



## COMMUNICATING WITH YOUR COMMUNITY

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# Agenda

- ✓ Prairie Village case study
- ✓ Communication plan
- ✓ Technology tools
- ✓ Residential Street Program case study

# Mission Road, Prairie Village, Kansas

## February car wreck has area parents asking Prairie Village to improve pedestrian safety along Mission Road

POSTED BY **JAY SENTER** · APRIL 7, 2015 10:00 AM · 0 COMMENTS

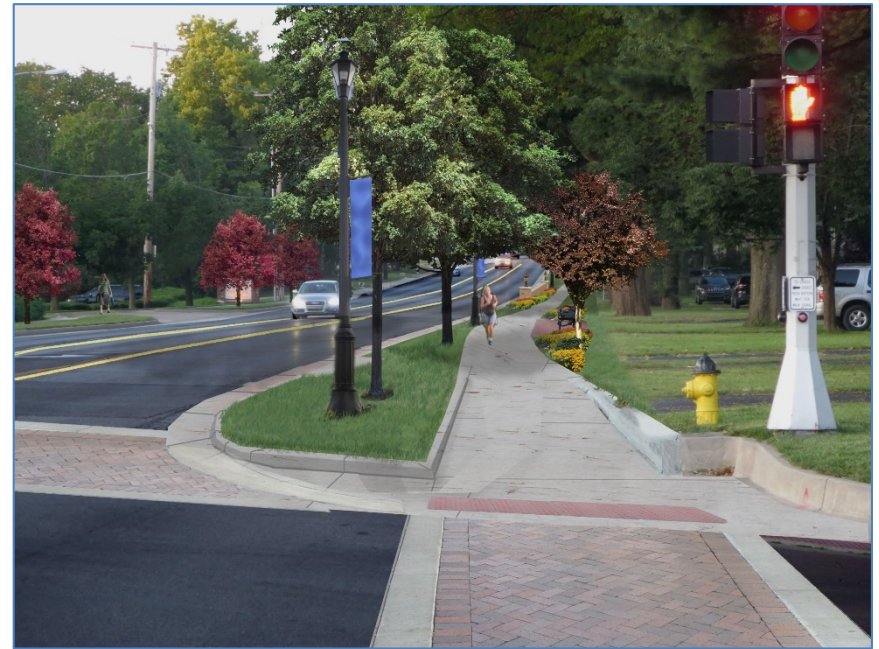
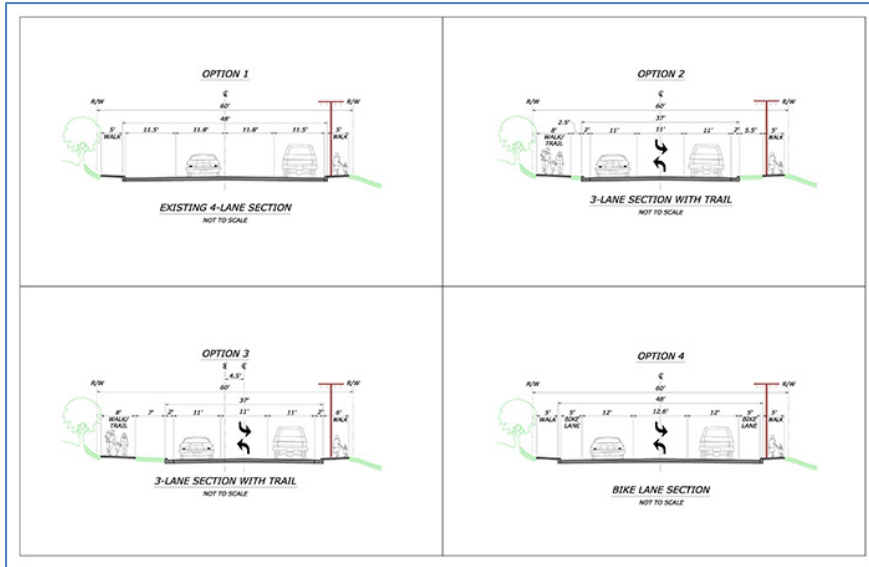


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# Case Study

- ✓ Residents engaged the City Council & Public Works.
- ✓ Communication/engagement plan
  - ▶ Council subcommittee
    - # council members
    - Neighborhood representative
    - School representative
  - ▶ Two meetings
    - First meeting
      - Listen
      - Educate
    - Second meeting
      - Introduce concepts
  - ▶ Each of these was followed with a public meeting.
    - Council attended and talked with residents.

# 4 Alternatives



# Mission Road – Before & After



Before



After

# Mission Road – Before & After



Before



After

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# Connecting Strategies

- ✓ Why?
- ✓ Who?
- ✓ What?
- ✓ How?
- ✓ When?



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# Why?

- ✓ Gather information
- ✓ Educate
- ✓ Survey/feedback on preferences
- ✓ Share information about the project
- ✓ Acquire easements or right-of-way
- ✓ Celebrate & say “Thank you!”

# Who?

- ✓ Local or regional
- ✓ Multi-generational
- ✓ Residents & HOA's
- ✓ Businesses & customers
- ✓ Elected officials
- ✓ Agencies



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# What?

- ✓ Scope of the project
- ✓ Project schedule
- ✓ Access during construction
- ✓ Construction 101
- ✓ Restoration
- ✓ Interruption of utilities
- ✓ Point of contact



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# When?

✓ Frequency



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## How?

- ✓ Print – newspaper or direct mail
- ✓ Door hangers
- ✓ Email
- ✓ Public meetings
- ✓ Surveys or comment forms
- ✓ Traditional media
- ✓ Social media



# Using Technology

- ✓ Twitter
- ✓ Instagram
- ✓ Facebook
  - ▶ US-65

Additional options:

- ✓ Mysidewalks.com
- ✓ Nextdoor
- ✓ Splash page for project
- ✓ Live stream or record meetings



# Case Study

- ✓ Residential Street program:
- ✓ 3 public meetings:
  - ▶ Kick/off or concept
    - Open house
  - ▶ Right-of-way & easements
    - Documents included with meeting notification
  - ▶ Pre-construction
    - Meet the contractor and project representative



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# Takeaways

- ✓ Tailor the communication plan to fit the:
  - ▶ Audience,
  - ▶ Scale of the project, and
  - ▶ Desired outcome.
- ✓ More isn't always more.
- ✓ Be flexible.





QUESTIONS?