FREE WEBINAR
For Local Gov’t Leaders

TIPS & TOOLS TO ENGAGE YOUR COMMUNITY IN A DIGITAL ENVIRONMENT

WEDNESDAY, JULY 29
11:00 AM - 12:30 PM

Hosted By
In Partnership With
Thank You for Joining!

Webinar Host & Moderator

Melissa Kuehne
Program Manager
Institute for Local Government
Ensuring inclusive public participation is more challenging than ever because of physical distancing requirements, the digital divide, language access challenges and technology learning curves. This webinar will share innovative strategies for using high-tech and low-tech virtual platforms to engage residents on a variety of topics without meeting face-to-face.
Thank You to Our Partners!

www.mmanc.org

www.mmasc.org
Welcome & Overview

About ILG

Setting the Stage & Polling

Presentations by:
- Margaret Bruce, Executive Director, San Francisquito Creek Joint Powers Authority
- Rose Newberry, Climate Adaptation Planner, Dudek
- Brooke Beare, Director of Communications and Marketing, City of Indio
- Melissa Kuehne, Program Manager, Institute for Local Government

Q&A

Contact Information
How to Ask a Question During the Webinar

• All webinar participants will be on MUTE during the entire call.

• Please TYPE any questions into the question box at any time during the webinar.

• The moderator will read your questions during the question period at the end of the webinar.
ILG is the non-profit training and education affiliate of…

We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground.
Our mission is to help local government leaders navigate complexity, increase capacity & build trust in their communities
Today’s Presenters

Margaret Bruce
Executive Director
San Francisquito Creek Joint Powers Authority

Rose Newberry
Climate Adaptation Planner
Dudek

Brooke Beare
Director of Communications and Marketing
City of Indio
Meeting Sift – informal, real time polling

Please Participate

1. open smartphone browser
2. go to sift.ly
3. enter participant code 7MPC
What Do We Mean by Public Engagement?

**Civic Engagement**
Residents involving themselves in the civic and political life of their community. Ex. Little League coach, community garden, PTA, etc.

**Public Information/Outreach**
This kind of public engagement is characterized by one-way local government communication to residents to inform them about a public problem, issue or policy matter.

**Public Engagement**
This is a general term we use for a broad range of methods through which members of the public become more informed about and/or influence public decisions.
Why Engage the Public?

Better identification of the public’s values, ideas and recommendations

More informed residents - about issues and about local agencies

Improved local agency decision-making and actions, with better impacts and outcomes

More community buy-in and support, with less contentiousness

Faster project implementation with less need to revisit

More trust - in each other and in local government
# IAP2’S PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

## Increasing Impact on the Decision

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
<td></td>
</tr>
<tr>
<td>PROMISE TO THE PUBLIC</td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</td>
<td>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</td>
<td>We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
<td>We will implement what you decide.</td>
</tr>
</tbody>
</table>

© IAP2 International Federation 2014. All rights reserved.
Consider Diverse Groups

- Immigrant Communities
- Racial/Ethnic Minorities
- Low-Income Individuals, Transient Population
- Working Families, Renters
- People with Disabilities
- Seniors, Youth
COVID-19 Has Changed Public Engagement

- Social Distancing
- Community Events
- Public Meetings
- Public Comment

Digital Engagement: High Tech and Low Tech Options
Virtual Community Engagement
## Virtual Meeting Bingo

<table>
<thead>
<tr>
<th>“Am I On Mute?”</th>
<th>“Sorry About the Feedback”</th>
<th>“I think my internet is glitchy”</th>
<th>“You’re on Mute. Unmute yourself.”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Wait, they froze.”</td>
<td>“Can whoever’s dog is barking mute themselves?”</td>
<td>I’ll be right back. I think my (kid, husband, cat, dog) just threw up....</td>
<td>“Did we lose you?”</td>
</tr>
<tr>
<td>“Did everyone get the agenda?”</td>
<td>“Does everyone know how to use the chat function?”</td>
<td>Interrupting or Overtalk “You go ahead. No, wait, what did you say?”</td>
<td>“OK. I’m going to share my screen.”</td>
</tr>
<tr>
<td>“Adjust your camera, we can only see your (forehead, décolletage, messy desk)”</td>
<td>“Can you see my screen?”</td>
<td>Awkward text notification pops up on shared screen.</td>
<td>Someone’s (cat, dog, small child, parrot) has decided to participate.</td>
</tr>
</tbody>
</table>
We are only human, doing our best in trying times

- Recognize that your virtual engagement efforts will not be perfect – things will not go as planned or turn out as you imagine.

- You can’t replicate in-person engagement in a virtual platform – but you can create effective equivalents.

- Using new tools takes practice!

- Keep in mind that this is new, and times are challenging – for everyone.

What do you need to do?
Match the Tool to the Task.
Invest time!
Some reasons why Virtual might be BETTER

- Some people feel shy or intimidated by public processes – speaking up in public can be difficult, and so they don’t. Virtual engagement feels safer.
- Some people can’t leave home – child or elder-care duties keep them at home. Virtual engagement opens the door to their participation.
- Some people have little free time. Virtual engagement means they can ‘drop in’ for the part of the agenda most meaningful to them.
- Many people will share their thoughts and opinions if it is easy to do so. Virtual engagement may make that sharing easier.
Imagine...
Resources and Examples

• https://www.canr.msu.edu/resources/tools-and-techniques-for-virtual-community-engagement-webinar

• https://www.thecouchmanager.com/the-ultimate-list-of-virtual-team-technology-tools/

• https://medium.com/organizer-sandbox/online-tools-to-achieve-community-engagement-609f14781b93
Overview

01 Background & Challenges
02 Outreach Hub
03 Designing Outreach
04 Advertisement Strategies
05 Deliverables & Data
Background & Challenges

- Project Scoped January 2020, kick off March 2020
- TCC project is focused in disadvantaged communities
- Linguistically isolated
- Grant funded and State expectations
Outreach Hub

- Where does information live?
- How do people register interest and get updated?
- Can we connect the public with planners?
Designing Outreach

- Silver buckshot
- Smart phone v. phone v. computer
- Potential tools
  - Webinars
  - Office Hours
  - Surveys
  - Photo/ picture submission
Advertisement Strategies

- How are people getting information?
  - City website
  - Social media
  - School emails
  - Direct mailers

- Clear ask or invitation

- Reminders
Deliverables & Data

- Inclusive and broad
- Raw data (surveys, quantitative, mapping)
- Write ups (qualitative)
- Using this outreach in other plans
- Grant requirements

- What do you need to know?
ABOUT ME

Brooke Beare

2019 vs 2020
INDIO
City of Festivals
- Public meetings
- Publicized in local papers, mailings
- Automall Jumbotron
- Website banner
- Social media
- Media pitches
Transformative Climate Communities Plan

Learn more at IndioTCCPlan.com

I-10/MONROE STREET INTERCHANGE PROJECT
PUBLIC COMMENT AND REVIEW IS NOW OPEN
Urban Greening

Future urban greening projects could add trees and parks in the planning area to improve air quality, reduce heat, and prevent flooding.
Transformative Climate Communities Plan
Interactive Facebook discussion with stakeholders and project planners
Tell us what you want to see in your neighborhood

SOCIAL BROADCAST

2,619  Estimated reach
603  Unique viewers
17  Peak Live Viewers
15  Shares
The City of Indio - Government: Transformative Climate Communities Plan...

Your chance to learn more about Indio's Transformative Climate Communities Plan from the people involved. Hear what it's about, ask questions, and give feedback before the next virtual community meeting.
Engagement = Engagement
Influencers = Engagement
Engagement = Honest Engagement
Access = Engagement
Capacity
CAPACITY & COST

- Teamwork
- Free means free
- Translate, translate, translate
- Inventory manpower
THAT’S ALL FOLKS

- Lights, camera action
- Embrace the unknown
Addressing Digital Engagement Challenges

- Access to Internet
- Learning Curve
- Language Access/Translation
- Making Online Engagement Interactive
- Access To Necessary Technology
Virtual Meeting Design Tips

- Explain the Platform
- No “Lectures” More Than 10-15 Min
- Consider Learning Styles
- Use Visuals
- Let the Audience Tell Their Stories
- Consider Language Access Needs
- Ensure Multiple Voices
- Solicit Comments or Questions
- Ask “Softball” Opening Questions
- Use a “Bike Rack”
- Pick the “Right” Platform
Choosing the Right Approach

Key Considerations

• Who is in your community/who are you trying to reach?
• What is the *purpose* of your engagement?
• What input are you seeking?
• Where are you in the process?
• What tools and approaches will help you achieve your goals?
• Do you have a mix of high tech and low tech options?
Questions & Answers
ILG’s Free Resources

Housing and Public Engagement Toolkit
www.ILGHousingToolkit.org

Language Access
www.ca-ilg.org/immigrant-engagement

TIERS Public Engagement Framework
www.ca-ilg.org/TIERS

ILG’s Public Engagement Resources
www.ca-ilg.org/engagement
Upcoming Webinars

Re-Teaming: 3 Conversations to Have with Your Team Right Now

- Wed., August 5th
  - 1:00-2:30pm
- www.mmanc.org

Managing Performance in a Virtual World

- Thursday, August 6th
  - 11:00am-12:00pm
- www.mmasc.org

Rethinking Natural Disasters After COVID-19

- Monday, August 17th
  - 1:00-2:30pm
- www.ca-ilg.org/rethinkingdisaster
Stay Connected & Stay Informed

Like us on Facebook @InstituteForLocalGovt

FOLLOW US ON twitter @instlocgov

Sign up for our e-Newsletter
www.ca-ilg.org/stayinformed
Thank You!

Margaret Bruce
San Francisquito Creek Joint Powers Authority
mbruce@sfcjpa.org

Rose Newberry
Dudek
rnewberry@dudek.com

Brooke Beare
City of Indio
bbeare@indio.org

Melissa Kuehne
Institute for Local Gov.
mkuehne@ca-ilg.org