Regional Transportation Plan Visioning Website
Interactive online tool educates and engages the public

Location: San Diego County, California
Partners: San Diego Association of Governments; Placeways LLC; Fireant Studio

Context: The San Diego Association of Governments (SANDAG) is the San Diego region's primary public planning, transportation, and research agency.   In its self-described role it "builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transportation, and provides information on a broad range of topics pertinent to the region's quality of life."   As part of its 2050 Regional Transportation Plan's public engagement effort, SANDAG wanted to build a new kind of online tool that would not only report on its plans but engage citizens more deeply in thinking about priorities, impacts, and quality of life in the region.

Project Description: SANDAG engaged Placeways LLC and FIREANT Studios to work with them to build the tool, dubbed **Envision 2050.** The interactive site educates the general public about transportation planning issues and challenges through a fun, highly visual experience. A central part of the tool is a step-by-step user experience that allows visitors to select their own priorities by dragging them from an animated wheel of options. Based on their choices, users learn more about planning and transportation topics like transit, accessibility, air quality, and safety. For example they can see dynamic chart icons showing how the RTP plan will perform on "good walking and biking connections" or "reduced greenhouse gas emissions."

The site also includes an innovative map display that shows a 3D representation of the San Diego region and the transportation infrastructure projects that are planned over the planning period.

The development and design process was a strongly collaborative effort between SANDAG and the Placeways/Fireant team, with several iterations in design and functionality occurring as the project progressed. A key to success was frequent, open communication among all parties, facilitated by Placeways and a number of online collaboration tools the team used.

Technology and Tools: The site was constructed as a Flash application with PHP and a MySQL database.

Outcomes: The tool effectively supported the Envision 2050 process and received very positive feedback from the media, the public, and elected officials.

KEY LINKS
Envision 2050
   http://envision2050sd.com
San Diego Association of Governments
   http://sandag.org
Placeways LLC
   http:// placeways.com
FIREANT Studios
   http:// fireant.com