



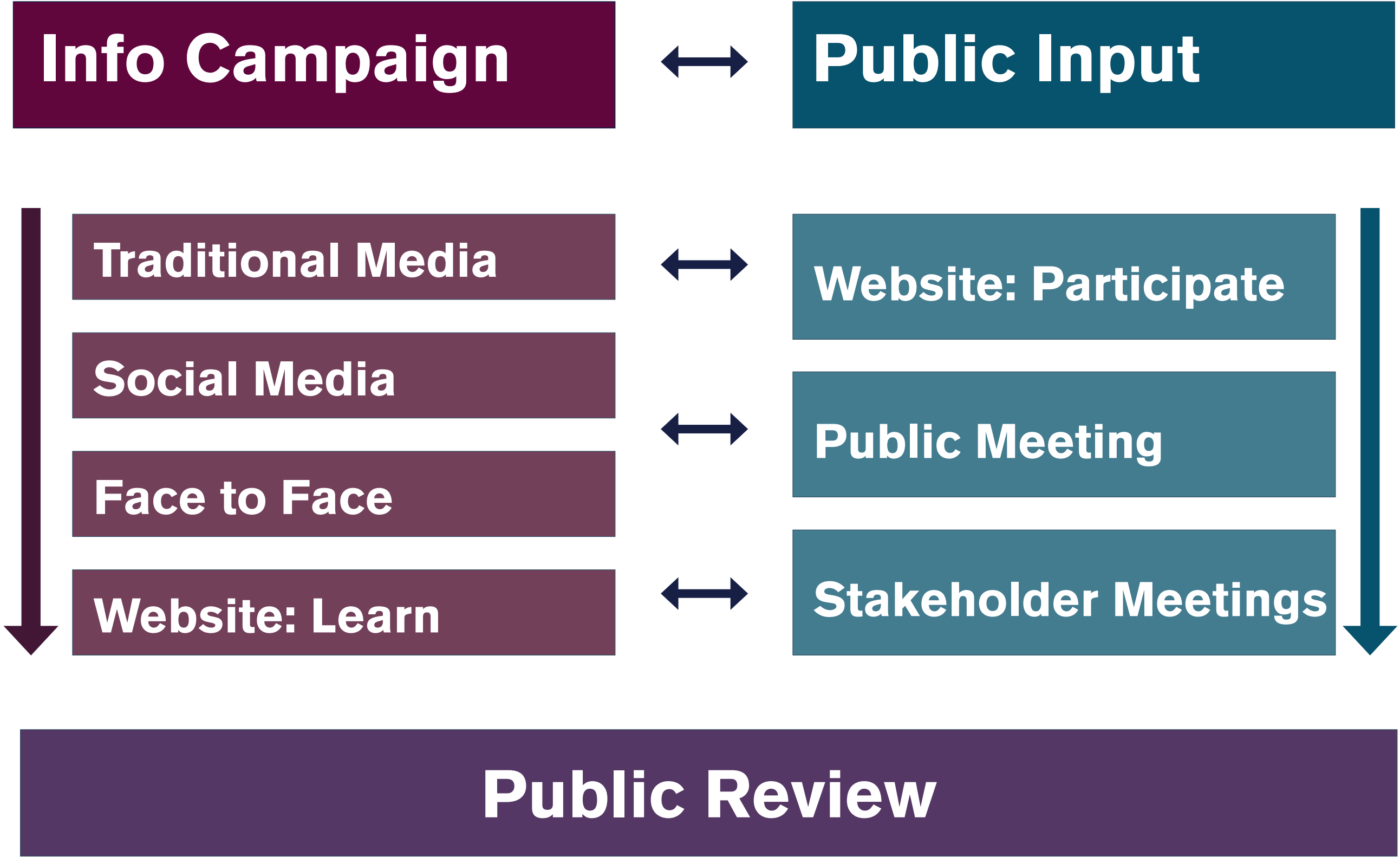
**TRENTON**  
**250**  
1792-2042

*Trenton's Long-range  
Comprehensive Master Plan*



# APA PA - Filling the Empty Seat

# Phase I Visioning Approach



# Social Media

**Trenton Master Plan**

Recent  
2014  
Born

**Trenton Master Plan** Update Info View Activity Log ...

Timeline About Photos Friends 1,045 More

What books have you read?

ABOUT

Lives in Trenton, New Jersey

From Trenton, New Jersey

Followed by 10 people

PHOTOS · 3

Tag more photos

Celebrating Successful & Black Owned Businesses

MAGIC ENTERTAINMENT'S COMMUNITY CLEAN UP

TIME FOR A CLEAN UP

FRIENDS · 1,045

Latosha

Status Photo / Video Life Event

What's on your mind?

Shakira Abdul-Ali shared your photo.  
6 mins ·

Hey Jersey Guys and Gals!! Trenton Master Plan is now ready for YOUR review and feedback! Take a look and offer your thoughts! Let YOUR CAPITAL CITY reflect YOUR vision!

**Trenton250.ORG/vision/**  
Comment.  
Evaluate.  
Shape Trenton's Future.

Trenton Master Plan · Something Good Happening in Trenton

Friends: The draft of the TRENTON250 VISION ELEMENT (<http://goo.gl/9Te6Ut>) is now available for review and comment. Your input is INCREDIBLY IMPORTANT!! This do...

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Score This Summer Bonus  
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You a safe driver? Start getting 2 Bonus Checks/yr. with Allstate. Click to quote now.

Time Warner Cable ©  
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TV & Internet - \$34.98/Mo.  
Build Your Own Bundle & Get Our Lowest Prices of the Year!

## Accomplishments

1000+ Friends on Facebook

130+ Followers on Twitter

30+ Followers on Instagram



← → ↻  trenton250.org/#closepop



#TrentonWillBe

Send!

Do you live in a food desert?

Quick Video Tour

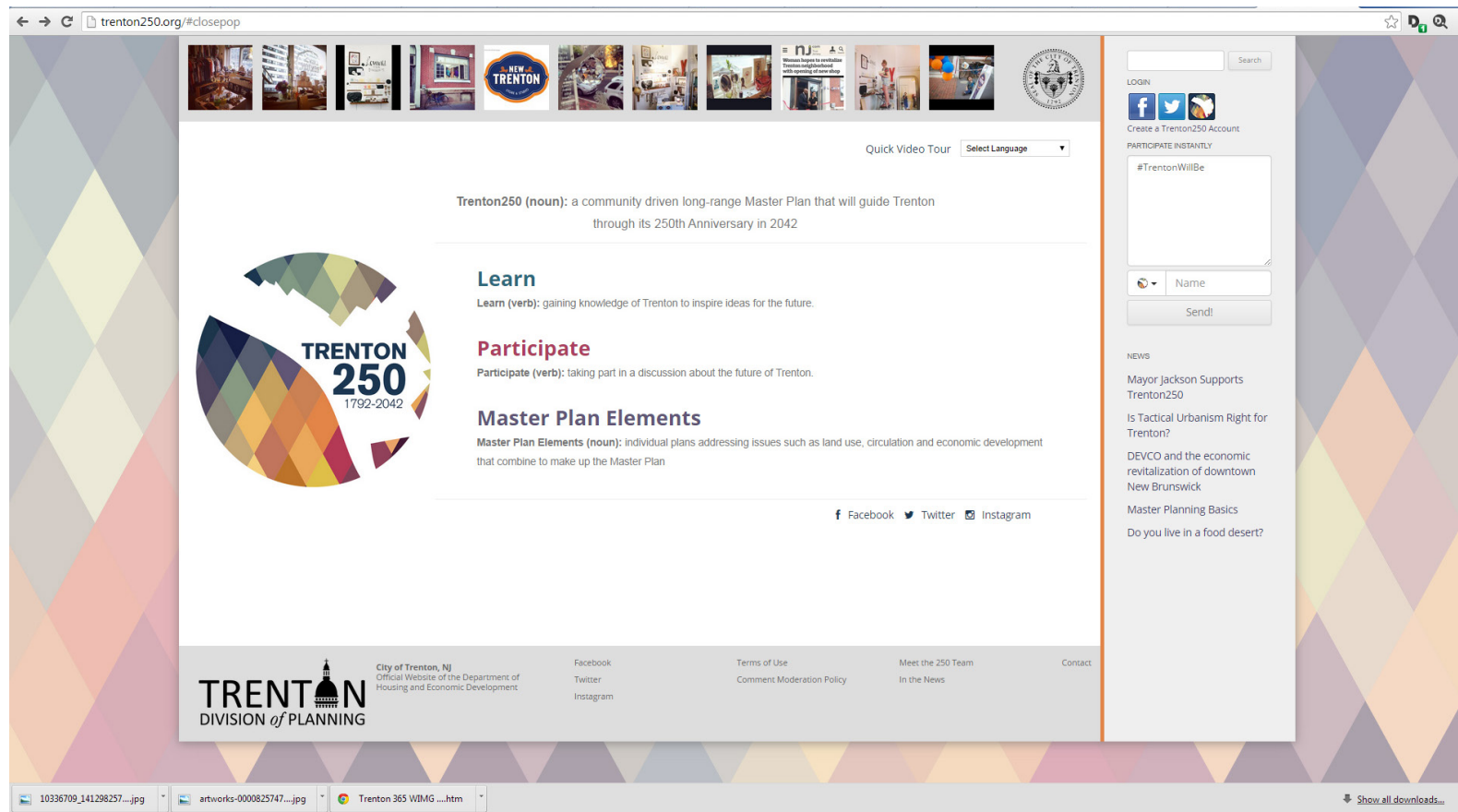
Select Language

[f Facebook](#) [🐦 Twitter](#) [📷 Instagram](#)



[Contact](#)

# Project Website



## Learn

Interactive City Profile  
SWOC  
Planning 101  
Stakeholder Meetings

## Participate

#TrentonWillBe  
Image Contest  
Survey  
Blog  
Public Meetings Summaries  
Trenton Love Notes

## Accomplishments

2000+ Unique Users

500 with Trenton ISP

500 in surrounding Area

1/2 of Users “Under 34”

200+ surveys taken

60+ comments on blog

40+ images submitted in Contest

22 SWOCs were identified



# Lessons Learned

## Social Media

Must **start early** with the social media campaign

Facebook is **BY FAR** the most widely used social media site

Expect a **limited number of champions** who will promote your site/project

**Effective** means of reaching a broader audience

**BONUS:** You can get (some of the) **email address** of your facebook friends



# Lessons Learned

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## Website

Get your **content upfront FAST** and understand the importance of hierarchy of information

**Digital divide is real**

- makes the website an effective tool only for certain residents / users. Websites will likely be most effective in places with higher education attainment levels and a more professional workforce.

**Must have partners / efforts to drive traffic to the website**

**Understand the amount of effort required to contribute vs. passively interact with the site.**

- Understand this may increase the “loudest voice gets the most attention” phenomenon.
- 1 % Rule: “90% of the participants of a community only view content, 9% of the participants edit content, and 1 % of the participants actively create new content.”

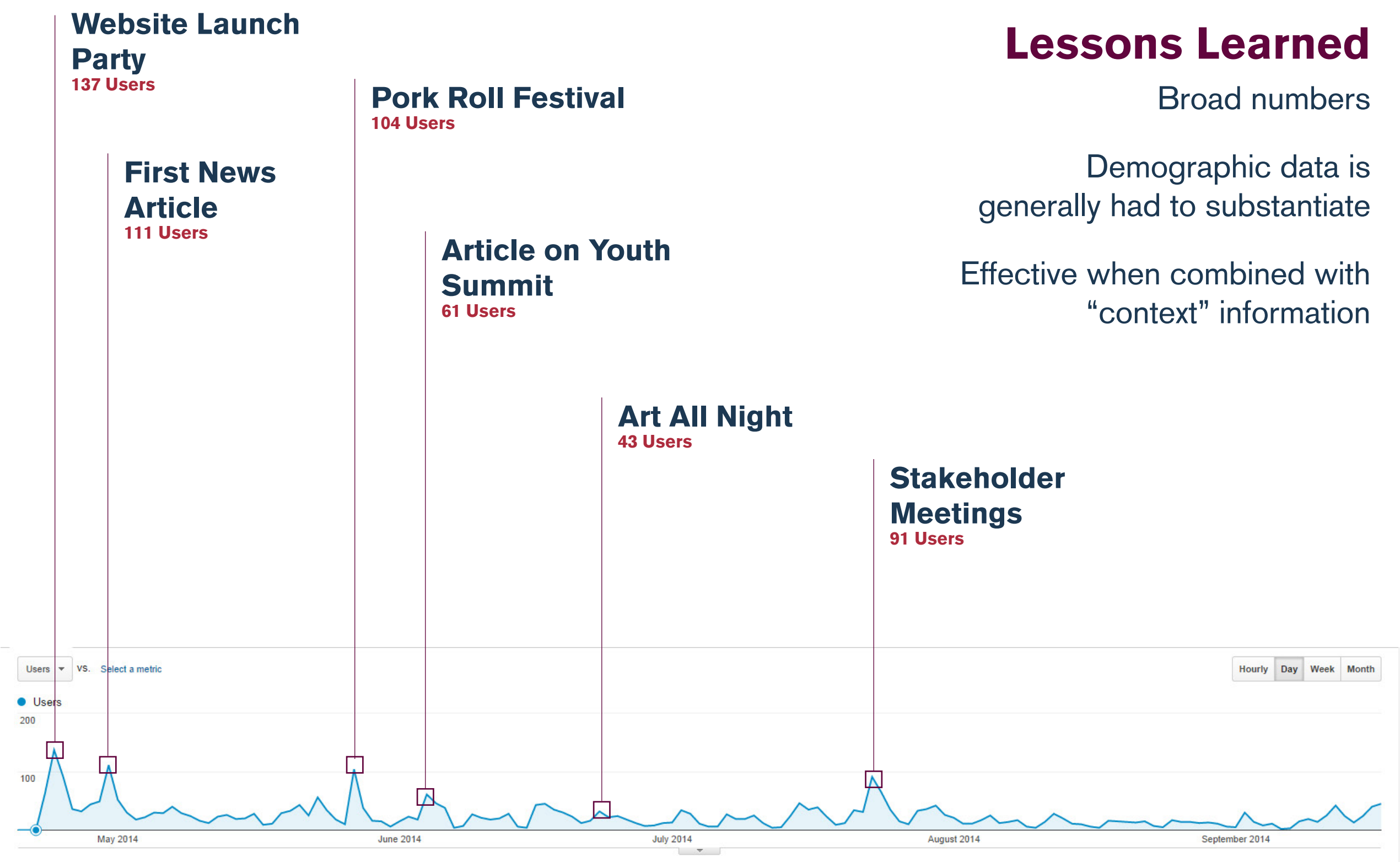
**Websites are very fertile ground for outreach efforts and the potential is immense.**



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# Monitoring Effectiveness: Google Analytics



# Monitoring Effectiveness: Goo.gl

Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)

<input type="checkbox"/>	LONG URL	CREATED	SHORT URL		CLICKS
<input type="checkbox"/>	<a href="#">www.nj.com/mercer/index.ssf...</a>	3 days ago	<a href="#">goo.gl/tcZKUf</a>	<a href="#">Details</a>	1
<input type="checkbox"/>	<a href="#">trenton250.org/vision</a>	6 days ago	<a href="#">goo.gl/9Te6Ut</a>	<a href="#">Details</a>	46
<input type="checkbox"/>	<a href="#">docs.google.com/forms/d/1I6...</a>	2014 Aug 5	<a href="#">goo.gl/sq8Oal</a>	<a href="#">Details</a>	12
<input type="checkbox"/>	<a href="#">trenton250.org/participate/...</a>	2014 Aug 5	<a href="#">goo.gl/nDEVFX</a>	<a href="#">Details</a>	0
<input type="checkbox"/>	<a href="#">www.nj.com/mercer/index.ssf...</a>	2014 Jul 30	<a href="#">goo.gl/uiH2K4</a>	<a href="#">Details</a>	27
<input type="checkbox"/>	<a href="#">trenton250.org</a>	2014 Jul 25	<a href="#">goo.gl/dbZzwx</a>	<a href="#">Details</a>	0
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<input type="checkbox"/>	<a href="#">www.nj.com/opinion/index.ss...</a>	2014 Jul 25	<a href="#">goo.gl/rcsTsm</a>	<a href="#">Details</a>	10
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<input type="checkbox"/>	<a href="#">trenton250.org/participate/...</a>	2014 Jun 9	<a href="#">goo.gl/BylafW</a>	<a href="#">Details</a>	1

Hide

Hidden URLs remain public, but are removed from your history

1 - 10 of 20

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## Lessons Learned

Effective for monitoring individual efforts (especially on social media)

Simple and Free

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# Building Capacity

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**important:** The Master Plan will take **YEARS** to finish

Developed a list with ~700 contacts (email and/or phone) of people who participated or expressed interest in the Master Plan (1000+ facebook friends)

Strengthened the network of people who can facilitate participation in future elements

Greatly enhanced the profile of the Master Plan and understanding about how it will affect the development of the City of Trenton