



# **Palm Beach County Planning Congress**

## **Virtual Planning Challenges Seminar**

August 27, 2021 – Reimagining Public  
Engagement - Strategies for Community Input

### **OVERVIEW**

Most planning professionals realize the importance of community input and engagement in achieving successful outcomes for public realm projects. However, with the 2020 COVID pandemic, traditional in-person public meetings were largely abandoned. While changes to traditional methods of public involvement were challenging to many design professionals, these changes also offer the opportunity to research and implement new strategies for public engagement. This session will utilize project case studies to discuss strategies for public input, challenges, opportunities and lessons learned. Specifically, the session will explore:

- ***Overview of the importance of public involvement as part of the design process for public realm projects; how public input fits into the design process***
- ***Review traditional methods of public outreach and engagement; include project case studies for traditional public meetings (in-person or virtual), workshops, charettes, flyers, surveys, etc.***
- ***Strategies for virtual public input including new and innovative methods of public engagement.***
  - ***Include project case studies for 3D visualization, real time polling, web-based products such as Social Pinpoint that allow open-ended comments and feedback, MetroQuest and other tools.***
- ***In-Depth Project Case Study; Seminole Co. Trail Master Plan Update***
- ***Engagement outcomes – measuring success, what does success look like?***



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**Erin Sita** is currently serving as the Assistant Director of the Department for Community Sustainability of the City of Lake Worth Beach. She has 20 years of professional experience in the planning and development field, in both the public and private sector. Her planning related skills include experience in community redevelopment plans, comprehensive plans, zoning and land use analysis and implementation. She has a Master's in Urban and Regional Planning from Florida State University. As a resident of the City of Lake Worth, she has served on advisory boards and brings the perspective of professional planner and community volunteer to her work.

Erin is also the current President of the Palm Beach County Planning Congress, which is a storied organization that provides networking and continuing education for south Florida land use professionals.

### **Opening & Closing Remarks**

#### **Erin Sita, AICP**

Assistant Director, Department of  
Community Sustainability  
Lake Worth Beach



**Carrie Read** Carrie Read, PLA, ASLA, LEED AP has over 14 years of experience in site design and landscape architecture throughout the Southeast. She is the Landscape Architecture Group Leader for S&ME in their Orlando office. Areas of specialty and interest include streetscape and park design with an emphasis on public realm design and implementation. Carrie obtained her BLSA Landscape Architecture degree from the University of Kentucky, and her MSLA Landscape Architecture from the University of Wisconsin-Madison.

### **Speaker & Panelist**

#### **Carrie Read, PLA LEED AP**

Landscape Architecture Group Leader  
S&ME, Inc.