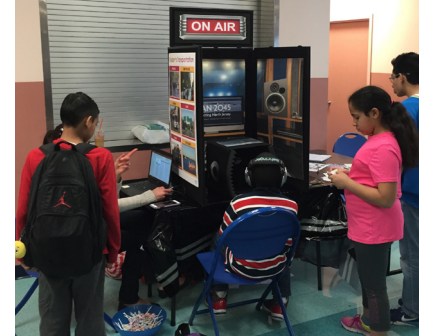


SELECTED PROJECT EXPERIENCE

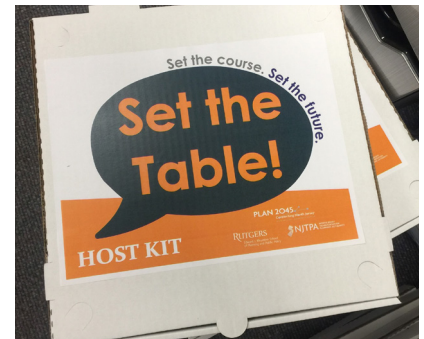
NJTPA “On Air!”

POET teamed up with the North Jersey Transportation Planning Authority (NJTPA) to engage children and teens for the upcoming Regional Transportation Plan. POET developed a simple and fun pop-up activity booth reimagined as a radio studio. Kids sat “inside” the booth and listened to an introductory “newscast” about transportation. They were then “interviewed” and asked to talk into the microphone about what they imagine transportation will be like in the future. POET deployed the activity in kid-friendly locations, including the Liberty Science Center and Boys and Girls Club after school programs.



Set the Table!

POET developed, coordinated, and managed Set the Table!, a civic dinner party program designed to engage Millennials in NJTPA’s Regional Transportation Plan process. Adults ages 18-29 volunteered to host dinner parties with their friends where they discussed elements of the regional plan, such as technology, resiliency, the environment and the economy. POET designed a “meeting-in-a-box” to assist each dinner host, including a card game with questions and facts to guide the conversation and forms to collect feedback. POET also created the program’s branding and successful social media campaign, attracting many applicants.



ESL Outreach

POET developed a customized English as a Second Language (ESL) classroom activity to collect feedback from Limited-English Proficient (LEP) residents for NJTPA’s Regional Transportation Plan. POET ran workshops in classes throughout northern NJ, collecting feedback from 150 LEP individuals from over 30 countries. The four-part classroom activity was designed in consultation with trained ESL facilitators to provide a valuable learning experience for participants. The activities provided students an opportunity to improve fluency and confidence in discussing issues that impact their communities.



Summer Engagement Series on NJ.com

POET launched a summer-long engagement series in 2014 for Together North Jersey (TNJ) in partnership with The Star-Ledger and NJ.com. The series, branded “Improving New Jersey,” of 35 op-eds, articles, live chats, polls, and other interactive activities featured on NJ.com (also in the print edition of the Star-Ledger) was an opportunity for residents to be involved in improving NJ’s quality of life. The posts garnered thousands of comments and questions, many of which were addressed by featured experts during live chats and by TNJ staff.



SELECTED PROJECT EXPERIENCE

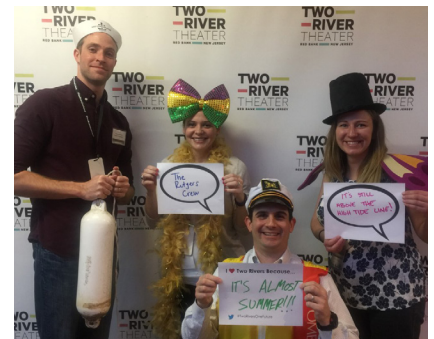
TNJ Outreach and Stakeholder Engagement

POET coordinated and managed outreach for the Together North Jersey regional plan – both stakeholder engagement and public engagement. Engagement activities included management of Steering, Executive and Standing Committees (with over 300 members in total); planning and execution of 15 regional workshops; 20 “pop-up” kiosk events at malls, colleges and museums; online engagement via NJ.com (see Summer Engagement Series); three major conferences; and multiple working group meetings.



NJ-FRAMES Public Engagement Plan and Open House

POET has developed an innovative outreach and engagement plan for NJ FRAMES, a regional resiliency project in Monmouth County, NJ, executing events over the course of the two-year planning process. POET worked with the NJ-FRAMES team to host a successful open house event at the Two River Theater in downtown Red Bank, NJ, which included a beach-themed photo booth, activities for kids, keypad polling survey, and mapping station. The POET team also developed the “Two Rivers, One Future” branding campaign for the NJ-FRAMES project, including hashtag, tag line, brochures and other project collateral.



Route 9 Corridor Study

Working with the North Jersey Transportation Planning Authority (NJTPA), POET developed customized Spanish-language outreach activities for the LEP populations in Lakewood and Toms River, NJ. Activities includes planning and executing a public workshop entirely in Spanish and deploying “on-the-street” outreach in downtown Lakewood to chat with the Spanish-speaking community about their needs and challenges. In addition, POET planned and executed a focus group for the Route 9 Corridor Study specifically designed for Orthodox Jewish Women in Lakewood, NJ in order to better understand the specific needs of the women in their community.



Public Engagement Research

POET conducted eight diverse focus groups throughout North Jersey to understand residents’ reactions to marketing messages, motivations for attending public meetings, and awareness of NJTPA’s outreach efforts. In addition, POET created a searchable database detailing over 250 unique public engagement techniques and best practices that other public agencies have used to reach a variety of audiences. Planning agencies can identify strategies that fit their projects by budget, scale, purpose, etc. The focus group feedback and the database content have both since inspired outreach projects such as Set the Table!

