



# Public Engagement Summary

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Prepared for:



Prepared by:



## Purpose

In order to incorporate public feedback into the third phase of the Manning Avenue Corridor Improvement Project, multiple opportunities for public engagement were offered. To share the vision and details of the Project, an Online Open House was published online. The goal of the Open House was to share information and inform the public of the Manning Avenue Improvements. To facilitate feedback, both an online survey and interactive mapping exercise were utilized. The online survey was available from July 27<sup>th</sup> through August 10<sup>th</sup>, 2020. The interactive mapping activity was available during the same time period for respondents to identify specific locations and add pertinent comments. This public engagement document summarizes the engagement format, distribution, and overall response.

## Promotion

Promotion of the Online Open House, survey and interactive map occurred over multiple weeks through a variety of online outlets. In order to maximize exposure of these engagement opportunities, the following promotion techniques were utilized:

- Posts on Washington County social media, including Facebook, Twitter, and Nextdoor
- An email link sharing the Online Open House was sent out to the 567 email list subscribers for the project
- Links on the Online Open House, available on the project website
- Approximately 500 postcards were mailed to residents along the corridor

## Engagement Format

### Online Open House

The Online Open House, available at <https://spark.adobe.com/page/4mPMHp6EtxLrF/>, provided visitors with a summary of the overall project, details of the third phase in the Project, proposed schedule, and opportunities for comment and question. Information presented to visitors of the Open House included:

- A short video introducing the Project Manager and project summary
- Timeline of construction
- Map of proposed improvements
- Details of each project phase, including schedule, improvements and location
  - o Roadway sections were also available for Phase 3
- Links to the survey and interactive map

## Survey

The online survey was hosted on SurveyMonkey, a site focused on survey facilitation and analysis. Links to this survey were included in the Online Open House presentation materials, project website, and social media posts. The survey facilitated feedback on:

- Existing use and opinion of Manning Avenue
- Ranking of goals, improvements and scheduling for the corridor
- Drainage concerns along Manning Avenue
- Demographic information

Within the survey, there was also an open-ended opportunity to provide any related comments or questions about the project, which are available in Appendix A.

## Interactive Map

The interactive map, hosted on WikiMaps, allowed users to provide specific and focused feedback to the project team. On this map, respondents placed a pin along Manning Avenue and could add comments about their specific concern. In addition, users could “like” comments already on the map, showing their shared concern or support. All comments received are available in Appendix A. The map (locked to future comments) along with comments can be viewed at:

<https://wcmn.maps.arcgis.com/apps/CrowdsourceReporter/index.html?appid=ced3416d33fd4853a23a287068b8ceea>

## Public Response

Project team members generally were pleased with the volume of open house visitation and the quality of the feedback provided. According to County staff, the online open house had 2,300 views during the time period it was open for comment, which represents the highest participation the County has received to an online engagement event to date. The County also reported that their paid Facebook advertisement reached 4,616 users and had 780 engagements and 365 link clicks.

## Survey Results

The online survey contained nine questions related to existing and future conditions of Manning Avenue and related properties. Available over a two-week period, the survey received 144 total responses.

## Interactive Map Results

95 comments were added to the interactive map, with a total of 196 users interacting with the activity (combination of those submitting comments and “liking” others’ comments).

## Summary of Feedback

The Project Management Team has gathered the comments received from the online survey and interactive mapping activity. We are currently analyzing any potential changes to the Project. There will be additional opportunities to review and provide feedback on the project and changes at future public engagement opportunities.

## Appendix A – Open-Ended Responses