CLIENT, STAKEHOLDER, OR PUBLIC MEETING RECOMMENDATIONS

Here at KOA, we are committed to ensuring the health and safety of all those we serve, including the public, our clients, and staff. We have implemented guidelines for our public outreach and engagement efforts moving forward during these unprecedented times.

STRATEGIES MOVING FORWARD

As we move forward, we want to be mindful of the outreach process and have recognized two questions to consider:

Can the project proceed with public/stakeholder engagement happening at a different time in the project schedule and/or with a different approach? *(Note: To avoid canceling or delaying current project tasks, KOA will be utilizing alternative strategies in our approach while continuing to provide quality work to our clients and the communities we are serving)*

» If conducting outreach activities at a later date (2-3 months from now) is a viable and preferable option, then the task should be postponed until further notice.
» If a project has to proceed with outreach due to scheduling constraints, then proceed to the next question.

How will a modified online engagement approach impact public participation and project input?

KOA understands and acknowledges that public participation in project outreach efforts may look very different with online engagement-only strategies. Older community members, households or residents with unreliable internet service, and non-English speaking participants are among the groups that may have a difficult time participating. However, given the limitations, it may be advisable to not only proceed using online engagement tools, but also plan to conduct additional, in-person outreach to underrepresented groups at a later date.

A list of online communications and engagement tools KOA can offer are included on the following pages.

COMMUNICATIONS

Interactive Online Project Meetings (webinars) using *GoToMeeting.*

Project Email and Voice Account – Allows the project team to keep project communication and creates transparency with the public. The public can leave a message and get a response by a KOA staff member.

Customized Social Media Campaign – KOA can work with our clients to create a social media campaign using *Facebook, Twitter, Instagram,* and *Nextdoor*. The campaign can include:

» Paid promotion targeting residents on Facebook
» Development of an event hashtag
» Creation of posts on all four platforms leading up to, during, and after the event

Customized E-blasts – We can create or use a master database list of key stakeholders to roll out targeted project-branded e-communications through email.

Language Translations - Language needs upon request, in phone or email conversations along with meeting material.

ENGAGEMENT

Fully-Interactive Online Engagement Tools – Provide unique engagement opportunities for the public to learn about project information, provide feedback, pinpoint locations of concern, and more. These can include creating virtual open houses, providing presentations online, and conducting Q&A and polls.

- » ArcGIS Hub: Active Transportation Master Plan, Ontario
- » Interactive Webpage: https://articulate.com/360
- » Interactive Dashboard: Traffic Collision Viewer, Pico Rivera
- » Community Engagement Platform:https://www.socialpinpoint.com/

Walk-through Videos - Review of technical drawings, GIS maps, virtual walking safety assessments, and virtual tours can provide participants project information they would normally receive via a digital flat-screen, display boards, or presentation at a public meeting or workshop. Below are examples of walk-though videos KOA has conducted previously.

- » Street View for virtual walking safety assessment: Show My Street
- » Existing Conditions Project Video: Anaheim Street, Long Beach
- » Project Corridor Flyover Video: Allen Avenue, Pasadena
- » Project Flyover Rendering Video: In-ground Flasher, South Pasadena
- » Project Videos/Messages: SR-18 Corridor Enhancement, Town of Apple Valley

Digital Fact Sheet – We can include interactive call outs, weblinks and animations for project-specific details that are normally shared at a public meeting or workshop.

Online Comment and Mapping Tool – Allows participants to provide feedback on existing conditions, upload pictures or videos.

Interactive Comment Tool, Irvine

Online Survey – Provides a simple and easy-to-use interface that allows participants to quickly answer questions and provide feedback.

Arts & Music Line, CVAG

Online Commenting Tool

Interactive Dashboard to view Collisions

Survey language selection form