Upstate Professional Planners Virtual Workshop

Community Engagement & Virtual Public Meetings

Tee Coker, AICP
May 27, 2020
TODAY’S PRESENTATION
About Me
Virtual Meeting Framework
Best Practices & Tips
TEE COKER, AICP
Associate, MKSK
10+ Years Consulting
Greenville, SC Native
MCRP, Clemson University
VIRTUAL MEETING FRAMEWORK
Platforms
Meeting Types
Strategies & Tactics
PLATFORMS

Google Meet
Mentimeter
SurveyMonkey
Google Maps
Zoom
Cisco Webex
Microsoft Teams
Facebook Live
MEETING TYPES

PUBLIC HEARINGS

TEAM MEETINGS

COMMUNITY MEETINGS
“Public hearings do not require that the meeting be livestreamed or otherwise broadcast to the general public. As with physical meetings, municipalities are free to determine whether their meetings should be broadcast. Instead, the public hearing laws require that the municipality:
- provide appropriate notice to the public of the public hearing
- allow interested members of the public to attend the designated forum
- invite members of the public to provide comment or input subject to applicable conditions and rules.”

- Municipal Association of South Carolina Public Hearing Guidelines
“Methods of possible participation include:
- Pre-Meeting Written Submissions
- Written Comments Through Technology
- Spoken Comments Through Technology
- Callback Procedure

Regardless of the format selected, municipalities should be sure that all required notices of the public hearing are provided and that the notices contain clear and complete instructions on how the public may comment.”

- Municipal Association of South Carolina *Public Hearing Guidelines*
Formal Meeting of the City Council

Monday, May 11, 2020

NOTE: Remote Viewing Location: Greenville Convention Center, 1 Exposition Drive – Room 102

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the remote viewing location will be subject to a temperature screening with a touch-less forehead thermometer. Anyone with a temperature reading above 100 degrees Fahrenheit will not be admitted. Attendees will be required to wear a covering over their mouth and nose, unless it violates a religious tenant or belief or causes difficulty breathing.

Date: May 11, 2020
Time: 5:30 PM - 6:30 PM
Details: Citizens wishing to address Council are requested to contact the City Clerk by 3:00 p.m. on the day of the meeting to provide their name, address, and agenda item they wish to speak on. Names will be added to a sign-in list and individuals will be acknowledged one at a time to provide public comments for no more than three (3) minutes. Contact 864-467-4431 or csptman@greenvillesc.gov to sign up.

Location: City Hall is currently closed to the public. Please use the following methods to attend:
https://www.greenvillesc.gov/meeting
Password: meetnow or Telephone: 1-415-655-0002, WebEx Event Number 712310941. Public can attend in person at remote location.

Address: Remote Viewing Location
Greenville Convention Center, 1 Exposition Drive - Greenville, SC

Contact: 467-4431
Email: Email
COMMUNITY MEETINGS
BRINGING THE CONVERSATION INTO THE COMMUNITY
Since launching on February 17th, MyUpperWestsideATL.org has been viewed by 1,919 unique visitors.

Since launching on March 5th, the online survey has received 218 responses.

Community Vision Survey

Help shape the future of the Upper Westside by participating in this survey! You can also click here to open the survey in a new tab. Your feedback will help the planning team better understand the issues and opportunities facing the district.

Community Vision Survey

Thank you for taking the time to help us understand YOUR Upper Westside! The current boundary of the district roughly follows Collier Rd to the north, Northside Dr to the east, and almost stretches south to West Marietta St and west to Marietta Blvd.
Since launching on February 17th, MyUpperWestsideATL.org has experienced 3,695 pageviews. The week of May 18th, we will launch an online Interactive Map on MyUpperWestsideATL.org.
As of March 31st nearly 6,000 “My Upper Westside” postcards were sent to residents of the Upper Westside.
In late May we will launch an SMS intercept survey campaign focused on Neighborhood Pride, Transportation & Mobility, and Parks & Public Spaces.

**What do you love about Blandtown?**

Text “BTN” to (706) 307-6343 to share your answer

Visit www.MyUpperWestsideATL.org to learn more!

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**How can we make our streets safer & friendlier?**

Text “STREET” to (706) 307-6343 to share your answer

Visit www.MyUpperWestsideATL.org to learn more!

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**I want a park with ___ fill in the blank ___ in my neighborhood.**

Text “PARK” to (706) 307-6343 to share your answer

Visit www.MyUpperWestsideATL.org to learn more!

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What makes residents of the Upper Westside proud of their community?

How can we make getting around the Upper Westside easier, friendlier & safer?

How can we improve quality of life amenities in the Upper Westside?
VIRTUAL WORKSHOPS

**Topic #1**
**10 Minutes**

**Leveraging Latent Potential**

*Facilitators*
Darren Meyer - MKSK
James Lima - JLPD

*Breakout Group #1*
McKittrick, Chris, Stuart

**Topic #2**
**10 Minutes**

**Shaping Transformation**

*Facilitators*
Andrew Overbeck - MKSK
Meghan McMullen - Toole

*Breakout Group #2*
Quill, Lisa, Tony

**Topic #3**
**10 Minutes**

**Ensuring Legacy**

*Facilitators*
Donny Zellefrow - MKSK
Luis Huber-Calvo - MKSK

*Breakout Group #3*
Nathan, Malloy, Sharon
<table>
<thead>
<tr>
<th>Grounding the Cool Factor</th>
<th>Building on the Confluence of Tech, Industry &amp; Market</th>
<th>Finding Hidden Nature</th>
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<tbody>
<tr>
<td>Complementing consumer appeal with arts &amp; culture</td>
<td>Leveraging Georgia Tech spillover effects to achieve City policy goals and market demand</td>
<td>Combining three approaches to create meaningful green space</td>
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<tr>
<th>Harnessing the Value Driver: Beltline</th>
<th>Planning for Landmark Opportunities</th>
<th>Creating an Effective Network for All</th>
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<tbody>
<tr>
<td>Aligning BeltLine planning and resources with community-based UW Masterplan</td>
<td>Planning for key street connections and public open space on large single-owner sites</td>
<td>Targeting solutions for low-stress local connectivity and convenient metro-wide access</td>
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<thead>
<tr>
<th>Introducing the Upper Westside</th>
<th>Starting with Local</th>
<th>Sustaining Leadership &amp; Capacity</th>
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<tbody>
<tr>
<td>Building CID awareness, relationships, and credibility through the Masterplan process</td>
<td>Supporting and aligning neighborhood leaders to tackle common challenges</td>
<td>Identifying long-term champions for continuity and implementation</td>
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BEST PRACTICES & TIPS
BEST PRACTICES & TIPS
1. Select the appropriate platform - and download the latest software!
2. Issue a detailed agenda with thorough instructions for participants.
3. Assign at least three roles for your team: Facilitator, Technology Coordinator, and Administrator.
4. Conduct a trial run with your staff or client the day before the meeting.
5. Check your platform settings to ensure appropriate control (see: Zoom-bombing).
6. Consider starting at 30 or 45 minutes before the top of the hour.
7. Ensure other team members can take over if needed (see: bad internet connection.)
8. Post the recorded meeting to your website.
9. Remember that virtual meetings or workshops should be supplemented with additional digital and analog engagement.
10. Dress for success!