WEBINAR

Urban Design + Digital Dialogue: Unlocking Meaningful Community Engagement

Educational Credit: 0.5 (APA AICP CM)

socialpinpoint ncdd APA CM APA AICP

Meet Today's Professional Yappers

Marti and Sophie

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Housekeeping

- **Event Timing:** The webinar is scheduled for 30 minutes
- **Technical Issues:** Please reach out to us at **events@socialpinpoint.com**
- **Recording and Slides:** Will be emailed to you in the coming days
- **Introduce Yourself:** Please share your name and organization in the chat. Feel free to optionally add a fun anecdote about a public engagement process' *wonderful win* or *fabulous flop* you have experienced while working on an urban design project.
- **Questions:** Please submit any questions through the Q&A box. By submitting your questions in the Q&A, we can more easily keep track of submissions and make sure we follow up on any unanswered questions at the end of the session.

The Role of Public Engagement in Urban Design

"Urban design is the design of towns and cities, streets and spaces. It is the **collaborative and multi-disciplinary process of shaping the physical setting for life – the art of making places**." - ***The Urban Design Group***

How Does Public Engagement Support Urban Design?

- Amplifies community voices in the decision-making process
- Builds trust and fosters transparency
- Surfaces local insights that may be overlooked by planners and designers
- Ensures spaces reflect community identity, values, and needs
- Sparks dialogue and input about a desired public space experience or outcome

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Key Challenges for Engaging with Urban Design

- **Visualizing Change:** It can be difficult for communities to imagine potential transformations or compare different design options in the built environment.
- **Obtaining Useful Feedback:** Presenting design alternatives can be confusing or result in inconclusive feedback.
- **Perceived Relevance:** Participants may view the project as irrelevant or unnecessary to their everyday life.
- **Policy and Long-Term Impacts:** Addressing community concerns about future policies and lasting effects.
- **Design Resources:** Creating renderings and impactful visuals can be resource-intensive. Projects vary in access to design experts and technical capabilities — a challenge, but also an opportunity for creativity.

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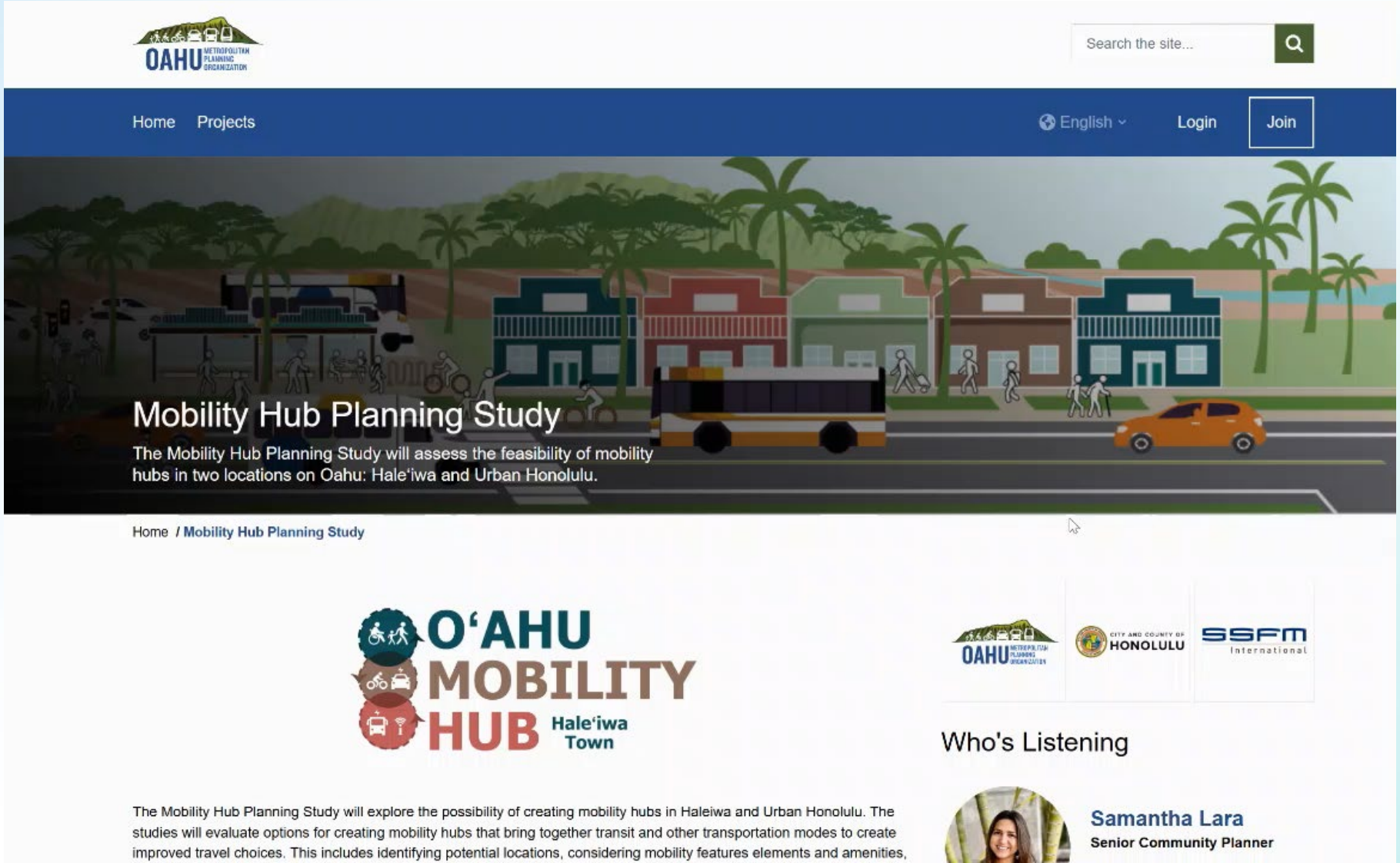
Let’s Explore Some Examples

- Today, we'll dive into five case studies from across North America, each taking a unique approach to public engagement in urban design.
- Each project was built using **Social Pinpoint** — a digital community engagement platform that serves as a single source of truth for community project information, connecting communities to relevant initiatives and offering an easy-to-use space for sharing feedback, staying informed, and getting involved.
- At the top of each slide, you’ll see the key challenge most relevant to that example. Keep in mind: most projects face a mix of challenges, not just one!
- Feel free to ask questions as we go!

Oahu Mobility Hub: Connecting the Future of Transportation

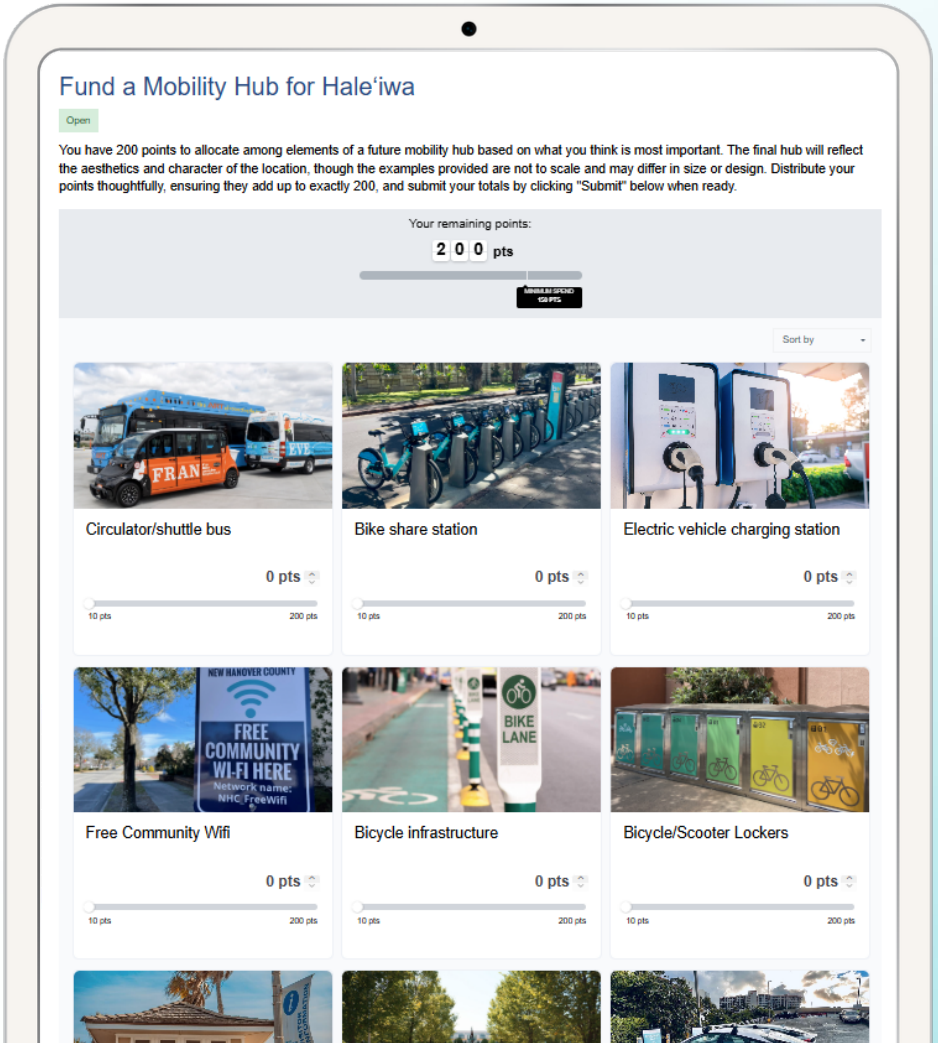


Oahu Mobility Hub: Connecting the Future of Transportation

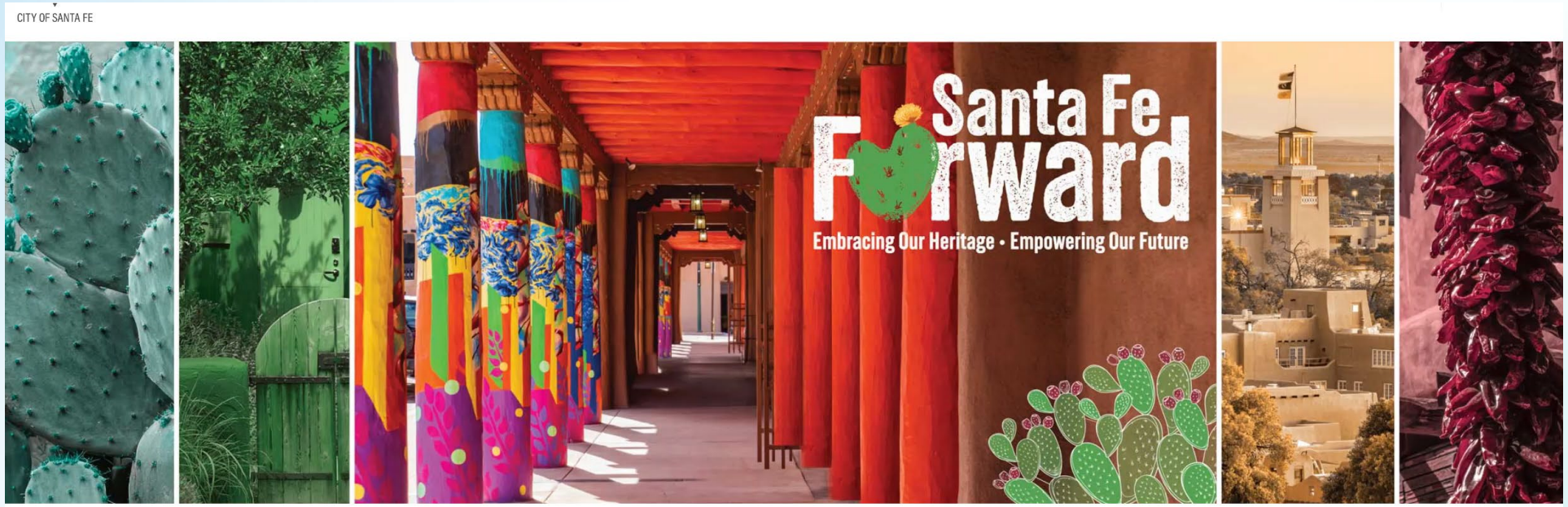
https://engage.oahumpo.org/mobility-hub-planning-study

- **Prioritization Exercise:** Participants received 200 points to allocate across various mobility hub elements — like free Wi-Fi or bike share stations — to surface community priorities and shift the conversation toward values and design.

- **Aligning Activities with Engagement Level:** The Oahu MPO included a graphic on the project page identifying this as a "Consult" level on the IAP2 Spectrum of Engagement. By inviting open-ended input, they fostered a conversational approach rather than narrowing in on specific outcomes.



Santa Fe Forward: Building a More Connected and Sustainable Future



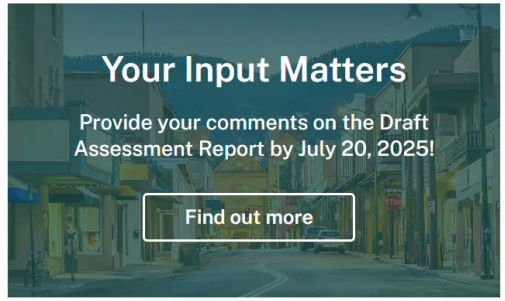
Embracing our Heritage and Empowering our Future Together!

We're excited to announce Santa Fe Forward, a visionary plan to prepare our city for a vibrant future through 2050!

Otherwise known as the City's General Plan, think of this as our collective vision, goals, and policy framework that shape our community's future.

Santa Fe Forward starts with you. To ensure we capture the diverse perspectives, aspirations, and evolving needs of our community, we invite you to join us on this journey. Together, we can craft a future that honors Santa Fe's heritage while opening doors to new possibilities for generations to come.

Throughout the process, there will be a variety of opportunities for you to engage and share your thoughts, from community events to interactive online activities.



Stay Updated

Subscribe to receive email updates with project updates and upcoming community events!

Santa Fe Forward: Building a More Connected and Sustainable Future

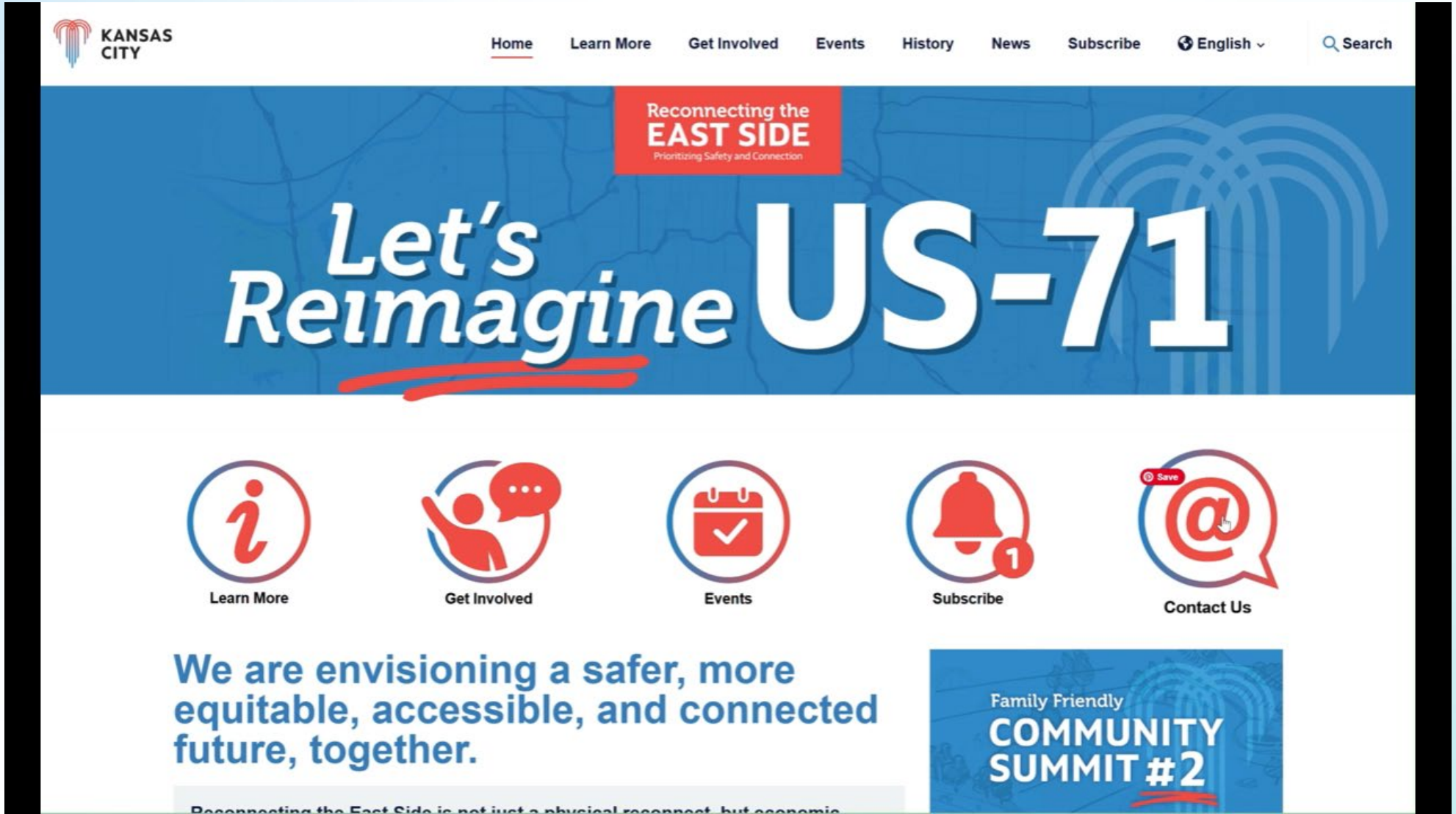
https://santafeforward.org/

- **Highlight Key Takeaways:** Important information is highlighted at the beginning of the storytelling experience and includes clear, exciting, brief graphics.
- **Varying Time Commitment:** Multiple engagement opportunities provide space for participants with different interests and amounts of time to participate, synchronously and asynchronously.
- **Intentional Mapping:** The interactive map is designed to be easy for participants to navigate and uses filters and follow-up questions that ensure the collected geographic data is helpful and usable for project managers

*"Social Pinpoint has been a **game-changer for our community engagement efforts**. Their software is **incredibly flexible** and **easy to use**, offering a multitude of tools that are simple to deploy. It makes engaging with communities and gathering their input interactive and fun. Overall, it's a fantastic tool that has significantly enhanced our ability to connect with and understand our communities."*

— Melissa Uland
Vice President, Communication Advisory Services, WSP

Kansas City Community Summit: Reconnecting the Eastside

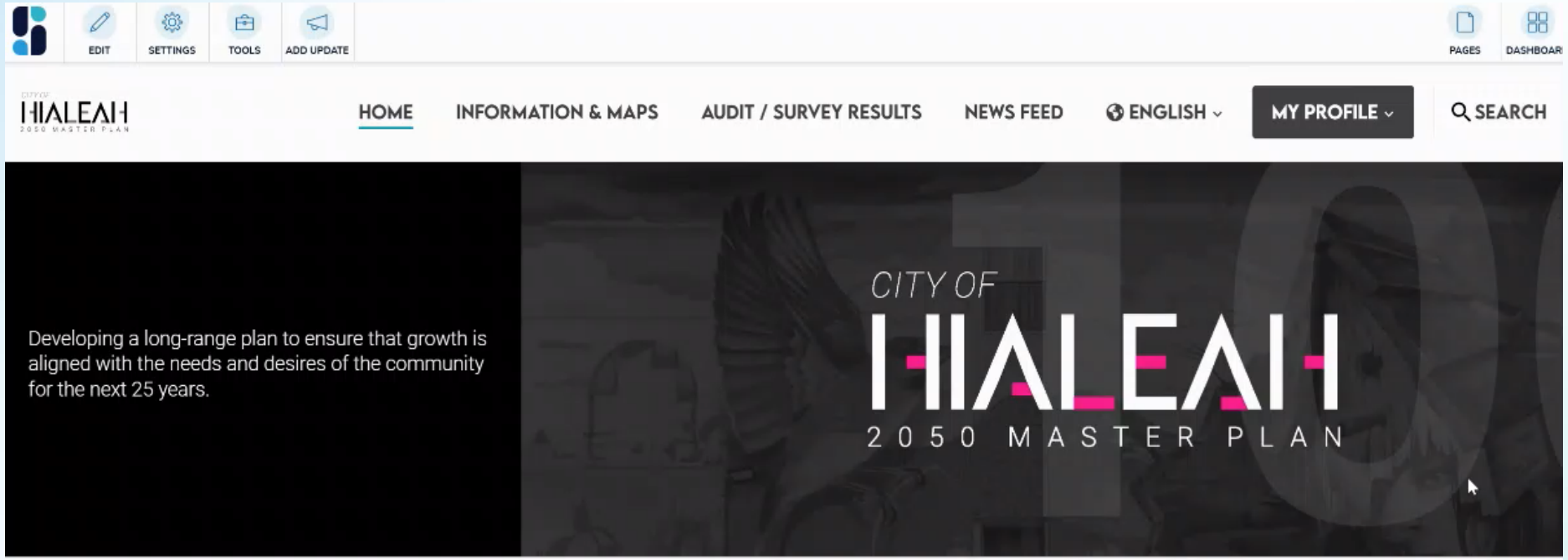


Kansas City Community Summit: Reconnecting the Eastside

https://reconnecteastside.com/

- **Clear Path to Information:** The site is designed to house this multi-stage project in one place, with intuitive navigation that makes it easy to find both current and archived engagement opportunities.
- **Efficient Communication:** Accordions and tabs help participants quickly access information they want, while skipping over what isn't relevant to them.
- **Choose Your Own Adventure:** A range of engagement options — including in-person meetings, open houses, and asynchronous online engagement — helps reach a broad cross-section of the community.
- **Map Your Experience:** Interactive mapping activities let community members articulate and visualize their lived experience navigating the study area and highlighting geographical areas of opportunity and tension.
- **Storytelling:** Artists captured stories and visualized ideas during in-person meetings, empowering local change-agents. The resulting artwork was shared online to generate further excitement, interest and dialogue.

Hialeah's Path to 2050: Transforming Urban Growth



PROJECT BACKGROUND

The City of Hialeah has embarked on an ambitious Master Plan for the vision of the next 25 years that aims to enhance the city's infrastructure and livability and increase quality of life to City residents.

The project is expected to analyze existing conditions, identify needs related to infrastructure and regulatory gaps, and address development pressures. The City is committed to crafting a vision for Hialeah in time for the city's 100th anniversary in 2025. The Hialeah 2050 Master Plan is an opportunity for the City to look forward and develop a roadmap for the next 25 years that is aligned with this community's goals and desires. The project team's objective is to develop a plan for Hialeah to become a vibrant, sustainable, and connected community.

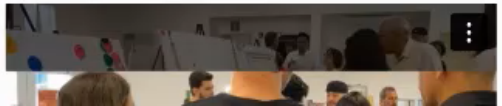
HIALEAH 2050 MASTER PLAN RECOMMENDATIONS - EXECUTIVE SUMMARY

COMMUNITY EVENTS

Join us!

There are currently no events.

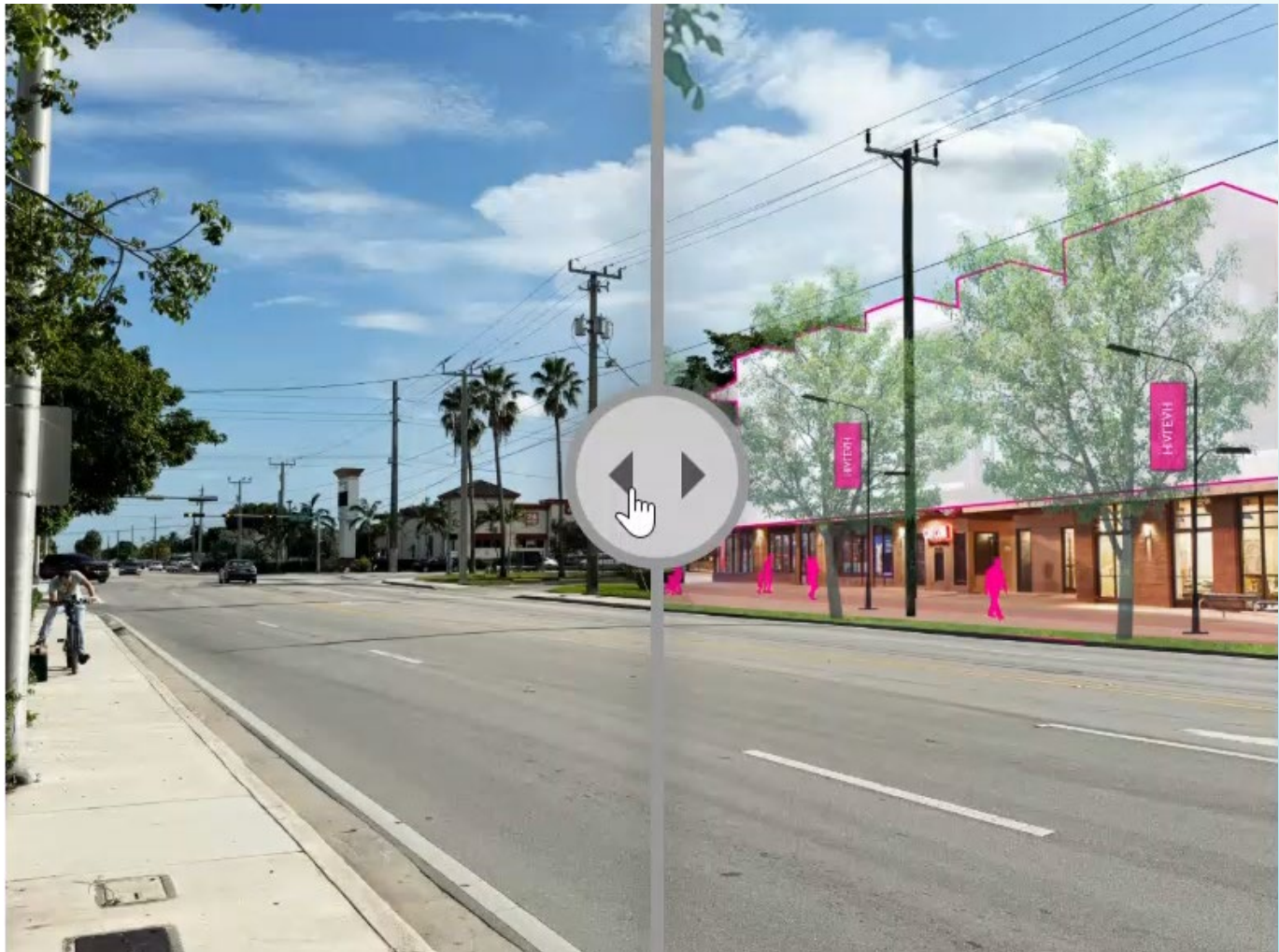
COMMUNITY ENGAGEMENT SUMMARY



Hialeah's Path to 2050: Transforming Urban Growth

https://www.hialeah2050.com/

- **Visualizing Policy Changes:** Phrases like *"Encouraging Mixed Use at Neighborhoods Nodes and Corridors*" become clearer and more relevant when **paired with visual renderings** that show what the policy could look like in practice.
- **Interactive and Approachable:** Simple interactions — like **swiping through renderings** or voting "I Like It" in a quick poll — make even complex policy discussions more accessible and engaging.



Shaping Kitchener's Future: A Vision for 2051

+ Follow

A week in the life

Imagine, it's 2035, and you need to navigate a series of eight decisions that you might make in an average week: how you get around, and where you live, shop, socialize, and unwind.

Picture how these everyday choices might feel ten years from now. Picture how they'll feel even further into the future as Kitchener continues to grow to accommodate 150,000 new people by 2051, along with the shops, services, and community facilities needed to support a thriving, green, connected, and caring city.

Through this activity, you'll explore eight short scenarios and make decisions that best fit the kind of future you'd like to see.

But wait, there's a twist!

You will also be completing the activity through the lens of an avatar[1], or alternative persona. This avatar will help you complete the activity considering both your own experiences and those of someone different from you. This will help us shape a future Kitchener that's more inclusive and connected – a city where everyone benefits!

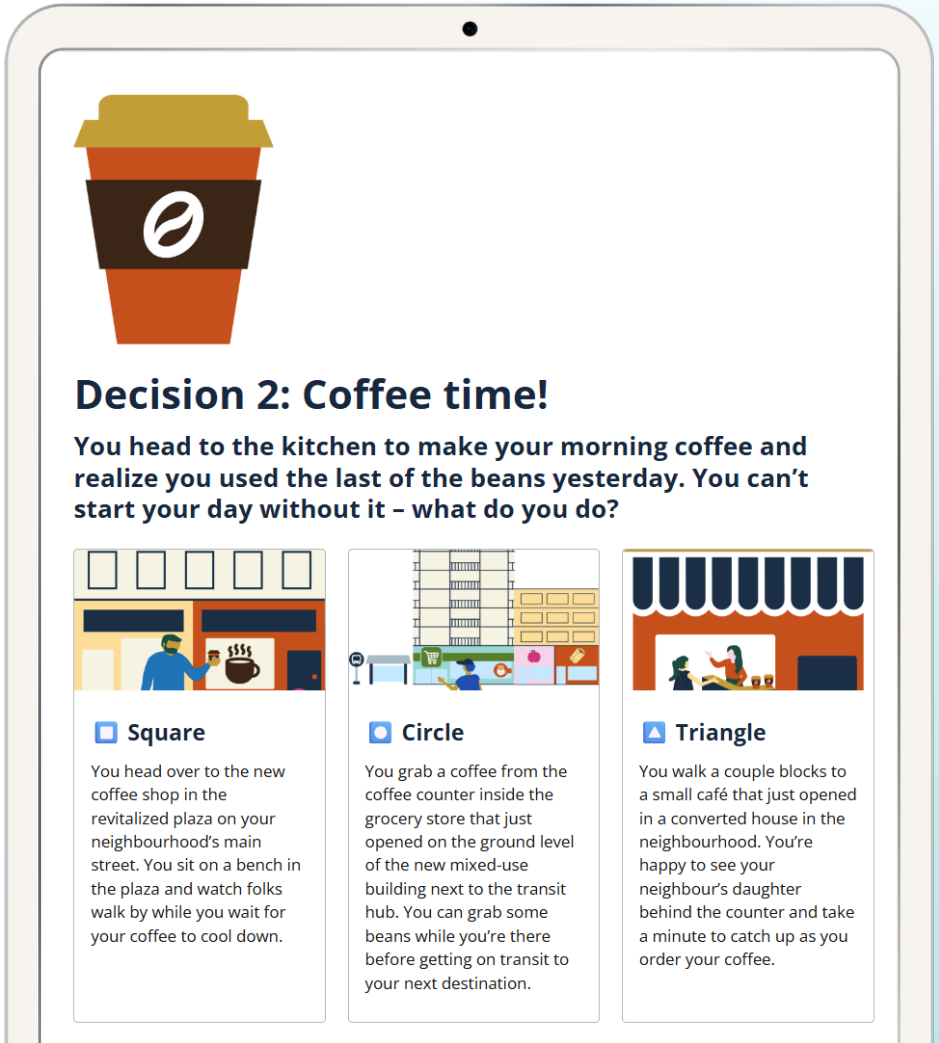
Your avatar

Answer the quiz as yourself and we will assign you an avatar with characteristics different from your

Shaping Kitchener's Future: A Vision for 2051

https://www.engagewr.ca/kitchener2051/

- **Focusing on Personal Experience:** Scenario planning can feel abstract and overwhelming, so this activity breaks it down by showing how each growth scenario could impact everyday experiences, such as grabbing coffee.
- **Informing While You Go**: Growth planning involves a lot of information, but this activity lets participants move at their own pace and opt in to additional context as needed.
- **Simple Graphics:** Rather than condensing full growth scenarios into renderings, the activity uses simple, focused graphics to support understanding and engagement.



Live Poll

Discussion & Questions

Upcoming Webinar

From Demo to Decision: A Strategic Approach to Evaluating Community Engagement Platforms

Wednesday, August 20
11am PST | 2pm EST (45-minute Duration)
Educational Credit: 0.75 (APA AICP CM)

Key takeaways:

- ✓ How to evaluate beyond the demo to find the right fit
- ✓ What to look for in a long-term engagement partner
- ✓ The key questions to ask during vendor evaluations
- ✓ Which features, support, and pricing models to prioritize
- ✓ Red flags to watch for that could derail your strategy

SAVE YOUR SEAT

THANK YOU

https://planning.org/events/course/9314105/

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