COMMUNICATING WITH YOUR COMMUNITY

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Agenda

✓ Prairie Village case study
✓ Communication plan
✓ Technology tools
✓ Residential Street Program case study
February car wreck has area parents asking Prairie Village to improve pedestrian safety along Mission Road
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

- **Option 1**: Exiting 4-lane section
- **Option 2**: 3-lane section with trail
- **Option 3**: 2-lane section with trail
- **Option 4**: 2-lane section with trail

Additional image showing a street scene with a pedestrian and traffic lights.
Mission Road – Before & After

Before

After
Mission Road – Before & After

Before

After
Connecting Strategies

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

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

✓ Frequency
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
Takeaways

✓ Tailor the communication plan to fit the:
  ‣ Audience,
  ‣ Scale of the project, and
  ‣ Desired outcome.
✓ More isn’t always more.
✓ Be flexible.
QUESTIONS?