

How do we get more people involved in urban planning projects?



A project website increases awareness about your plan and is a major component of your engagement strategy

We don't set it and forget it. PlaceVision uses an approach that is proven to work. We provide multiple ways for citizens to comment and we reply back, we connect with organizations in your community to get the word out, and we introduce interactive visualization tools throughout the process to simplify and condense information. This combination of marketing strategy, graphics, and public engagement works!

Your site can become the central tool to market your plan and track implementation. It can be utilized to attract investment and new residents as well as continue to engage citizens. Interactive graphics illustrate the plan as well as market emerging opportunities. To learn more, see examples of our work at PlaceVision.net.



Twitter



Wordpress



Survey



Podcasts

Plan Website



Mobile-ready



Facebook



Idea Dropbox



GIS/Maps

PlaceVision helps cities and planners answer questions like these

- How do we increase participation and make planning fun?
- How can we utilize social media to increase turnout?
- Can we create a user-friendly citizen comment map?
- How do we reach different age groups online?
- How can we utilize technology affordably to gain support?
- How can we easily update our website without technical skill?
- Is there a way to overcome bias towards government?



"Crystal Wilson of PlaceVision is a rock star. She produced a gorgeous website for the Buffalo Green Code project with innovative engagement tools that will be invaluable to the public process as this ambitious planning project moves forward. The City of Buffalo couldn't be more pleased with the project website!"

Chris Hawley,
City of Buffalo
City Planner



**COMMUNITY
REMARKS™**
Put your idea on the map



Citizen participation online can be easy and affordable

Community Remarks™ is an easy-to-use comment map on a website to facilitate dialog about land use such as redevelopment opportunities, the preservation of historic structures, community character, and zoning. Use it as an asset map, informal preference survey, and feedback platform to reach a larger audience and provide a fun way for citizens to communicate about the quality of their neighborhood.

To learn more and see it in action, please visit CommunityRemarks.com.

Garner valuable feedback and leave the technical details to us for under \$1,500 per license



Images



Tablet-ready



Email Updates



Google Maps

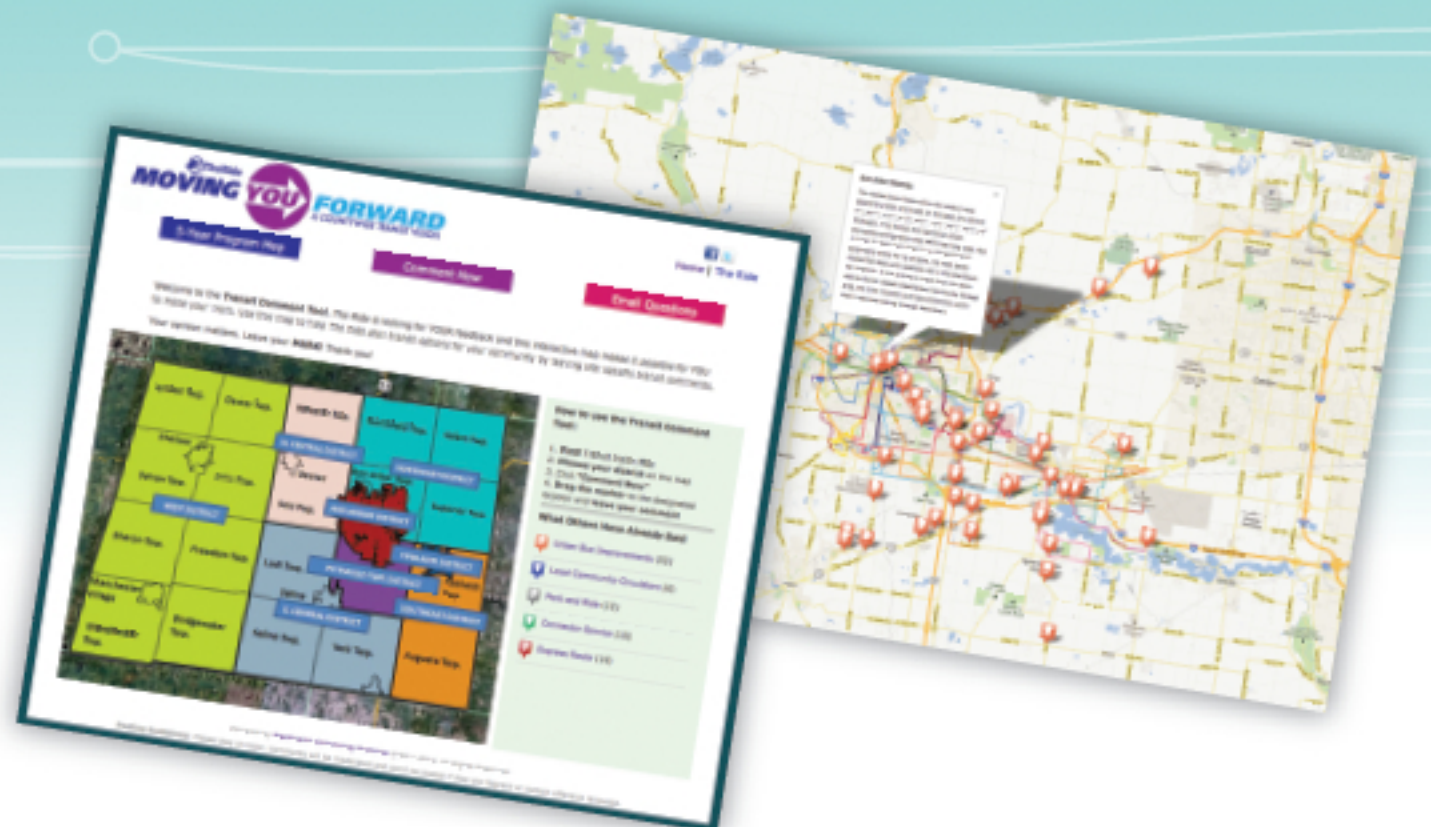


Design

Now is the time to do more with available technology

"The Community Comments tool has been a great way for AATA to gather community feedback quickly and systematically. The ability to PLOT comments has been extremely valuable – comments come to us 'pre-sorted' by location. It is also nice for those making the comments, because they can see what others have said about the areas they care about."

Michael Benham,
Ann Arbor Transit Authority
Special Assistant for Strategic Planning



Interactive outreach attracts more people around what interests them the most

Your project websites can deliver information in the most appropriate, user-friendly, and visually appealing manner. Affordable packages are available for all types of planning projects. **Now is the time to capture your audience and receive more valuable feedback.**

- Brand your plan
- Increase turnout to public meetings
- Publicize the project's objectives
- Address concerns
- Invite map-based participation
- Receive local media and blog coverage
- Integrate with social media
- Effectively raise public awareness
- Feature community workshop dates
- Give a voice to the planning process
- Provide continuous engagement
- Allow citizens to subscribe to updates
- Document the process, archive materials

PlaceVision Inc, a nationally recognized web communications firm, was founded in 2006 to help urban planners communicate effectively online with stakeholders through consulting and web development services. Crystal Wilson, who has expertise in the areas of web design and usability, marketing, and web-based mapping manages it.



PlaceVision develops effective websites that provide geographic information and visualization tools to urban planners for zoning, economic development, and land use planning. PlaceVision has worked throughout the United States including projects in Des Moines, Iowa, Chicago, Illinois, Kenosha, Wisconsin, and Buffalo, New York. The firm is a certified woman-owned business.



P.O. Box 351125 Jacksonville, FL 32235 / Ph: (773) 547-7347 / www.PlaceVision.net