



**ELGL**

# UNIFIED ENGAGEMENT

Why Smart Cities are no longer thinking in terms  
of 'online' and 'in-person'



**Emily Edmonds**  
Membership Service Coordinator  
ELGL



**Graham Stone**  
PublicInput.com



**Emelie Hegarty**  
City of Greenville, SC



**Nicole Venezia**  
H2M Architects + Engineers

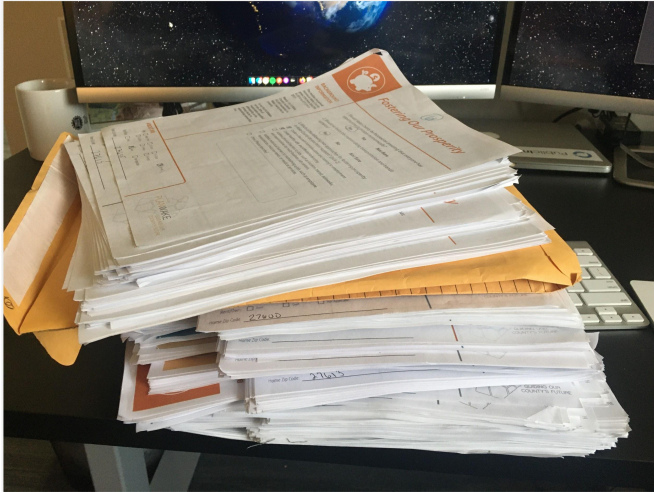


# Mixed-mode engagement

*A community engagement best practice*

1. Reduces survey sample error <sup>[1]</sup>
2. Increase participation among rural residents <sup>[2]</sup>
3. Better engage populations over 50 <sup>[3]</sup>

# Why is mixed-mode engagement difficult?



424 385 Comments 266 Shares

Like Comment Share

Most Relevant

Write a comment...

Felix Cajigas Jr. Coming from Boston area toll roads do nothing but impede traffic and are just a way for the state to get revenue...always someone trying to dip their hands in other peoples pockets smh  
Like · Reply · 1y

Zak Kohen Widen 485 to 74 without it being toll lanes and some of our traffic issues will go away. We don't need toll lanes when drivers around here barely know how to merge, as is....  
Like · Reply · 1y

1 Reply

Andrew Beninati Put up signs telling slow traffic to go to the right lane. Run commercials demonstrating the accidents that inept drivers cause due to that behavior. So many people know nothing about the left lanes and passing. THAT would greatly improve the flow of traffic and be far cheaper.  
Like · Reply · 1y · Edited

Julian Cuthbertson Toll lanes are a pretty form of pay to play. You can ride these lanes and get a smoother commute.....IF you can

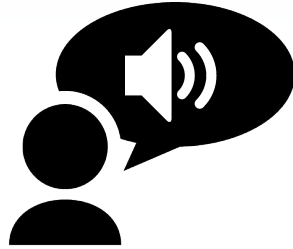
A1	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG
3132	Add pedestrian and bicycle facilities to roadways	Make rural roads safer	Identify critical transit	Build roads and bridges	1: Provide transportation access for all										
3133	Provide high-speed pas	Protect transportation	Promote new safety po	Invest in workforce	Build roads and bridges	1: Ensure s/	Female		45-64	No	White				
3134	Ensure accessible, after	Improve traffic flow by	Develop safer road des	Identify critical transp	Build roads and bridges	1: Maintain/	Female		45-64	No	White				
3135															
3136	Provide high-speed pas	Protect transportation	Implement new safety	Improve transportation	Build roads and bridges	1: Ensure s/	Male		45-64	No	White				
3137	Ensure accessible, after	Invest in broadband inf	Make rural roads safer	Prepare for transport	Prioritize investments	1: Improve	Male		65 and older	No	White				
3138	Improve and expand ru	Develop a transporati	Develop safer road des	Identify critical transp	Build roads and bridges	1: Provide f	Female		45-64	No	White				
3139	2C Add pedestrian and bic	Develop a transporati	Promote new safety po	Prepare for transport	Build roads and bridges	1: Ensure s/	Female		45-64	No	White				
3140	Provide high-speed pas	Improve traffic flow by	Develop safer road des	Improve transportation	Prioritize investments	1: Maintain/	Male		45-64	No	White				
3141	Expand regional public	Improve traffic flow by	Make rural roads safer	Prepare for transport	Build roads and bridges	1: Support	Male		18-29	No	White				
3142	Improve and expand ru	Improve traffic flow by	Promote new safety po	Invest in workforce	Build roads and bridges	1: Maintain/	Female		45-64	No	White				
3143	Expand regional public	Improve traffic flow by	Develop safer road des	Improve transportation	Prioritize investments	1: Support	Male		30-44	No	White				
3144	Add pedestrian and bic	Improve traffic flow by	Implement new safety	Invest in workforce	Build roads and bridges	1: Maintain/	Male		30-44	No	White				
3145	Provide high-speed pas	Improve traffic flow by	Make rural roads safer	Invest in workforce	Build roads and bridges	1: Provide f	Female		45-64	No	White				
3146	Provide high-speed pas	Improve traffic flow by	Implement new safety	Build a system which c	Build roads and bridges	1: Provide f	Male		45-64	No	White				
3147	Expand regional public	Develop a transporati	Implement new safety	Improve transportation	Prioritize investments	1: Ensure s/	Male		45-64	No	White				
3148	Provide high-speed pas	Improve traffic flow by	Make rural roads safer	Invest in workforce	Build roads and bridges	1: Provide f	Male		30-44	No	Black/African				
3149	Improve and expand ru	Improve traffic flow by	Develop safer road des	Build a system which c	Maintain an attractive, well-kept s/	Female			45-64	No	Black/African				
3150	Provide high-speed pas	Improve traffic flow by	Expand educational pr	Invest in workforce	Build roads and bridges	1: Provide f	Female		45-64	No	White				
3151	Expand regional public	Improve traffic flow by	Develop safer road des	Identify critical transp	Maintain an attractive, 1:	Maintain/	Male		45-64	No	White				
3152	Provide high-speed pas	Dedicate NCDOT staff	Implement new safety	Invest in workforce	Build roads and bridges	1: Maintain/	Male		45-64	No	White				
3153	Expand regional public	Improve traffic flow by	Promote new safety po	Invest in workforce	Prioritize investments	1: Provide f	Female		65 and older	Yes	White				
3154	Provide high-speed pas	Invest in broadband inf	Implement new safety	Identify critical transp	Build roads and bridges	2: Provide f	Female		30-44	No	Black/African				
3155	Add pedestrian and bic	Protect transportation	Implement new safety	Identify critical transp	Maintain an attractive, 1:	Ensure s/	Female		30-44	No	White				
3156	Ensure accessible, after	Improve traffic flow by	Expand educational pr	Invest in workforce	Build roads and bridges	1: Provide f	Female		45-64	No	White				
3157	Ensure accessible, after	Invest in broadband inf	Make rural roads safer	Identify critical transp	Build roads and bridges	1: Maintain/	Male		30-44	No	White				
3158	Expand regional public	Improve traffic flow by	Make rural roads safer	Invest in workforce	Build roads and bridges	1: Maintain a high-quality system, 2: Ensure safety and secu			45-64	No	White				
3159	Provide high-speed pas	Dedicate NCDOT staff	Implement new safety	Prepare for transport	Extend life of roads and 1:	Provide f	Female		45-64	No	White				
3160	Ensure accessible, after	Improve traffic flow by	Promote new safety po	Improve transportation	Build roads and bridges	1: Provide f	Female		30-44	No	White				
3161	Ensure accessible, after	Improve traffic flow by	Implement new safety	Improve transportation	Build roads and bridges	1: Ensure s/	Female		30-44	No	Black/African				
3162	Provide high-speed pas	Protect transportation	Promote new safety po	Identify critical transp	Prioritize investments	1: Support	Male		45-64	No	White				
3163	Provide high-speed pas	Improve traffic flow by	Develop safer road des	Improve transportation	Build roads and bridges	1: Improve	Female		30-44	No	White				
3164	2C Add pedestrian and bic	Invest in broadband inf	Expand educational pr	Invest in workforce	training programs to prepare the next generation for transportation jobs, improve traf				30-44	No	White				
3165	Provide high-speed pas	Improve traffic flow by	Develop safer road des	Invest in workforce	Build roads and bridges	1: Provide f	Female		30-44	No	White				
3166	Provide high-speed pas	Invest in broadband inf	Develop safer road des	Identify critical transp	Build roads and bridges	1: Maintain/	Male		30-44	No	White				
3167															
3168	Improve and expand ru	Invest in broadband inf	Make rural roads safer	Improve transportation	Build roads and bridges	1: Ensure s/	Male		30-44	No	White				
3169	Improve and expand ru	Improve traffic flow by	Make rural roads safer	Improve transportation	Build roads and bridges	1: Improve	Male		30-44	No	Asian				
3170	Provide high-speed pas	Improve traffic flow by	Develop safer road designs and technology.				Female		45-64	No	White				
3171	Provide high-speed pas	Invest in broadband inf	Develop safer road des	Prepare for transport	Build roads and bridges	1: Maintain/	Female		45-64	No	White				

Mixed-mode is best practice, but can lead to 'siloed' engagement

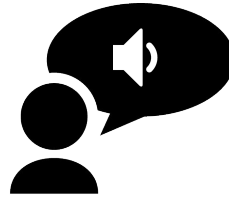
# Why does **siloed** engagement lead to inequity?



Comments on  
Facebook



Sends email  
to staff



Comments  
Online

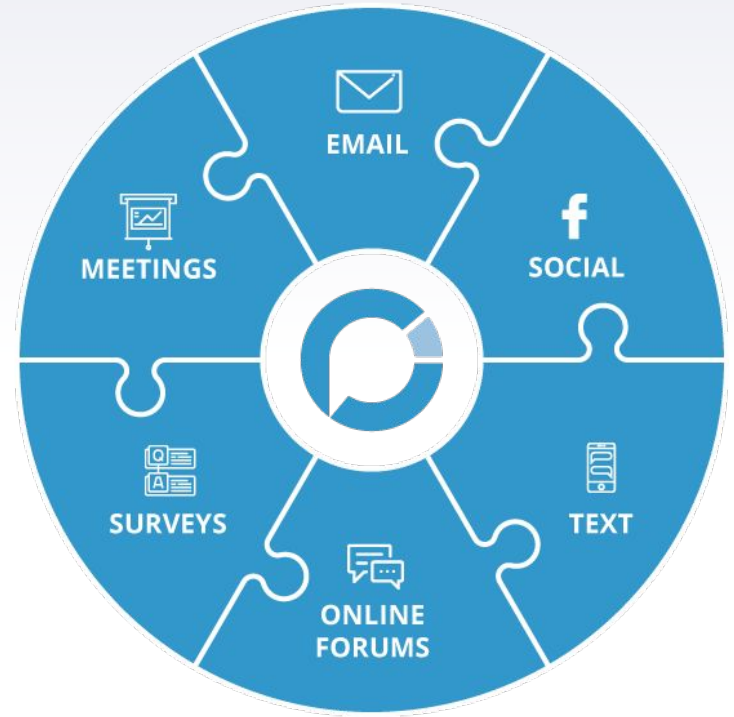


Speaks at  
Council Meeting

*Some voices have disproportionate weight due solely to format*

# UNIFIED ENGAGEMENT

Reach the broadest set of residents while applying process to ensure equity and clarity



# Equitable access regardless of format



On-the-go



In-person

# Unifying virtual and in-person efforts



Emelie Hegarty  
Economic Development  
City of Greenville, SC



Nicole Venezia  
Project Planner  
H2M Architects + Engineers





**Emelie Hegarty**  
Economic Development  
City of Greenville, SC

# Greenville South Carolina

## Downtown Master Plan



**900**

Participants

**14K**

Responses

**800**

Comments

**300**

Email Subscribers

# Virtual outreach

Multiple methods, directed to one place



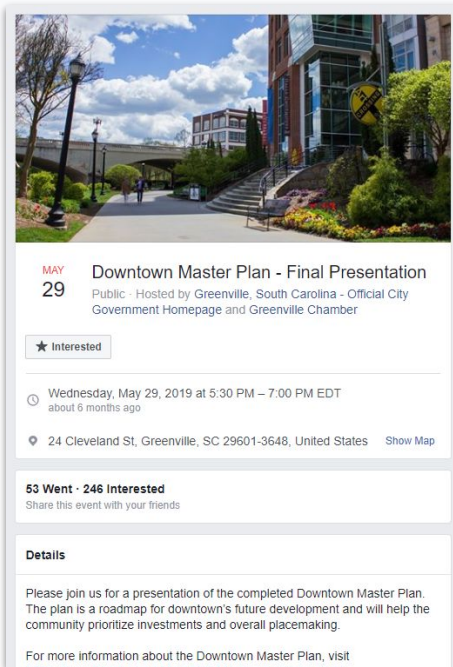
Two community meetings this week will update the public on the status of the [Downtown Master Plan](#). The guiding document for downtown Greenville's goals, opportunities, and future strategies is [getting a 10-year update](#), *relying heavily on what the city's residents want to see.*

Representatives from the design + architecture firm working on the plan are in town this week for a *charrette* ("an intense period of design or planning activity"). [Here are the public events planned:](#)

[Design Studio Open House](#) | Tuesday, Sept. 11 | 5:30 – 7 p.m. | Card Room in the Westin Poinsett Hotel | 120 S. Main St. | *Meet the project team and share your ideas for the future of downtown.*

[Draft Presentation Meeting](#) | Thursday, Sept. 13 | 6 – 7:30 p.m. (doors open at 5:30 p.m.) | Peace Center Gunter Theatre | 101 W. Broad St. | *A public presentation of the draft Downtown Master Plan.*

And if you can't make it in person to share your ideas, [submit them online here.](#)



**MAY 29** Downtown Master Plan - Final Presentation  
Public · Hosted by Greenville, South Carolina - Official City Government Homepage and Greenville Chamber

★ Interested

🕒 Wednesday, May 29, 2019 at 5:30 PM – 7:00 PM EDT  
about 6 months ago

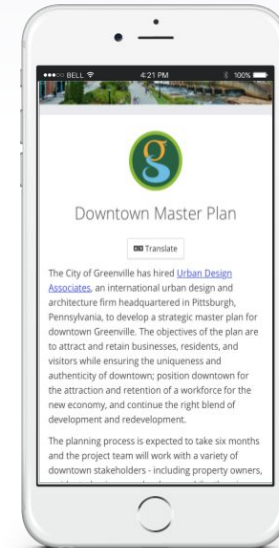
📍 24 Cleveland St, Greenville, SC 29601-3648, United States Show Map

**53 Went · 246 Interested**  
Share this event with your friends

**Details**

Please join us for a presentation of the completed Downtown Master Plan. The plan is a roadmap for downtown's future development and will help the community prioritize investments and overall placemaking.

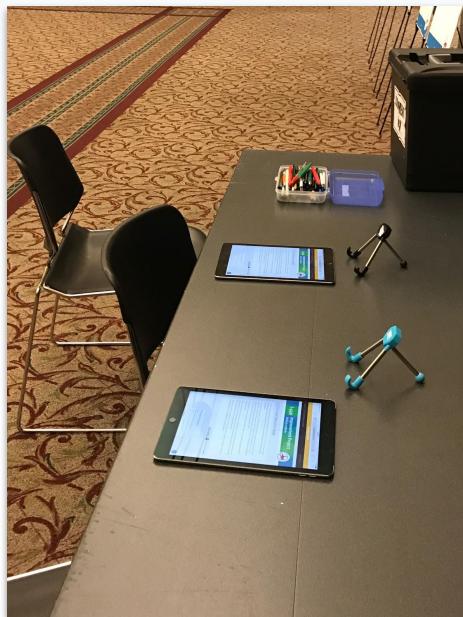
For more information about the Downtown Master Plan, visit [here.](#)



Attend meeting or participate on-the-go

# In-person outreach

Digital sign-in kiosks capture and segment meeting contacts



Project Default Subscriber List + Add Subscribers [Download List](#)

Downtown Master Plan

Economic Development

✓	astone5000@yahoo.com		Andrea	Stone	Andrea Stone
✓	asw1962@hotmail.com				Adrian Woolf
✓	atann@charter.net	864-616-6780			Aron tannenbaum
✓			Bridget	Slipke	Bridget Slipke
✓	baileye Griffin@gmail.com	864-316-9934			Bailey griffin
✓	barbara.anderson.cpa@gmail.com				Barbara Anderson
✓	bas269@hush.com				Barbara Strelec
✓	baxtersr194@gmail.com				Kenneth Baxter
✓	benedic@clemsun.edu				Robert Benedict

# ▶ Bringing it all together

Project Default Subscriber List

Downtown Master Plan

Economic Development

✓	astone5000@yahoo.com	Andrea	Stone
✓	asw1962@hotmail.com		
✓	atann@charter.net	864-616-6780	
✓		Bridget	Slipke
✓	baileygriffin@gmail.com	864-316-9934	
✓	barbara.anderson.cpa@gmail.com		
✓	bas269@hush.com		
✓	baxters194@gmail.com		
✓	benedic@clemson.edu	Robert	Benedict



## Downtown Master Plan Presentation

Thank you for your interest in the Downtown Master Plan.

The presentation given by Urban Design Associates at the November 8 public meeting is now available online. [View presentation](#)

We welcome your feedback. Please email your comments to [3149@PublicInput.com](mailto:3149@PublicInput.com).



# ▶ Bringing it all together



Affordable housing options, expanding Greenlink, and having sit and stay green space opportunities

one year ago



1. More walk-able. Crossing Academy takes forever. With the new park there it will be necessary to have better access across this busy road.
2. Less traffic downtown. A route for cars around the south end of town is needed so there is not so much traffic going through town.
3. Public transportation to the airport from the city. Rail or some form not using current highways.

one year ago



Traffic, transportation, greenspace "connectors"

one year ago



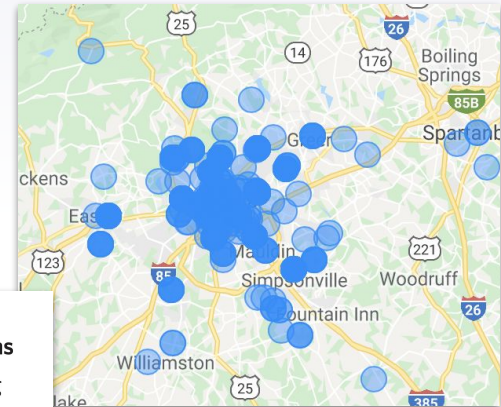
- 1) Affordable housing - if not right downtown, then working that can buy downtown residences? Not v
- 2) Employer base downtown that would support h

one year ago



1. A much more walk-able downtown with sidewalks have more then 1000 cars per day.
2. Under grounding all utility lines.
3. New police department headquarters and extra

one year ago



## Stakeholder Concerns

- Affordable Housing close to downtown
- Limited Transportation Options
- Attracting Employers, Entrepreneurs into the downtown
- Parking
- Supporting Local Retail Tenants

# A foundation for future efforts

## Swamp Rabbit Trail Master Plan

Swamp Rabbit Trail Extension Master Plan

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
1,880	899 ⓘ Details	14,005	792	302

Page & Survey   Email   Text   Social   Meetings & Offline   Comments   Participants   Results & Data

### Meetings & Events

Upcoming

- Post-Design Public Presentation  
Tue, Dec 17, 5:30pm  
Open projector screen Open sign in screen Add Notes Add Documents

Past

- Kickoff Meeting for Swamp Rabbit Trail Extension Master Plan (11/4/2019)  
Mon, Nov 04, 5:30pm  
Open projector screen Open sign in screen Add Notes Add Documents

Plan (11/4/2019)

Edit Email Participants 108 Participated



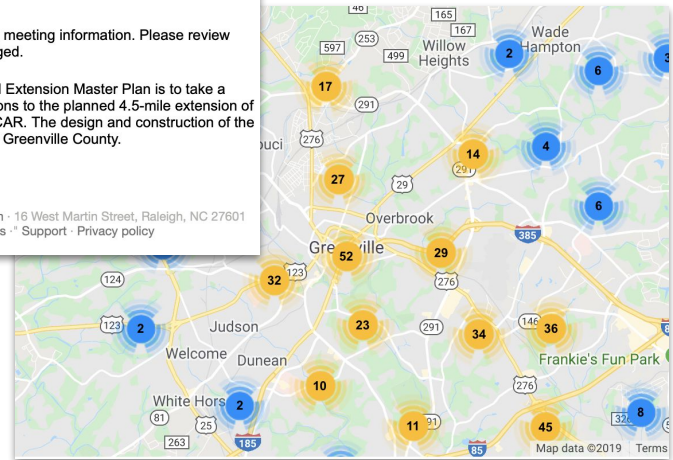
### Upcoming Meetings

The [project website](#) has been updated with upcoming meeting information. Please review these details closely, as certain information has changed.

The purpose of the Swamp Rabbit Trail Extension Master Plan is to take a close look at the needs and opportunities for connections to the planned 4.5-mile extension of the Swamp Rabbit Trail from Cleveland Park to CU-ICAR. The design and construction of the extension is a separate project managed by Greenville County.

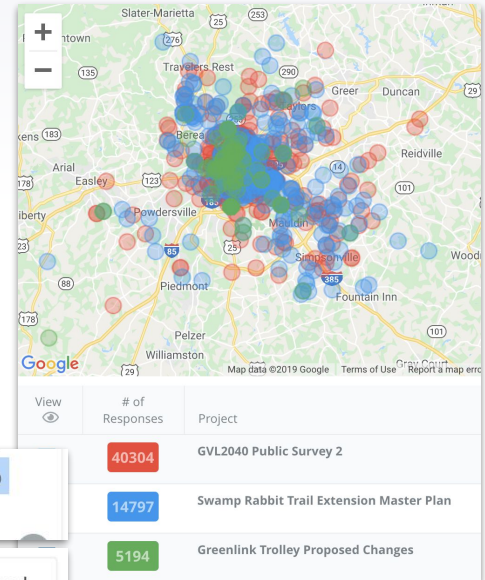
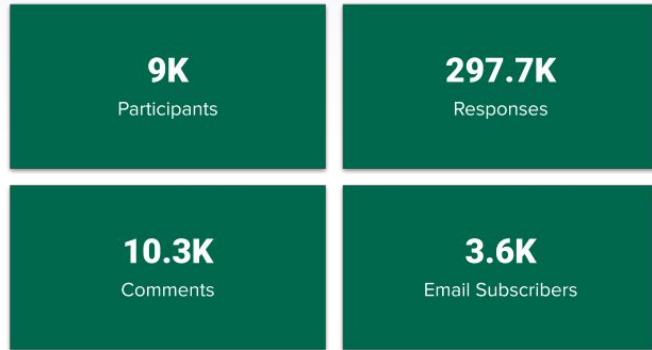
[Click here to take the survey](#)

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# A foundation for future efforts

Continuous efforts build public trust and public confidence



benefit, but also driver education and awareness of cyclist is a huge concern as well. Thank you for all you are doing to make Greenville a better place to live

Thank you for asking for public input. Stone Avenue is a road I drive on almost everyday. It needs repaving badly and perhaps the lights could be adjusted to stay green longer.

Thank you for asking. Gotta respect community engagement.





**Nicole Venezia**  
Project Planner  
H2M Architects + Engineers

# Smithtown New York

## Smithtown, NY Comprehensive Plan



*St. James Visioning*

**533**

Participants

**12.7K**

Responses

**338**

Email Subscribers



Town of Smithtown Comprehensive Plan

[Translate](#)

Welcome to the Town of Smithtown's Comprehensive Plan website. We are undertaking the development of a brand new Comprehensive Plan and we want to hear from you! This site will be updated regularly with survey questions, opportunities to participate in the development of the Comprehensive Plan process, and plan updates. The information you provide will help guide the decisions for our community for the next 10 years!

**1.16K**

Participants

**77.3K**

Responses

**2K**

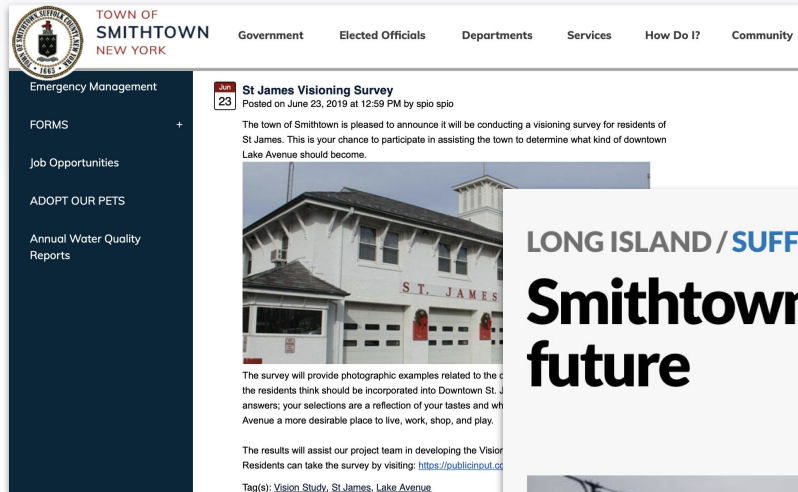
Comments

**664**

Email Subscribers

# Unified outreach

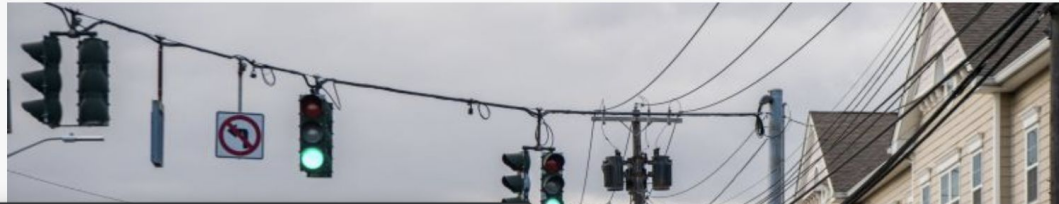
Getting the word out online and in person



The screenshot shows the Town of Smithtown website. The header includes the town's logo and navigation links: Government, Elected Officials, Departments, Services, How Do I?, and Community. A left sidebar lists various services like Emergency Management, FORMS, Job Opportunities, ADOPT OUR PETS, and Annual Water Quality Reports. The main content area features a news article titled "St James Visioning Survey" posted on June 23, 2019. The article text states: "The town of Smithtown is pleased to announce it will be conducting a visioning survey for residents of St James. This is your chance to participate in assisting the town to determine what kind of downtown Lake Avenue should become." Below the text is a photograph of a white building with a sign that reads "ST. JAMES". Further down, the article continues: "The survey will provide photographic examples related to the c the residents think should be incorporated into Downtown St. J answers; your selections are a reflection of your tastes and wh Avenue a more desirable place to live, work, shop, and play." At the bottom, it says: "The results will assist our project team in developing the Vision Residents can take the survey by visiting: <https://publicinput.com> Tag(s): Vision Study, St James, Lake Avenue

LONG ISLAND / SUFFOLK

## Smithtown seeks input on mapping town's future



# In-person engagement

Leveraging meeting mode to capture participant responses



# Integrated email engagement

Seamless email outreach means no list importing/exporting

Project Default Subscriber List  
St. James Visioning Study

+ Add Subscribers   Download List

Search  Search

Email	Email	Phone	First Name	Last Name	Display Name	City	Zip Code
✓					Jen		11789
✓	4mulvs@gmail.com		Brigid	Mulvaney			11787
✓	adriencharbin@hotmail.com		Adrian	Charbin			11780
✓	aepesq30@yahoo.com		Adrienne	Hayes			11780
✓	ag26butterfly@aol.com		Anne	Guadagno			11780
✓	agarg32848@gmail.com		Angela	Garguilo		Brooklyn	11210
✓	aggiefalcone@yahoo.com.con		Aggie	Falcone			11780
✓	ami2k@optonline.net		Ami	Isaksson			11780
✓	aminiutti23@gmail.com		Andrea	Miniutti			11787
✓	andreaagatine@yahoo.com		Andrea	Kerr			11767
✓	andrew.lipkowitz@gmail.com		Andrew	Lipkowitz			11780
✓	angeb25@optonline.net		Angela				11780
✓	aportu12@aol.com		Amy				11787



## Update on the Downtown St. James Visioning Study

On behalf of the Town of Smithtown and the project team, thank you for your participation in the Envision St. James Visual Preference Survey. The survey is now closed. The results of the VPS and the draft concept plan from the Design Charrette with the Presentation can be viewed at [PublicInput.com/EnvisionStJames](http://PublicInput.com/EnvisionStJames).

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**55%**  
Open Rate

# Standardizing a unified approach

Westfield, NJ Comprehensive Plan



**793**  
Participants

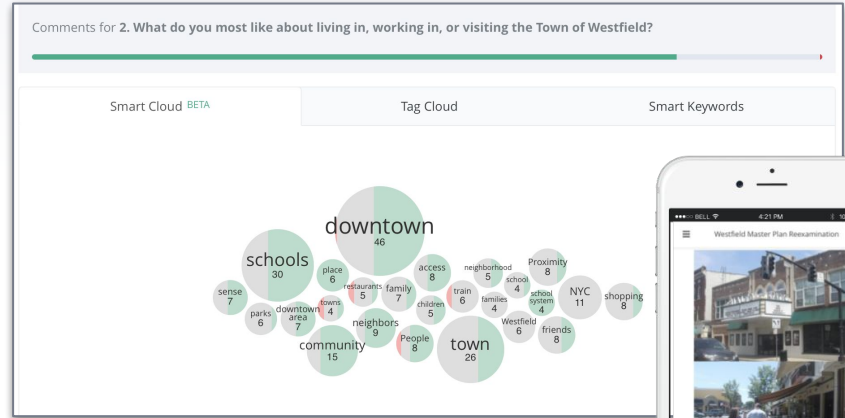
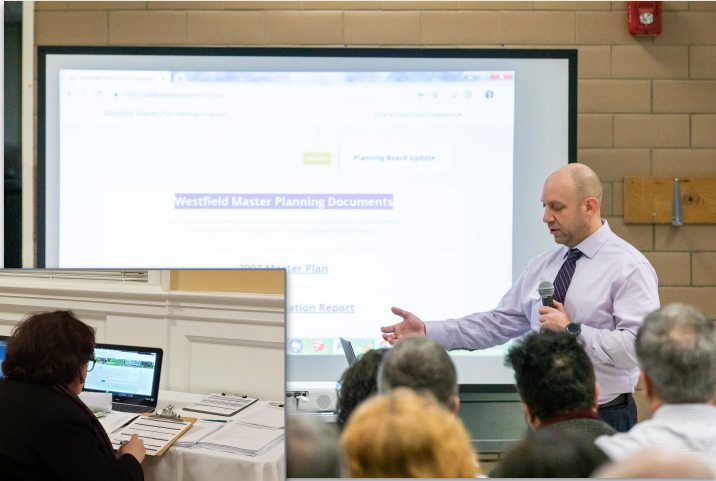
**66.9K**  
Responses

**4.5K**  
Comments

**289**  
Email Subscribers

# Standardizing a unified approach

Westfield, NJ Comprehensive Plan



# Virtual engagement

Informing the public on the project, timeline, and meeting registration

## Learn about the Reexamination Process!



### Frequently Asked Questions

#### 1. What is a Reexamination Report?

A Reexamination Report is a reassessment of a municipality's current Master Plan.

#### 2. Why is the Town doing a reexamination?

The New Jersey Municipal Land Use Law requires that each municipality reexamine its Master Plan and development regulations at least every 10 years. Specifically, the MLUL states:

*"The governing body shall, at least every ten years, provide for a general reexamination of its Master Plan and development regulations by the Planning Board, which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the County Planning Board. A notice that the report and resolution have been prepared shall be sent to the municipal clerk of each adjoining municipality."*

#### 3. What is covered by the Reexamination Report?

The Reexamination Report reviews the adopted elements of the current adopted Master Plan, completed in 2002, and amended in subsequent years. The Master Plan addressed the following topics: Goals and Objectives, Land Use, Circulation, Housing, Community Facilities, Downtown Economic Development, and Historic Preservation.

In addition to the required Reexamination Report, we are undertaking a qualitative assessment of parking in the Downtown area of Westfield, and hosting a number of community engagement events where residents, business owners and other interested people have the opportunity to participate in the planning process.

#### 4. When will the report be completed?

COMPLETE

#### Project Kickoff

We started this project in December 2018

COMPLETE

#### Community Workshop #1

Thursday, March 21st, 7-9pm at the Edison Intermediate School Cafeteria

COMPLETE

#### Community Workshop #2

Wednesday, April 3rd, 7-9pm at the Town Hall Community Room

COMPLETE

#### Community Workshop #3

Wednesday, April 24th, 7-9pm at the Edison Intermediate School Cafeteria

COMPLETE

#### Community Workshop #4

Monday, April 29th, 7-9pm at the Town Hall Community Room



# Standardizing a unified approach

## Westfield, NJ Comprehensive Plan

Email Contents		Open %	Click %	Sent
Rescheduled Public Hearing (12/19) for DRAFT Master Plan Reexamination Report	313	31.63%	3.19%	12/9/2019
Meeting Tonight POSTPONED - Westfield Master Plan Reexamination Report	317	38.49%	3.15%	12/2/2019
Draft Westfield Master Plan Reexamination Report now available!	318	45.91%	12.89%	11/27/2019
Draft Westfield Master Plan Reexamination Report now available!	318	56.60%	18.24%	11/25/2019
Draft Westfield Master Plan Reexamination Report now available!	318	59.43%	0.31%	11/22/2019
Town-wide Master Plan Reexamination Presentation Tonight!	316	59.18%	6.01%	10/2/2019
You're a Westfield Reexam Survey Winner!				
Master Plan Reexamination and Parks Workshops 3 and 4 coming up!				
Community Workshop #2 tonight!				
Upcoming Westfield Master Plan Reexamination Report Community Worksho				

We are emailing you to remind you that the proposed final Master Plan Reexamination Report is now available, in advance of its presentation and vote for adoption at the December 2nd Planning Board meeting (7:30pm at Town Hall).

[Full Draft Master Plan Reexamination Report](#)

[Appendices](#)

Due to the length of the document, we have created a condensed version, an Executive Summary, of the draft Reexam for lighter reading. **This Executive Summary document is for reference only and does not replace the contents of the full DRAFT Master Plan Reexamination Report.**

[EXECUTIVE SUMMARY](#)

The draft Reexamination Report and the Executive Summary can also be reviewed on the Westfield municipal website and at [publicinput.com/westfieldmp](http://publicinput.com/westfieldmp).

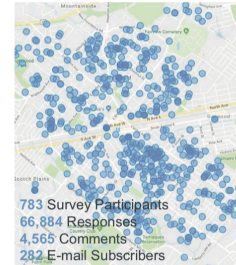
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### Online Engagement

The Master Plan Reexam Team established an online presence of the Reexamination Report through the Town's website [www.Westfieldnj.gov/futurewestfield](http://www.Westfieldnj.gov/futurewestfield), social media posts, and a project-specific webpage [www.PublicInput.com/WestfieldMP](http://www.PublicInput.com/WestfieldMP). Both websites contained a wide-range of information regarding the project, including a flyer describing the project, frequently asked questions, a video describing the project and how to participate, workshop dates, summary reports of the workshops, and links to an online survey. The PublicInput.com/WestfieldMP website differed from the Town's website as it was the primary host for the online survey and was maintained by H2M. Westfield also promoted the workshops and the project through their social media accounts including Facebook and Instagram.

### Surveys

To gain valuable feedback in the most convenient format for project participants, a Master Plan Reexamination Survey was developed both for online use and in a hardcopy format. Survey responses were collected for approximately nine months. Hardcopy versions of the survey were provided at the community workshops and at key Town facilities such as Town Hall and the library. 783 participants completed the survey with over 4,500 comments. A summary of the survey results can be found in **Appendix B**.

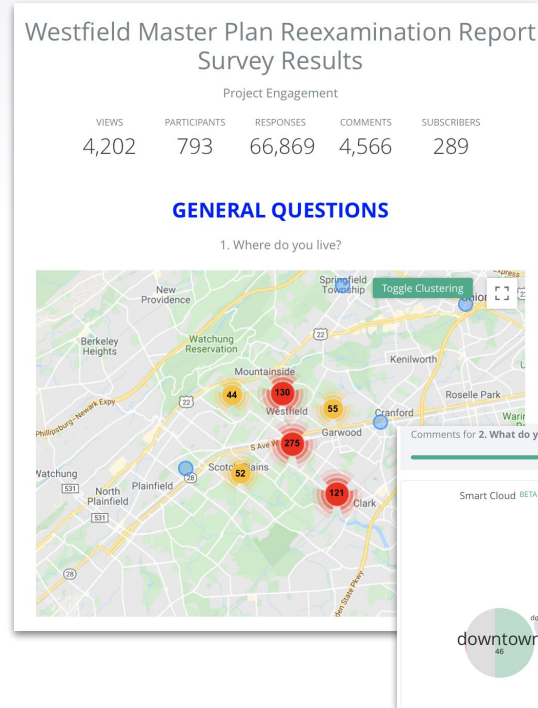
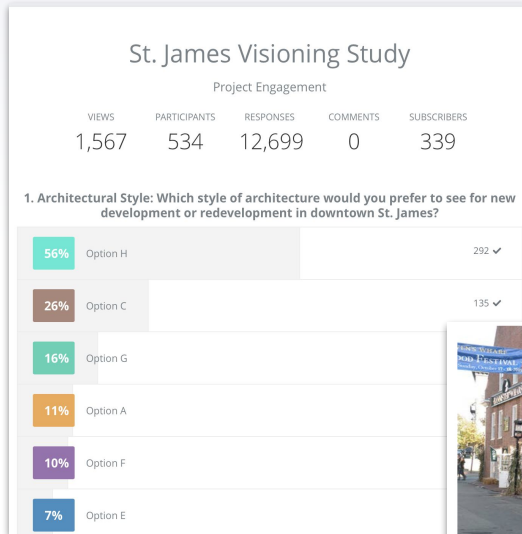


### Survey Key Takeaway

When asked to rate a list of issues affecting Westfield, survey participants rated:

- One-passenger rail service to NYC**  
68% very important
- Condition of parks & recreation**  
57% very important
- Parking in downtown**  
52% very important
- Residential teardowns**  
49% very important
- Goods & services in downtown**  
48% very important

# ▶ Bringing it all together



# Q&A

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Greenville, SC

H2M Architects + Engineers

ELGL

# ► Get in touch



**Emily Edmonds**  
ELGL  
Emily@elgl.org



**Graham Stone**  
PublicInput.com  
Graham@PublicInput.com



**Emelie Hegarty**  
City of Greenville  
EHegarty@greenvillesc.gov



**Nicole Venezia**  
H2M Architects + Engineers  
NVenezia@h2m.com