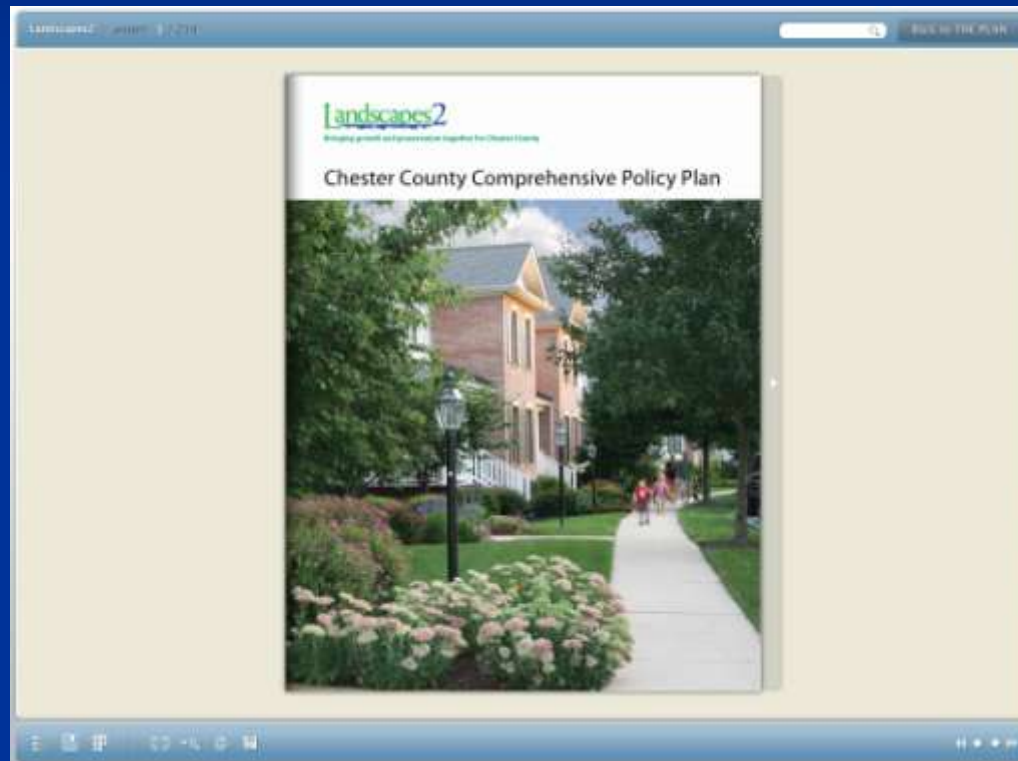


Public Engagement Techniques

Chester County's Experience

April 7, 2011



Presented By:
David D. Ward, AICP
Chester County Planning Commission

Topics to Be Explored

- Engage the public more effectively in the planning process
- Customize use of e-technology to your budget and resources
- Identify tools for generating public interest in planning

Some Basic Questions

- What is the message?
- What is your budget?
- Who is our audience?
- How do we access our constituents?
- What marketing resources are available?

Reaching Your Audience

- Devote a web site to the Project
 - www.landscapes2.org
- Seek Grass Roots Support- Partners
 - Promotional Materials & Original L2 Web Page
- Poll Citizens and Stakeholders- On-line Survey
 - www.surveymonkey.com
- Keep Constituents Informed
 - <http://www.landscapes2.org/Emails/2010/December2010.html>



Social Media Usage by Planners

Social Usage

Facebook	68%
LinkedIn	58%
YouTube	45%
Twitter	20%

Professional Usage

Facebook	30%
Twitter	15%
LinkedIn	14%
YouTube	8%

Use of Social Media

- Establish a Facebook account
 - www.facebook.com
- Establish a twitter account
 - www.twitter.com
- Establish a list serve service
 - www.veticalresponse.com/e-mail-marketing
- Sharing images
 - www.flickr.com



Use Contemporary Systems and Designs

- Use Full Range of Web Systems
- Web Systems Design
 - Intuitive
 - Manageable
 - Dynamic content
 - Interactive content

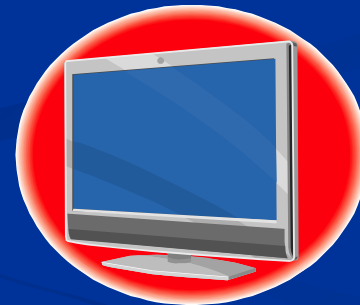


The screenshot displays the 'Landscapes2' website, which is dedicated to bringing growth and preservation together for Chester County. The page features a navigation menu with options like 'Home', 'Introducing the Plan', 'Mapping the Plan', 'Implementing the Plan', 'Measuring the Plan', 'Background of the Plan', and 'Resources for the Plan'. The main content area is titled 'Mapping the Plan' and includes a map of Chester County. The map is divided into two core areas: growth areas and rural resource areas. The text explains that growth areas consist of the urban landscape and the suburban landscape, while rural resource areas consist of the agricultural landscape and the rural landscape. A sidebar on the right contains several interactive elements, including a 'View the Plan' button, an 'Interactive Map' button, a 'Sign up for Landscapes2 eNewsletter' button, and a Facebook social media icon. The footer of the page provides contact information for the Chester County Planning Commission, including the address, phone number, and fax number.

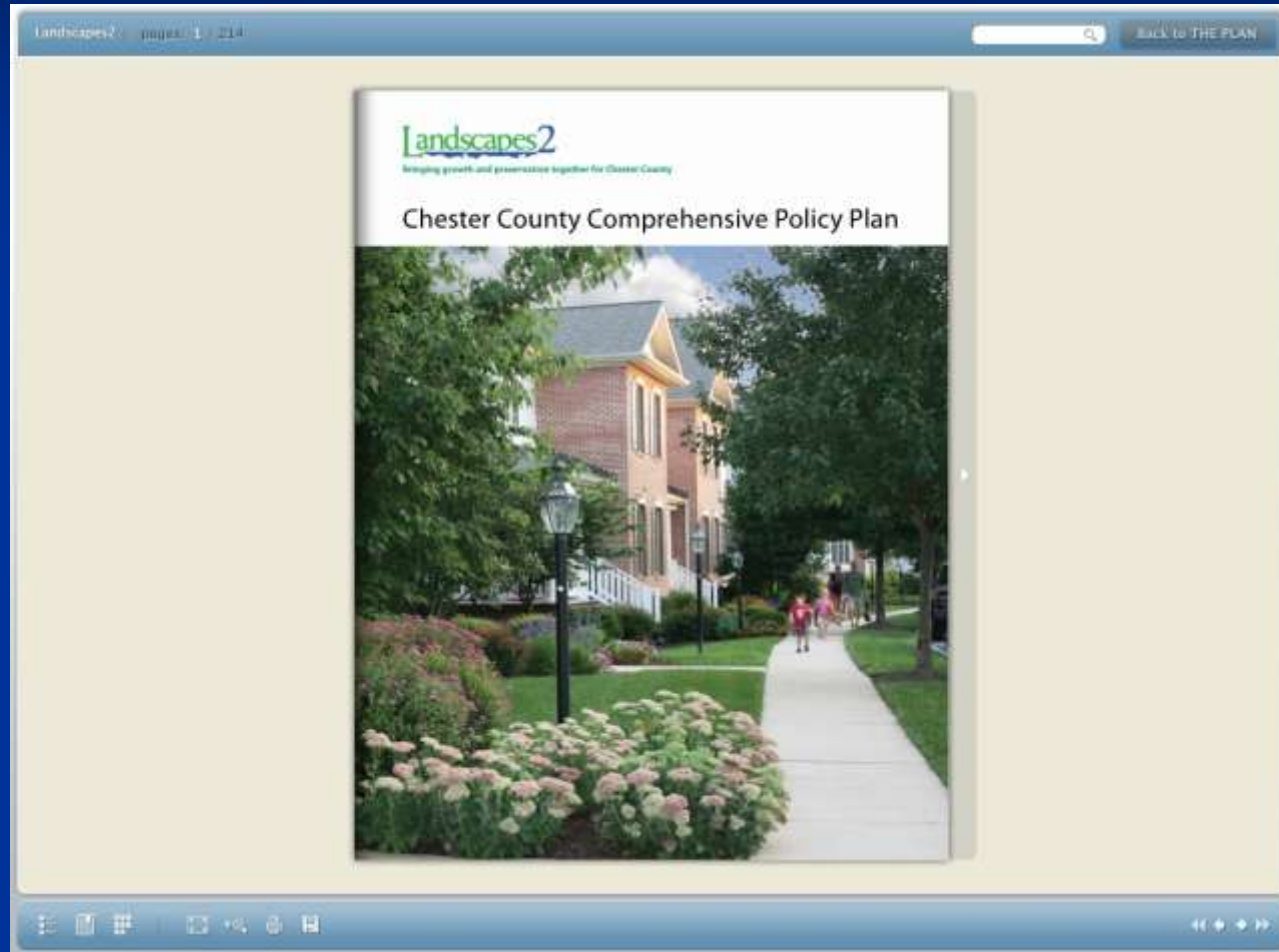
Keep Pace with Users

■ Web Systems

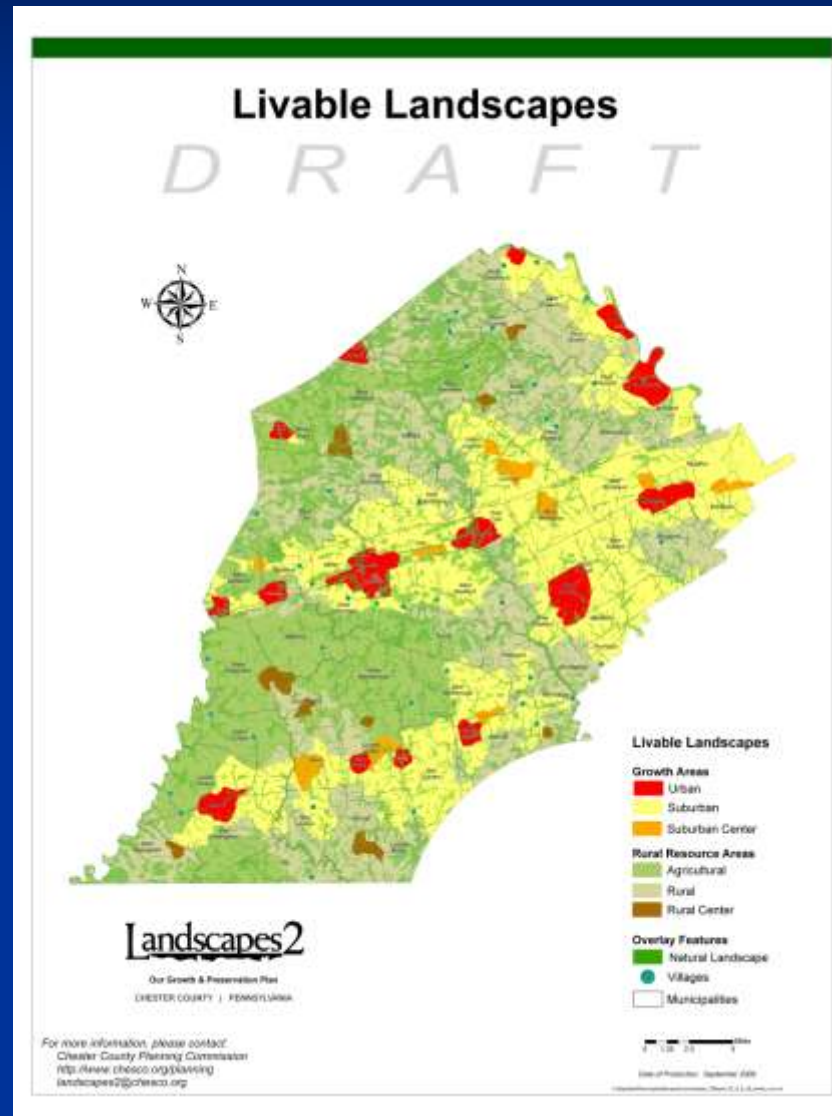
- Gear to devices people use:
 - Desktop/laptop computers
 - Cell phones/mobile devices
 - Large display monitors
 - eReaders
 - Future systems



Interactive Review Process



Livable Landscapes Map



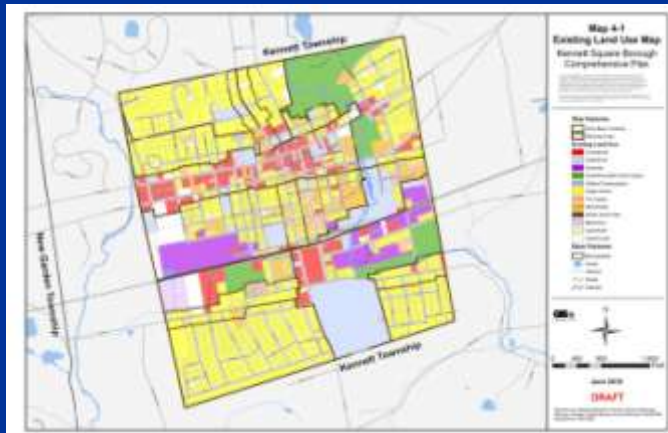
Build Working Partnerships

Activities using technology

Hosting Websites



Providing Mapping and Scenario Analysis Support



Create Sustainable Communities

Transit and Infrastructure Improvements



Evaluating context sensitive road improvements



Contact Information



David D. Ward, AICP

Assistant Director

Chester County Planning Commission

dward@chesco.org www.landscapes2.org