

Effective Public Engagement

Examples from Other Cities

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TRANSPORTATION
ALTERNATIVES

Introduction

Engagement Background

- Definition of engagement in context of planning: communicating with residents to learn how they want their communities to look.⁷
- Engagement does not only mean involving residents in decision making.⁷
- Also means persuading citizens to learn about planning issues, etc.⁷
- Does not have to happen through traditional town hall meetings, ads, etc.⁷
- Events can be fun festival-like activities.⁷

Vision Zero Background

- Started in Sweden in 1997, arrived in NYC in 2014.⁶
- NYC agencies involved: City Hall, DOT, DCAS, DOE, DOHMH, NYPD and TLC.⁶
- With few exceptions, NYC has used many town hall meetings and ad campaigns.⁶
- Efforts like these can be ineffective.
- To improve their efforts, NYC could take them to next level.
- NYC could do this by learning from other cities.

Cities

Examples of Vision Zero Engagement:

- Chicago, IL
- Los Angeles, CA

Other Cities' Good Engagement Programs:

- Brisbane, Australia
- Oshawa, ON
- Vancouver, BC
- Washington DC

Examples of Vision Zero Engagement

Chicago, IL

- Traffic Safety Schools: poor offenders take free safe driving course instead of paying fines.²
- Drivers are charged \$46 and face more penalties if they do not take it.²
- 4 hours, offered in English, Spanish and Polish, both in-person and online.²
- Run by National Safety Council in partnership with Chicago courts.²
- Equitable because of online version and removal of financial burden.
- Incentivizes engagement because fines are eliminated.
- NYPD could establish a similar program in NYC.

Los Angeles, CA

- Empowered local nonprofits to lead engagement process.⁵
- Active Streets LA: Nonprofits lead charrettes with residents to design streetscape improvements.⁵
- Many of these have been constructed by city.⁵
- Great Streets Challenge: City gives \$200,000 grants to nonprofits so they can hold street festival engagement events.⁵
- Events contain fun attractions and planning activities.⁵
- NYC officials could give more power to community organizations to hold similar events.

Los Angeles, CA Images

Figure 3. Active Streets LA Charrette



Source: "LACntyBikeCoalition". Twitter. 2017. <pic.twitter.com/KZ1MMS74vG>.

Figure 4. Great Streets Festival Activity



Source: "SORO NC". Twitter. 2017.
<<https://twitter.com/SORONC/status/871891632282632192>>.

Other Cities'

Good Engagement Programs

Brisbane, Australia

- Participants used virtual reality (VR) to view plans of new development at meeting.¹
- Participants simulated walking streets and flying above by helicopter.¹
- 90% of attendees were convinced to support plans after using VR.¹
- They also felt they thoroughly learned how they would be impacted by plans.¹
- Viewing goggles for smartphones, instructions for how to use them and videos of simulations for computers were distributed to rest of community.¹
- NYC can partner with tech firms to incorporate VR into their engagement programs.

Brisbane, Australia Videos

Figure 5. Participants' Views of Plans Video



Source: Moreton Bay Regional Council. "Mill at Moreton Bay: Main street flythrough". YouTube. 2017.

<https://www.youtube.com/watch?v=MimiFE9p3bE#action=share>.

Figure 6. Viewing Goggles Set-Up Instructions



Source: Moreton Bay Regional Council. "Mill Moreton Bay: Google Cardboard Assembly". YouTube. 2017.

https://www.youtube.com/watch?v=fB_FwYUruE#action=share.

Oshawa, ON

- Created Connect Oshawa, website for all things planning-related.³
- Built-in accessibility features make text larger and be read aloud.³
- City partnered with ESRI to make spatially illustrated open data portal.³
- Residents can provide feedback on projects using discussion forums, Q&A forums, interactive maps, surveys and videos.³
- Won Hermes Creative Award for good website design in April 2017.³
- NYC could make their Vision Zero websites more accessible.

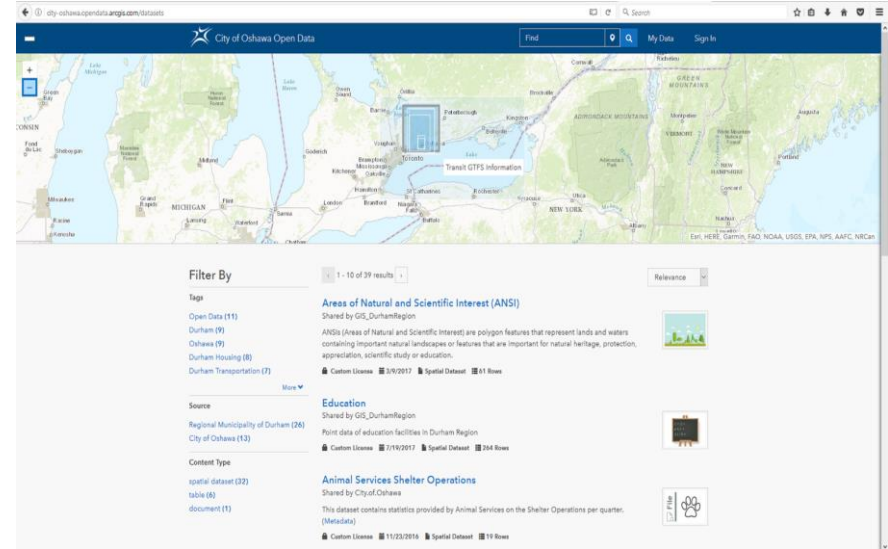
Oshawa, ON Website Images

Figure 7. Accessibility Features and Layout



Source: Connect Oshawa. 2015. <<http://www.connectoshawa.ca/>>.

Figure 8. Spatially Illustrated Open Data Portal



Source: City of Oshawa Open Data. 2015. <<http://city-oshawa.opendata.arcgis.com/datasets>>.

Vancouver, BC

- Held “walkshops”: foot and bike tours planners and residents took together of neighborhoods.¹⁰
- Residents showed planners where new improvements could be built.¹⁰
- Use of walkshops in neighborhood plan gave it an Award for Planning Excellence.⁹
- Also held public design competitions for small projects like sewer covers. ^{4, 10}
- Empowers residents to take charge of planning their neighborhoods.
- First competition in 2004 had 640 submissions, 2013 had 1100.⁴
- NYC could have programs similar to these.

Vancouver, BC Images

Figure 9. Walkshop



Source: Toderian, Brent and Jillian Glover. "10 Lessons in More Engaging Citizen Engagement". *Planetizen*. 2014. <<https://www.planetizen.com/node/67656>>.

Figure 10. Sewer Cover Design Competition



Source: Hager, Mike. "Best manhole cover designs announced by City of Vancouver". *Vancouver Sun*. 2013. <<http://www.vancouversun.com/Best+manhole+cover+designs+announced+City+Vancouver/8468475/story.html>>.

Washington, DC

- To engage youth, planners got teachers to send students to events for class credit.⁸
- Events had fun and interactive games such as: designing dream streets, mapping daily commutes and identifying decrepit locations on map boards.⁸
- Participants loved games and learned many lessons from them.⁸
- Event leaders gathered extensive information on what participants truly want.⁸
- NYC teachers could incentivize their students to attend Vision Zero events.

Washington, DC Images

Figure 11. Daily Commute Mapping Activity



Source: Smart Growth America. "A Capitol Idea for Public Engagement". *Smart Growth America*. 2015. <<https://smartgrowthamerica.org/a-capitol-idea-for-public-engagement/>>.

Figure 12. Dream Street Activity Pieces



Source: Smart Growth America. "A Capitol Idea for Public Engagement". *Smart Growth America*. 2015. <<https://smartgrowthamerica.org/a-capitol-idea-for-public-engagement/>>.

Notes

- ¹ Connors, Nathan. "Using Virtual Reality To Engage On Development Projects". *Bang Table*. 2017. <<http://www.bangthetable.com/blog/using-virtual-reality-engage-development-projects/>>.
- ² "Cook County Traffic Safety School". *National Safety Council*. <<http://www.nsc.org/learn/Safety-Training/InsuranceStateReductionPrgrm/Pages/Cook-County-Traffic-Safety-School.aspx>>.
- ³ Crozier, Matthew. "City of Oshawa Wins Award For Its Online Community Engagement Platform". *Bang Table*. 2017. <<http://www.bangthetable.com/blog/city-oshawa-wins-award-online-community-engagement-platform/>>.
- ⁴ Hager, Mike. "Best manhole cover designs announced by City of Vancouver". *Vancouver Sun*. 2013. <<http://www.vancouversun.com/Best+manhole+cover+designs+announced+City+Vancouver/8468475/story.html>>.
- ⁵ Los Angeles Department of Transportation. "Vision Zero Los Angeles 2015-2025 Action Plan". *Los Angeles Department of Transportation*. 2017. <<http://visionzero.lacity.org/wp-content/uploads/2017/04/VisionZeroActionPlan-2017.pdf>>.
- ⁶ New York City Mayor's Office of Operations. "Vision Zero Year Three Report". *New York City Mayor's Office of Operations*. 2017. <<https://www1.nyc.gov/assets/visionzero/downloads/pdf/vision-zero-year-3-report.pdf>>.
- ⁷ Quick, Kathryn S. and Zhirong Jerry Zhao. "Suggested Design and Management Techniques for Enhancing Public Engagement in Transportation Policymaking". *Humphrey School of Public Affairs, University of Minnesota*. 2011. <<http://www.cts.umn.edu/Publications/ResearchReports/pdfdownload.pl?id=1616>>.
- ⁸ Smart Growth America. "A Capitol Idea for Public Engagement". *Smart Growth America*. 2015. <<https://smartgrowthamerica.org/a-capitol-idea-for-public-engagement/>>.
- ⁹ Spacing. "Vancouver's Cambie Corridor Plan selected for 2012 Award for Planning Excellence!". *Spacing Vancouver*. 2012. <<http://spacing.ca/vancouver/2012/06/27/vancouvers-cambie-corridor-plan-selected-for-2012-award-for-planning-excellence/>>.
- ¹⁰ Toderian, Brent and Jillian Glover. "10 Lessons in More Engaging Citizen Engagement". *Planetizen*. 2014. <<https://www.planetizen.com/node/67656>>.