TRANSITIONING TO VIRTUAL ENGAGEMENT:
Fairburn Comprehensive Plan Update

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- February: Created a plan and timeline for updating the City of Fairburn's 2020 comprehensive plan update

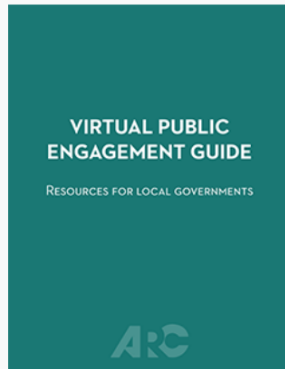|	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Work Program									
Stakeholder Meetings		★	★		★				
Public Meetings			★	★					
Writing Phase						█	█		
DCA Review								█	█
Issues and Vision									
Issue Identification		█	█						
Issue Refinement		█	█	█					
Land Use/Other Core Plan Elements				█	█				
ROA/CWP				█	█				

FROM TRADITIONAL TO VIRTUAL ENGAGEMENT

- March: Shift to working virtually

- Steering Committee assembled
  - Confirmed all members had personal computers to attend virtually

- Kept the initial date for the first steering committee meeting

RESOURCES FOR PUBLIC MEETINGS AND ENGAGEMENT

Virtual Public Engagement Guide for Local Governments

This guide provides tips on how to ensure that your virtual meetings are open to the public and engaging for all participants. It also provides information on choosing the right tool for your virtual meetings and how to avoid common technical issues. Finally, it provides a list of over 30 online tools to help you with online meetings and community engagement.

DOWNLOAD THE GUIDE

- ARC virtual public engagement guide for local governments
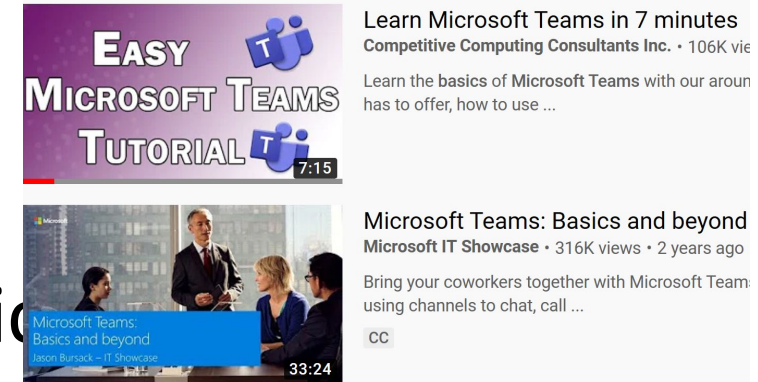- Link: https://atlantaregional.org/special-covid-19-notice-arc-operations-resources/

VIRTUAL ENGAGEMENT TECHNOLOGY

- Suite of programs available to host virtual meetings

- Tested for east of use as both a host and participant, audio/visual quality, special features, etc.

- Decided to use Microsoft Teams

VIRTUAL ENGAGEMENT: KNOW YOUR AUDIENCE

- Ease of use is paramount

- To address concern:

  - Sent a Youtube video covering program basic

  - Offered availability to walk through/test out program

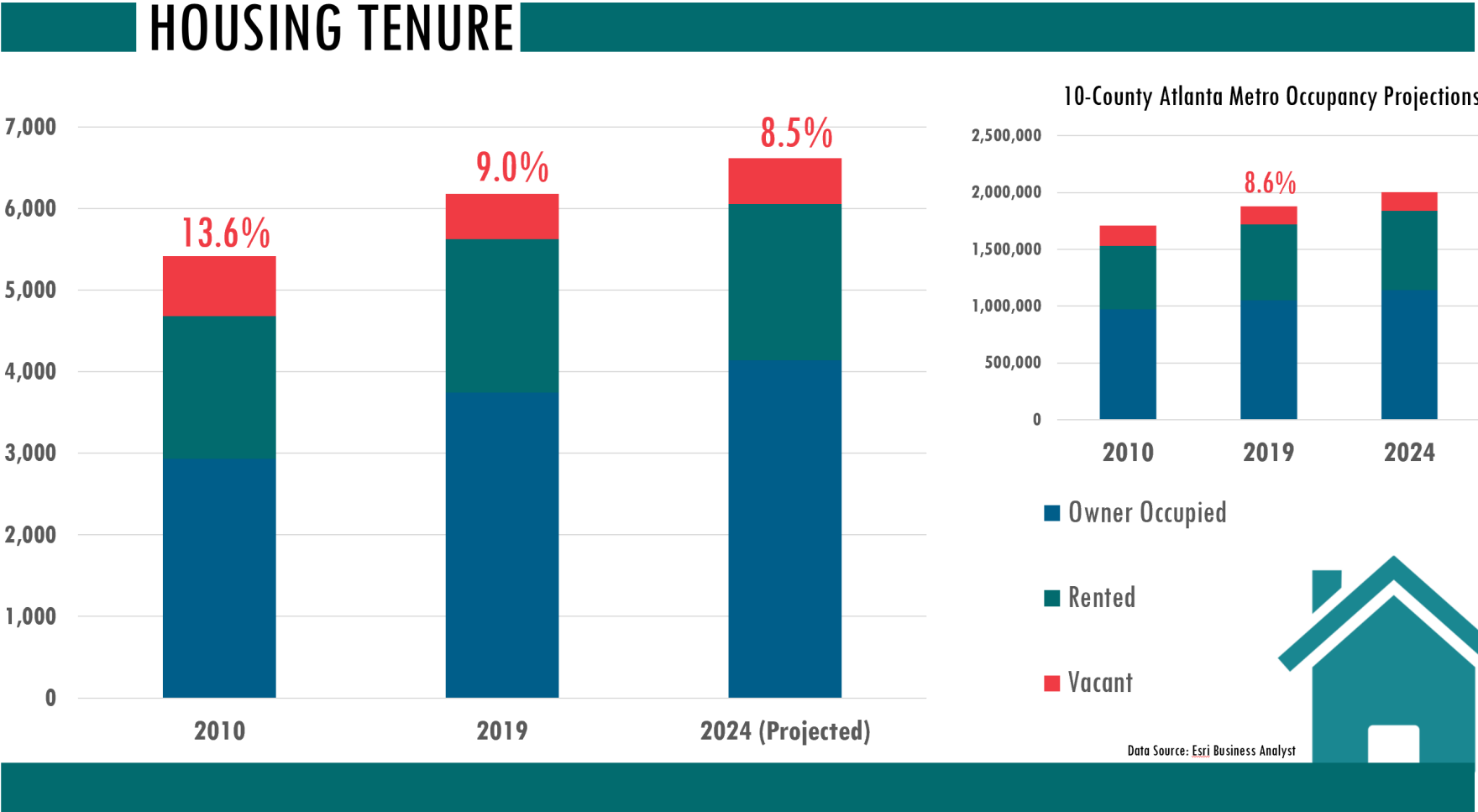 - Stated the day of the meeting, I would join meeting 30 minutes early to help troubleshoot

- Script
  - Virtually, can't rely on reading body language and facial cues of your audience
  - Helps ensure clarity
  - Explain graphics before discussing implications
    - Helps audience keep pace
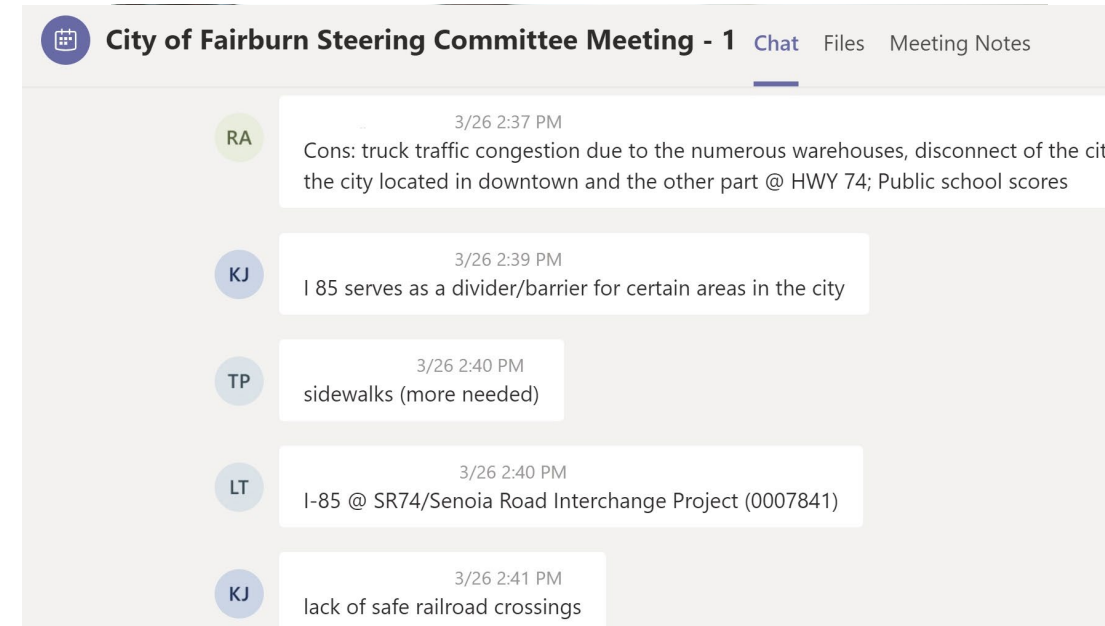   - Accounts for different learning styles

Create script, include descriptions of graphics

HOUSING TENURE

10-County Atlanta Metro Occupancy Projections

Owner Occupied
Rented
Vacant

Data Source: Esri Business Analyst

VIRTUAL MEETINGS: CHALLENGES

- Oversight: Most steering committee members did not have built-in microphones
  - Could not participate verbally
- Solution: Committee provided input using Microsoft Teams "chat" feature
- Moving forward: Use a program with a dial-in option

LESSONS FOR SECOND MEETING

- Used GoTo Meeting
  - Dial-in option
- Everyone could participate verbally
- More collaborative, conversational

DEVELOPING A SURVEY

- Survey will be deployed as the first community engagement piece

- Surveys may reach a broader range of individuals than in-person meeting

- Consideration: not the most effective method to reach very low income, elderly – demographics often underrepresented in planning

  - Important to consider as many planning events become virtual

LESSONS LEARNED IN TRANSITION TO VIRTUAL

- Know your audience
  - Identify measures needed for full participation
    - i.e. sending "how to" instructions, assistance troubleshooting
- Dial-in option allows for broader participation