

# Virtual Public Involvement – Then, Now, and Going Forward

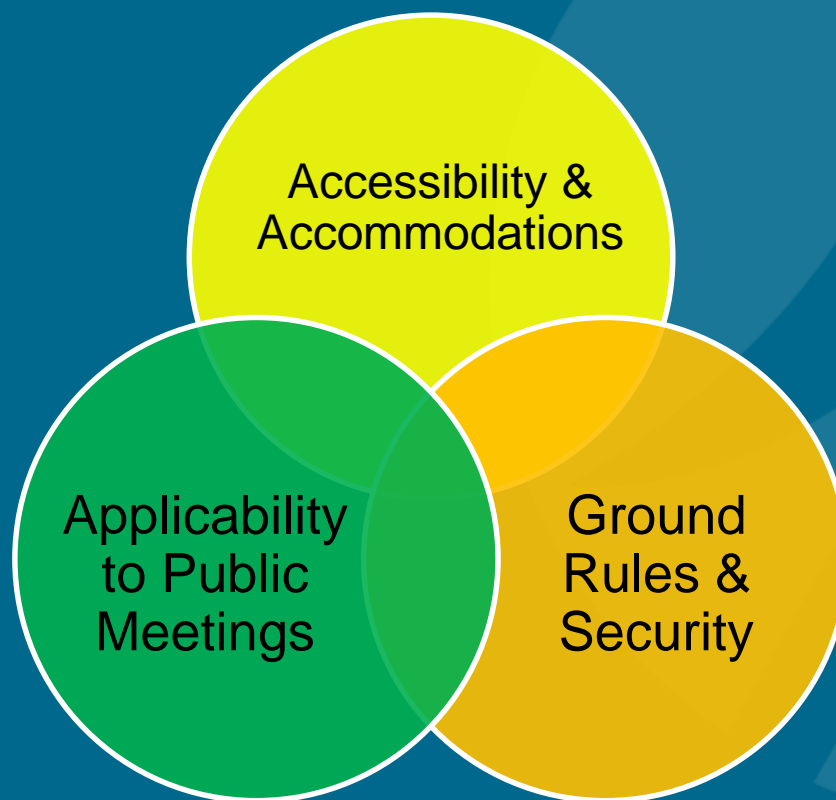


Alison Hastings, Associate Director, Communications &  
Engagement  
October 2021

# Today's Presentation

- Then - Long-Range Plan 2050 Visioning outreach (Spring/Summer 2020)
- Now(ish) - Ben Franklin Bridge Eastbound Access (Fall 2020/Winter 2021)
- Going forward – Equity Checklist, Challenges, and Hybrid meetings

# DVRPC's approach to transitioning to Virtual Public Involvement

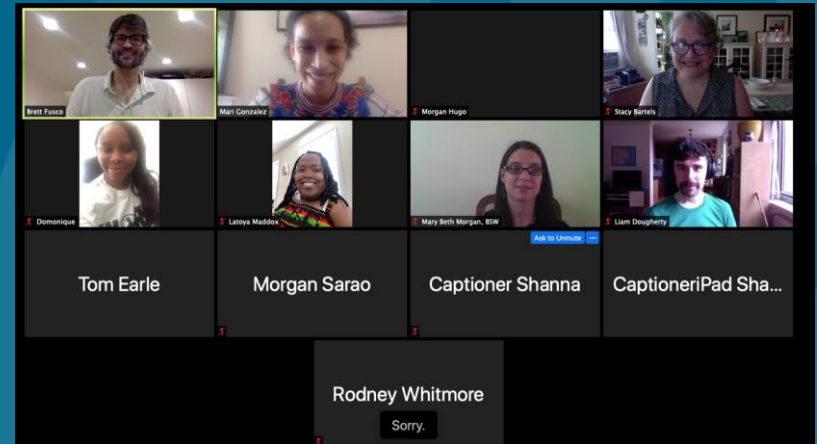


# VPI Roles for a public meeting/webinar

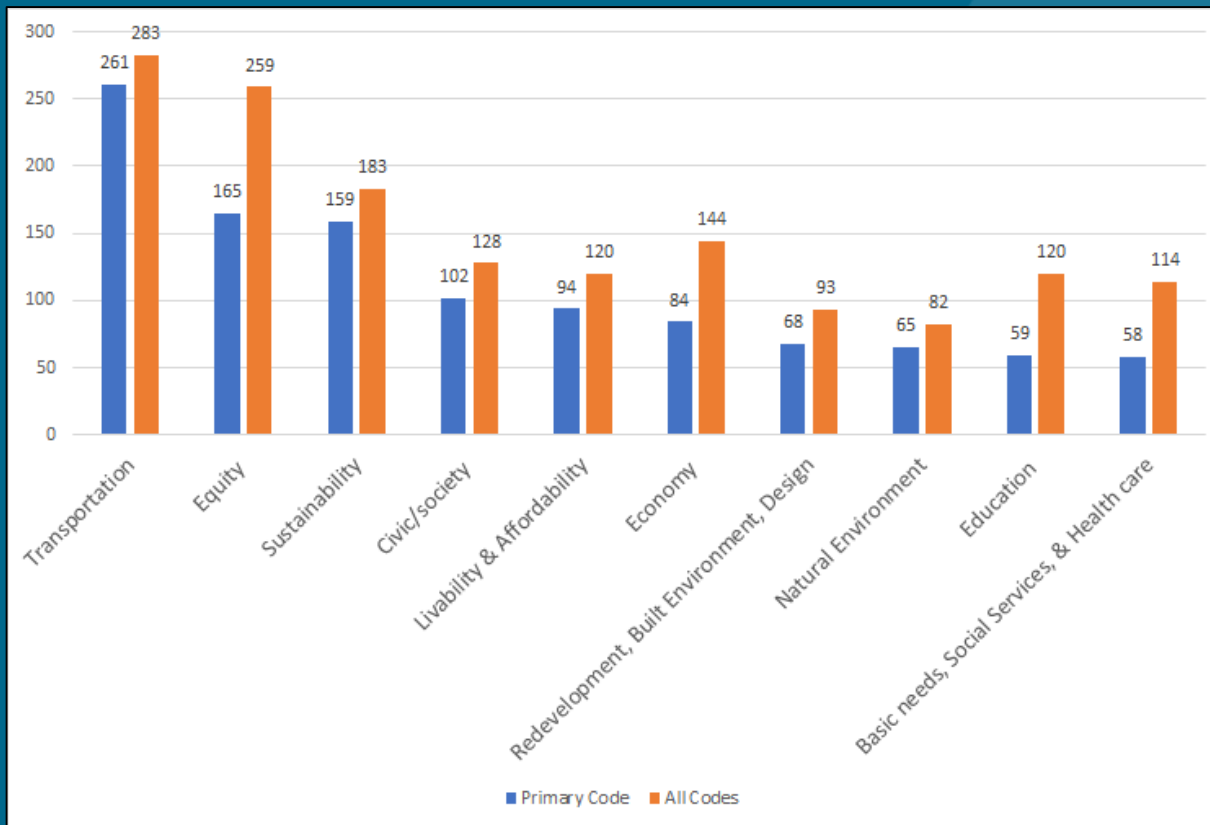
- Lead facilitator (timing of meeting, controls)
- Response facilitator (chat box)
- Technical Assistance (one-on-one help)
- Presenter (subject matter expert)
- Convener (MC, chair)



# Long Range Plan 2050 Outreach

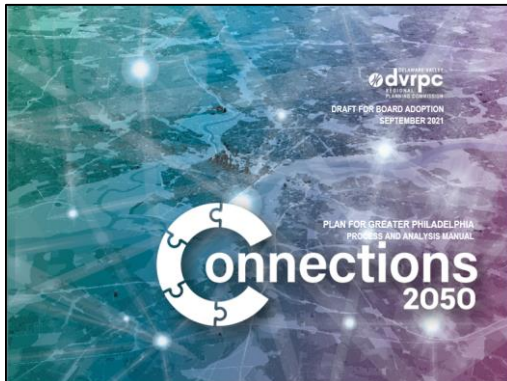
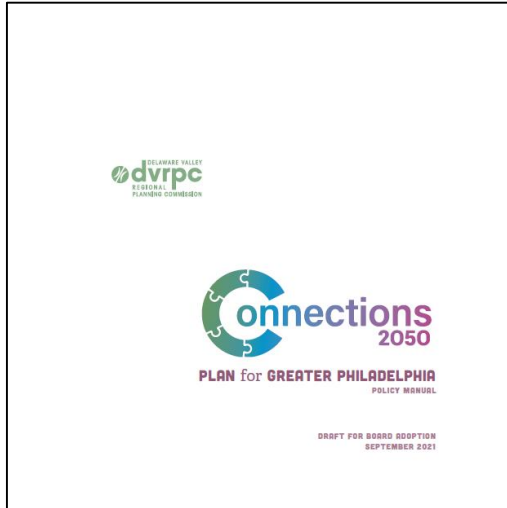


# Top Themes for Vision for 2050



Over 1,300 open-ended responses from 700+ individuals for 2050 vision questions via survey and online meetings

# Connections 2050 Public Comments

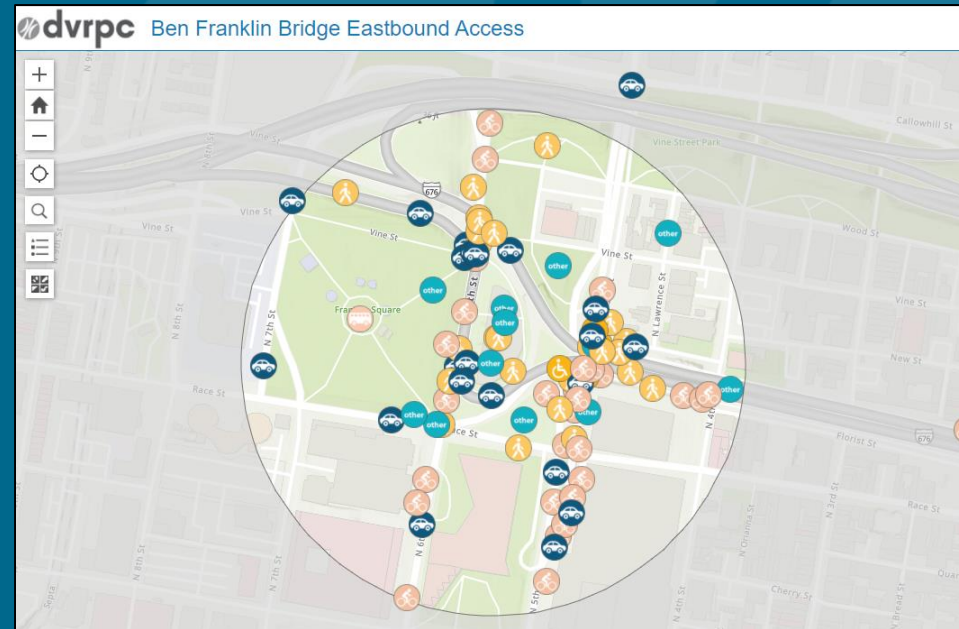


- 30+ days (July-August 2021)
- Two public comment webinars (August 11 & 18).
- Lots of ways to make public comments
- Advertised by in traditional media and social media
- 492 public comments received!
  - 219 - Bicycle Coalition of Greater Philadelphia & the Circuit Coalition.
  - 106 - No roadway widening
  - 26 - Opposition to I-95 reconstruction (no widening).



# Local Area Study – Ben Franklin Bridge: Eastbound Access

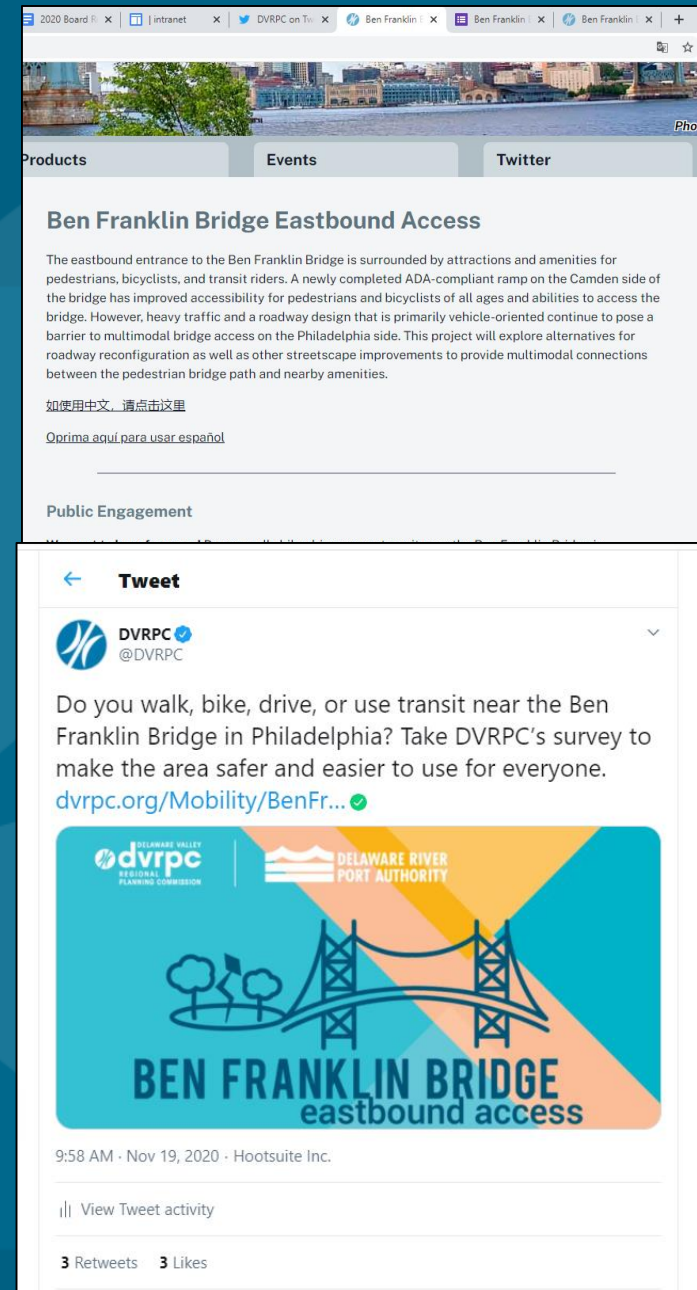
- Study area in Philadelphia includes Old City, Chinatown, and Callowhill neighborhoods.
- In-person public involvement greatly restricted and/or prohibited
- Very active, involved communities going through change
- Chinatown has history of being ignored, marginalized, and literally bulldozed





# BFB: Outreach Plan

- EVERYTHING in English, Simplified Chinese, and Spanish
- Webmap to collect input
- Social media campaign to get people to webmap
- Postcard mailing to get more people to webmap
- Video explaining how use webma
- Opportunity to sign up for project updates (Google Forms)
- Follow-up survey to capture demographics + evaluate engagement





**We Want to Hear From You!**  
**¡Queremos escucharlo!**  
 我们希望听取您的宝贵意见！

Do you walk, bike, drive, or use transit near the Ben Franklin Bridge in Philadelphia? Do you use the pedestrian bridge, Franklin Square Park, or other nearby amenities?

We want your input on how to make this area safer and easier to use for everyone.

**dvrpc** | DELAWARE RIVER PORT AUTHORITY

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**BEN FRANKLIN BRIDGE**  
 eastbound access

To participate visit:  
 Para participar, visite:  
 要参加调查，请浏览：

[www.dvrpc.org/Mobility/BenFranklinBridge](http://www.dvrpc.org/Mobility/BenFranklinBridge)  
 267-499-4515 | [public\\_affairs@dvrpc.org](mailto:public_affairs@dvrpc.org)

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## Ben Franklin Bridge Eastbound Access: Public Engagement Update List

Please share your contact information to receive automatic updates about how to get involved.

**\* Required**

Email Address / 电子邮件地址 / dirección de correo electrónico \*

Your answer

Name / 名称 / nombre (optional)

Your answer

What is the zip code where you live? / 邮政编码 / código postal de casa (optional)

Your answer

Between 10/24 and 11/23 -- 25,000 web views, 90 original comments;  
 70 comments on comments.

# Going Forward: Equity checklist

- Understand demographics
  - Use ACS data to identify crucial populations & set goals
- Provide resources & incentives
  - Communicate why this meeting is worthwhile; provide stipends, offer translation, make meetings more flexible
- Build contact lists
  - Good spreadsheet skills; detail-oriented team member; easy ways for people to sign up for more info
- Try different outreach methods
  - Not every person is reached in the same way. Try social media, postcards, emails, more! (old and new)
- Prep your team
  - Online meetings maybe easier to schedule but are harder to make engaging and run smoothly. Keep the meeting to a tight schedule, on-time
- Evaluate!
  - Evaluate meeting; ask demographic questions

# VPI still does not meet...

- Internet access and literacy
- Childcare burden
- Low-paying wages
- Class and race trauma
- Provide resources & incentives
- Trust in government

# VPI & Hybrid Roles for a public meeting/webinar

Lead facilitator (in-person)



Response facilitator (online)



Greeter (in-person)



Technical Assistance (online)



Speakers (online)



Speakers (in-person)



Chair/Convener (in-person or online)



# Thank You!

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