



# What is the Centralina Balanced Public Engagement Process?

Centralina's Balanced Public Engagement Services take an intentional, structured, disciplined approach to meaningfully engage the public and stakeholders, and use their feedback to inform important and controversial decisions. Our process is scalable and we shape it to fit your needs.

## What are the Benefits of Centralina's Balanced Public Engagement Services?

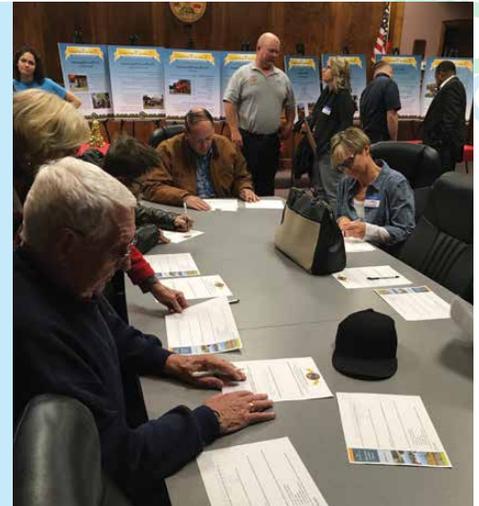
- **A People-Centered Approach** – Centralina's process focuses on engaging residents for the purpose of building community capacity, developing future leaders and building a base of residents that understand local government and how to affect change.
- **Manages Time and Risk** – The process takes the time on the front end to educate residents, listen to their concerns and priorities, and incorporate their feedback to build project and program support. As a result, policymakers are able to minimize the risk of delays and opposition once a decision is made. By the end of the process, people feel a part of what is happening instead of wary of what is happening to them.
- **Scalable and Flexible for Any Size/Type Project** – Our public engagement projects come in all shapes and sizes. For example, the process has been used for a town with a population of 2,500, for the 14-county CONNECT Our Future region, and for a three-county metropolitan planning organization. Our projects cross into all topic areas, from transportation to housing to community services to healthy community initiatives, and beyond.
- **Strategies Tailored to Your Project** – We utilize a variety of strategies focused on engaging residents to build community capacity. Strategies are tailored to your public to enable effective engagement. We incorporate a range of tools including open houses, focus groups, online engagement, and facilitated engagement.
- **Utilizes CCOG Staff's Local/Regional Government Expertise** – A unique feature of our public engagement services is the opportunity to work with professional staff who specialize in local and regional government issues in the Greater Charlotte Region. They understand your challenges and those of local governments like yours.



# Centralina Public Engagement Case Studies

## The Town of Troutman Open House Builds Relationships with the Public

The Town of Troutman was having problems with communications and public perception issues. Centralina used its Balanced Public Engagement Process to help Troutman design a drop-in open house event in December 2016, to demonstrate the value of the work the Town does from the perspective of the residents. Emphasis was placed on relationship building between Town staff, elected officials and the residents. Troutman officials said the event was so beneficial that they now plan to hold similar events during the year.



## CONNECT Our Future - Engaging a Region to Build a Framework for Growth

Centralina used its Balanced Public Engagement Process to engage the 14-county region in developing a framework for growth. The three-year process was broken into three phases that each included public input to build the plan. By the end, 8,400 people regionwide participated in 663 structured engagements, 24 consortium meetings, 376 stakeholder meetings, 57 community group workshops, 61 policy briefings, 144 project coordinations, a ULI Reality Check Event, a project website, online engagement and a web-based planning toolkit. The framework is being implemented and has received broad acceptance in the region.

## CRTPO Executes a Creative Strategy for Comprehensive Transportation Plan Outreach

In 2016, the Charlotte Regional Transportation Planning Organization (CRTPO) needed to seek meaningful input from members, stakeholders and residents on the Comprehensive Transportation Plan (CTP). Centralina used its Balanced Public Engagement Process to help CRTPO to design a creative engagement strategy to meet its needs, assisted with online engagement, planned events and made complex information understandable for the public. CRTPO's outreach included drop-in open houses, focus groups, webinars, online engagement, a video and presentations to stakeholders. CRTPO officials said they received valuable plan input from the public, positive feedback on the process and were able to try approaches they had not used in the past.



# Centralina's Balanced Public Engagement Services Feedback and Recognitions

*"Choosing Centralina to manage our Comprehensive Transportation Plan outreach helped us try approaches to public involvement that we hadn't employed in the past and it made local staff and officials key participants in the engagement."*

- **Robert Cook, AICP**  
**Charlotte Regional Transportation Planning Organization**

*"The public engagement event that the CCOG helped us plan and host was enormously beneficial. We were able to hear concerns that may not have otherwise been addressed and allowed citizens an opportunity to really express their voices."*

- **Justin Longino,**  
**Troutman Town Manager**

*"We can all say that we were a part of this, that my voice was there. And it's important to have a voice!"*

- **Darbah Skaf, Executive Director**  
**Statesville Housing Authority, Statesville, NC**

*"This process felt kind of how I think democracy should work."*

- **Eldewins Haynes**  
**Charlotte DOT Air Quality Specialist**

*"I was quite a skeptic coming into this (CONNECT) long-term planning process. Then I saw the extent of public input ... and now, I am a believer."*

- **Lisa Lee Morgan**  
**President & CEO Calor Energy**

★  
2016 National Association  
of Development Organizations  
Innovation Award for the  
CONNECT Our Future  
Public Engagement Campaign

★  
Sustain Charlotte Awards,  
Sustainable Economy Category,  
CONNECT Our Future

★  
2015 NC Chapter of the American  
Planning Association, Outstanding  
Planning Award - Honorable Mention,  
CONNECT Our Future



In addition to online surveys, Turning Technology Audience Response "clickers", videos, webinars, websites and social media, we now offer **MetroQuest** — a state-of-the-art web-based suite of public engagement tools to educate the public and quickly collect information.



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