



Date: Monday, October 24, 2016

Time: 1 p.m to 2 p.m

Weblink: <https://join.me/placespeak>

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Many fields of planning require that residents be consulted about decisions affecting their local areas, including land-use and development, municipal and regional planning, transportation planning, and more. The question is: how can planners ensure that feedback collected online is geographically relevant and defensible?

With the development of new information and communications technologies (ICTs), professional planners and architects can now take advantage of online platforms to consult with the public, within specific geographic boundaries. This new category in civic technology has been dubbed “[location-based smart cities civic engagement](#)”.

Join PlaceSpeak, an award-winning location-based civic engagement platform, for a discussion on the importance of hyperlocal public participation processes.

In this session, you will learn:

- How to take advantage of new online platforms to effectively consult in local areas
- Key reasons why authenticating participants is critical for planners engaging online
- How to avoid trolls and ‘gaming the system’ in controversial local consultations
- How successful online geospatial engagements have been carried out by planners, including the award-winning [Whitehorse Corridor-Alaska Highway planning project](#)

PlaceSpeak Case Studies:

<https://www.placespeak.com/casestudies>