



**Seeing is Believing:
Enhancing
Infrastructure
Projects Through
Visualization**

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Oh, hello!



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Visualizations take many forms...

...but share a goal of enhancing understanding



What to expect from a project near you

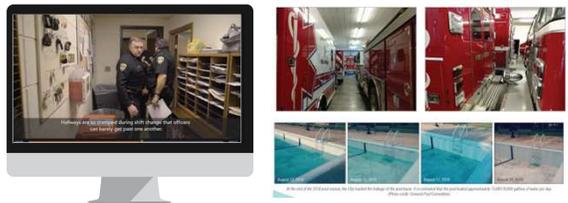


People perceive things differently

Our Filters

- Language
- Memories
- Decisions
- Beliefs
- Values
- Attitudes
- Ways of sorting information

Don't skip over the why



Visual and Tangible

Lincoln Street Corridor Study, Beatrice, NE

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Twice as much participation at the Music on Main pop-up booth than at public meeting

Lazelle Street Corridor Study, Sturgis, SD

Real-time sharing of public input

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Overview of Alternatives

All Concrete	Brick Only in Roadway	Brick Including Parking	Brick Including Parking and Intersection
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Stakeholders reviewed four alternatives, and co-created a fifth

Visuals support conversations

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Real world visuals

Broken Bow

- Brick in roadway and intersections
- Concrete crosswalk and parking areas

Beatrice

- Brick in roadway and intersection

Aurora

- Brick in roadway and intersection
- Concrete parking

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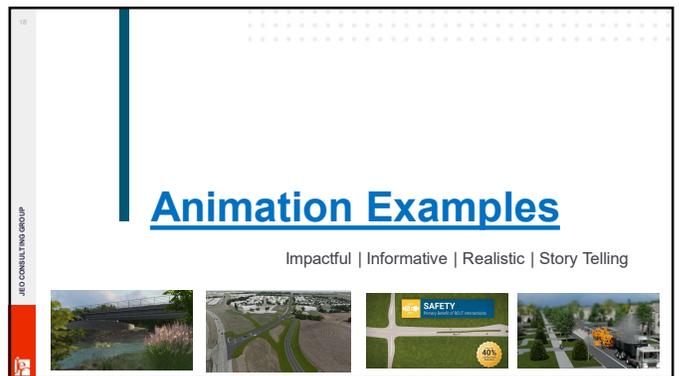
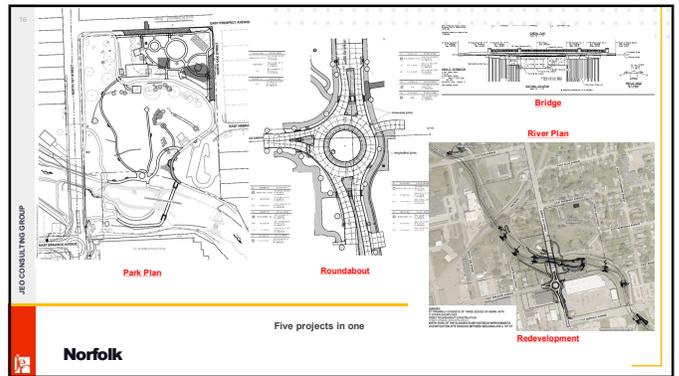
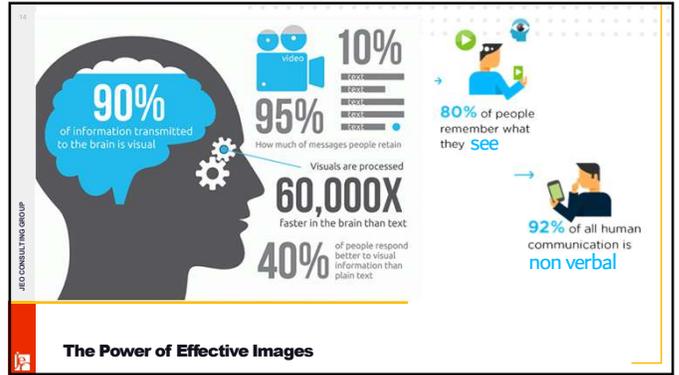
Show me the ~~project~~ money!

Help your community understand the project.

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People need to understand before they can support

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Until next time!

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