

Ramping Up Your Public Engagement

Lessons Learned

The Take Away....

- ***Do more than the minimum!***
 - ***Be Proactive!***
 - ***Go to the people!***



Recent Outreach

- **2016 Pedestrian and Bicycle Plan (In-House)**
- **2017 Transit Assessment (Worked with Consultant)**
 - Stakeholder meetings
 - Booths and Transit Stops
 - Open House Events
 - Surveys
 - Social Media, Emails, Websites, Newsletters

Tools

- Constant Contact
- Survey Monkey
- Canva.com (free online graphics publisher)
- Social Media
- Posters, Flyers, and Handouts – Oh my!
- QR codes



What can we do better?

- More outreach to populations directly affected.
- Track where we are getting outreach from.
- Be more proactive in terms of where and how outreach is conducted.

What have we learned?

- The sales pitch
- Watch a webinar
- Transportation touches everyone
 - They didn't respond to your invite? Pick up a phone and call them!
- Make pretty things
- Use your network
- Go to the people, do more than the minimum, be proactive!

Questions?



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