





and neighborhood character. They examined key intersections along North Capitol and developed recommendations that would mitigate some of the challenges that were identified during the analysis process. The Office of Planning provided information and feedback to the students as they went through the studio process. You can view a sample of their work beginning on page 127.

ONLINE

In order to reach a broader cross section of residents and stakeholders, the traditional “on-the-ground” outreach process was supplemented with an online engagement process. A project website (www.midcityeast.com) provided basic information, announcements about public meetings and other events, and served as a repository of information. Through an online crowdsourcing platform (engage.midcityeast.com), the consultant team posted interactive mapping exercises and questions to prompt dialogue among participants. Ideas and feedback were posted by participants and discussed at each stage of the planning process.

OUTCOMES

The community engagement strategy for the Mid City East Small Area Plan and Livability Study engaged large numbers of participants through on-the-ground venues and online tools. The draft plan was released on July 7, 2014. The public mayoral hearing was held on July 29, 2014.

153
Active Participants

2,062
Unique Website Visitors

261
Email Subscribers

16,092
Mindmixer Page Views

On-the-Ground:

- Advisory Committee meetings - 45 Participants
- Public meetings - 110 Participants
- Focus groups - 27 Participants
- Focus Area meetings - 75 Participants
- Office Hours - 37 Participants
- Meet ups - 72 Participants
- Mobile Workshops - 120 Participants

Online - Crowdsourcing:

- 1,383 visitors
- 16,092 page views
- 153 active participants
- 15 topics
- 200 ideas
- 170 comments

Online - Website:

- 2,062 unique visitors
- 3,299 visits
- 7,837 page views
- 62% new visits
- 261 email subscribers

7,837
Website Page Views

1383
Mindmixer Visitors

200
Ideas

170
Comments

