

Imagine this —

Two public meetings are held at the same time in rooms across the hall from each other. You look into the first meeting room, and this is what you see:

A public hearing is being held about a proposed new development to be built on the edge of town. The developer has just completed a very professional presentation extolling the virtues of the plan. As the presentation ends, three people in different parts of the room jump up and begin to yell — first at the developer, then at public officials, and finally at each other. The meeting ends with angry citizens stomping out of the room and a disappointed developer being told to come back the following month. ☹️

In the room across the hall, a large group is discussing proposed changes to the town's comprehensive plan and zoning code. People seem to come from all walks of life — developers, local business owners, environmental activists, citizens, and public officials. The discussion about the appropriate zoning for a large tract of land on the edge of town is heated. Emotions are high, yet no one is name calling and people are listening to each other. They are making progress toward reaching an agreement. 😊

What makes these two events so drastically different?

Firm Profile

Hurley ~ Franks & Associates is a planning and urban design firm whose goal is to develop creative solutions to relevant problems. Our work is guided by physical design, group decision-making, and professional excellence. In each project we work towards an ideal: using an explicit decision-making framework to develop supportable solutions to physical problems. At the base of this ideal is the intersection of physical design and process.

Jennifer L. Hurley, AICP, received a Master of Regional Planning from the University of North Carolina-Chapel Hill and a Bachelor of Anthropology from Bryn Mawr College. Ms. Hurley has nine years of professional experience ranging from program director of a community service internship program to three years with the Philadelphia City Planning Commission. Drawing on her background in conflict resolution, Ms. Hurley has developed a focus on public involvement. She is a past fellow of the Knight Program in Community Building at the University of Miami School of Architecture.



Philip E. Franks, AIA, AICP, is a graduate of the University of Pennsylvania's Graduate School of Fine Arts, where he received Masters degrees in both Architecture and City Planning in 1967. He has more than 30 years of professional experience, beginning as Project Planner at the Philadelphia City Planning Commission. Before starting his own firm in 1997, he was a full partner in another Philadelphia firm for 27 years, including five years as managing partner. Mr. Franks has developed a dual focus on both large- and small-scale projects.



HURLEY~FRANKS & ASSOCIATES

H F A

Public Involvement



Jennifer Hurley, AICP
Philip E. Franks, AIA, AICP

1429 Walnut Street ♦ Suite 601
Philadelphia, PA 19102

215.988.9440 (p) ♦ 215.988.9441 (f)
<http://www.hfadesign.com>
JLHurley@hfadesign.com
PEFranks@hfadesign.com

- ♦ Planning ♦ Urban Design ♦
- ♦ Project Communications & Graphics ♦
- ♦ Public Involvement ♦

Public Involvement

Public Involvement is a necessary part of any large or controversial project. Not organizing the project stakeholders at the beginning of your project may lead to contention and conflict down the line.

Every situation is different. The public-involvement strategy that worked for your last project may not be successful for your next.

Timing, the type of project, and the local context all influence what kind of public-involvement will be effective and productive.

HFA will help you assess your need for public involvement and develop a strategy to suit the situation.



Situation Assessment

HFA will help you evaluate the complex array of factors that influence public and private acceptance of any planning program or project, through a variety of means, including:

- ◆ listening tours
- ◆ focus groups
- ◆ surveys
- ◆ stakeholder analysis

Working Groups

HFA will help you establish and facilitate a working group — a standing committee of key stakeholders, who work together to guide a planning process or plan and monitor a public improvement project.

Visioning & Public Workshops

A **visioning workshop** is often an early step in a longer planning process. **HFA** will develop and facilitate discussions and activities that help diverse stakeholders create a common vision and goals for their planning process, program, or project.

A **public workshop** is one technique for soliciting public comment on a particular issue or plan. **HFA** will plan, organize, and conduct workshops, including developing the workshop “story”, creating presentation materials, publicizing the event, and arranging the logistics.

Public Information Campaigns/ Project Communications

HFA will help you develop an effective public-information campaign. Keeping all the stakeholders—including the media—informed about your project is essential to preventing misunderstandings and diffusing opposition. **HFA** will help you craft your message and prepare appropriate communications materials for:

- ◆ newsletters
- ◆ PowerPoint/slide shows
- ◆ project web sites
- ◆ newspapers, radio, TV
- ◆ telephone hotlines
- ◆ architectural models

Meeting Management

HFA will help you have more productive meetings through:

- ◆ agenda setting
- ◆ meeting documentation
- ◆ group/meeting facilitation
- ◆ meeting follow-up

Philip E. Franks & Associates, Architects (PFA), can provide architectural services related to HFA's planning work.

Project Management

HFA's experience with public agencies, professional consultants, community members, and business interests has taught us to understand the needs of various project constituencies and communicate across and among them. By serving as the project manager, **HFA** will free each one of the other project interests to focus on its specific tasks and agendas.

Environmental Justice

HFA will help you fulfill the requirements of the Executive Order on Environmental Justice, which requires all projects receiving federal funding to analyze their impact on minority and low-income populations, consider alternatives, and involve affected populations in project planning.

Problem Solving

Planning processes and development and infrastructure projects are complex, and each one is somewhat unique. **HFA** will help you navigate the changing conditions that affect the outcome through:

- ◆ development of strategy targeted to your situation
- ◆ conflict resolution or mediation
- ◆ development of project alternatives
- ◆ mitigation design

