How Do You USE Data to improve Public Outreach/Participation in the Planning Process?

World Cafe Topic #5:

- Social media -> innovative messages
- Using data to gain public interest
- Public may disagree with the data
- You have to go to people, keep it small, creative ways to present data, pictures!
- Find a topic of interest
- Data collection itself can engage the public
- Timing needs to be right
- Equity, eg. language, comfortable safe spaces, time of day
- Public may feel decisions are a foregone conclusion.
  -> frame issue or solicit feedback through problem to be solved

- Who is your messenger?
- Going to community/school meetings - go where they are already going!
- Extensive surveys - walk, bike, transit, housing, road conditions
  -> delivered copies by hand
- Utilize technology - FB, emails, other social media, paper, local chamber groups
- stay away from email requests - personal
- try connecting mayor to request info
- give source of data opportunity to edit, control (as much as possible)
- need good system to organize data
- check secondary source for data

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Topic #4: Diverse Data, One Narrative

Walkability = safety, comfort, pleasantness
GIS + Big Data, different levels of detail

Local Area Unemployment Statistics (LAUS)
LEHD (where ppl live + work)

Unite city departments, break silos
Need to build relationships between agencies + orgs

Walking data vs crash data by year

Sidewalk attributes paint the story of walkability (lights, benches, benches, etc.)
Finding ways to negotiate getting data
- Limit to specific data (do not need all information just one piece)
- Some places hide data but it actually exists

- personal relationships
- develop sharing charter
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Topic #2:

Making Data Relevant to Your Community

- small rural community
- data walkability assessment data
  - stair step to funding
  - getting community groups involved
  - passion & volunteers

Seeking the Community Needs
Compare your data - improvement level & technology

- regional comparisons - friendly competition
- urban v. rural settings, especially granular data in rural communities
- counts may miss avoidant behaviors based on safety
- who collects the data - the local level
  - county health rankings
- citizen scientists - crowd sourcing data collection & ownership of data
- telling the story - turn the data into a narrative
- find corporate / communities for examples of success
  - peer learning
- ways to overcome obstacles
- nearby communities as comparison / regional
World Cafe Using DATA TO JUSTIFY INVESTMENT

Topic #3: Data-driven decision making

- City comparisons
  - Check with successful cities
- Data kind to formulate solutions
- Front-end assessments for traffic
- Quantitative/qualitative both valuable
- What people think is important – placemaking
- Who are investors - city, business
- Framing – decide on type of investment - e.g. infrastructure
- Looking for higher-level outcomes & short-term measures
- Data sharing between cities in a region
- Connections to universities
- Tracking data over time

*“Hidden” comparison cities
- Don’t re-create the wheel, but don’t broadcast it.

H.E.A.T. from WHO
- Audience, Audience, Audience
- Nashville MPO opinion survey