

Community Based Planning: A Guide to Public Participation

Presenters:

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and

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Agenda

- **Introductions**
- **Linking Planning and Public Participation**
- **The Roles of the Public in Planning**
- **Techniques for Increasing Participation**
- **Methods of Consensus Building**
- **Graphics - Advantages/Disadvantages**
- **Questions and Answers**

Linking planning and Public Participation

- An Effective Plan is a Representative One.
- Don't do your Planning in a Vacuum.



Linking planning and Public Participation

- Get the Public Involved Early in the Planning Process.
- Create Awareness for the Plan.

City of Lockport Local Waterfront Revitalization Program


THE PUBLIC IS INVITED TO ATTEND AN

OPEN HOUSE

JULY 22, 2003 - 7:00 PM

at the Lockport Locks and Erie Canal Cruises

Economic Development Community Character Visitorship/Tourism



Downtown Revitalization Scenic and Historic Resources Public Access and Trails

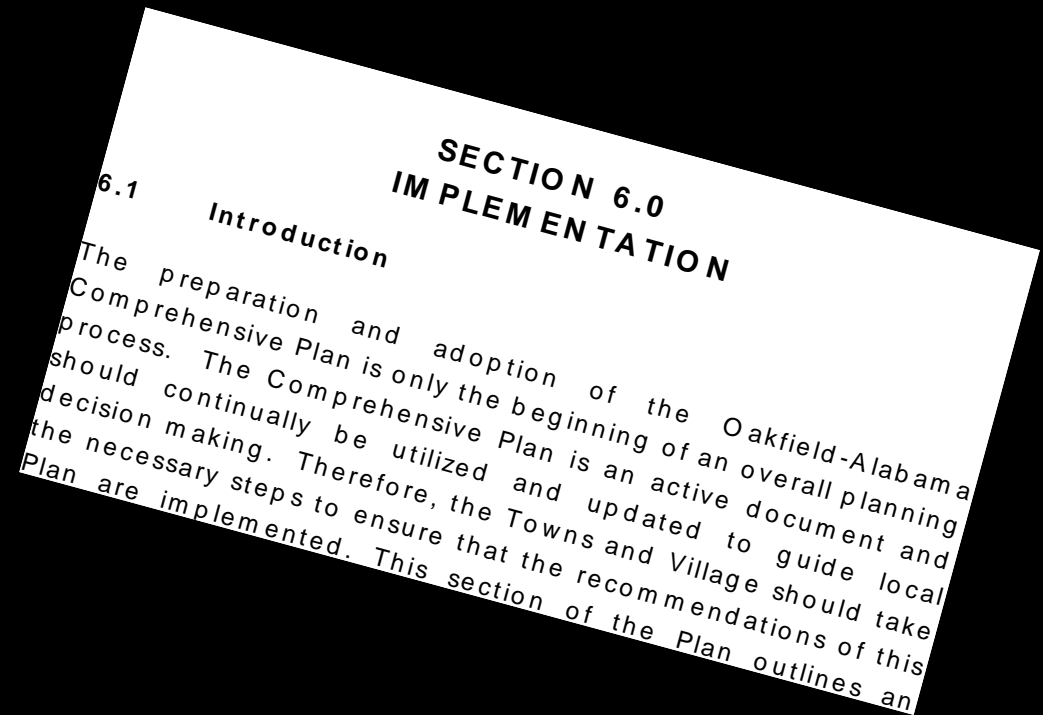
COME OFFER YOUR COMMENTS AND IDEAS FOR THE WATERFRONT
HELP US PLAN FOR YOUR FUTURE

Sponsored by the LWRP Advisory Committee on behalf of the Lockport City Council

Linking planning and Public Participation

Public participation helps to build support for implementation of the Plan...

...which is the next step in the Planning Process.



Linking planning and Public Participation

Guide the Planning Process with an Advisory Group that represents the different aspects of your community.



Roles of the Public in Planning



**Community Advisory
Committee**

Public-at-large



Stakeholders

Roles of the Advisory Committee in Planning

The “Sole-Source Approach”

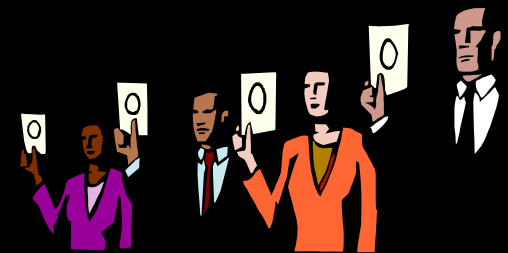
- Involves little, if any, consensus building among other groups and organizations that may be needed to support the implementation of the plan.
- Views and expressions of the Plan are limited to those individuals who are the sole source for its development.



Roles of the Advisory Committee in Planning

The “Passive Approach”

- Might lead to a “cookie cutter” plan that does not reflect the goals and objectives of your community.
- Goals & objectives need to represent the views of the people who live and work in the community, not simply the consultants (who may not have local commitment).
- The plan tends to not to be implemented because the community has not bought into its vision.



Roles of the Advisory Committee in Planning

The “Collaborative Approach”

- Recognizes that a Comprehensive Plan is not created in a vacuum, nor can it be implemented in one.
- Involves community stakeholders in the development process.
- Involves working with consultants to facilitate public participation.
- Recognizes the importance of intergovernmental collaboration.
- Sets the stage for active implementation of the Comprehensive Plan.



Roles of the Stakeholders in Planning

- **A stakeholder is defined as any group or individual that has a stake in or may be effected by recommendations developed through the comprehensive planning process.**
- **In general, stakeholders represent local and state government agencies, residential communities, business associations, and other local organizations, such as nonprofits or volunteer committees that perform a specific function.**

Roles of the Stakeholders in Planning

In developing a **Comprehensive Plan**, stakeholder involvement occurs over time in three stages:

- **Informative**
- **Consultative**
- **Cooperative**

Roles of the Stakeholders in Planning

Informative:

During the information gathering stage, stakeholders play an important role in imparting their knowledge to the planners drafting the Plan. A solid information exchange is necessary to ensure the Plan's applicability and viability as one that will work for the community.

Roles of the Stakeholders in Planning

Consultative:

During the implementation stage of the Comprehensive Planning process, it will be the stakeholders' that take their cue from the Comprehensive Plan in terms of how they and their organizations, departments, committees, etc. move forward and act on the recommendations in the Plan.

Roles of the Stakeholders in Planning

Cooperative:

During the information gathering stage, stakeholders play an important role in imparting their knowledge to the planners drafting the Plan. A solid information exchange is necessary to ensure the Plan's applicability and viability as one that will work for the community.

Roles of the Public in Planning

Residents also play a very important role in the planning process. Their involvement mirrors that of stakeholders to some extent.


Members of the public (residents, business owners, and property owners) provide localized information, actively support, and ultimately provide support for implementing the goals of the Comprehensive Plan.

If the community does not participate and join in the consensus building, the plan and its implementation will not be successful!

Techniques for Soliciting and Increasing Public Participation

Basics:

- Press releases for local media.
- Post fliers around the community.
- Meeting notices in local papers.
- Published legal notices.



REGIONAL
COMPREHENSIVE PLAN

Press Release
Contact: Andrew Reilly (716) 688-0766

PUBLIC MEETING ANNOUNCEMENT

Another public meeting for the Regional Comprehensive Plan is scheduled for:

7:00 P.M. on Monday, October 30th at the East Aurora Middle School Cafeteria.

The purpose of this meeting is to present the preliminary goals and objectives, the results of the community surveys, the preliminary findings of the data collection phase, and build upon our public participation efforts to date.

The public will also have an opportunity to participate in a Community Design Meeting where residents will work with professional planners to help design the future development of the town using maps and markers. This meeting will be very interactive and will provide the public further opportunity to be a part of the planning process.

Techniques for Soliciting and Increasing Public Participation

Beyond the Basics to engage the community every step of the way.

- **Public Outreach - Get the public involved.**
- **Set up an internet web site to inform the public throughout the process.**



Techniques for Soliciting and Increasing Public Participation

Use local groups to “Spread the Word” and encourage diverse participation.

- Church Groups
- Local Clubs
- Sports Organizations
- School Organizations or School Committees
- Neighborhood Associations



Techniques for Soliciting and Increasing Public Participation

Harnessing the “Power of the Press”

- Initiate articles and project profiles.
- Keep the “Spin” going - highlight and promote progress and activities.

Public input sought for ‘master plan’



Ben Syden talks about a master plan.

By Darrell R. Beebe

Granville residents and business owners will be asked soon what they like, and don't like, about the village.

A survey of their thoughts will be taken by a special committee that is working to develop a “master plan” for Granville's future. The survey, announced at the second meeting of the master plan committee Monday night, will ask residents and owners of businesses in the village for their insights on a various topics relating to community development.

The survey wants to know what aspects of Granville people find most appealing, and what they find least appealing.

It will ask about zoning, what businesses the public would like to see in Granville and what activities for youths and adults they want in the community.

The survey also asks what kind of growth, if any, survey participants want to

see Granville down the road. Parking, services offered by the village, and traffic are other issues addressed in the questionnaire.

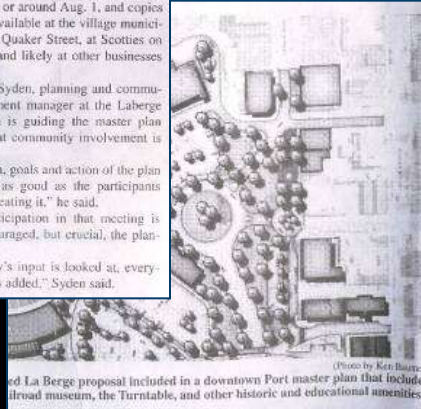
Surveys will be mailed with village water bills on or around Aug. 1, and copies will also be available at the village municipal center on Quaker Street, at Scotties on Main Street, and likely at other businesses as well.

Benjamin Syden, planning and community development manager at the Laberge Group, which is guiding the master plan work, said that community involvement is important.

“The vision, goals and action of the plan will only be as good as the participants involved in creating it,” he said.

Public participation in that meeting is not only encouraged, but crucial, the planner said.

“Everybody's input is looked at, everybody's input is added,” Syden said.



(Photo by Ken Burdick) The La Berge proposal included in a downtown Port master plan that includes a railroad museum, the Turntable, and other historic and educational amenities.

Port Downtown Plan Calls For Pedestrian Mall, Hotel, Ballpark

By Chris Jones

PORT JERVIS — Converting part of Front Street to a pedestrian mall and making the historic Erie turntable the focal point of a transportation-themed visitor/conference center are just two of the dramatic proposals contained in a downtown strategic plan unveiled last week.

The plan, drawn up by the Laberge Group of Albany, targets five downtown districts: Jersey Avenue, Front Street, the Waterfront, the (commuter) train station and Pike Street.

For those districts, recommendations were made in the areas of land use and zoning, traffic/infrastructure and streetscaping, housing and economic development.

Benjamin Syden, planning community development manager of the Laberge Group, who led the presentation, said many of the recommendations in the area of land use and economic development were based on a demographics and market analysis.

“We examined consumer spending in Port Jervis and a 20-mile drive time radius,” he said.

Within the 20-mile-radius trade area centered on Port Jervis, the analysis showed a population of 240,740 people with the top consumer spending areas being food and alcohol at home (24.6 percent) and food and alcohol away from home (22.1 percent). Both of those percentages were above the national average.

Other top spending areas were

apparel, and household furniture and furnishings.

Recommendations reflected these patterns, calling for recruiting furniture and home furnishing stores, specialty food stores, antique stores and new restaurants on Front Street.

William Hockenberry, owner of Hockenberry's Furniture at the corner of Fowler and Jersey, said he welcomed the idea of more furniture stores.

“We used to have five, now it's just us and Royal,” said Hockenberry, who did not attend the meeting, but who was involved in the process leading up to the final plan. “At one time we wanted to have a Furniture City. The more the merrier.”

(Continued on page 6)

Techniques for Soliciting and Increasing Public Participation

Getting to know you...

...understanding your community resources.



Local churches & religious institutions



Longstanding business districts

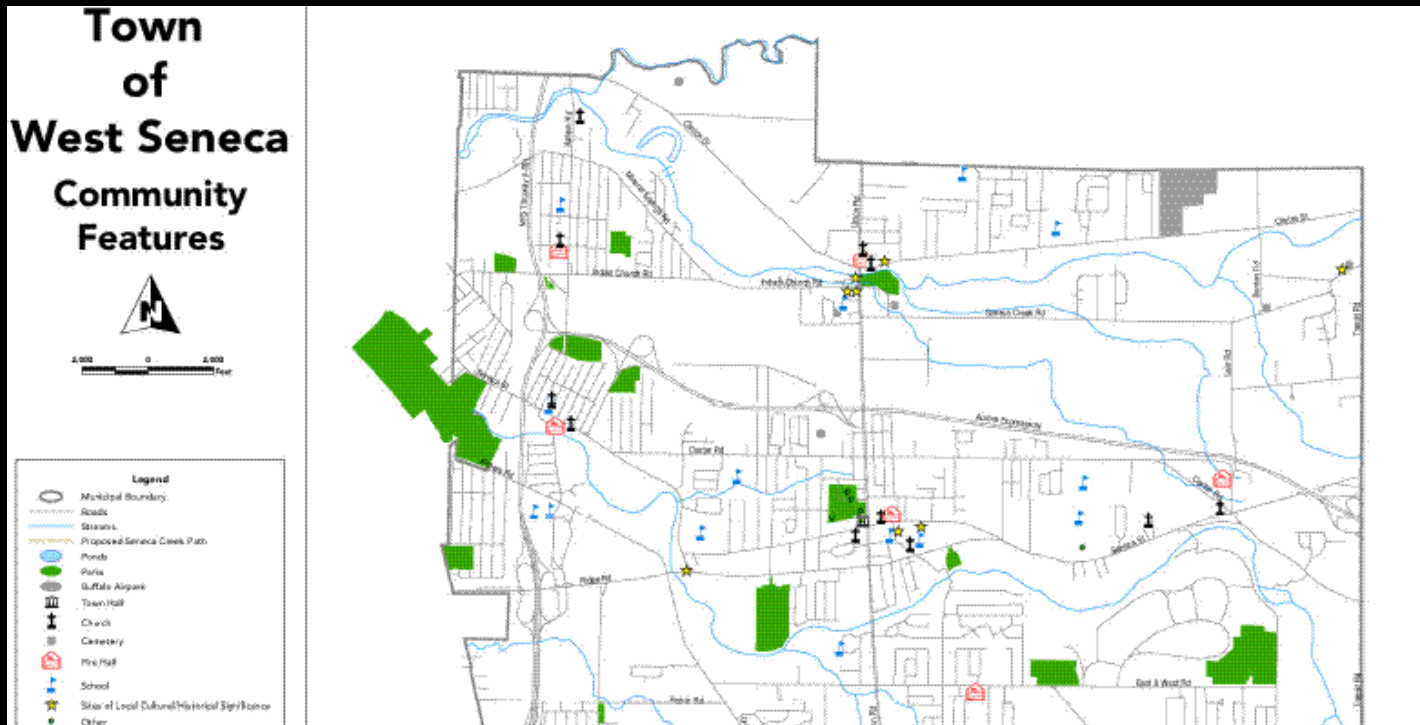


Interested & active residents

Techniques for Soliciting and Increasing Public Participation

Getting to know you...

...identifying community features.



Techniques for Soliciting and Increasing Public Participation

A solid, broad-based public participation program can build consensus around the Plan.

Build support for your efforts with local residents as they are the community's best ambassadors.

Empower residents to have the ability to assist in implementing the plan.

Keep residents and business owners informed on progress, as it is their Community and their plan.



Methods for Consensus Building

Informative

- Public Information Meeting.
- Community “Walk & Talks”.



Methods for Consensus Building

Consultative

- Public Opinion Survey
- Questionnaires
- Visual Preference Surveys
- Interactive Community Workshops
- Stakeholders' Meetings



How important are the following purposes of farmland protection?

Open space preservation	1	2	3	4	5
Preserve farming as an economic activity	1	2	3	4	5
Preservation of rural atmosphere	1	2	3	4	5
Protect prime agricultural lands & soils	1	2	3	4	5
Protect land from other development	1	2	3	4	5
Farmland protection should not be a major priority of government	1	2	3	4	5

Which of the following issues should be approached on a regional basis? (1=do support; 5=do not support)

Drainage, watersheds, stormwater run-off	1	2	3	4	5
Utilities, such as water districts	1	2	3	4	5
Protection of streams, forests, open space, etc. (natural resources)	1	2	3	4	5
Farmland protection	1	2	3	4	5
Economic development	1	2	3	4	5
Transportation/transit	1	2	3	4	5
Public services (library, police, fire, highway)	1	2	3	4	5
Recreation, parks	1	2	3	4	5
Other _____	1	2	3	4	5

Issues should be addressed at the local, regional, or state level.

Methods for Consensus Building

Cooperative

- Design Charrettes.
- Focus Groups.
- With continued support from an internet web site.



Methods for Consensus Building

- **Community Workshops**
- **GIS Map Preparations**
- **Community Surveys**
- **Visual Preference Surveys**
- **Design Charettes**
- **Walk & Talks**
- **Computer Simulations**
- **Scenario Planning**



Methods for Consensus Building

The Workshop Exercise

- Citizens share ideas.
- Create a plan for the future.



Methods for Consensus Building

The Workshop Exercise

Participants present to the group.



Methods for Consensus Building

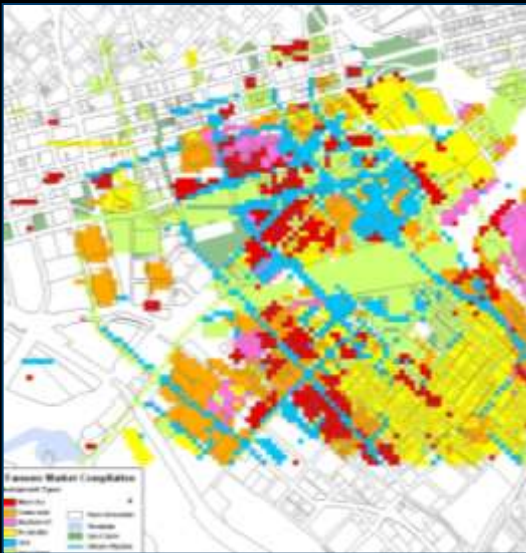
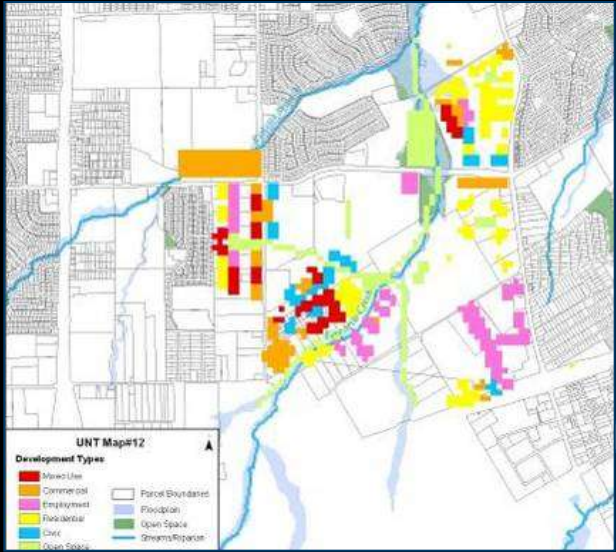
The Workshop Exercise

Example Workshop Maps



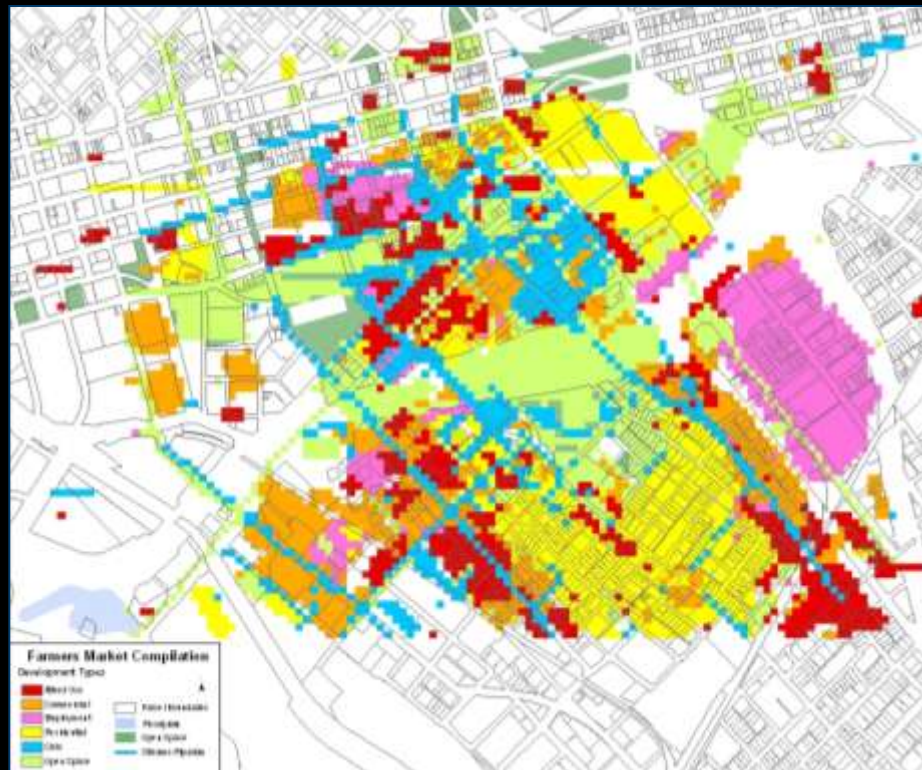
Methods for Consensus Building

Use GIS to go from map to plan.



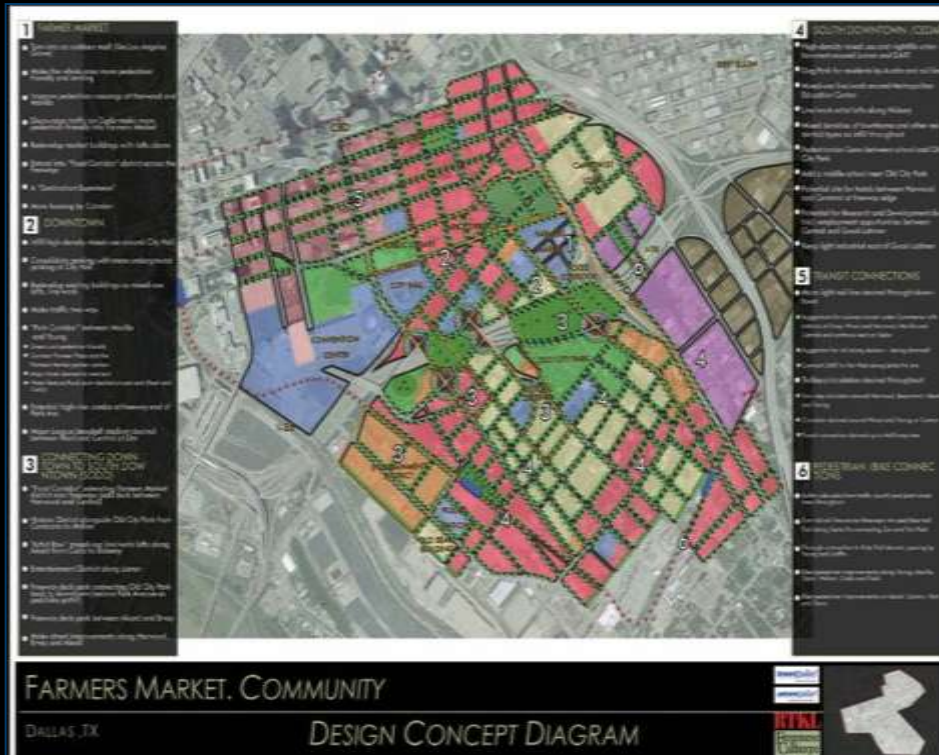
Methods for Consensus Building

Create a compilation map....



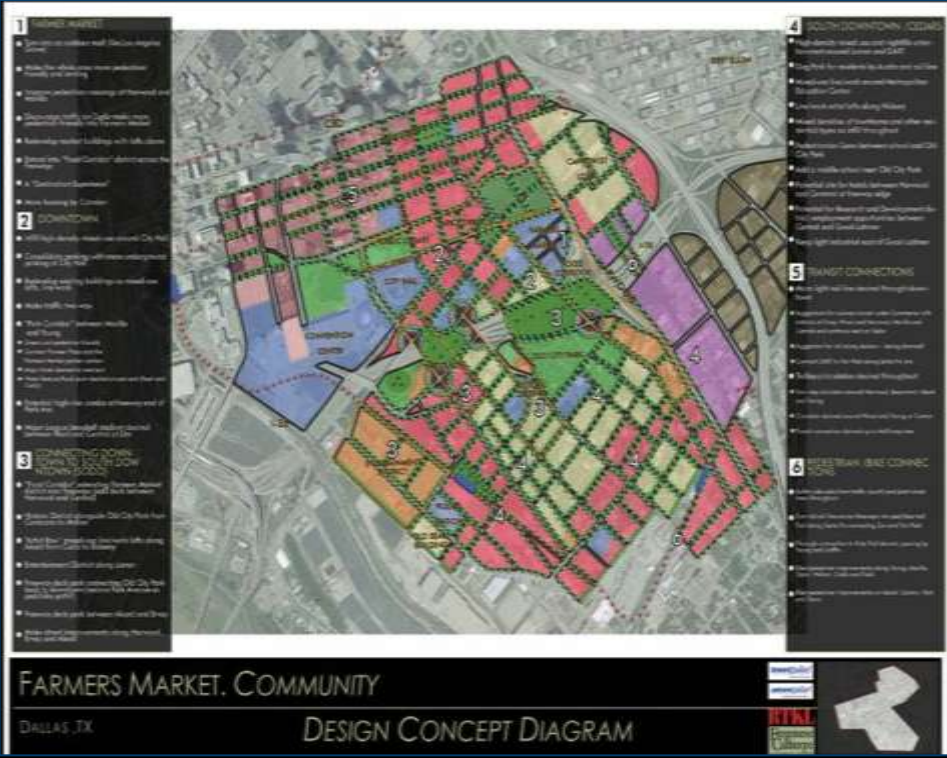
Methods for Consensus Building

...and tie it to recommendations...



Methods for Consensus Building

...create an easy to understand presentations.



Methods for Consensus Building

Where financially feasible, create photo-simulations...



Methods for Consensus Building

...or scenario planning to envision possibilities.



Scenario A



Scenario B

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

- PowerPoint or Computer Aided Slides
- Flip Charts
- Chalkboards or Whiteboards
- Web Page & E-mail



The Use of Graphics & Audio-visuals, Advantages & Disadvantages

PowerPoint or Computer Aides Slides:

Advantages:

- Can convey feelings and images and can capture people's imagination.
- Suitable for all sizes of audiences, but especially effective for large groups.
- Can project large maps and or visual simulations for discussion.
- Can be used to support or further illustrate the speaker's main points.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

PowerPoint or Computer Aides Slides:

Disadvantages:

- Requires knowledge of software.
- Can be expensive to purchase or rent equipment.
- Takes considerable time to produce presentation.
- Can malfunction more often than other simpler techniques.
- Requires a somewhat darker room that invites the audience to doze off.
- Presenter tends to “tail off” and read the screen.
- Fancy artwork and presentations are costly.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

PowerPoint or Computer Aides Slides:

Usage Tips:

- Experiment with the room set up and turn off as few lights as possible.
- Set the podium to the side of, or slightly in front of the screen. Place your laptop computer in front of you.

DO NOT READ THE SCREEN!

- All lists should have succinct phrases, not narratives.
- Do not overwhelm the audience with “Hollywood”.

Keep it simple.

- Practice! Many presenters utilize moving parts. Make sure that you run the show.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Advantages:

- Inexpensive and portable.
- Large format paper can be pre-printed to assist in facilitation.
- Conveys openness to new ideas and can encourage spontaneity.
- Invites group participation.
- Can be used with different color markers to illustrate points.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Disadvantages:

- May not be seen clearly from the audience.
- Only one sheet can be displayed at a time without taping other sheets on walls.
- Audience may not easily read handwriting.
- Not a good visual aid in large room.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Usage Tips:

- Write ideas or fragments to reduce clutter.
- Be sure to discuss everything on the chart.
- Clearly label individual sheets.
- Use flip chart paper with lines.
- Use dark color markers.
- Ask for group leaders with neat handwriting!

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Chalk Boards & White Boards:

Advantages:

- Free. Many schools and conference rooms come equipped with either one.
- Like flip charts, this medium allows for maximum flexibility.
- Ideas can be erased in an instant, allowing for a clean display of ideas.
- Electronic whiteboards can be hooked up to a printer for quick distribution.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Disadvantages:

- Easily erased (intentionally or unintentionally)
- Not always available.
- No second page. Cannot “pull off a sheet and post”.
- Chalk is messy.
- If using a fixed chalkboard, you must always turn your back to the group.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Usage Tips:

- Use dry erase whiteboard whenever possible.
- Buy your own, do not rely on other to provide. Bring two if you can.
- Use a whiteboard with an easel. Turn it so that you do not face away from the audience.
- Use dark color markers .
- Assign a scribe or note taker to ensure that all the comments are taken down before you erase the board.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Web Pages & E-mails:

Advantages:

- Web pages are one of the easiest ways to communicate with residents who cannot attend meetings.
- Web pages can be added to the municipal web site or the consultant's.
- All information can be updated, including maps and draft documents.
- E-mail is a quick and inexpensive way to reach out to residents before or after meetings.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Disadvantages:

- Only those with computers can access timely information.
- Only those with e-mail addresses in a database can receive messages.
- Normally low income residents and seniors are left out of the loop.
- Web pages can be somewhat expensive if it is elaborate or stand alone.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Usage Tips:

- Should not be the only method for communicating to the community.
- Web pages must be kept up to date.
- Web pages must be easy to navigate and should include the names of contact people on the project.
- When possible, add a comment box to the web page.

The Use of Graphics & Audio-visuals, Advantages & Disadvantages

Flip Charts and Posters:

Usage Tips:

- When using e-mail, write clearly and succinctly. Read what you have written before hitting the send button.
- Be careful when using a subject line. Many characters or words may cause the message to be removed by SPAM or internet filters.

For example: Don't use the words "Adult Uses" when sending a message regarding zoning, or "loan" or "mortgage" when setting up a finance committee meeting.