Strings & Ribbons: A Public Involvement Success Story

Karl D. Welzenbach
Executive Director
Volusia County Metropolitan Planning Organization
1190 Pelican Bay Drive
Daytona Beach, FL 32119
(386) 322-5160

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BASICS

- Population of Volusia County = 468,000
- Largest City – Deltona
- Most famous City – Daytona Beach
- Size of Volusia County = roughly 1,200 sq. miles
- Last LRTP Update was in 2000
- Average Turn–out at Previous Public Involvement Efforts = 26
- Most of those involved were NIMBY’s
WHAT DID WE WANT?

- Wanted to find a way to generate “real” public involvement and avoid the poster and lecture system
- Wanted to avoid DEAD on arrival

**D**ecide – through analysis and research

**E**ducate the public about the solution

**A**nnounce the Plan

**D**efend the Plan
WHY STRINGS AND RIBBONS?

- Educates public on why we develop the LRTP and the process
- Educates the elected officials and professionals as to the perceived needs of the public
- Engages the public beyond traditional “mile-post” meetings
- Provides concrete examples of desired projects
WHY STRINGS AND RIBBONS?

- Avoids lecturing to the public
- Ensures active/true “public involvement”
- Allows immediate hands-on participation
WHAT IS STRINGS AND RIBBONS?

- Created by Dr. Lisa Beever, Charlotte County MPO
- Originally developed to explain and promote involvement in the TIP
- Adapted by the Volusia County MPO for developing the 2025 LRTP
WHAT IS STRINGS AND RIBBONS?

- An easy exercise with universal applications
- A simple format to set up and play
- A process requiring minimum materials and expense
- A concrete feedback mechanism
GAME PIECES

- Small calculator
- Ribbons (different colors)
- Yarn (different colors)
- Ruler
- Play money
- Scissors
- Scotch tape
GAME PIECES

- Large map of area
- Note pad
- Pens or markers
- Mileage conversion sheet
- Price Sheet
- Stickers (buses, landscaping, bridges, interchanges, traffic signals, etc.)
- Project tally sheet
PRICE SHEET

- Bike Lanes--$600,000 per mile
- Bridges--$150 million
- Lane Mile of Hwy.--$7.5 million (expansion or construction)
- Pedestrian Bridge--$3 million/per overpass
- Traffic Signal--$150,000/each
- Other—items not listed (cost estimate to be determined by facilitator)
# PRICE SHEET

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carril de bicicleta</td>
<td>$600,000 por milla</td>
</tr>
<tr>
<td>Puente</td>
<td>$150 millones cada uno</td>
</tr>
<tr>
<td>Autobús o Guagua</td>
<td>$5 millones cada uno</td>
</tr>
<tr>
<td>(en ruta de 20 años)</td>
<td></td>
</tr>
<tr>
<td>Tren Perimetral</td>
<td>$15 millones por milla</td>
</tr>
<tr>
<td>Intercambio</td>
<td>$20 millones cada uno</td>
</tr>
<tr>
<td>Una milla de carretera</td>
<td>$7.5 millones de 2 o 4 carriles (expansión o nueva construcción)</td>
</tr>
<tr>
<td>Una milla de carretera</td>
<td>$7.5 millones de 6 carriles (expansión o nueva construcción)</td>
</tr>
<tr>
<td>Tren de conexión</td>
<td>$50 millones por milla</td>
</tr>
<tr>
<td>Camino de uso múltiple</td>
<td>$500,000 por milla</td>
</tr>
<tr>
<td>Estacionamiento para viajeros</td>
<td>$500,000 cada uno</td>
</tr>
<tr>
<td>Puente de peatón</td>
<td>$3 millones por viaducto</td>
</tr>
<tr>
<td>Avenida en ambos lados</td>
<td>$800,000 por milla</td>
</tr>
<tr>
<td>Jardín simple</td>
<td>$200,000 por milla</td>
</tr>
<tr>
<td>Decoraciones para la calle</td>
<td>$3 millones por milla</td>
</tr>
<tr>
<td>Semáforo</td>
<td>$150,000 cada uno</td>
</tr>
<tr>
<td>Otro</td>
<td>Precio será determinado por facilitador</td>
</tr>
</tbody>
</table>

*Note: For transit projects, add 40%.*
GROUPS THAT HAVE PLAYED

- Churches
- Walking Clubs
- Handicapped and Sight Impaired
- High School Students
- Municipalities
- College Students

- Hispanic Association
- Friends of the Library
- School Board Transportation Dept.
- Transportation Institute Students
CHURCHES

Macedonia Baptist Church
CHURCHES

Deltona United Church of Christ
WALKING CLUBS

Happy Wanderer’s Walking Club
SPECIAL NEEDS GROUPS

Handicapped Adults of Volusia County (HAVOC)
HIGH SCHOOL STUDENTS

Atlantic High School
(Law and Government Academy)
LOCAL COLLEGES

Bethune Cookman College
HISPANIC ASSOCIATION

Hispanic Association of Volusia County
TRANSPORTATION INSTITUTE

Bethune Cookman College Transportation Institute (Sponsored by FHWA)
MUNICIPALITIES

City of Orange City
CREATING A CONTACT LIST

- Make use of existing resources, such as:
  - Work with Board and Committee Members to promote program and develop contacts
  - Use and expand existing mailing database
  - Make use of phone book
- Contact people previously involved with the MPO
- Make announcements at Board and Committee meetings
HELPFUL HINTS

- Be as inclusive as possible - don’t worry whether or not a particular group has an agenda
- Maintain flexibility when scheduling sessions
- Stress, reiterate, and then repeat that there is NO COST for hosting a session!
- Distribute MPO literature at the sessions
- Provide food and drinks (optional, but works well)
HELPFUL PRACTICES

- Encourage hosting group to determine who participates
- Stress that the game is fun as well as educational
- Post photos and maps on website within ten days
- Provide photos on CD ASAP to hosting organization (generates more interest)
ADVANTAGES

- Provides a concrete and interactive method of participating in the planning process
- Requires no specific skills to play the game
- Teaches participants there are more transportation needs than money to meet those needs
- Promotes civility and politeness in a relaxed environment
ADVANTAGES

- Helps promote the different modes of transportation
- Reflects the concerns of the different communities
- Offers possible solutions to address the concerns
- Allows the groups to highlight why they selected particular projects
ADVANTAGES

- Provides an excellent tool for developing:
  - Long range plans
  - Short term plans
  - Project specific plans
- Overcomes barriers of literacy and language
BENEFITS

- Removes Department of Transportation and the MPO from the process
- Strongly encourages consensus among the players
- Promotes prioritization
- Provides a formal presentation of decision making
- Is an easy and enjoyable game to play
- Makes the process more personal
BENEFITS
HOW WILL THE INFORMATION BE USED?

- Strings and Ribbons projects have been input into a database
- This database will be used to help select projects for modeling based on frequency of project
- This core set of projects will be tested and reviewed by MPO Policy Board
- The results will be compared to alternatives developed through traditional process
HOW WILL THE INFORMATION BE USED?

- The MPO Policy Board will be presented with 4 alternative scenarios
  - 3 from the traditional technical/citizens committee process
  - 1 from Strings and Ribbons games
- MPO Policy Board will utilize these 4 alternatives in developing final LRTP
OUTCOME OF PUBLIC INVOLVEMENT EFFORTS

- 34 game sessions
- 101 maps were developed
- 1,954 projects were identified
- 671 people participated in the Strings and Ribbons sessions
- 1,007 citizen game hours
- 460 staff hours
OUTCOME OF PUBLIC INVOLVEMENT EFFORTS

- Positive feedback was received from people that played the game.
- Interest in the MPO Planning Process was increased significantly.
LESSONS LEARNED

- Map should be clear and easy to read
- Clarify if special requirements are needed for the sight impaired and/or disabled
- Facilitators should ensure that all players are involved

- No two sessions will be the same
- Players should be encouraged to help measure and place the game pieces on the map
- Players should sign map or tally sheet
- Extra maps and game pieces should be available
HOW TO PLAY!

Seat 6-8 players and facilitator at a table
HOW TO PLAY!

Explain the purpose of the game and how the information will be used

(Note: do this before distributing maps)
HOW TO PLAY!

Distribute play money equally among the players
HOW TO PLAY!

Provide each player with cost sheet

<table>
<thead>
<tr>
<th>Strings &amp; Ribbons Cost Chart</th>
<th>Volusia County MPO LRTP Public Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Lanes</td>
<td>$500,000 per mile</td>
</tr>
<tr>
<td>Bridges</td>
<td>$150 million each</td>
</tr>
<tr>
<td>Bus</td>
<td>$5 million each* (20 year route)</td>
</tr>
<tr>
<td>Commuter Rail (on existing track)</td>
<td>$15 million per mile*</td>
</tr>
<tr>
<td>Interchange</td>
<td>$20 million each</td>
</tr>
<tr>
<td>Lane Mile of Highway</td>
<td>$7.5 million / 2 – 4 lanes (expansion in new construction)</td>
</tr>
<tr>
<td>Lane Mile of Highway</td>
<td>$7.5 million / 6 lanes (expansion in new construction)</td>
</tr>
<tr>
<td>Light Rail</td>
<td>$50 million per mile*</td>
</tr>
<tr>
<td>Multi-use Trail</td>
<td>$500,000 per mile</td>
</tr>
<tr>
<td>Park and Ride</td>
<td>$500,000 each</td>
</tr>
<tr>
<td>Pedestrian Bridge</td>
<td>$3 million per overpass</td>
</tr>
<tr>
<td>Sidewalk (two sides)</td>
<td>$800,000 per mile</td>
</tr>
<tr>
<td>Simple Landscaping</td>
<td>$200,000 per mile</td>
</tr>
<tr>
<td>Streetscape</td>
<td>$3 million per mile</td>
</tr>
<tr>
<td>Traffic Signal</td>
<td>$150,000 each</td>
</tr>
<tr>
<td>Other</td>
<td>Price to be determined by facilitator</td>
</tr>
</tbody>
</table>

*Transit project – add 40%
HOW TO PLAY!

Lay all game pieces (map, stickers, string, ribbons, etc.) on the table
HOW TO PLAY!

Players measure length of project
HOW TO PLAY!

Players can develop a list of projects prior to purchasing projects.
HOW TO PLAY!

Facilitator calculates cost of project and records it on tally sheet
HOW TO PLAY!

Player pays the facilitator
HOW TO PLAY!

Player attaches game piece to map
HOW TO PLAY!

Several players may contribute to the cost of a project.
HOW TO PLAY!

Players can express their feelings on the maps
HOW TO PLAY!

Final outcome—the money is gone!
HOW TO PLAY!

Group spokesperson explains the projects purchased
LONG RANGE TRANSPORTATION PLAN (LRTP) WEBSITE

- Website was created to display every map and photographs from the sessions
- List every group and date of session
- Provides information on the MPO and a link to our main website
- Provides opportunity to contact us
Visit our LRTP website @ www.vcmopo2025.com
LONG RANGE TRANSPORTATION PLAN (LRTP) WEBSITE

To view the maps and photos from the various sessions
Click on the Strings & Ribbons link
Or
Click on “Citizens Input”
VOLUSIA COUNTY MPO

Strings and Ribbons worked for us!

It can work for you too!
Questions & Answers

VOLUSIA COUNTY MPO

Transportation Planning