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## The Power of Public Engagement

Daniel Gaddis  
Department of Community Affairs  
Planning Outreach Coordinator

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### What are some effective public engagement practices?

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### What are some effective public engagement practices?

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**Our current public engagement practices in my community are most accurately described as...**

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**Barriers to effective public engagement-Rank these for your community-highest ranking=biggest barrier.**

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**What are some negative consequences of poor public engagement?**

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**What are some negative consequences of poor public engagement?**

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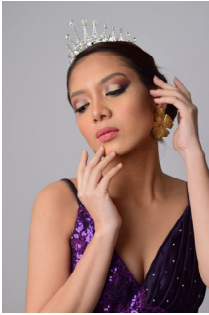
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**Engagement**



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**Exercise**

<b>Left side of the room</b>	<b>Right side of the room</b>
Public meeting-rezoning	Community SWOT exercise

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**Exercise**



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**Engagement**



THIS ONE I LIVE

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**Engagement**



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### Zoning Procedures Law

- Hearings
  - Zoning decisions shall provide for a hearing on the proposed action at least 15 but not more than 45 days prior to the date of the hearing.
  - Local government shall cause to be published within a newspaper of general circulation within the territorial boundaries of the local government a notice of the hearing.
    - Notice shall state the time, place, and purpose of the hearing.
- Rezoning by a private individual or corporation
  - Notice shall include the location of the property, the present zoning classification of the property, and the proposed zoning classification of the property; and
  - A sign containing information required by local ordinance or resolution shall be placed in a conspicuous location on the property not less than 15 days prior to the date of the hearing.



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A screenshot of a Twitter thread from the Curiosity Rover (@MarsCuriosity). The thread includes a tweet from Oct 5, 2023, a tweet from Nov 12, 2020, and a tweet from Aug 16, 2018. The tweets discuss the rover's activities on Mars, such as taking selfies and conducting experiments. A photo of the rover on the Martian surface is included in the thread.

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A photograph of a multi-lane highway with several billboards. The billboards display humorous messages: "IN-LAWS? DOWN RE LATE", "DON'T DRIVE STAR SPANGLED HANNIBEL", and "IN MY THO EYES".

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**Engagement**

A survey postcard for the City of Marietta. It features a colorful mural background and the text: "City of Marietta COMPREHENSIVE PLAN LET'S TALK ABOUT OUR FUTURE". Below the text is a QR code and the text "Learn More & Take the Survey". The postcard is labeled "Survey Postcard" at the bottom.

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EVERYONE IS LITERALLY SO EXCITED FOR THE TOWN HALL MEETING

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### Listening sessions (Town Halls)

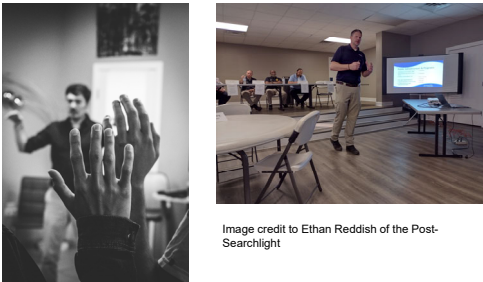


Image credit to Ethan Reddish of the Post-Searchlight

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### Meeting the community where they are



City Staff meet with parents of YELLS

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**Charrettes**

Photo courtesy of @ordinarypeoplememes

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**Charrettes**

Photo courtesy of NCI.

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**Notify Me**

**Notify Me**

1. Type your email address in the box and select **Sign In**
2. If you want to receive text messages enter your phone number and select **Save**
3. To subscribe or unsubscribe click and/or next to the lists to which you wish to subscribe/unsubscribe.

**Please sign in to subscribe, unsubscribe, or manage your subscriptions**

Email Address

**Notify Me Sign In**

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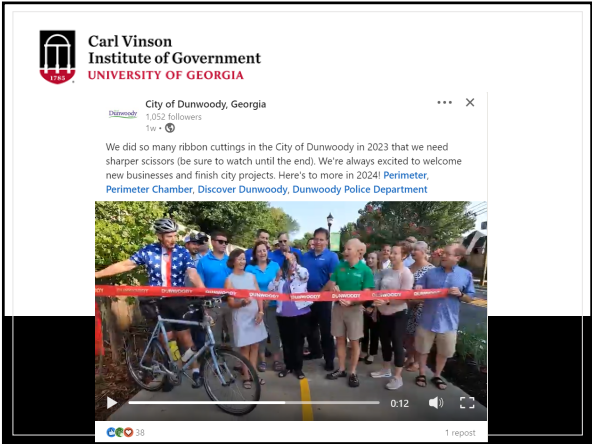
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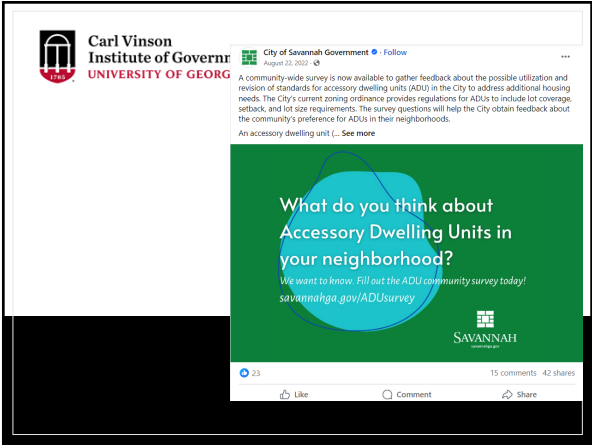
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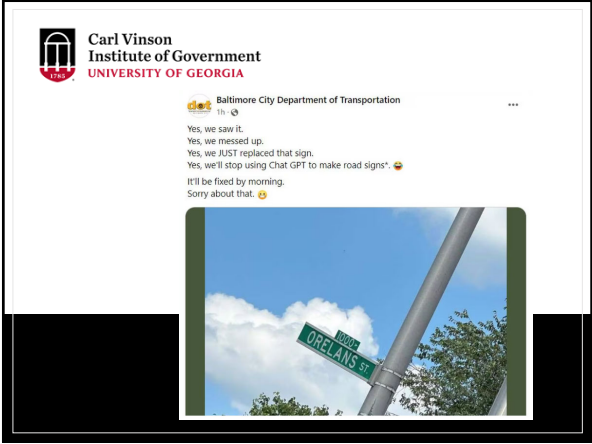
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**Are you engaging with...?**



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**Are you engaging with...?**



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**Are you engaging with...?**



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- Examine your current public engagement practices.
- Do one thing better, more engaging, more helpful, less jargon, more educational, expand access by one more degree, hold one more event than is typical.
- Just one more.
- See how the public responds.
- Then do one more.
- And then, keep going!


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**Questions?**

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**Thank you!**

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 Planning Outreach Coordinator

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 404.679.4934




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