



Digital Public Engagement

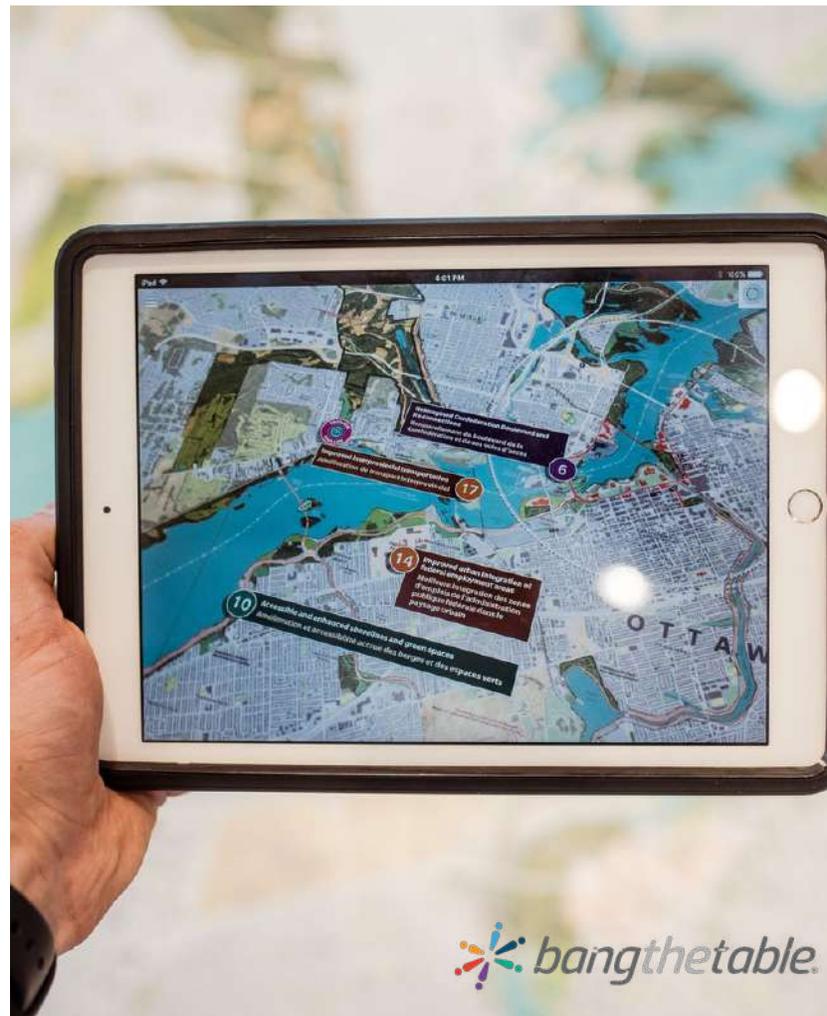


Your Project. Our Passion.

Communication and Engagement

Whether you want to inform, consult, involve, collaborate, or empower your community, stakeholders, or partners – RAM can deliver a custom digital engagement solution to meet all of your needs, from the simple to the complex. RAM has partnered with Bang the Table to build stronger, more trusting communities through meaningful engagement. Bang the Table offers a full spectrum of engagement tools, ranging from websites, interactive maps, forums to surveys.

RAM can help in engaging stakeholders and advancing your projects while also protecting and prioritizing the safety of your community.



Virtual Open House/ Townhall

RAM has developed a Virtual Open House tool for our clients to share key information and gather stakeholder feedback.

The Virtual Open House tool provides participants with an interactive opportunity that simulates the experience of an in-person open house by using a 360-degree view of a meeting room or a specific area of our project site with links to display boards, informational banners, project images and videos. The Virtual Open House can also be included on a project website to allow for virtual engagement.

360-Degree High-Definition Project Site Webcam

With the use of 360-degree, high-definition webcams, consultants no longer need to travel to project sites every day – reducing travel expenses, practicing social distancing and protecting your employees and stakeholders. They can also provide you with real-time reports. Clients can have direct access to the web hosting software RAM uses to upload webcam video and images. When something is uploaded, they can view project progress and imagery in real-time. The webcam imagery above allows you to zoom in and explore the area in 360 degrees. If something noteworthy is happening on a project site, they can view it instantly with online access.



Virtual Meetings and Video Conferencing

As employees are being asked to work from home and in-person contact is limited, virtual meetings and video conferencing create an opportunity to maintain and build key relationships. Building on the use of webcams, laptop and computer webcams enable you to connect face to face with customers, clients and colleagues via the Internet in real time while practicing social distancing. RAM is equipped with Zoom Video Communications and Microsoft Teams and has been using these platforms regularly to connect with our clients.





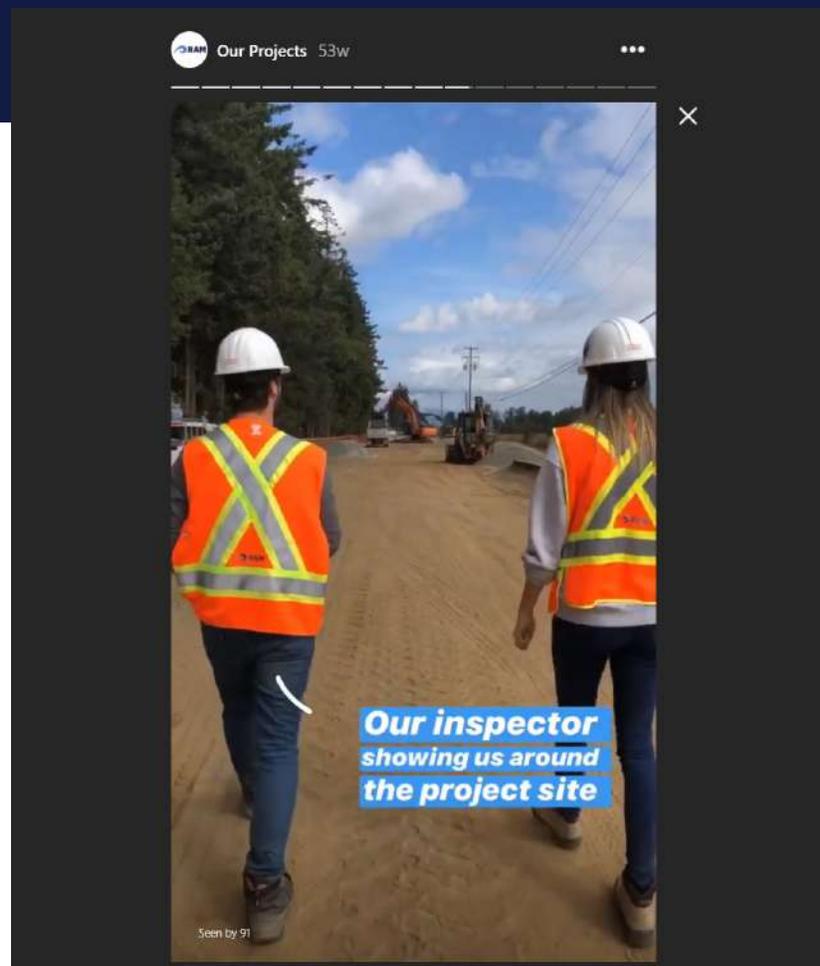
Email Outreach

Email may be considered a traditional engagement tool in 2020, but it remains a reliable one. Email is an efficient and cost-effective alternative to direct mail. RAM can easily put together formal, interactive and professional emails while tracking your outreach results (i.e., number of clicks and opens).

Strategic Social Media

Social Media has become a highly efficient, accessible way to engage project stakeholders. Through Facebook, you can create a dedicated page with project updates, events and answers to community questions; through Instagram you can host Instagram Live videos; and through all channels (Facebook, LinkedIn, Twitter, Instagram and YouTube) you can create engaging content.

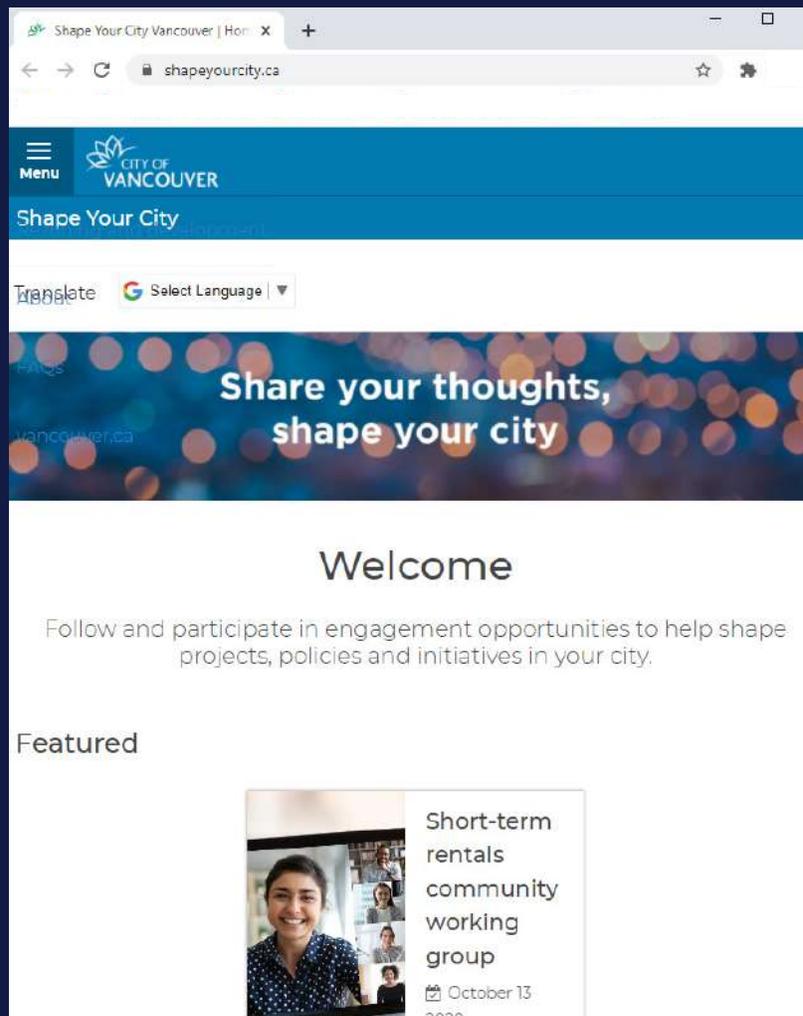
RAM can help build a dedicated project page using Facebook or Instagram. Through pages like this, RAM can provide an assortment of updates and outreach. You can also allow visitors the ability to comment and submit questions.



Building a Dedicated Website

Through Bang the Table, RAM can help build dedicated project websites, especially if used in tandem with email and social media outreach and online forums and surveys, to increase traditional engagement methods. The project websites can also host virtual tours, events and Q&As, share videos and update your stakeholders on project progress.

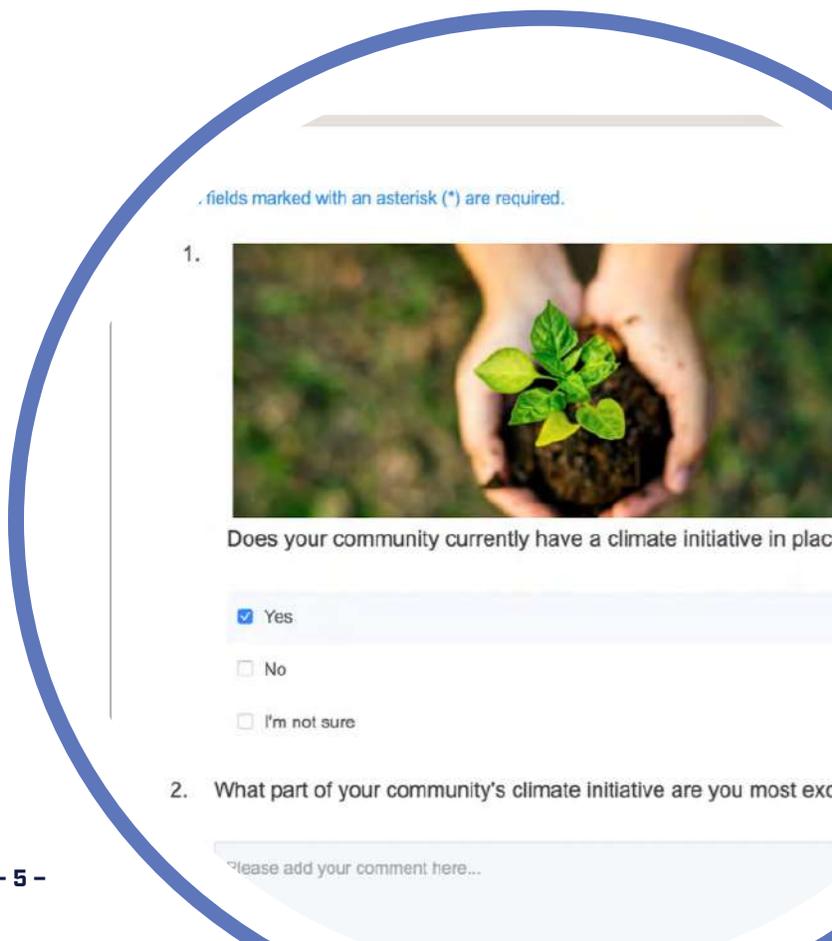
The website will support your digital engagement objectives by using tools to highlight key content and information resources, making it easier for your audience to self-educate and explore important issues in depth.



Online Surveys

Online surveys, delivered by email or social media, are a great way to extract insight and honest opinions from stakeholders. Through online surveys, you can capture, track and present data in a way that empowers your decision making, shows stakeholders the importance you place on their input, and provides them with easily understood info.

Bang the Table's survey services include 14 different question types, images or videos in survey questions, options to enable social sharing for surveys and customizable survey reports to suit different stakeholder needs.



Project Videos

RAM can help film and create short, narrated presentations to share key project information which can be paired with other feedback tools to be interactive. Our in-house experts can script and produce engaging and interactive project videos to share plans, processes, engagement results, and pair with other virtual techniques to enhance communication.

This is also a great way to showcase the progress of the project to external stakeholders, as well as other members of the team who are unable to be on the project site.



Drone Filming and Photography

RAM can assist with shooting drone footage to conduct virtual project site walkthroughs as part of pre-proposal, project kick-off or stakeholder meetings.

Virtual project site walkthroughs allow for full communication with the audience (stakeholders at their individual locations), who are logged into the viewing portal via a website or link shared on social media. They can speak to and hear the drone operator, who can respond to specific issues in real-time.

Socially Distanced Site Tours

RAM can assist with organizing and planning socially distanced site tours. Site tours are an exciting and tangible way to allow community members, stakeholders and clients to explore an area of the project to see opportunities and concerns in-place in real time. Exploring the project space in-person can inspire unique perspectives.

RAM has extensive experience with organizing site tours while adhering to health and safety guidelines.



On-Site Information Displays

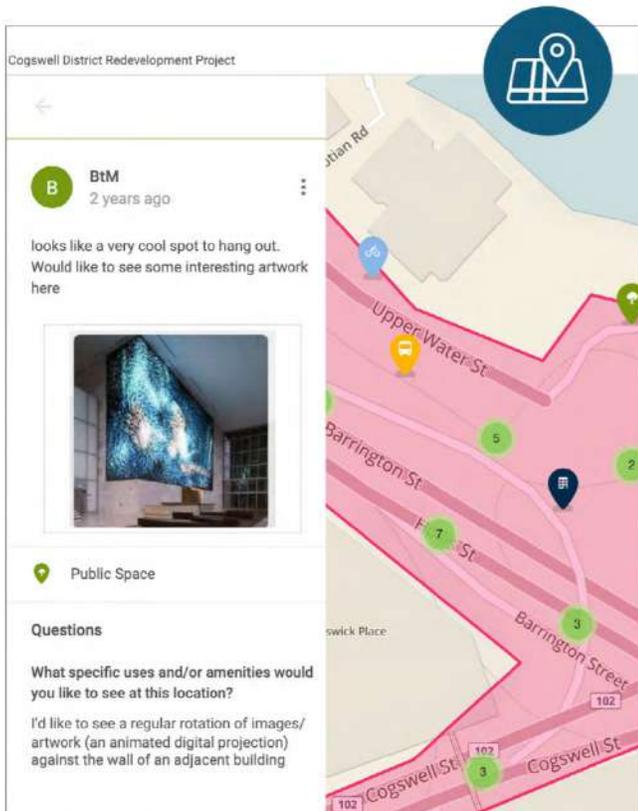
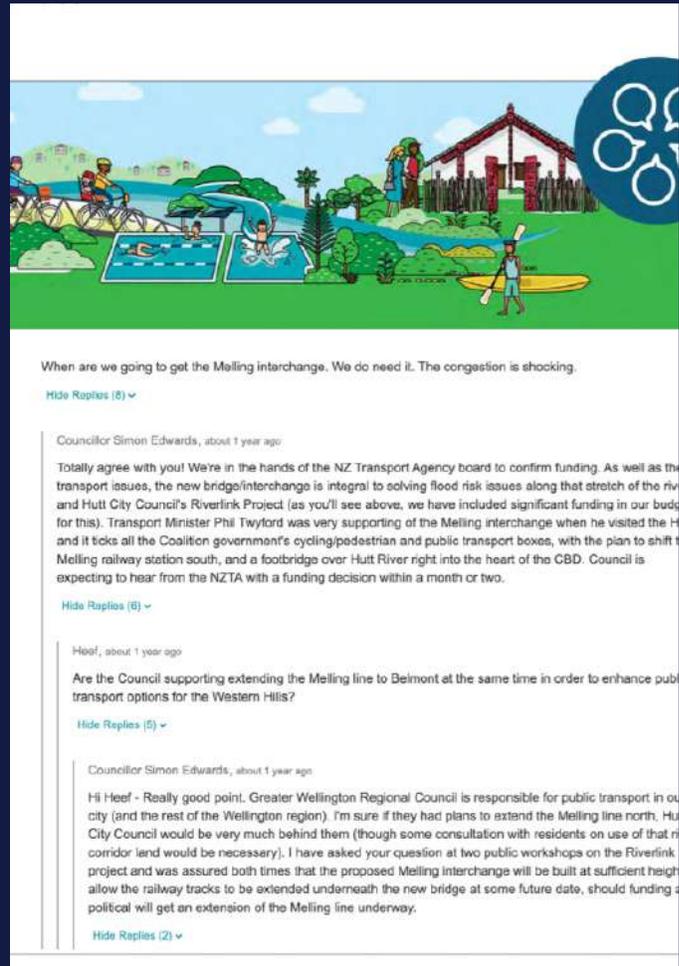
On-site information displays and site specific boards are a great way to share information and collect feedback from the public. Information displays provide an additional method of sharing information and allow residents and passersby to review and reflect on these ideas.



Online Forum

Bang the Table's Forum services allow for a safe and interactive space for your community to discuss and debate pertinent issues. The Forum allows for multi-threaded discussions, which enable deeper engagement for passionate stakeholders. The Forum can include rich media content in the introduction, unlimited comments per Forum topic, easy to read threaded replies and 24/7 moderation.

Key stakeholders and members from the community will be invited to participate in these Forums to share their thoughts. The Forums will allow for an opportunity to learn from each other.



Interactive Mapping

Bang the Table offers geospacial maps that allow participants to engage and see their contribution to the map with feedback and photos. The map can include rich media content in the introduction, allow unverified participation, support multiple GIS layers in Shapefile, KML or WMS and survey responses with pin comments and pin photos that are visible to the public.

Depending on the Client or Project, geospacial maps can show a wide range of features including pop up boxes, animated text, and more than 200 pin category icons.

3 Tips for Better Virtual Communication & Engagement

1.

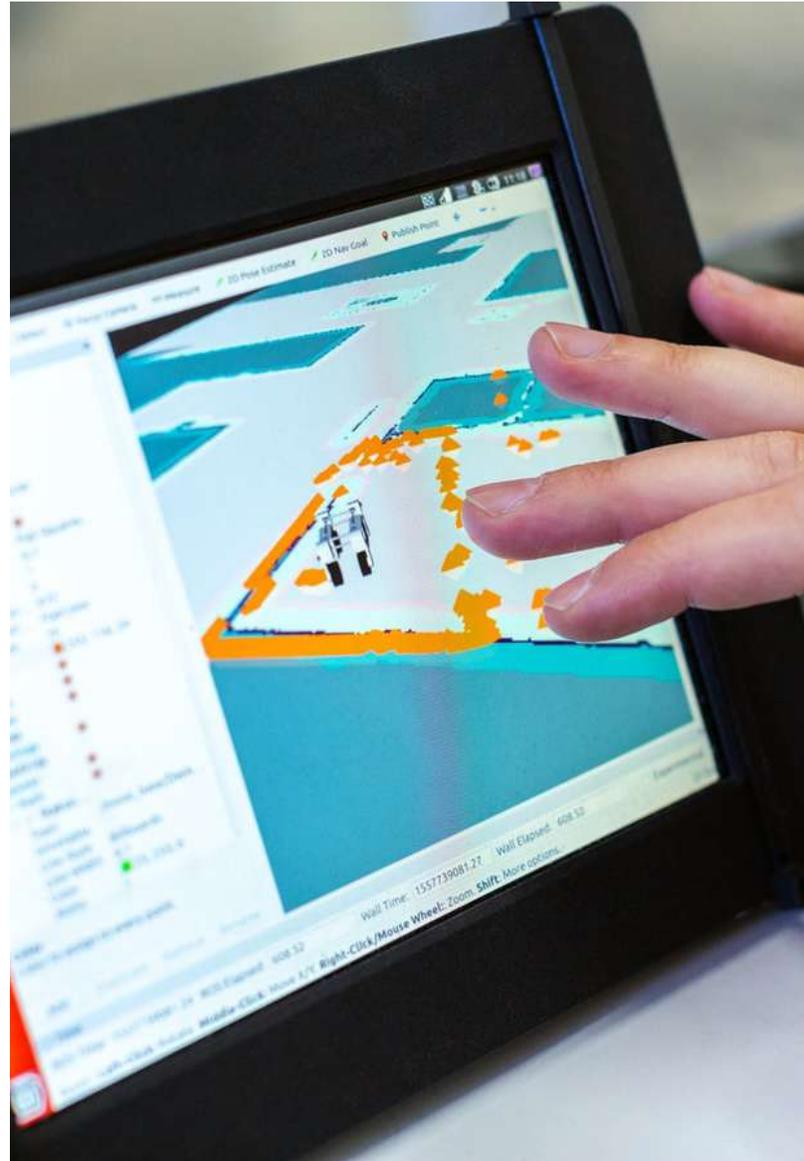
Replace text with visuals! A picture speaks 1000 words. Visual content is not only easier and faster for the human brain to process, but it is also a great way to generate more views, clicks, and conversions to encourage engagement with online content.

2.

Develop tools that focus on human interactions. Online platforms can easily feel like one-way conversations, where users provide project updates or information without collaboration or interactions with other stakeholders. It's therefore, important to use platforms that facilitate interactions between participants, and between participants and the project team to further engage them as if it was an offline conversation.

3.

Encourage critical thinking and participation. Virtual events can often feel like a guided presentation than an opportunity to interact with participants. Always remember to schedule time to answer questions and connect with those who have tuned in to your content. By actively involving participants, we can ensure participants feel heard and that they have contributed to the decisions being made.



Effective and Meaningful Digital Public Engagement

RAM's Project Management team can help deliver and facilitate meaningful virtual engagement through various online platforms that suit your project needs. RAM has experience delivering virtual engagement solutions and we are experts in stakeholder engagement. As a company that values innovation, RAM regularly uses virtual alternatives as tools for many of our projects.



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A close-up photograph of a person's hands writing on a notepad with a red pencil. The notepad contains technical drawings and handwritten notes. In the foreground, a laptop keyboard is visible. The image is partially overlaid by a large blue circular graphic.

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