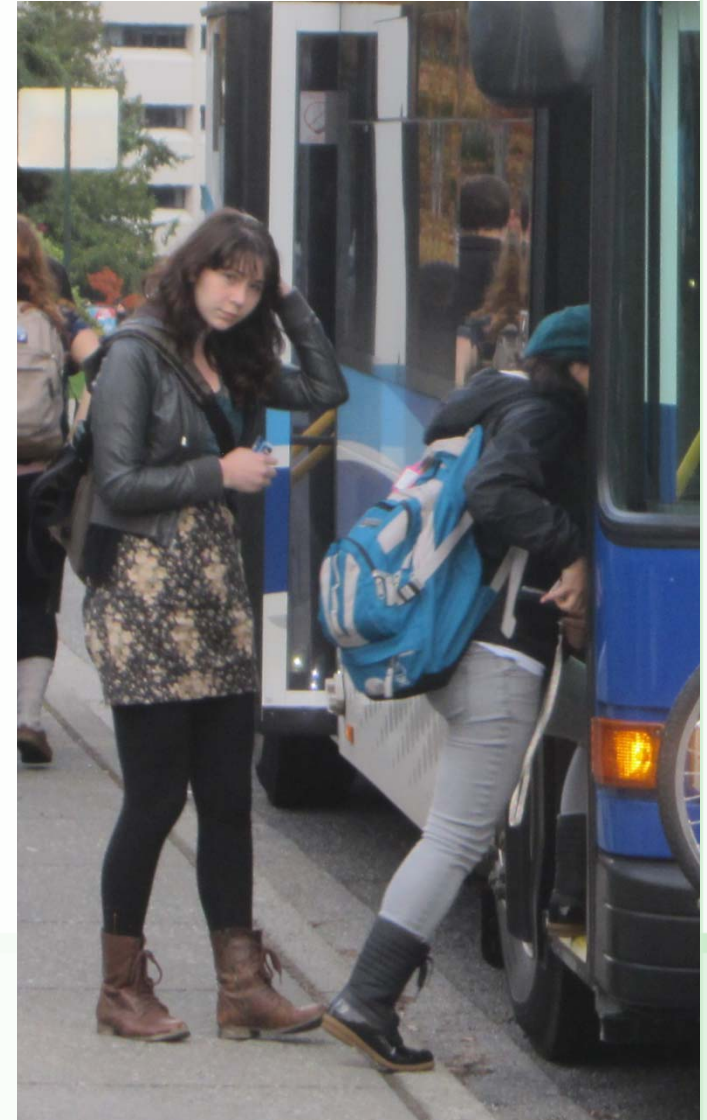
Topics Covered

- The magic of twenty-five – being ubiquitous
- Knowing what you want to achieve – staying focused
- Work plan – monthly tasks: letters, emails, phone calls and meetings
- Tone and approach: building relationships – the gentle nudge and the big “thanks”



Why Have Public Involvement?

- Gap between what you *think* citizens want and what they actually want
- Better problem identification leads to better outcomes
- Improved fundraising opportunities
- Sustainability and momentum



Organizational Models for Public Involvement

- Types of Stakeholders
 - Government sponsored boards and commissions
 - Advocacy groups
 - Neighborhood based community organizations
 - Individuals



Organizational Models for Public Involvement

- Types of Public Involvement Strategies
 - Focus Groups
 - Public Hearings/Meetings
 - Open House/Community Fair
 - Presentations
 - Charrettes
 - Mapping
 - Surveys
 - Walking Audits
 - Social Media



Photo: www.pedbikeimages.org . East Lansing, MI. Dan Burden


Government Sponsored Boards and Commissions

- Citizens
- Mix of government representatives and citizens
- Advisory
- Regulatory



Advocacy Groups

- Special interest groups:
 - Pedestrian
 - Bicycle
 - Complete Streets
 - Neighborhood Association
 - Historic Preservation
 - Business Owners
 - Safety Committee

PedNet Coalition  Pedestrian & Pedaling Network
COLUMBIA, MISSOURI

March 17, 2009


Council and School Board Candidates Go on the Record

Two Columbia City Council seats and two Columbia Public Schools Board of Education seats are on the ballot for April 7th. Find out how the candidates in each of these elections feel about the issues that are important to the mission of PedNet. [Check out our Candidate Forum](#) for their responses to our questions.

Confident City Cycling Back By Popular Demand


GetAbout Columbia and the PedNet Coalition are once again offering a full slate of bike safety classes this spring. Confident City Cycling will be offered on a variety of different dates and schedules to accommodate everyone. Pick a session that works for you [sign up for Confident City Cycling](#)

- Saturday - April 4th - 9am-6pm
- Saturdays - April 11-25 9am-12pm
- Mon/Tues/Wed - April 20-22 - 6pm-9pm



And the Survey Says...

Inside Columbia magazine recently featured bicyclists as the subject of their monthly online poll and the results showed overwhelming support for bicyclists. The poll was published in their [Best of Columbia 2009](#) edition, but we already knew bicyclists were the best...



- 47.2% indicated that they did not mind sharing the road with bicyclists as long as they obeyed traffic laws.
- 46.9% said that they did not mind sharing the road with bicyclists no matter what the bicyclists did.
- 5.9% said that bicyclists should stay off the road and on the sidewalk, bike path and the like.

Editorial Comment

Neighborhood Based Community Organizations

- Geographically based
 - Neighborhood association
 - Chamber of commerce
 - Neighborhood safety committee



WOBO
WALK OAKLAND - BIKE OAKLAND
Improving neighborhood livability, vitality and sustainability by making Oakland a better place to walk and bike

HOME Campaigns Biking Walking Get Involved Membership

Walk Oakland Bike Oakland's mission is to improve neighborhood quality of life by making walking and biking in Oakland safe, easy, accessible and fun.

WOBO Blog:
This Tuesday night, [League of American Bicyclists \(LAB\)](#) Executive Director Andy Clar... [more from the blog...](#)

Upcoming Events
June 23, 2009: WOBO monthly volunteer meeting [info](#)
June 25, 2009: Broadway District Specific Plan Community Stakeholder Meeting [info](#)
June 26, 2009: Decision Day: Double the Number of Bike Lanes in San Francisco [info](#)

Become Part of Team WOBO for TransForm's Car-Free Challenge!
How few miles do you think you can drive in one month?
Join Walk Oakland Bike Oakland in taking the Car-Free Challenge in June to find out! We're putting together a team of folks who are setting and reaching personal low-mileage goals for the month of June (some are going car-free, others are trying to drive a little less). Together we'll send a message to our leaders that we need better walking, biking, and transit options in order to fight climate change and make our communities better places to live.

TRANSFORM

We'll also raise needed funds for our work and the work of TransForm, a nonprofit we're partnered with to improve walking, biking, and transit options. Each person who takes the Challenge sets a fundraising goal, and whatever money people on our team raise gets split 50/50 between WOBO and TransForm. Plus, you can win great prizes!

Visit our [team page](#) to see what we're up to and how others are taking the Challenge. We hope you'll join us in driving less and living more!

Visit [TransFormCA.org](#) for more info on the Car-Free Challenge!

Request a Bike Rack!
You may have heard that the City recently installed over 360 bike racks in Oakland's commercial districts, most to replace parking meters. What you may not know is that they still have a small amount of racks left and they're looking for suggestions on where to install them. Here's your chance to ask for a bike rack in a much-needed spot!

Submit your bike rack location requests to the City using [their online form](#). Note that

Make a donation.
Check out WOBO's Blog...

Subscribe to WOBO's E-newsletter
Email Address: *
Zip Code: *
[Privacy Policy](#)

WOBO's Resource Links
Drive a Bike
FREE Urban bike safety classes
Classes offered in Oakland, Alameda, Richmond, Berkeley, Hayward, Union City, Pleasanton Walnut Creek and Dublin
[www.ebbc.org/safety](#)
EAST BAY BICYCLE COALITION

[Oakland City Council meetings and agendas](#)
[Oakland Pedestrian Master Plan](#)
[Oakland Bicycle Master Plan](#)

Individuals

- Spokespeople for larger particular groups
- Individual power brokers
- Lone rangers



Focus Groups

- One-on-one
- Small groups with similar needs
 - Senior Citizens
 - Merchants BL1
 - Schools
 - Enforcement
 - Public Health



Slide 11

BL1

"business owners" not "merchants"? Merchants too specific

Brian Lee, 5/16/2014

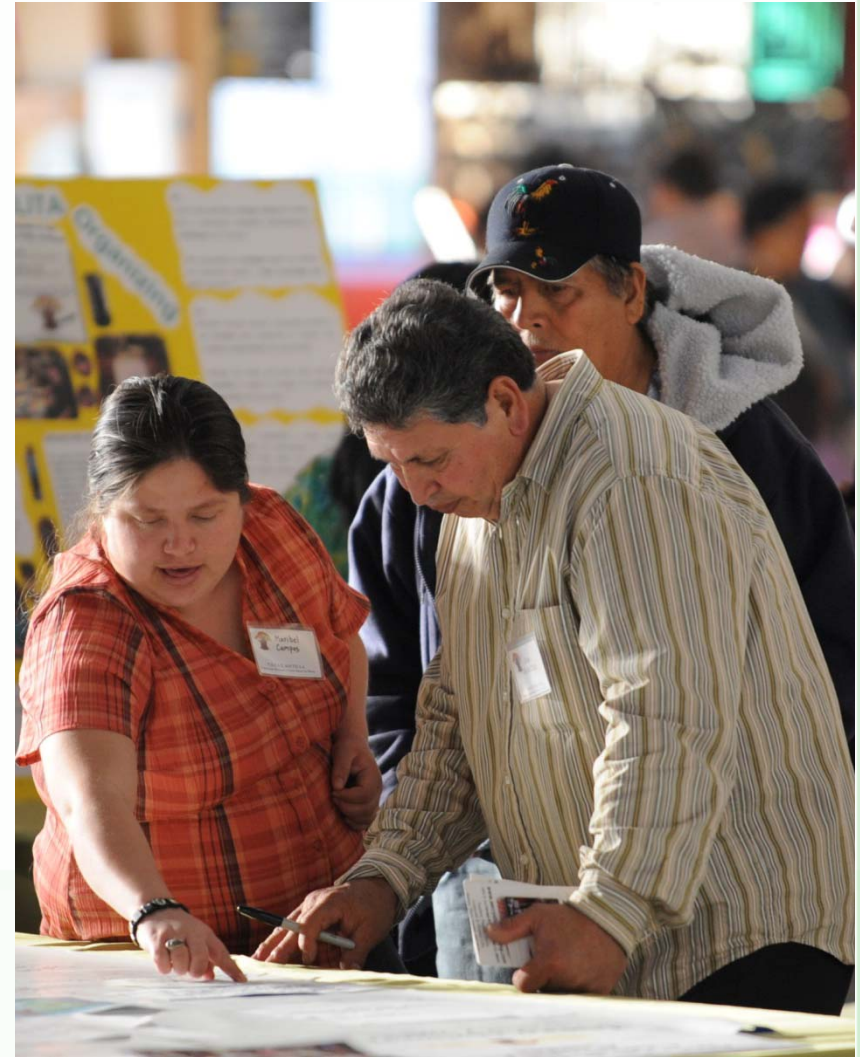
Public Hearings/Meetings

- Primarily inform
- Limited involvement



Workshops and Meetings

- Format can vary
 - Open house
 - Formal presentation
 - Public testimony
- Provide other options
 - Comment forms
 - Charrettes
 - Web surveys



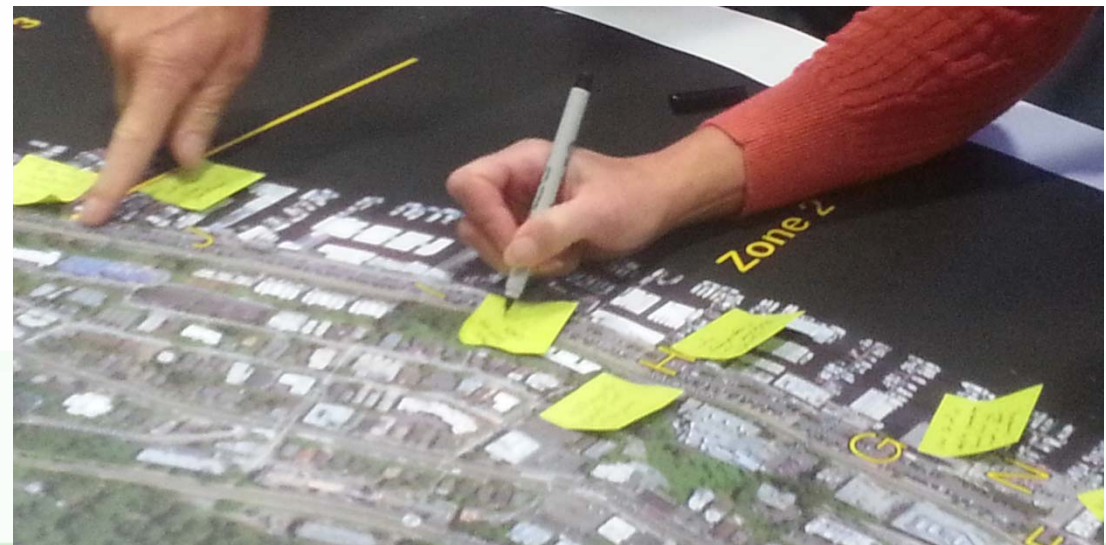
Open House / Community Fair

- “Cocktail party” w/o cocktails
- Eliminates speeches
- Maximum participation
- Large-scale projects
- Technical in nature
- Diverse audience
- Inform
- Consult
- Limited feedback to host



Open House: How to Enhance

- Add design/discussion table
- Create “voting” displays
- Provide SIMPLE surveys



Presentations

- Inform
- Educate



Intro to Organizational Models and Strategies for Public Involvement

Presentations: Stakeholders



People actively involved in their own destiny

How to Develop a Pedestrian Safety Action Plan – Stakeholders

Charrette



Encourage people to work through their differences

Intro to Organizational Models and Strategies for Public Involvement

Charrette

Multi-day series of events to quickly develop solutions – consists of the events we just covered:

- Focus Groups
- Field Tour
- Presentation
- Training
- Workshop Activities



Charrette: Training/Briefing

- Pros and cons of potential solutions
- Anticipate and address contentious issues
- Opportunity to educate



2011 Dallas Bicycle Master Plan

Case Study: Dallas, Tx

Open House

- Eight stations
- Multiple ways to participate

Slide 22

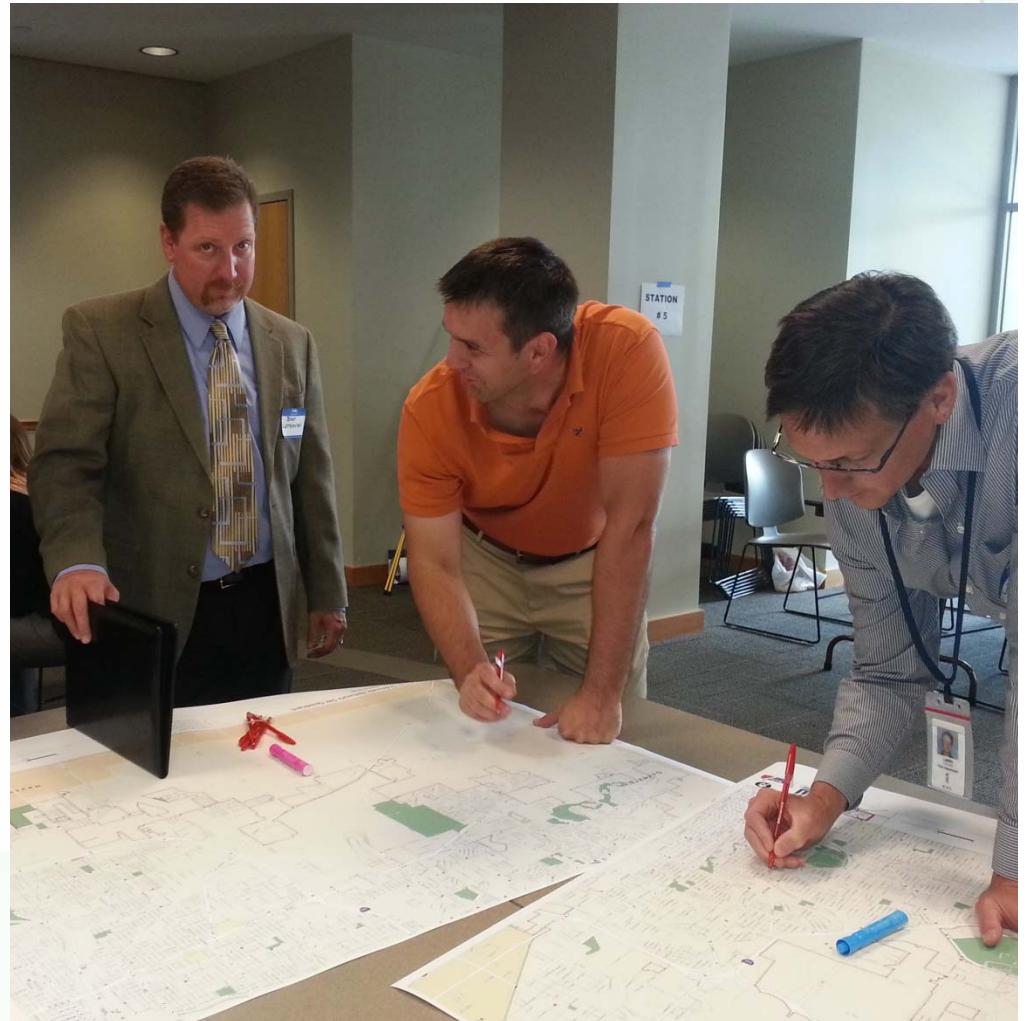
VC8

use photos delete slide
Virginia Coffman, 4/16/2014

Pedestrian Master Plan

Case Study: Wichita, KS

- Input from:
 - Meetings held at key points in process
 - Citizen
 - City officials
 - Focus Groups
 - Planning Board
 - City Council
- Meetings, email



Creating an Effective Advocacy Group

- How to be an effective group
 - The magic of 25
 - The commitment to 2
 - 2 emails, 2 letters, 2 phone calls, and 2 meetings
 - Be ubiquitous
 - Mega turn-out
 - Build relationships
 - More info in following session



Citizen's Pedestrian Advisory Board

Case Study: Oakland, CA

- Formed to oversee Pedestrian Master Plan planning process
- Members represented many interests
- Monthly meetings



Seattle Neighborhood Plans

Case Study: Seattle, WA

- Results:
 - 36 out of 38 plans mentioned walking considerations
 - Seattle DOT underwent some institutional change

What We've Accomplished Together

Your Neighborhood Plan in Action

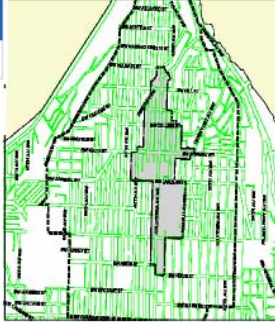
Gregory J. Nickels, Mayor
Yvonne Sanchez, Dir., Dept. of Neighborhoods

Neighborhood:
Admiral Residential Urban Village

Plan Adopted: 1999

Key Elements:

1. Streetscape improvements on Admiral & California
2. Alleviate Traffic & Parking Problems
3. Completion of Hiawatha Park
4. Preserve Schmitz Park and Fairmont Ravine



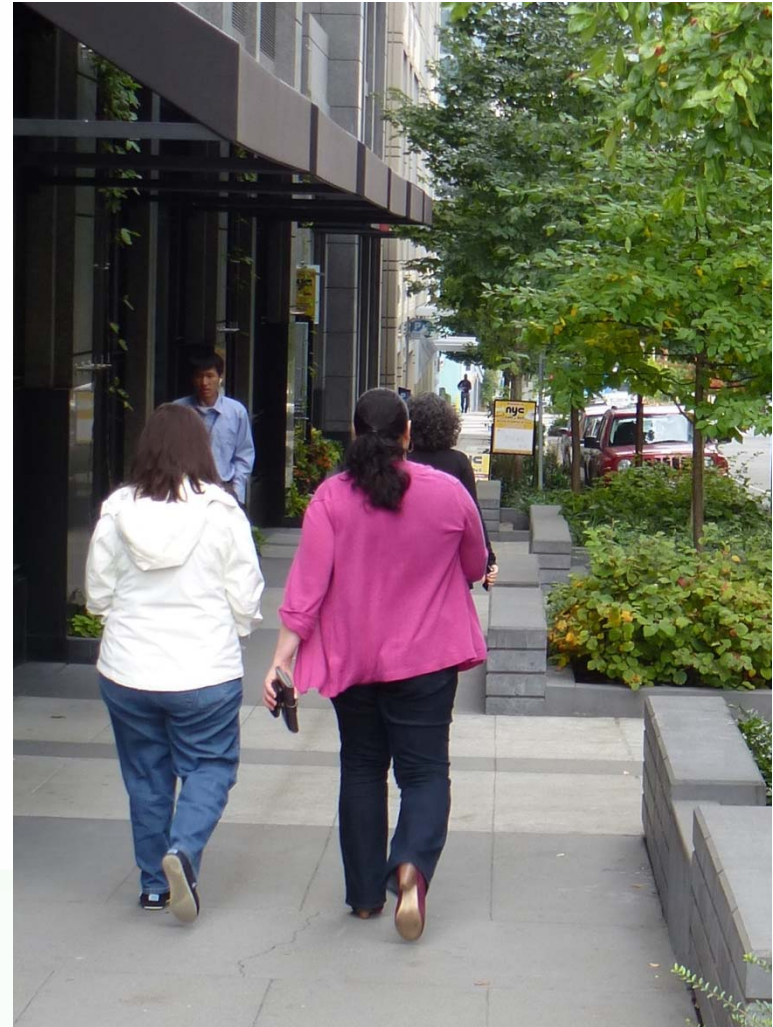
Admiral Neighborhood Plan Area
Southwest Sector

What happened in 2002

- Admiral Streetscape Plan - New sidewalks were constructed along California Avenue SW in front of Lafayette Elementary School. The Admiral Planning Coalition also received a \$5,000 grant from Seattle Public Utilities to remove sections of concrete paving to make way for landscaped planting strips along Admiral Way between California Avenue SW and 41st Avenue SW. In the fall, the community planted trees and shrubs there, supported by a Neighborhood Matching Fund grant.
- Parking Study- The Seattle Department of Transportation (SDOT) committed to study pedestrian crossing patterns in the vicinity of the Admiral Theater as part of its evaluation of a proposed mid-block crossing from the theater to the mixed use development and parking garage across California Avenue SW.
- Pier 1/Pier 2 - The Cascade Land Conservancy (CLC) began work on a Department of Neighborhoods contract to re-evaluate the feasibility of public shoreline access at the Pier 1/Pier 2 site along Harbor Avenue SW, south of Salty's restaurant. King County Councilmember Dow Constantine offered his support for a comprehensive solution for the Pier 1/Pier 2 area.
- Schmitz Park - Design of improvements and the first phase of construction began.

38 Neighborhood Plans: Changing Institutional Priorities

- Seattle
 - 1990s
 - Every neighborhood group received \$600 to create a plan
 - Created a board to oversee implementation




Ongoing Involvement/Information

The public wants to know how their input is used:

- Websites
- Follow-up Meetings
- Blogs
- Newsletters


4. Participant Suggestions



After learning about potential solutions, Community Workshop participants worked in groups to share concerns and develop recommendations. Each table then shared their suggestions with the entire audience. Recommendations for short to long term improvements reflect these suggestions.

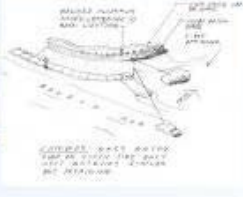


- Acceleration
- Traffic Signal
- East Lake B
- Pagni Lane
- Laramie Drive
- Enforce 50 m
- Legalize Auto
- Signs: speed
- Flashing war
- Over the road
- Educate driv
- Target youth
- Transition co
- "Parkway Co

These photos show parkway entrance to the Somerset development in northwest Reno. There are raised medians, bike lanes, trails, crosswalks, and a roundabout.



Parkway Concept

Several groups offered suggestions related to reconstructing the roadway after I-80 spans. Ideas included incremental changes, such as adding gateway signs and renaming the highway to "Pleasant Valley Parkway." The illustrations are examples of gateway and parkway features in other areas.

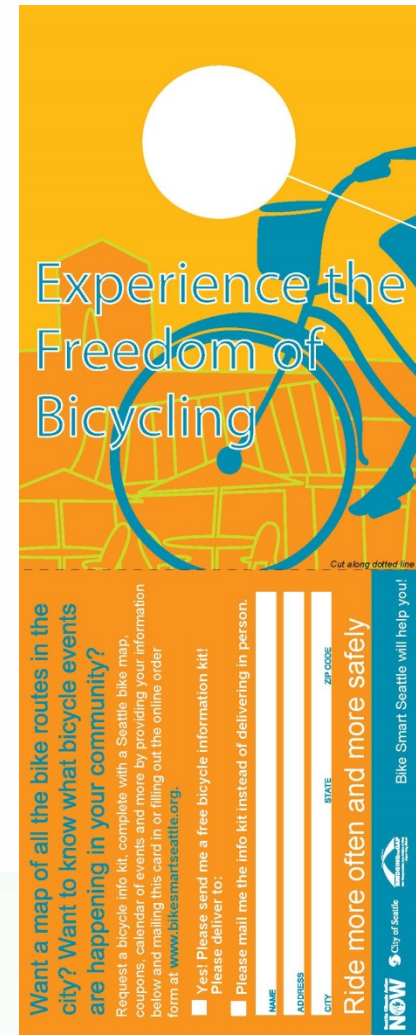


PROVIDED BY THE PLANNING DEPARTMENT OF THE CITY OF RENO, NV. SOURCE: RENO, NV. 1/2010/08

Contacting Stakeholders

Methods of Contacting Stakeholders:

- Mailings
- Newsletters
- Door hangers
- Email
- Social media
- Press releases to news media
- Websites
- Booths at events/fairs



Involving Stakeholders Summary

Involving stakeholders includes:

- Responding to individual citizens
- Coordinating with other agency staff
- Using citizen-based organizations
 - Pedestrian advisory boards
 - Geographically-based neighborhood groups
 - Business groups
- Holding events to inform and involve



Questions?

Thank You!

⇒ **Archive at www.pedbikeinfo.org/webinars**

- Downloadable and streaming recording, transcript, presentation slides

⇒ **Questions?**

- **Peter Lagerwey**
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