Portions of this presentation adapted from the original First Impressions Training and Orientation template developed by Professor Andy Lewis

APA-Wisconsin 2015 Conference
Milwaukee, WI

University of Wisconsin-Extension
Today’s Agenda

○ About the First Impressions Program
○ An adaptation to an old classic
  ◦ Urban Downtown Impressions
○ Technology Innovation
○ Questions & Discussion
Why Technology?
Discussion:

What ways have you used technology in planning?

Have you had trouble engaging the public in your planning work?
First Impressions

1. Creates a mutual “secret shopper exchange

2. Assesses strengths/challenges as first-time visitor

3. Shows how similar communities address challenges
First Impressions (cont)

4. Serves as basis for action/incorporates well into planning processes

5. Engages new audiences; builds leadership capacity
FI Program Adaptation: Kenosha/Joliet
Kenosha/Joliet Fl

Efforts to link place, talent, innovation as impetus for urban downtown revitalization

Case Study: Kenosha/Joliet

Integration of web-based online assessment tool for smartphones, tablet, photo uploads
Qualtrics Survey Tool

Designed for participant surveys *(like Survey Monkey)*

You can upload photos

You can navigate within the survey through a menu

You can easily make reports and synthesize data
10-minute impressions:

By entering the district through the designated route, take a ten-minute drive without stopping. What was your first impression? Pull over to the side of the road and write down what you felt about the community based on your first impressions.

Please upload your image in regards to this topic.
http://goo.gl/bDDLHw
Discussion

Where could you see using a survey instrument to increase meaningful public participation?

Vision 2050 SEWRPC
Comprehensive Bike Planning
10-year Comp. Plan Update
Reporting Results

http://kenosha.uwex.edu/first-impressions/
How to get started

1. Contact your county Extension Educator!

2. Read and download online resources: sample PowerPoint, videos, sample reports at: http://goo.gl/zQUrjg

3. Receive the Coordinator Manual, Participant Manual, or online survey; email amy.greil@ces.uwex.edu
Contact Me

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Kenosha/Joliet
Photo montage

HTTPS://WWW.YOUTUBE.COM/WATCH?V=LF8ZOBWPAEA