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
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%

National Webinar Poll- April 1, 2011
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
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
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

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