To: Tom Vander Woude, AICP, Community Development Department, tvanderwoude@munster.org

From: Jodi Mariano, Principal, Teska Associates, JMariano@TeskaAssociates.com

Cc: Sara Disney Haufe, Sam Schwartz Associates, sdisneyhaufe@samschwartz.com

Date: April 16, 2020

RE: **Ridge Road and Calumet Avenue Streetscape and Corridor Plan – Agreement Addendum**

Dear Tom,

On behalf of the Teska and Sam Schwarz team, we are pleased to present the enclosed addendum for staff and Council's consideration at the April 20th Council Meeting.

During the current health crisis, we are mindful of the need to effectively conduct project tasks while working within a new set of realities. Specific project tasks that will require additional attention during this time are the _traffic studies_ and _public engagement tasks_.

The enclosed addendum materials address options to conduct these tasks successfully while also working with current traffic conditions and a need to maintain social distancing. These options would not incur additional cost to the project.

We are happy to demonstrate any of the online tools with staff or Council members.

Thank you,

Jodi Mariano, PLA, ASLA
Principal
847 563 9734 direct
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Encl: Traffic Analysis Considerations, Menu of Engagement Tools, Virtual Engagement Best Practices

TRAFFIC ANALYSIS CONSIDERATIONS

Transportation planning tasks can proceed per the original agreement.

Traffic analysis tasks can proceed per the original agreement, with the following recommended adjustments, described below:

USE RELEVANT PREEXISTING TRAFFIC DATA	Use preexisting data, including available regional modeling and municipal traffic data to inform a high-level review of existing and future traffic operations. A description of available data follows: Regional Transportation Model Projections: - Northwestern Indiana Regional Planning Commission (NIRPC) Municipal Traffic Data - Turning Movement Counts from Traffic Signal Timing Study for Calumet Ave (2014) - Turning Movement Counts for Ridge Road (NICTD, 2014)
ADJUST SEQUENCING OF TRAFFIC TASKS	Proceed with the outreach and planning scope, with a special focus on asking questions about transportation items that can inform the planning. When school is in session in the fall, conduct traffic counts and make any final adjustments to the design work as needed.

MENU OF ENGAGEMENT TOOLS – REMOTE AND FACE TO FACE

Public engagement tasks included in the current agreement are listed below in regular text.

Considering the current health crisis and a need for more remote interactions, alternative engagement and communications items are provided below (***bold***).

	FORMAT	DESCRIPTION
DIGITAL COMMUNICATIONS	Project Website	A graphically rich site including project information, news and events, photographs, contact page, documents and calendar. Subscribers are invited to receive project updates.
	E-Newsletters	Graphics and summary narratives will be provided to staff for inclusion in e-newsletters, e-blasts or other similar features at key project milestones.
	Community Polls	Two (2) community polls will be prepared and conducted. Polling questions will be coordinated with staff and issued digitally via _Crowd Signal_ or similar. Data will be summarized and reported back to staff and community to inform the planning.
PRINTED COMMUNICATIONS	Flyers	Graphically compelling posters will be prepared and provided to staff in digital PDF and printed form.
	Counter cards	Business card sized promotional cards will be provided to promote the project. ***Rather than printed distributions, these items may be distributed to staff for social media posting.***
FACE-TO-FACE MEETINGS (with remote options)	Committee Meetings	Four (4) committee meetings will be conducted at key milestones to guide the planning efforts. ***Meetings are available via interactive video conference. During meetings, project materials are available in advance and via shared screens. Engaging input activities are available via digital formats such as Mind-Mapping and Mentimeter polling.***
	Stakeholder Interviews / Focus Groups / Workshop	Stakeholder interviews / focus groups / school age workshops are planned to connect with folks who have a stakehold in the corridor. ***Meetings are available via interactive video conference. During meetings, project materials are available in advance and via shared screens. Engaging input activities are available via digital formats such as Mind-Mapping and Mentimeter polling. Digital worksheets may be provided to students and participants in advance of the workshop.***
	Public meeting events	(3) public meeting events are planned to take place at key milestones throughout the planning assignment. ***The event may be conducted as a video-based open house event which could allow for project overview as well as input activities such as community polling and open comments.***
	Town Council Presentation	Two (2) presentations are planned to review the draft and final plans with Council towards finalization and adoption. ***These meetings may be conducted via video conference***

Additional information regarding Teska's Virtual Engagement Best Practices is on the following pages:

RIDGE ROAD + CALUMET AVENUE
STREETSCAPE AND CORRIDOR IMPROVEMENT PLAN
MUNSTER, INDIANA

Virtual Engagement Best Practices
Prepared for Town Council Review 04/15/2020

VIRTUAL COMMUNICATION

DIGITAL ENGAGEMENT RULES + BEST PRACTICES

01 Understand Legal Requirements

02 Adopt Virtual Engagement Rules

03 Identify Comment Channels

NAVIGATING VIRTUALLY

WHAT YOU NEED TO KNOW

◆ LEGALITIES

Executive Order 20-09: Compliance with COVID Open Door Law + Communication Guidelines during COVID-19

◆ REMOTE PARTICIPATION

Multiple remote options need to be made available and marketed for comments and participation – before, during and after virtual meetings.

◆ AWARENESS, EARLY + OFTEN

Repetitive, redundant, methodical, clear. Utilize email notices, newsletters, social media, eblasts, websites, and multiple means to communicate.

◆ IDENTIFY CHANNELS

Communicate online input tools, how members of the public can submit comments: email, online form, participation in teleconference, call-in numbers, pre-registration.

◆ PROVIDE ADVANCE NOTICE

Agendas, notices and legal postings must describe how public comment will be accepted. Plan for additional meetings and continuances.

◆ FEEDBACK LOOP

Integrate registration forms, RSVP links, short questionnaires, comment forms within marketing and promotion to generate dialogue and understand needs.

VIRTUAL TOOLKIT

PROJECT OUTREACH FROM A DISTANCE

DIGITAL COMMUNICATION

Post graphically rich, interactive PDFs that include project highlights, milestones, infographics, maps, hyperlinks, etc.

NEWSLETTERS + SOCIAL MEDIA + WEBSITE

Utilize varied marketing channels to share ongoing information, meeting notifications, registration details, project updates, etc. Include link to comment form.
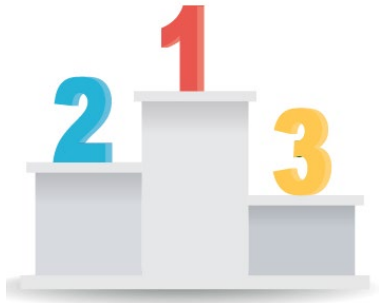
SMART PHONE VISIONING + POLLS

Post and host interactive polls to engage, build consensus and showcase transparency. Record and post results.

NARRATED PPT + INFO SLIDES + VOICE-OVER VIDEOS

Meeting presentations and educational slides can be recorded with voice-over dialogue, posted and shared to provide an engaging experience and better showcase live events.

REMOTE MEETINGS + VIDEO CHAT

Video conferencing via Zoom or a preferred platform may be used to conduct virtual meetings, interviews, focus groups, and informal video chats with stakeholders. Require pre-registration if large.

COMMENT FEEDBACK FORMS 24/7

Ensure an online feedback form is available to gather input and field questions. Remind folks to use it regularly. Post answers and updates.

CUSTOMIZE INTERACTION WITH LIVE POLLS

PROJECT OUTREACH FROM A DISTANCE

Multiple Choice

The most popular question type lets the audience choose one or more options that you provide - it's both easy and effective.

Image Choice

Visualize your questions and let your audience vote on images to interact in a new way.

Word Cloud

Impress everyone with a beautiful Word Cloud, rearranging itself in real-time to emphasize the most common words submitted by the audience.

Quiz

Energize the audience with a fun and learning-intense competition using Mentimeter Quiz.

Scales

Let the audience rate statements on a scale; a quick way of getting useful data and analysis of trends and progress.

Open Ended

The Open Ended question-type lets the audience freely type in their answer and is perfect for capturing audience insights.

PLAN YOUR VIRTUAL SESSION

PROJECT OUTREACH FROM A DISTANCE

BEFORE SESSION

- Ensure you are comfortable with and have tested technology
- Make participation easy by providing local dial-ins in addition to weblinks
- Dedicate a moderator to manage speakers and discussion
- Send materials in advance, remind participants prior to starting

DURING SESSION

- Leverage technology features to keep participants engaged
- Keep your video on, look at the webcam, use gestures
- Use online tools such as polling and chat to gather input
- Consider virtual breakout rooms to encourage participation

AFTER SESSION

- Distribute any work products or follow-up information as needed
- Solicit participant feedback on content and technical experience
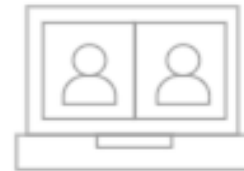- Identify technical issues and workaround solutions
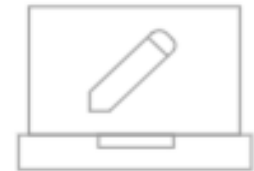
Virtual classrooms
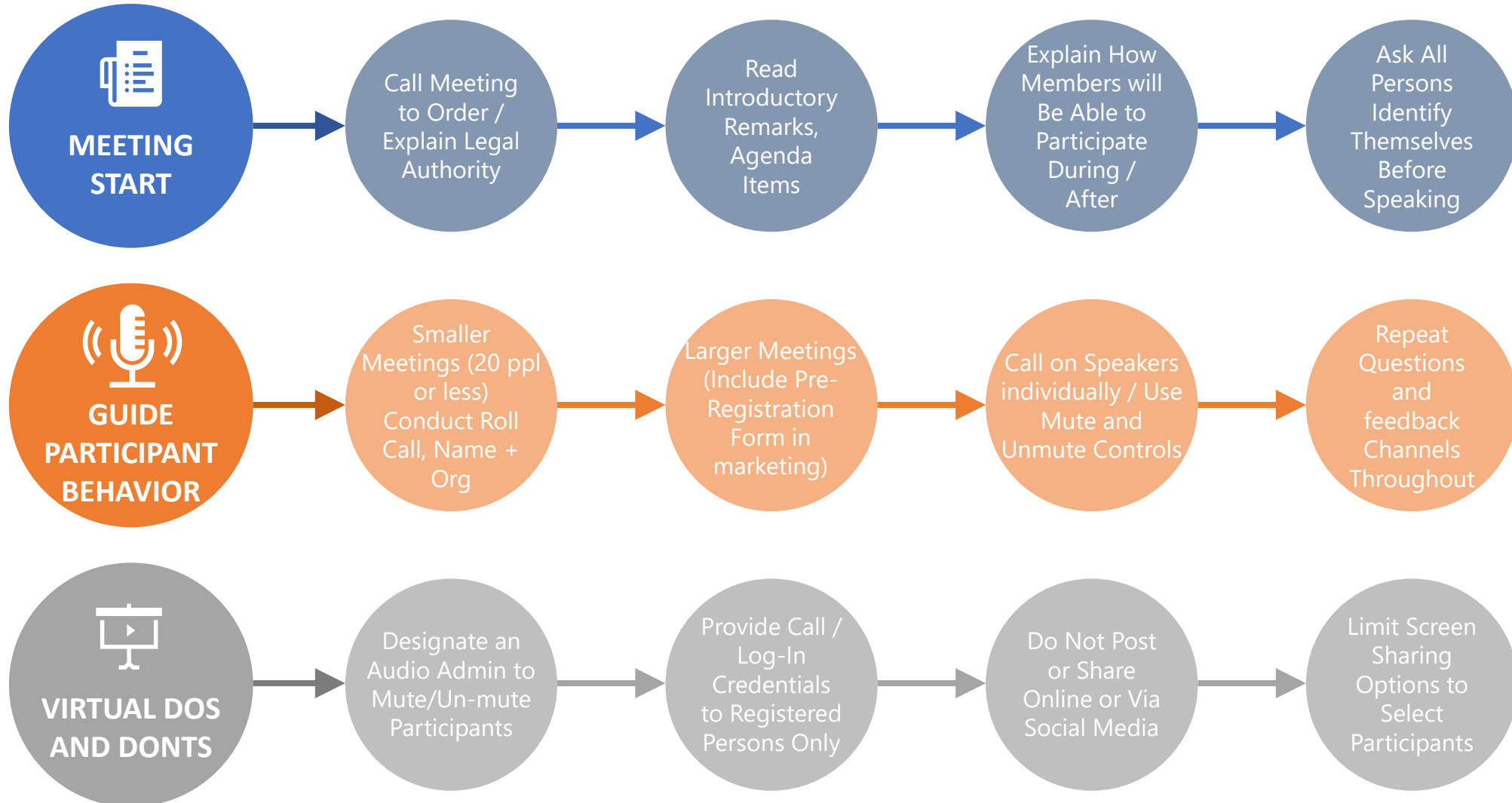
Webcasts

Video- and audio-conferencing

Virtual coaching

File sharing

Content co-creation (eg, whiteboards)

MODERATOR GUIDANCE

COMMUNICATE CLEARLY + PLAN AHEAD + DO DRY RUNS

MEETING START

- Call Meeting to Order / Explain Legal Authority
- Read Introductory Remarks, Agenda Items
- Explain How Members will Be Able to Participate During / After
- Ask All Persons Identify Themselves Before Speaking

GUIDE PARTICIPANT BEHAVIOR

- Smaller Meetings (20 ppl or less) Conduct Roll Call, Name + Org
- Larger Meetings (Include Pre-Registration Form in marketing)
- Call on Speakers individually / Use Mute and Unmute Controls
- Repeat Questions and feedback Channels Throughout

VIRTUAL DOS AND DONTS

- Designate an Audio Admin to Mute/Un-mute Participants
- Provide Call / Log-In Credentials to Registered Persons Only
- Do Not Post or Share Online or Via Social Media
- Limit Screen Sharing Options to Select Participants

PROMOTE + ENHANCE DIGITAL LEARNING

MAKE EVERYTHING AVAILABLE ONLINE

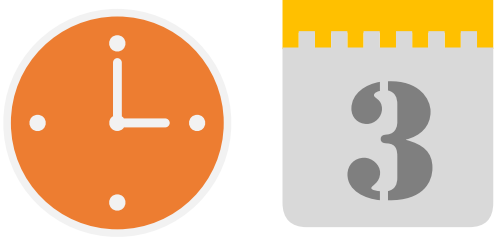◆ **PROJECT SUMMARIES**

◆ **POLL RESULTS + INFOGRAPHICS**

◆ **MEETING MINUTES**

◆ **MEETING RECORDINGS + NARRATED PRESENTATIONS**

REMEMBER THESE TIPS
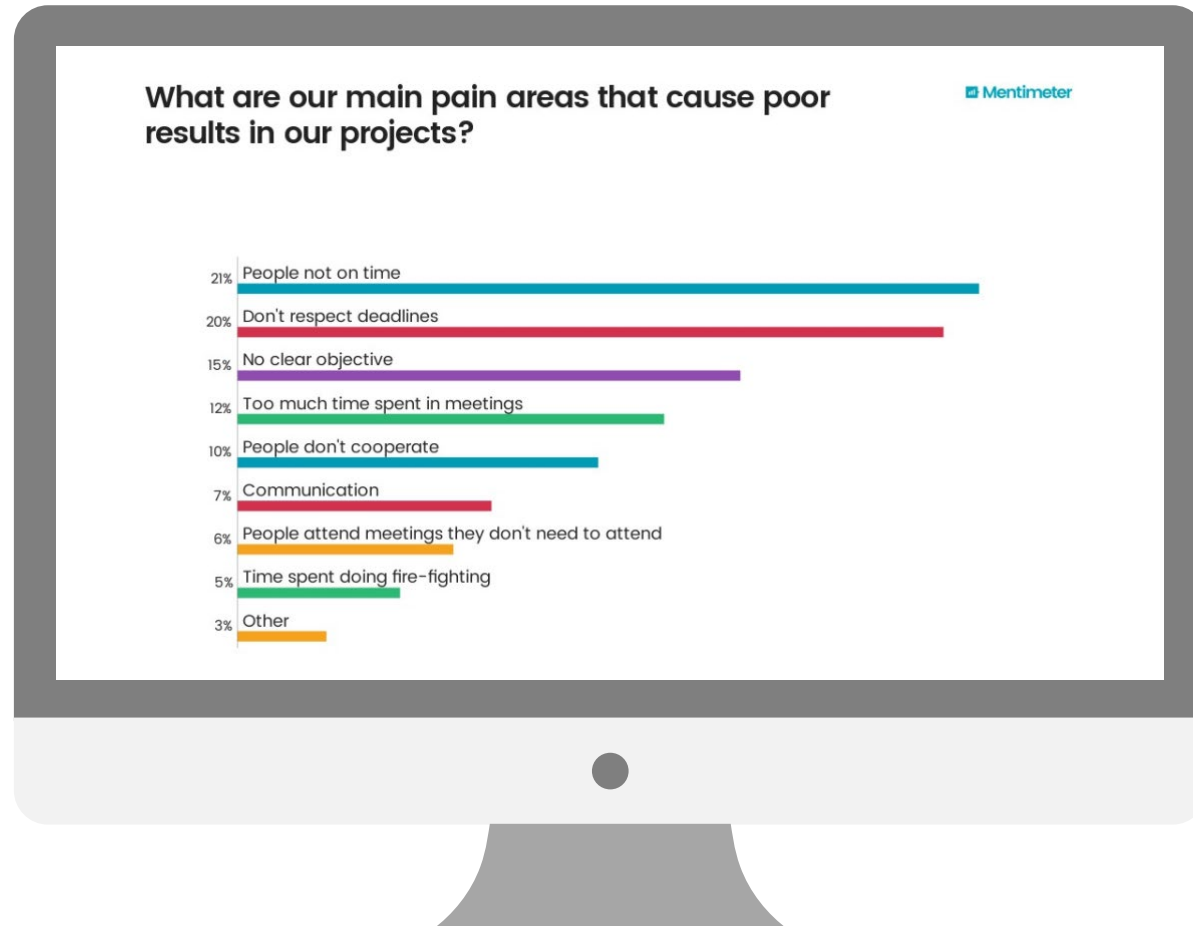
PROJECT OUTREACH FROM A DISTANCE

USE MULTIPLE MARKETING CHANNELS

Direct folks to info, feedback forms, and registration links via a variety of tools (newsletter, website, social media, eblasts...)

SCHEDULE EVENTS EARLY (3-WEEKS)

Set-up engagement activities and meetings well in advance to ensure extra time to market / registration.

What are our main pain areas that cause poor results in our projects?

⧉ Mentimeter

- 21% People not on time
- 20% Don't respect deadlines
- 15% No clear objective
- 12% Too much time spent in meetings
- 10% People don't cooperate
- 7% Communication
- 6% People attend meetings they don't need to attend
- 5% Time spent doing fire-fighting
- 3% Other

USE COMPELLING GRAPHICS IN DIGITAL ENGAGEMENT

Visuals are processed faster and are more memorable than text. Make presentations, materials, and virtual meetings as engaging as possible.

EMBED + DIRECT PARTICIPANTS TO INTERACTIVE TOOLS

Ensure a 2-way feedback loop by embedding polls, quick questions, and pointing folks to comment tools that are open 24-7, via project websites.