



Mark Johnson, P.E. at charrette in Atlanta, GA.

## Positive Public Perception

The construction of modern roundabouts can produce high levels of controversy. In fact, public perception is the largest contributing factor to a project's chance of implementation. Therefore it is imperative that positive public perception be established from the beginning of a project and managed throughout the process.

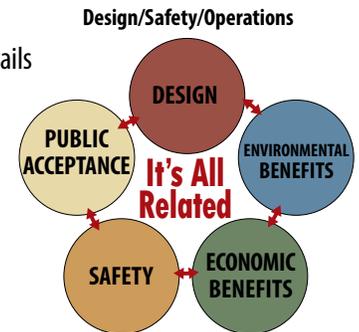
Managing public perception is not an easy task, especially when a project is perceived as undesirable. Public opinion is an environmental factor, just like elevation or capacity, and needs to be investigated at the start of every project.

When public approval is paramount to the continuation of a project, opinions must be well-informed. 2D and 3D visualizations provide



3D visualization.

an accessible medium for communication of important details and a flexible alternative to technical drawings. They facilitate the understanding of design alternatives while removing uncertainty and concerns typically associated with design details in final implementation.



MTJ Engineering will help you manage public perception and communicate your design alternatives and their intent to the stakeholders, including those who **are affected**, those who **perceive themselves to be affected** and those who **may be affected in the future** by the project.



3D video visualizations drive through proposed designs.

## Informative Visualizations

Visually rich and informative presentations allow for community members and decision makers to fully grasp the proposed alternatives. Presenting complex technical information in a way that the general public can easily understand and appreciate is paramount in gaining public support. **Visualizations are an invaluable tool** in communicating project details to the public, most of whom do not have training or experience in the interpretation of construction plans and details.

## MTJ Public Outreach Expertise

MTJ Roundabout Engineering offers experienced public outreach services for the implementation of challenging projects. Let MTJ help facilitate the public acceptance of your project.