

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



Webinar Overview

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

Today's Agenda

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.



Non-Profit, Non-Partisan & Here to Help

ILG is the non-profit training and education affiliate of...



**California Special
Districts Association**
Districts Stronger Together



We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground.

ILG's Programs & Services

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable 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

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

Instant Polling

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

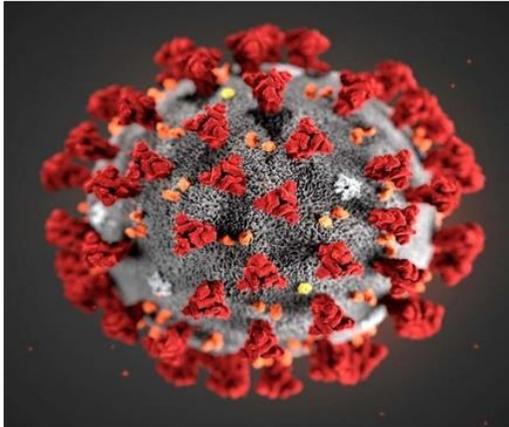
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	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.	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.	We will implement what you decide.

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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

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

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.
- Be Patient. Use Humor. Be Kind. Breathe.





What do you need to do?



Match the Tool
to the Task.



Nextdoor





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>

The logo for DUDEK, featuring the word "DUDEK" in a bold, white, sans-serif font. The text is positioned within a blue and green abstract shape that curves across the top of the image. The background of the entire slide is a photograph of two men in an office setting, smiling and looking at a laptop screen. The man on the left has dark curly hair and is wearing a dark shirt. The man on the right has dark hair and is also wearing a dark shirt. They are both looking towards the right side of the frame, where a laptop is visible. The office background includes cubicles and a desk with a lamp.

DUDEK

Pivoting Online

Indio TCC Lessons Learned and Recommendations

ROSE NEWBERRY, AICP

JULY 29, 2020

Overview

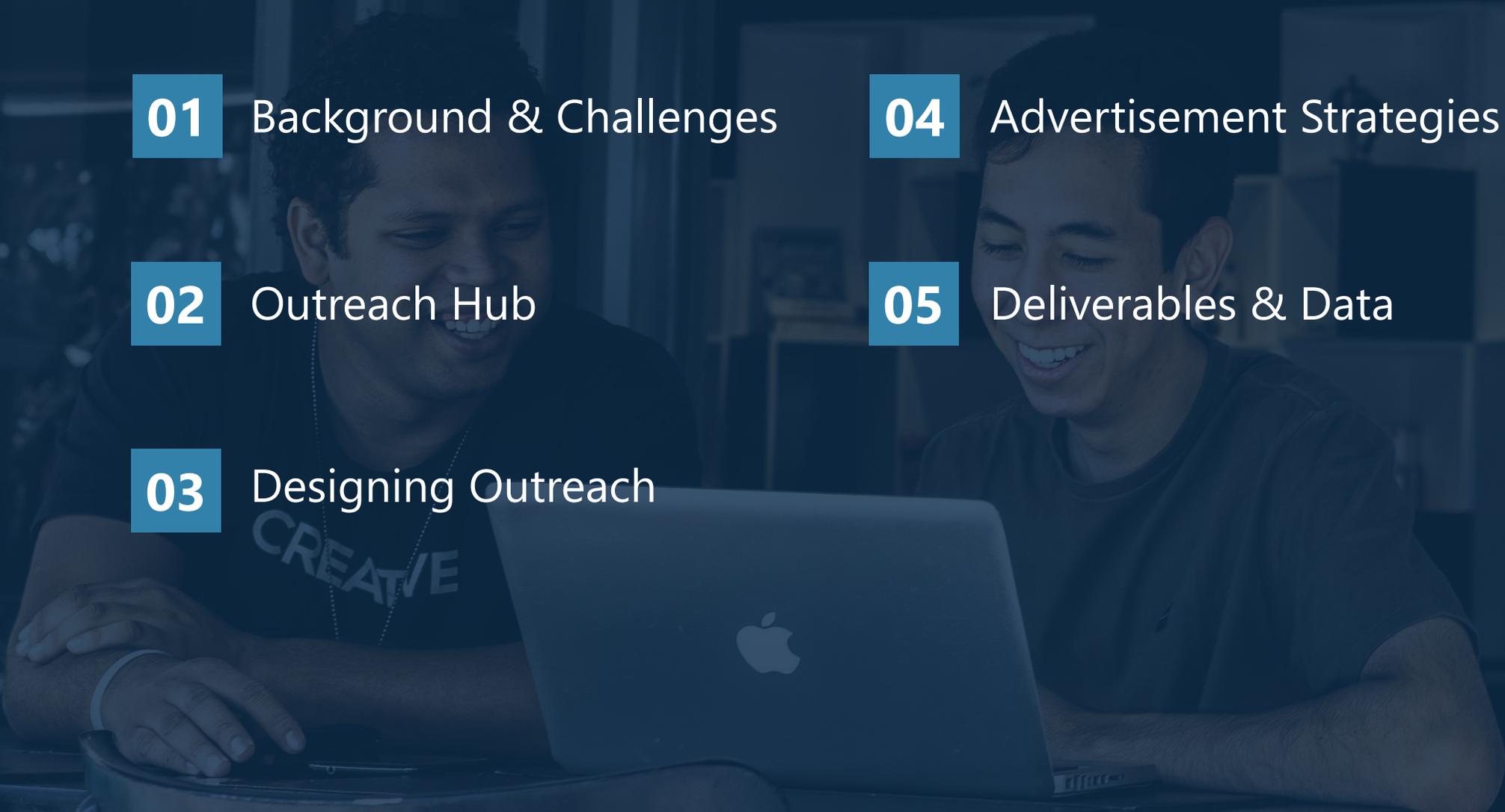
01 Background & Challenges

04 Advertisement Strategies

02 Outreach Hub

05 Deliverables & Data

03 Designing Outreach

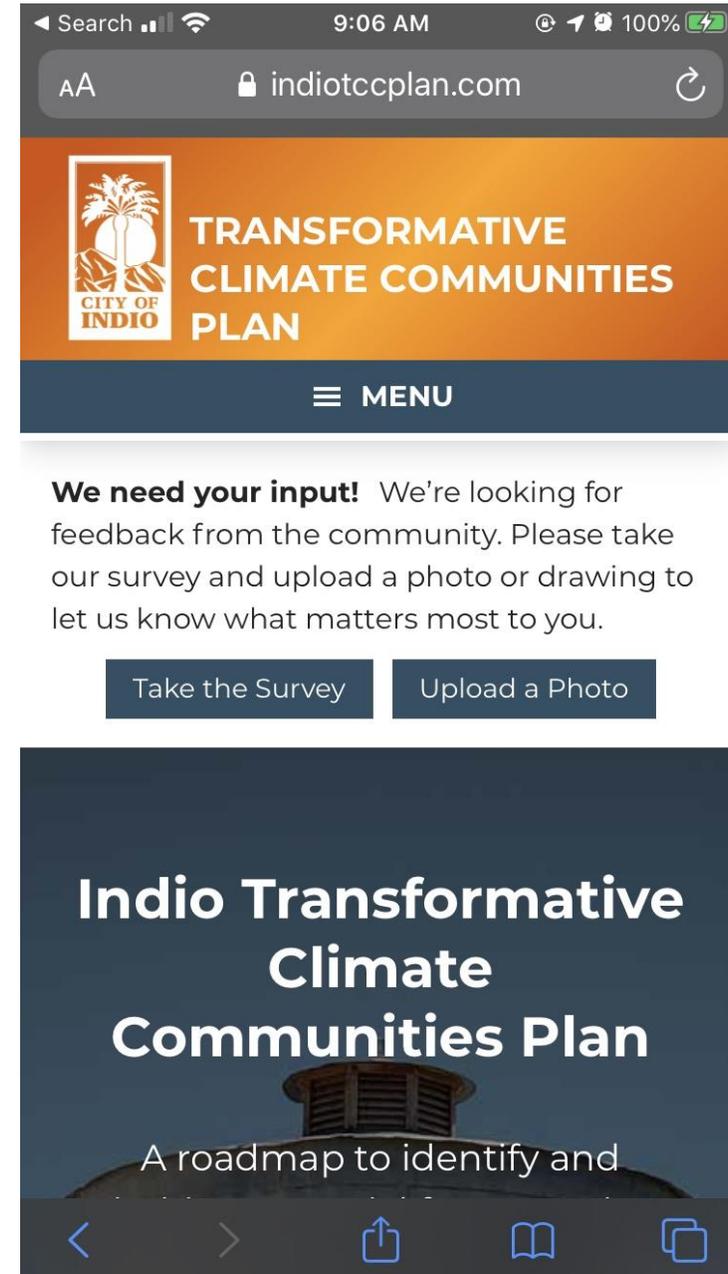


Background & Challenges

- 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



03 What is TCC?

Rose Newberry

The Transformative Climate Communities Program

- What is the TCC program?
- What types of projects does the TCC Program fund?
- What are we trying to accomplish with this plan?
- What is our goal today, and how can you help?

10:38 / 56:19

CC Settings Full Screen

The video player shows a slide with a blue header and a list of questions. To the right of the text is a photograph of a paved road stretching into the distance under a clear blue sky, with utility poles and mountains in the background.

Advertisement Strategies

- How are people getting information?
 - City website
 - Social media
 - School emails
 - Direct mailers
- Clear ask or invitation
- Reminders



The City of Indio
Transformative Climate Communities Program

Join us for an online public meeting, so we can learn about what is important to your community!

English Meeting
June 10th • 5-6PM

¡Lo invitamos a nuestra junta en línea pública, para que podamos aprender sobre lo que es importante para su comunidad!

Junta en español
11 de Junio • 5-6PM

Register at: www.indiotccplan.com/#get-involved

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?**

Thank You

Rose Newberry, AICP

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DUDEK

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800.736.3100



DIGITAL ENGAGEMENT



July 27, 2020

ABOUT ME

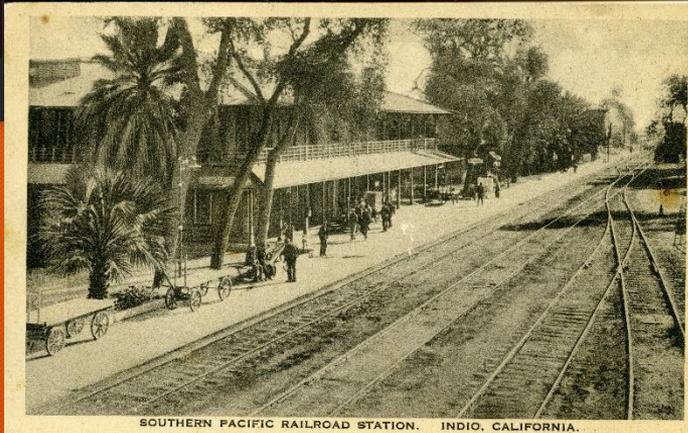
Brooke Beare



2019 vs 2020



INDIO



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



SOCIAL BROADCAST

2,619 Estimated reach

603 Unique viewers

17 Peak Live Viewers

15 Shares

Post Details



Video

Post

Shares

See Metrics for All Videos

Powered by StreamYard

Project Examples: Transportation

Bus Shelters

Bike Lanes/Paths

we adopted in 2019, the city's general plan that's kind of our

41:38 HD



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.

41:37 · Was Live: 07/07/2020 · View Permalink · Copy Video ID

Performance for Your Post

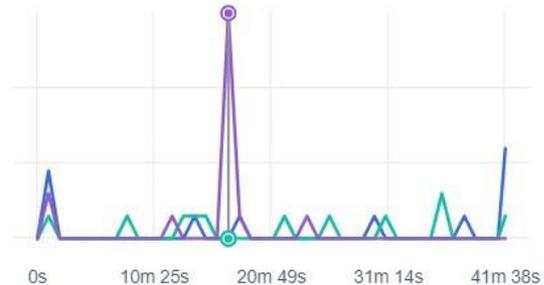
Showing All

← Video Engagement

Reactions

Comments

Shares



Reactions

Click a reaction to see its curve





● 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





Brooke Beare
bbeare@indio.org

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

Stay Connected & Stay Informed



@InstituteForLocalGovt



@instlocgov



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

Thank You!

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