

MASTERING HYBRID PUBLIC ENGAGEMENT

ACHIEVING MEANINGFUL & EQUITABLE
COMMUNITY ENGAGEMENT OUTCOMES IN A
HYBRID ENVIRONMENT

WEBINAR



THURSDAY, DECEMBER 9
11:00 AM- 12:30 PM

HOSTED BY:



IN PARTERSHIP WITH:



WWW.CA-ILG.ORG

WELCOME - THANK YOU FOR JOINING US!

- Please **update your Zoom screenname** to include your organization.
- Please **introduce yourself** in the chat!



MODERATOR
Hanna Stelmakhovych
Program Manager
Institute for Local Government

ILG IS NON-PROFIT, NON-PARTISAN & HERE TO HELP

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS & SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

ABOUT OUR ENGAGEMENT & EQUITY WORK

California's local government leaders face a myriad of complex and evolving leadership challenges.



- Elected leaders and staff cannot effectively address these challenges without a strong foundation of good government - trust, accountability, responsiveness, equity and transparency.
- ILG's **Public Engagement** pillar is focused on embedding authentic, effective and inclusive public engagement practices that encourage greater public trust and confidence in local government, while also helping local jurisdictions achieve their goals.

<https://www.ca-ilg.org>

TODAY'S SPEAKERS



Sandra Moberly
Community & Development Director
Town of Mammoth Lakes



Linh Hoang
Communications Manager
Santa Clara Valley Water District



Michelle Stephens
Bang The Table
Account Executive

TODAY'S AGENDA

Welcome & Instant Polling (20 min)

Engagement in the Field: City, Special District and Other Examples (30 min)

Engagement to Build Trust : Bang The Table Recap & Resources (10 min)

Panel Discussion (20 min)

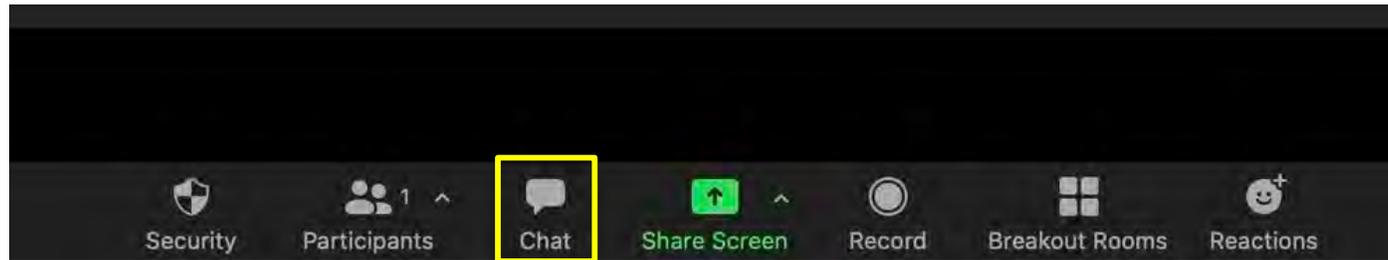
Audience Q&A (10 min)

Wrap Up & Adjourn

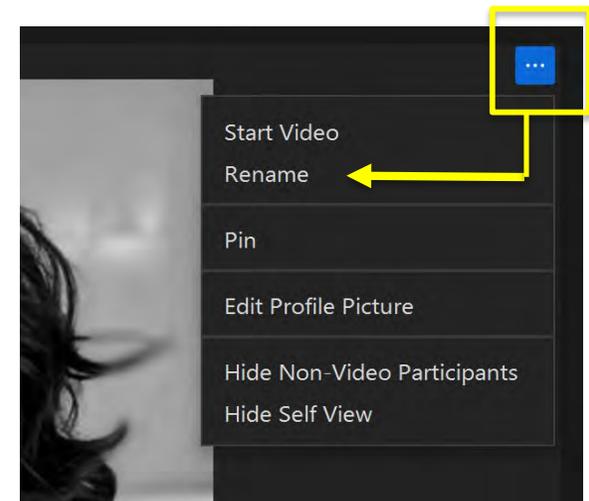
We welcome your written questions and comments in the chat throughout the webinar

ZOOM HOUSEKEEPING

- Your audio is muted automatically and throughout the meeting.
- If you have any questions or comments, please message in the chat box. We will answer some of the questions in the chat and some of them during Q&A.



- Please make sure your screenname also lists your organization. To rename yourself, select the three dots at the top right of your video and select “Rename”



INSTANT POLLING – LOG INTO MEETING SIFT

Please Participate

- 1 open smartphone browser
- 2 go to **sift.ly**
- 3 enter participant code **YYNJ**





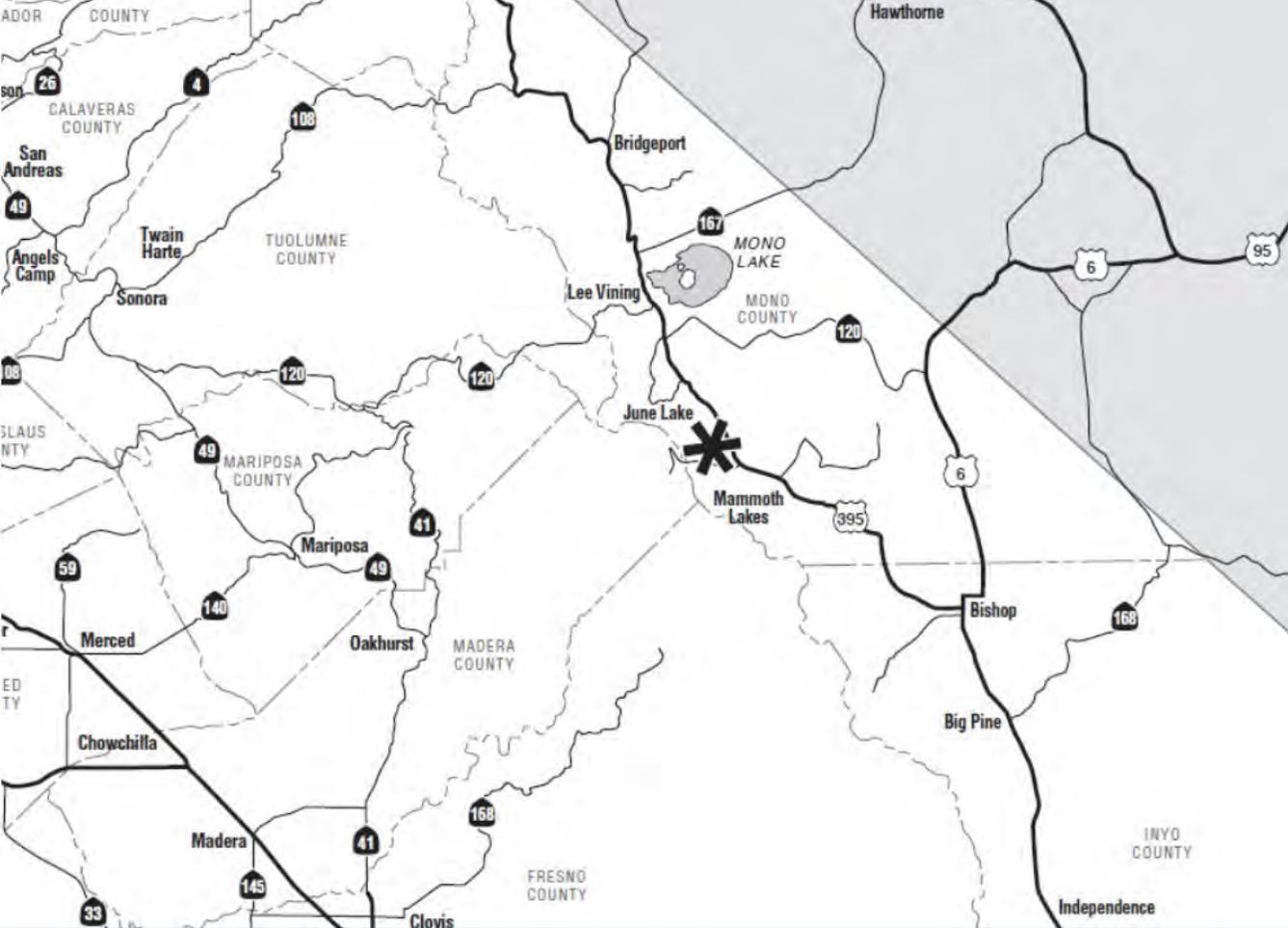
Hybrid Public Engagement Mammoth Lakes

DECEMBER 9, 2021



Introduction

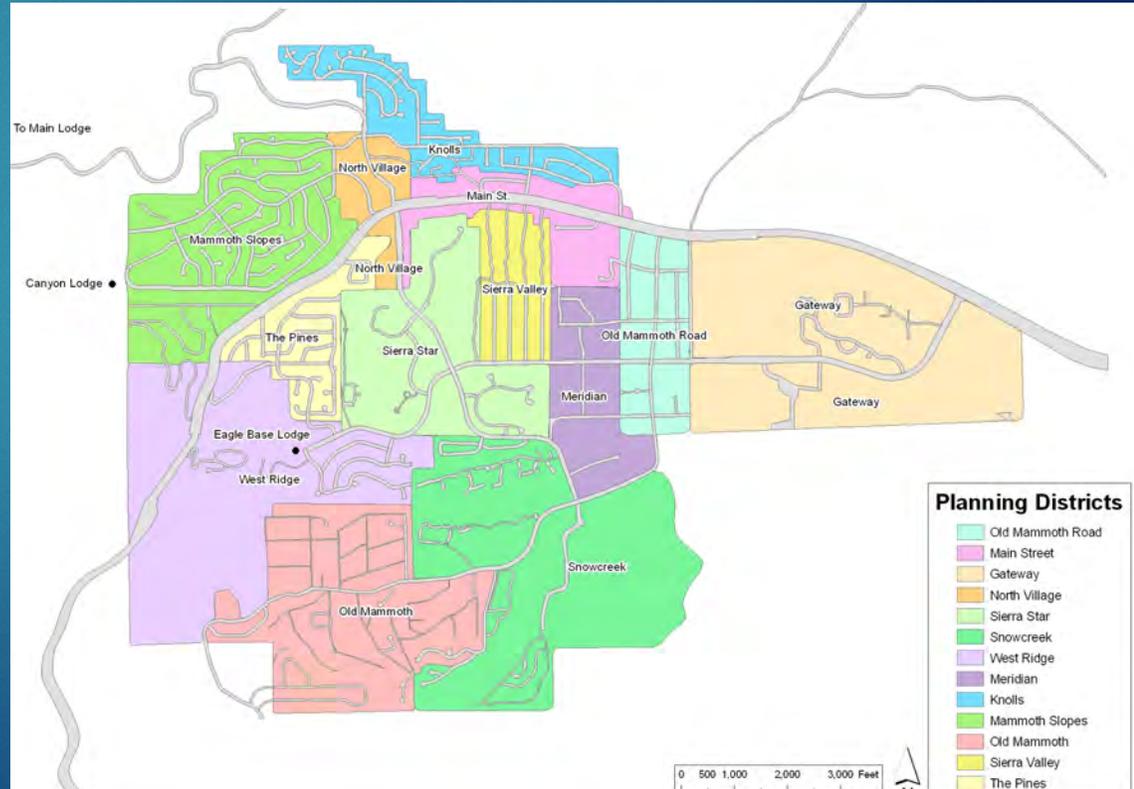
- ▶ Sandra Moberly, AICP
- ▶ Community & Economic Development Director
- ▶ Mammoth Lakes, CA



7,191 permanent residents (+30,000 people at peak)

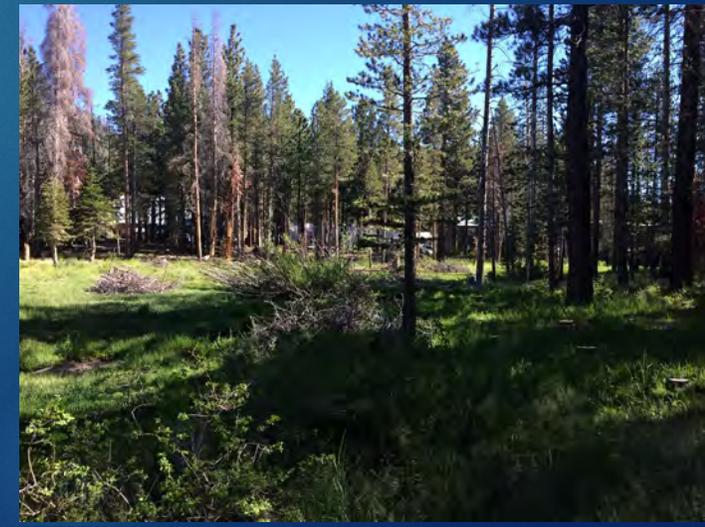
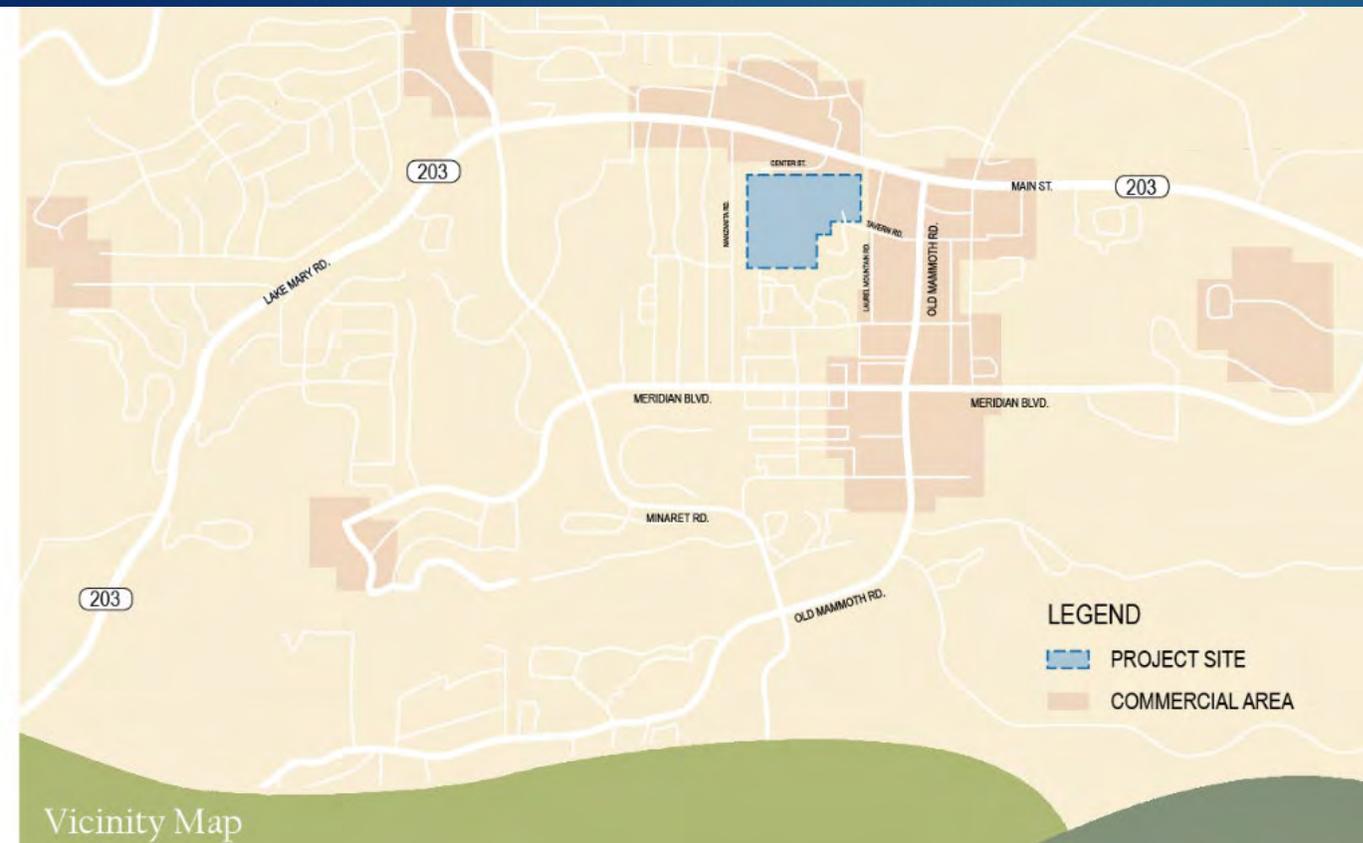
54.9% White
37.5% Hispanic

SE of Yosemite - Eastern Sierra Nevada
24 square miles
4 square mile UGB



THE PARCEL

- ▶ 25 acres
- ▶ Purchased in 2018
- ▶ Zoned affordable housing
- ▶ De facto community park
- ▶ Comprehensive public engagement required



PUBLIC ENGAGEMENT PLAN OBJECTIVES

Create
confidence

Public
awareness

Build
relationships

Address
community
needs

Priority needs
from diverse
participants

Develop
land use
plan

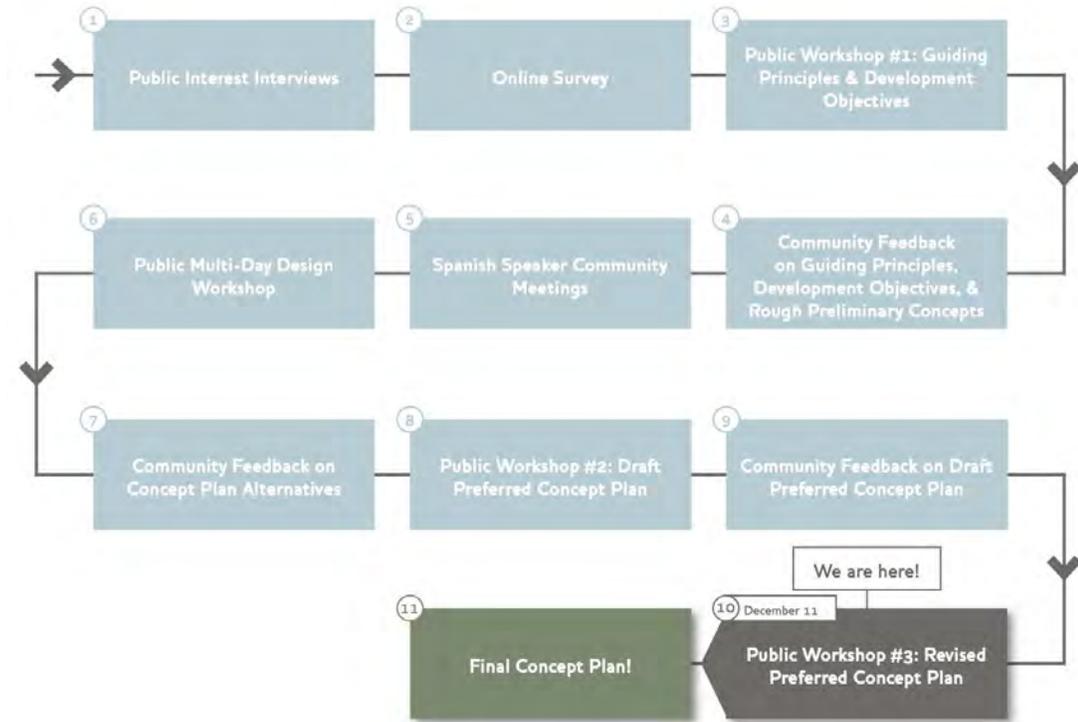
HOW WE STARTED

- ▶ Focus on in-person engagement
 - ▶ Interviews
 - ▶ Workshops
 - ▶ Charrette
- ▶ Some online engagement
 - ▶ Engage Mammoth Lakes
 - ▶ Online surveys
 - ▶ Email list (over 4,000)



CHALLENGES

- ▶ People struggled to engage in online environment
 - ▶ Elderly
 - ▶ Language barrier
 - ▶ People without access to computers
- ▶ Limited Latino participation
 - ▶ Workshops
 - ▶ Surveys
- ▶ Long Process – residents unsure of next steps



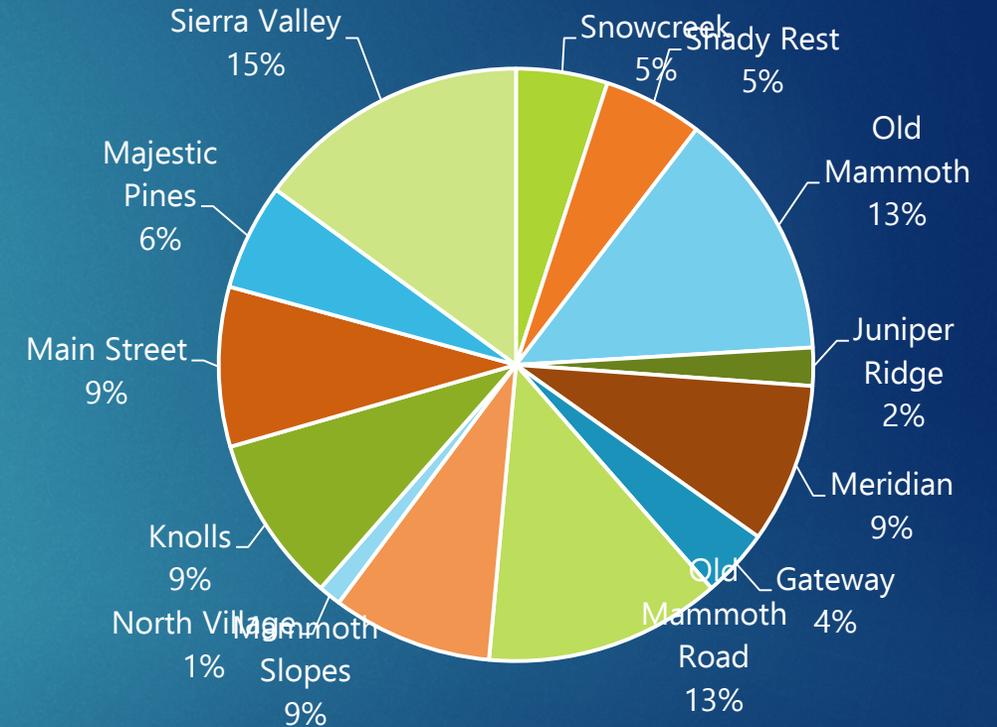
HOW WE SHIFTED

- ▶ “Fly by the seat of our pants public engagement”
 - ▶ Walk the Parcel
 - ▶ Soccer games
 - ▶ Church functions
- ▶ Meetings in Spanish
- ▶ Meet where people live
- ▶ Spanish translation services
- ▶ Spanish survey/Facebook



SUCCESSSES

- ▶ Engage Mammoth Lakes survey
 - ▶ Engagement from all neighborhoods of town
- ▶ Latino "influencers" on Facebook and Instagram
- ▶ Public input = directly affected the project



WHAT WE HEARD

- ▶ We need housing!
 - ▶ 450 units, potential for more
- ▶ Range of affordability/units!
 - ▶ 0-120% AMI
 - ▶ Studio-3 Bedroom
- ▶ Preserve wetlands!
 - ▶ Permanent open space
- ▶ Consider adjacent residential!
 - ▶ Similar heights/setbacks
- ▶ Rental and ownership!
 - ▶ Majority rental, ownership included



LESSONS LEARNED

- ▶ Build a diverse team
 - ▶ Creative engagement ideas
- ▶ Latino engagement
 - ▶ Go to where the people are – bring Spanish speakers
 - ▶ Work with Latino influencers
- ▶ People are busy
 - ▶ Respect their time
 - ▶ Quick, easy ways to engage
 - ▶ Child friendly activities/daycare/food



LESSONS LEARNED

- ▶ Use online engagement tools
 - ▶ Engage Mammoth Lakes
- ▶ Meet the neighbors
 - ▶ Get out into the field
 - ▶ Listen and respect history
- ▶ Partner with ILG
 - ▶ \$20M Infrastructure Grant!



LESSONS LEARNED

- ▶ Celebrate your wins!
- ▶ Keep trying – get up and skate!



THANK YOU!

- ▶ smoberly@townofmammothlakes.ca.gov
- ▶ [linkedin.com/in/sandramoberly](https://www.linkedin.com/in/sandramoberly)



Linh Hoang Communications Manager



Valley Water

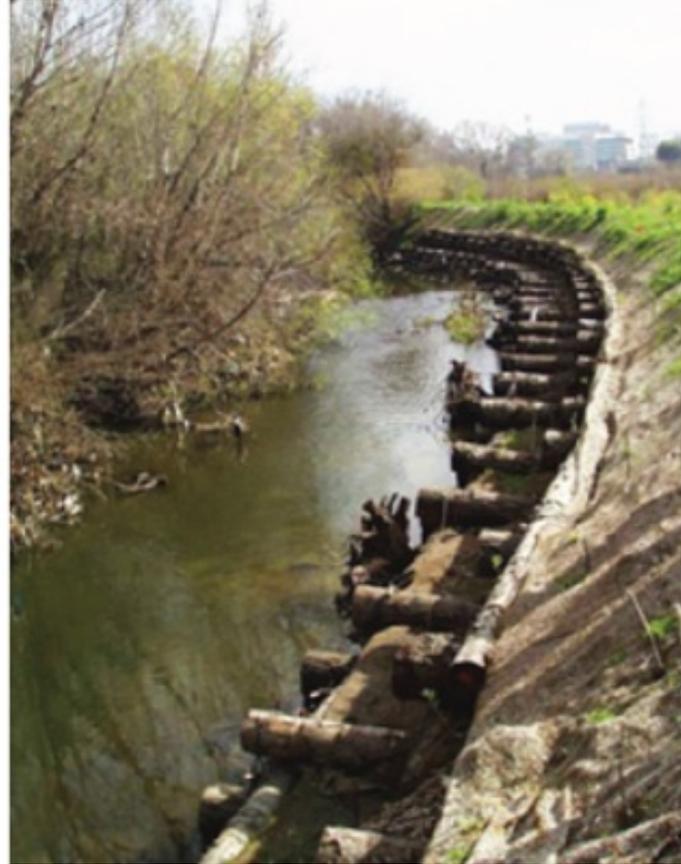
Clean Water • Healthy Environment • Flood Protection



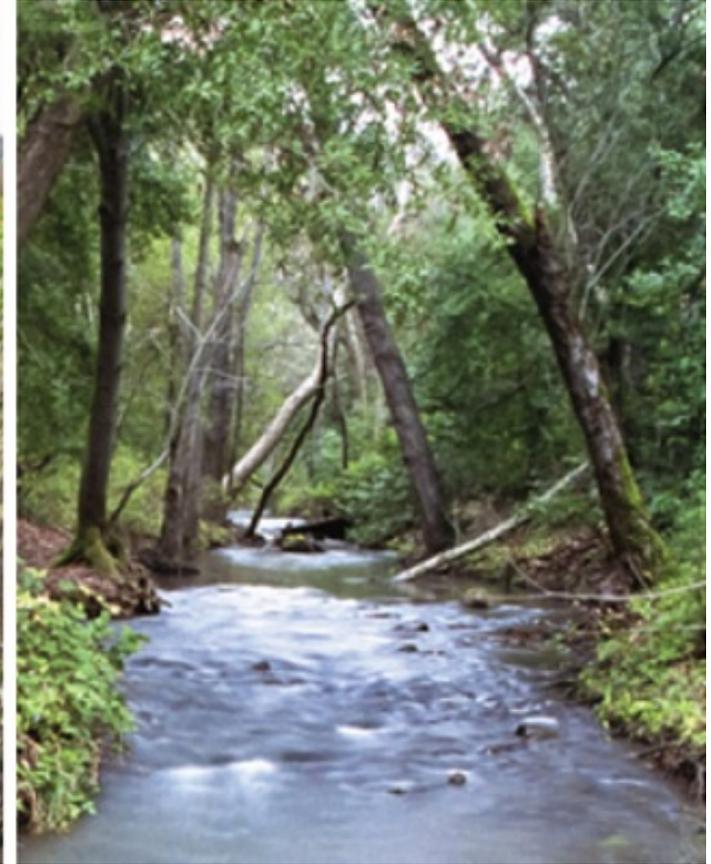
Valley Water provides:



Clean water



Flood protection



Healthy environment

3/17/20 | 11:27 AM: NO impact to Valley Water drinking water supply due to COVID
[Valley Water's response](#)

Select L



RESIDENTS & COMMUNITY

[Your Water](#)

[Flooding & Safety](#)

[Saving Water](#)

[Project Updates](#)

[Learning Center](#)

[News & Events](#)

Enter a keyword to find information and resources

Search



EMPLOYEE SPOTLIGHT

Hello, I'm Dámaris Villalobos-Galindo!

Associate civil engineer Dámaris Villalobos-Galindo is part of the Coyote Creek Flood Protection project team. She loves the technical aspects of her job, but she finds her greatest fulfillment working with the Santa Clara County residents.



Coyote Creek Flood Protection Project Update July 22, 2021

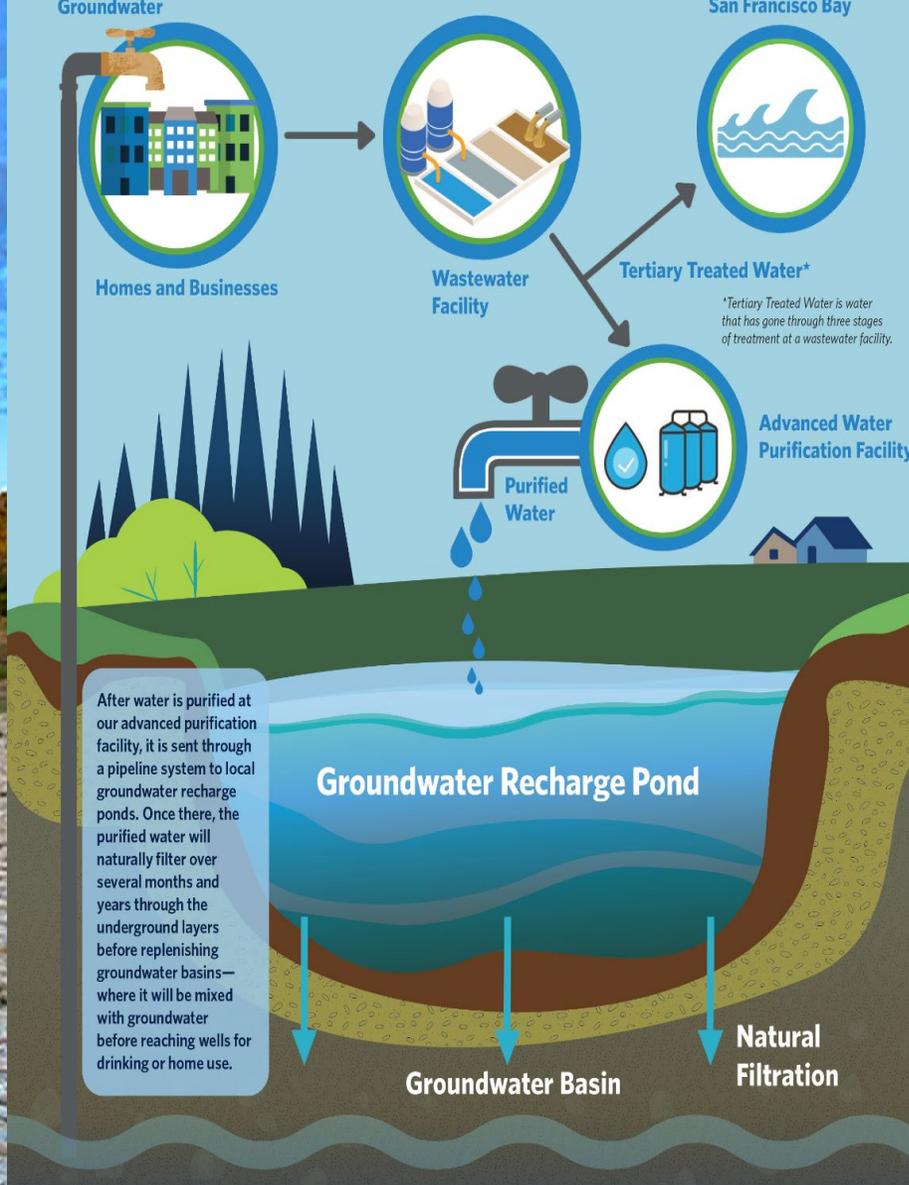


EMPLOYEE SPOTLIGHT

Hello! I'm Rachel Guerrero

My team at the Rinconada Water Treatment Plant continues to work around the clock during this public health crisis to **make sure water keeps flowing throughout Santa Clara County.**





#1 MICROFILTRATION



#2 REVERSE OSMOSIS



#3 UV LIGHT DISINFECTION AND ADVANCED OXIDATION

Extreme Drought - Water Conservation- Recycled Purified Water
Visit WaterSavings.org to learn more!

Lessons Learned....



Communicate quickly, transparently and answer questions.



Reassure the community about the reliability of your services, projects, and efforts; on an ongoing basis.



Anticipate media interest, especially if you are a public organization.



Use all communication tools at your disposal.



Public Engagement Strategy



Michelle Stephens, AICP
Head of Planning Practice,
EngagementHQ at Granicus

How do we make it easy for people to...



Understand what's happening in their community

(without a deep knowledge of city business)



Know how to participate in public processes

(with clear instructions and without barriers)



Share feedback that helps drive decision making

(at any time, on any device, with minimal steps)



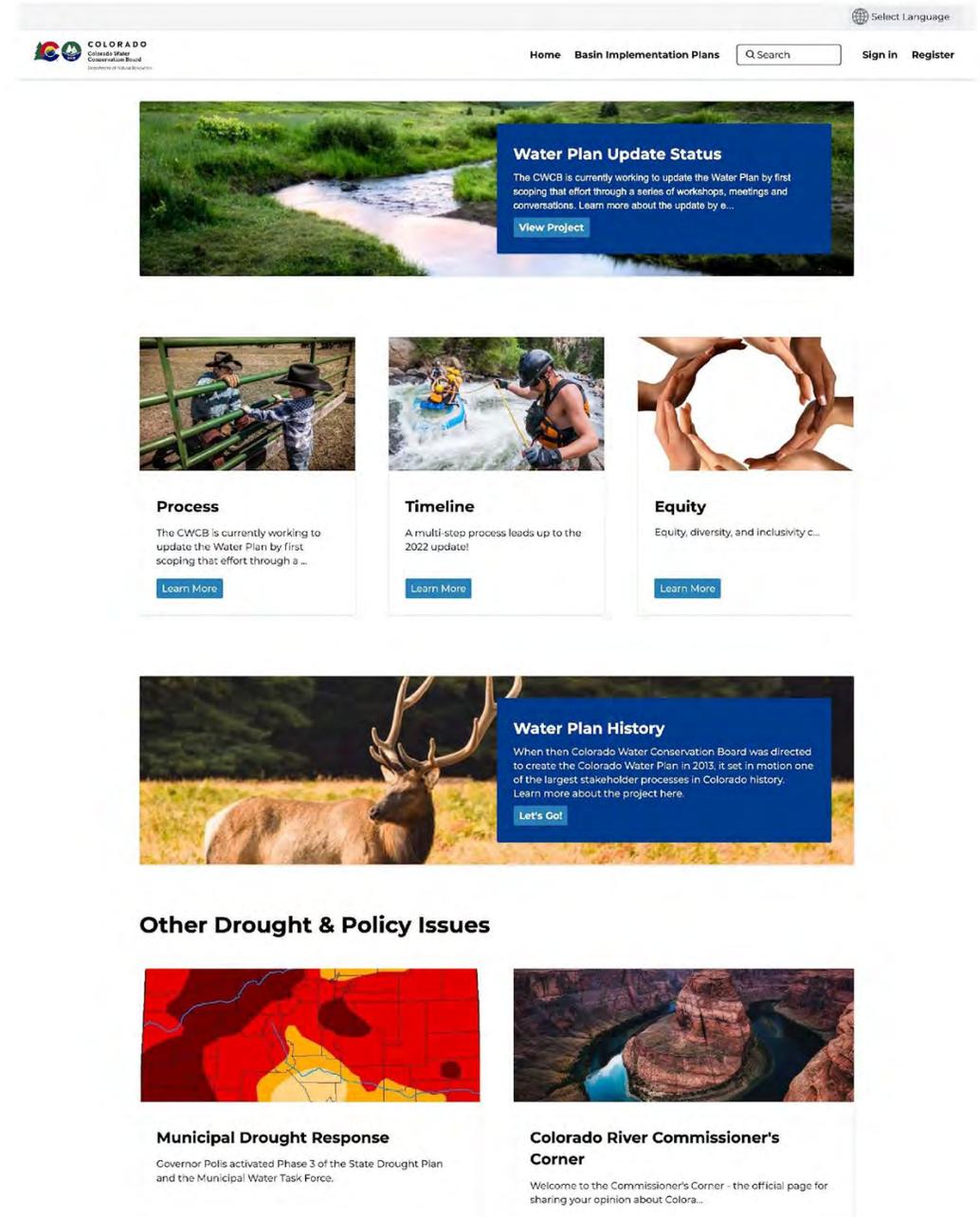
Be rewarded by seeing input tied into action

(without having to ask)





- Eight Engagement Tools to collect quantitative and qualitative feedback
- Customizable widgets to provide context and additional information
- A Newsfeed for educating, keeping your participants informed and closing transparency loops
- Customizable reporting, including sentiment and text analysis
- Integrated email delivery to sustain the conversation across time and topic
- A complete platform for community engagement, from informing to decision-making



The screenshot shows the Colorado Water Conservation Board (CWCB) website. At the top, there is a navigation bar with the CWCB logo, the text "COLORADO Colorado Water Conservation Board", and a search bar. Below the navigation bar, there is a large banner for "Water Plan Update Status" with a blue background and white text. The banner includes a "View Project" button. Below the banner, there are three smaller cards: "Process", "Timeline", and "Equity". Each card has a small image, a title, a short description, and a "Learn More" button. Below these cards, there is another banner for "Water Plan History" with a blue background and white text, including a "Let's Go!" button. At the bottom, there are two more cards: "Municipal Drought Response" and "Colorado River Commissioner's Corner". Each card has a small image, a title, and a short description.

Public Engagement Basics

Build trust and drive participation

Educative

You establish a common set of facts or understanding about the nature and limits of your work

Actionable

Your communities understand exactly how, when and where to participate

Transparent

You're clear about what you do and don't know, admit wrongs and report back on decisions

Open-Minded

You welcome new and varied voices to collaboratively address challenges



Educate

Opinions shouldn't drive policy

Pave the way with facts

Break information down to build your conversation

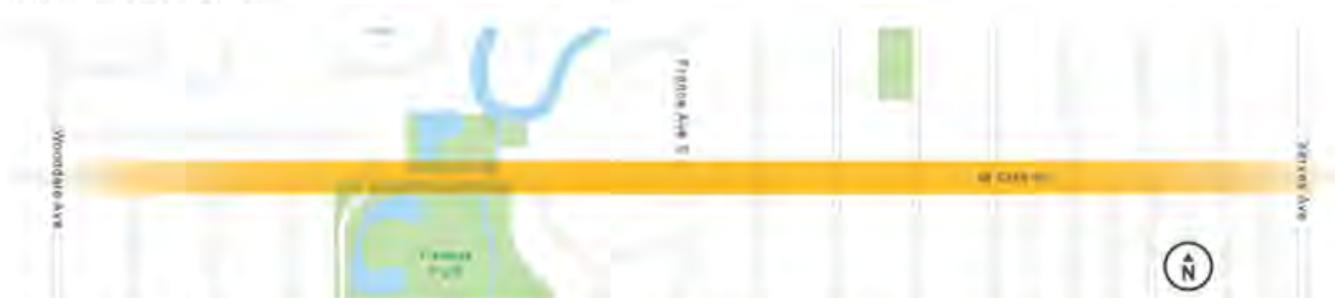


- Share your knowledge of the subject in simple terms, and connect it to why
- Include long-form and "snackable" content
- Rich media where possible
- If the project is complex, educate at each step – in overviews, introduction to tools, and in survey questions
- Space key learnings or themes over time instead of one big overshare and feedback request



Home » West 58th Street Reconstruction

West 58th Street Reconstruction



The West 58th Street portion of the project includes complete reconstruction of the roadway pavement, full installation of concrete curb and gutter, partial replacement of watermain and full replacement of water services, improvements to the sanitary sewer and storm sewer systems, traffic signal replacement at France Avenue, and construction of a 5-foot concrete sidewalk on the north side and an 6-foot concrete concrete sidewalk on the south side.

The France Avenue portion of the project between West 58th Street and Minnehaha Creek includes partial reconstruction of the roadway pavement, partial replacement of concrete curb and gutter, full replacement of watermain and water services, improvements to the storm sewer system, traffic signal replacement at West 58th Street, and construction of a 5-foot concrete sidewalk on the east side of France Avenue between West 57th and West 58th Sts.

Register join the conversation

Who's Listening

Aaron Ditzler

Assistant City Engineer
City of Edina

Phone 952-826-0443

Email aditzler@EdinaMN.gov



Edinah Machani

Engineering Technician
Edina Engineering

Phone 952-826-0444

Email EMachani@edinamn.gov



Text Notification

During the project there may be unexpected



Home » Commercial Cannabis

Commercial Cannabis



While California legalized cannabis (marijuana) with the passage of Proposition 64 in 2016, it is up to each municipality to decide if and how commercial cannabis retail, manufacturing, cultivation, events, and testing should be conducted in their communities. To date, the City of Monterey has not allowed for commercial cannabis retail, manufacturing, or cultivation. In our region, the cities of Seaside, Del Rey Oaks, and Marina, and the County of Monterey (unincorporated areas of Carmel, Big Sur, Moss Landing, et al.) have allowed commercial cannabis operations. In 2020, the City of Monterey began to consider a change in policy that could allow commercial cannabis activity.

At the December 1, 2020 City Council Meeting, staff provided a [Roadmap to Cannabis](#), with the goal of "Getting it Right the First Time." The sections and links on this page provide an outline for commercial



STAY INFORMED

Subscribe for project updates

Your email address...

SUBSCRIBE

68 members of your community are following this project

People-friendly formats

- Set up stations at public meetings, allowing participants to read topic-specific bits of information and ask questions
- Share links to your engagement website for additional learnings, ideas or feedback that come up later
- Set up dedicated phone number + email for those who don't have reliable internet access
- Don't make participation prescriptive - allow the public to participate how they want, when they want.



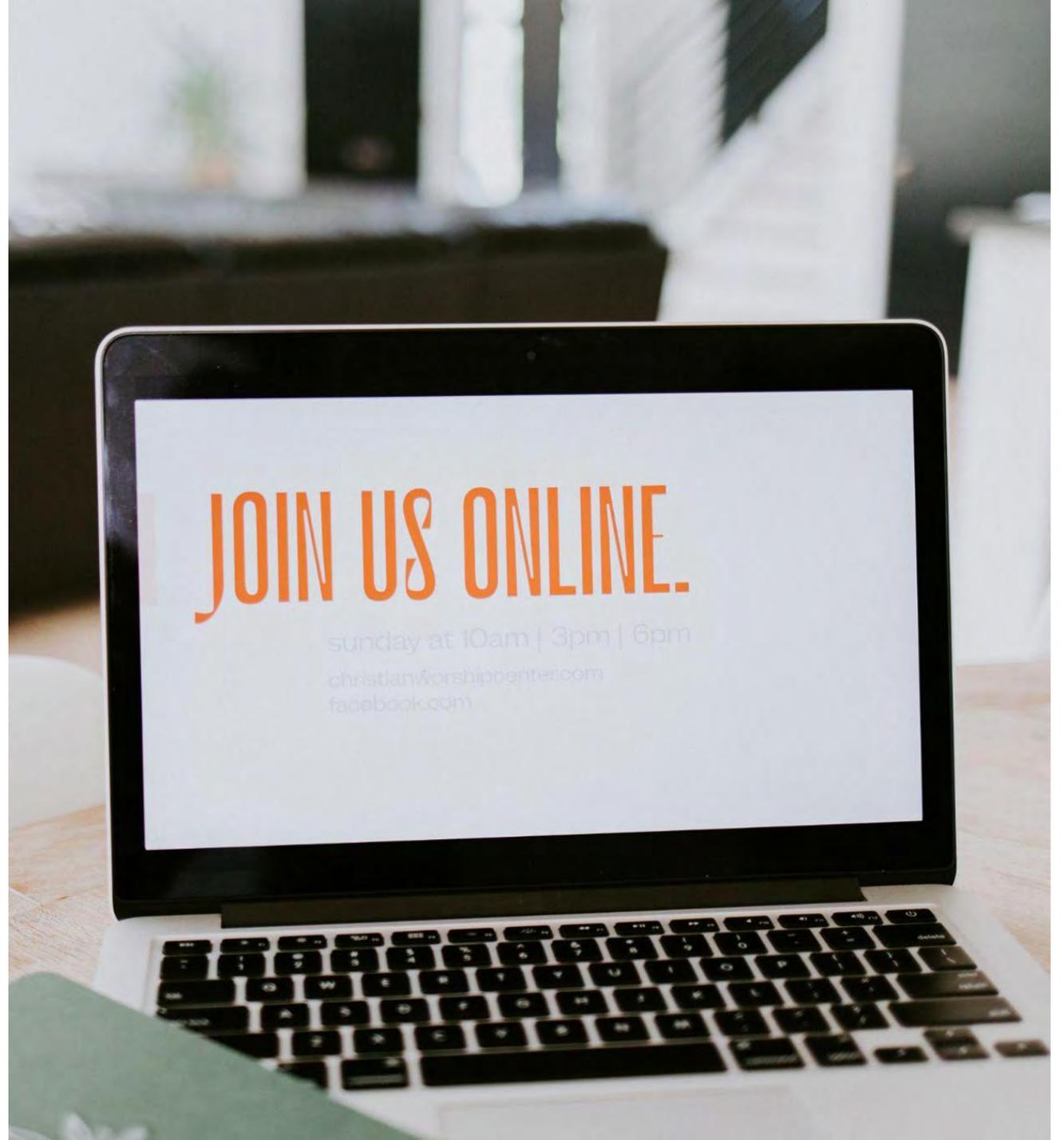


Make it Actionable

Show your community how, where and when to participate

When Engaging Online

- Use online engagement for both the public and your staff - good ideas can come from anywhere
- Set expectations: What can and can't be done? What are your timelines, budgets, limitations?
- Establish boundaries – what is (and isn't) up for discussion?
- Avoid survey fatigue with a mix of different activities (in-person) or tools (online)
- Offer many entry points into the conversation – SMS, surveys, mapping, discussion, ideation, storytelling



Accessibility for Manitobans Act



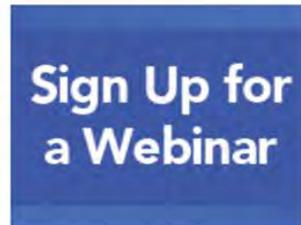
New - [What We Heard Report](#)

The Accessibility for Manitobans Act (AMA) sets out a path to remove, reduce, and prevent barriers through the development of accessibility standards in five fundamental areas of daily living. The AMA calls for a review of the effectiveness of accessibility standards every five years.

The Accessibility Advisory Council wants to hear from Manitobans about their experience with the Accessibility Standard for Customer Service, including what is working well and what needs improvement. The goal of the Standard is to ensure businesses/organizations provide customer service in a way that allows people with disabilities to benefit from the same service, in the same place and in the same way or in a way similar to how others receive service. Learn more about the [Five-Year Review of the Accessibility Standard for Customer Service](#).

Provide Your Feedback

Whether the Accessibility Standard for Customer Service removes barriers you face, or requires you to remove barriers for others, we want your feedback. There are many ways you can participate:



Who's Listening

Honourable Rochelle Squires

Minister of Families and Minister responsible for Francophone Affairs



Key Dates

Webinar #1 - 1:30 to 3:30 p.m.

May 13 2021

Webinar #2 - 6:00 to 8:00 p.m.

May 13 2021

Survey Closes

May 28 2021

Important Links

[Manitoba Accessibility Office](#)

[Manitoba Families](#)

Videos



Asking Actionable Questions

- Make it clear what you do and don't know
- Explain what can and can't be decided as a result of the engagement
- Write a series of prompts/questions - avoid big questions like "What do you think? or What feedback do you have?"
- Ask yourself - is this relevant? Can we do something with the outcome?



[Click Here for Initial Design](#)

Many of the comments related to safety were about speed and traffic volume. Residents felt that drivers travel too fast throughout the corridor and there is a need for traffic calming.

1. **One option may be to narrow the street to 24 feet. This could create room for the separated shared-use path, and create less impacts to trees, landscaping etc. Should narrowing the street be an option Edina should consider?**

Specific areas were called out at the Open House:

58th and Xerxes has sightline issues.

1. **Would adding a turn lane at this intersection make sense?**
2. **Would adding a turn lane at the intersection of France make sense?**
3. **Would adding the separated trail also make sense?**

At 58th and Kellogg pedestrians cannot be seen over the hill.

1. **Would adding the separate trail alleviate this issue?**

58th and Oaklawn needs a stop sign.

1. **This may be a final design decision based on traffic counts. How strongly do you feel a stop sign is needed here on a scale of 1-10?**

Halifax to Wooddale is a dangerous for children to bike or walk to school. There is poor lighting and the road grade makes it difficult to see.

1. **Does a separate trail alleviate this issue? Does the lighting plan address the safety concerns?**



Be Transparent

Transparency builds trust

Report back at every step

Communicating outcomes drives reengagement



Improving The Parks
Reservation Service - Results
Pending



Engaging Manitobans on
Water Management - Results
Pending



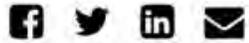
Functional Design of Highway
52 - Results Available



Strategic Investment
Categories - Results Pending

- Report back at the close of each tool (survey, ideation, mapping) and phase of a project
- Tell your participants what you learned to demonstrate you're listening
- Link meeting notes and presentations online for those who couldn't attend
- Ask - "Is there anything we missed?"

Climate Action Plan



The City of Edina is developing its first Climate Action Plan for the community. The plan will help those who live and work in Edina imagine and achieve a future where the earth and all who live on it thrive.

The Draft Plan received public comments during the month of September. The plan was approved by the Energy & Environment Commission at their October 14, 2021 meeting. The EEC will recommend the plan to the City Council for adoption at the regular Council meeting on **December 7, 2021**.

The City's current goals for the project are to reduce citywide greenhouse gas emissions 30% by 2025, and 80% by 2050, and to establish actions to enhance community resilience and adaptation to climate change. **The new plan proposes a 45% reduction of citywide GHGs from 2019 levels by 2030, and net zero greenhouse gas emissions by 2050.**

A Climate Planning Team, made up of community representatives, content experts and City staff, led the plan development. Updates are shared on this site to inform and engage community members.

The planning process kicked off in April, and will conclude with a written plan of action in by the end of 2021. Plan implementation is expected to begin in early 2022.

Keep an eye on this project site for opportunities to learn more and get involved!

register

join the conversation

Who's Listening

Grace Hancock

Sustainability Coordinator
City of Edina



Phone 952-826-1621

Email ghancock@EdinaMN.gov

Hilda Martínez

Chair
Energy & Environment Commission



Huda Ahmed

Community Engagement Lead
Transformational Solutions



Ted Redmond

Project Lead
paleBLUEdot



UPDATES

FEEDBACK

YOUTH STORIES

Q & A

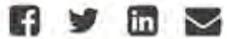
EEC approves CAP at Oct. 14 meeting

14 Oct 2021



Home » Feedback about masks

Feedback about masks



We've recently released our [2021-2022 School Re-Entry Plan](#), which included our layered safety measures including our strong recommendation that all students wear masks.. Many stakeholders have reached out with their perspective on the subject - some advocating for mandatory masking, while others support parent choice. We would like to hear all parents' thoughts on whether students should wear masks at school.

Masking is one of many strategies to mitigate the spread of COVID-19. We will continue practicing measures like hand hygiene, enhanced cleaning, cohorting, daily screening, physical distancing and staying home when ill. However, in the re-entry plan, masks are not mandated to be worn by students or staff in schools.

Please note that wearing masks while riding the yellow bus is mandatory, as per the Government of Alberta. The feedback we're asking for today is only about masking in schools.

THIS PROJECT IS NOW CLOSED. Thank you to everyone who provided their input.

Survey Results - Elementary + Preschool

REGISTER to answer the surveys!

Who's Listening

Krimsen Sumners

Superintendent



Marianne Barrett

Deputy Superintendent,
Program & Planning



Important Links

[Alberta Education 2021-22 school year plan](#)



Keep Options Open

If you're looking for "buy in" you've started too late

CLOSED: This discussion has concluded.

Discussions: **All (7)** Open (0)

Please let us know any questions/concerns you have about Phase 1: Home Learning?

1168

Responses

over 1 year ago



CLOSED: This discussion has concluded for now. We will be opening up new ways of providing feedback soon.

You need to be signed in to add your comment.

[Sign In](#)

[Register](#)

We will compile answers in our FAQ page: <https://www.bvsg.org/parents-students/academics/covid-19-reintroduction/frequently-asked-questions>

[Go to discussion](#)

Replies Closed

Please let us know any questions/ concerns you have about starting the year in Phase 3. Please also share any considerations we should take into account while planning.

1196

Important Links

[BVSD Reintroduction Page](#)

[Reintroduction FAQs](#)

[Let's Talk Education Episode: August 6](#)

[Special Board Meeting August 4](#)

[Board Meeting- August 11](#)

Community building happens together

Good ideas and solutions can come from anyone, anywhere



- Community Engagement should have potential outcomes, not pre-made decisions to manipulate a conversation towards
- Keep purpose at the center of your work
- Welcome discomfort
- Your expertise matters, but so does your community's lived experience
- Get outside of your own head to learn the value of getting inside someone else's

Key Takeaways



Checkbox engagement is exclusionary



Prepare to change your perspective and outcomes

No conversations without common facts



Be honest with the people you work for – your community



We're here to help



Civic engagement across all channels



Tap into the 250 million resident subscriber network



Meet and exceed resident expectations



Improve agility in an ever-changing environment



Contact us

If you're ready to take the next step in improved resident engagement reach out at [granicus.com](https://www.granicus.com)





Thank you

Michelle Stephens | michelle.stephens@granicus.com

DISCUSSION AND Q&A

What questions or comments do you have for us?



THANK YOU TO OUR CO-HOST AND SPEAKERS



FREE PUBLIC ENGAGEMENT RESOURCES FOR LOCAL GOVERNMENTS

TIERS Framework



TIERS is a step-by-step approach to public engagement at any level.

Interpretation Equipment



Free interpretation equipment can be loaned out and used for simultaneous and consecutive translation with a live translator.

Tip Sheets & Resources



Dozens of tip sheets about effective, inclusive and ethical public engagement, describing successful public engagement processes and strategies.

www.ca-ilg.org/engagement

STAY CONNECTED & STAY INFORMED

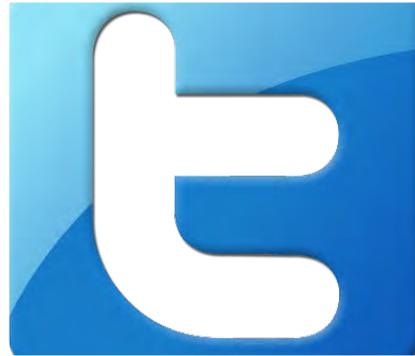
Facebook



Like us on Facebook

@InstituteFor
LocalGovt

Twitter



Follow us on Twitter

@instlocgov

LinkedIn



Connect with us on
LinkedIn

Institute for Local
Government

Newsletter



Sign up for our e-
newsletter

[www.ca-
ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

THANK YOU FOR JOINING!



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