PRESENTERS

Rebecca Keefer, AICP

Matt Dickson, AICP
OUR OFFICE

The professionals at CPL have been serving public and private clients for over 45 years. We are a firm of 450 professionals in five states. Our staff is dedicated to a “client centered” philosophy of service that is based on our belief in full service and personal attention.
The Evolution of Public Engagement
Iconic U.S. Communications Abroad
How globalization has changed how fast we can communicate

1776
News of the Declaration of Independence reaches London via mail.

1858
President James Buchanan responds to Queen Victoria in the first transatlantic telegram exchange.

1928
President Calvin Coolidge places the first telephone call to a European leader—King Alfonso XIII of Spain.

2015
Barack Obama praises Pope Francis in the first U.S. presidential tweet to a foreign leader.

Pre-COVID-19 Strategies
The Typical Open House/Public Involvement Program
- Content-focused;
- One-way or filtered input;
- Static process;
- Procedurally mandated;

Transcending the Open House
The Typical Open House/Public Involvement Program

- Content-focused;
- One-way or filtered input;
- Static process;
- Procedurally mandated;
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.

- Carnival
- Community Conversations
- Tree Lighting Event
- Pin the Tail
- Pop-Ups
- Planner on Duty
- Speed Dating
- Strolls
- Street Design Activity
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Transcending the Open House

- Participant-focused;
- Interactive;
- Feedback Loop;
- Experiential;
- Accessible;
- Reinvigorated; and
- Convenient.
Pre-COVID-19 Strategies

The Typical Open House/Public Involvement Program
- Content-focused;
- One-way or filtered input;
- Static process;
- Procedurally mandated;

Transcending the Open House
Post-COVID-19 Adjustments:

- Safe/Comfortable;
- Engaging;
- Easy-to-Use;
- Flexible;
- Technology-dependent;
- Rolling Meetings?
- Pre-Registration?
- Hybrid Opportunities?
- Consensus-building?
Questions?

rkeefer@cplteam.com

mdickison@cplteam.com