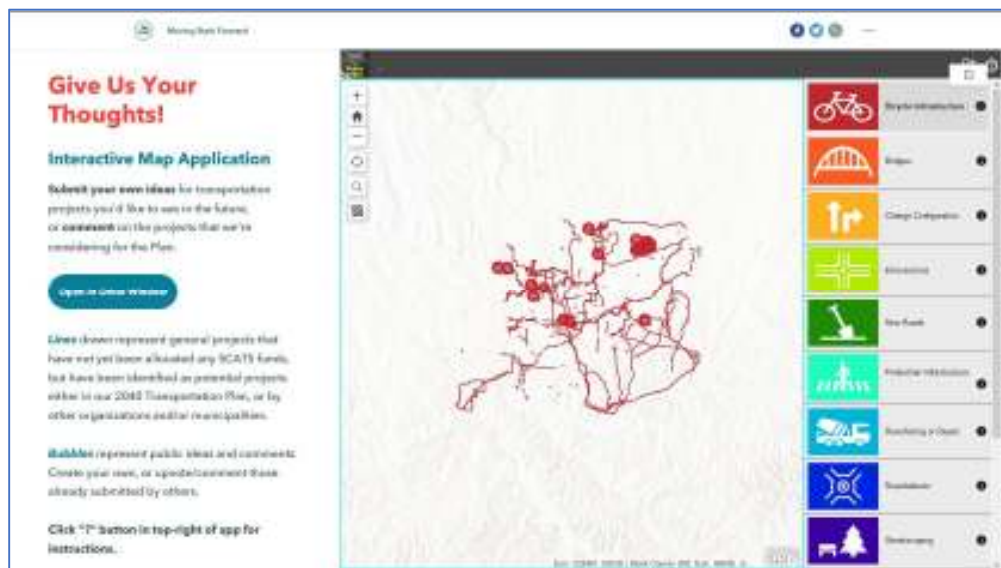


SCATS Utilized New Public Engagement Strategy for “Moving Stark Forward 2050”

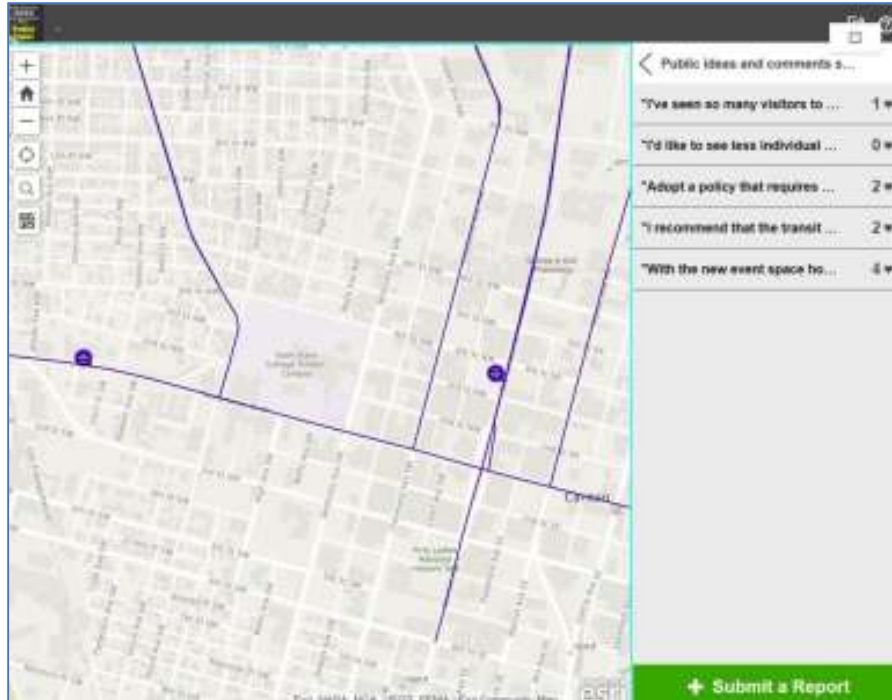


In order to involve the public of Stark County in all stages of developing the Long Range Plan, SCATS decided to utilize a modern method of crowdsourcing in order to supplement the project list of the 2050 long-term transportation plan. “Moving Stark Forward 2050” received a supplementary website, (*still available at tinyurl.com/movingstarkforward*) that serves a variety of different benefits to both members of the public interested in the plan as well as SCATS’ staff including: informing the public on the planning process, showing off the current proposed projects, supplying an interactive application where users could suggest their own transportation improvements to place their ideas directly on an online map, and hosting the draft of the Plan currently available for public comment.



When the site was first unveiled in January, members of the public were able to view proposed transportation projects organized by category of improvement (bicycle infrastructure, pedestrian infrastructure, road resurfacing, street widening, lane configuration changes, trails/paths, intersection improvements, and more). Users could then submit “speech bubbles” on the map wherever their comment related to, whether it was a comment on a proposed project already on the map, or even suggesting their own unique idea.

Over 50 suggestions were added to the map throughout the month of public collection.



Currently, SCATS is utilizing the website for public comment once again now that the draft of “Moving Stark Forward 2050” is ready for feedback. The plan is available for the public to read and download at: tinyurl.com/movingstarkforward.