Innovative Community Engagement with Mapping Mobile Apps

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#EsriUC
What’s in your toolbox?

Reaching Audiences Where They Are

Public meetings
E-mail marketing
Branding & key messaging
Interactive Website
Traveling Exhibits
Media Relations
Social Media
Mobile Applications
Visualization

And…Use your imagination!
Mobile Market Place

Key Factors

- 1 Billion smartphones will be sold in 2014
- Fastest-Growing Media Sector
- By 2016, there will be 10 BILLION mobile Internet devices used globally.

Smartphone

PC (Personal Computer)

Twice the number of PCs sold

The mobile marketing segment will grow faster than advertising from 2012 to 2016

Smartphone traffic will grow 50 TIMES the size it is today.

http://www.jeffbullas.com/2013/05/06/21-awesome-social-media-facts-figures-and-statistics-for-2013/#Kq8FHxOw8bTefkIU.99
Social Indicators

**Global Digital Statistics - Jun 2014**

- **Total Population (7,176,000,000)**
  - Urban: 52%
  - Rural: 48%

- **Internet Users (2,908,000,000)**
  - Internet Penetration: 41%

- **Active Social Media Users (1,972,000,000)**
  - Social Media Penetration: 27%

- **Unique Mobile Users (3,553,000,000)**
  - Mobile Penetration: 50%

- **Active Mobile Subscriptions (7,069,000,000)**
  - Mobile Subscription Penetration: 98%

*Sources: US Census Bureau, InternetLiveStats, InternetWorldStats, CNNIC, IAMAI, Facebook, Tencent, Weibo, GSMA Intelligence*
Over 50 Billion app Downloads on iTunes

75% of people earning $30,000 or less own cell phones
90% earning $30,000-$50,000 own cell phones

Mobile Market Place
Smartphone use by Ethnicity

Source: Nielsen
Survey of 462 leaders of civic and community-based organizations throughout California

Organizations’ missions include improving local decision making by working with residents and/or civic leaders residents and/or civic leaders.
PUBLIC ENGAGEMENT in California

OPPORTUNITY FOR CHANGE

Public meetings often do not meet the needs of residents or local officials.

Public comment agendas are dominated by narrow interests and negative remarks.

Large segments of the public are missing, especially low-income populations, immigrants and young people.

Many desire broad-based public participation and stronger collaboration.

WHAT THEY ARE SAYING

LOCAL PUBLIC OFFICIALS (ELECTED AND NONELECTED) 900 surveyed

BOTH GROUPS

LEADERS OF CIVIC AND COMMUNITY ORGANIZATIONS 462 surveyed
Collaboration 2011: Illinois Institute of Technology

Interactive communication capability to enhance public Involvement

Prototype conceived with Illinois Institute of Technology/ GeneXus USA

Innovative application to Georgia Transportation Investment Act – July 2012
Everyone agrees - Metro Atlanta has a serious traffic problem. Metro Atlanta drivers have the longest commute in the country. Averaging 2 hours and 7 minutes per round trip, Atlanta is more congested than Los Angeles, Washington, Chicago, and Houston.

Traffic impacts us all – whether it is our inability to get home in time for a family dinner, or a child's soccer game, or a midweek church service. It creates additional stress in our lives and diminishes our quality of life.

Download our app today and learn more about the projects proposed for funding through a penny sales tax you will have the opportunity to vote for on July 31, 2012. All funds raised through the tax will stay in the 10-county region and can be used to support a wide range of projects, as shown in this map application.

With a type or swipe of your finger:
- View the Atlanta Region interactive project map
- Easily access information on the proposed 157 regional transportation projects
- Submit public comments on the proposed plan and projects
- Receive project updates

Simply search for Transform ATL in your favorite app store. Available for iPhone, Android, and Blackberry devices.
First Mobile App

TransForm Atlanta

This project will reconstruct substantial portions of the I-285 / SR 400 interchange to facilitate the flow of traffic and improve safety. This interchange is one of the most congested in the entire region and Southeastern United States. Located at the edge of the Perimeter Center area, it provides critical connectivity to other regional activity centers to the north, south, east and west. A specific concept has not yet been developed, but the scope will tie into another project (TIA-FN-014) to the immediate north along SR 400. The total cost of the project is $450,000,000, of which $112,500,000 will be funded under TIA and the $337,500,000 covered by traditional federal formula funds.
From One App to Many Mobile Apps

Completed Apps 2012-2014

- Transform ATL
- ACEC Arizona Conference
- Woodward Avenue Complete Streets
- Chicago Planning Tour
- Midwest Urban District Forum
- Rail-Volution 2013
- WRCOG TUMF
- Minnesota Transportation Conference
- ACEC Arizona Conference 2014
Case Study 1:
Western Riverside Council of Governments

WRCOG Transportation Uniform Mitigation Fee (TUMF) Project Catalog Web and Mobile App
About the WRCOG Subregion

- Riverside County is the 11th most populated county in the U.S.
- 17 cities and the unincorporated County in WRCOG subregion;
- 2,100 square miles;
- Population of 1.7 million will grow by 700,000 between now and 2035 reaching 2.46 million;
Mobile App

- Find projects
- Check project status
- View pictures
- Share details
Combining Traditional Outreach with New Methods

WRCOG TUMF Mobile App
WRCOG TUMF Mobile App

Launch  Filter  Project Details  Share  Social Media  Comment
WRCOG TUMF Mobile App

Launch  Filter  Project Details  Share  Social Media  Comment
<table>
<thead>
<tr>
<th>CITY</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moreno Valley</td>
<td>Completed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CROSSROAD ONE</th>
<th>CROSSROAD TWO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moreno Beach</td>
<td>SR-60</td>
</tr>
</tbody>
</table>

**Total Cost**: $22,280,000  
**Max TUMF Share**: $22,280,000

This interchange realignment project is being built in two phases; Phase I includes adding east and westbound auxiliary lanes at the off and on-ramps in a diamond configuration, and Phase II will construct an overpass bridge. Total project cost is $43 million, of which TUMF programmed $12.3 million.
WRCOG TUMF Mobile App

Launch  Filter  Project Details  Share  Social Media  Comment
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Further Examples

Second Project App

Your Woodward Avenue Complete Streets master plan study
WWW.TRANSFORMWOODWARD.ORG

Share your ideas with the study
WWW.TRANSFORMWOODWARD.ORG
Second Project App

Woodward App Features
Second Project App

Woodward App Features
Examples for All Project Phases

MDOT I-75 Mobile App

The I-75 Modernization Project in Oakland County is approximately 18 miles in length and traverses through six communities: Auburn Hills, Bloomfield Township, Troy, Madison Heights, Royal Oak, and Hazel Park. It was built in the 1960s and has never had a major improvement since that time. This project will add a lane that will be used as High Occupancy Vehicle (HOV) in the peak hours of travel for carpools and transit vehicles, and then operate as a
From One App to Many Mobile Apps

Completed Apps 2012-2014
Engagement Today and Tomorrow
Advanced 3D Applications

www.pbprojectviz.com
Augmented Reality (AR) App

Engagement Today and Tomorrow

point device at physical model and see annotation, rendered model, underground elements
Typical Uses

Large transportation projects covering large areas/regions:

- Visualize projects in context
- Visualize changes to the City/Region

Simulation of project effects on the City:

- Shadow/lighting studies, wind/CFD analysis

Interface to extended data:

- Land use, utilities/infrastructure, construction activities
Extending CityEngine Models to Real-World

- Immersive 360-degree display
- Wireless internet connection
- Remote software updates
- Tough, weatherproof casing
Innovative Tools for Community Engagement

How can we better engage for the future

#EsriUC
Thank you!

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