HOUSTON GALVESTON REGIONAL PLAN

OUR REGION OUR VISION OUR FUTURE

Community Training

August 6-9, 2012

Agenda

- Welcome
- Public Participation
- Effective Involvement Tools
- Getting Input: Identifying Strengths and Projects
- Putting Input to Use
- Getting Started
- Next Steps

Houston-Galveston Area Council

- Texas has 24 regional councils of government created by the Texas Regional Planning Act of 1965

- Texas COG's coordinate
  - local planning
  - planning for employment and job training
  - criminal justice
  - economic development
  - health and aging
  - early childhood development
  - other policies

13 County Region

H-GAC Board of Directors Counties

- **AUSTIN COUNTY**

County Judge Carolyn C. Bilski

- **BRAZORIA COUNTY**

Commissioner Stacy Adams

- **CHAMBERS COUNTY**

Commissioner Gary Nelson

- **COLORADO COUNTY**

County Judge Ty Prause

- **FORT BEND COUNTY**

Commissioner Andy Meyers

- **GALVESTON COUNTY**

Commissioner Ken Clark

- **HARRIS COUNTY**

County Judge Ed Emmett

Commissioner Jack Morman

- **LIBERTY COUNTY**

Commissioner Todd Fontenot

- **MATAGORDA COUNTY**

County Judge Nate McDonald

- **MONTGOMERY COUNTY**

Commissioner Craig Doyal

- **WALKER COUNTY**

Commissioner B.J. Gaines, Jr.

- **WALLER COUNTY**

Commissioner Frank Pokluda

- **WHARTON COUNTY**

County Judge Phillip Spenrath

H-GAC Board of Directors Cities

- **CITY OF BAYTOWN**

Councilman Brandon Capetillo

- **CITY OF CONROE**

Councilman Toby Powell

- **CITY OF DEER PARK**

Councilman Thane Harrison

- **CITY OF FRIENDSWOOD**

Councilmember Jim Hill

- **CITY OF GALVESTON**

Councilmember Marie Robb

- **CITY OF HOUSTON**

Mayor Annise D. Parker

Council Member Oliver Pennington

- **CITY OF HUNTSVILLE**

Mayor Mac Woodward

- **CITY OF LA PORTE**

Councilman Chuck Engelken, Jr.

- **CITY OF LAKE JACKSON**

Mayor Joe Rinehart

- **CITY OF LEAGUE CITY**

Councilman Mick Phalen

- **CITY OF MISSOURI CITY**

Councilman Bobby Marshall

- **CITY OF PASADENA**

Councilmember Darrell Morrison

- **CITY OF PEARLAND**

Mayor Tom Reid

- **CITY OF ROSENBERG**

Council Member Cynthia McConathy

- **CITY OF SUGAR LAND**

Council Member Donald L. Smithers

- **CITY OF TEXAS CITY**

Commissioner Dee Ann Haney

H-GAC Board of Directors other

- **HOME RULE CITIES**

Mayor Delores Martin, Manvel
Councilman Kerry Neves, Dickinson

- **GENERAL LAW CITIES**

Councilwoman Kay Mudd, Iowa Colony
Alderman Terry Henley, Meadows Place

- **ISDs**

Trustee Estelle Holmes, Hitchcock ISD

Coordinating Committee

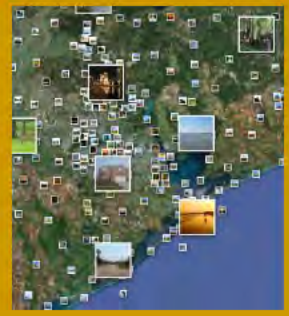
- Bay City Community Development Corporation
- Blueprint Houston
- Center for Houston's Future
- Chambers County
- City of Galveston
- City of Houston
- City of Huntsville
- Fort Bend County
- Greater Houston Builders Association
- Gulf Coast Economic Development District
- Houston Advanced Research Center
- Harris County
- Houston-Galveston Area Council
- Houston Tomorrow
- Houston Wilderness
- Local Initiatives Support Corporation
- Metropolitan Transit Authority of Harris County
- Montgomery County
- Neighborhood Centers, Inc
- Port of Houston Authority
- Sam Houston State University
- Texas Southern University Center for Transportation
- United Way of Greater Houston
- University of Texas Medical Branch
- Waller County Economic Development Partnership

OurRegion

- The region is among the fastest growing and most diverse in the nation
- Today about 6 million residents live here
- By 2040 as many as 10 million residents could live in the region
- H-GAC and a Coordinating Committee for the Regional Plan for Sustainable Development are hosting tonight's training

Public Participation

A Way of Life

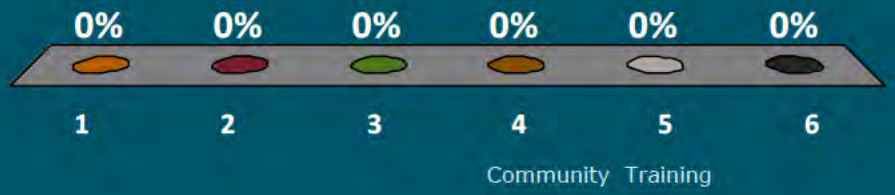


Goal of Today's Training

- To ensure that community groups and leaders are effectively involved in the planning process and are offered information that is useful in other planning processes as well (i.e. neighborhood, local etc.)

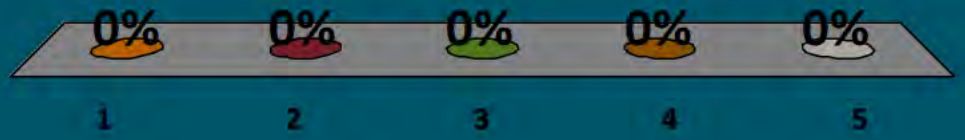
What Interest do you represent?

1. Civic Association or Neighborhood Group
2. Resident
3. Faith-Based Organization
4. Non-Profit Sector / “NGO”
5. Public/Government Sector
6. Private Entrepreneur/ Business



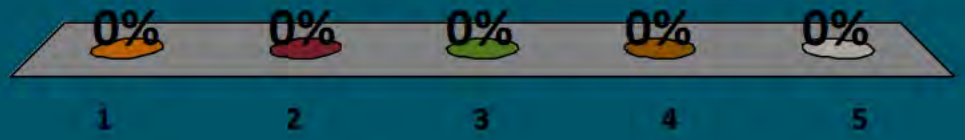
How would you rate yourself as a public engager?

1. Effective
2. Somewhat effective
3. Depends
4. Somewhat ineffective
5. Ineffective



What is your primary communications tool?

1. Social Media (i.e. Twitter, Facebook, email, etc.)
2. Newsletter / flyers
3. Phone calls / phone tree
4. Public gatherings / organizational meetings
5. Other

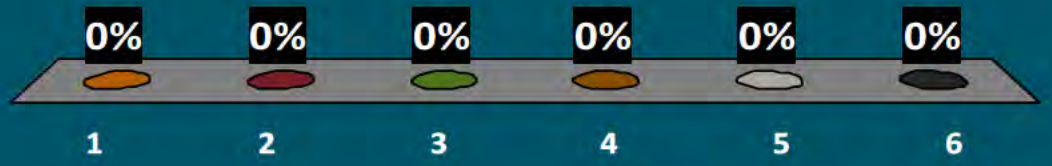


How do you primarily get information from people today?

1. Telephone and Email
2. Face to Face Conversations (F2F)
3. Small Group Meetings
4. Questionnaires or Surveys

Identify your primary method of collecting data below:

1. Surveys, Polls (paper or online)
2. Data Mapping
3. Individual Interviews
4. Phone Log
5. Other
6. I Don't Collect Data



Effective Involvement

"The public is most often viewed as an audience to educate, or a problem to manage"

Disingenuine involvement vs. real involvement

Genuine involvement is ongoing

Aim of Involvement

To create a culture where citizens and leaders share responsibility in approaching and solving problems of common concern, and to build effective two-way communications

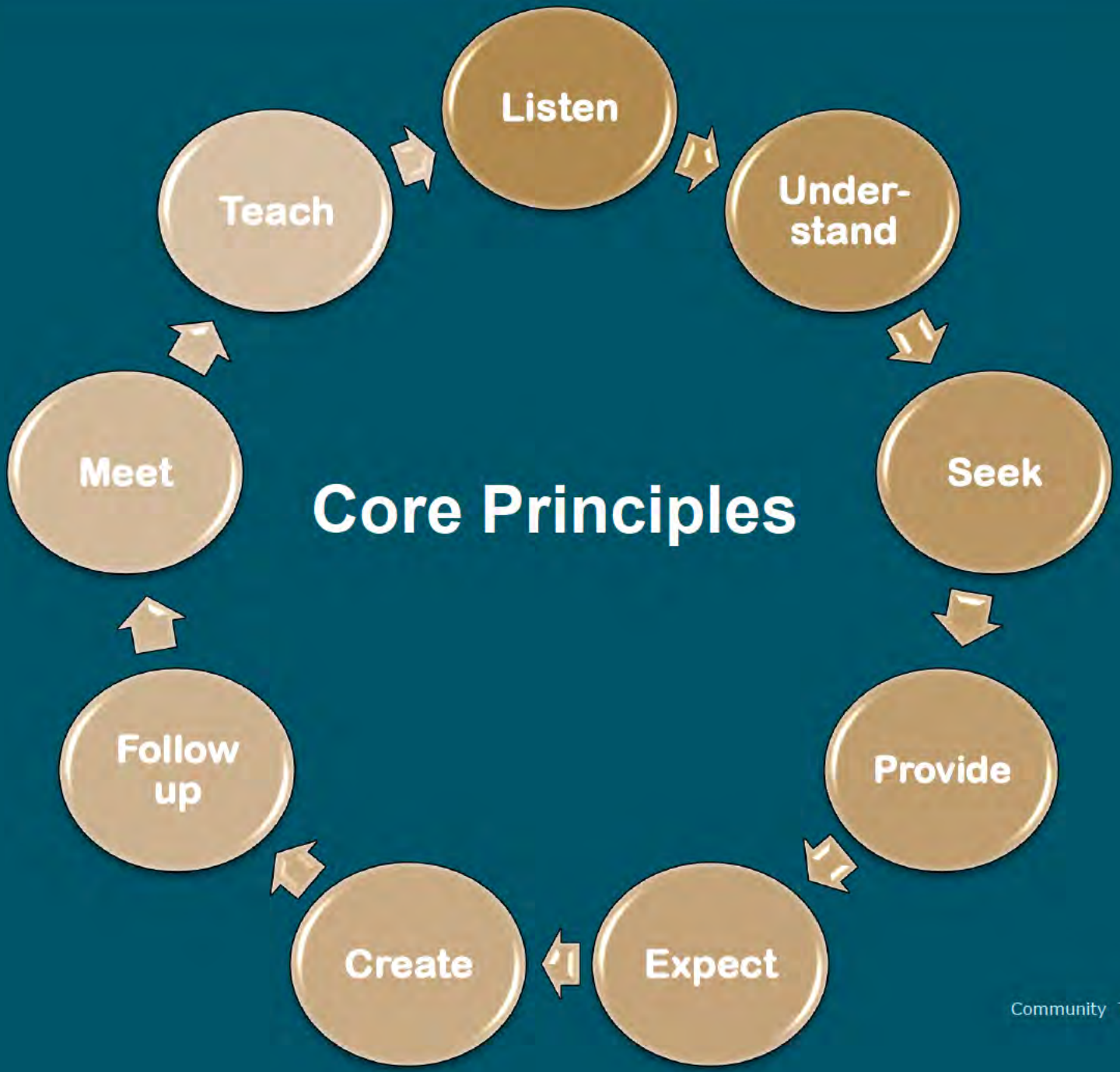
Common Approaches

1. Executive Committee
   - Streamlines efficiency
   - Reduces effective dialogue
   - Model isn't the best to receive input from people

2. Large Group Meeting
   - Offers consistency of message
   - Loudest voices receive attention
   - Requires a great deal of pre and post organization

Goals of Effective Involvement

1. To increase opportunities for **two-way** communication to occur
2. To create a process which allows **all voices** to be heard
3. To stay committed to a **process**, not to a predetermined outcome
4. To become **vulnerable**, which produces more comprehensive solutions


Core Principles
Listen
Under-stand
Seek
Provide
Expect
Create
Follow up
Meet
Teach

Uncommon but Effective Approaches

Using technology

Trusted advisors

Understanding perspectives

Familiar venues

Creative mapping

Culturally specific

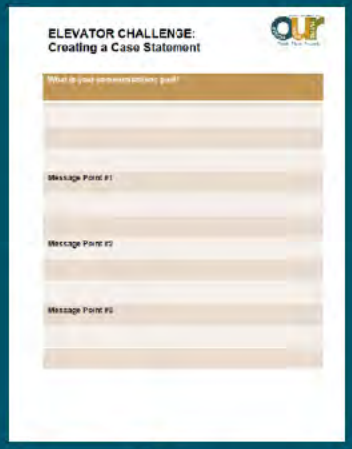
Meeting Etiquette

- **“Be prepared”**
  - Know the pro and con issues on the subject matter
  - Have subject matter experts available
- Pre-event interactions
  - One-on-one conversations
  - Provide **education** about topics to be covered
- Use plain language in **a transparent process**
  - At beginning of meeting, let attendees know processes of interaction
  - Have all speakers, including community speakers, identify themselves

Involvement Techniques

Today's Toolkit

What's in your packet?



ELEVATOR CHALLENGE:
Creating a Case Statement

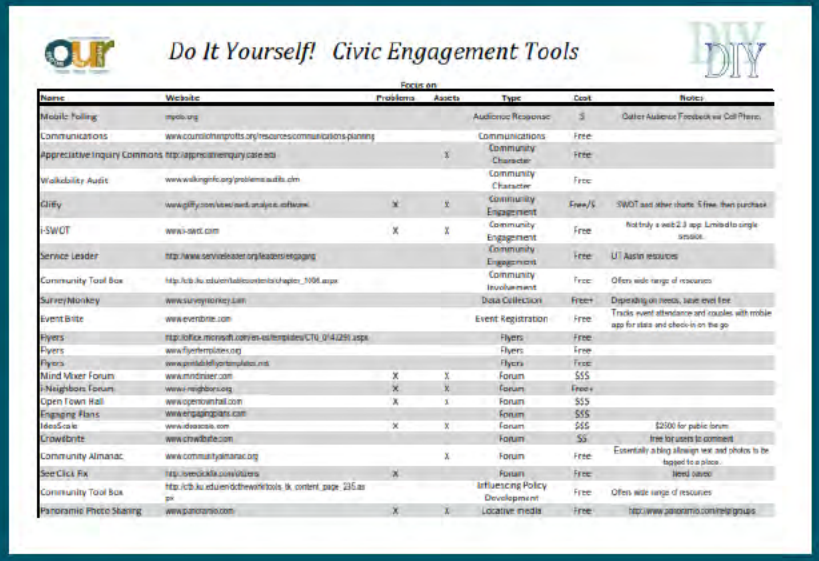
What do your conversations push?

Message Point #1

Message Point #2

Message Point #3

NOTES



Do It Yourself! Civic Engagement Tools

Focus on

Name	Website	Problems	Assets	Type	Cost	Notes
Mobile Polling	mpols.org			Audience Response	$	Gather Audience Feedback via Cell Phone.
Communications	www.councilonnprofits.org/resources/communications-planning			Communications	Free	
Appreciative Inquiry Commons	http://appreciativeinquiry.case.edu		X	Community Character	Free	
Walkability Audit	www.walkingnfic.org/problems/audits.cfm			Community Character	Free	
Giffy	www.giffy.com/uses/asset-analysis-software	X	X	Community Engagement	Free/$	SWOT and other charts. 5 free, then purchase
i-SWOT	www.i-swot.com	X	X	Community Engagement	Free	Not truly a web2.0 app. Limited to single session.
Service Leader	http://www.serviceleader.org/leaders/engaging			Community Engagement	Free	UT Austin resources
Community Tool Box	http://ctb.ku.edu/en/tablecontents/chapter_1006.aspx			Community Involvement	Free	Offers wide range of resources
SurveyMonkey	www.surveymonkey.com			Data Collection	Free+	Depending on needs, save over free
Event Brite	www.eventbrite.com			Event Registration	Free	Tracks event attendance and couples with mobile app for data and check-in on the go
Flyers	http://office.microsoft.com/en-us/templates/CT0_0142251.aspx			Flyers	Free	
Flyers	www.flyertemplates.org			Flyers	Free	
Flyers	www.printablefyertemplates.net			Flyers	Free	
Mind Mixer Forum	www.mindmixer.com	X	X	Forum	$$$	
i-Neighbors Forum	www.i-neighbors.org	X	X	Forum	Free+	
Open Town Hall	www.opentownhall.com	X	x	Forum	$$$	
Engaging Plans	www.engagingplans.com			Forum	$$$	
IdeaScale	www.ideascale.com	X	X	Forum	$$$	$2500 for public forum
Crowdbrite	www.crowdbrite.com			Forum	$$	free for users to comment
Community Almanac	www.communityalmanac.org		X	Forum	Free	Essentially a blog allowing text and photos to be tagged to a place.
See Click Fix	http://seeclickfix.com/citizens	X		Forum	Free	Need saved
Community Tool Box	http://ctb.ku.edu/en/tablecontents/sub_tk_content_page_235.aspx			Influencing Policy Development	Free	Offers wide range of resources
Panoramic Photo Sharing	www.panoramio.com	X	X	Localized media	Free	http://www.panoramio.com/help/groups

Do It Yourself!

Mapping Community Assets

Technique #1 – SWOT Analysis

PURPOSE: To combine needs-based corrective approaches with appreciative inquiry techniques in order to achieve a balanced, community-wide overview of community and asset issues

TIME: The following instructions describe the full process for a SWOT analysis, in practice it takes at least 45 minutes. 10 minutes for each category and five minutes for wrap up.

TASKS:

1. Ensure attendees know what S.W.O.T. means, that strengths and weaknesses are from within their community, and that Opportunities and Threats come from outside their community.
2. Distribute a supply of four (4) colors of index cards or Post-It Notes to each attendee. (The exact color doesn't matter, just ensure there are four noticeably different colors.) I use recommend:
   a. Green = Strengths
   b. Red/Pink = Weaknesses
   c. Yellow = Opportunities
   d. Violet/Purple = Threats
3. Ask attendees to rapidly write down what they think of as "Strengths" within their community; one per card or Post-It. If the strength has a physical location, ask them to indicate the address or at minimum, descriptive location characteristics.
4. Repeat the process three more times – once each for Weaknesses, Opportunities and Threats
5. On a large sheet of paper or poster board, draw two lines in the form of a flag, dividing the page into four quadrants. Write the words Strengths, Weaknesses, Opportunities and Threats in each of the boxes, respectively.
6. Ask attendees to stick or tape their written comments into the appropriate box. Strengths, Weaknesses, Opportunities and Threats.
7. In round-table discussion format, read through each of the Strengths and encourage attendees to comment on these. Do this for each of the four categories. Try to arrive at a consensus of five elements in each category that are the most significant.

Type	Best Use	Pros	Cons
SWOT Flip Chart	small group or room	•Highly participatory •Everyone gets to speak •Incorporates non place-specific data	•Limited to those attending. Some persons opinions may be influenced by others speaking first.
SWOT Index Cards/Post-It Notes	larger group	•Everyone gets to write down their thoughts, and Everyone gets to see/hear others' thoughts at the end. Incorporates non place-specific data.	•Sometimes handwriting is illegible. Sometimes challenging to analyze the information.
SWOT Website	online, size unlimited	•Everyone gets to contribute their thoughts. Automated reporting/data analysis. Capacity to handle large populations. Incorporates non place-specific data.	•Some lack online access or computer skills. Impersonal.
Google Fusion Tables	individual site manager or formal organization	•Easy to import data managed in Excel. Can handle large data sets. Account owner has control of data. Advanced effects possible, but require programming.	•Single individual serves as the "data guru." Not collaborative. Map icons limited to 5 colors and 2 shapes. (so, can display only 5 categories) Officially, it's a "beta" service. Focus is limited to place-specific data.
Google Panoramio	online audience	•Can accommodate very large user group and large collection of photo contributions. Allows classification of photos into categories using "tags." Account owner restricts who can "join" and is allowed to post. Direct integration with Google Earth.	•Impractical for meetings, except to display results. Focus is limited to place-specific data. Google Earth option requires software install. No automated data analysis or reporting. Participation limited to computer-savvy persons.

WHAT

- Determine needed outputs
  - Identification of an issue?
  - Clarity on stakeholder needs?
  - Action?
- Clarify message
  - Creating your case statement or “elevator speech”

- **Challenge: Two Minutes or Less**

Elevator Speech Challenge

What is your goal?
Message Point #1
Message Point #2
Message Point #3

Sample Points

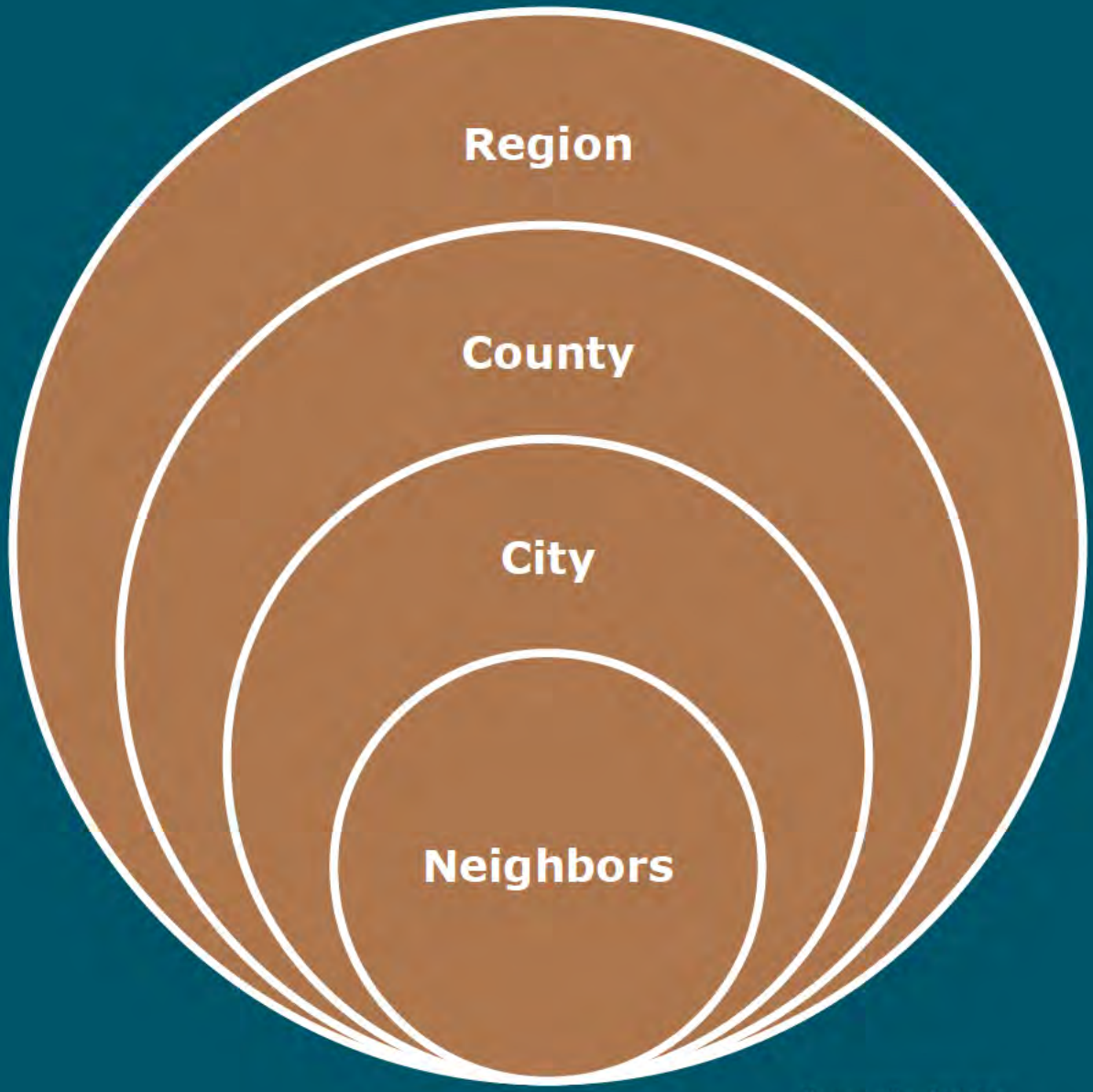
What is your goal?
Create a civic association
Message Point #1
We don't have a way to effectively communicate with each other as a neighborhood.
Message Point #2
We need a network to find out existing needs and assets.
Message Point #3
We don't have a way to effectively convey our needs to decision-makers.

Elevator Speech Examples

Typical Community Concerns
Clean up a neighborhood park, playground or vacant lot
Increase membership in our civic association
Organize a neighborhood block party
Improve safety for our kids on Halloween
Slow traffic on a neighborhood street
Increase parental involvement at the elementary school
Organize assistance for a homebound neighbor

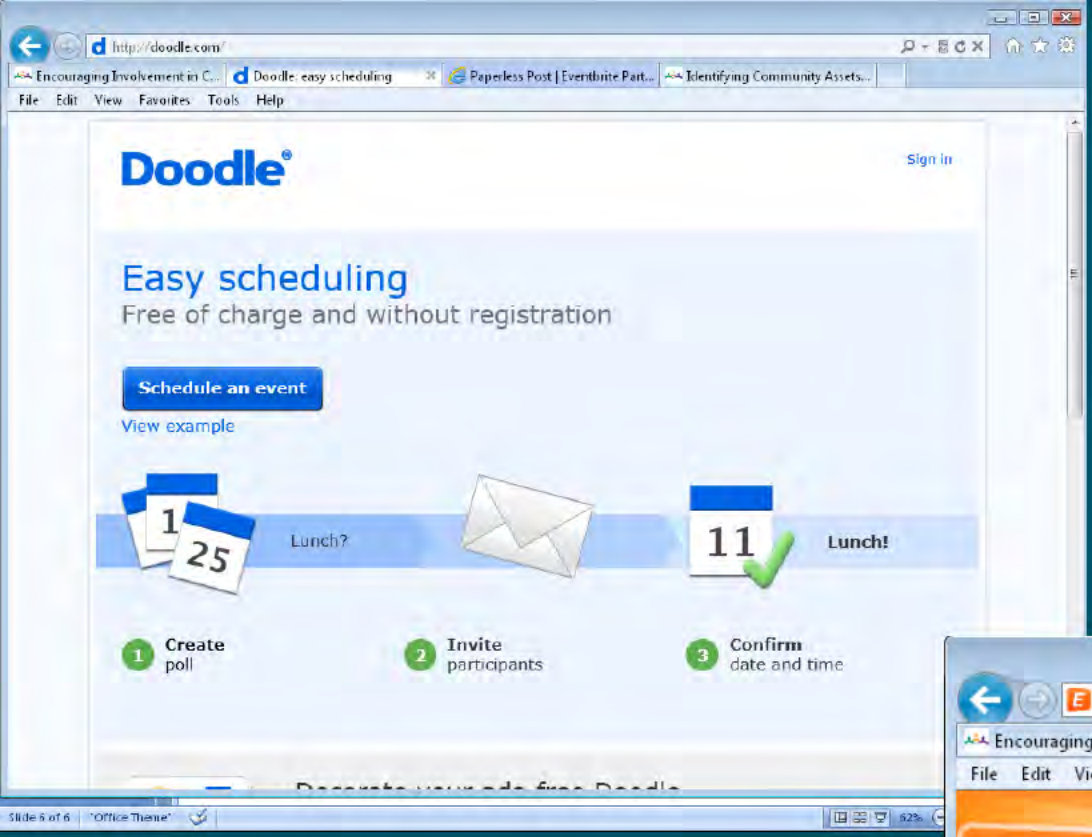
WHO

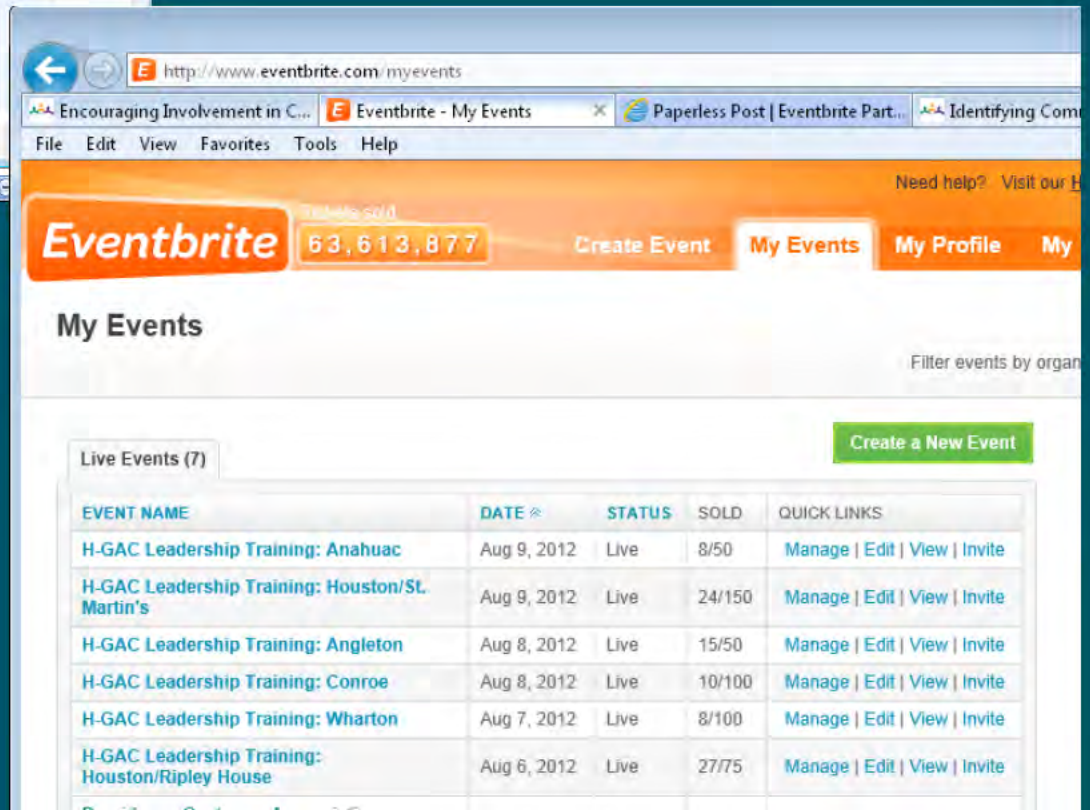
- Residents
- Businesses
- Organizations
- Media
- Elected Officials



HOW

F2F
• One on One
• Small Groups
• Large Groups
Phone
• One on One
• Phone Tree
• Recorded Calls
Mail
• Letters
• Flyers
Social
• Targeted Groups
• Broad Approach
Email
• Targeted Groups
• Mass Emails
Video
• Targeted Groups
• Broad Approach


http://doodle.com/
Encouraging Involvement in C...
Doodle: easy scheduling
Paperless Post | Eventbrite Part...
Identifying Community Assets...
File Edit View Favorites Tools Help
Doodle
Sign in
Easy scheduling
Free of charge and without registration
Schedule an event
View example
Lunch?
Lunch!
1 Create poll
2 Invite participants
3 Confirm date and time


http://www.eventbrite.com/myevents
Encouraging Involvement in C...
Eventbrite - My Events
Paperless Post | Eventbrite Part...
Identifying Com
File Edit View Favorites Tools Help
Need help? Visit our H
Eventbrite
63,613,877
Create Event
My Events
My Profile
My
My Events
Filter events by organ
Create a New Event
Live Events (7)
EVENT NAME
DATE
STATUS
SOLD
QUICK LINKS
H-GAC Leadership Training: Anahuac
Aug 9, 2012
Live
8/50
Manage | Edit | View | Invite
H-GAC Leadership Training: Houston/St. Martin's
Aug 9, 2012
Live
24/150
Manage | Edit | View | Invite
H-GAC Leadership Training: Angleton
Aug 8, 2012
Live
15/50
Manage | Edit | View | Invite
H-GAC Leadership Training: Conroe
Aug 8, 2012
Live
10/100
Manage | Edit | View | Invite
H-GAC Leadership Training: Wharton
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Live
8/100
Manage | Edit | View | Invite
H-GAC Leadership Training: Houston/Ripley House
Aug 6, 2012
Live
27/75
Manage | Edit | View | Invite

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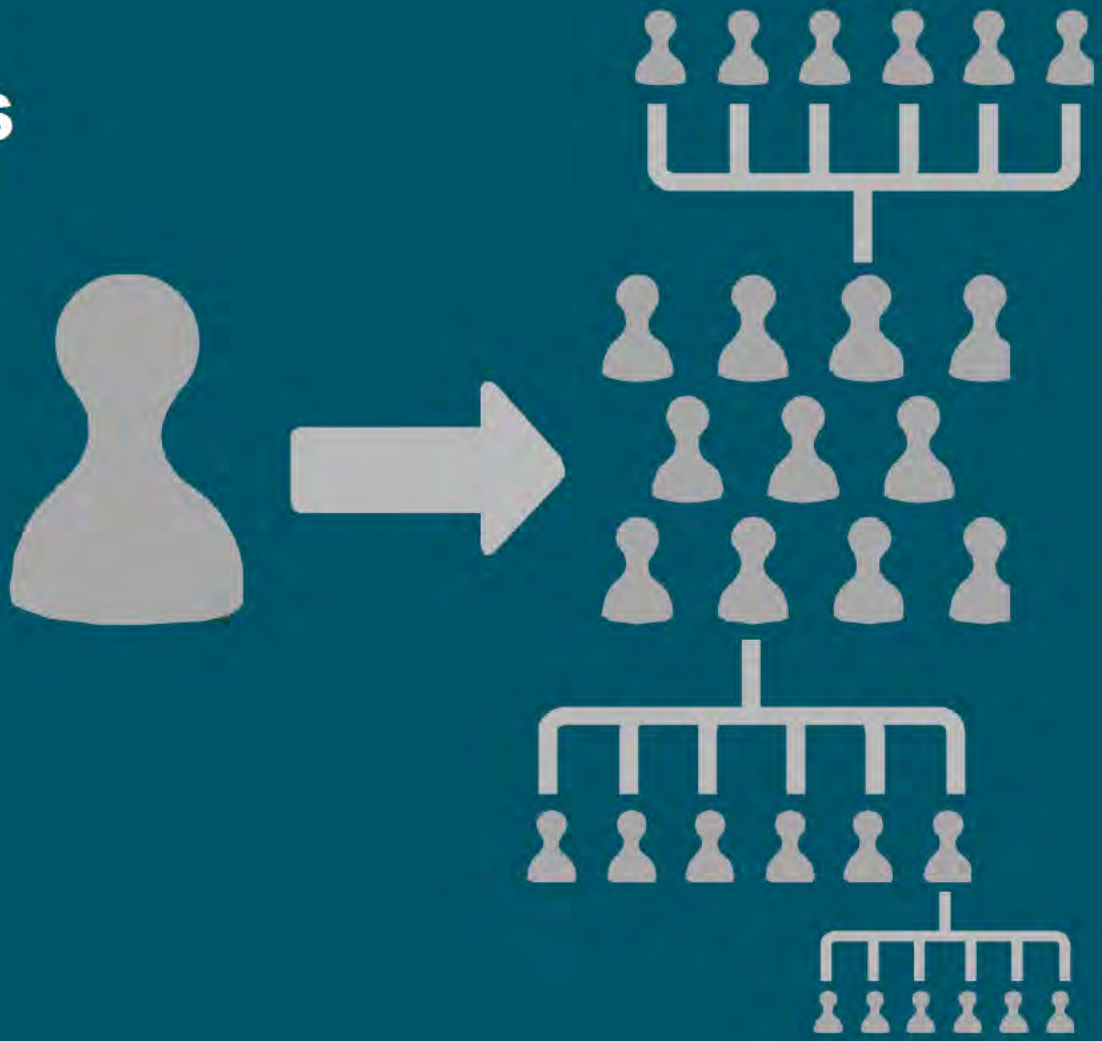
Phone Contacts

- Phone Trees
- Robocalls
  - Reverse 911
  - Call-Em-All.com



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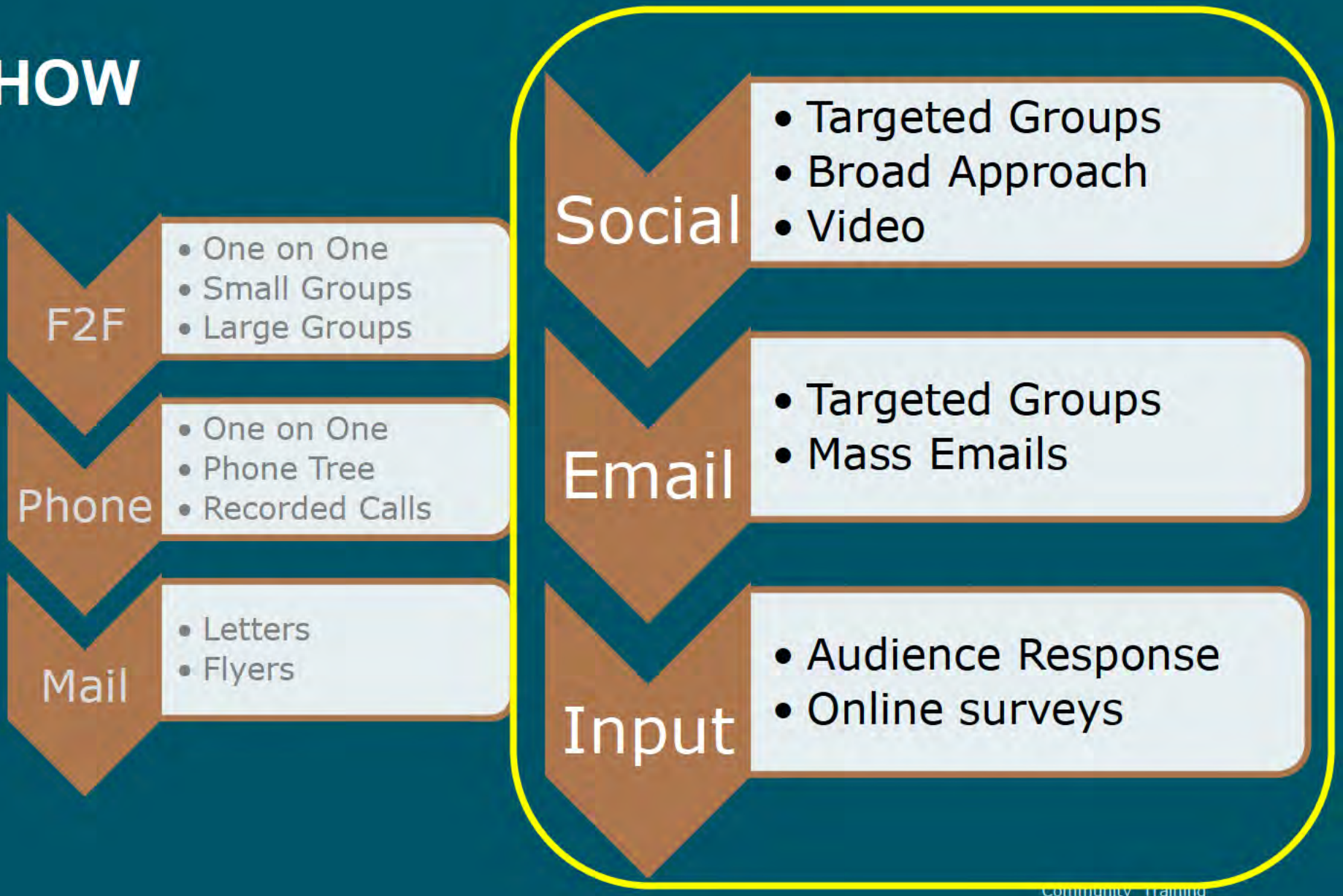
Flyers

- Use templates when possible
- Send visually by email to save time and money
  - Offer online registration (ex. Eventbrite.com)
- Will still need hard copies
  - Use QR codes on printed materials to tie to online registration processes (ex. Qrcode.kaywa.com)

HOW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Input
• Audience Response
• Online surveys

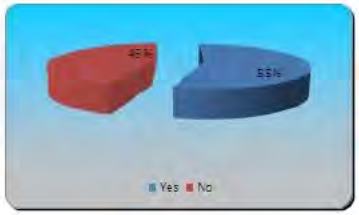
Input Collection Tools

- Audience Response “clickers”
- Online or hard copy surveys

= DATA

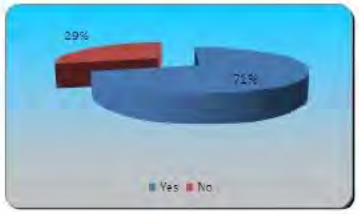
1.) Are the sidewalks along Congress Street sufficient? (multiple choice)

	Responses	
Yes	18	55%
No	15	45%
Totals	33	100%



2.) Is the parking along Congress Street adequate? (multiple choice)

	Responses	
Yes	22	71%
No	9	29%
Totals	31	100%

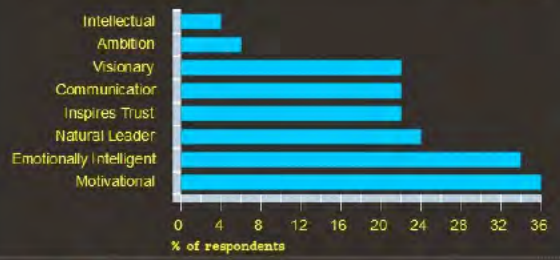


3.) How important is bicycling along Congress Street? (multiple choice)

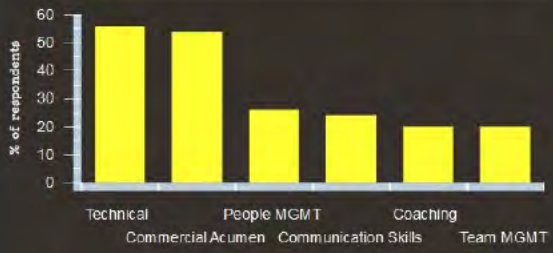
	Responses	
Very Important	5	16%
Moderately Important	11	35%
Not Important	15	48%
Totals	31	100%

The Anatomy of Leaders

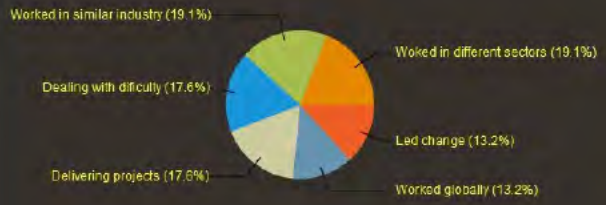
What Qualities Define A Leader



Key Leadership Skills



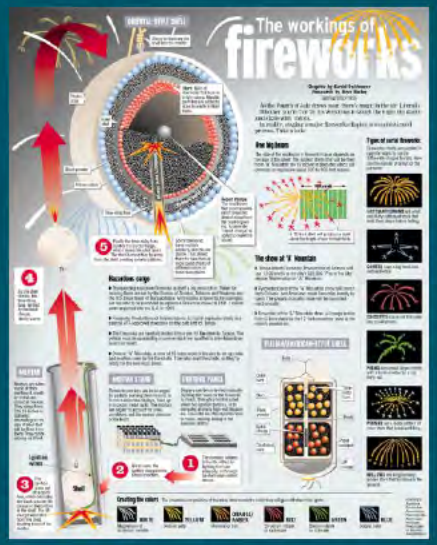
The Experiences That Build Leaders

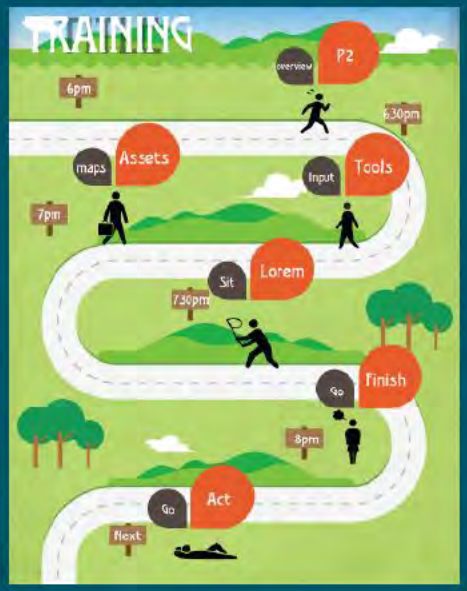


ACADEMY OF LEADERSHIP & MANAGEMENT

http://www.i-l-m.com/downloads/ILM_Future_Leaders_Report_OCT2010_US%281%29.pdf

Piktochart





Visual.ly or Easel.ly

LIGHTING THE CLEAN REVOLUTION

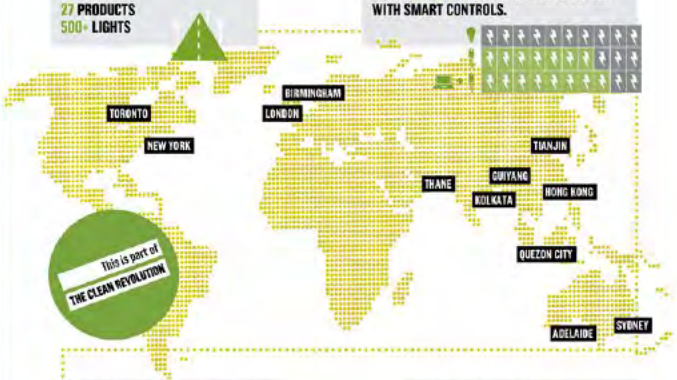
LEDS ARE BRINGING A LIGHTING REVOLUTION TO OUR CITIES NOT SEEN SINCE THE DAYS OF THOMAS EDISON. THE TECHNOLOGY REPRESENTS AS MUCH OF A STEP CHANGE AS THE MOVE FROM CANDLES TO INCANDESCENT LAMPS IN THE 19TH CENTURY.

LIGHTING ACCOUNTS FOR ABOUT 20% OF THE WORLD'S ELECTRICITY CONSUMPTION.

THE 6% OF GLOBAL GREENHOUSE GAS EMISSIONS ATTRIBUTED TO LIGHTING IS EQUIVALENT TO 70% OF THE EMISSIONS FROM THE WORLD'S PASSENGER VEHICLES

THE 'LIGHTSAVERS' TRIAL:
12 MAJOR CITIES
15 TRIALS
27 PRODUCTS
500+ LIGHTS

WE LEARNED THAT LEDS ACHIEVE THE EXPECTED 50% TO 70% ENERGY SAVINGS, AND REACH UP TO 80% SAVINGS WHEN COUPLED WITH SMART CONTROLS.



LED PENETRATION INTO THE GENERAL LIGHTING MARKET IS EXPECTED TO RISE FROM 7% TODAY TO 64% BY 2020, REACHING AT LEAST US$70 BILLION IN VALUE PER YEAR

LED PRICES ARE SET TO FALL BY MORE THAN 80% BY 2020. SOON IT WILL SAVE BILLIONS IN ENERGY AND MAINTENANCE COSTS ACROSS THE GLOBE.

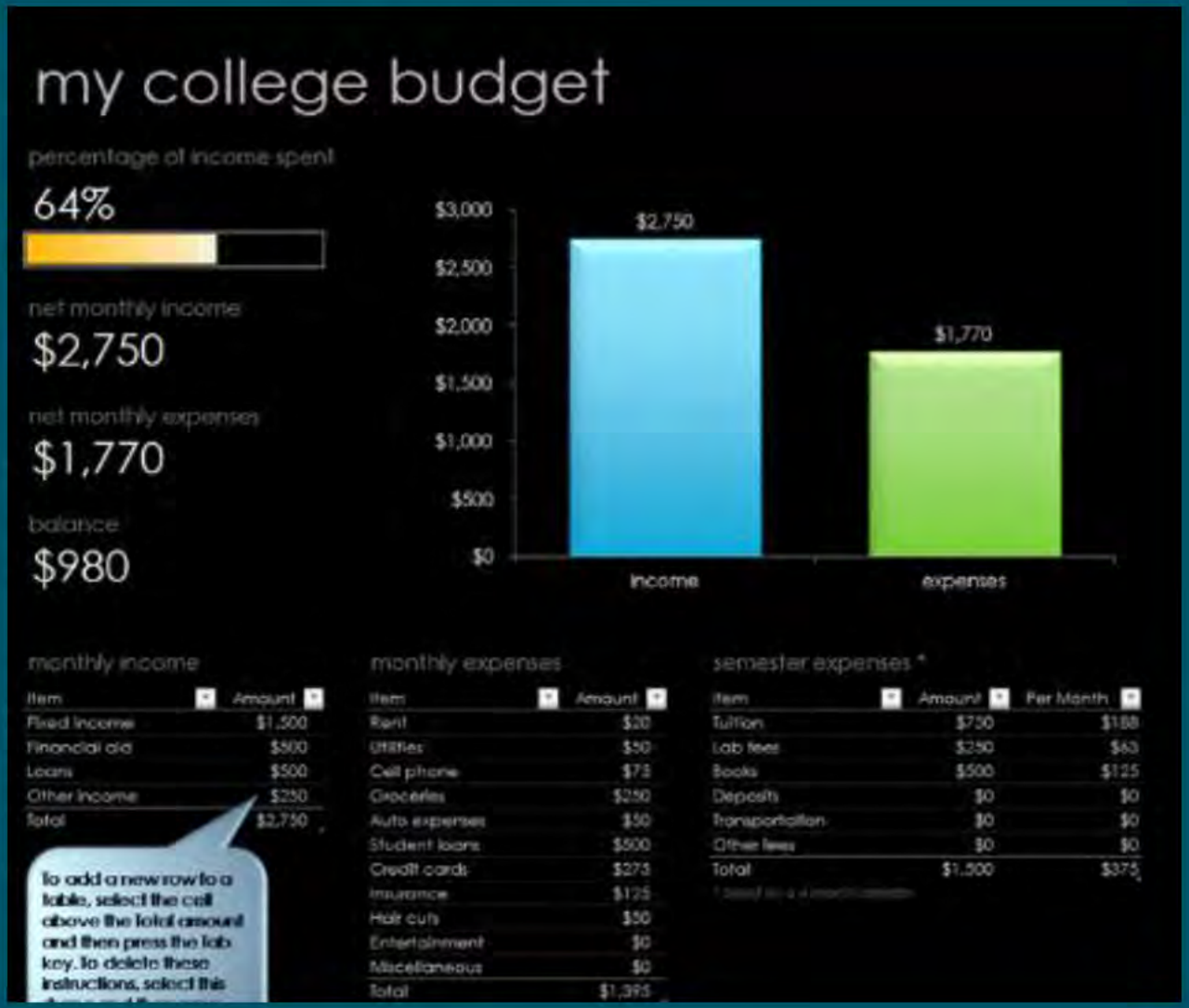
IF AN AVERAGE OF JUST 40% ENERGY SAVINGS WERE UNLOCKED BY LEDS ACROSS THE WORLD, IT WOULD SAVE...

$129 BILLION IN ELECTRICITY COST, THE TOTAL GLOBAL WIND AND PHOTOVOLTAIC MARKETS COMBINED

AND

670 MILLION TONS OF CO_2 THE EMISSIONS RELEASED BY 642 COAL POWER PLANTS

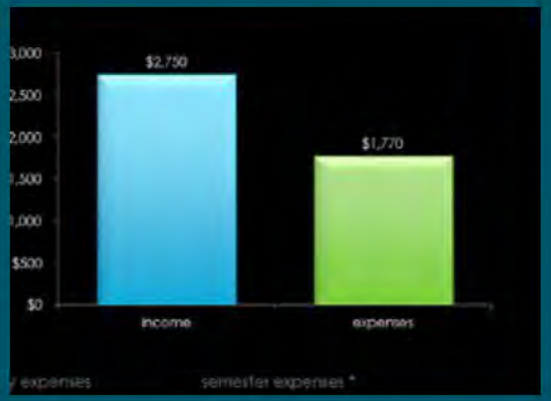
IF LEDS REACH THEIR FULL POTENTIAL, THEY COULD ALMOST SINGLE-HANDEDLY ELIMINATE LIGHTING AS A MAJOR SOURCE OF GLOBAL EMISSIONS



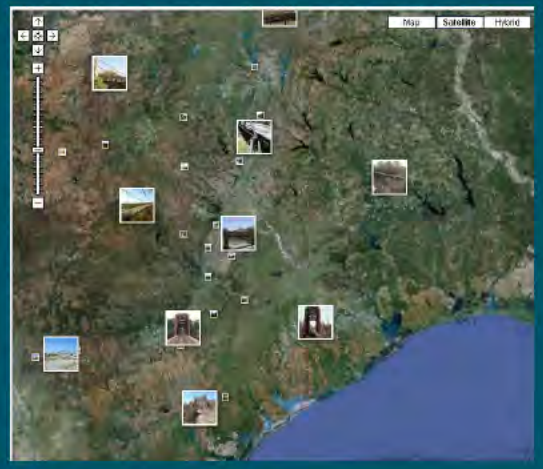
Microsoft Excel

Choosing the Right Data Illustration Tool

- Charts and graphs
  - Show numbers – quantitative data

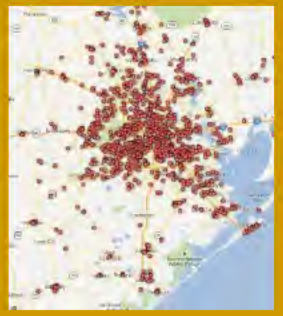


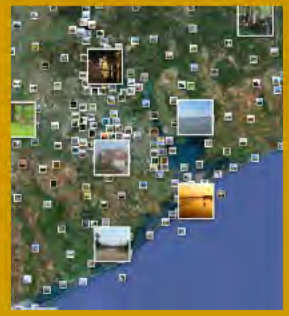
- Location-based mapping
  - Visually shows information within an area



Tools You Can Use

Free Technology Tools Available To You





Community Building

- Physical Redevelopment → Buildings
- Social Justice & Social Services → People
- Environmental Protection / Conservation → The Land

- Needs based vs. Assets based approaches to change
  - Some argue that needs based approaches create dependency
  - Asset-based approaches “build on your strengths”
    - Focus on the positive

- Real success requires that you address both

FREE

Lineup:

- SWOT Analysis (5 min.)
- Asset Mapping (5 min.)
- Visitor Employed Photography (8 min.)

Ready, Set, Go!

1: SWOT Analysis

A strategic planning tool borrowed from business

- **S**trengths = Assets
- **W**eaknesses = Problems or Disadvantages
- **O**pportunities = External Resources Potentially Available
- **T**hreats = External Forces that may Hinder Success

SWOT Analysis Methods

- ***Low Tech*** – Use a flip chart to record audience statements
- ***Medium Tech*** – Use post-it notes or index cards.
- ***High Tech*** – Use online SWOT tools: I-swot.com, gliffy.com, etc.
  These may reach a wider audience.

DIY SWOT: Medium-Tech Method

- STRENGTH = **GREEN**
- WEAKNESS = **PINK**
- OPPORTUNITY = **YELLOW**
- THREAT = **BLUE**

- Describe the asset and its location
- Post onto SWOT Analysis Sheet at your tables in the corresponding block.

Example SWOT

STRENGTHS	WEAKNESSES
• Nice park or playground • Strong membership in organization • Good schools • Vibrant shopping district	• Overgrown, vacant lots • Lack of youth involved in organization • No active civic association • Speeding cut-though traffic
OPPORTUNITIES	**THREATS**
• Nearby road being resurfaced • New industry moving into town • Church outreach program nearby • Flood control project strengthening levees	• Banks are tight with loans • Large regional employer is closing • Perception of crime in nearby neighborhoods • Tropical storm season

2: Google Fusion Tables

What is it?

FREE

- Quickly maps spreadsheet data where one field contains location information.
- google.com/fusiontables

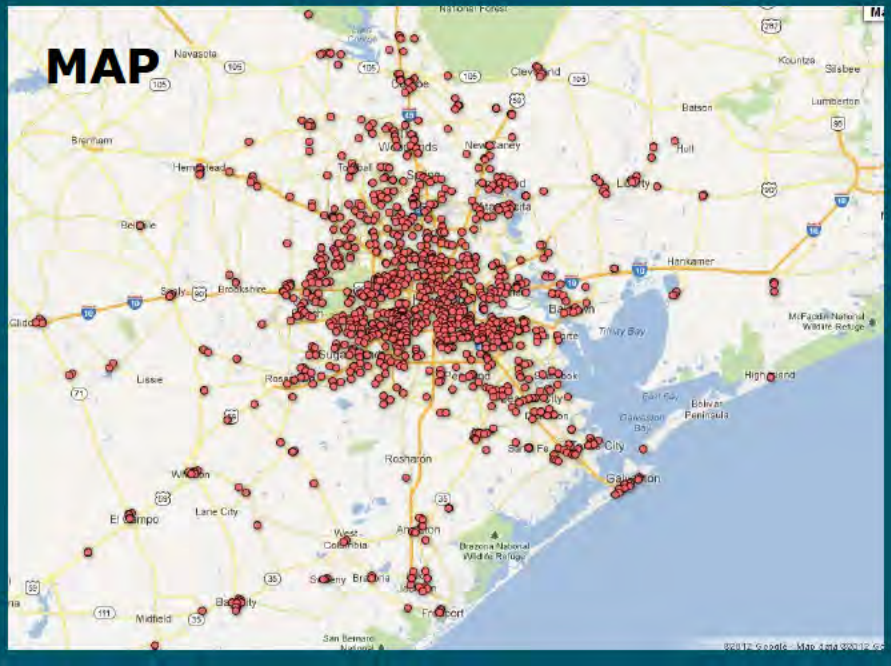
HGAC Schools GHAC GIS

File View Edit Visualize Merge Experiment

Showing all rows options

SPREADSHEET

CAMPNAME	ADDRESS	ZIP	COUNTY	REGION	GRADERANGE
HARDIN J H	#1 BERRY RD, HARDIN, TX	77561-0330	LIBERTY COUNTY	04	6-8
NORTHBROOK H S	#1 RAIDER DR, HOUSTON, TX	77080-3905	HARRIS COUNTY	04	9-12
WHARTON H S	#1 TIGER AVE, WHARTON, TX	77488-3146	WHARTON COUNTY	03	9-12
DUEITT MIDDLE	1 EAGLE CROSSING, SPRING, TX	77373-7595	HARRIS COUNTY	04	6-8
RANCHO ISABELLA EL	100 CORRAL LOOP, ANGLETON, TX	77515-3706	BRAZORIA COUNTY	04	KG-4
MONTGOMERY EL	100 E EVA, MONTGOMERY, TX	77356-4481	MONTGOMERY COUNTY	06	EE-3
GLADYS POLK EL	100 GLENFOREST DR, RICHWOOD, TX	77531-2699	BRAZORIA COUNTY	04	EE-5
TRAVIS EL	100 ROBIN RD, BAYTOWN, TX	77520-1348	HARRIS COUNTY	04	EE-5
PALACIOS H S	100 SHARK DR, PALACIOS, TX	77465-3699	MATAGORDA COUNTY	03	9-12
LANTRIP EL	100 TELEPHONE RD, HOUSTON, TX	77023-1899	HARRIS COUNTY	04	EE-5
COMMUNITY CTR	1000 E STADIUM DR, ROSENBERG, TX	77471-9999	FORT BEND COUNTY	04	EE-12
GALENA PARK H S	1000 KEENE, GALENA PARK, TX	77547-3099	HARRIS COUNTY	04	9-12
SPRING BRANCH MIDDLE	1000 PINEY POINT, HOUSTON, TX	77024-2796	HARRIS COUNTY	04	6-8
BESS CAMPBELL ELEMENTARY	1000 SHADOW BEND DR, SUGAR LAND, TX	77479	FORT BEND COUNTY	04	EE-5
ANAHUAC H S	1000 WILCOX, ANAHUAC, TX	77514-1660	CHAMBERS COUNTY	04	9-12
BEST EL	10000 CENTRE PKWY, HOUSTON, TX	77036-6200	HARRIS COUNTY	04	PK-4
ROBERT P BRABHAM MIDDLE SCHOOL	10000 FM 830, WILLIS, TX	77318	MONTGOMERY COUNTY	06	06 07 08
JENNIE REID EL	10001 W FAIRMONT PKWY, LA PORTE, TX	77571-6496	HARRIS COUNTY	04	KG-5
CENTRAL EL	1001 5TH ST, PALACIOS, TX	77465-4307	MATAGORDA COUNTY	03	EE-3
T L PINK EL	1001 COLLINS RD, RICHMOND, TX	77469-2756	FORT BEND COUNTY	04	EE-5
NORTHSIDE EL	1001 RIDGECREST DR, ANGLETON, TX	77515-3699	BRAZORIA COUNTY	04	EE-12



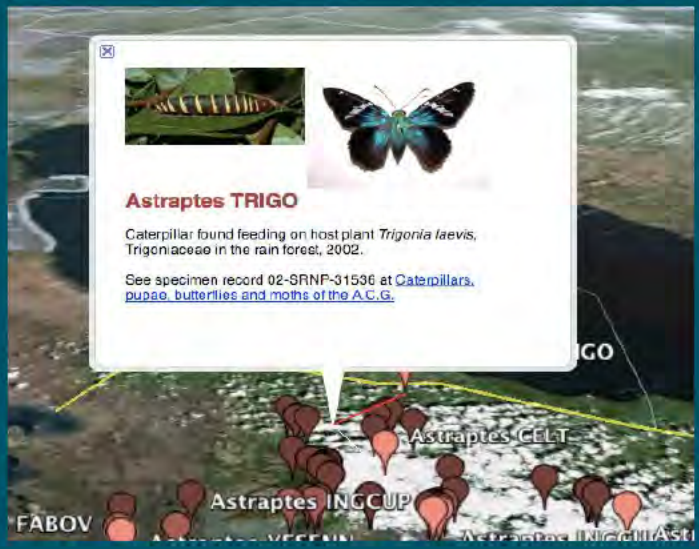
Google Fusion Tables

How to...

- Have a list of your community's assets? Map it! Then share it.

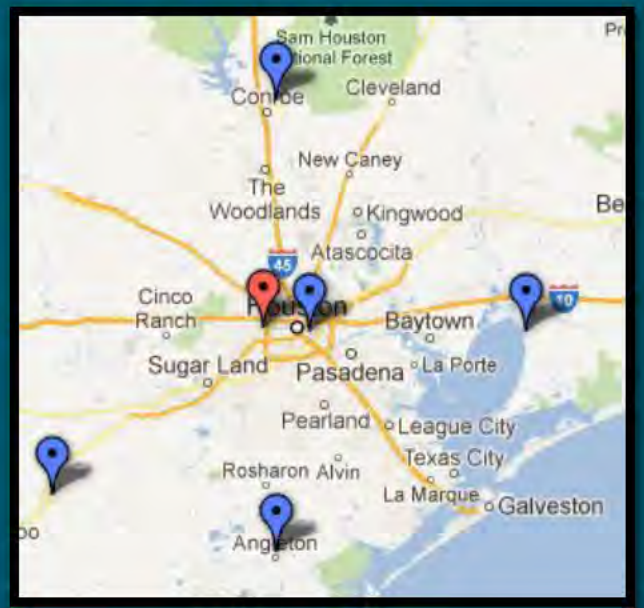
Name	Location	Attribute	Category
Site 1	Houston, TX	3 acres	Open land
Site 2	Galveston, TX	2,300 SQFT	Commercial space
Site 3	Corpus Christi, TX	96 acres	Open Land

- One person handles the data
  - Reduces collaboration of ideas
  - Increases control of data



HGAC Training Venues Example

Venue	Address	date	time	icon
Ripley House – East Houston	4410 Navigation Blvd Houston TX 77003	8/6/2012	8:00 PM	large_blue
Wharton	1924 N Fulton St Wharton TX 77488	8/7/2012	6:00 PM	large_blue
Angleton	1601 N Valderas St Angleton TX 77515	8/8/2012	6:00 PM	large_blue
Conroe	9055 Airport Rd Conroe TX 77303	8/8/2012	6:00 PM	large_blue
St. Martin's – West Houston	717 Sage Rd Houston TX 77056	8/9/2012	10:00 AM	large_red
Anahuac	1704 S Main St Anahuac TX 77514	8/9/2012	6:00 PM	large_blue



Categories:
- 5 colors
- 2 sizes

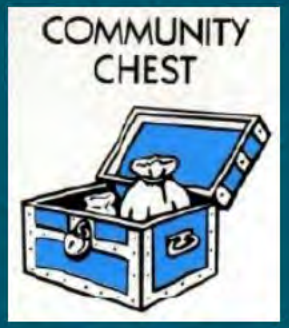
3: Community Photo Album

What is it?

- **Visitor Employed Photography**
  1) Asked visitors to take photos with disposable cameras
  2) Locations analyzed for most striking: either positive or negative
- Today's use easier with camera phones

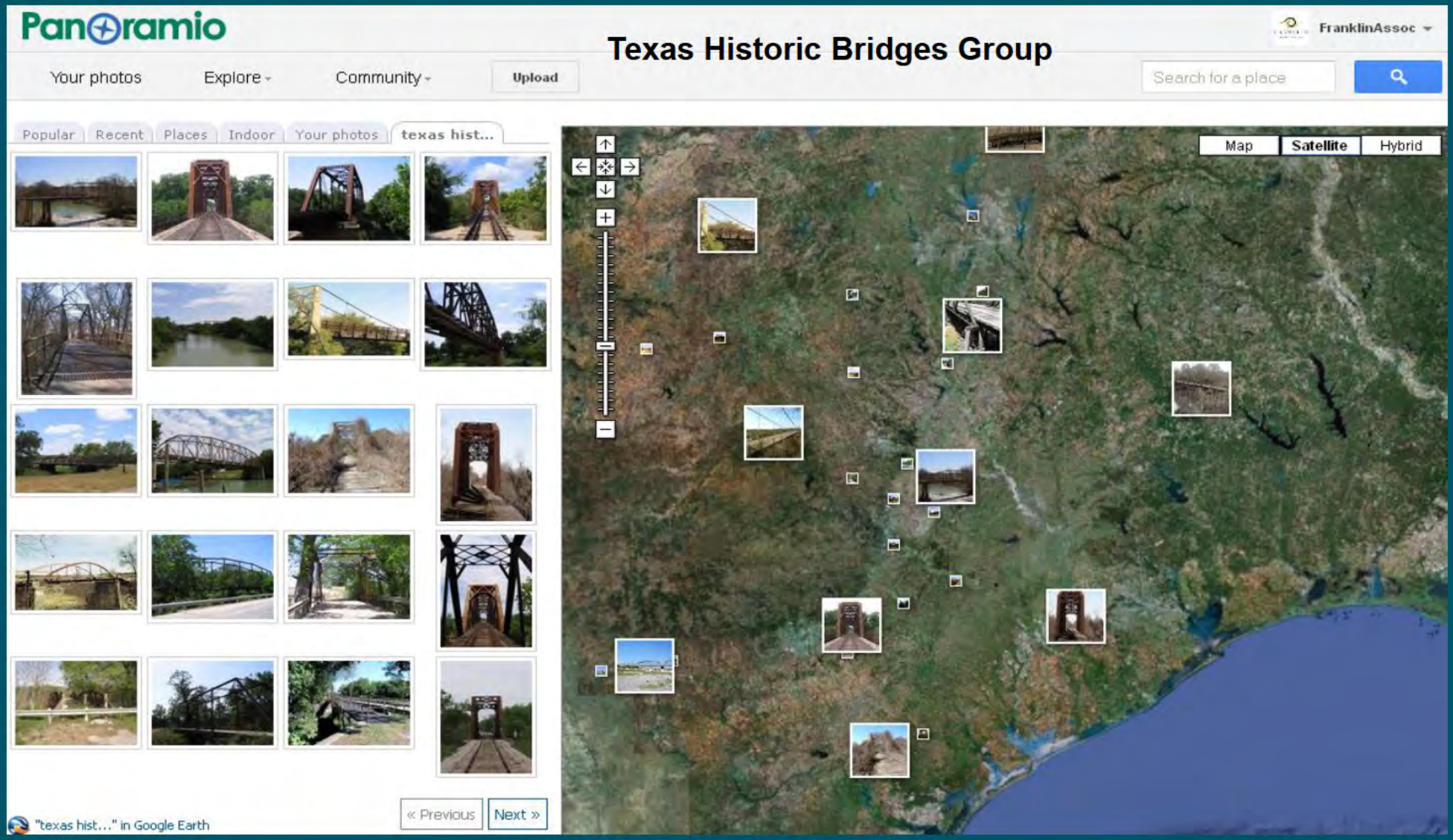
Creating Your Own FREE

Ask residents to take photos with their phones and share them online:



1. Make sure the phone's GPS is on
2. Upload their photos to a "Group" on Google's Panoramio service
3. Identify them:
   - Name the scene
   - Add Tags:
     Strength, Weakness, Opportunity, Threat
   - Add comments

Community Photo Album Example



How Can You Use This?

Create a favorites album

- “I love this about my neighborhood…”
- “These are restaurants I like…”
- “When out-of-town guests visit I show them this…”

Make a mapped to-do list

- Mow or clean up properties
- Flooding or poor drainage areas
- Sidewalk problems

How Can You Use This?

Plan activities

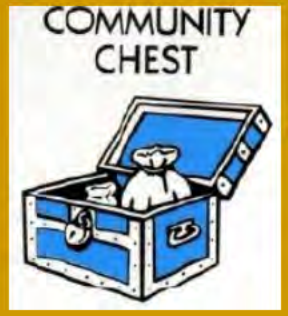
- Centrally locate social gatherings for easy access
- Distribute meetings throughout your neighborhood
- Plan a tour of homes/restaurants/activities

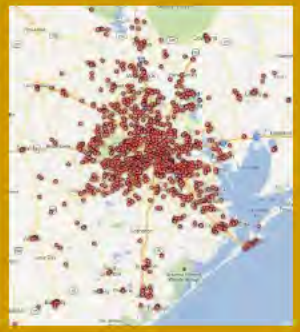
Show opportunity sites for neighborhood change

- A community garden
- A new or expanded park
- Places for new housing
- A bike path or jogging trail
- A coffee shop or convenience store/grocery

Type	Best Use	Pros	Cons
SWOT Flip Chart	small group or room	• Highly participatory • Everyone gets to speak • Incorporates non place-specific data	• limited to those attending. • Some persons opinions may be influenced by others speaking first.
SWOT Index Cards/ Post-It Notes	larger group	• Everyone gets to write down their thoughts, and • Everyone gets to see/hear others' thoughts at the end. • Incorporates non place-specific data.	• Sometimes handwriting is illegible. • Sometimes challenging to analyze the information.
SWOT Website	online, size unlimited	• Everyone gets to contribute their thoughts. • Automated reporting/analysis. • Capacity to handle large populations. • Incorporates non place-specific data.	• Some people lack online access or computer skills. • Impersonal.
Google Fusion Tables	individual site manager or formal organization	• Easy to import data managed in Excel or other spreadsheet. • Can handle large data sets. • Account owner has control of data. • Advanced effects possible, but require programming.	• Single individual serves as the "data guru." Not collaborative. • Map icons limited to 5 colors and 2 shapes. (so, can display only 5 categories) • Officially, it's a "beta" service. • Focus is limited to place-specific data.
Google Panoramio	online audience	• Can accommodate very large user group and large collection of photo contributions. • Allows classification of photos into categories using "tags." • Account owner restricts who can "join" and is allowed to post. • Integration with Google Earth.	• Impractical for meetings; except to display results. • Focus on place-specific data. • No automated data analysis or reporting. • Participation limited to computer-savvy persons. • Google Earth requires software install.

Putting Your Data to Use



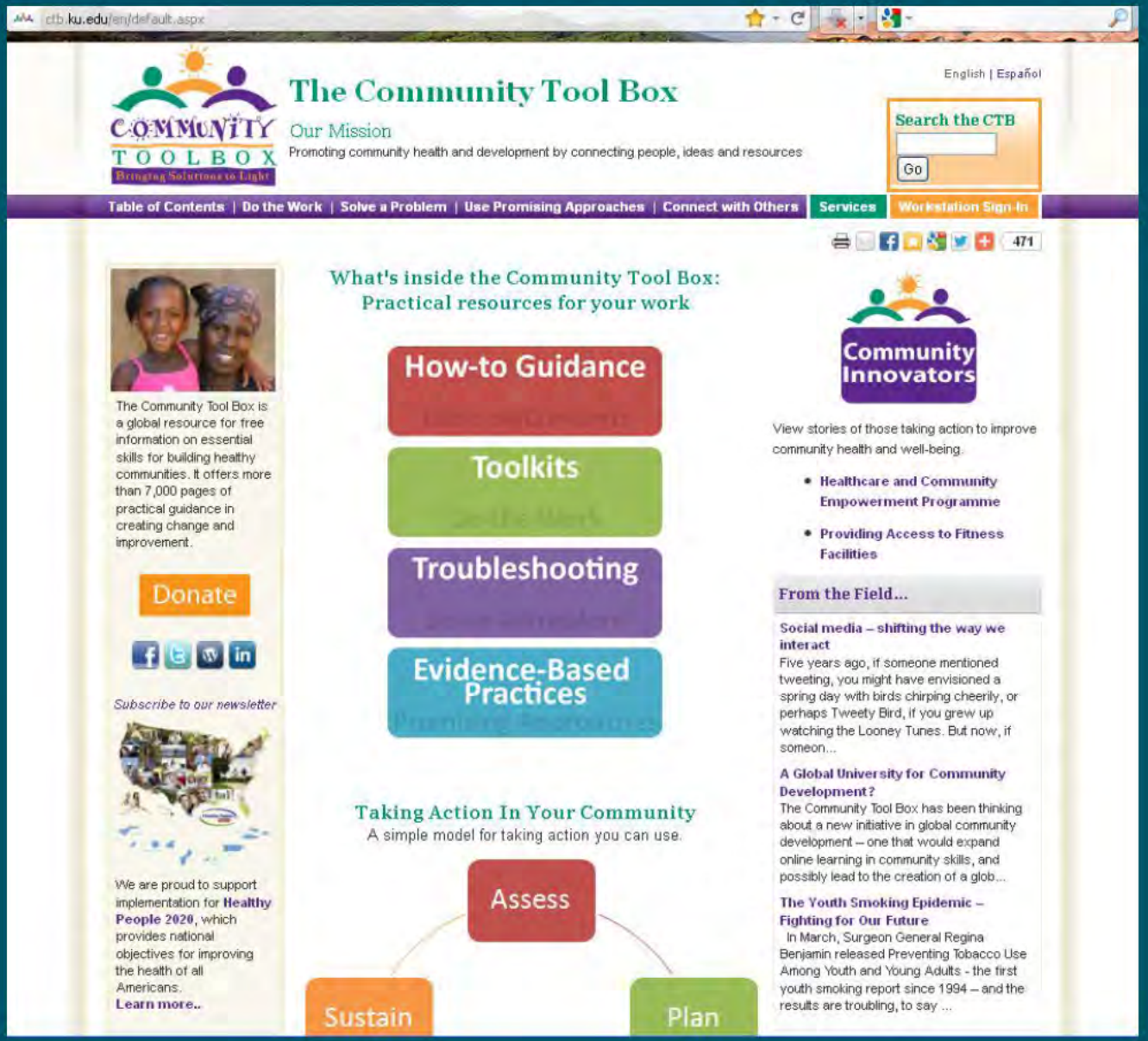


Putting your Data to Use

- Refine your message based on data
- Develop clear objectives and recommendations
- Find the right audience
  - Block Captain
  - Civic Association
  - Council Representative
  - County Commissioner
  - Mayor/County Judge
  - Legislator
  - Media

Advocacy Tools

http://ctb.ku.edu/



Find the Tool That's Right for You

Getting Started

- Resources
  - Your Toolkit Sheet
  - Google.com
- Trial Run

Strategize

Prioritize

Mobilize

Was this useful?

1. Yes, I learned something new.
2. I knew this was possible, but now understand it better.
3. No. I know this.
4. I'm just not interested.

Next Steps

- Go with enthusiasm
- Execute with purpose

HOUSTON GALVESTON REGIONAL PLAN

OUR REGION OUR VISION OUR FUTURE

Thank You!