



+ INNOVATIVE CIVIC
ENGAGEMENT
TECHNIQUES

**MARKET
RESEARCH**

PLANNING

ENGINEERING

**OPERATIONAL
EXPERTISE**

PLANNING FOR SUCCESS

The planning journey is an exciting and invaluable process to preserve and enhance the character of your community and chart a responsible course for growth. It is also a unique opportunity to bring residents and community stakeholders “under the tent” and encourage them to help shape the future of the neighborhoods in which they live, work, play and learn.

Residents who feel engaged and listened to will develop a sense of ownership in the long-term success of the community. But if they are not given the opportunity to engage, or feel shut out of the process, they can become impediments to success – challenging community leadership at every opportunity.

The Institute for Building Technology and Safety (IBTS) has developed a team and set of tools and resources to ensure your jurisdiction adopts a high-quality, progressive, long-range plan, rooted in sound planning concepts, and built upon engagement from every corner of the community. We’ve married advanced market research, planning, engineering, and operational expertise with innovative civic engagement techniques to ensure that your plan is a reflection of the values and aspirations of the entire community.



www.ibts.org

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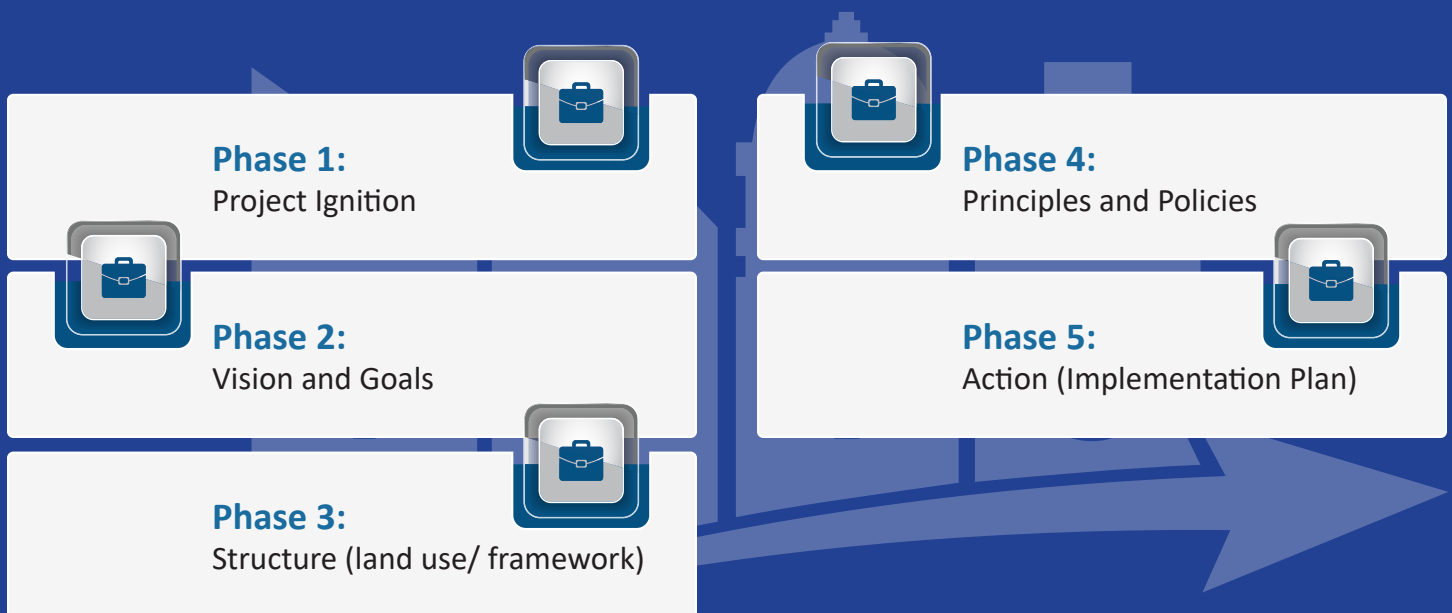
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Project Approach

Our process includes creative engagement of the public in a meaningful, unbiased manner as you seek answers to thought-provoking and idea-generating questions, such as:

- How will growth shape our area's identity?
- What bold moves can be used to preserve the community character?
- How do we integrate new with traditional?
- How can we enhance safety in neighborhoods?
- How can we promote and encourage new and thriving businesses?
- What can we do to become more resilient and sustainable?

Our team works with you to answer these and similar questions, and to develop a widely supported vision that identifies the investments and strategic initiatives needed to realize that future. Our process includes five phases:



Public Engagement Strategy

A wide array of public participation tools and techniques are available today, ranging from traditional tried and true methods to new digital media approaches.

In evaluating and employing these tools and techniques, there are a few key principles in finding the right combination that unlocks project success and sets the tone for continued implementation efforts.

A Multi-Prong Approach:

Always employ several tools, techniques, and methods

A Strong Foundation:

Build upon lessons learned from past engagement efforts

No Gimmicks:

Don't do something just because it is the hottest trend or technology

Genuine Engagement:

Committed public engagement leaders

Listen:

Honestly listen and show how you listened throughout the project



Adding Value to Vision

Our team of planning professionals, market researchers, and engineers create a foundation for the plan that's based on your community's previous efforts and expanded to realize your future expectations. This team has successfully facilitated 1,000s of civic engagements, and have built careers in a variety of planning disciplines.

That means you get a team with both local government knowledge and experience, and advanced planning expertise. Leveraging market data to connect your community to the planning process, while also focusing on an expansive approach, allows us to create tangible guidelines and benchmarks to achieve the vision for your community's future. Driven by our mission to support communities in governance and development, we are motivated by our vision of shaping tomorrow's communities and not by profits or shareholders.

The result?

A mutually beneficial relationship that leads to:

- A three-prong team approach
- Strong data gathering and data analysis skills
- A focused management team
- Optimized use of budgeted funds
- Local knowledge and experience combined with nationwide reach-back capabilities
- Enhanced communication
- A community-first philosophy



More than a planning firm...

What the Planning Firms Bring?

Consultants Steeped in Theory
Pre-Designed Approaches
Rotating Door of Project Team Members
Basic Project Methodology Untested in Your Community



What we Bring to Your Community ?

Real Practitioners in Local Government Fields
Careers Built on Project Management
Operational Mindset to Drive Obtainable Project Goals
Market Research and Planning Engineers with Interactive Solutions to Community Outreach
Community Service Focus



About the Institute for Building Technology and Safety (IBTS)

We are building resilient communities by reducing risk, enhancing public safety, providing quality assurance measures and improvements to quality of life.

As a 501(C)(3) nonprofit organization built on government partnerships with the goal of strengthening communities, we place people over profits. We provide services to local, state, and federal governments that combine public sector credibility with private sector innovation.

- 40-year history of public service
- Specialize in building services; energy and sustainability; management and consulting services; municipal services; natural disaster management; and quality assurance and quality control
- Board of Directors consisting of five national associations representing city, county, and state-level governments