Engagement Is Not One Size Fits All

❖ Objectives | What are you trying to achieve?
Number of participants? Quality of input? Geographic representation? Demographic profile?

❖ Threats | What do you need to know?
Statutory requirements? Community distrust? Schedule delays?

❖ Timing | Where are you in the planning process?
Early? Middle? End?
The New Normal
The Unknown
The Crisis
Challenges

- Where we’re at in the planning process matters.
- Capturing the attention of the public is harder.
- Who you engage likely will be scrutinized.
- We tend to focus on TECHNIQUES not STRATEGY.
Tips

- (Re)define success
- Mine recent plans for relevant data
- Be flexible with your process
- Get to the point…quickly!
- Make a distinction between VIRTUAL and DIGITAL engagement
- Celebrate results and talk numbers when possible
- Seek out partnerships and guidance materials
Four Best Practices

- Do an engagement diagnostic.
- Use your brand to cut through digital clutter.
- Give people multiple ways to engage.
- Be transparent—before, during, and after.
Types of Virtual Engagement

1. Digital Surveys
   - Plan Mount Holly Land Use Plan (Mount Holly, NC)

2. Virtual Meetings
   - Northwest Corridor Mobility Study (Columbus, OH)

3. Post and Wait
   - Charting Our Future Land Use Plan (Chapel Hill, NC)
Parting Thoughts...

Have clearly stated objectives
Be flexible
Communicate often
Celebrate the results
Thank You!

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