

Evaluation of Institute for Local Government's Public Engagement Program

from Inception to Present (2005 – 2015)

Companion Narrative

Electronic Survey Results

Work conducted January 2015 through December 2015 through generous funding by
The James Irvine Foundation

February 2016

This report presents a description of activities and funds accounting for work carried out by the Institute for Local Government under a grant from The James Irvine Foundation. The work was conducted from January 2015 until December 2015.

The Institute for Local Government (ILG) is the 501(c)3 research and education affiliate of the League of California Cities (League), the California State Association of Counties (CSAC) and the California Special Districts Association (CSDA). ILG promotes good government at the local level with practical, impartial and easy-to-use resources for California communities.

The Institute's program areas include:

Public Engagement
Collaboration and Partnerships
Ethics and Transparency
Sustainable Communities
Local Government Basics

ILG Public Engagement Program

The Public Engagement Program was originally established as the Collaborative Governance Initiative in 2005. Terry Amsler was Director of the Program from 2005 to 2013. Amsler was with the Program through March 2015.

The overarching goal of the ILG Public Engagement (PE) program is to imbed effective and inclusive public engagement practices that encourage data-driven and representative local decision-making. To achieve this we:

- Encourage the experimentation and use of public engagement tools and strategies in local communities by elected officials, staff and residents; and
- Foster greater inclusion of those frequently under-represented in local public engagement efforts through more responsive and targeted processes and cross-sector partnerships.

As used throughout this report, public engagement is defined as:

"A broad range of methods through which members of the public become more informed about and/or influence public decisions."

Project Staffing

Program Manager: Sarah Rubin, srubin@ca-ilg.org, 916.658.8263; Program Coordinator: Christal Love Lazard; Communications Manager: Melissa Kuehne, mkuehne@ca-ilg.org, 916.658.8202; Public Engagement Program Resource Inventory conducted by: Madeline Henry.

Table of Contents

Introduction.....	4
Statewide Electronic Survey Results Summary.....	4
Methodology	4
Respondents	5
Impact.....	5
Best Areas for Application of Public Engagement.....	6
Detailed Results	6
Conclusion	41

Introduction

This narrative report details the efforts of the Institute for Local Government's (ILG) Public Engagement Program evaluation effort conducted in 2015. The statewide electronic survey was administered during the summer of 2015. The survey, along with the full evaluation effort was generously funded by The James Irvine Foundation (JIF).

The comprehensive evaluation of the ILG's Public Engagement (PE) Program looked at efforts from its inception in 2005 through 2015. The effort was executed in collaboration with evaluation consultants Deb Marois, MS, of Converge CRT and Adele James, MA, CPC, of Adele James Consulting. The Institute's Public Engagement Program intern Madeline Henry and Converge CRT intern Vikram Ravi and data analyst Gwyn Pasquale made invaluable contributions. Marois and James' final report entitled, *A Spectrum of Impact: Ten Years of Moving the Needle on Local Government Public Engagement in California* was submitted to JIF January 31, 2016.

The 2015, ILG evaluation effort resulted in the PE Program substantively connecting with 343 stakeholders through a statewide survey, confidential interviews, facilitated discussions and focus groups. Over 500 resources were documented within our inventory of resources, including 335 publications and 203 conference sessions and workshops.

The companion infographic to this narrative report is titled, "Statewide Public Engagement Survey Results" and can be accessed at www.ca-ilg.org/PE2015Evaluation. There are two other evaluation effort infographics that may be viewed from the same link. They are: "What We Did and What We Learned" and "Future ILG Public Engagement Program Work."

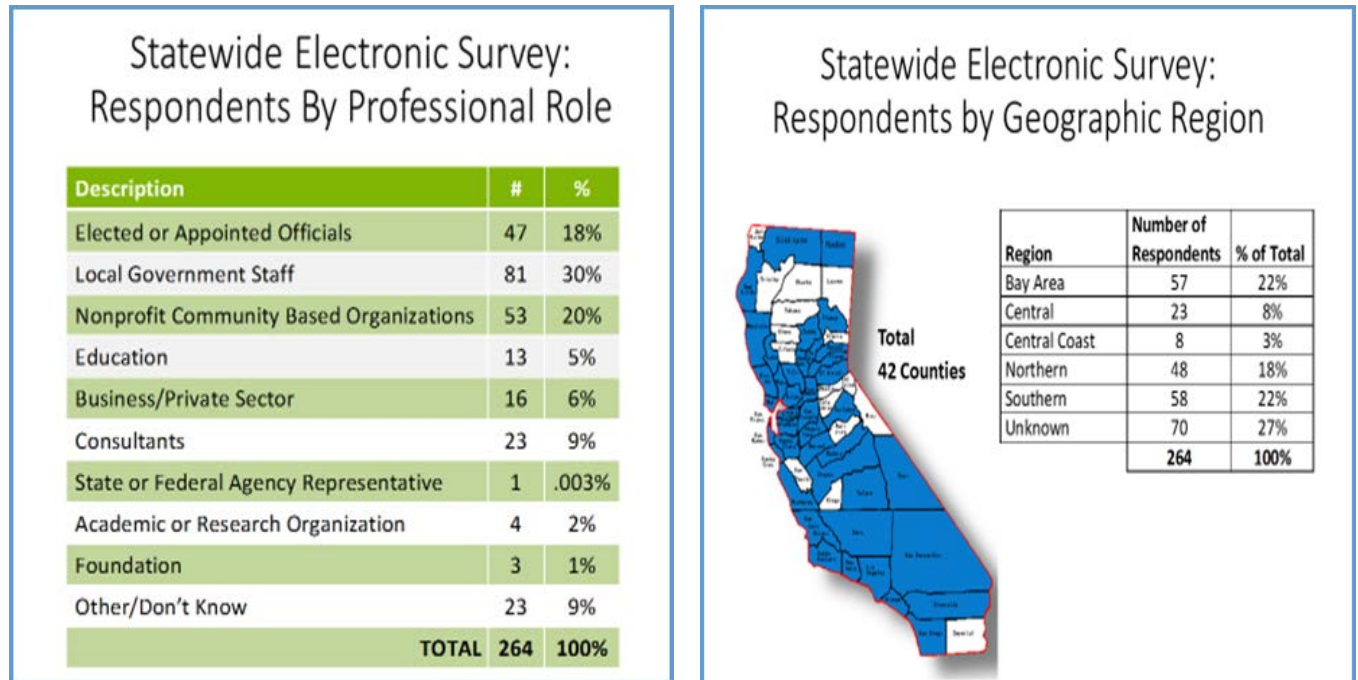
Statewide Electronic Survey Results Summary

Methodology

ILG staff worked iteratively with our consultants to create a survey that would lead to an understanding of the PE Program's impact. We drafted questions starting with the PE Program logic model and past surveys. Once we had a draft survey we collected feedback from consultants, colleagues, a UC Davis sociologist and JIF program officers. The final step in our review process was a beta test among our Public Engagement Champions and Panel of Advisors (89 people). Our champions and advisors provided feedback that helped us refine the organization and flow of the survey and improve its appearance on the web platform. During this step we also added clarity to the survey introduction and definition of the term 'public engagement.' We worked with our Communications Manager, Melissa Kuehne, to create a robust outreach plan which included distribution in newsletters, listserves, social media and our parent organizations (League of California Cities, California Association of Counties, California Special Districts Association).

Respondents

264 respondents completed the survey representing 42 of California's 58 counties. Over 300 respondents started a survey.



Impact

The survey provided us with insight on the impact of the program. For example, 83 percent of those who had participated in an ILG learning opportunity reported that it increased knowledge and/or capacity to engage people (96/115). Impacts included change in awareness and use of public engagement techniques, more skills for effective engagement, increased confidence, use of public engagement for a wider range of issues, and greater attention to who participates and those missing from public engagement processes.

The survey also helped us realize what is valued in the field and how we can best reach individuals.

Respondents preferred to receive information via online resources, short (2-4 page) tip sheets, webinars, workshops or trainings, conference sessions or via in person technical assistance.

Respondents found information on what peers in their region are doing, general "how to" guides and case stories the most helpful.

Two additional key findings include:

- Majority worry that it's always the same people who participate and they tend to be extremists (83 percent); and

- There is concern that local governments do not have sufficient staff, knowledge and financial resources for PE and residents are not adequately informed of issues (69 percent).

Best Areas for Application of Public Engagement

The 'best areas for application of PE' by ranking were:

- | | |
|-------------------------------------|-------------------------------------|
| (1) Parks & Rec | (6) Electoral/Voting |
| (2) Land Use & Planning | (7) Budgeting |
| (3) Transportation & Infrastructure | (8) Health/Social Services Delivery |
| (4) Law Enforcement/Policing | (9) Education |
| (5) Housing | (10) Immigrant Integration |

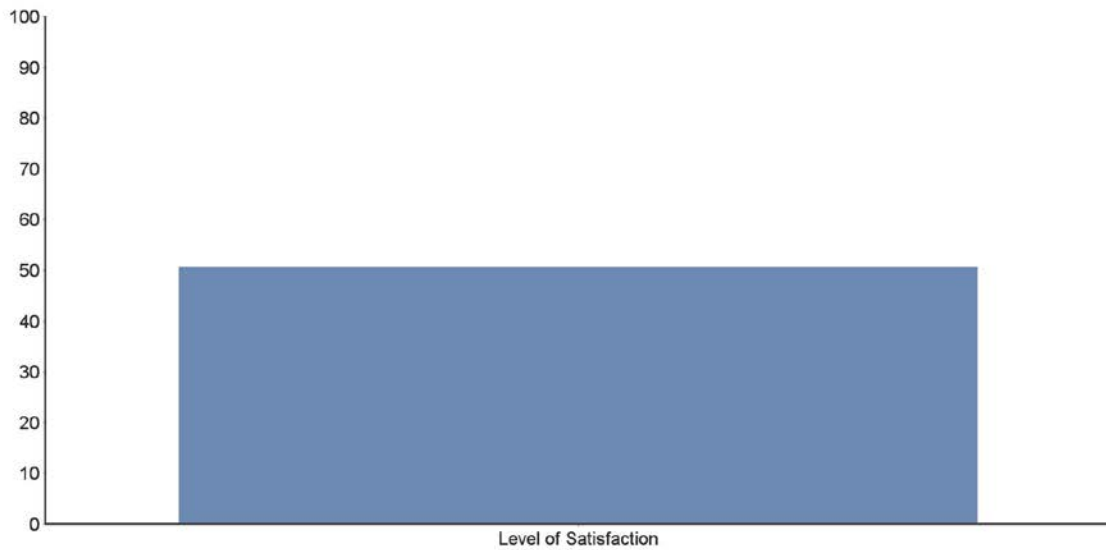
Detailed Results

The full results are seen below. First, the results of All Participants are seen, and the Local Government Officials (Elected and Staff) follow.

PE Evaluation Survey

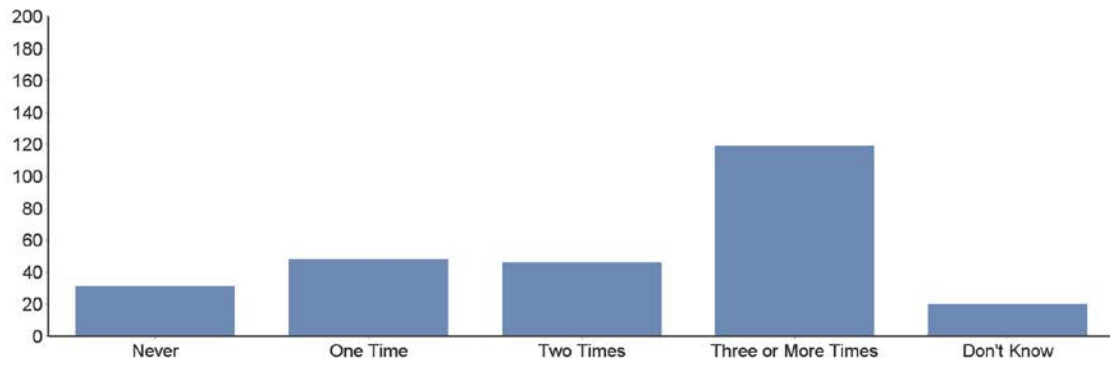
308 Responses

Q1. Overall, how satisfied or dissatisfied are you with the quality of public engagement in local government decision-making in your local community?



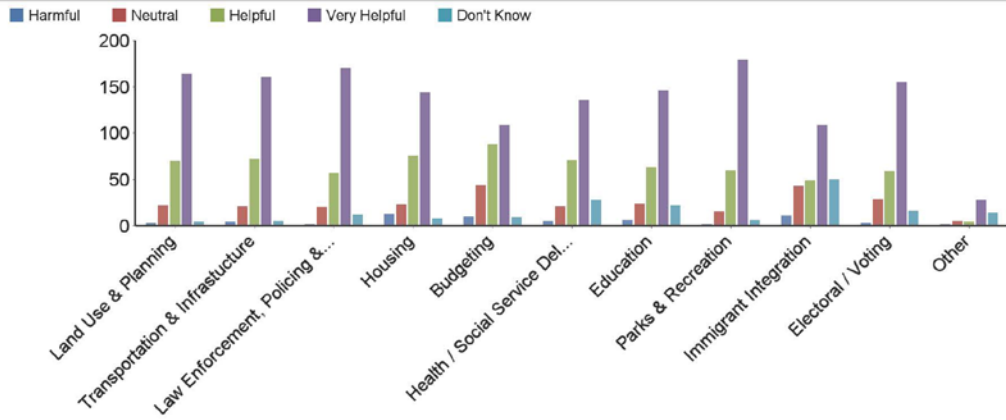
#	Question	Responses	Mean
1	Level of Satisfaction	261	50.72

Q2. In the past year, how often have you seen a public decision made with significant input from a cross-section of the local community?



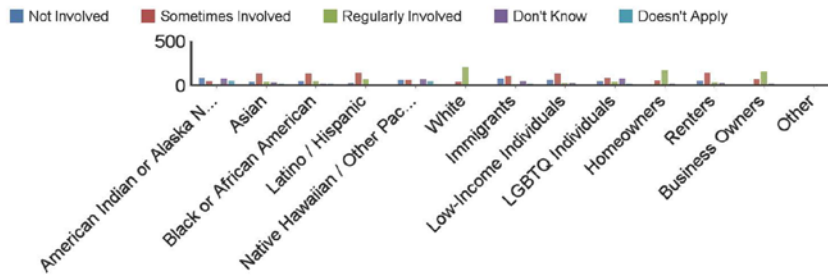
#	Answer	Bar	Response	%
1	Never		31	11.74%
2	One Time		48	18.18%
3	Two Times		46	17.42%
4	Three or More Times		119	45.08%
5	Don't Know		20	7.58%
	Total		264	100.00%

Q3. Public engagement in some issue/policy areas may be useful in making more informed and effective local decisions. Using the scale below, in your opinion, how helpful is public engagement for each type of policy area?



Other:
 Environment
 public works projects transparency in bidding
 Drought
 Economic Development
 Mental Health
 Minimum wage
 Community Building
 Water and sewage
 Any Public Policy
 Public Art
 LCAP
 water management
 Drought/Water Crisis
 Drought Education
 Fire protection
 Corruption
 Direction of County
 Early Education
 Homelessness
 Placemaking
 local policy and regulations

Q4. Using the scale below, how would you rate the effectiveness in engaging each of the following constituencies in public meetings in your local community?

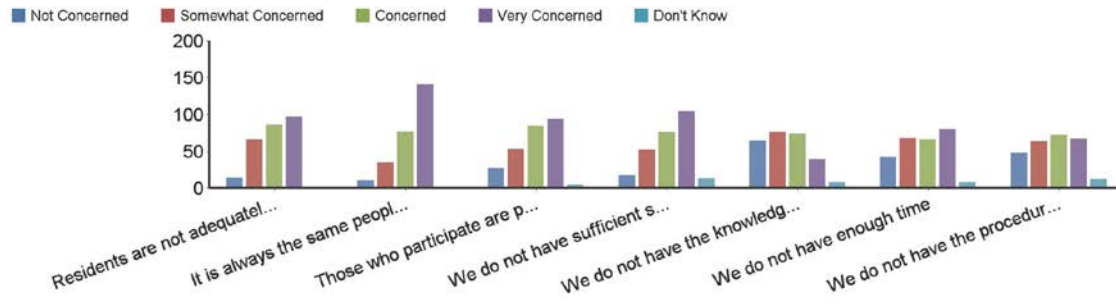


Other:
 non-profit groups
 Filipino
 Environment
 Environmentalists
 Elderly
 Youth
 Disabled
 PSUs
 disaster victims
 Arts Community
 Youth/Young Adults
 languages other than english
 Youth
 developers
 Developers
 Visitors
 Young Adults
 youth
 elderly
 bicyclists & Pedestrians
 Parents
 Faith Community
 Homeless Veterans

Q4. Using the scale below, how would you rate the effectiveness in engaging each of the following constituencies in public meetings in your local community?

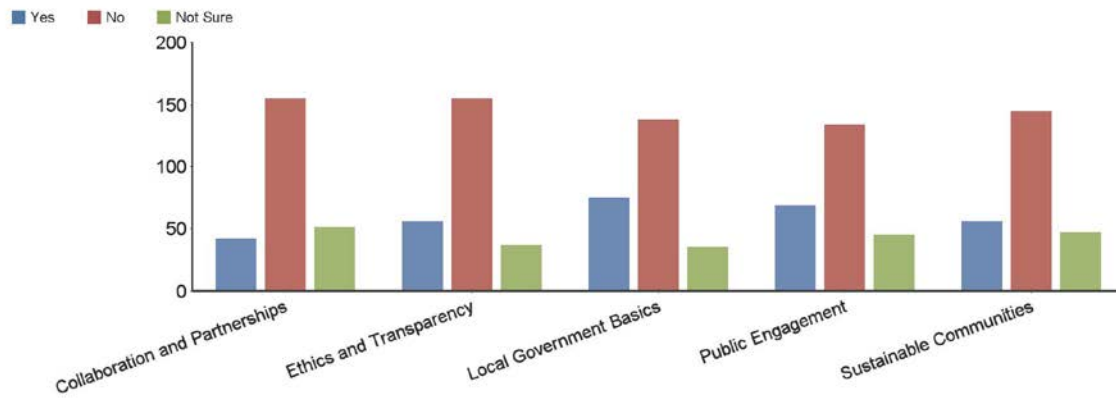
#	Question	Not Involved	Sometimes Involved	Regularly Involved	Don't Know	Doesn't Apply	Response	Average Value
1	American Indian or Alaska Native	83	44	6	74	52	259	2.88
2	Asian	37	135	36	33	18	259	2.46
3	Black or African American	42	132	42	19	22	257	2.40
4	Latino / Hispanic	28	141	69	14	8	260	2.36
5	Native Hawaiian / Other Pacific Islander	67	66	10	71	44	258	2.84
6	White	3	38	207	8	5	261	2.90
7	Immigrants	77	102	14	45	20	258	2.34
8	Low-Income Individuals	64	134	27	25	11	261	2.18
9	LGBTQ Individuals	45	81	40	77	17	260	2.77
10	Homeowners	8	60	175	17	1	261	2.78
11	Renters	53	144	34	25	3	259	2.15
12	Business Owners	9	68	156	22	2	257	2.77
13	Other	8	13	12	3	7	43	2.72

Q5. Using the scale below, how concerned are you about the following challenges associated with engaging the public on local policy decisions?



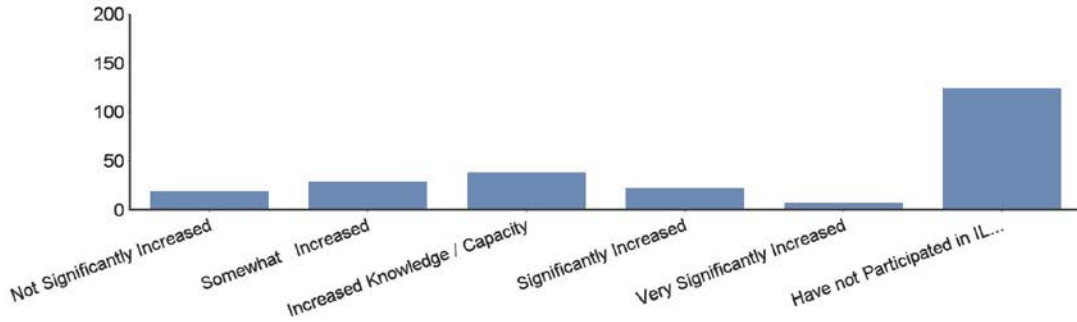
#	Question	Not Concerned	Somewhat Concerned	Concerned	Very Concerned	Don't Know	Response	Average Value
1	Residents are not adequately informed about issues	14	66	86	97	-	263	3.01
2	It is always the same people who participate	11	35	77	141	-	264	3.32
3	Those who participate are politically extreme when compared to the rest of the community	27	53	85	94	5	264	2.99
4	We do not have sufficient staffing and/or financial resources	18	52	76	105	13	264	3.16
5	We do not have the knowledge to do it well	65	76	74	39	8	262	2.42
6	We do not have enough time	42	68	66	80	8	264	2.79
7	We do not have the procedures to appropriately assess and learn from our experiences	48	64	72	67	12	263	2.74

Q6. Have you had the opportunity to use ILG resources in any of the following programmatic areas?



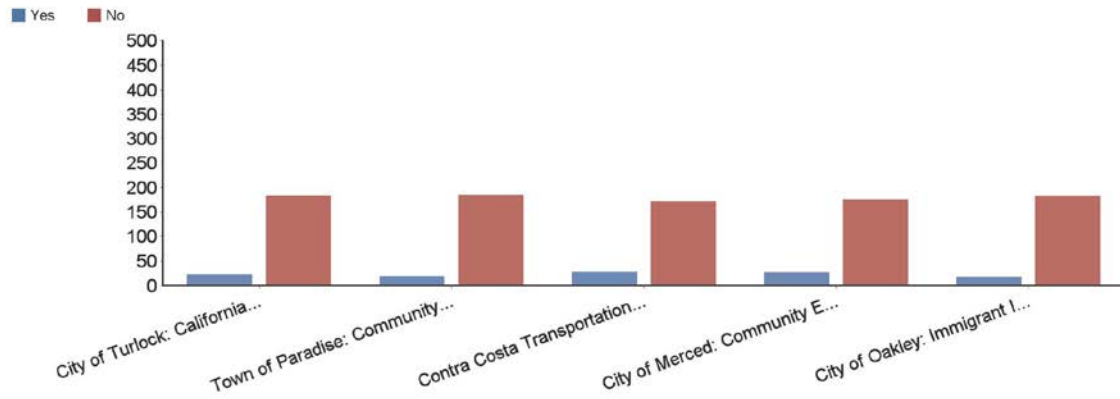
#	Question	Yes	No	Not Sure	Response	Average Value
1	Collaboration and Partnerships	42	155	51	248	2.04
2	Ethics and Transparency	56	155	37	248	1.92
3	Local Government Basics	75	138	35	248	1.84
4	Public Engagement	69	134	45	248	1.90
5	Sustainable Communities	56	145	47	248	1.96

Q7. To what degree has participating in learning opportunities offered by ILG increased your knowledge and/or capacity to engage people in your community?



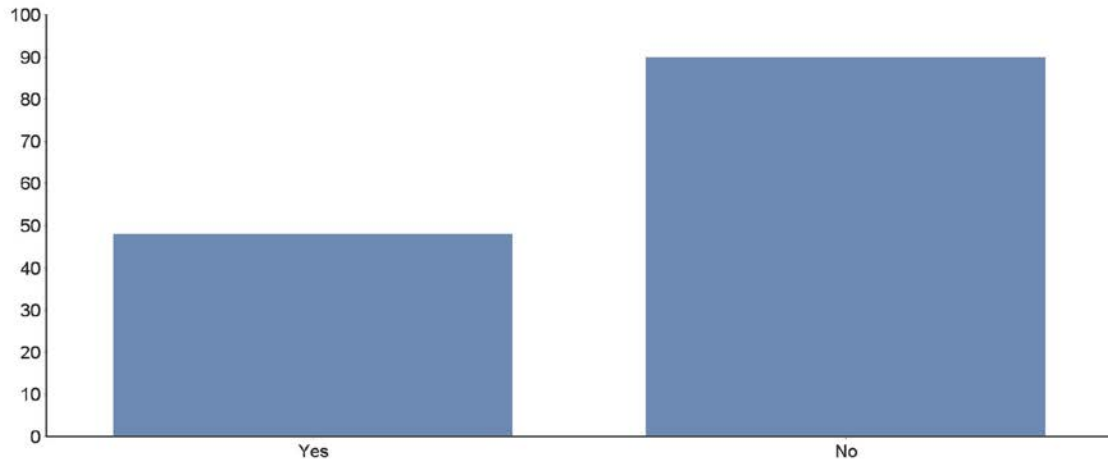
#	Answer	Bar	Response	%
1	Not Significantly Increased		19	7.95%
2	Somewhat Increased		29	12.13%
3	Increased Knowledge / Capacity		38	15.90%
4	Significantly Increased		22	9.21%
5	Very Significantly Increased		7	2.93%
6	Have not Participated in ILG Learning Opportunity		124	51.88%
	Total		239	100.00%

Q8. Which, if any of the following ILG Public Engagement Program technical assistance projects have you heard of?



#	Question	Yes	No	Response	Average Value
1	City of Turlock: California Voter Rights Act community engagement	22	184	206	1.89
2	Town of Paradise: Community Engagement on Half Cent Sales Tax Measure	19	185	204	1.91
3	Contra Costa Transportation Agency: Public Engagement Strategic Planning	28	171	199	1.86
4	City of Merced: Community Engagement around Economic Development	26	175	201	1.87
5	City of Oakley: Immigrant Integration	16	183	199	1.92

Q8a. Has this technical assistance effort influenced your public engagement strategies?



#	Answer	Bar	Response	%
1	Yes		48	34.78%
2	No		90	65.22%
	Total		138	100.00%

Q8b. How have your public engagement strategies changed as a result of what you have learned?

We've become more specific in the issues that we engage with the public. Sometimes the negativity in this community outweighs the positive movements and this is a reminder that I need to pay more attention to that. We can't do anything with negative attitudes so why focus on them. I am speaking as a homeowner and member of my community, not as a professional. As a professional, to be really blunt, we need to do less talking and more walking. I am all for collaboration but homelessness, drought, and lack of opportunity for poor children and families is not going to take care of itself through meeting after meeting behind closed doors. We need to engage the community on a fundamental level. The answers are out there.

More awareness of techniques and skills needed for effective engagement

I write my representatives and share my opinion on certain topics. E-mail, sign petitions and make calls.

We have learned a great deal over the years regarding the different motivations for folks who are concerned or want to engage on issues.

For ethics and transparency the resources have been very helpful.

I plan to be more aware of who attends, for example, budget meeting and why there are constituencies missing. I plan to be more exclusive in my invitations to events.

Added a level of understanding and confidence

I don't understand the question.

Made me a bit more aware of what others are doing.

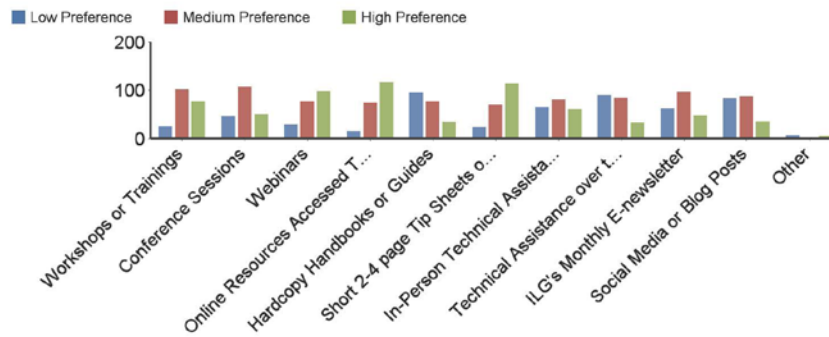
I'm from Australia, I'm not aware of these things.

Learning from other communities on what worked or didn't work helps us to plan our strategy in the future for engagement

Increased my career opportunities, helped with regional water and wastewater development in Tulare County.

I will now use ILG as a resource.

Q9. ILG seeks to communicate with our target audiences of local elected officials and staff and community members through a variety of methods. Rank each option below on how you prefer to receive information.



Other
town halls
Funding to pilot government & non-profit partnerships and strategies
web links from Cities website
Don't know
Personal coaching

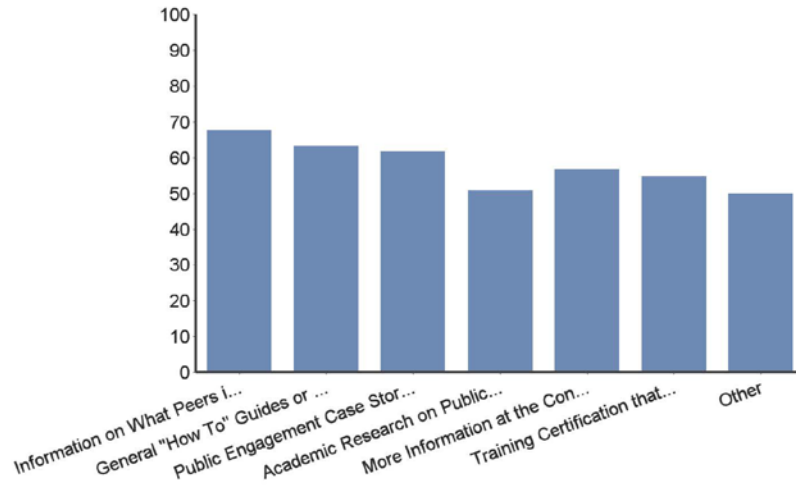
Q9. ILG seeks to communicate with our target audiences of local elected officials and staff and community members through a variety of methods. Rank each option below on how you prefer to receive information.

#	Question	Low Preference	Medium Preference	High Preference	Response	Average Value
1	Workshops or Trainings	26	101	77	204	2.25
2	Conference Sessions	46	107	50	203	2.02
3	Webinars	30	77	98	205	2.33
4	Online Resources Accessed Through ILG Website	15	74	117	206	2.50
5	Hardcopy Handbooks or Guides	95	76	34	205	1.70
6	Short 2-4 page Tip Sheets or Infographic Handouts	23	69	114	206	2.44
7	In-Person Technical Assistance in my Community	65	80	60	205	1.98
8	Technical Assistance over the Phone	90	83	33	206	1.72
9	ILG's Monthly E-newsletter	61	97	47	205	1.93
10	Social Media or Blog Posts	82	87	35	204	1.77
11	Other	7	2	6	15	1.93

Q10. When your jurisdiction is interested in engaging the public, which resources do you find most useful?

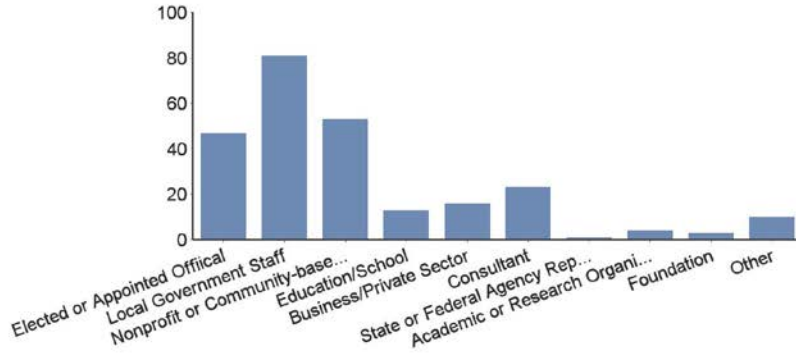
#	Question	Responses	Mean
1	Information on What Peers in Your Region are Doing	202	67.77
2	General "How To" Guides or Toolkits	196	63.36
3	Public Engagement Case Stories on Particular Topics (e.g. housing, budgeting)	197	61.69
4	Academic Research on Public and Civic Engagement	186	50.93
5	More Information at the Conferences and Trainings You Attend	192	56.85
6	Training Certification that Highlights Public Engagement Best Practices	184	54.80
7	Other	18	50.06

Q10. When your jurisdiction is interested in engaging the public, which resources do you find most useful?



- advancing equity in engagement processes
- Working with the Media
- Organizing
- person to person
- Clear and concise "Plain Writing" information
- Researching local community organizations and processes to share with the community directly
- Peer Networking Calls
- One-day workshop that covers all of the above
- Webinars that cities in SoCal can join
- Guidance tailored to specific and current topical challenges
- tools

Q11. Which of the following most closely represents your professional role or the type of organization you work for?



Other
Unemployed
Media
citizen
retired elected city clerk creating public engagement opportunities in the community
community activist
Neighborhood Advocate
Regional Govt Staff
Engaged citizen

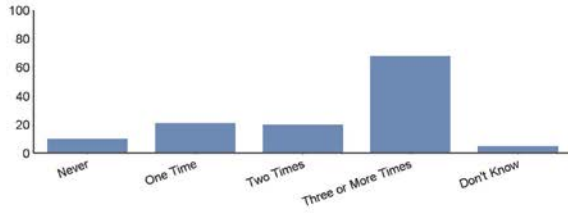
Q11. Which of the following most closely represents your professional role or the type of organization you work for?

#	Answer	Bar	Response	%
1	Elected or Appointed Official		47	21.66%
2	Local Government Staff		81	37.33%
3	Nonprofit or Community-based Organization		53	24.42%
4	Education/School		13	5.99%
5	Business/Private Sector		16	7.37%
6	Consultant		23	10.60%
7	State or Federal Agency Representative		1	0.46%
8	Academic or Research Organization		4	1.84%
9	Foundation		3	1.38%
10	Other		10	4.61%
	Total		251	100.00%

PE Evaluation Survey

Local Government Elected & Staff
127 Responses

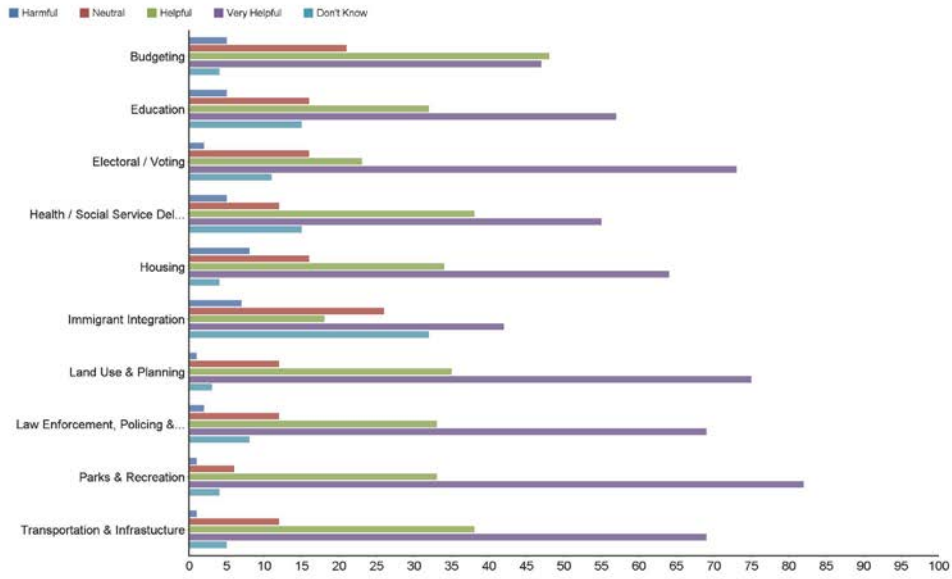
Q2. In the past year, how often have you seen a public decision made with significant input from a cross-section of the local community?



#	Answer	Bar	Response	%
1	Never	<div style="width: 8.06%;"></div>	10	8.06%
2	One Time	<div style="width: 16.94%;"></div>	21	16.94%
3	Two Times	<div style="width: 16.13%;"></div>	20	16.13%
4	Three or More Times	<div style="width: 54.84%;"></div>	68	54.84%
5	Don't Know	<div style="width: 4.03%;"></div>	5	4.03%
	Total		124	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	5	3.30	1.12	1.06	124	124

Q3. Public engagement in some issue/policy areas may be useful in making more informed and effective local decisions. Using the scale below, in your opinion, how helpful is public engagement for each type of policy area?



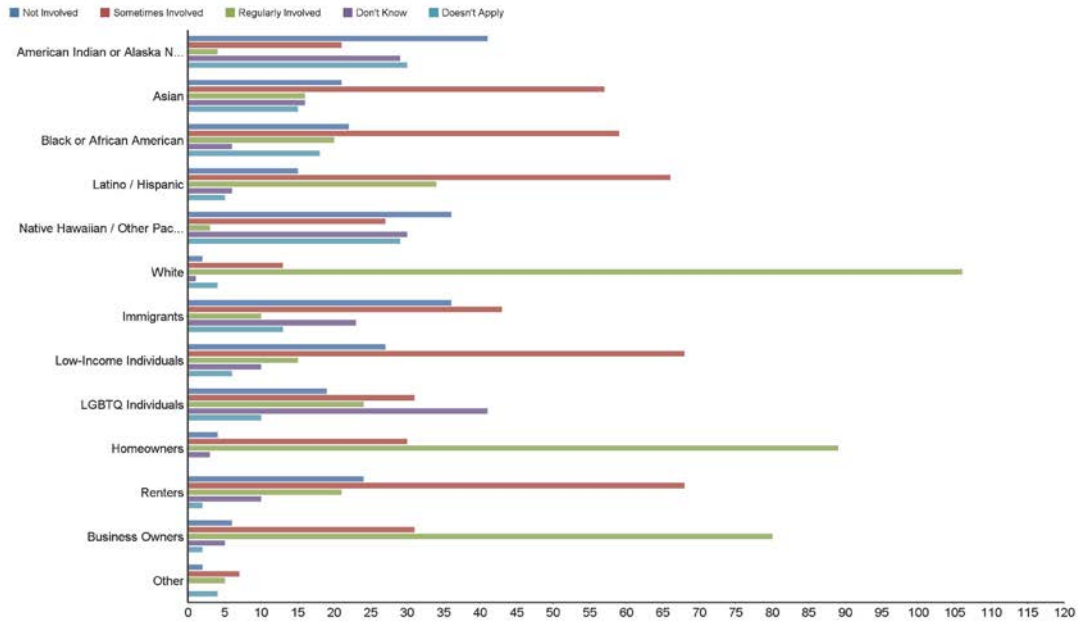
Q3. Public engagement in some issue/policy areas may be useful in making more informed and effective local decisions. Using the scale below, in your opinion, how helpful is public engagement for each type of policy area?

#	Question	Harmful	Neutral	Helpful	Very Helpful	Don't Know	Response	Average Value
1	Land Use & Planning	1	12	35	75	3	126	3.53
2	Transportation & Infrastructure	1	12	38	69	5	125	3.52
3	Law Enforcement, Policing & Crime / Violence Prevention	2	12	33	69	8	124	3.56
4	Housing	8	16	34	64	4	126	3.32
5	Budgeting	5	21	48	47	4	125	3.19
6	Health / Social Service Delivery	5	12	38	55	15	125	3.50
7	Education	5	16	32	57	15	125	3.49
8	Parks & Recreation	1	6	33	82	4	126	3.65
9	Immigrant Integration	7	26	18	42	32	125	3.53
10	Electoral / Voting	2	16	23	73	11	125	3.60
11	Other	-	3	1	14	8	26	4.04

Q3. Public engagement in some issue/policy areas may be useful in making more informed and effective local decisions. Using the scale below, in your opinion, how helpful is public engagement for each type of policy area?

Other
Environment
Direction of County
Economic Development
Early Education
Community Building
Water and sewage
Any Public Policy
Public Art
water management
local policy and regulations

Q4. Using the scale below, how would you rate the effectiveness in engaging each of the following constituencies in public meetings in your local community?

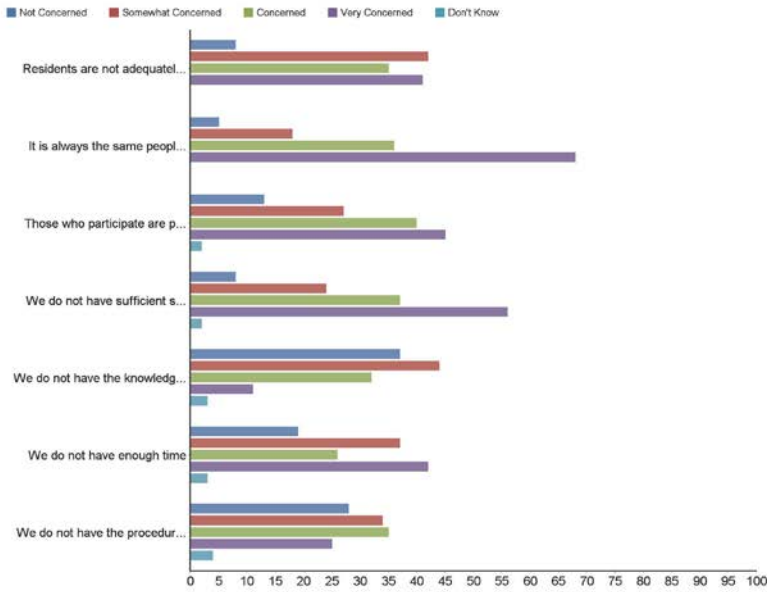


Q4. Using the scale below, how would you rate the effectiveness in engaging each of the following constituencies in public meetings in your local community?

#	Question	Not Involved	Sometimes Involved	Regularly Involved	Don't Know	Doesn't Apply	Response	Average Value
1	American Indian or Alaska Native	41	21	4	29	30	125	2.89
2	Asian	21	57	16	16	15	125	2.58
3	Black or African American	22	59	20	6	18	125	2.51
4	Latino / Hispanic	15	66	34	6	5	126	2.37
5	Native Hawaiian / Other Pacific Islander	36	27	3	30	29	125	2.91
6	White	2	13	106	1	4	126	2.94
7	Immigrants	36	43	10	23	13	125	2.47
8	Low-income Individuals	27	68	15	10	6	126	2.21
9	LGBTQ Individuals	19	31	24	41	10	125	2.94
10	Homeowners	4	30	89	3	-	126	2.72
11	Renters	24	68	21	10	2	125	2.18
12	Business Owners	6	31	80	5	2	124	2.73
13	Other	2	7	5	-	4	18	2.83

Other
non-profit groups
Environment
Visitors
Elderly
Young Adults
Disabled
elderly
PSUs
disaster victims
Arts Community
Homeless Veterans

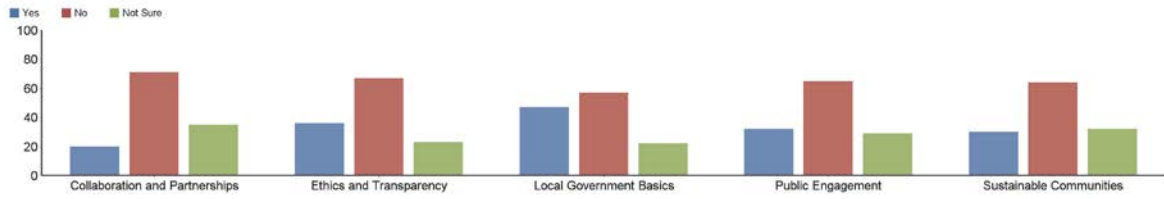
Q5. Using the scale below, how concerned are you about the following challenges associated with engaging the public on local policy decisions?



Q5. Using the scale below, how concerned are you about the following challenges associated with engaging the public on local policy decisions?

#	Question	Not Concerned	Somewhat Concerned	Concerned	Very Concerned	Don't Know	Response	Average Value
1	Residents are not adequately informed about issues	8	42	35	41	-	126	2.87
2	It is always the same people who participate	5	18	36	68	-	127	3.31
3	Those who participate are politically extreme when compared to the rest of the community	13	27	40	45	2	127	2.97
4	We do not have sufficient staffing and/or financial resources	8	24	37	56	2	127	3.16
5	We do not have the knowledge to do it well	37	44	32	11	3	127	2.20
6	We do not have enough time	19	37	26	42	3	127	2.79
7	We do not have the procedures to appropriately assess and learn from our experiences	28	34	35	25	4	126	2.55

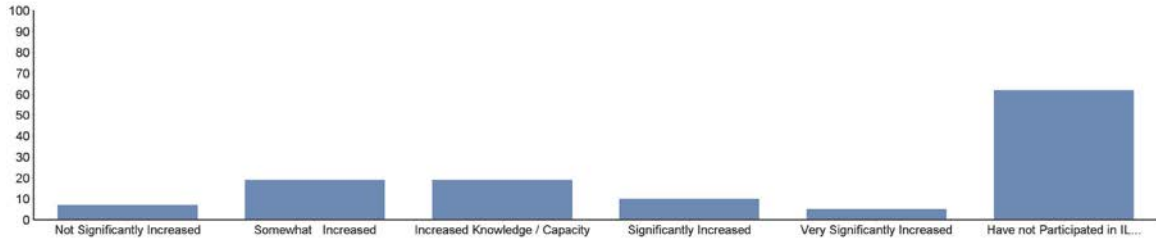
Q6. Have you had the opportunity to use ILG resources in any of the following programmatic areas?



#	Question	Yes	No	Not Sure	Response	Average Value
1	Collaboration and Partnerships	20	71	35	126	2.12
2	Ethics and Transparency	36	67	23	126	1.90
3	Local Government Basics	47	57	22	126	1.60
4	Public Engagement	32	65	29	126	1.98
5	Sustainable Communities	30	64	32	126	2.02

Statistic	Collaboration and Partnerships	Ethics and Transparency	Local Government Basics	Public Engagement	Sustainable Communities
Min Value	1	1	1	1	1
Max Value	3	3	3	3	3
Mean	2.12	1.9	1.8	1.98	2.02
Variance	0.43	0.46	0.51	0.49	0.5
Standard Deviation	0.65	0.68	0.72	0.7	0.7
Total Responses	126	126	126	126	126
Total Respondents	126	126	126	126	126

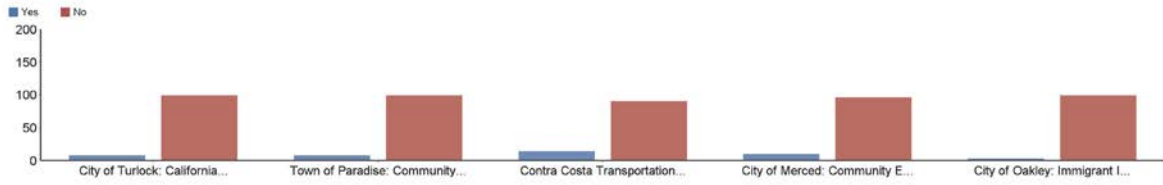
Q7. To what degree has participating in learning opportunities offered by ILG increased your knowledge and/or capacity to engage people in your community?



#	Answer	Bar	Response	%
1	Not Significantly Increased	<div style="width: 5.74%;"></div>	7	5.74%
2	Somewhat Increased	<div style="width: 15.57%;"></div>	19	15.57%
3	Increased Knowledge / Capacity	<div style="width: 15.57%;"></div>	19	15.57%
4	Significantly Increased	<div style="width: 8.20%;"></div>	10	8.20%
5	Very Significantly Increased	<div style="width: 4.10%;"></div>	5	4.10%
6	Have not Participated in ILG Learning Opportunity	<div style="width: 50.82%;"></div>	62	50.82%
	Total		122	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	6	4.42	3.22	1.79	122	122

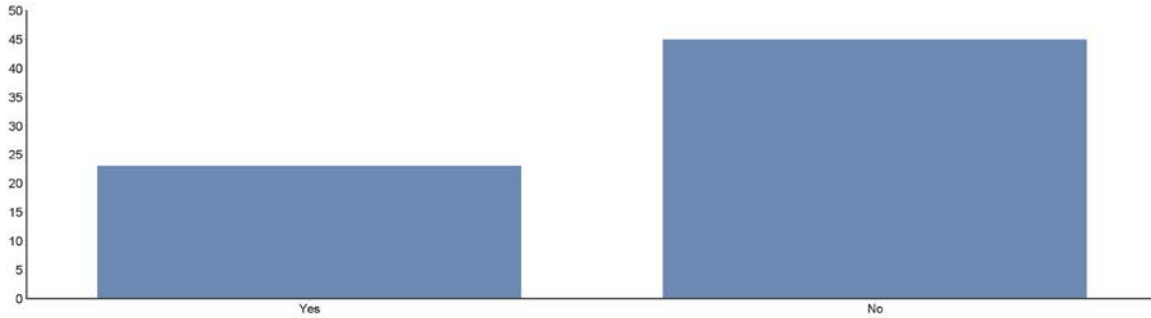
Q8. Which, if any of the following ILG Public Engagement Program technical assistance projects have you heard of?



Statistic	City of Turlock: California Voter Rights Act community engagement	Town of Paradise: Community Engagement on Half Cent Sales Tax Measure	Contra Costa Transportation Agency: Public Engagement Strategic Planning	City of Merced: Community Engagement around Economic Development	City of Oakley: Immigrant Integration
Min Value	1	1	1	1	1
Max Value	2	2	2	2	2
Mean	1.93	1.93	1.87	1.91	1.97
Variance	0.07	0.07	0.12	0.09	0.03
Standard Deviation	0.26	0.26	0.34	0.29	0.17
Total Responses	107	107	104	106	102
Total Respondents	107	106	104	106	102

#	Question	Yes	No	Response	Average Value
1	City of Turlock: California Voter Rights Act community engagement	8	99	107	1.93
2	Town of Paradise: Community Engagement on Half Cent Sales Tax Measure	8	99	107	1.93
3	Contra Costa Transportation Agency: Public Engagement Strategic Planning	14	90	104	1.87
4	City of Merced: Community Engagement around Economic Development	10	96	106	1.91
5	City of Oakley: Immigrant Integration	3	99	102	1.97

Q8a. Has this technical assistance effort influenced your public engagement strategies?



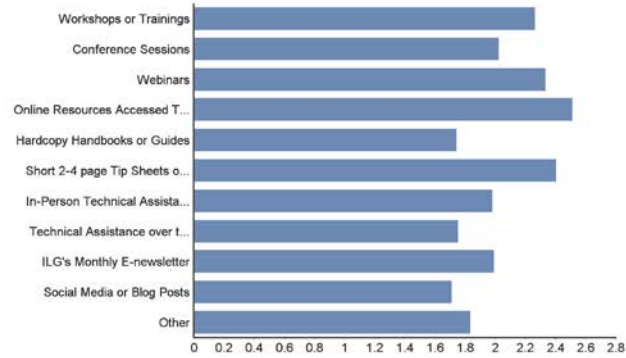
#	Answer	Bar	Response	%
1	Yes	<div style="width: 33.62%;"></div>	23	33.62%
2	No	<div style="width: 66.18%;"></div>	45	66.18%
	Total		68	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.66	0.23	0.48	68	68

Q8b. How have your public engagement strategies changed as a result of what you have learned?

We try to be transparent and respond quickly to questions or document requests.
 Public engagement is more or less directed by staff and the standard approaches are used. There is low interest by council in public engagement.
 Researching and Creating more ways to be transparent to the community - making government easier to understand
 I have been made aware that I may not know whether Native Americans and Pacific Islanders in my district are participating in LCAP process and Strategic Planning Retreat. We have Latino parents engaged.
 The previous question asked me if my strategies had changed. I said, "No." Therefore this question is not applicable.
 Digital and electronic notification on the City's website garners greater inquiries and participation than the older techniques of newspaper ads and posting notices in public places.
 We've become more specific in the issues that we engage with the public.
 From our past experience, we are using more on-line resources to encourage participation by a different mix of people and we are looking at different ways to conduct community conversations, using models like the NIS Deliberative Forums.
 For ethics and transparency the resources have been very helpful.
 implemented more outreach and offered multi-lingual translation services
 I plan to be more aware of who attends, for example, budget meeting and why there are constituencies missing. I plan to be more exclusive in my invitations to events.
 There is more of an attempt to be more transparent.
 Added a level of understanding and confidence
 When a public engagement challenge comes up I will use ILG as a resource
 After reading about your projects, I will ask our general manager to research if you could do a survey in our community to help the Jurupa Area Recreation and Park District determine what level of community/voter support there can be for somehow increasing the assessment we charge for park maintenance.
 I'm from Australia, I'm not aware of these things.
 Increased my career opportunities, helped with regional water and wastewater development in Tulare County.
 Learning from other communities on what worked or didn't work helps us to plan our strategy in the future for engagement
 I will now use ILG as a resource.

Q9. ILG seeks to communicate with our target audiences of local elected officials and staff and community members through a variety of methods. Rank each option below on how you prefer to receive information.

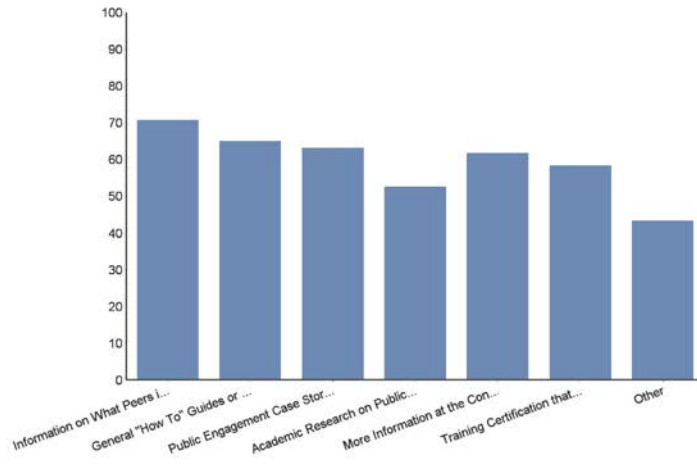


Other
web links from Cities website
na

Q9. ILG seeks to communicate with our target audiences of local elected officials and staff and community members through a variety of methods. Rank each option below on how you prefer to receive information.

#	Question	Low Preference	Medium Preference	High Preference	Response	Average Value
1	Workshops or Trainings	16	56	47	119	2.26
2	Conference Sessions	29	59	31	119	2.02
3	Webinars	18	44	58	120	2.33
4	Online Resources Accessed Through ILG Website	9	41	71	121	2.51
5	Hardcopy Handbooks or Guides	54	44	23	121	1.74
6	Short 2-4 page Tip Sheets or Infographic Handouts	15	42	64	121	2.40
7	In-Person Technical Assistance in my Community	36	50	34	120	1.98
8	Technical Assistance over the Phone	50	51	20	121	1.75
9	ILG's Monthly E-newsletter	28	66	27	121	1.99
10	Social Media or Blog Posts	51	52	16	119	1.71
11	Other	3	1	2	6	1.83

Q10. When your jurisdiction is interested in engaging the public, which resources do you find most useful?

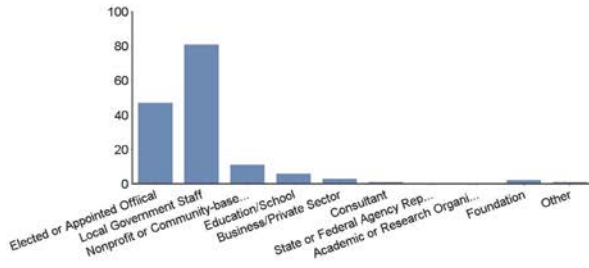


Other
Clear and concise "Plain Writing" information
Guidance tailored to specific and current topical challenges
Researching local community organizations and processes to share with the community directly

Q10. When your jurisdiction is interested in engaging the public, which resources do you find most useful?

#	Question	Responses	Mean
1	Information on What Peers in Your Region are Doing	120	70.81
2	General "How To" Guides or Toolkits	116	65.01
3	Public Engagement Case Stories on Particular Topics (e.g. housing, budgeting)	115	63.17
4	Academic Research on Public and Civic Engagement	110	52.56
5	More Information at the Conferences and Trainings You Attend	113	61.74
6	Training Certification that Highlights Public Engagement Best Practices	112	58.30
7	Other	6	43.33

Q11. Which of the following most closely represents your professional role or the type of organization you work for?



#	Answer	Bar	Response	%
1	Elected or Appointed Official	<div style="width: 37.01%;"></div>	47	37.01%
2	Local Government Staff	<div style="width: 63.78%;"></div>	81	63.78%
3	Nonprofit or Community-based Organization	<div style="width: 8.66%;"></div>	11	8.66%
4	Education/School	<div style="width: 4.72%;"></div>	6	4.72%
5	Business/Private Sector	<div style="width: 2.36%;"></div>	3	2.36%
6	Consultant	<div style="width: 0.79%;"></div>	1	0.79%
7	State or Federal Agency Representative	<div style="width: 0.00%;"></div>	0	0.00%
8	Academic or Research Organization	<div style="width: 0.00%;"></div>	0	0.00%
9	Foundation	<div style="width: 1.57%;"></div>	2	1.57%
10	Other	<div style="width: 0.79%;"></div>	1	0.79%
	Total		152	100.00%

Q13. Is there anything else you would like to add?

I am very interested in engaging the public in many issues and often. Unfortunately it seems that staff and current council feel that there are not enough resources to conduct early public engagement - this even when lack of early engagement has meant redoing or having prolonged hearings to make up for the lack of public engagement. There is stated resistance by council members in public engagement which may be due to control issues, lack of understanding of the choices of approaches in public engagement or other reasons. Without a steady experience in public engagement, the public does not have a chance to feel part of the decision making. For instance, for smaller projects, a public engagement effort to help the public feel welcomed and can foster experience and capacity building. If this is not done on a regular basis, when there is a major issue, the lack of trust or capacity shows. I am puzzled why there is so little interest in going out into the community and welcoming the participation. Using social media has been spotty but over time may grow. One example is climate adaptation effort which has garnered interest in younger people but has not had wide interest. A more robust effort could be tried by fully engaging commission and neighborhoods. The lack of effort in this regard I believe is from staff.

In this age of constant information, its even more difficult to get accurate information out. One of the City of San Clemente General Plan implementation measures is a public engagement manual, we are also looking at new ways to reaching out to our community to get more participation in City decisions.

Too often, organizations become co-opted by an outside entity instead of listening to what the public wants. We need to develop grassroots outreach strategies. We always talk about community engagement as having a "recipe". It does not. It is not the same as involvement or input. It is a two way active and dynamic process and both sides learn from each other WE, OUR, TOGETHER. THANK YOU.

ILG seems to be much more engaged with jurisdictions in Northern California, not Southern California. Yuba County Supervisors have a Saturday morning radio show that is most informative. Board agendas are reviewed!

I think you need to help us get our Policy Makers better connected with ILG. Keep up the GREAT WORK!!

Not at this time.

If anything, this survey made me aware of some of the resources that might already be available from ILG. It's always a time issue, so we'll try to tap into some of that when we can! Thanks!

This is an interesting, thought provoking survey. I'd like to do a similar one to enlighten our work.

I've been elected in three jurisdiction over 30 years, so this is somewhat of a composite response and may not be useful.

There is a paradigm shift happening at the local level where governments are most successful by engaging the public in decision making, and improving overall quality of life in communities. I applaud ILG for attention paid to assist this shift!

Park District board member

While it is very important to build general capacity and understanding on effective engagement, my sense we need to focus on doing a much better job engaging the public at those moments when the public really wants to engage. When there is a tough decision, when there is a crisis, when there is a disaster, or a rolling disaster, like police interaction with people of color. We spend any awful lot of time trying to figure out how to engage/inform people when they don't want to be involved, and then completely fumble those moments when meaningful engagement is essential to establishing civility, respect, trust and confidence. This is not to suggest we should not find ways to be more effective at the routine, but most people's perception of government is formed when the spotlights and microphones are on.

Since each community is different, there are very few cookbook recipes that are useful. I doubt you'll find one-size-fits-all examples that are very helpful.

In our community we have what appears to be an extremely active group of dissidents who occasionally coalesce around a topic that grabs the attention of 30% + of the residents/voters. They are particularly negative in relation to the staff whom they believe constantly thwart them by saying something has to be done in a particular way.

Conclusion

For more information, visit www.ca-ilg.org/PE2015Evaluation or contact publicengagement@ca-ilg.org.