Facebook or Open Houses?

Planning Considerations

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Presented By:
Gwen Brice
ARCADIS Canada
Planning Considerations

- Goals and Objectives
- Know your community
  - Location
  - How do people interact with each other
  - Are there key “voices” in the community
- Degree of Controversy
- Level of trust/ degree of social capital in community
- Consultation Spectrum
- Project budget and other resources
What are we trying to accomplish?

- Inform/educate
- Engage in a meaningful way
- Seek and integrate input
- Plan a better project
- Project that public support and regulators approve
What’s inside your tool box?

**Traditional Tools**
- Public meetings
- Information Boards
- Newsletters
- Focus groups
- Workshops
- Fact Sheets
- Questionnaires
- Media (radio/print)

**Social & Digital Tools**
- Project webpage
- Social media
  - Twitter
  - Facebook
  - You Tube
- Online surveys
- Public Engagement Software
- Blogs
Benefits of Traditional Tools

- **Face to face**
  - Help in understanding issues
  - Builds relationships
  - Builds trust

- **Proponent controls message**
- **Meets regulatory commitment**
Benefits of Social & Digital Media

- Increase and diversify audience for engagement
- Tap into existing interests and networks
- Offer more ways to access information
- Opportunity to respond quickly to false information
- Opportunity to provide factual information from other credible/independent sources
- Utilize a variety of media (YouTube, blogs, web links etc.)
IAP2 Spectrum of Public Consultation
www.iap2.org

Increasing Level of Public Participation

Inform → Consult → Involve → Collaborate → Empower
Consultation Spectrum -

- Need to convey information
- Need to reach many
Consultation Spectrum -

- Need to exchange information
- Need to listen
- Need feedback
Consultation Spectrum -

- Need integrate input
- Need face-to-face time
% Smartphone Subscribers Who Accessed Social Networking Site or Blog

- Read posts from people known personally: 81%
- Posted status update: 62%
- Read posts from organizations/brands/events: 59%
- Followed posted link to website: 58%
- Read posts from public figures/celebrities: 51%
- Posted link to website: 36%
- Received coupon/offer/deal: 33%
Consultation Spectrum - Collaborate

1A One-way service roads on either side of 6-lane freeway at-grade.

1B One-way service roads either side of 6-lane freeway below-grade.

2A Six-lane freeway at grade, parallel to Highway 3/Huron Church Road corridor.

2B Six-lane freeway below-grade, parallel to Highway 3/Huron Church Road corridor.

3 Cut-and-cover tunnel below rebuilt Highway 3/Huron Church Road Corridor.
Consultation Spectrum - Empower
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Imagine the result

Thank You

Gwen.Brice@ARCADIS-Canada.com