What to Do When In-Person Engagement Isn't Possible

League of California Cities
Virtual Annual Conference

Thursday, October 8, 2020
Thank you for joining us today!

Today’s Presenters

Erica L. Manuel  
CEO & Executive Director  
Institute for Local Government  
Moderator

Robert (Rob) Johnson  
City Manager  
City of San Jacinto  
Panelist

David Loya  
Community Development Director  
City of Arcata  
Panelist

Hanna Stelmakhovych  
Senior Program Coordinator  
Institute for Local Government  
Panelist
Today’s Agenda

Welcome & Overview

Public Engagement - Setting the Stage
- Erica L. Manuel, CEO & Executive Director, ILG

Presentations
- Rob Johnson, City Manager, City of San Jacinto
- David Loya, Community Development Director, City of Arcata
- Hanna Stelmakhovych, Senior Program Coordinator, ILG

Chat Q&A
About ILG
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
Our mission is to help local government leaders **navigate complexity**, **increase capacity** & **build trust** in their communities.
### What Do We Mean by Public Engagement?

<table>
<thead>
<tr>
<th>Civic Engagement</th>
<th>Public Information/Outreach</th>
<th>Marketing/Advertising</th>
<th>Public Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Involvement in civic and political life of their community</td>
<td>One-way local government communication to inform – may be no-cost</td>
<td>Promotional messages disseminated across communication channels to inform – usually paid</td>
<td>A broad range of methods to inform <em>and</em> collect feedback</td>
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</table>
As a result, leaders know where the public stands as problem solving progresses, while residents themselves contribute to solutions through their input, ideas and actions.
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
Chat Box Engagement

Write In the Chatbox:

Why does your city engage the public?
Robert Johnson
City Manager
WHAT TO DO WHEN IN-PERSON ENGAGEMENT ISN’T POSSIBLE

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WHO ARE WE?... #GoSanJacinto

City of San Jacinto Snapshot

- Incorporated: 1888 – 132 Year Old Start Up City
- Population: 51,028 (CA DOF 1/1/2020)
- Square Miles: 26 | Roughly 19 Built Out
- Median Age: 31.4
- Avg. HH Income: $63,348 (Point2Homes.com)
- Med Home Price: $336,348 (SRCAR 6/2020 +11%)
- New Residential Permits: 113 | 938 (2017-Present)
- ~1,000,000SQFT New Retail Entitled | Under Application
- Public Safety 68% of Budget Expenditures
- 7th Lowest Staff to Population Ratio in RivCo at 1.11/1000
- Budget: Rev $19.3M Vs. Exp $21.1M
- Staggering $589M Sales Leakage to Surrounding Cities...
WHAT DID WE DO...

- CITY TOOK OVER SPECIAL EVENTS TO CONNECT CITY HALL WITH COMMUNITY
  - RAGTAG BAND OF COMMUNITY GROUPS PRODUCED PRIOR w/o CITY participation

- BUILT UP A SOLID PROGRAM FROM 2/2017 – 3/2020 → THEN COVID19
  - INDEPENDENCE DAY PARADE AND STREET FAIR
  - KOOK AUGUST NIGHTS CONCERT SERIES (WEDNESDAY NIGHTS AT MANSION)
  - STATE OF THE CITY – CITY PRODUCED
  - TRUNK OR TREAT w/ SJPD (RivCo SHERIFFS DEPT) – CLOSING STREETS TO MASS APPEAL
  - ALL PRODUCED w/DONATIONS & SPONSORSHIPS

- LAUNCHED GENERAL PLAN 2040
  - HELD HIGHLY ATTENDED WORKSHOPS AVERAGING 45 COMMUNITY MEMBERS FOR 4 SEPARATE WORKSHOPS

- SOLID COMMUNITY SUPPORT & PARTICIPATION w/GROWING ENGAGEMENT
  - CREATED A GROWING BRAND FOR CITY/COMMUNITY ENGAGEMENT
  - PROVIDED INFORMATIONAL MATERIALS & FEEDBACK CENTER AT EACH EVENT
WHAT TO DO...

• **COMMUNITY ENGAGEMENT...**
  ✓ *Host a Town Hall, Round Table, Meet & Greet*

• **PUBLIC FEEDBACK...**
  ✓ *Public Interaction, Event Booth, Special Events, City Council Meetings*

• **TRANSPARENCY...**
  ✓ *What is the City doing & Why?*

• **PERCEPTION...**
  ✓ *Negative | Positive Understanding becomes reality over time*

• **INFLUENCING...**
  ✓ *Casting vision, Gaining Support, Sharing Excitement, Let’s Go!*

WHAT HAPPENS WHEN THE CONNECTION IS LOST?

- **Rumors, gossip, story telling, no answers to questions, disconnection, negative reactions, unhappy residents & disgruntled business community**
WHAT TO DO...

• COVID-19 HAPPENED...
  ✓ Shut Down City Facilities, Parks, Special Events, In-Person Gatherings, Feedback, Public Engagement, Public Interaction, Messaging, Socialization... etc.
  ✓ Or did it?

• Connection to the Community... What are we going to do?
  ✓ No True Local Media Coverage via Newspapers
  ✓ No Local TV Stations
  ✓ Does Radio still have its reach?
  ✓ Who are our local media partners... hello?

• Transparency...
  ✓ What is the City doing & Why?

• Perception...
  ✓ Negative | Positive Understanding Becomes Reality Over Time

• Influencing...
  ✓ Casting vision, Gaining Support, Sharing Excitement, Let’s Go!

What happens when the connection is lost?
  ▪ Rumors, gossip, story telling, no answers to questions, disconnection, negative reactions, unhappy residents & disgruntled business community
• Used COVID-19 to Launch New Way to Engage Community & City Hall …
  ✓ Created Own Content English/Spanish
  ✓ Goal to be the Info Center for Community
  ✓ City dedicated webpage to COVID-19 Related Info – Daily
  ✓ Created a Social Media Platform
    ✓ Facebook, Twitter, Instagram, Linked-In, NextDoor, eNewsletter – “In The Loop”
    ✓ Monthly Social Media Campaigns Connected to Being Well
  ✓ Old School Direct Mail to All Residents w/Tear Off Return Slip for Seniors to Inform City of Needs
  ✓ Advertisement in “Local” Newspapers & Coupon Mailers to Inform Community of Which Businesses Were Open during COVID-19
  ✓ On-Line Survey to Residents RE: New Retailers
WHAT TO DO...

**CREATED WEEKLY FACEBOOK LIVE CALLED “SAN JACINTO LIVE”**

- **Weekly Live Scripted Broadcast w/Mayor, City Manager & Management Staff**
- **Update Residents and Business Community with Information**
  - COVID Related Statistics & Data
  - Sr. Nutrition Program
  - School District Food Distribution
  - Water Payments
  - Payment Assistance
  - County Programs to Assist Businesses
  - Great Plates Food Delivery Program
  - Animal Shelter Information
  - Salvation Army Needs/Donations
  - Rain or Shine – Every Monday @ 1PM The City is Live and Providing Information and Answering Questions
- **City Controls Content, Messaging, Provides Direct Feedback**
“San Jacinto Live” Statistics Prove Success – 3/19 – 9/15/2020

<table>
<thead>
<tr>
<th>FBLive</th>
<th>Reach</th>
<th>Engage</th>
<th>Comment</th>
<th>Share</th>
<th>Views</th>
<th>Total Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>28@SJ Live</td>
<td>158,988</td>
<td>31,694</td>
<td>980</td>
<td>530</td>
<td>74,372</td>
<td>266,564</td>
</tr>
<tr>
<td>5@3ThingsTh</td>
<td>21,422</td>
<td>1,968</td>
<td>87</td>
<td>50</td>
<td>7,820</td>
<td>31,347</td>
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<tr>
<td>TOTALS</td>
<td>180,410</td>
<td>33,662</td>
<td>1,067</td>
<td>580</td>
<td>82,192</td>
<td>297,911</td>
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Social Media Platform Goals

• **Connect Community to City Hall**

• **Provide Positive Messaging to Community**

• **Show in Real Time that Staff are Human & Dedicated to Improving Quality of Life of San Jacinto Res/Biz’**

• **Have Fun Providing Factual Information**
WHAT’S NEXT?

- SJLive spun off a new series with the City Manager “3 Things Thursday @ 3pm”
  - This is where talk about three things Thursday at 3pm

- Development Round Tables
  - Developers
  - Brokers
  - Business Leaders
  - Measure V Education: 2020 Sales Tax Info

- Ignite San Jacinto – Community Outreach Programs
  - Launched virtually July 1st
    - How to Create Your Own Vegetable Garden
    - Home Composting Workshop
    - Community Meetings for Grant Applications
    - The possibilities are endless
WHAT TO DO WHEN IN-PERSON ENGAGEMENT ISN’T POSSIBLE

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City of San Jacinto
www.sanjacintoca.gov
citymanager@sanjacintoca.gov
951-487-7330
David Loya,
Community Development Director
ENGAGEMENT IN A COVID WORLD

David Loya
Community Development Director
City of Arcata
LITTLE CITY WITH BIG IDEAS

Population 18,000
$45M annual budget
11 sq. miles
H.S.U.

Local Coastal Program Comprehensive Update
General Plan Major Update
Infill Planning – Gateway Specific Plan
Strategic Arts Plan
Planning Commission Meetings
Council Meetings
10 Committees
Meaningful – Inclusive – Effective

ENGAGEMENT

Alex T. Paschal/apaschal@saukvalley.com

NOTICE OF PUBLIC HEARING
CITY OF ARCADIA
ZONING ADMINISTRATOR
August 22, 2020, at 2:00 p.m. teleconference by Zoom Video Communications
NOTICE IS HEREBY GIVEN that the Zoning Administrator of the City of Arcadia will conduct a Public Hearing on Thursday, August 20, 2020, at 2:00 p.m. consistent with Executive Orders N-25-20 and N-26-20 from the Executive Department of the State of California and the Huerfano County Public Health Officer’s March 19, 2020, Stay-at-Home Order. The Zoning Administrator’s meeting location will not be physically open to the public and the zoning administrator and staff will be teleconferencing into the meeting via Zoom Video Communications.

How to Observe the Meeting:
To maximize public safety while still maintaining transparency and public access, members of the public can observe the meeting on Zoom by following this link at the set day and time of the meeting: https://zoom.us/j/95643765181

Project Description:
The applicant proposes a minor subdivision of the existing lot into three total parcels. The resultant parcel one to the north will be the largest, at roughly 3 acres. Parcel two will be roughly 0.5 acres and parcel three will be roughly one acre and will include the pre-existing detention pond that currently provides storm water retention to the parcel. It is proposed that this pond will continue to serve the three resultant parcels. Proposed parcels two and three and currently wooded. The site lies within the Cachuma Innovation Zone-Area C.

Project Location:
680 Wood Ends Road, Arroyo Grande

Appraiser’s Parcel Number: 067-291-002
Application Type: Minor Subdivision of fewer than four parcels
Property Owner/Application: Alex Paschal, LLC
Agent: David Crivelli, Pacific West Surveying
Date of application: February 26, 2020
File Number: 170-007-02

Zoning General Plan: Industrial Land Use
Caucula: Zoned, Not located in the Coastal Zone

Environmental: Proposed California Environmental Quality Act Exemption. Class 15: Minor Local Development $1,351

NOTICE IS FURTHER GIVEN that the information regarding the proposed project and environmental determination may be reviewed at the Community Services Department at Arcadia City Hall, 736 S St., Arroyo Grande, Monday – Thursday between the hours of 11:00 a.m. and 5:00 p.m.

NOTICE IS FURTHER GIVEN that the Zoning Administrator will consider public comment, and the entire public record of the project, prior to making any decision. All interested persons are encouraged to participate in the teleconference hearing, which will include a time for public comment. Comments may also be made in writing.

Alex T. Paschal/apaschal@saukvalley.com
**PRINCIPLES OF ENGAGEMENT**

**Inclusivity**
- Go to the people
- Variety in engagement
- Bilingual
- Diverse messengers
- Partnerships

**Transparency**
- Train Engagement
- Set expectations
- Communication
- Responsiveness

**Accountability**
- Perform
- Provide access to materials
- Keep folks informed

Meaningful – Inclusive – Effective
PIVOT

eNotifications (listserv)
Social Media
Zoom Webinared Public Meetings

Community Leaders
Subject Experts
Partners

YouTube
Public Access TV
Radio

H.S.U. Library
Zoom Webinared Meetings Targeted
Outdoor, on-site, small group, socially-distanced

Only one person in this meeting room at a time
Institute for Local Government

Hanna Stelmakhovych, Senior Program Coordinator
In-Person or Virtual – Clarify Your Engagement Goals

International Association of Public Participation (IAP2)
Public Participation Spectrum

Inform  Consult  Involve  Collaborate  Empower

Source: https://iap2usa.org/
## In-Person or Virtual – Clarify the Purpose

<table>
<thead>
<tr>
<th>What is the purpose of your engagement?</th>
<th>Education</th>
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<tbody>
<tr>
<td>Qualitative/quantitative input</td>
<td></td>
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<tr>
<td>Location-based data</td>
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<tr>
<td>Transparent dialogue</td>
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<tr>
<td>Online ‘in-person’ meetings/workshops</td>
<td></td>
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<tr>
<td>Community generated ideas</td>
<td></td>
</tr>
<tr>
<td>Trade off analysis/ prioritization</td>
<td></td>
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<tr>
<td>Online ‘in-person’ meetings and workshop</td>
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Virtual Engagement Choices

Inform
- Website
- Newsletter
- Blogs
- Infographics
- Visual simulations
- White board videos
- Live stream presentations

Consult
- Survey
- Poll
- Budget Challenge
- Public comment/public meeting

Involve
- Online forum
- Online workshop
- Trade off exercises
- Prioritization
- Mapping
- Ideation

Collaborate
- Interactive community planning platforms
- Joint data generation apps

Empower
- Shared leadership
- Community led process
Examples

Inform
- YouTube Live
- Twitter
- Doodly
- ViralScribe

Consult
- kauses by konveio
- FlashVote
- POLCO
- Poll Everywhere
- Powtoon
- Facebook Live

Involve
- MindMixer
- socialpinpoint
- Bang The Table engagementHQ
- BANG THE TABLE engagementHQ
- slido
- MetroQuest
- Engagement...optimized
- BalancingAct
- coUrbanize

Collaborate
- Civil Space
- ioby

Empower
- Ethelo
- THE HIVE
Write In the Chatbox:

*What other virtual tools does your city use to engage the public?*
### Let’s Talk about Virtual ‘In-person’ Meetings/Workshops

<table>
<thead>
<tr>
<th>Attributes</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Intimidating technology</td>
<td></td>
</tr>
<tr>
<td>Technical and long presentations</td>
<td></td>
</tr>
<tr>
<td>Little or no dialogue</td>
<td></td>
</tr>
<tr>
<td>Public waits a long time to speak for a short time</td>
<td></td>
</tr>
<tr>
<td>‘Zoom’ fatigue/distractions/attendees doze off at meetings</td>
<td></td>
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Virtual Meeting Platforms

Other platforms for online meetings, live video conversations, online events:

- Adobe Connect
- Click Meeting
- WebEx
- Remo
- Crowdcast
- Convene
- Google Hangout
- Facebook Groups
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
- Pick the “Right” Platform
Virtual Meeting Interactive Techniques

- Survey/polls
- “Softball” opening question
- Large group share
- Small groups/report out
- Ice breakers
- Digital charting/typed report out
- Word clouds
- Parking lot
- Games
Reaching Beyond the “Usuals”

- Newcomer Communities
- Renters
- Young Adults
- Latino
- Asian and Pacific Islander
- African American
- Gay, Lesbian, Bisexual and Transgender
- People with Disabilities

And… Anyone who is busy with work, kids, etc.
Addressing Virtual Engagement Challenges

- Access to Internet
- Learning Curve
- Language Access/Translation
- Making Online Engagement Interactive
- Access To Necessary Technology
Key Take Aways

Takeaways

- Goals and purpose for your public engagement effort should be clear

- Goals, purpose, level of input desired, targeted audience as well as budget and timelines determine virtual engagement choices

- There are a lot of meeting design options - design will likely determine success

- Consult your community partners on how to engage ‘beyond the usuals’
ILG’s FREE Resources

Public Engagement Resources

- [www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)
  - Basics of Public Engagement
  - ILG’s TIERS (Think-Initiate-Engage-Review-Shift) Public Engagement Framework
  - Language Access Tools & Support

Leadership & Governance Resources

- [www.ca-ilg.org/leadership](http://www.ca-ilg.org/leadership)
  - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more

Sustainable & Resilient Communities

- [https://www.ca-ilg.org/climate-action](https://www.ca-ilg.org/climate-action)
  - Sustainability Best Practices
  - Beacon Program. Build sustainable communities and share best practices
Thank you for joining us today!

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