ENGAGING THE PUBLIC WITH TECHNOLOGY

Tuesdays at APA – Chicago, IL

April 7th, 2009

Learning Objectives

- Discuss the value of public participation in the planning and design process.
- Describe the benefits of using Audience Response Systems (ARS) in planning and design work.
- Apply ARS techniques to specific planning and design projects.

Value of Public Participation

In the planning and design process.

Value of Public Participation

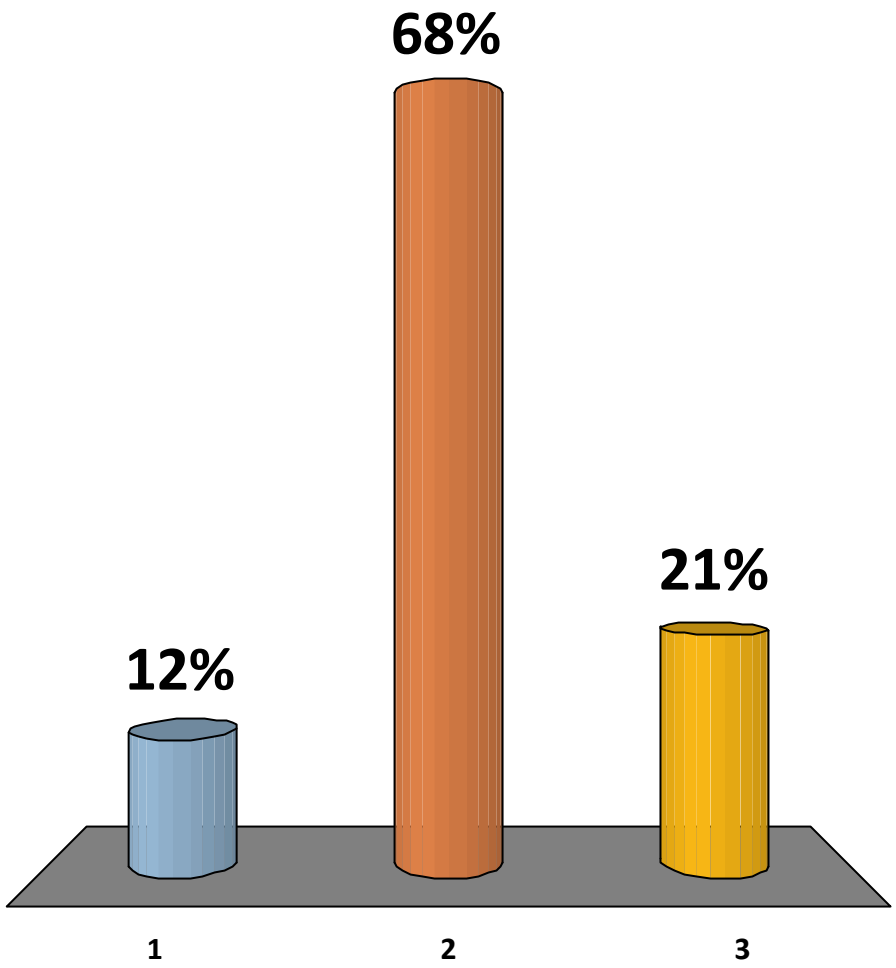
- Improve the quality of decision-making.
- Opportunity to gain support.
- Good public relations.

Benefits of ARS

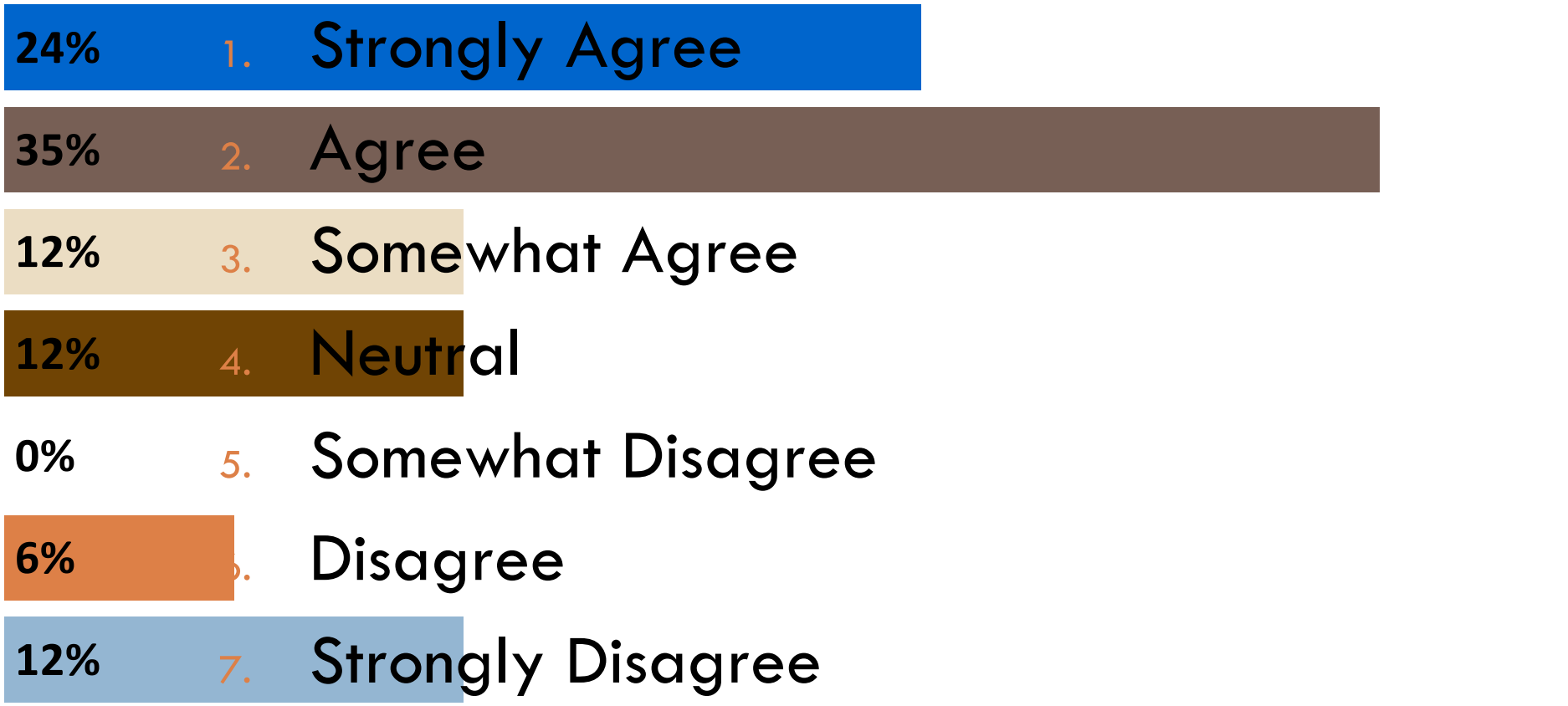
In planning and design work.

Will Cubs win the World Series in '09?

1. Yes
2. No
3. Maybe



Is President Obama doing a good job?



ARS Benefits

- Instant and accurate feedback.
  - Saves time and money.
  - ARS-generated data reports.
  - Helps strengthen plan support and implementation.
- Improves public participation experience.
  - Allows for anonymous answers.
  - Increases inclusiveness.
  - Adds to transparency/ credibility.
  - Lightens up mood of meeting.
- Provides a “secret weapon” in proposal interviews.

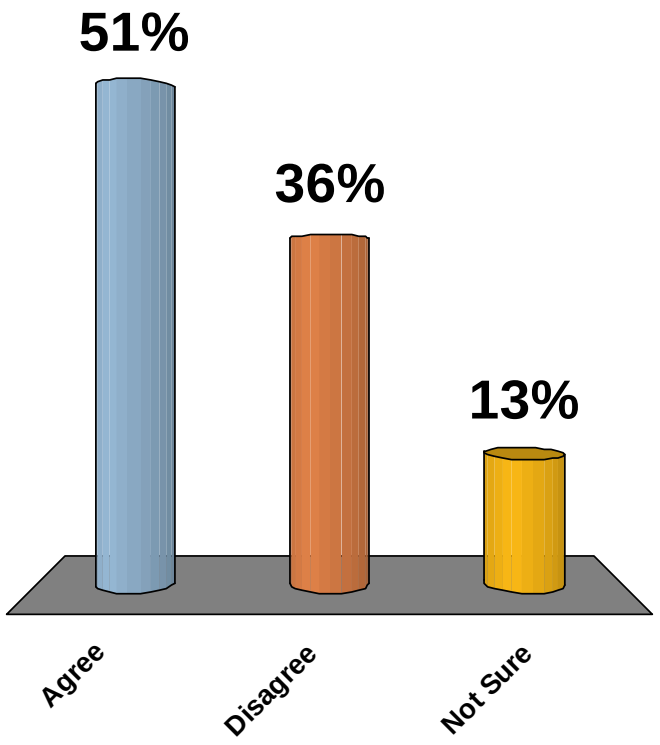
ARS Techniques

Specific to planning and design projects.

Lake Glacier Picnic Area Changes

Lake Glacier Picnic Area Changes

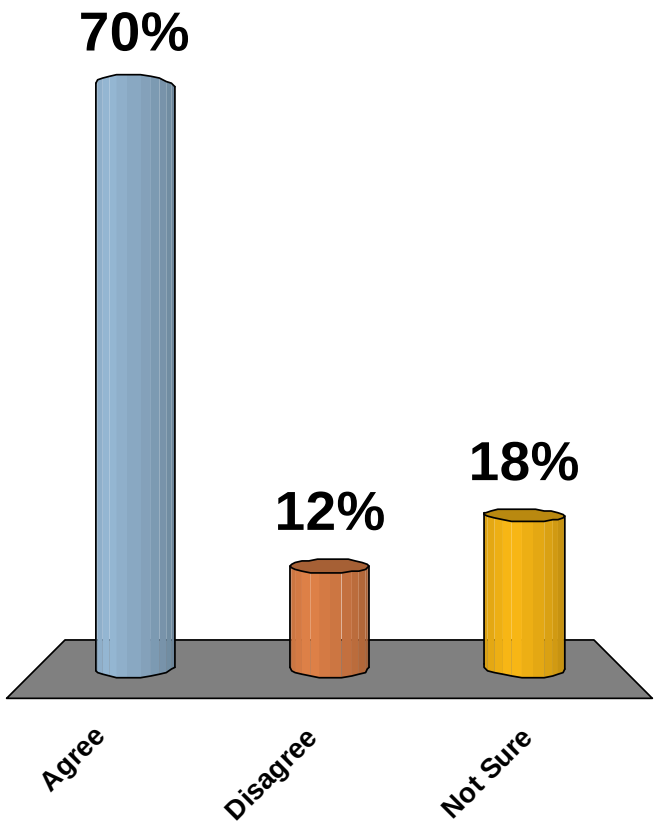
Voting results from 1st meeting.



Lake Glacier Picnic Area Changes - New

Lake Glacier Picnic Area Changes-New

Voting results from 2nd meeting.



Lake Glacier Picnic Area Changes

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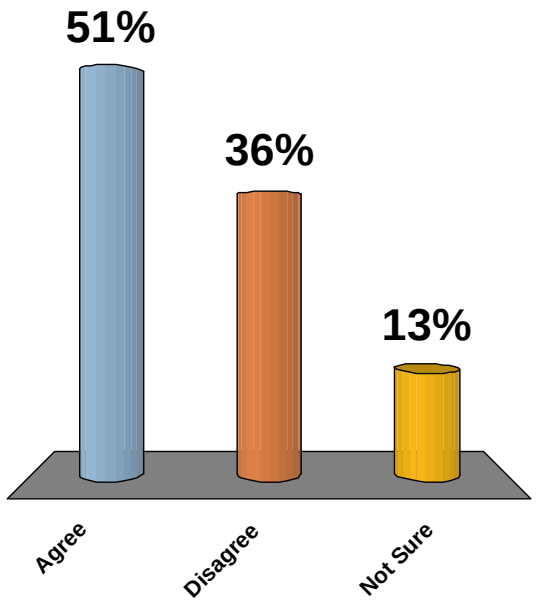
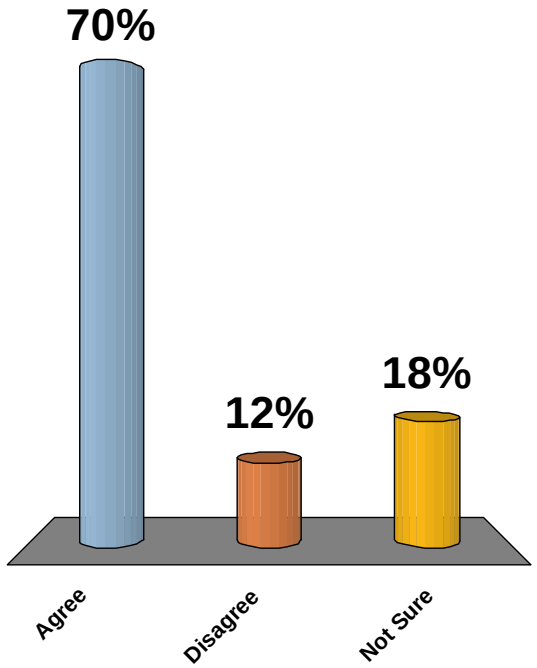
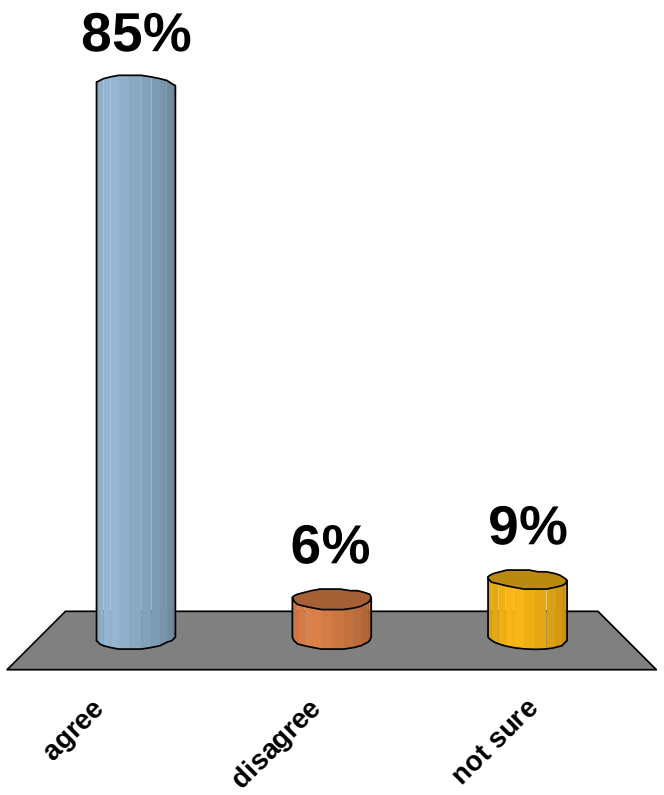


Voting results from 2nd meeting.



Do you like this neighborhood plan?

"Insert slide" option used in 1st Garden District neighborhood meeting.



Exterior Design Styles

traditional red brick schoolhouse
traditional ivy league campus
public monument
traditional materials/contemporary details
residential style & scale factor
neighborhood or regional context
corporate headquarters
simplified form (modern efficiency)
contemporary forms & materials

Traditional red brick school house

TRADITIONAL RED BRICK SCHOOLHOUSE

How appealing is this style to you personally ?

0%	1. Not at all appealing
0%	2. .
0%	3. .
0%	4. Neutral
0%	5. .
0%	6. .
0%	7. Extremely appealing

Median =

0 of 205

TRADITIONAL RED BRICK SCHOOLHOUSE

How well does this style fit your community ?

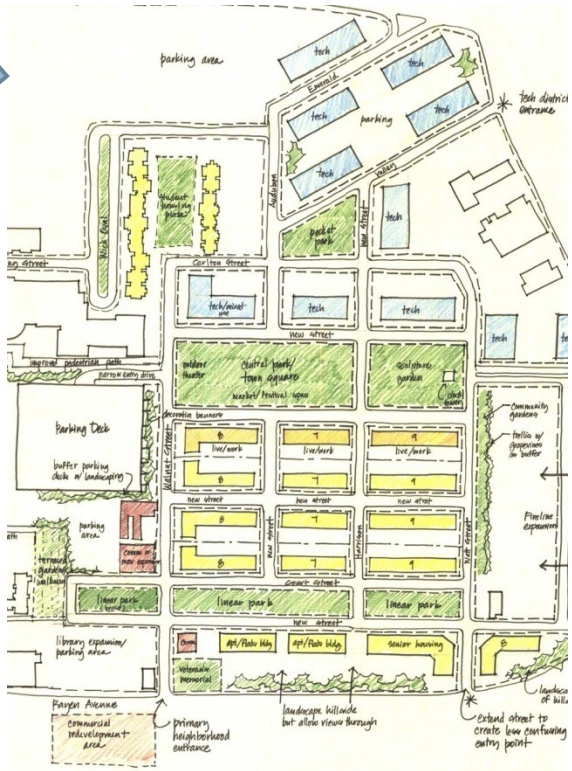
0%	1. Does not fit at all
0%	2. .
0%	3. .
0%	4. Neutral
0%	5. .
0%	6. .
0%	7. Fits extremely well

Median =

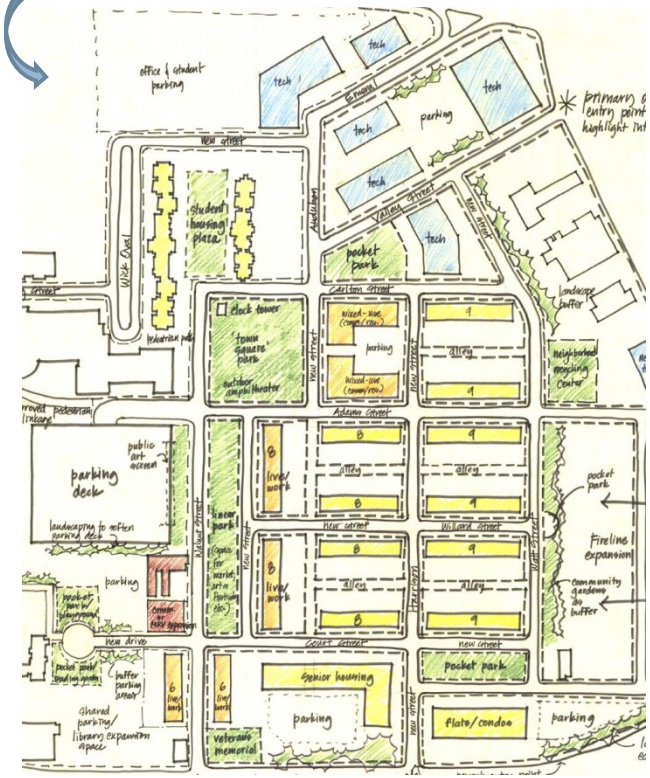
0 of 205

Which scheme do you like best?

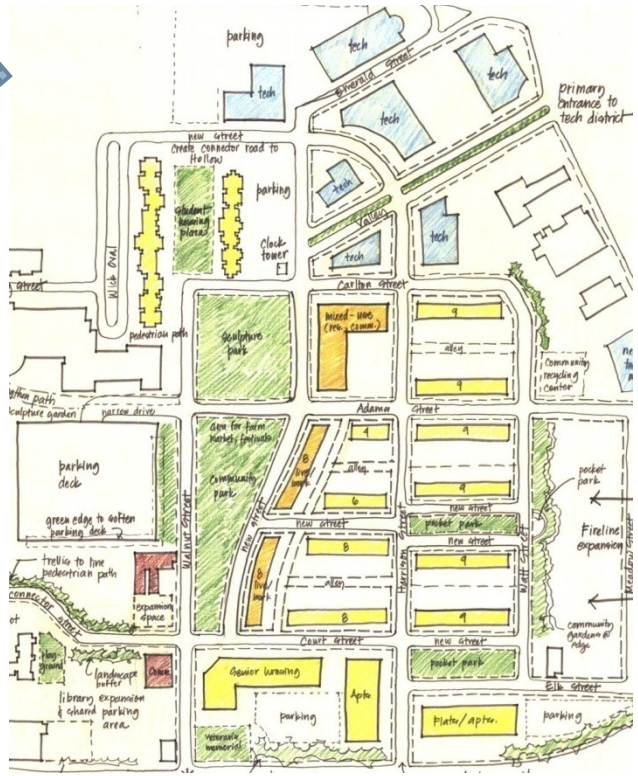
1.

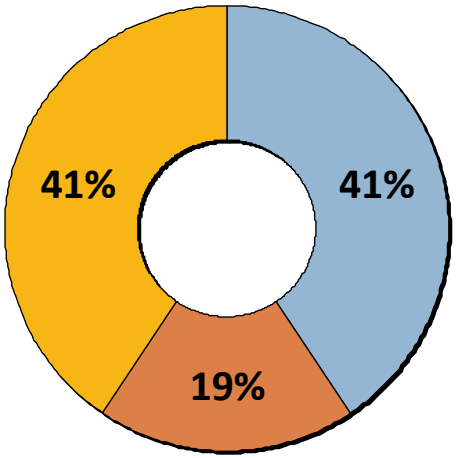


2.



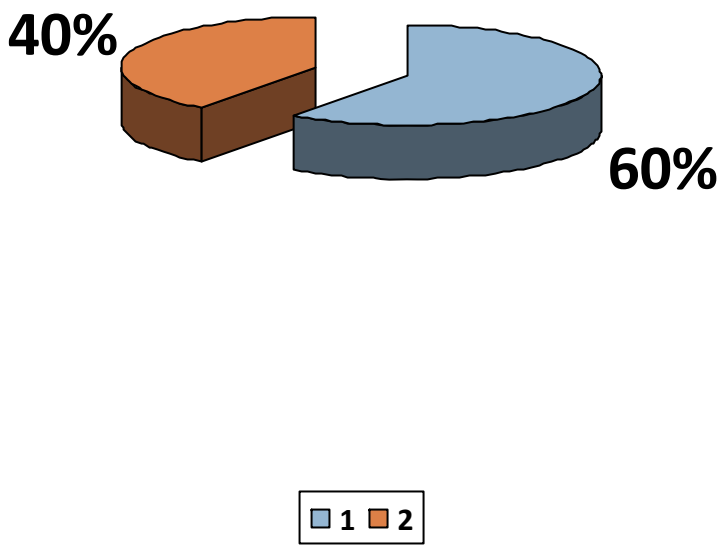
3.





What is your gender?

1. Male
2. Female



Questions and Answers

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