APA PA - Filling the Empty Seat
Phase I Visioning Approach

Info Campaign ↔ Public Input

- Traditional Media
- Social Media
- Face to Face
- Website: Learn

Website: Participate
Public Meeting
Stakeholder Meetings

Public Review
Social Media

Accomplishments

1000+ Friends on Facebook
130+ Followers on Twitter
30+ Followers on Instagram
Trenton250 (noun): a community-driven long-range Master Plan that will guide Trenton through its 250th Anniversary in 2042

Learn
Learn (verb): gaining knowledge of Trenton to inspire ideas for the future.

Participate
Participate (verb): taking part in a discussion about the future of Trenton.

Master Plan Elements
Master Plan Elements (noun): individual plans addressing issues such as land use, circulation and economic development that combine to make up the Master Plan

Facebook  Twitter  Instagram
Project Website

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

Learn
Interactive City Profile
SWOC
Planning 101
Stakeholder Meetings

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

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.
Monitoring Effectiveness: Google Analytics

Lessons Learned

Broad numbers

Demographic data is generally had to substantiate effective when combined with “context” information

Website Launch Party
137 Users

First News Article
111 Users

Pork Roll Festival
104 Users

Article on Youth Summit
61 Users

Art All Night
43 Users

Stakeholder Meetings
91 Users
# Monitoring Effectiveness: Goo.gl

## Lessons Learned

- Effective for monitoring individual efforts (especially on social media)
- Simple and Free

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Hidden URLs remain public, but are removed from your history.
Building Capacity

**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