

# Facebook or Open Houses?



IAIA15 Florence Italy

## Planning Considerations



Presented To:

**IAIA15 - Impact Assessment in the Digital Era**  
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# 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 (You tube, blogs, web links etc.)



# IAP2 Spectrum of Public Consultation

[www.iap2.org](http://www.iap2.org)

Increasing Level of Public Participation



Inform

Consult

Involve

Collaborate

Empower



# Consultation Spectrum -

Inform

- ◆ Need to convey information
- ◆ Need to reach many





# Consultation Spectrum -

Consult



- ◆ Need to exchange information
- ◆ Need to listen
- ◆ Need feedback



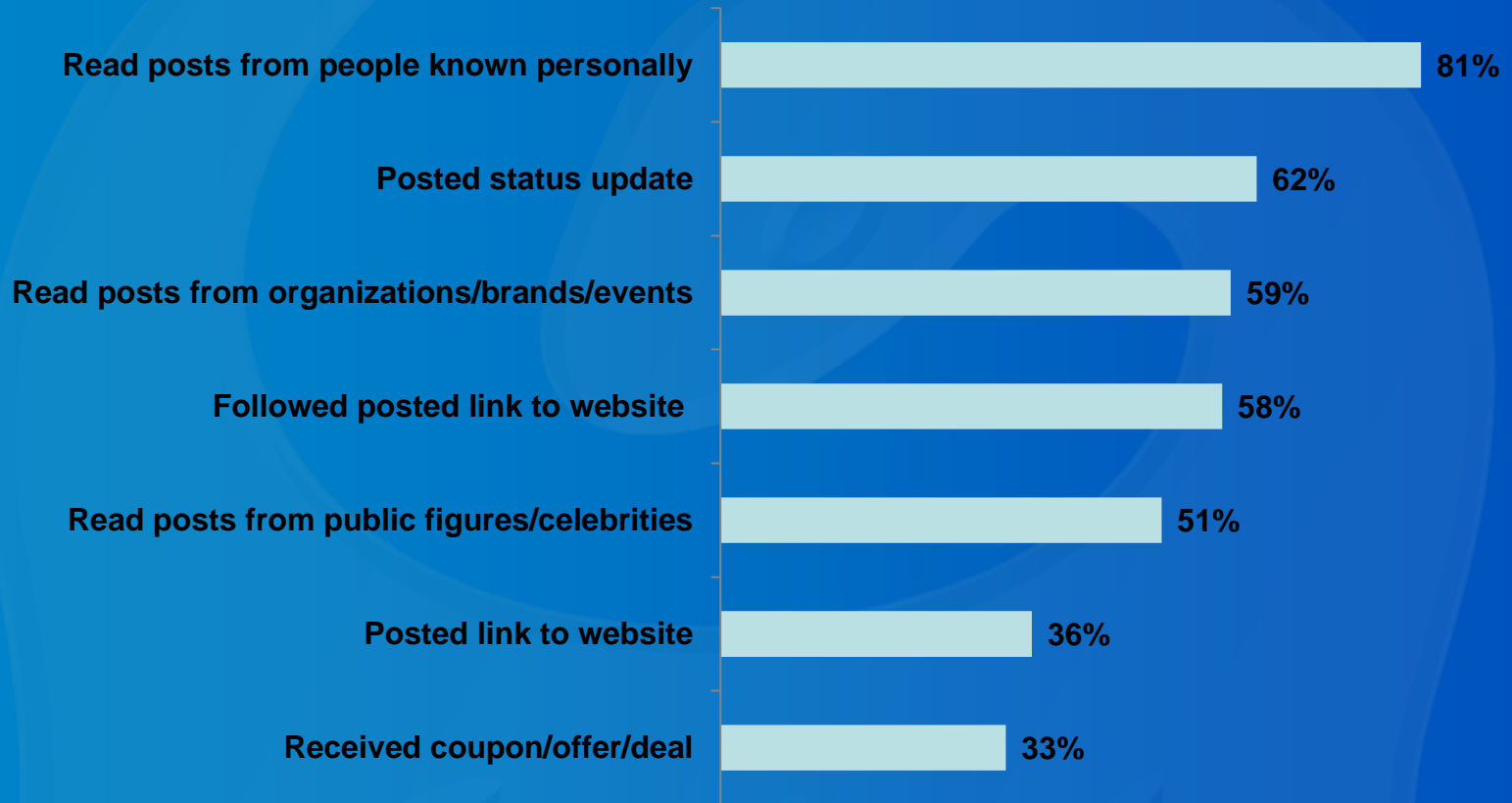
# Consultation Spectrum -

Involve

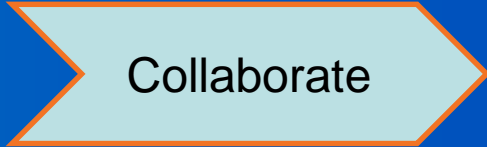
- ◆ Need integrate input
- ◆ Need face-to-face time



# % Smartphone Subscribers Who Accessed Social Networking Site or Blog



# Consultation Spectrum -



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*

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