

Community Engagement

IMPACT ASSESSMENT INC.

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Impact Assessment, Inc.

**When have you been invited to a
community meeting?**



Hopes / Expectations

Our process

Ground rules

What is community engagement?

The process of involving community members in meaningful decision-making.



What is **community** engagement?



What is

community engagement?

Shared role in identifying and prioritizing concerns and solutions, as well as selecting strategies and processes for change.



ATSDR's Principles of Community Engagement

1. **Be clear about the purposes or goals of the engagement effort, and the populations and/or communities you want to engage.**
2. **Become knowledgeable about the community** and their perceptions of those initiating the engagement activities.
3. **Go into the community,** establish relationships, build trust, and work with the formal and informal leadership



Principles of Community Engagement

4. Remember and accept that **community self-determination** is the responsibility and right of all people who comprise a community
5. **Partner with the community** to create change and improve health
6. **Identify and respect community diversity**



Principles of Community Engagement

7. **Identify and mobilize community assets, and develop capacities and resources for community decisions and action**
8. **Be prepared to release control of decisions and actions, and be flexible enough to meet the changing needs of the community**
9. **Community collaboration requires long-term commitment**



Authenticity

- **Obstacles to authenticity**
 - Representing an agency
 - Fear of being attacked
 - Fear of disappointing
- **Ask authentic questions**
 - Real questions, not validations
 - Avoid questions about non-decisions
 - Be clear what outcomes are possible
 - Maybe it affects *future* decisions



Authenticity

- When part of the system is broken, acknowledge it
- Engage early and often



Benefits of Community Engagement



Barriers to Community Engagement



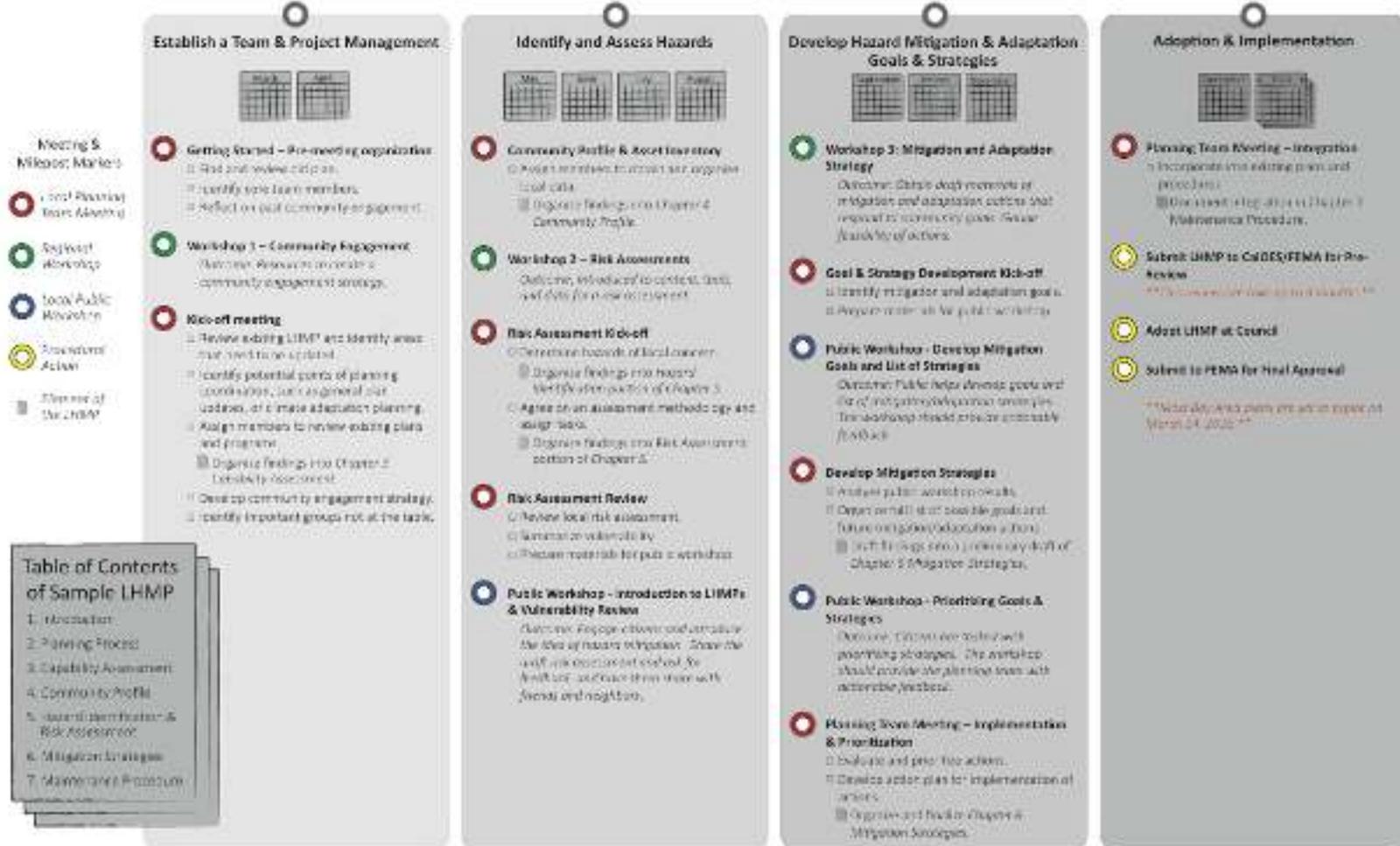
A Two-Pronged Approach to Community Engagement

- Working with community-based organizations (CBOs)
- Direct outreach to the public
 - Website and other materials

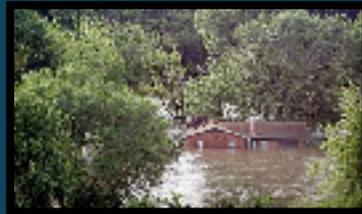


ABAG Road Map

Roadmap for Local Hazard Mitigation & Climate Adaptation Planning



Relevance

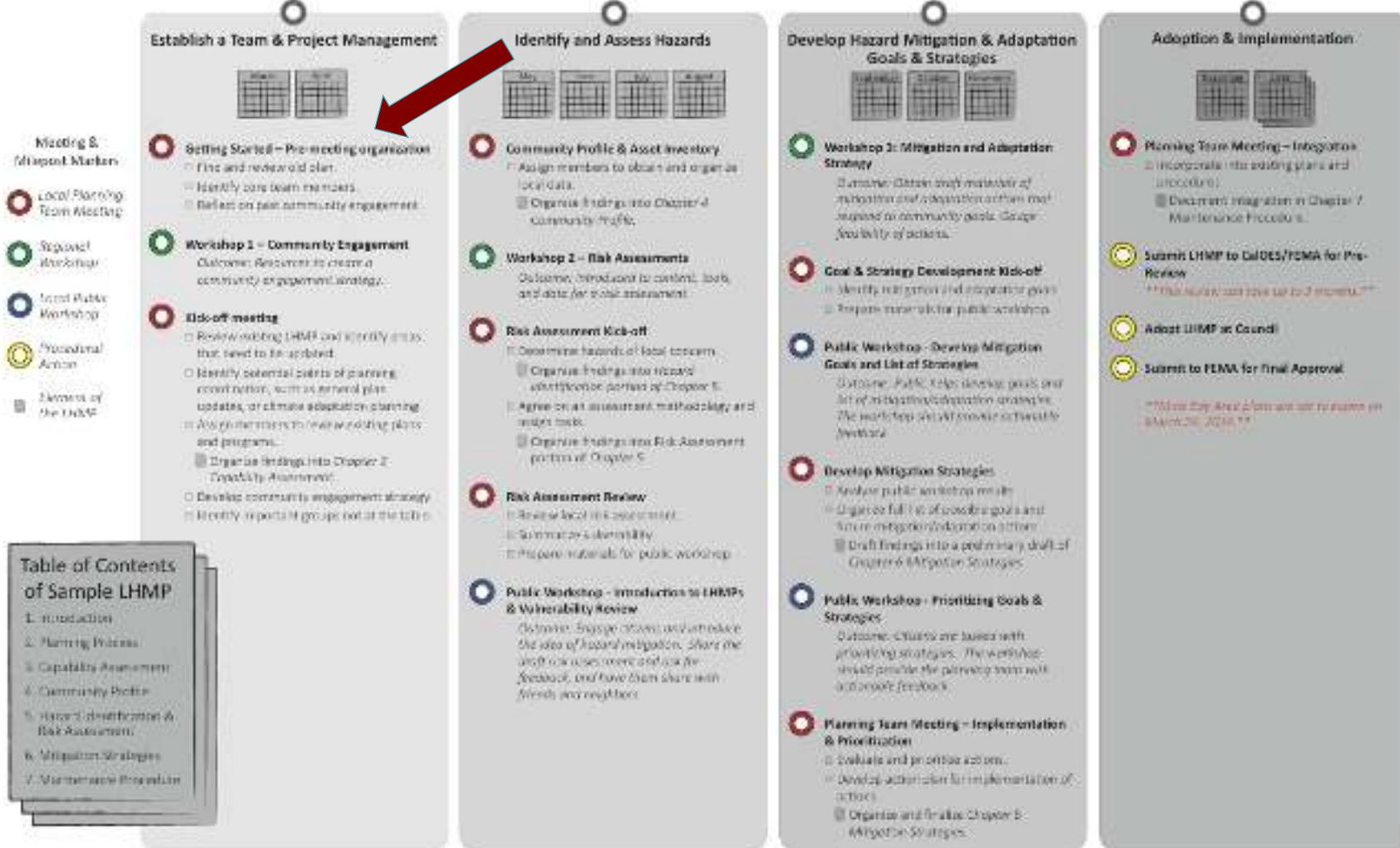




Agencies to include in planning team



Roadmap for Local Hazard Mitigation & Climate Adaptation Planning





C. Barzotti

"No, Hoskins, you're not going to do it just because I'm telling you to do it. You're going to do it because you believe in it."



Small groups

- What parts of the plan are relevant to this agency?
- What can this agency contribute to the process?
- What are some strategies you can use to make their participation realistic?

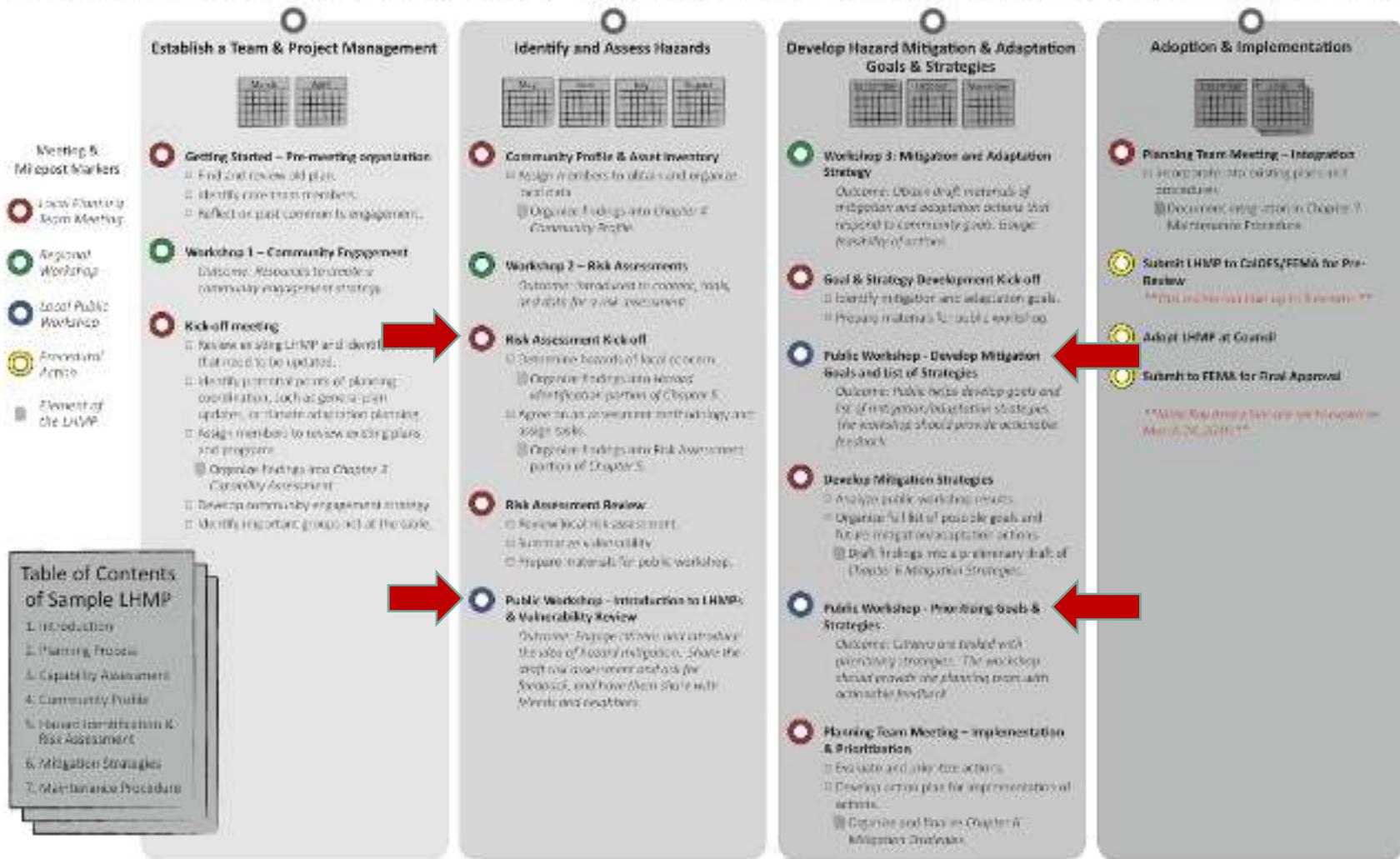


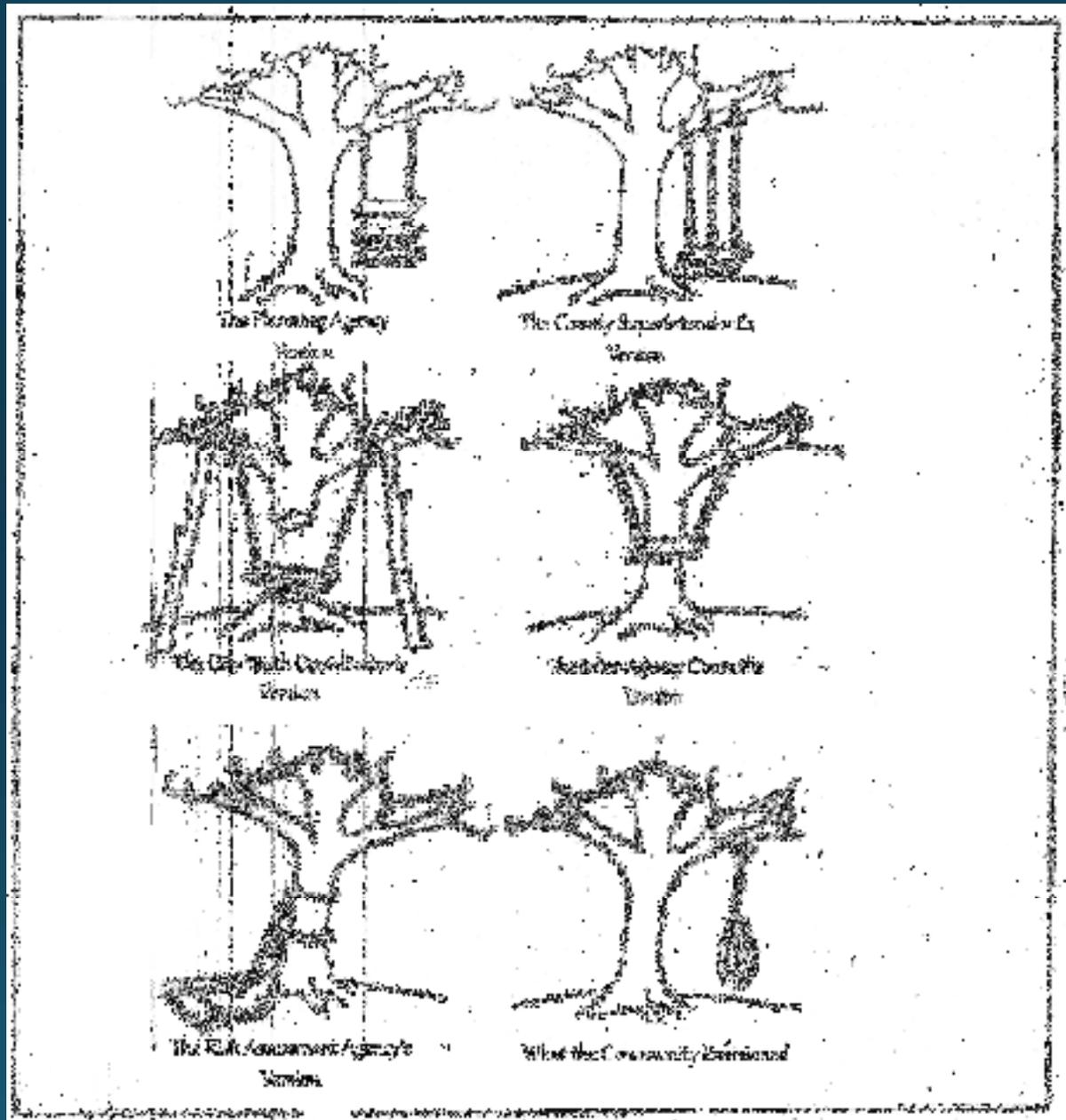
General tips for engaging agencies

- Rotate meeting places
- Hold Brown Bags
- “Chunk” their participation
- Clear goals and short meetings
- Encourage delegation and task sharing

Break

Roadmap for Local Hazard Mitigation & Climate Adaptation Planning





CBOs/community representatives

- CBOs may be involved in support of public participation in traditionally under-served communities
- Partnering is more successful when it is started early on in the process and includes a manageable number of organizations
- There is a generally unexplored potential to include CBOs in technical processes



CBOs/community representatives

- Can be useful in providing information to people whose first language is not English
- Can support better management of public comments
- Can help inform community about plan implementation and foster communication with residents during an emergency



What role will CBOs and community members play?

- Inform
- Consult
- Involve



CBOs in Your Community



Consider...

- What do they know about the topic?
- How can you explain the plan without asking them to read the plan?
- Where you specifically need input
- Levels of “literacy” around these topics
- Alternatives to your standard Hazard Mitigation meeting



Cultural humility

“Ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the [person]”

Hook J N, Davis DE, Owen J, Worthington Jr. EL, & Utsey SO (2013). Cultural humility: Measuring openness to culturally diverse clients. *Journal of Counseling Psychology*[®]. doi:10.1037/a0032595



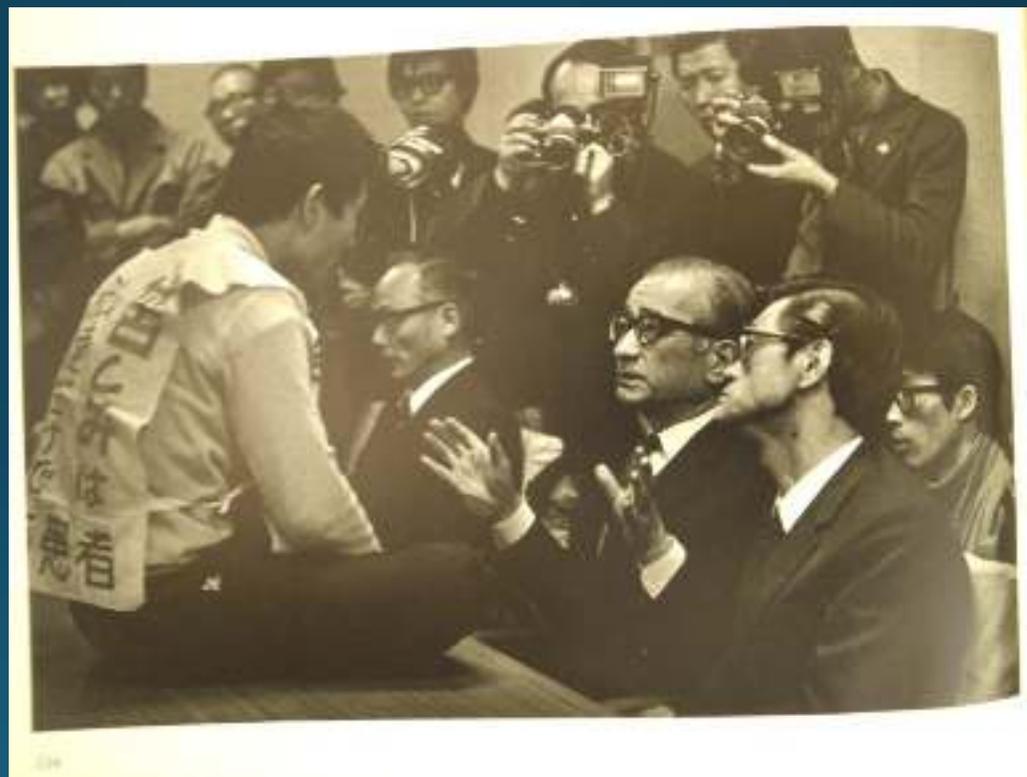


Reflection

- Identify your own cultural and family beliefs and values.
- Define your own personal culture/identity: ethnicity, age, experience, education, socio-economic status, gender, sexual orientation, religion...
- Are you aware of your personal biases and assumptions about people with different values than yours?
- Challenge yourself in identifying your own values as the “norm.”
- Remember a time when you became aware of being different from other people.



Public Meetings



Recruiting / inviting the public

- What works?



Recruiting/inviting the public

- Customize the relevance to the community
- Work with CBO partners
 - Don't expect them to carry all the weight
 - Give them ready-to-go materials
 - Ask their advice
 - Go to their events



Recruiting/inviting the public

Utilize social media

- Don't just post, share with other Facebook groups/organizations
- Remember forums

Traditional Materials

- Flyers
- Press releases
- Inserts
- Website



Dynamics that impact public meetings

Public meetings are voluntary

- Approach them as a volunteer process
- How do you support volunteers?

Enter at the bottom of the diagram



Dynamics that impact public meetings

Social vs Product:
everyone is a balance

- Some people are mostly interested in product – Some people can only give of themselves to group/process if you understand them first



Process Rail

Process Tools

- Social interactions
- Meeting structure designed for feedback
 - Generous time for comment and question
 - Small group breakouts
- Food
- Post meeting social time



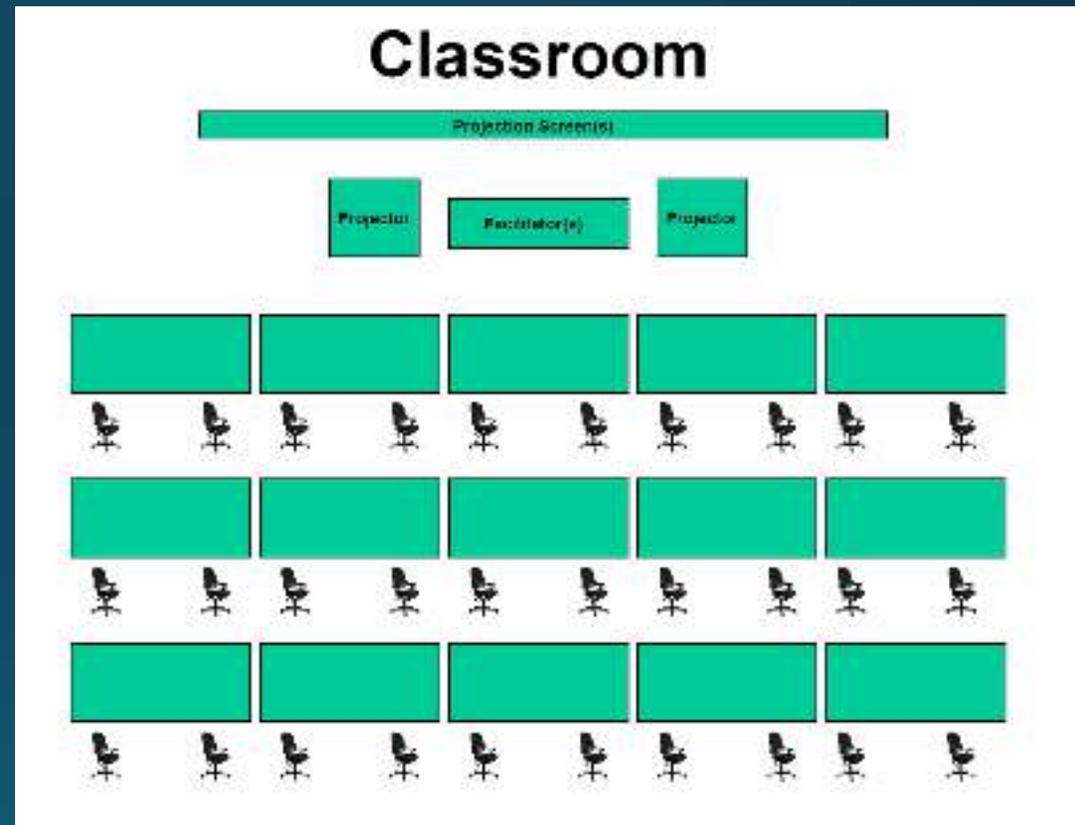
Product Rail

- Clear objectives
- Structured meetings
- Short term goals for quick success
- Long term goals for depth and increased impact
- Accountability
- Ways for them to connect with you between meetings



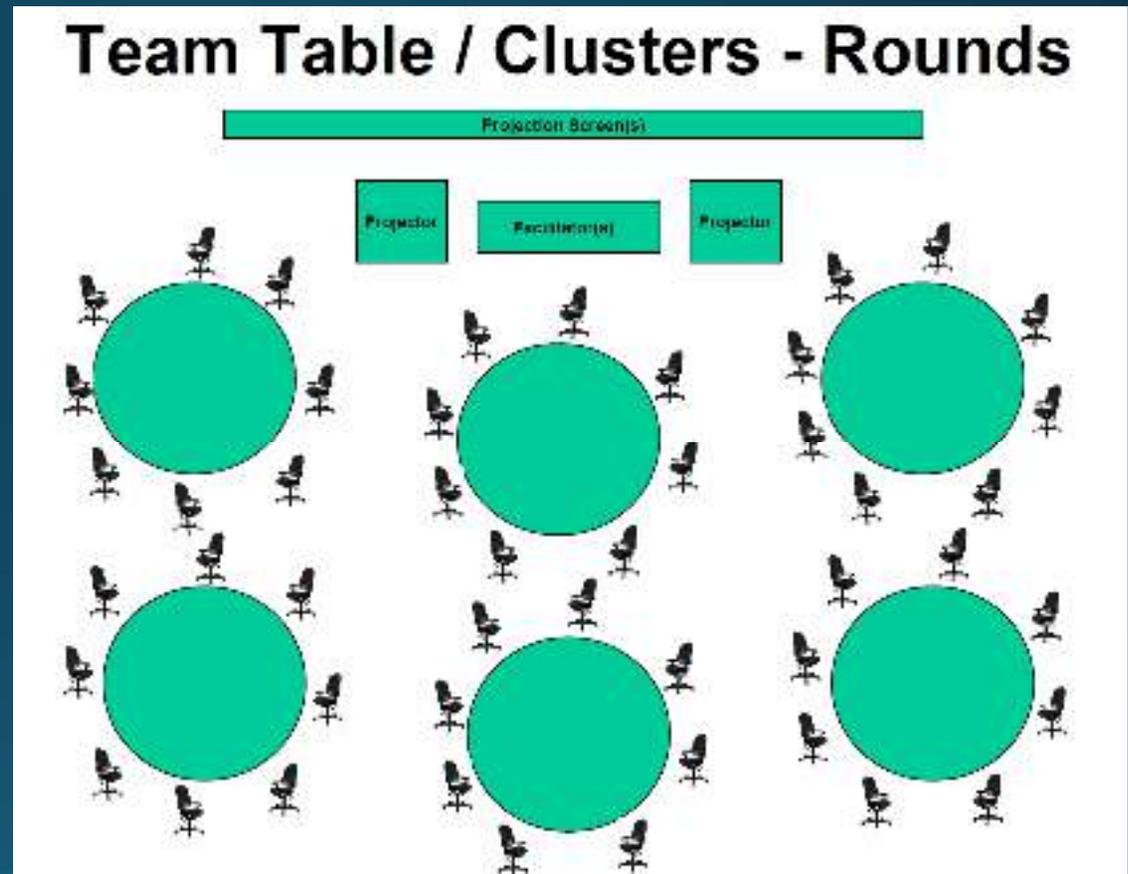
Room Layout

- Good for lectures, teaching
- Imbalanced power
- Us-Them mentality
- Encourages conflict



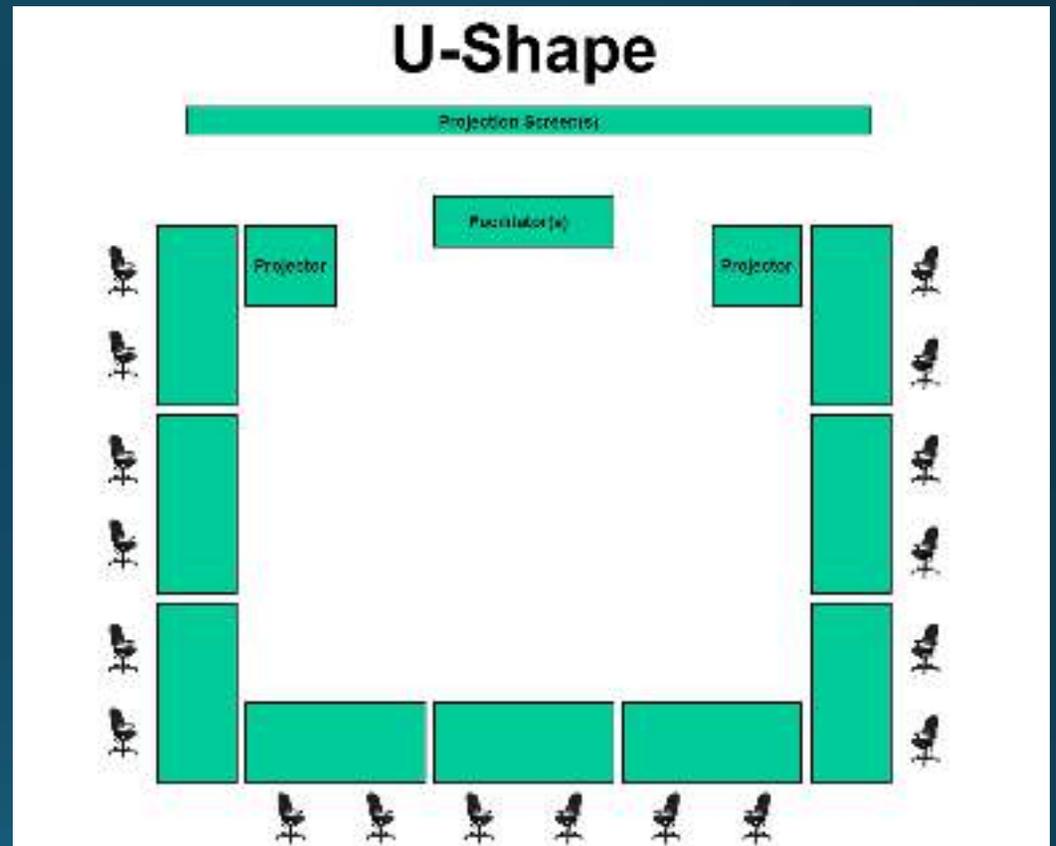
Room Layout

- How does this feel?
- Good for workgroups
- Balances power among participants
- Us-Them, but less concentrated
- Okay for conflict



Room Layout

- Good for discussion
- Balances power among everyone
- Reduces conflict



Soliciting Feedback

Stand and shout

- Microphones: roving and stationary
- Question cards: microphone or follow-up
- Small group discussion, representative report back
- Surveys
- Other ways?



Resolving Conflicts in Public

- People's feelings are usually valid:
acknowledge them
- Don't try to rush the process



Resolving Conflicts in Public

When people are disruptive

- Stay in your role; don't be defensive
- Move to a more central place in the room
- Use the group to move on
 - "Are there other thoughts on this issue?"
- Refer to the ground rules if they are being broken
- Sideline the issue to a smaller discussion
 - Validate it first
 - Schedule another meeting to discuss



Other Considerations

- Food
- Activities for kids
- Attend community events



Lunch

Your Local CBOs

Farmmary Saephan – APA Family Services

**Brian Beveridge – West Oakland
Environmental Indicators Project**



Recruiting materials for public meetings

NOTICE OF PUBLIC MEETING

City of Philadelphia will hold a public meeting on Monday, January 26, 2015, at 6:00 PM, at City Hall. The purpose of the meeting will be to discuss eligible projects and expected funding levels for the 2015 Community Development Block Grant Program. The public is invited to attend and comment. **All minority members of the public are encouraged to attend and comment.** City of Philadelphia does not discriminate based on race, color or national origin in federal or state sponsored programs, pursuant to Title VI of the Civil Rights Acts of 1964 (42 U.S.C. 2000d). The meeting will be handicapped accessible; however, anyone needing special assistance should contact Mitch Loomis at (865) 273-6003.

NOTICE of Public Meeting



For: Highways Village
Brighton Group Traffic Project

By: **GOVT OF KARNATAKA**
Department of TRANSPORTATION & Highways

Date: Tuesday, April 4, 2006

Time: 6:00 PM - 8:00 PM

Place: 10th Avenue, Government College School (Kodur Taluk)
57611, Mysore

Objectives

The purpose of this meeting is to discuss the proposed project and to hear the views of the public. The project is a traffic project for the Brighton Group. The project is a traffic project for the Brighton Group. The project is a traffic project for the Brighton Group.

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January 2016 Board Meeting Announcement



Mark your calendars to attend the next HCCG Board Meeting January 7, 2016, 7:00 p.m., at the Hillsville Community Center Coliseum. As with all Board Meetings, the public is invited to attend and participate.

Agenda:

- Jubilee Update
- Jubilee Live-Alike Update
- Public Input
- Jubilee Update
- Jubilee Update
- Transition what we want the building to look like in 10 years to be used and still working on the goal
- Review rules and fee forms
- Will discuss with the building guidelines meeting
- Discussion and Vote on Museum Closure for building
- Cowboy Cantal
- Additional? Contact Denise Herman at herman@hccwest, 409-2247, or 256-5230

Posted 6th January by Hillsville Community Center

Labels: Board Meeting

What does it mean to be a tourist?

Enter your comment...

Comment as: [Google Account](#)





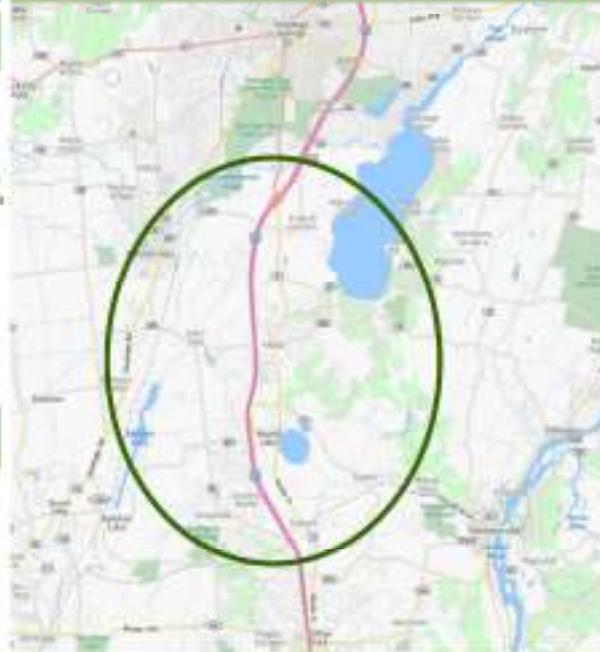
PUBLIC INFORMATION MEETING

NOVEMBER 5, 2014

Saratoga County Regional Traffic Study

MEETING PURPOSE

The purpose of the meeting is to introduce this study, which will evaluate traffic and other transportation conditions for Saratoga County in the area from I-87 Exits 10 to 13, and to receive public input on transportation issues and concerns in the area. Please join us for a better understanding of the study and a short presentation by the team, followed by an opportunity to speak with the team and to provide comments.



TIME & PLACE

DATE:
November 5, 2014
TIME:
6:00 to 7:30 p.m.
LOCATION:
Malta Community Center
1 Bayberry Drive, 12020

STUDY FUNDING

The \$500,000 study will be administered by the Center for Economic Growth with project management and technical assistance from the Capital District Transportation Committee. National Grid will fund up to \$250,000 of the study through its Strategic Economic Development grant program.



nationalgrid

The remaining monies will come from contributions by Saratoga County, the Town of Malta, the Town of Stillwater, Global Foundries and the Saratoga County IDA.



GLOBALFOUNDRIES



EMAIL: saratogatrafficstudy@cmellp.com

WEBSITE: SaratogaRTS.com





Join us for a
Talk Story
at Honaunau Bay

Fish Farms

Your ocean, your food, and your jobs

Please come join a community discussion on ocean uses.
Meet cultural practitioners, scientists, and community
activists exploring whether open-ocean fish farms will
help or hurt our local fisherman. Learn about traditional
Hawaiian fishponds.

Decide for yourself what is pono aquaculture.

Saturday, February 12
3pm to Sunset

Keoua Honaunau Canoe Club
@Honaunau Beach Rd
outside Pu'uhonua @ Honaunau

Contact 989-4883 for directions or more info
Hosted by the Pono Aquaculture Alliance





Hui! Mālama i ke kai! Your opinions can help improve fishing in Hawai'i!

If you are a non-commercial fisherman, let us know what you think about fishing in Hawai'i!

- Why do you fish?
- How important are the fish you catch to your family?
- What do you think about the health of your fishery resources?
- How do you think the places you fish should be managed?

Fill out our mail-in survey. Your kōkua will help guide decisions about how Hawai'i waters are managed for fishing!

To get a survey or for more information, ask for an address card at the checkout counter or contact:

Elzary Tucker Williams
hi_noncommercial_fishingsurvey@gmail.com
(808) 226-9085

This survey is a project of the National Oceanic and Atmospheric Administration (NOAA) in cooperation with the Department of Land and Natural Resources (DLNR) of the State of Hawai'i.

Fishing survey information

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hi_noncommercial_fishingsurvey@gmail.com
(808) 226-9085

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Designing materials for recruitment

Keep content clear and concise

- Typical general public audience will take in only one or two key messages —
 - Ask your self the “So what?” question
- Only necessary to convey:
 - main message
 - time/place
 - relevance/importance
 - what you’re asking of them
 - who you are/who to contact/URL



Designing materials for recruitment

- Use clear headings
- Group information into logical chunks
- Use visuals that are relevant and understandable



Designing materials for recruitment

Keep literacy level low

- Lower literacy does not mean “dumbing down”
- Write for quick, easy access for all

Avoid jargon at all costs

- Spell out all acronyms — use only if necessary
- Check content with target audience/CBOs



Designing materials for recruitment

Utilize built-in literacy tools —

Word's Readability Statistics tool

- Flesch Readability Ease: higher number = easier to read; goal is between 90 and 100
- Flesch-Kincaid Grade Level: goal is between 5th and 8th grade



The City of Houston has been working with representatives from the Highland Village Neighborhood to mitigate adverse levels of cut-through traffic in the neighborhood. The goal is to shift traffic back to the major thoroughfares in hopes of improving safety and “quality of life” along certain streets within the neighborhood. The devices currently in place are being used to test the effectiveness of the plan.

A public meeting has been scheduled to present these results of the modification and to discuss the impacts they have on neighborhood driving patterns. We would like to hear from you concerning these modifications.

Are you bothered by traffic in your neighborhood? Let us know if the changes made to your streets make them safer and less noisy.

We want your feedback.

Designing materials for recruitment

Check materials with target audience/CBO

Ask them:

- Do they think people (not just themselves) will understand what the meeting is about, and where and when it is?
- Do they think people (not just themselves) will understand the purpose of the meeting?
- Do they think people (not just themselves) will understand any images?
- Does the meeting sound like something they would be interested in attending?
If not, why not?



Recruitment on the web

Use web pages for...

- Meeting notices and education
- Soliciting input on draft plan
- Providing easy opportunities for feedback
 - “Click-to-pick”





4th Street | Prater Way Bus RAPID Transit Project

HOME NEWS AND UPDATES THE HISTORY PROJECT MEET THE TEAM PROJECT MAP CALENDAR DOCUMENT ARCHIVE

We need your input!

MARCH 3, 2015 4 COMMENTS

Click any image in this poll to enlarge it.

You can leave a comment at the bottom of this poll or by clicking 'leave a comment' above. If the reply box isn't visible, please [click here](#).

Which Transit Station concept is your favorite?



Submit Choice

View Results

PollDaddy.com



Your RTC. Our Community.



WOOD RODGERS

SEARCH

Email Subscription

Click to subscribe to 4th Street/Prater Way news and receive notifications of new posts by email.

Join 20 other followers

Enter your email address

Sign me up!



4th and Prater on Facebook

Connect

Register

Log In

Entire RTC

Follow



Recruitment on the web

Use web pages for...

- Meeting notices and education
- Soliciting input on draft plan
- Providing easy opportunities for feedback
 - “Click-to-pick”
 - Fillable forms
 - Comment fields
- Creating blogs to
 - provide updates
 - sustain engagement



[About](#)[Contact](#)[Projects](#)[Speaker Series](#)[Photos](#)[Members](#)

13th Avenue Downtown-Campus Corridor Concept Plan



UPDATE 4.8.14:

The second public meeting has been scheduled! Mark your calendars for April 17, 5:30-7:30 PM, in the Eugene Library's Bascom-Tykeson rooms. See the agenda at the city project website below:

[City of Eugene Project Site: Downtown-Campus Corridor](#)

UPDATE 12.4.13:

See the City of Eugene's project website for updates, here: [City of Eugene Project Site: Downtown-Campus Corridor](#)

Thank you to all who attended the meeting tonight. Those in attendance shared a lot of their feelings around the campus to downtown connections. It's clear that the current cycling population does not feel safe on 11th, 12th, or 13th avenues. As we continue to promote our concept plan, we want to remind people that the proposal for a 2-way buffered bike lane is not only for the current bicycle commuters who feel the roadway does not work for them, but for those "would-be" cyclists who have legitimate fears about bike commuting.

For some press on the project, click on any of these numerous links below (including the 11.26.13 update):

Find us on Facebook



March 2 at 10:24am

Check out these awesome 'living alley' designs out of San Francisco!



Planning Dept Releases Design Guide for "Living

ALLEYS"

411 people like LiveMove.



Facebook social plug

Upcoming events

Events from one or more calendars could not be shown here because you do not have the permission to view them.

Recruitment on the web

- Same rules apply for web outreach
 - Keep content clear and concise
 - Determine what information is necessary
 - Provide links/expanding text to more in-depth information
- Use clear headings
- Chunk information
- Use appropriate visuals



Mystery City Department of Emergency Management

2015 Draft Hazard Mitigation and Climate Adaptation Plan

We Want Your Input!

30-Day Open Public Review and Comment
All comments must be received by August 30th.

What is it? [Click here to download the plan](#)

The Mystery City Department of Emergency Management (MDEM) is looking for your input on the City's Draft Hazard Mitigation and Climate Adaptation Plan. The existing plan...

How Can I Give Feedback?

Next Steps:

July 19, 2015: Public Meeting at City Hall

September 2015: The next steps in the Plan development...

Mystery City Department of Emergency Management

How Can I Give Feedback?

- Come to the meeting on July 19, 2015 at City Hall to tell us in person
- Tell us what you think about the plan here:



Design take-home

- Know your audience – no jargon
- Keep it simple...
- If your audience does not need to know it, don't include it
 - And check in with your audience/CBOs

Next Steps

- Resources in the back of the training manual
- Questions for us?