



### **Social Media and an Integrated Public Engagement Strategy**

*City of Tampa – Randy Goers*

In 2011, the City of Tampa embarked on a community planning effort to develop a vision for its central city area. For the first time in its history, the City used a robust social media strategy in connection with its traditional public outreach and engagement to support and advance the city center planning objectives.

In this presentation, Randy Goers, Urban Planning Coordinator for the City of Tampa and Project Manager for the InVision Tampa ([www.invisiontampa.com](http://www.invisiontampa.com)) effort will describe how social media is used as part of an integrated public engagement strategy; the results of this engagement and the preliminary lessons learned to date. The presentation will also compare results achieved through the social media component to those obtained from more traditional public engagement tools.

### **FDOT District 1 – Using MindMixer and Other Techniques to Engage the Public for the Polk Rail Study**

*FDOT District 1 - Brian Bollas, Public Information Liaison for Study, PBWorld*

The purpose of the Polk Rail Study includes the following: improving freight rail operations and safety; enhancing rail safety and operations throughout Polk County as well as regional and statewide freight mobility and connectivity; and minimizing existing and future freight rail impacts to urban areas and the environment.

The Study's website: [ideas.polkrail.com](http://ideas.polkrail.com) provides a virtual town hall interaction through MindMixer

where citizens can submit their ideas or vote on a range of quality of life issues such as noise from freight trains, traffic congestion or blockages due to gate closings at rail crossings, pedestrian and bicyclist crossings, and safety. Site visitors can interactively place points on a map to indicate the intersections they feel are impacted by passing trains or where they would like to see other improvements such as a pedestrian/bicycle underpass.

This interactive website is an integral component of how the FDOT continues to build consensus by incorporating community-initiated improvements, while maintaining engineering and environmental standards. This presentation will address how the Polk Rail Study has developed a well-rounded public engagement strategy.

### **Engaging the "Silent Majority"**

*Diane Jones, DJ Public Relations; Scott Pringle, Jacobs; and Cindy Sharpe, Sharpe Public Relations.*

A critical aspect of developing a public involvement strategy involves addressing three very important questions to find and engage your "grassroots" advocates or foes:

- Who are the persons that make up the "silent majority?"
- Why is it important your strategy reaches the "silent majority?"
- What are the best techniques to choose based on your project?

Using their combined experience with TBARTA,

the Pinellas AA and outreach projects through the state, this panel represents professionals who have toiled in the trenches for projects of all sizes and budgets. The presentation will provide examples of new, exciting ways to engage the people who live and work in the "grassroots" and discuss how to get outcomes that not only satisfy your project's needs and requirements, but also achieve results that can be truly labeled as "public engagement."

### **Post Referendum Analysis – Phase III – Early Public Opinion Survey Results and Next Steps**

*Ray Chiamonte, Hillsborough County MPO*

The Hillsborough County MPO has been leading an effort to understand the dynamics of how our citizens voted during the Referendum. The MPO has moved to Phase III of the post-referendum analysis to understand how to best plan for future public engagement efforts based on these research techniques:

- Best practices research
- Statistically-valid telephone survey
- Potential "package" of projects
- Demonstration line concept plan(s)
- Project delivery and accountability plan

This presentation will include a summary of national examples of successful transportation referenda and touch on how to coordinate a referendum based on accountability, project mix and selection, distribution of funds, and public education and outreach.

**All Are Welcome**

Meeting will be submitted for AICP and P.E. PDH Credits

**Remember, this is a Bring Your Lunch Meeting!**