Planning for Change
planning needs to respond to evolving public needs
Outreach /outˌrēCH/: 

1. To surpass (another) in reach.
2. To be more or greater than; exceed.
3. The act or process of reaching out.
4. A systematic attempt to provide services beyond conventional limits, as to particular segments of a community.
Why Outreach?

**Public Outreach**
- Seek input – define a vision
- Identify community needs
- Educate
- Communicate intent
- Mandated

**Private Outreach**
- Mandated
- Oppose a project/change
- Seek input – define a vision

**Authentic Outreach:**
- Always beyond the “conventional limit.”
- Tailored to the specific need.
- Never fast, never easy.
Conventional Outreach Process
Conventional Outreach Process
Great Attendance at Community Meeting One!

More than 70 people came out to the Boys & Girls Club on February 26th, to participate in the first Rosewood Choice Neighborhoods community meeting. Attendees learned about the Choice Neighborhoods process, shared their thoughts and opinions, and gave valuable input on what makes their neighborhood special and what issues should be addressed through the planning.
Decide who to reach out to?

- 7%: no need for outreach
- 85%: general population
- 8%: mind set
CivicLab

SurveyMonkey

Citizinvestor

CODE for AMERICA

How to reach the silent generation, boomers, gen X, millennials & gen z
Decide how to reach out?

A process that reached more than 1 million people.

- Reaching 78,732+ Facebook likes
- Reaching 3,336+ Twitter followers
- Reaching 634+ followers

Survey participants: 2,245+
Website views: 1,367,131+
Public event participants: 1,874+

Source: ROAR Media
It’s not just about reaching all generations.

It’s not just about the amount of information.

It’s not just about education.

It’s not about how many people attend a meeting.
It’s about building trust.
Privately-initiated outreach

“The greedy, heartless, corrupt, unethical, deceitful and every-other-nasty-adjective developer” stigma
... before the first meeting
16 months of public outreach

<table>
<thead>
<tr>
<th>ROUND 1</th>
<th>ROUND 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Announced a “Process”</td>
<td>• Presented the vision</td>
</tr>
<tr>
<td>• Website</td>
<td>• Gathered more input</td>
</tr>
<tr>
<td>• Community meetings</td>
<td>• Improved the vision</td>
</tr>
<tr>
<td>• One-on-one meetings</td>
<td>Reached over 10,000 people</td>
</tr>
<tr>
<td>• Design sessions</td>
<td></td>
</tr>
<tr>
<td>• Direct mailers</td>
<td></td>
</tr>
<tr>
<td>• Some social media</td>
<td></td>
</tr>
<tr>
<td>• News outlets</td>
<td></td>
</tr>
<tr>
<td>• Social events</td>
<td></td>
</tr>
<tr>
<td>• TuningPoint live polling</td>
<td></td>
</tr>
</tbody>
</table>

and still engaging the community
Which are Martin County’s greatest challenges? (pick up to 3)

1. Preserving open space
2. Health of our rivers
3. Beach replenishment
4. School capacity
5. Jobs for young adults
6. Managing population growth
7. Funding/Infrastructure
8. Managing traffic
Pineland Prairie should be developed as a compact mixed-use village surrounded by natural land.

1. Agree
2. Disagree
3. Not sure
Did your parents walk to school?

1. Yes 82%
2. No 18%
Did you walk to school?

1. Yes
2. No

58%

42%
The Pineland Prairie process was simple, clear, inclusive, informed, exhaustive and transparent.
The Next Conversation

Central 2070 Trend

Central 2070 Alternative

How will it be authentic?
The Next Conversation

How will it be simple?
How will it be simple?

REGIONAL GROWTH PATTERNS
REGIONAL GROWTH PATTERNS

EXISTING GROWTH MODEL  SUBURBAN FLIGHT, EL PASO TX

How will it be simple?
How will it be simple?

REGIONAL GROWTH PATTERNS

FUTURE GROWTH MODEL COMPACT & CONNECTED, EL PASO TX
How will it be clear?

FARMLAND PRESERVATION

EXISTING CONDITIONS – FAYETTEVILLE AR
How will it be clear?

FARMLAND PRESERVATION

CONVENTIONAL DEVELOPMENT CONSUMES THE ENTIRE HILLSIDE - FAYETTEVILLE AR
How will it be clear?

FARMLAND PRESERVATION

COMPACT DEVELOPMENT ALLOWS FOR PRESERVATION. FAYETTEVILLE AR.
How will it be clear?

WATER & COMPACTNESS

SPRAWL SCENARIO, BELLE HALL SC
How will it be clear?

WATER & COMPACTNESS
How will it be highly informed?

**WATER & COMPACTNESS**

<table>
<thead>
<tr>
<th></th>
<th>Forest</th>
<th>Sprawl</th>
<th>Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runoff (inches)</td>
<td>0.04</td>
<td>0.33</td>
<td>0.23</td>
</tr>
<tr>
<td>Sediment (tons)</td>
<td>1.29</td>
<td>17.36</td>
<td>4.72</td>
</tr>
<tr>
<td>Nitrogen (lbs/acre)</td>
<td>0.02</td>
<td>0.13</td>
<td>0.04</td>
</tr>
<tr>
<td>Phosphorus (lbs/acre)</td>
<td>0.01</td>
<td>0.06</td>
<td>0.02</td>
</tr>
</tbody>
</table>

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**WATER QUALITY IMPLICATIONS ANALYSIS, BELLE HALL SC**
Final Thoughts

Outreach not easy. It takes more than one meeting or a small group agreeing.

• Define the level of participation you need based on the topic/controversy of the issue.
• Understand that people don’t have time – that doesn’t mean they don’t care.
• Make it worth their time.
Final Thoughts

- Go to the people. Don’t expect them to come to you (creativity, time and $).
- Use the appropriate technology – but not just technology.
- Stay away from anonymous (online) input.
- Engage residents to reach out to their own neighbors. Empower them and hold them accountable.
Final Thoughts

• Build trust so you can use the process to address the big picture, use and trust experts to draft the proposed solution.
• Once you have a plan, implement it.