



A recent [post on the APA SCP Interest Group Linked In site](#) asking for recommendations for other planning visualization tools *“that will allow a dense, complex plan to be easily communicated to its citizens in a highly interactive and visually engaging way, showing goals, strategies, implementation steps and performance indicators along with actions the reader can take to help support the plan.”*

The post goes on to reference the [Visible Strategies SEE-IT](#) product as the one with which the poster is most familiar. You can “see it” in action on the [Marin Countywide Plan](#), an award-winning effort at reinventing the general plan by reorganizing it for sustainability.

Another option worth noting, and a web site, plan, planning process, and implementation process worth studying and monitoring, is the “[2020 Explorer](#)” visualization tool used by the community of Whistler, British Columbia for their [Whistler 2020 Plan](#), a plan deeply anchored in and driven by sustainability. It is one of the few comprehensive plans that has fully embraced a strategic approach using science-based sustainability principles.

Those are the only two instances with which i am familiar of visualization tools used to communicate a plan and the on-going implementation process. They also allow enable web-based interaction and communication that supports and enhances the on-going community and stakeholders.

I am familiar with some of the other tools mentioned in some of the responses to the initial post, particularly [Community Viz](#). The [Sacramento Blueprint project uses I-PLACE3S](#). I’m not familiar with [MetroQuest](#), but it looks great for planning. I’m not sure if they have the equivalent post-planning SEE-IT or 2020 Explorer capacity. They are powerful tools particularly suited to the complexity of sustainability planning. However, I am only familiar with them in the context of scenario building, analysis, and assessment during the planning process. I don’t know if they offer the post-planning plan presentation/implementation visualization and web-based user interaction of SEE-IT or 2020 Explorer. However, a little research is all that it would take to narrow down the real competitors to SEE-IT or 2020 Explorer. Also, [CommunityViz](#) is an ArcGIS Desktop extension, so you need to have that capacity as a foundation. [MindMixer](#), expands the public planning process with virtual tools. It looks like an exceptional innovation, but does not appear to be the equivalent of SEE-IT.

Other resources for planning or presentation/implementation are as follows:

- [Environmental Simulation Center](#) (the resource page lists many tools).
- [PlaceMatters](#)

You could also contact [Ken Snyder](#) through [PlaceMatters \(contact\)](#), a nationally renowned planning tools and decision-support expert. Ken was the Director of the APA Planning Technology Divisor for a few years in addition to his many other product development, innovations, and leadership accomplishments on his own and with the Orton Family



Foundation.

## Plan(ning) & Implementation Visualization Tools