### Virtual Public Engagement

State Transportation Innovation Council Meeting

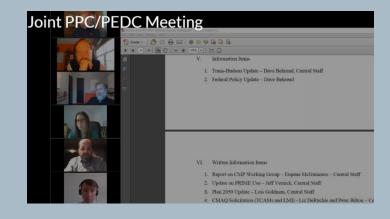
May 6, 2020



### **Working Remotely**

### **Virtual Committee Meetings**

- Regional Transportation Advisory Committee
- Project Prioritization and Planning & Economic Development committees
- Freight Initiatives
  Committee





# **Engaging the Public**







## Virtual Public Engagement

- Know your audience
- Keep it brief
- Multiple feedback channels
- Make it mobilefriendly





#### Virtual Public Engagement Best Practices

Virtual public engagement can be a great way to disseminate information and gather feedback for a program or study. There are several different ways to gather public input virtually. This can include five or recorded presentations (such as webinars or livestreams), online surveys, comment forms, interactive maps and webpages with project information and key documents. Deciding which tools to use for a project really depends on the target audience.

Creating a project website is important, but if no one knows about the website or that information and opportunities for public involvement will be available there, it won't be successful in engaging the public. Taking stock of existing county/municipal websites, e-mail lists and social media accounts in the study area can help address this. It's always good practice to have the county and/or municipalities share information on their accounts to help get the word out. Some municipalities also have local access shows that are streamed on television and online that could provide an outlet for virtual meetings.

Engage local officials to find out where people go to get their information. Perhaps there are community groups, chambers of commerce or other organizations that can help disseminate information through emails to members, websites or social media. In some cases, it may make sense to have a county or town with a Facebook page create a subgroup specifically for the project. The group would allow project team members to share information and collect feedback. Social media platforms, including Facebook and Twitter, also allow for the creation of polls which can be used as short one-question surveys. It's important to monitor social media posts and groups created to promote a project for any comments. Project team members should respond to any questions about a project posted on social media and incorporate general comments as part of public feedback on a study.

Considering all these resources will help develop an outreach plan. For example, in a community where the mayor has a large Facebook following, it would make sense to use Facebook Live to hold a virtual public meeting. But if a town isn't on social media, or has a minimal following, it might be better to post a presentation and contact information to the study website and use the town's email list and website to ask people to visit the project website and provide feedback.

Virtual outreach efforts should have equitable approaches and be cognizant of potential digital gaps in project areas especially among low income and minority populations. Studies by the Pew Center for Research and Transportation Research Board show that use of smart phones is higher among these populations. Project websites and materials posted online should be mobile friendly so that people

Below are some general best practices and tips for different types of outreach that can be conducted

### **UpNext North Jersey**

#### **Lessons Learned**

- Narrow the topic
- Keep it simple
- Be able to adapt



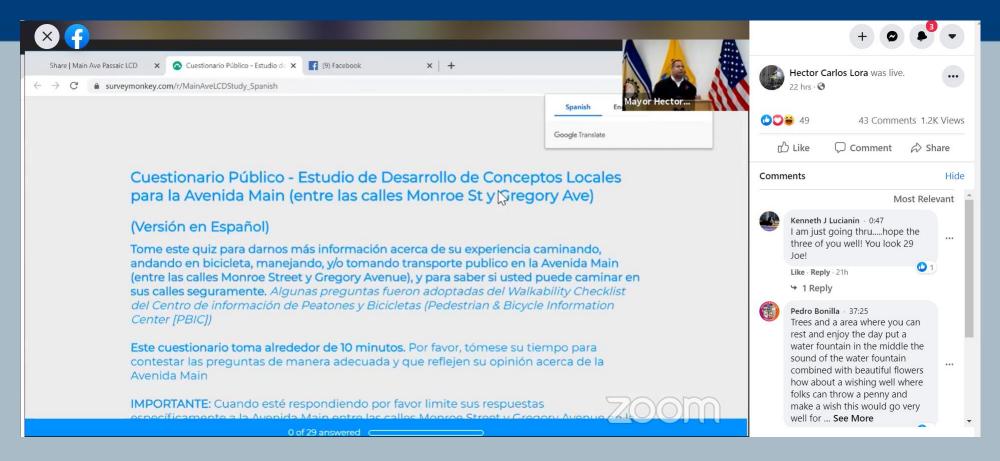
We are living through an unprecedented disruption. Like Hurricane Sandy and 9-11 before it, the current COVID-19 pandemic will change the way we think about our future.

Join us online to discuss the implications of these disruptions, including how we can plan for increased uncertainty and find opportunities to build a more adaptable society.





### **Going Live**





### **Approaches for Public Meetings**

- Present during an existing public meeting
- Pre-record and share a presentation
- Host a virtual event with interactive Q&A





Jersey City has launched a year-long parking study to understand how to better manage parking in your community.

### JOIN US!

The JC Parking Plan project team is presenting draft final recommendations for improved parking management. This update will be provided during the regularly scheduled virtual City Council Caucus Meeting.

Please tune in to view the presentation and share your input!

#### VIRTUAL COUNCIL CAUCUS



Monday, May 4, 2020

Virtual Caucus Meeting at 4:00 PM\*

\*Presentation will be last item on the agenda

To view the presentation live, visit: <a href="mailto:jcnj.org/vcm">jcnj.org/vcm</a>

Written comments will be accepted in the comments section of the virtual meeting. Comments will also continue to be accepted at <a href="mailto:cityplanning@jcnj.org">cityplanning@jcnj.org</a>. Live closed captioning will be available in the following languages: Arabic, Filipino, Hindi, Polish, Spanish, Vietnamese

Parking studies examine how parking works in a specific geography, whether it be for a site, neighborhood, or entire city. This public presentation follows six listening sessions held between August and October 2019 as well as a public workshop held in February 2020. Input received from those meetings as well as the results of the public survey will be shared.

Want to find out more information or get involved?

Visit www.jerseycitynj.gov/parkingplan or email us at cityplanning@jcnj.org

# **Specialized Outreach**





### Thank You

Defining the Vision. Shaping the Future.



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