

PEPPERDINE | SCHOOL OF PUBLIC POLICY

DAVENPORT INSTITUTE
— FOR PUBLIC ENGAGEMENT AND CIVIC LEADERSHIP —

 **INSTITUTE FOR
LOCAL GOVERNMENTSM**
Promoting Good Government at the Local Level

Are You Ready for Public Engagement?

Webinar - November 8, 2017

Today's Agenda

1. Welcome, Agenda Review
2. About Davenport and ILG
3. Instant Polling: Public Engagement at Your Agency
4. Tools to Help You Get Ready
 - a. How are we doing platform
 - b. TIERS Framework
5. Q/A
6. Resource and Upcoming Events

About the Davenport Institute

Mission: The Davenport Institute helps build stronger communities in California by promoting public participation in local governance.

- Half and full day trainings
- Professional Certificate in Advanced Public Engagement
- Resources/ Matchmaking
- Consulting



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The Institute for Local Government

**ILG is the non-profit
research and education
affiliate of**



**California Special
Districts Association**

Districts Stronger Together

ILG's Mission



Promoting good government at the local level

Practical, impartial and easy-to-use materials

ILG's Program Areas



- Public Engagement
- Sustainable Communities
- Ethics
- Collaborations & Partnerships
- Local Government Basics

ILG's Public Engagement Program



Tipsheets



Guidebooks



Case Stories



Webinars



Coaching, Training, Technical Assistance

www.ca-ilg.org/engagement

ILG has interpretation headsets we loan
to local gov'ts (no charge except shipping)



Hanna Stelmakhovych | hstelmakhovych@ca-ilg.org; 916.658.8221

Instant Polling

Do you think you're ready to engage?

- Ready!
- Somewhat ready
- Trying to figure it out
- Not really
- Nope. I hate public engagement

Is responsibility for public engagement clearly assigned within your agency?

- Yes, clear
- Somewhat
- No
- Don't know

How satisfied do you perceive participants are with your agency's current engagement?

- Very Satisfied
- Somewhat Satisfied
- Unsatisfied
- Very Unsatisfied
- Don't Know

Tools to Help You Get Ready



Shaping the Future Together:
**A Guide to Practical Public Engagement
for Local Government**



Internal Readiness: How are WE Doing Platform

Self Evaluation + Recognition/ Award

→ Culture of Engagement

- Strategy for engagement
- Assigned as part of official job description
- Training

→ Outreach

- Transparency
- Plain Language & multiple formats
- Partnerships

Internal Readiness: How are WE Doing Platform

→ Engagement Practices

- Commissions, advisory bodies, task forces
- Collaborative partnerships - engagement with the field
- When to use outside facilitators

→ Capacity

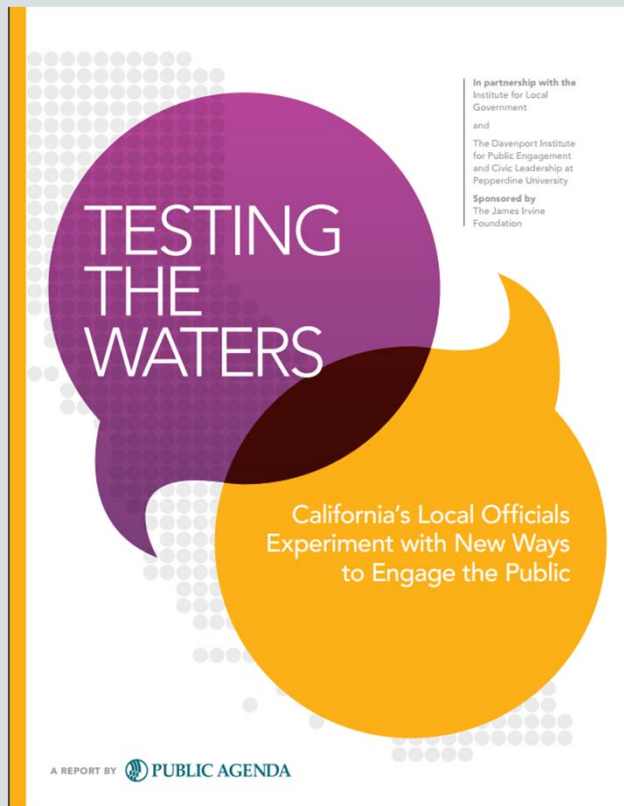
- Community training/ education
- Access to staff and electeds (including informal)
- Youth Outreach
- Evaluation

Behind the Curtain: How ILG's TIERS Framework Evolved

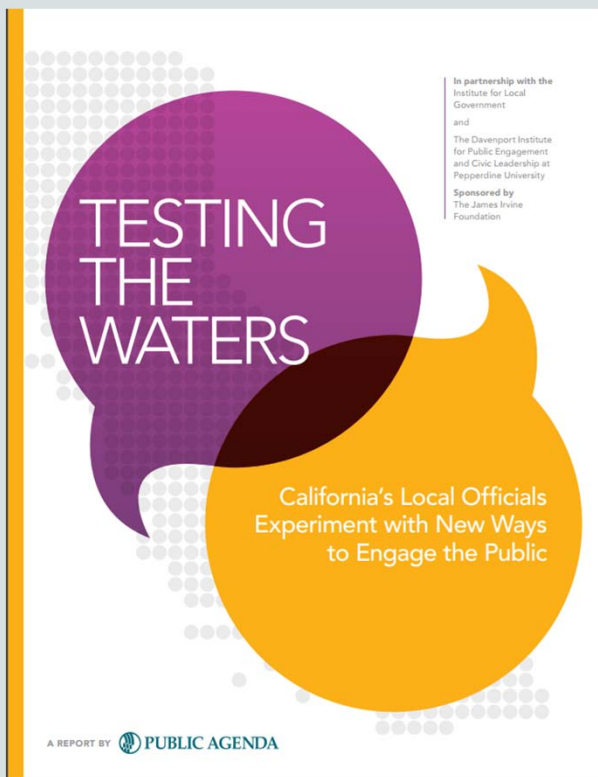
Shaping the Future Together:
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You Aren't Alone . . .



- 76% - public meetings “typically dominated by narrow agendas”
- 64% - public hearings “typically attract complainers and ‘professional citizens’”
- 69% - “lack of resources and staff could stand in the way of a deliberative public engagement approach.”



- **85%** - views on importance of public engagement have changed since their careers began
- **77%** - interested in hearing more about practices that have worked in other places

2015 ILG Survey

Survey Reach

264 Respondents

42 of 58 counties represented

48% of respondents were elected or local government staff



69% are concerned that local governments do not have sufficient staff, knowledge or financial resources for public engagement and that residents are not adequately informed.



83% worry that it is always the same people who participate and they tend to be extremists.



Populations not typically involved in local public meetings (top responses):

- Renters
- Low-income individuals
- Immigrants
- Latinos/Hispanics

Shaping the Future Together: A Guide to Practical Public Engagement for Local Government





THINK

Self Assessment

Consider PE Approach

Contemplate Community Landscape



INITIATE

Draft PE Approach

Develop Outreach Plan

Reality Check



ENGAGE

Implement PE Approach

Implement Outreach Plan

Reality Check



REVIEW

Evaluate PE Approach

Evaluate Outreach Plan

Contemplate Community Landscape



SHIFT

Internal Organizational

External

Policy Change



THINK

Step 1: Self-Assessment

Public
Engagement
Project
Assessment

Agency
Assessment

Step 2: Consider PE Approach

Draft PE
Approach for
Specific Effort

Draft PE
Approach for
Agency Wide
Application

Step 3: Contemplate Community Landscape

Create/update List
of Local CBOs
and others

Identify diverse
locations to hold
meetings w/ target
audiences in mind

Purpose Determines Process

(Modified from IAP2 Spectrum)



****Note:** each stage comprises the next

Purpose Determines Process

- **Purpose:** Inform => collaboration
- **Role of Government:** Decision maker => equal partner
- **Timeline:** Limited time => necessary time
- **Discussion Structure:** Inform/Q.A. => Dialogue
- **Facilitation:** Not necessary => Essential
- **Conclusion:** Public informed => public recommends/ decides



INITIATE

Step 1: Draft Public Engagement Approach

Choose a mix of in person and online activities

Consider: timeline, budget, staffing, who will facilitate, how will data be gathered, what might go wrong

Step 2: Develop Outreach Plan

Create an Outreach Plan

Consider what you know from your "community landscape"

Step 3: 'Reality Check'

Are there local, state or federal laws or regulations you need to consider?

Internal "politics"/ larger "Politics"



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Questions?



New Network for Public Engagement Practitioners in Local Government

In the post-webinar survey there will be a question asking if you would like to join this new group.

Resources

- TIERS Related Materials (including templates)
 - <http://www.ca-ilg.org/TIERS>
- How are WE Doing? Materials
 - <https://publicpolicy.pepperdine.edu/davenport-institute/evaluating-engagement/>

Upcoming Events

- December 14, 2017. ILG led Webinar: *When to Use a Professional Facilitator*. With Consensus Building Institute's Gina Bartlett and ILG's Sarah Rubin
- January 6-7, 2018. TIERS Learning Lab (limited to San Mateo & Santa Clara County local govts)
- March 13-14, 2018. TIERS Learning Lab (open to all local governments)

Contact Information

Sarah Rubin

srubin@ca-ilg.org

(916) 658-8263

Ashley Trim

ashley.trim@pepperdine.edu

(310) 506-6878

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Additional Resources

Engaging “Beyond the Usuals”

Newcomer
Communities

Renters

Young Adults

Latino

Asian and
Pacific
Islander

African
American

Gay, Lesbian,
Bisexual and
Transgender

People with
Disabilities

Low Income

And... Anyone who is busy: work, kids, etc

Why Should You Engage the Public?

Your agency

More
constructive
discussion

Improved
decision-
making

Faster project
implementation

Legal
Requirements

Your community

More
informed
residents

Enhanced
community
buy-in and
support

Participation
“beyond the
usuals”

More trust

Development
of
community

Responding to the Nay-Sayers

Objections:

- “May take longer to make decisions”
- “May be more expensive”
- “Feels like a lot of time for planning when we know good solutions”

Responses (compared to what?):

- Fewer interruptions in implementation
- Less expensive than lawsuits/ ballot battles
- Solutions align with community priority and ownership