

Open Government and Engaging the Public

April 28, 2014

4:00 p.m. – 5:30 p.m. ET

Ask questions

E-mail: education@planning.org

Today's Speakers

- **Mark Wheeler, GISP**, City Planner, Deputy Executive Director's Office, Philadelphia City Planning Commission
- **Kenneth A. Bowers, AICP**, Deputy Planning Director, City of Raleigh
- **Camille V. Barchers**, Georgia Institute of Technology, College of Architecture, Presidential Fellow
- **Bruce S. Stiftel, FAICP**, Professor and Chair, Georgia Institute of Technology

Overview

- **Digital Civic Engagement**
 - Version 1.0: Raleigh's 2030 Comprehensive Plan
 - Version 2.0: Downtown Experience Plan
- **Open Data**
 - iMaps
 - Open Data Initiative
- **Social Media**
 - Twitter, Facebook, etc.
- **Digital Subscriptions**
 - GovDelivery

Goal for Digital Technologies

- **Increase transparency:** make background data and documents easily accessible
- **Broaden the base:** involve people who do not typically engage through traditional methods
- **Enrich the content:** get richer and more detailed input
- **Sustain a conversation:** engage two-way communication between citizens and staff
- **Save money:** digital tools can be more cost-effective than public meetings, *if you use them a lot to amortize the up-front investment*

Levels of Civic Engagement

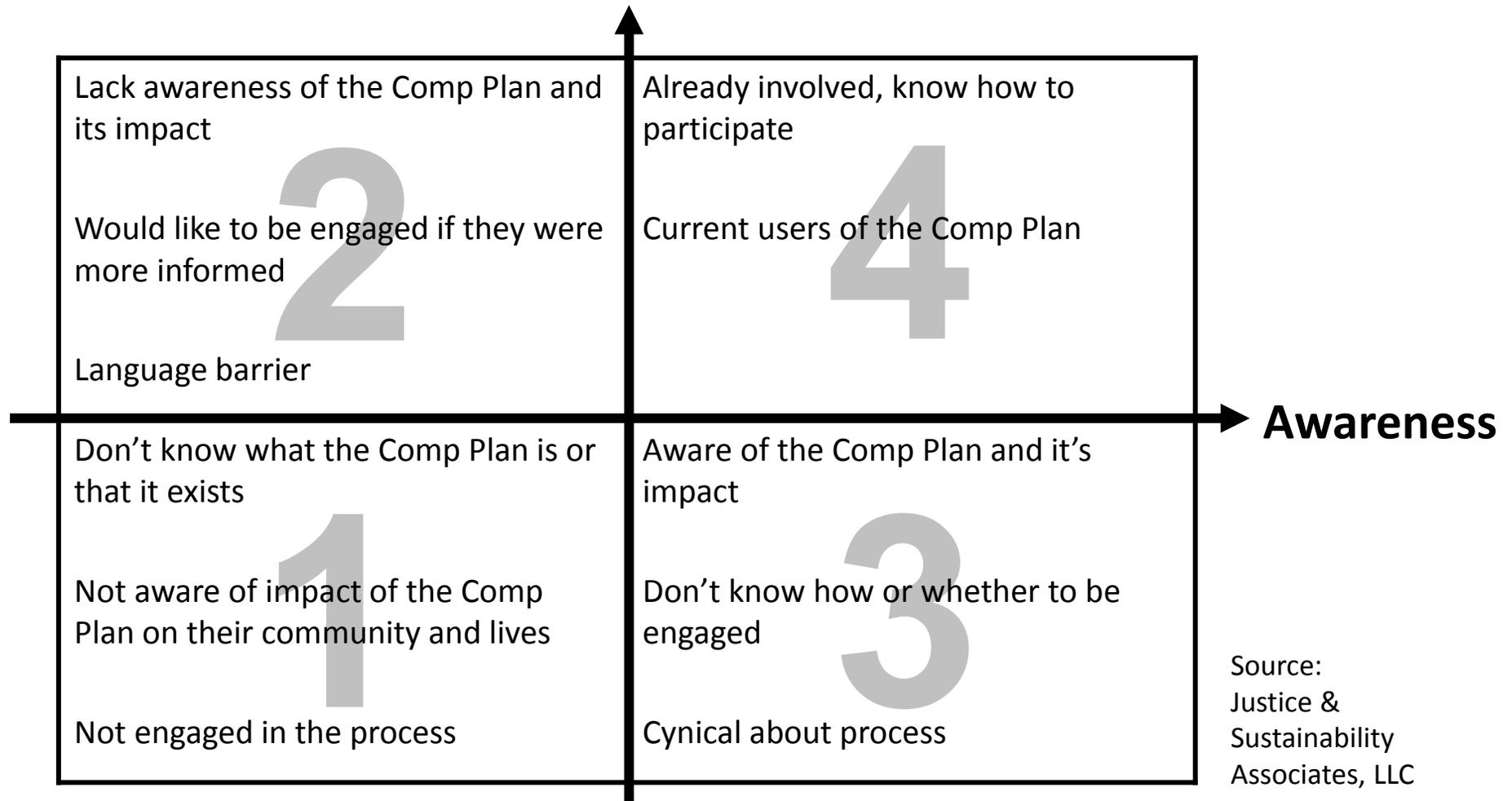
Consult >>	Involve >>	Collaborate
<p>Planners prepare recommendations/ plan, present to public.</p> <p>Public comments.</p> <p>Planners decided how to incorporate public comments.</p>	<p>Planners engage public earlier and throughout the planning process.</p> <p>Public input influences plan content and decisions, but it is not a consensus process.</p>	<p>Public has greater access to the decision-making process than the “involve” level.</p> <p>May reach a higher level of consensus, but full consensus may not be the goal.</p>

At every level, accountability and transparency require an accounting of how the public input changed the outcome.

Adapted from the EPA Public Participation Guide

Stakeholder Matrix

Engagement



Source:
Justice &
Sustainability
Associates, LLC

Communication Styles

“Core Participants”

Kept informed, input is ongoing, two-way communication is common

“In the Loop”

Kept informed, but not regularly asked for input and feedback

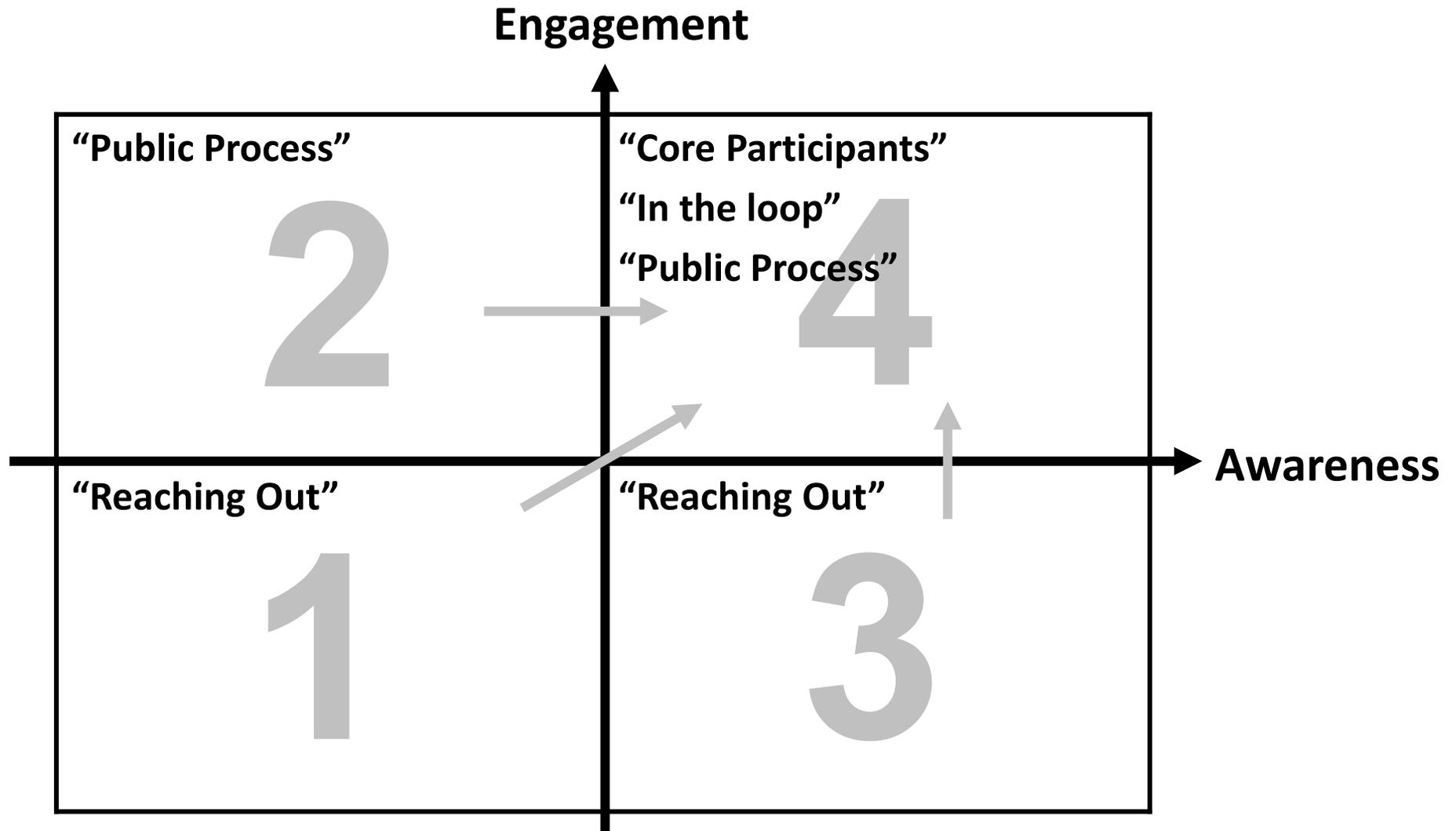
“Public Process”

Engaged in workshop settings, expected to follow progress on Web, through media

“Reaching Out”

Actively recruited to participate

Communication Styles

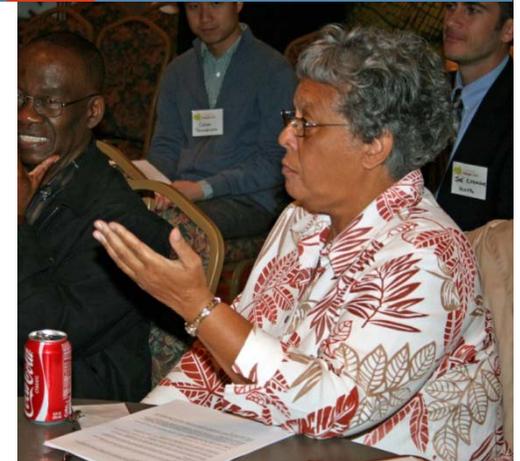


2030 Comprehensive Plan (2007 – 2009)

	Traditional	Digital/Online
Tools Used	<ul style="list-style-type: none"> • Public workshops • Small group meetings • Focus groups • Special events 	<ul style="list-style-type: none"> • Website • Email • Limehouse
Communication Styles	<ul style="list-style-type: none"> • Public Process • Reaching Out 	<ul style="list-style-type: none"> • Core participants • In the loop
Civic Engagement Levels	<ul style="list-style-type: none"> • Involve 	<ul style="list-style-type: none"> • Consult

The Formal Process

- Kick-off event
- Three rounds of public workshops
 - Vision and values
 - Policy options
 - Draft Plan
- Downtown Element workshops
- Public Review Draft (1,200 comments)
- Public Hearing
- Planning Commission & City Council deliberations
- Adoption vote



The Informal Process

- 21st Century Lecture Series
- Small scale workshops
- Stakeholder briefings
- Big Ideas Week
- Kids City



Limehouse Software

- Web-based publishing and public “consultation” system
- Users register with the system using a real name and address
- Document elements (sections, paragraphs, text boxes, images) can be enabled to receive comments
- All comments, as well as staff responses, are visible to all users
- People can comment on other people’s comments, or reply to staff responses

Comments on the Public Review Draft

	Number	Percent
Support	381	32%
Support with Conditions	356	31%
Observations	181	15%
Other	168	15%
Object	86	7%
Total	1,172	100%

Public Review Comment Handling

Policy LU 8

New development and redevelopment should use a more compact land use pattern to support the efficient provision of public services, improve the performance of transportation networks, preserve open space, and reduce the negative impacts of low intensity and non-contiguous development.

Public Comment

I wonder if “promote interconnectivity” should be included in this policy.

Staff Response Interconnectivity is addressed in more detail in Sections B.2.1 and B.2.2 of the Transportation Element.

Resolution

Add "and well-connected" after "compact"

Downtown Experience Plan (2014)

	Traditional	Digital/Online
Tools Used	<ul style="list-style-type: none"> • Public workshops • Small group meetings • Focus groups • Special events 	<ul style="list-style-type: none"> • Website • Email • MindMixer • Twitter, Facebook, Instagram • Live polling
Communication Styles	<ul style="list-style-type: none"> • Public Process • Reaching Out 	<ul style="list-style-type: none"> • Core participants • Public process • In the loop
Civic Engagement Levels	<ul style="list-style-type: none"> • Collaborate 	<ul style="list-style-type: none"> • Involve

Why an “experience” plan?

“ We don't want a plan based on land uses. We want a plan based on experiences. Who visits downtown to see land uses?”

– Mitchell Silver, FAICP

Public Process Overview

Public Meetings

1. Kickoff meeting
2. Downtown Visioning Workshop
3. District Visioning Workshops (6)
4. Draft Plan Reveal at SPARKcon
5. Boards/commissions
6. City Council

Ongoing Efforts

- Downtown Advisory Group
- Citizen Advisory Councils
- Web site and MindMixer



Mindmixer – planningforraleigh.com

- Using this to collect ideas for the Downtown Experience Plan
- Provides a forum for an online conversation
- Post ideas, vote on other peoples comments, respond to staff questions, polls
- 250 users, 125 ideas
- Participants: average age 41, 60% male and 40% female



Kara K. added an idea in **Vision for Downtown Raleigh!** Apr 22

Light Rail and Smaller Living Space

I love all the changes in Raleigh over the past few years! I find myself spending more and more time in Raleigh. It's also great that there is more investment in public transportation. I work in RTP and have looked at places to live in Raleigh,... **Read More**

6 ★

Rate this



1 Comment Share

Flag



Michael T.

60 minutes ago

Very in line with what I had suggested and as the 2nd fastest growing region in the US, this demographic you mention is the driving force.

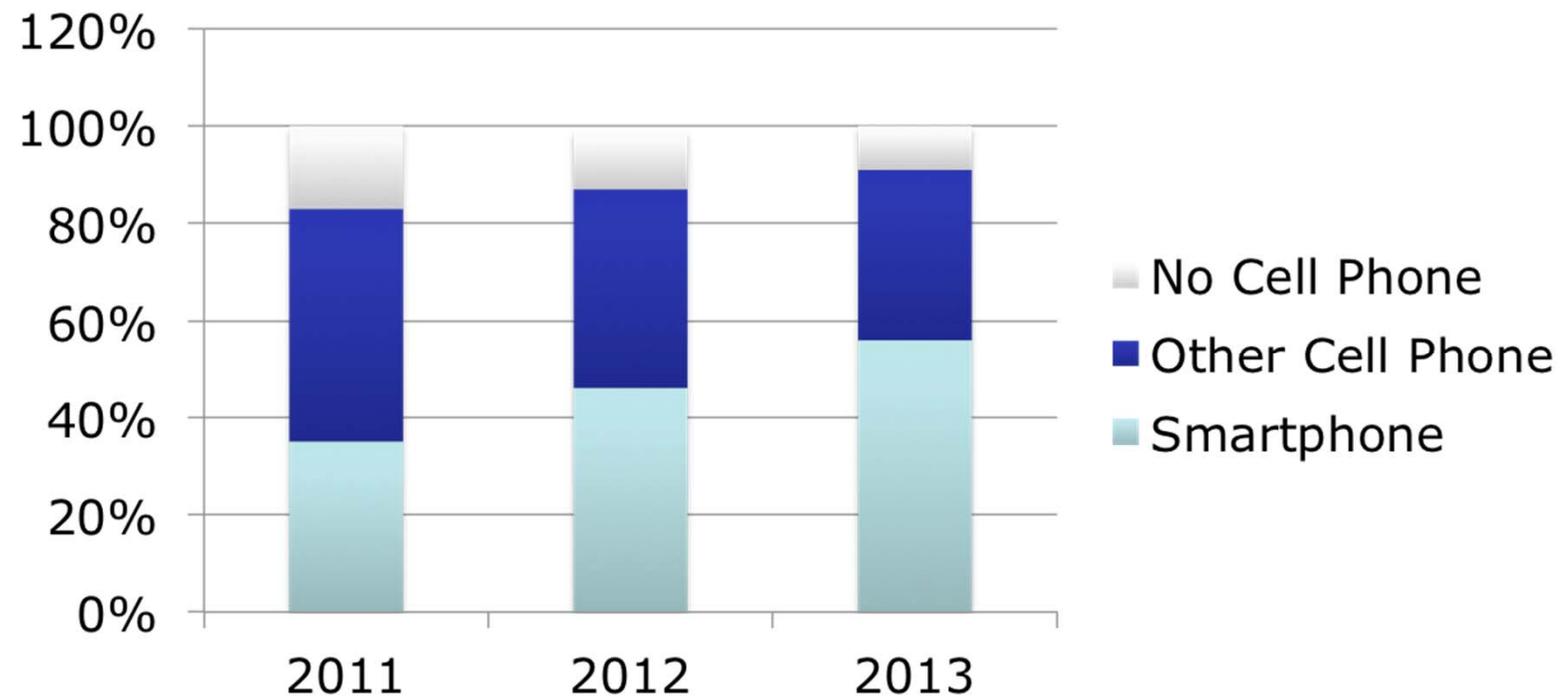
Flag

Social Media Outreach

Smartphone ownership reaches critical mass in the U.S.



More than half of the US population own a smart phone



Instagram Photo Contest

- Market a photo contest that results in a gallery show
- Theme “What excites you about downtown Raleigh today”
- Participants tag photos with **#experienceDTRaleigh**
- Partnering with Raleigh Arts to host the gallery show



Twitter – @raleighplanning

- #RaleighDTPlan to promote Raleigh Downtown Plan
- Helps to cultivate relationship with media
- Currently have 1,329 followers up from 500 in Oct. 2013, an average growth rate of 5 per day – change attributed to the following:
 - less broadcasting
 - more engagement in ongoing conversations
 - re-tweeting of related topics
 - using a conversational tone
 - willingness to respond to negative feed
 - ability to dispute inaccurate information



4

Apr 11, 2014

<http://ow.ly/vGXTf> <http://www.wakeupwakecounty.org/wp-content/uplo...>
@wakeupwake 2003 #Raleigh ranked 3rd most sprawling, we've moved way down on the list, policies making a difference! <http://ow.ly/vGXTf>

32
clicks

Twitter – get the story right

WakeUpWakeCounty posted a story about suburban sprawl – the article did not tell the full story

We retweeted with a different spin that painted the full story

The tweet had 11 re-tweets including WakeUpWakeCounty

The klout ranking of the re-tweeters ranged from 23-67, klout measures social influence which is ranked between 0-100

Type	Date	Retweeted By	Retweet Text	Klout
	Apr 11, 16:39	@wakeupwake 2003 #Raleigh ranked 3rd most sprawling, we've moved way down on the list, policies making a difference! http://t.co/L2KfM0EVhb		11
↻	Apr 13, 4:48	@mitchell_silver	—	67.9
↻	Apr 11, 17:16	@RaleighWake	—	56.8
↻	Apr 13, 17:19	@JoshStein_	—	53.2
↻	Apr 13, 3:00	@GarrettBDixon	—	51.5
↻	Apr 13, 2:55	@heighsoniv	—	50.1

APA

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**American Institute
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Making Great Communities Happen

AICP

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About Open Raleigh

Open Raleigh tracks city data related to critical key performance indicators including financial, public, demographics, planning and government. Each category will show detailed vizualizations and access to the raw data. Developers will find documentation on using our API.



Demographics



City Government



Finance



Public Safety



Urban Planning



Sustainability



Buildings and Trails



Environment

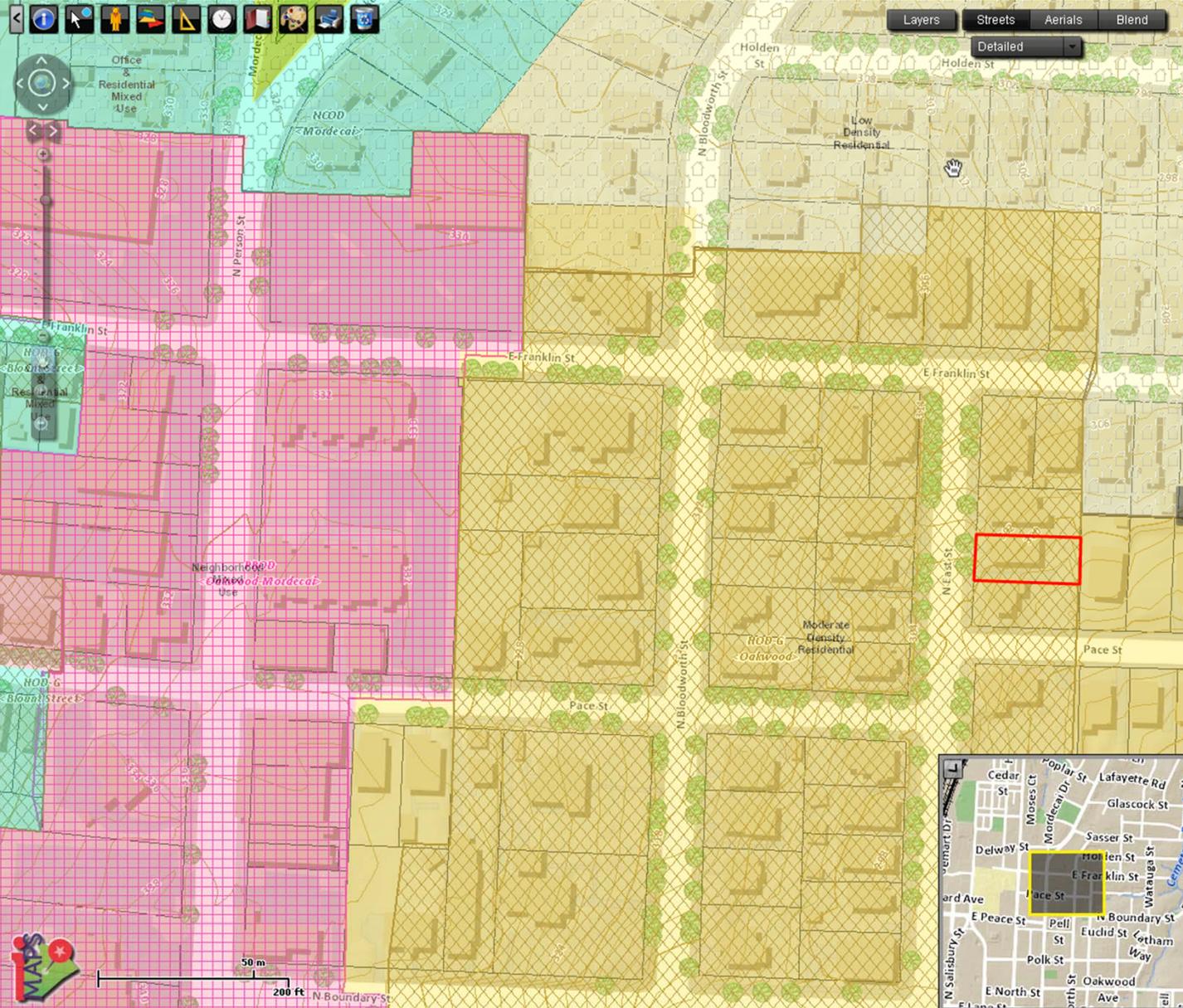


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**American Institute
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Making Great Communities Happen

City of Raleigh and Wake County iMAPS

Latitude: 35.7905
Longitude: -78.6317

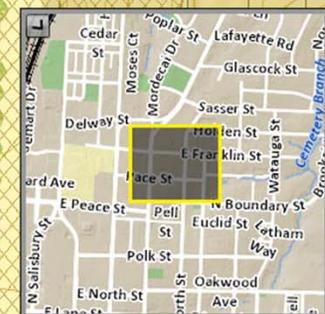
About Feedback Links Data Download Settings Help



Property Search

Search By:

Field	Value
PIN	1704922482 000
Real Estate ID	0062936
Map Name	1704 20
Owner	BOWERS, KENNETH VILLANOVA, LYNNEA
Mailing Address 1	704 N EAST ST
Mailing Address 2	RALEIGH NC 27604-1240
Deed Book	012015
Deed Page	02383
Deed Date	06/19/2006
Deeded Acreage	0.12
Assessed Building Value	\$ [REDACTED]
Assessed Land Value	\$ [REDACTED]
Total Assessed Value	\$ [REDACTED]
Billing Class	Individual
Property Description	LO5
Heated Area	1236
Site Address	704 N EAST ST
City	RALEIGH
Township	Raleigh
Year Built	1923
Total Sale Price	\$ [REDACTED]
Sale Date	06/19/2006
Type and Use	SINGLFAM
Design Style	Conventional
Land Class	RES 10 AC



Location Search

Raleigh Development Plan Search

Raleigh Crime Search

Show Additional Layers

City of Raleigh

UDO Zoning Remapping

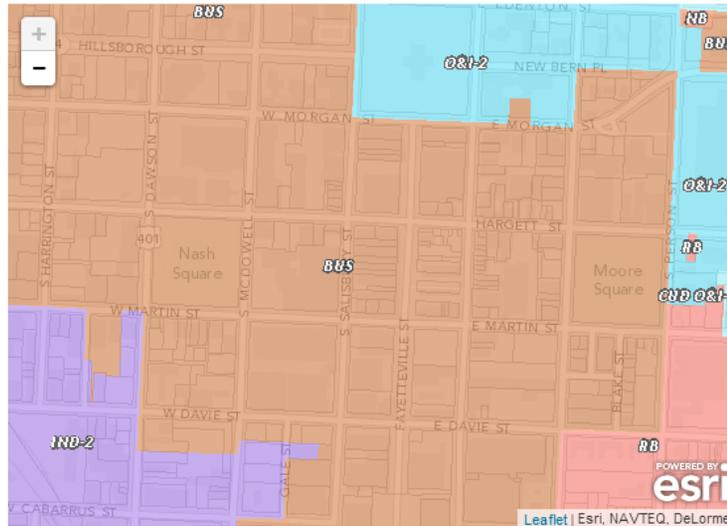
Compare the current zoning with the proposed UDO zoning.



220 Fayetteville Street

Current Zoning

BUS



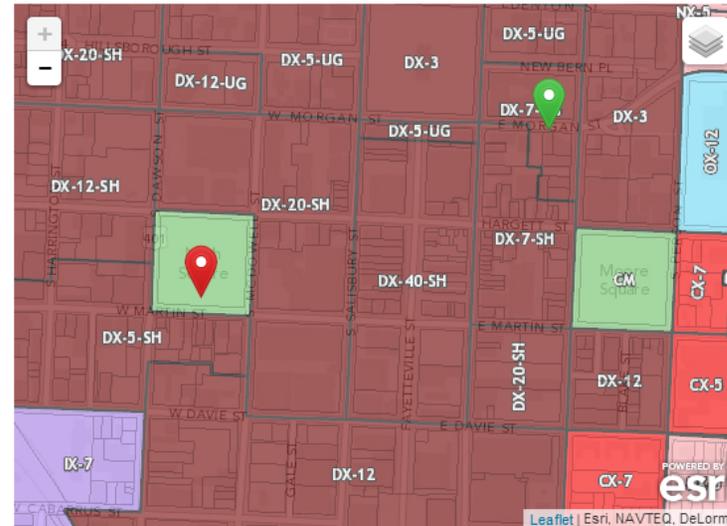
Description

Raleigh's downtown central business district is the only applicable location for this zoning district, which permits very intense development in an urban setting. Residential, office, retail, warehousing and limited manufacturing are permitted. Though other scenarios are possible, these areas will generally be rezoned to DX- under the UDO, especially where coincident with the Downtown Overlay District.

Proposed Zoning

Give Feedback

Downtown Mixed Use (DX-) with Height up to 40 Stories with Shopfront Frontage



Description

Height

40 stories / 500 feet max

Public Participation: Goals

- Inform the public
- Acquire information needed to make good plans
- Expand informed deliberation

Public Participation: Goals

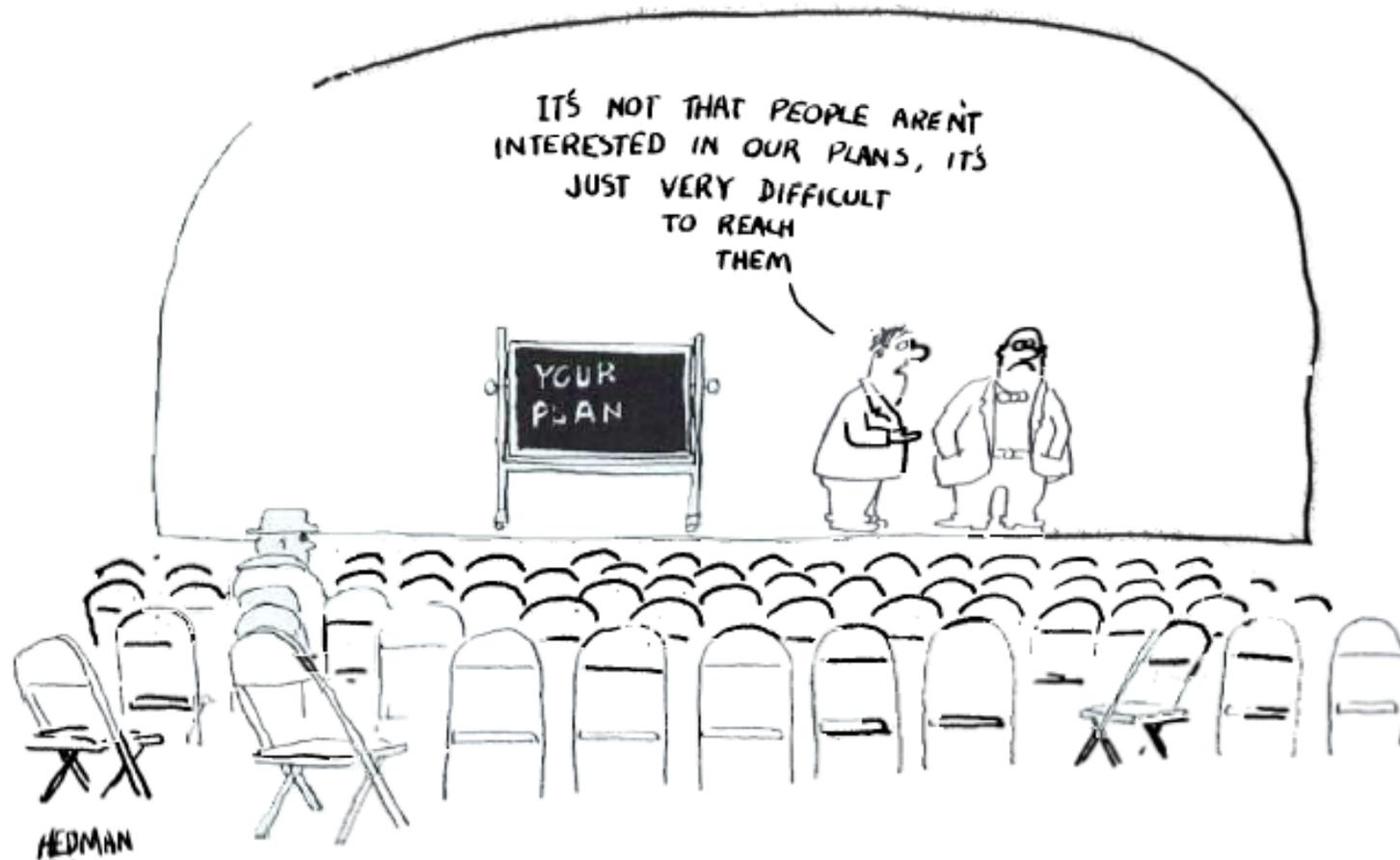
- Inform the public:
 - affected stakeholders
 - those needed to implement
 - the community
- Acquire information needed to make good plans:
 - on the ground intelligence
 - values and preferences
- Expand informed deliberation

Public Participation Methods

- OUTPUT
 - Reports/Newsletters/Websites
 - Speaker Bureaus
 - Informational Meetings
- INPUT
 - Public Hearings
 - Workshops/Charettes
 - Surveys
- DIALOGUE
 - Advisory Committees
 - Technical Committees
 - Delphi Panels

Challenges: Low Turnout

The Communications Gap



Challenges

- Low Turnout
- Bias in Representation
- Difficulty Communicating
- Participants Think They Have
- Little Impact

je participe
tu participes
il participe
nous participons
vous participerez
ils profitent



Potential of e-tools: 40 years of anticipation

At last there is a basic conception of the attributes needed to create a technological system that will allow a large number of citizens, dispersed throughout their communities and throughout the nation, to dialogue with each other regularly and to form their positions on public issues as a group.

Following a limited number of technological and social innovations to be outlined here, it will be possible, to a very large extent, to approximate the town hall meeting condition on a mass basis. This envisioned system of mass participation draws on a combination of some already existing and some new technological features in conjunction with new social procedures.

Amitai Etzioni

Policy Sciences 1974

Potential of e-tools

- Overcoming low participation and bias through greater ease of access and reduced stigma
- Overcoming lack of expertise through crowd sourcing
- Increased potential for meaningful interaction through new social networks
- Potential for feedback through ongoing access

TODAY...

- Introduction to the new technologies
(Camille Barchers, Georgia Tech)
- Project discussion: Raleigh NC
(Ken Bowers, City of Raleigh)
- Project discussion: Philadelphia PA
(Mark Wheeler, City of Philadelphia)
- Themes, questions, take aways (you and us).

New Technologies

Potential Impacts on Planning

**During 2008, the number of things
connected to the internet exceeded the
number of people on earth**

Types of Engagement

Output methods

- Public information oriented
- Flow from planners to public

Input methods

- Flow from public to planners
- Reactions to proposed plans; vision generation; goal setting

Dialogue or Exchange methods

- Interactive methods that allow for ongoing conversation among knowledgeable participants and staff
- Iterative processes

Output methods

Traditional Education

- Newsletters
- Newspaper advertisements
- Public Meetings
- Open House (boards, posters, models)
- Presentations/ Panels/ Q&As

Digital Education

- Facebook, blogs, websites, twitter
- Meeting management tools
- Online documents: google docs, dropbox, google groups
- Bigtent.com
- Civicevolution.com

Traditional vs. Digital

WE MUST TAKE ACTION NOW TO PREPARE FOR THE IMPACTS OF A CHANGING CLIMATE

Adaptation Toolbox: Climate Change Impact Area Mapper

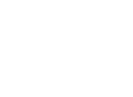
The Climate Change Impact Area Mapper is an online tool provided by the Maryland Department of Natural Resources for management decision-making, planning, and education purposes. The Climate Change Impact Area Mapper brings together multiple data layers from different sources to illustrate land areas in Maryland that are projected to be the most sensitive to anticipated changes in climate. The layers include areas vulnerable to sea level rise, storms surge, flooding, drought, and rising temperatures.



The Climate Change Impact Mapper includes several different layers related to agriculture, such as drought risk (low risk–light yellow; high risk–red).

<http://bit.ly/UIX4Hw>

Adaptation strategies:

Product <small>(ranked by 2007 market value; USDA Census)</small>	Climate impact	Adaptation strategy
 Poultry	Increased cooling costs; decreased production; changing disease presence	Improve energy efficiency of housing; bioenergy use; improve ability to monitor disease and quarantine
 Grains, oilseeds, dry beans, peas	Increased irrigation use; winter flooding; changes in crop yield quantity and quality	Diversify cultivar and crop types; improve water management systems; improve pest forecasting
 Nursery, greenhouse, floriculture, sod	Increased cooling costs; water stress	Establish emergency response systems; improve energy efficiency of housing
 Milk and dairy	Decreased milk productivity; changing disease presence; low-quality pasture during drought	Increase shade and cooling; improve ability to monitor disease and quarantine; manage pastures for drought
 Cattle and calves	Changing disease presence; heat stress; low-quality pasture during drought	Increase shade and cooling; improve ability to monitor disease and quarantine; manage pastures for drought; farm heat-tolerant breeds
 Vegetables, melons, potatoes, other crops, hay	Increased irrigation use; winter flooding; changes in crop yield quantity and quality	Diversify cultivar and crop types; improve water management systems; improve pest forecasting
 Horses, ponies, mules, burros, donkeys	Heat stress; low-quality pasture during drought	Increase shade and cooling; manage pastures for drought; education about heat stress
 Fruit trees, nuts, berries	Increased irrigation use; increased pest damage	Diversify cultivar and crop types; improve water management systems; improve pest forecasting

Credit: (top to bottom): Ben Fertig, Jane Thomas, Adrian Jones, thebitesword.com

Newsletter

Facebook

Input methods

Traditional

- Surveys (paper, email)
- Advisory groups
- Task Force
- Focus Groups

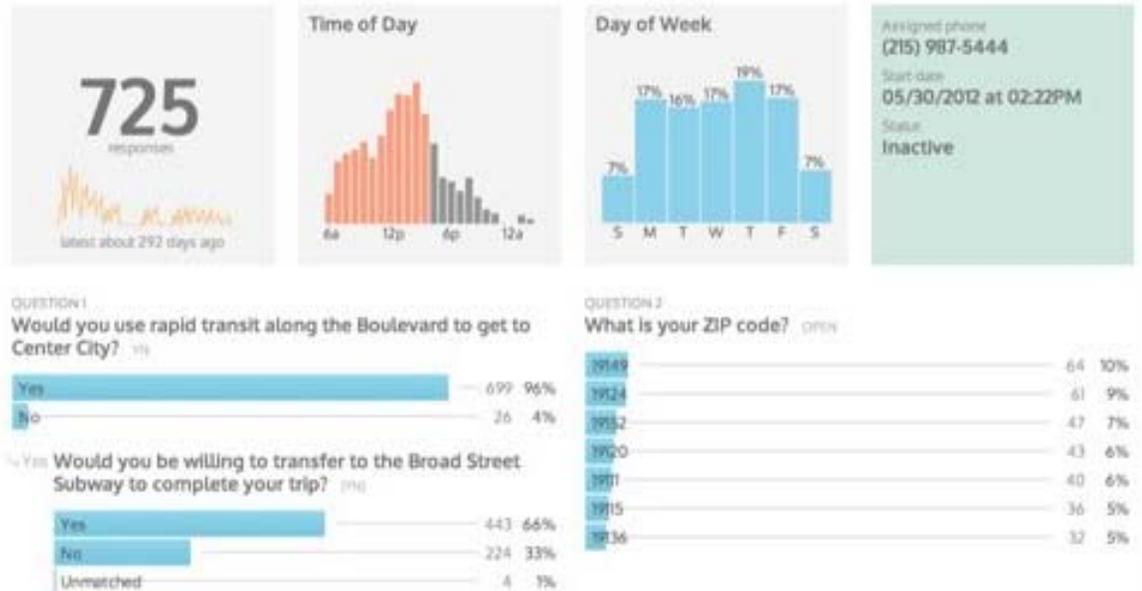
Digital

- Textizen
- Survey Monkey
- Survey console
- Survey gizmo
- See Click Fix
- Open Street Map
- Open Layers
- Wiki Mapia
- Idea Scale
- Spigit
- Bubble Ideas
- Delib Dialogue App
- Google Moderator
- Think Up App
- Citizen Scape
- Business Analytics

Traditional vs. Digital



Paper survey



Textizen

Exchange methods

Traditional

- Selective stakeholder engagement
- Focus Groups
- Advisory Groups
- Facilitated (in person) exercises
- Charettes
- [RealityCheck Time-Lapse Video by the News & Observer](#)

Digital

- Games (Second Life, Zynga, Persuasive games)
- Virtual Reality
- CommunityViz, Scenario planning tools with visualization component
- Online community mapping tools
- Budget simulator

Traditional vs. Digital



Chip Game



SingCity Game

Philadelphia

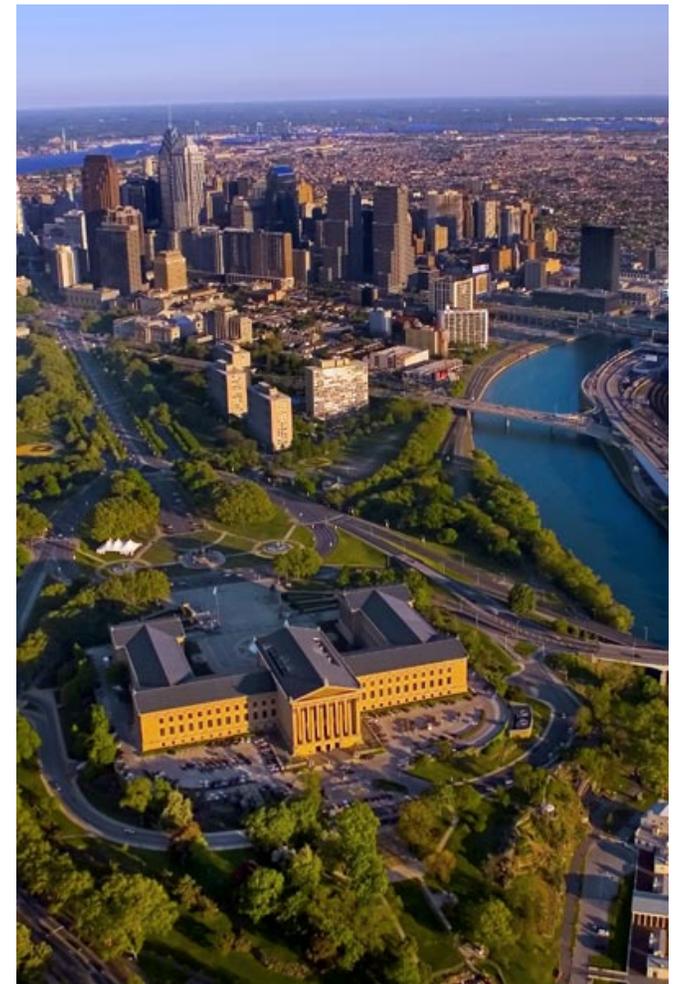
Public participation in comprehensive planning process

- Public meeting
- Social media strategy
- New engagement technologies



Philadelphia City Planning Commission (PCPC)

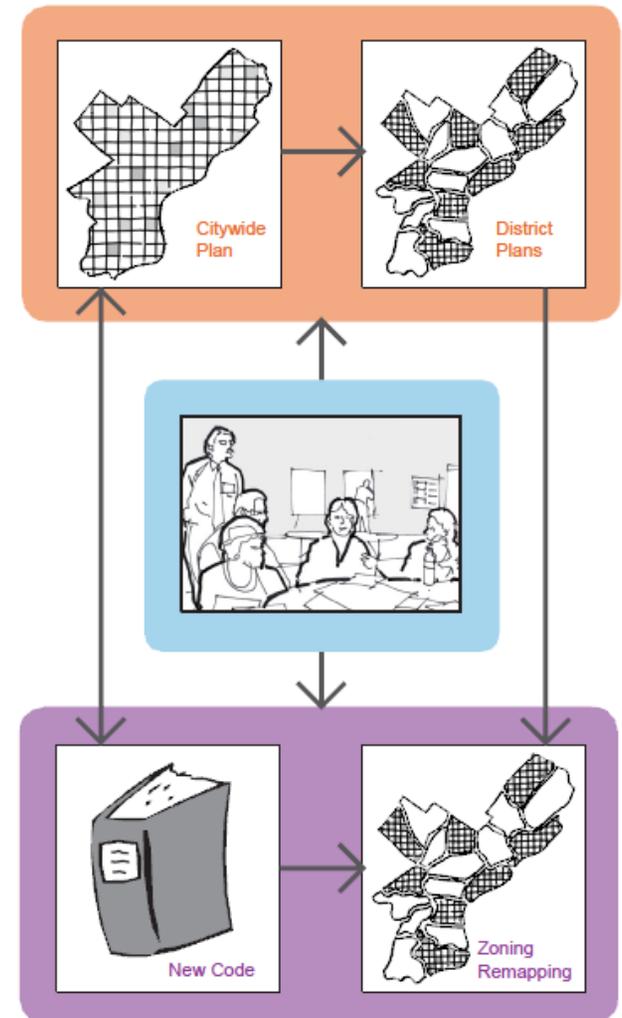
- 9-member Commission
- 30 Planners + 10 GIS/IT/Admin
- Advisory role to City Council on zoning, subdivision, property disposition bills
- Comprehensive plan
- Zoning remapping
- Capital Program



Philadelphia2035



- Integrated comp planning, zoning and citizen engagement process
- Citywide Vision + 18 district plans
- District Plan: 9-mth process + civic engagement.



Working Meetings



Public Meeting Summaries

PDF posted to phila2035.org

Appear in the published plan

Ridge Avenue Focus Area - Draft Recommendations

Participants were asked to prioritize recommendations for the Focus Areas. The numbers below represent how many considered each recommendation a priority.

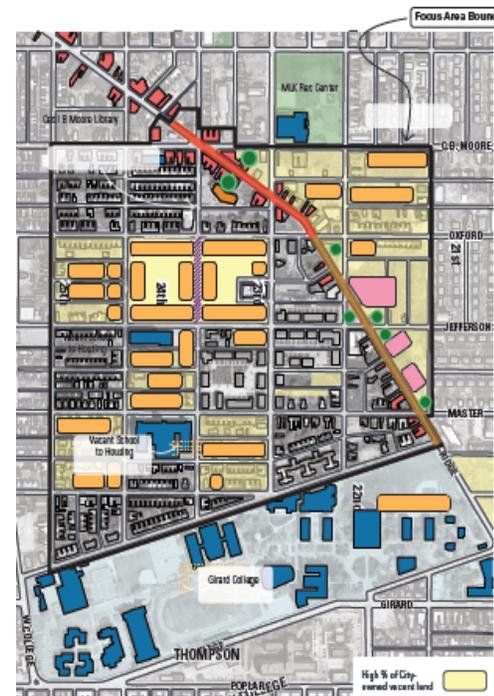
I would visit and use public space more if it had:

- Passive Park Amenities
- Retail Kiosks
- Classes
- Food Vendors or Cafe's — 59%**
- Musicians
- Playgrounds



I would sacrifice an on-street parking space for:

- Bike Corral — 32%**
- Rain Garden
- Pedestrian Space — 35%**
- Newsstand
- Public Toilet
- Car Parking Only



Draft Recommendation	Priority
Maintain and enhance existing commercial blocks 	19%
Develop "large format" retail uses on clusters of vacant land 	19%
Redevelop the PHA Blumberg Apartments into a mid-income neighborhood consisting of a variety of housing types 	22%
Reintroduce 23rd Street from Oxford to Jefferson 	14%
"Right size" Ridge Avenue commercial corridor through rezoning 	14%
Beautify prominent intersections 	12%

Additional Public Comments on Focus Area

- In order for area to grow, there needs to be financial and tax-based change
- Don't take down Blumberg and replace with the same thing
- Need homeowners, something new
- Need a new school, elementary and high school
- Add green space around Blumberg
- Add public art, attractive lighting, walkways.

Challenges: Traditional Engagement

- Cost
 - Room rentals average \$800
- Meeting location selection
 - Use of less than conducive public meeting spaces out of political necessity.
- Staff resources
- Participation varies
 - Attendance ranges: 40 – 180.
 - Flyers/mailers, Constant Contact emails, social media.

New Engagement Technologies

- Social media
- Text message polling
- Gaming
- Open Data

The GitHub logo, featuring the word "GitHub" in a bold, black, sans-serif font.The Textizen logo, consisting of the word "Textizen" in white, bold, sans-serif font inside a blue rounded rectangle.

Selecting Strategies

- Recognition of new era of communications: modes, tools, sources of local news/expertise, expectations, responsiveness, etc.
- Ad-hoc Evaluation: Does the strategy expand or improve participation, transparency, visibility, and access? Reinforce agency's commitment to outreach?
- Selection primarily driven by staff ability, cost and context.

The GitHub logo, featuring the word "GitHub" in a bold, black, sans-serif font.The Textizen logo, consisting of the word "Textizen" in white, bold, sans-serif font inside a dark blue rounded rectangle.

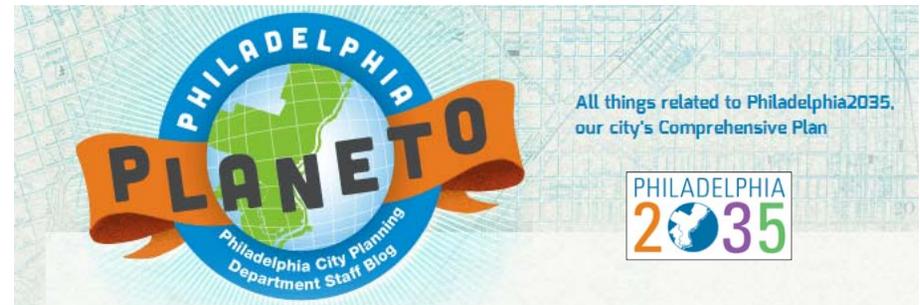
Social Media

Comprehensive planning in Philly has a brand:
Philadelphia2035

- Accessible, responsive, friendly, progressive, trustworthy.

Philadelphia - Workshop of the Urbanist Blogs

- Daily interaction: @phila2035, Disqus, Facebook
- Planeto blog: highlights work, wry point of view.



Cell Phone Polling



HEY COMMUTERS:

Would you use a rapid transit line along the Boulevard to get to Center City?

Text **Yes** or **No** to:
215-987-5444

HEY CENTER CITY FAMILIES:

What would make Center City more kid-friendly?

Text your answers and ideas to:
215-987-5455

Textizen



CODE *for* AMERICA

- Code for America project designed for PCPC:
 - Cell numbers assigned to specific question, and by location.
 - Participants texted back 2-follow up questions.
 - Two rounds, different geographies and demographics:
 - 2011 - Central and Lower Northwest districts.
 - 2012 - University Southwest district.

1st Round 2011

1-Poll on transit use for Roosevelt Blvd

- Signage in buses and bus shelters.
- ~750 responses.

2-Polls on kid-friendly Center City and recreation options

- Table tents distributed 150 stores/cafes + posted flyers.
- ~250 responses.



2nd Round 2012

3-Polls on transit use in University Southwest

- Signs in buses, outside of trolley, and at bus shelters.
- ~1,200 responses, 0.4% of 300K residents in district.
- \$2,500 for printing.



Hi there.
Which of these improvements would make you more likely to use a bicycle in the city?

- A) A riverfront trail from Bartram's Garden to Center City
- B) More physically separated bike lanes on major streets
- C) A secure bike parking facility at 30th Street Station
- D) More bike parking in the neighborhoods
- E) Public bicycles available for sharing for a minimal fee
- F) None of these would encourage me to bicycle in the city

Text your answer (using letters A-F) to:

215-987-5566




HEY UNIVERSITY CITY COMMUTERS,
HELP THE CITY IMPROVE YOUR COMMUTE!

Where do you begin your trip?

Text the closest street intersection (example: 5th and South) to:

215-987-5561



Textizen: Outcomes

- Comments folded into public meeting summaries for each district plan.
- PR from local tech and planning communities.
- Unclear if tool addressed digital divide participation.
- No stats on number of participants new to planning engagement.

**NEXT
CITY**

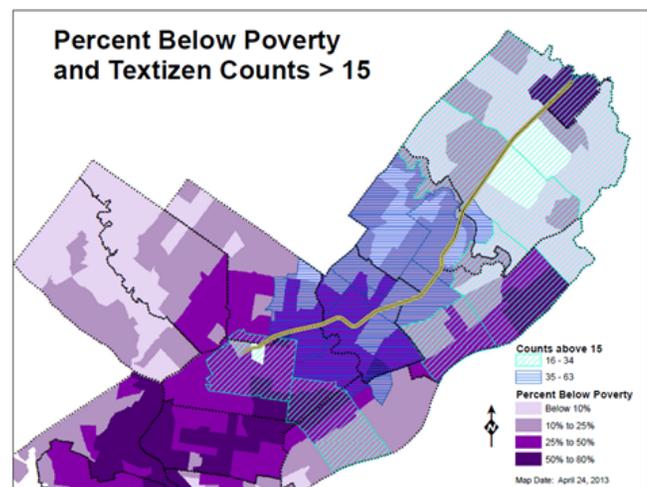
FOREFRONT | [DAILY](#) | [SUBSCRIBE](#) | [ABOUT](#) | [COMMUNITY](#) | [INF](#)

DAILY

New Program to Help Philly Crowd-Source Its Comprehensive Plan

Philadelphia | 06/05/2012 2:04pm | [Comments](#)

MATT BEVILACQUA | NEXT CITY



Textizen: Lessons Learned

- It's okay to ask more follow-up questions. Answer the question: this a new audience?
- Close-the-loop: Tell respondents what you've learned. Encourage future participation in planning activities.
- Highest response rates came from captive audiences in buses and at bus shelters. Flyers did not work.

newsworks^{BETA}
Powered by WHY and You

HOME SPEAK EASY HEALTH + SCIENCE ARTS + CULTURE BLOG

Philly's Textizen campaign works best on commuters

September 25, 2012

By Zack Seward

rp repost      Like 1 Rate This:  (6 votes) [Ask a c](#)

Engage via Gaming

Community Planit: Engagement Game Lab at Emerson College

- 921 signups.
- 318 players: 133 had no prior participation in planning activities, 53% live within district, split M/F players.
- 5,000 comments.



PHL2035: THE GAME
DISTRICT PLANS ARE ABOUT TO GET
A LOT MORE FUN...ONLINE!

January 28 - February 18

Sign Up Today:
www.communityplanit.org/PHL2035

A new way to participate in the University Southwest District Plan

Play from any computer or smartphone. Game is available 24 hrs a day

Ages 10 and up. Check out phila2035.org for all the details!

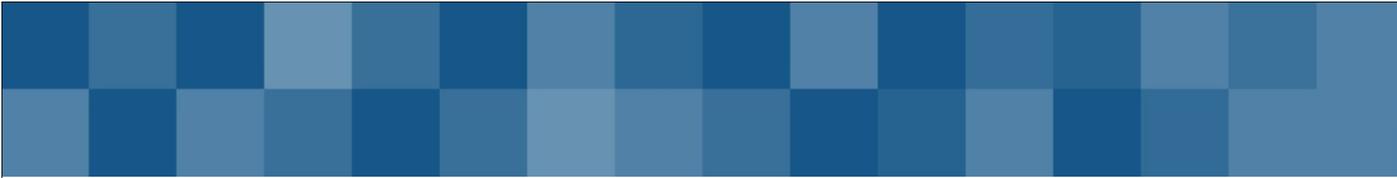
"Complete my challenges and win the game! See you online." - Boss Crat

New Technologies: Final Lessons

Time and resource commitment vary greatly based on the technology and agency goals:

- Gaming is highly involved up-front, easy to publicize.
- Text polling easy to execute, requires that audience has time to use it when prompted by advertising.
- Sustaining social media = daily interactions.

Plan to measure the effectiveness of the tool and demonstrate value.



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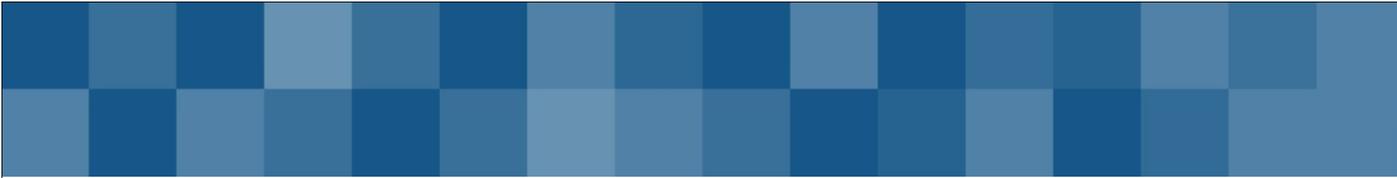
Making Great Communities Happen

Discussion Issues

Question & Answer

Please use the microphone in the center aisle!

- **Mark Wheeler, GISP**, City Planner, Deputy Executive Director's Office, Philadelphia City Planning Commission
- **Kenneth A. Bowers, AICP**, Deputy Planning Director, City of Raleigh
- **Camille V. Barchers**, Georgia Institute of Technology, College of Architecture, Presidential Fellow
- **Bruce S. Stiftel, FAICP**, Professor and Chair, Georgia Institute of Technology



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Making Great Communities Happen

Open Government and Engaging the Public

April 28, 2014

4:00 p.m. – 5:30 p.m. ET

Ask questions

E-mail: education@planning.org