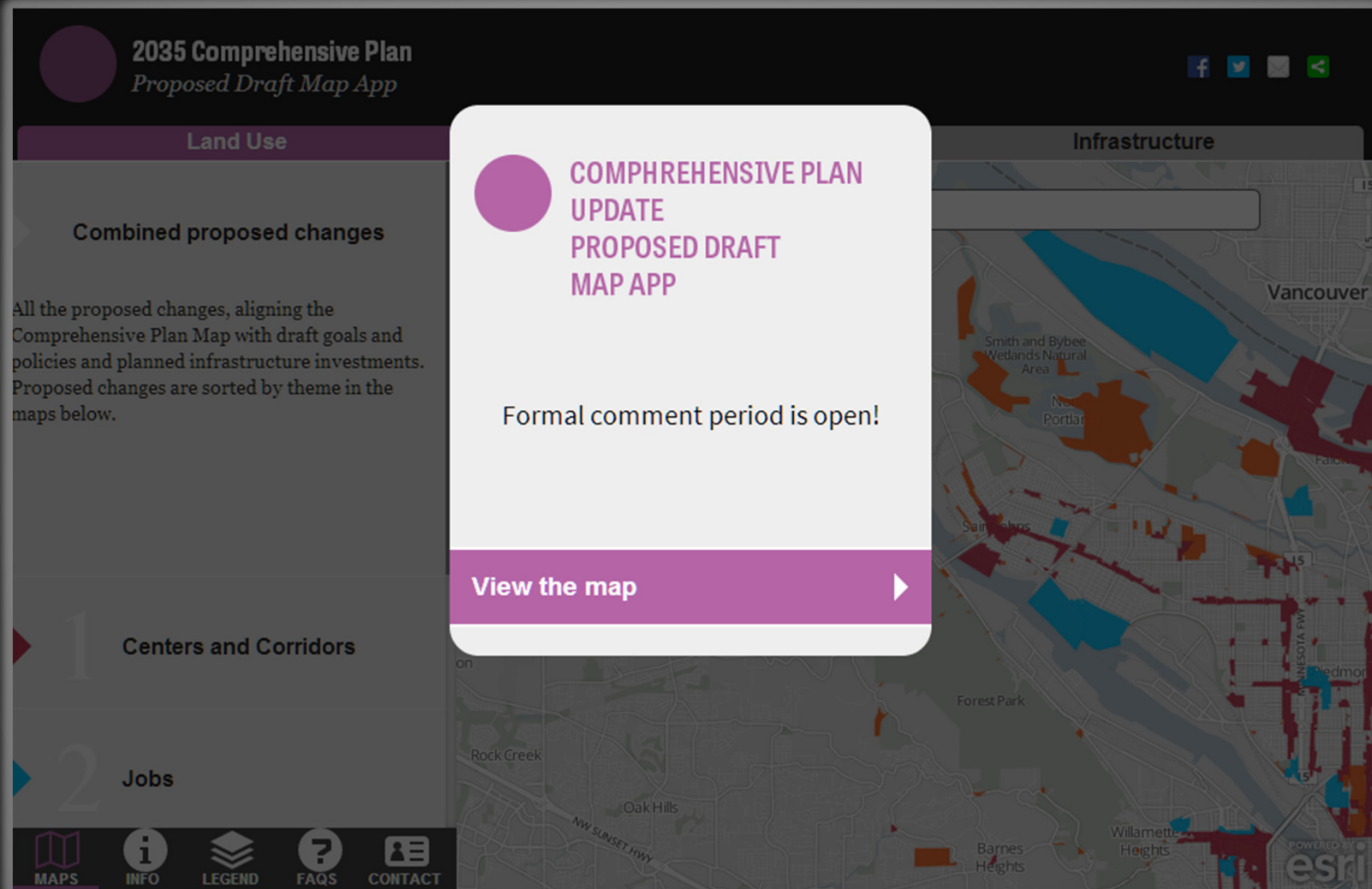


# comp plan map app 2.0



city of portland bureau of planning and sustainability

# why?

- our plans and projects lend themselves well to maps
- online maps are an effective public engagement tool
- reaches new, wider demographic
- gets people's attention, cuts through the chatter

# what we learned from 1.0

- brought a lot of people to the table
- but they leave quickly
- public wants a streamlined, focused message
- people prefer a shared discussion
- mobile is hard (but necessary)

# what we know about 2.0

- mobile is hard (but necessary)
- built entirely in house, low cost, no consultants
- it's not perfect... yet; public helps make it better
- released yesterday, already received some attention
- you want a demo!