

Community Meetings/Public Participation Waikīkī Livable Community Project City Department Of Transportation Services

The Limtiaco Company (TLC) implemented the public outreach component of the federally-sponsored planning study conducted under the auspices of the City Department of Transportation Services, the Waikiki Livable Community Project.

In consultation with the client it was noted that during previous meetings only negative comments and feedback were offered. In recognition of the fact that disgruntled residents are those most likely to speak up, TLC devised strategies that proved extremely successful in eliciting positive supporting comments for the elements of the current plan under consideration.

- We wrote the copy for the invitation to provide an engaging feeling and included key points regarding project elements that the community previously indicated as desirable;
- We recommended and created a feedback form to provide a mechanism for positive input; e.g., respondents were asked to rate on a scale of 1-5 the degree to which they felt the proposed plan would promote better traffic circulation;
- We strategically reviewed the Power Point presentation to reinforce that public input had been incorporated in the plan;
- We provided counsel during two rehearsals of the Power Point presentation to ensure a positive and open presentation style; and
- We facilitated five public meetings, frequently encouraging positive testimony.

As a result of these efforts during the public participation period, a greater degree of positive input was elicited from the public than had been previously witnessed.