

# DIGITAL PUBLIC INVOLVEMENT TOOLS

**Kimley»»Horn**

Expect More. Experience Better.





# INTRODUCTION

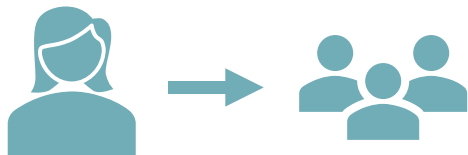
The current COVID-19 pandemic poses a significant disruption to how planning and design projects are conducted for the foreseeable future.

Traditional public involvement techniques (public meetings, community events, focus groups, etc.) are not feasible at this time. However, that does not mean that an effective public involvement effort cannot be carried out and, in fact, offers the opportunity to leverage innovative means to reach your community.

If public involvement during this time can contribute to keeping a project on track and support project success, the next step is to determine the tools and techniques best suited for your involvement objective.

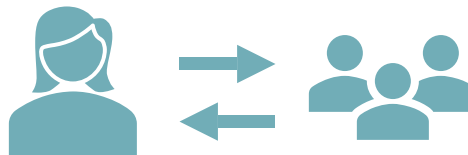
It is vital to note that when it comes to public involvement, there is no silver bullet—the appropriate tool, resources, and methodology will need to be tailored to your specific project. Kimley-Horn has vetted numerous digital tools and platforms and deployed them on projects across the country. To aid you in the decision-making process, we've compiled a matrix of recommended tools, included on the following pages.

**What is your public involvement objective?  
Before selecting a tool, consider your needs and  
what the objective is for involving the public.**



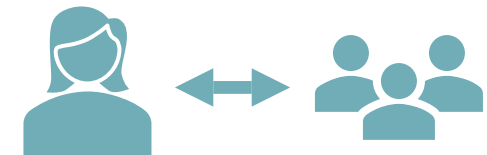
**Inform**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, and/or solutions.



**Consult**

To obtain public feedback on analysis, alternatives, and/or decision.



**Collaborate**

To partner with the public in each aspect of the decision including the development of alternatives and the preferred solution.

Tool	Outreach Objective			Price	Pricing Structure	Lead Time	Effort	Audience	
	Inform	Consult	Collaborate	(to use platform [per project])	(how price is determined)	(initiation to launch)	(create/maintain)	(number of participants)	
<b>Meetings, Live Streaming, and Video Conferencing</b>									
Skype for Business**	✓	✓		\$	audience size	🕒	👤	up to 250	
Facebook Live	✓	✓			Free	🕒	👤	unlimited	
YouTube	✓				Free	🕒	👤	unlimited	
GoToMeeting	✓	✓	✓	\$	per organizer/month	🕒	👤	up to 250	
Zoom	✓	✓	✓	\$	per month/host	🕒	👤	up to 1,000	
Webex	✓	✓	✓	\$*	per month/host	🕒	👤	up to 200	
Google Hangouts Meet	✓			\$\$-\$\$\$*	per user	🕒	👤	up to 10	
Adobe Connect	✓	✓	✓	\$\$-\$\$\$	per month/host	🕒	👤	up to 1,000	
Vimeo	✓	✓	✓	\$\$	per month	🕒	👤	unlimited	
Amazon Chime Pro	✓			\$\$\$*	per day/user	🕒	👤	up to 100	
<b>Surveys and Feedback</b>									
Google Forms		✓			Free	🕒	👤		
Wikimapping		✓		\$	per year	🕒	👤		
Jotform		✓		\$	per project/month	🕒	👤		
Poll Everywhere		✓		\$\$-\$\$\$	per year	🕒	👤		
Survey Monkey		✓		\$\$-\$\$\$	per user/month	🕒	👤		
Community Remarks		✓		\$\$\$	one-time or annual	🕒	👤		
MetroQuest		✓		\$\$\$*	per project	🕒	👤		
PublicInput.com		✓	✓	\$\$\$	per project	🕒	👤		
Bang the Table	✓	✓	✓	\$\$\$\$	per project/population	🕒	👤		
Konveio	✓	✓	✓	\$\$\$\$\$*	per year	🕒	👤		

\* Temporary pricing specials; fees may still apply

\*\* Kimley-Horn's preferred audio and video conferencing tool is Skype for Business

† A checkmark in these columns denotes that a tool exhibits some or all attributes of a given feature

Features†

	Tool Quick Link	Mobile Optimization	Customization/ Branding	Survey	Polling	Forums/ Threads	Interactive Activities	Virtual Meeting	Mapping	Translations Possible	508 Compliance
<b>Meetings, Live Streaming, and Video Conferencing</b>											
	<a href="https://skype.com/en/business">skype.com/en/business</a>	✓			✓		✓	✓			
	<a href="https://facebook.com">facebook.com</a>	✓			✓		✓	✓			
	<a href="https://youtube.com">youtube.com</a>	✓	✓					✓			
	<a href="https://gotomeeting.com">gotomeeting.com</a>	✓			✓		✓	✓			
	<a href="https://zoom.us">zoom.us</a>	✓			✓		✓	✓			✓
	<a href="https://webex.com">webex.com</a>	✓			✓	✓	✓	✓			✓
	<a href="https://gsuite.google.com/products/meet/">gsuite.google.com/products/meet/</a>	✓						✓			
	<a href="https://adobe.com/products/adobeconnect">adobe.com/products/adobeconnect</a>	✓	✓		✓		✓	✓			
	<a href="https://vimeo.com/enterprise">vimeo.com/enterprise</a>	✓	✓		✓		✓	✓			
	<a href="https://aws.amazon.com/chime">aws.amazon.com/chime</a>	✓						✓			
<b>Surveys and Feedback</b>											
	<a href="https://google.com/forms">google.com/forms</a>	✓	✓	✓	✓						✓
	<a href="https://wikimapping.com">wikimapping.com</a>		✓	✓					✓		
	<a href="https://jotform.com">jotform.com</a>	✓	✓	✓	✓		✓				✓
	<a href="https://polleverywhere.com">polleverywhere.com</a>	✓			✓						
	<a href="https://surveymonkey.com">surveymonkey.com</a>	✓	✓	✓	✓						✓
	<a href="https://communityremarks.com">communityremarks.com</a>	✓	✓	✓			✓		✓	✓	✓
	<a href="https://metroquest.com">metroquest.com</a>	✓	✓	✓			✓		✓	✓	
	<a href="https://publicinput.com">publicinput.com</a>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	<a href="https://bangthetable.com">bangthetable.com</a>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	<a href="https://konve.io">konve.io</a>	✓		✓			✓	✓			

[www.kimley-horn.com](http://www.kimley-horn.com)

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