VIRTUAL PUBLIC ENGAGEMENT STRATEGY FOR UNDERSERVED COMMUNITIES: CHALLENGES & SOLUTIONS

EXPLORE HOW TO DESIGN A SUSTAINABLE & EQUITABLE STRATEGY THAT INCLUDES LANGUAGE ACCESS, DIGITAL LITERACY, INTENTIONAL OUTREACH & COLLABORATION WITH COMMUNITY ORGANIZATIONS & CHAMPIONS.

TUESDAY, AUGUST 9, 2022
11:00 AM - 12:30 PM

REGISTRATION IS FREE. RSVP REQUIRED.

HOSTED BY:

ILG

IN PARTNERSHIP WITH:

BANG THE TABLE
engagementHQ.
now part of GRANICUS
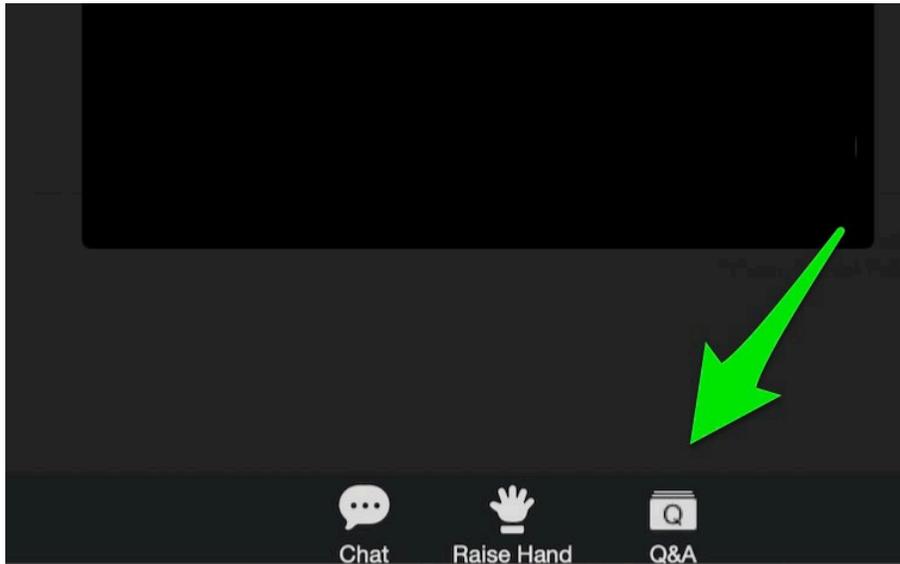
REGISTER ONLINE AT:

WWW.CA-ILG.ORG

WELCOME - THANK YOU FOR JOINING US!

MODERATOR
Hanna Stelmakhovych
Program Manager
Institute for Local Government

TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** for the duration of the event.

- Please **TYPE** any questions or comments into the **Q&A BOX** at any time during the session.

- A recording of the session will be available by next week.

TODAY'S AGENDA

Welcome & Instant Zoom Polling (10 min)

Setting the Context: Public Engagement & Virtual Engagement Strategy (15 min)

Virtual Engagement Strategy in the Field: Examples from the cities of Monterey & Merced (30 min)

Panel Discussion (20 min)

Audience Q&A (15 min)

Wrap Up & Adjourn

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

ILG

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

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
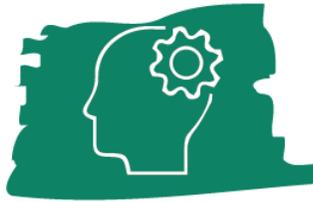
ABOUT OUR ENGAGEMENT & EQUITY WORK

California's local government leaders face a myriad of complex and evolving leadership challenges.
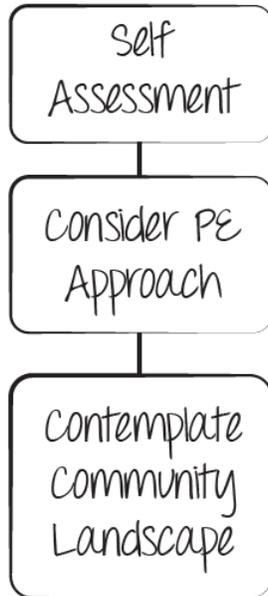
- Elected leaders and staff cannot effectively address these challenges without a strong foundation of good government - trust, accountability, responsiveness, equity and transparency.

- ILG's **Public Engagement** pillar is focused on imbedding 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
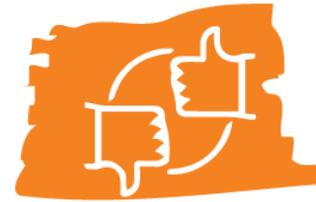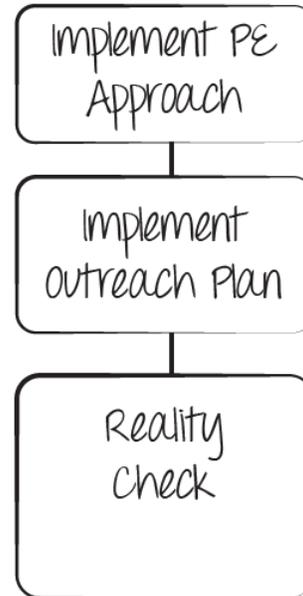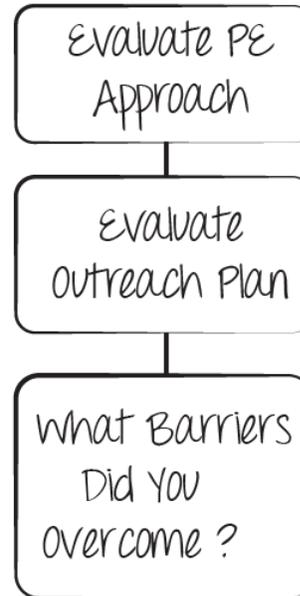
Shaping the Future Together:
A Guide to Practical Public Engagement for Local Government

TIERS FRAMEWORK

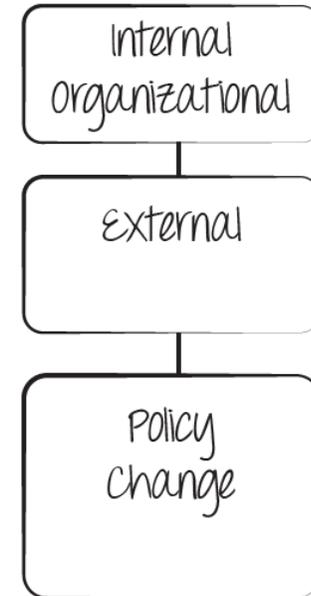| THINK	INITIATE	ENGAGE	REVIEW	SHIFT
Self Assessment	Develop Approach	Implement PE Approach	Evaluate PE Approach	Internal Organizational
Consider PE Approach	Develop Outreach Plan	Implement Outreach Plan	Evaluate Outreach Plan	External
Contemplate Community Landscape	Reality Check	Reality Check	What Barriers Did You Overcome?	Policy Change

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TODAY'S SPEAKERS

Nat Rojanasathira
Assistant City Manager
City of Monterey

Jennifer Flachman
Senior Management Analyst |
Public Information Officer
City of Merced

Michelle Stephens
Enterprise Account Executive |
Head of Planning Practice
EngagementHQ at Granicus

Roberto Carlos Torres
Senior Program Manager
Institute for Local Government

ZOOM INSTANT POLLING

Who is on the room…

- What type of agency are you with?

- What is your role with local government?

- How well does your agency engage your community?

WHAT DO WE MEAN BY PUBLIC ENGAGEMENT?

Civic Engagement

- Involvement in civic and political life of their community

Public Information / Outreach

- One-way local government communication to inform – may be no-cost or low-cost

Marketing / Advertising

- Promotional messages disseminated across communications channels to inform – often paid

Public Engagement

- A broad range of methods to inform *and* gather input (two-way communication using a variety of channels)

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WHAT IS "AUTHENTIC" PUBLIC ENGAGEMENT?

Inclusive	Accessible	Dialogue	Culturally Competent
Ensuring reach is focused to include traditionally marginalized communities	Overcoming the unique challenges from the community	Ensuring two-way communication	Relevant materials/ messaging reflective of the community

ADVANTAGES OF VIRTUAL ENGAGEMENT

Increase the scale of participation

Reach people that likely would not attend an in-person event

Cost efficient

More access to data and analytics capabilities

DIGITAL TOOLS & VIRTUAL ENGAGEMENT PLATFORMS

VIRTUAL PUBLIC ENGAGEMENT STRATEGY
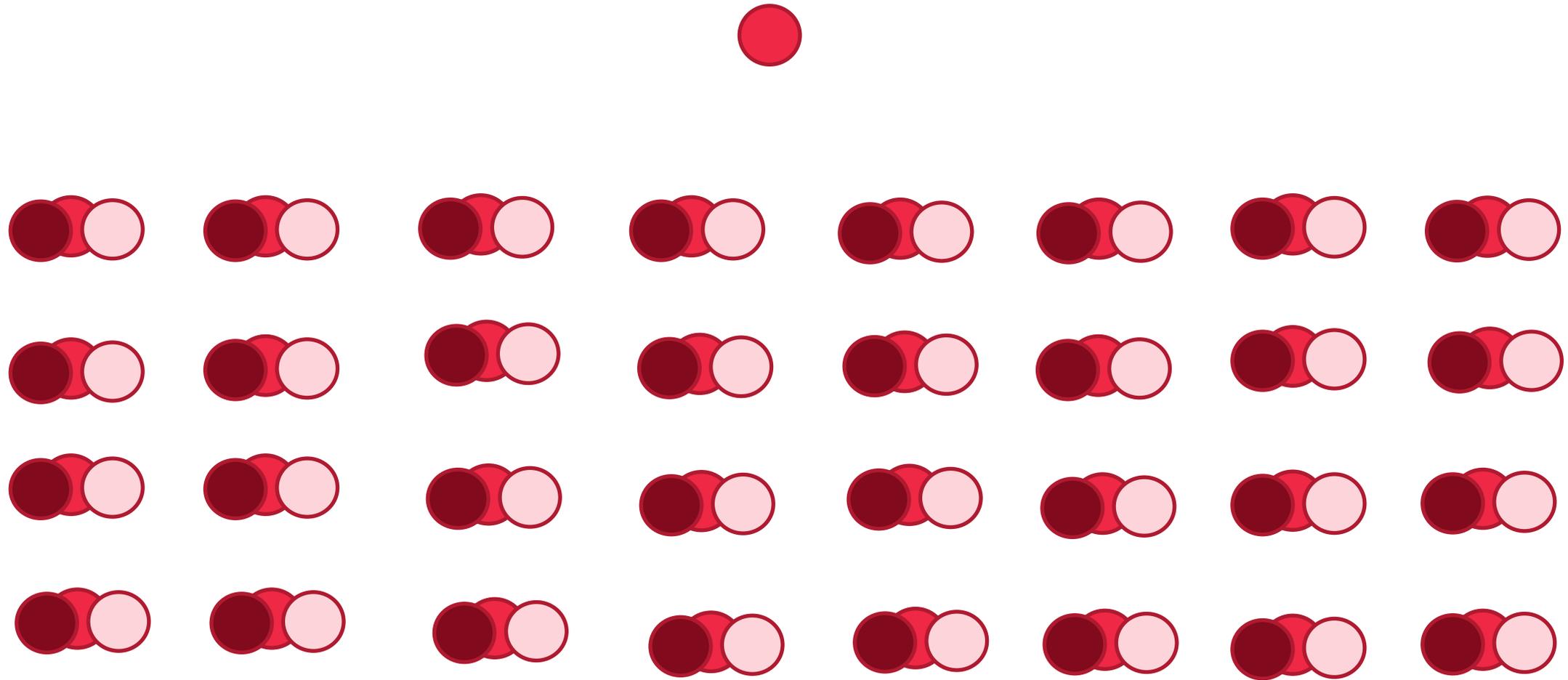

Michelle Stephens, AICP

Enterprise Account Executive | Head
of Planning Practice

Why virtual first?

Michelle
Stephens,

build community using your network's network's netwok and then keep reaching

Why virtual first?
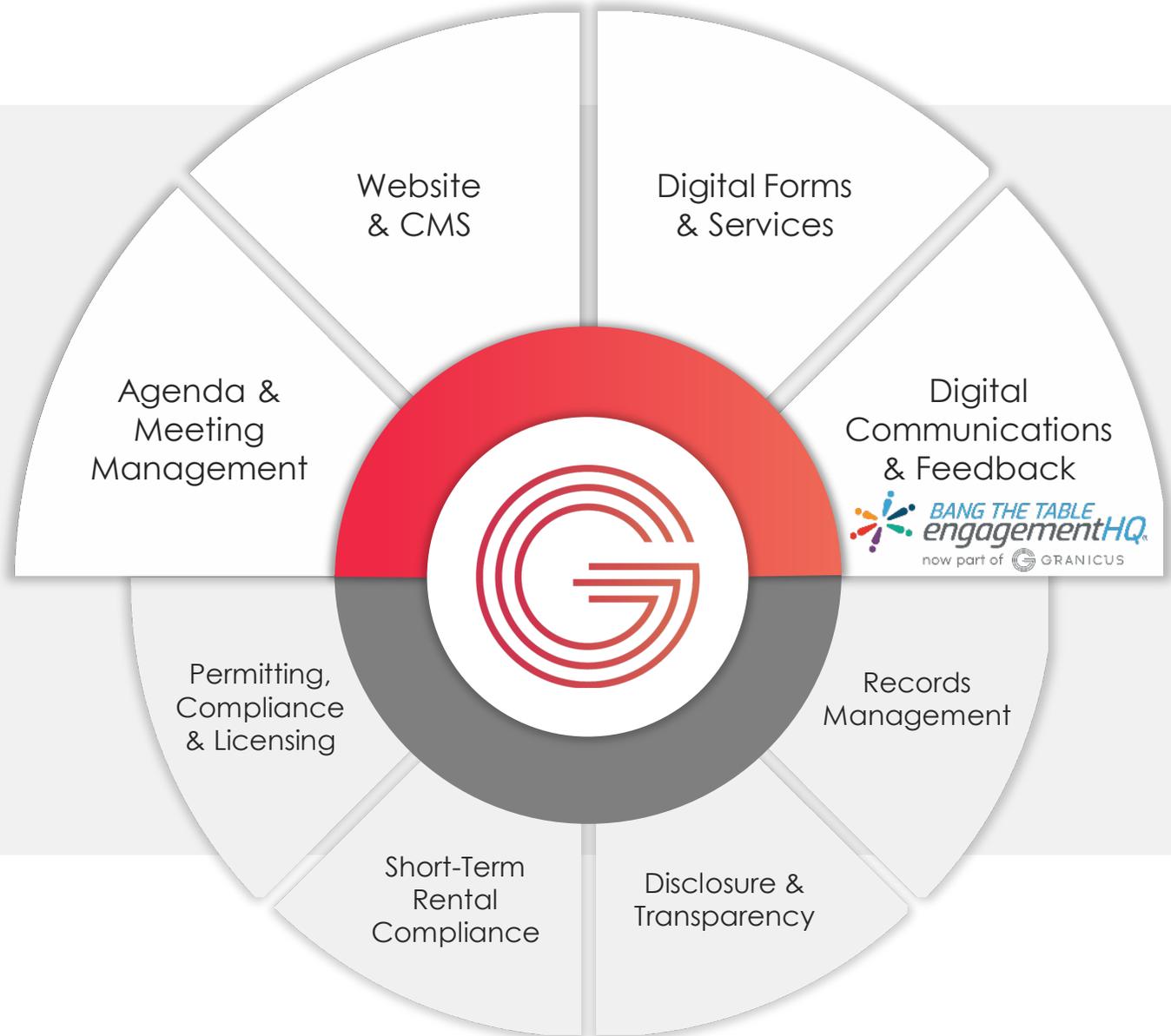
Get More People Involved

Make Community-Informed Decisions

Save Resources

Create a culture of mindful engagement

Granicus Civic Engagement Platform

Website & CMS
Digital Forms & Services
Agenda & Meeting Management
Digital Communications & Feedback
BANG THE TABLE engagementHQ now part of GRANICUS
Permitting, Compliance & Licensing
Records Management
Short-Term Rental Compliance
Disclosure & Transparency

Granicus Experience Group: Digital Agency and Consulting Services

Professional Services | Best Practice Sharing | 24/7 Support | Government Grade Security

Building Trust with Community Engagement
10-Step Checklist and Discussion Guide

Four Elements to Building Trust
Effective Communication
Respect
Process Transparency
Information Sharing

For additional information, contact:

Michelle Stephens, AICP

michelle.stephens@granicus.com | 303-525-5155

How to Engage to Build Trust

1. Define the challenge
2. Define the goal
3. Define the type/levels
4. **Define the audience**
5. Determine the tools and techniques
6. Define and provide context
7. Develop a communications plan
8. Implement
9. Report
10. Improve

IAP2 Spectrum of Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
Promise	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

Core Values, Ethics, Spectrum – The 3 Pillars of Public Participation - International Association for Public Participation (iap2.org)

Define the Audience

Who do we want to hear from?

Who do we need to hear from?

Who do we know we'll hear from? And why?

How will we reach them?

What barriers need to be overcome?

Who can help?

Consider diversity, accessibility, inclusivity, equity, risk

Takeaway Tips

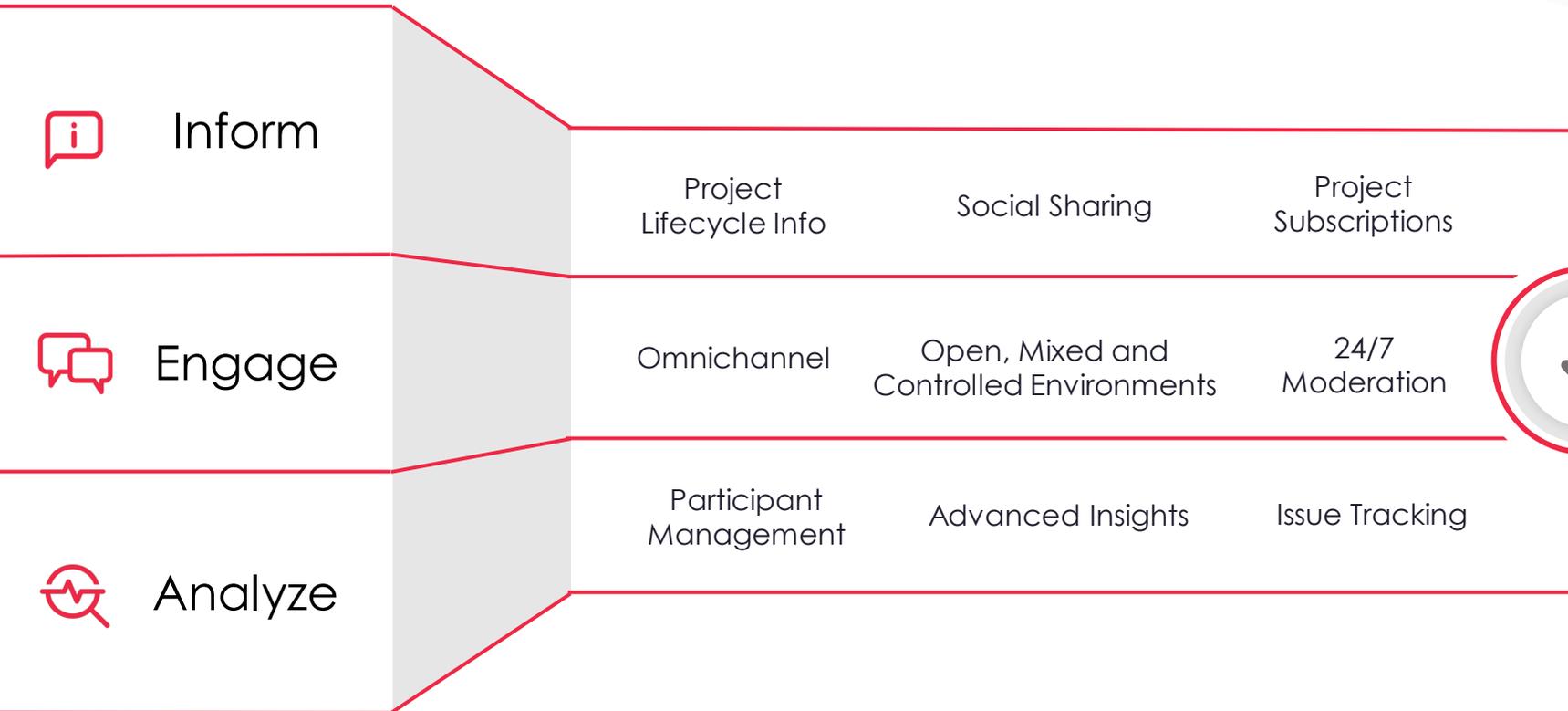|		
	Make a list	Share it, Revise, and Repeat
	Ask for help	You don't know what (or who) you don't know
	Mistakes happen	Learn from and acknowledge missteps
	Keep trying	Strategies are a starting point

Step 4. Define the audience. Who do we want/need to hear from? Why are we involving them? How will we reach them? What Barriers Need to be Overcome? Who Can Help?

Who	How do we reach them? Online/In-person/Both? Barriers?	Why
Project team members (skill sets, knowledge, time allocation)		
Council, Board(s), General Managers, Senior Management Team, employed and volunteer staff		
Board(s)		
Senior Management Team		
Staff		
Volunteers		
Neighborhood groups		
Special-interest groups		
Resident population		
Non-resident ratepayers, Border municipality		
Businesses, business networks, chambers of commerce, industry groups and associations		
Service or facility users		
Young people aged under 18 years (consider parental consent)		
Persons with Disability/Caretakers		
Commuters, visitors or tourists		
Absentee owners and part-time residents		
Neighboring governments: Local, state and/or federal		
Funding bodies if external funds		

granicus.com

EngagementHQ

A centralized software for changemakers

Inform

| Project Lifecycle Info | Social Sharing | Project Subscriptions |

Engage

| Omnichannel | Open, Mixed and Controlled Environments | 24/7 Moderation |

Analyze

| Participant Management | Advanced Insights | Issue Tracking |

- Effective outcomes
- Improved risk management
- Increased community Satisfaction
- Increased productivity
- Informed strategy
- Met or exceeded budgetary goals
- Improved moral

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Thank you!!

Michelle Stephens, AICP
michelle.stephens@granicus.com
303-525-5155

VIRTUAL PUBLIC ENGAGEMENT STRATEGY

Nat Rojanasathira

Assistant City Manager

City of Monterey Councilmember District Map
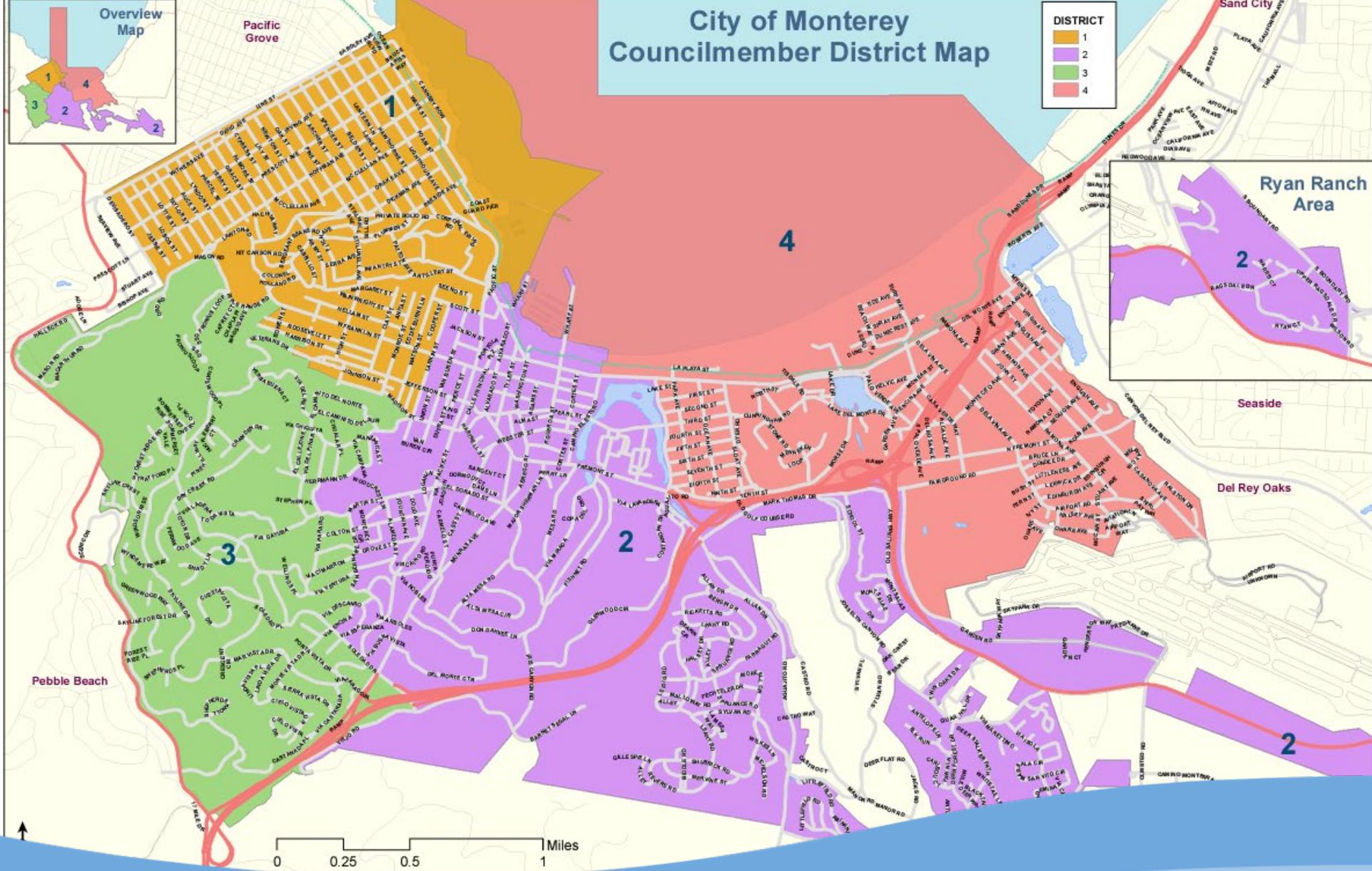
Demographic Shifts

Citizen Voting Age Population, 2010 to 2020, in the City of Monterey

Year	Total	Latino		Asian		Black	
2010	20,680	1,989	9.6%	917	4.4%	476	2.3%
2020	22,190	2,690	12.1%	1,528	6.9%	823	3.70%
Growth	1,510	701	35.2%	611	66.6%	347	72.9%

Total Racial and Ethnic Populations and Growth, 2010 to 2020, in the City of Monterey

Year	Latino		Asian		Black	
2010	3,815	13.7%	2,203	7.9%	777	2.8%
2020	5,649	18.6%	2,355	7.8%	883	2.9%
Growth	1,834	48.1%	152	6.9%	106	13.6%

THE CITY OF
MONTEREY

Renter Population
- 0.1000 and below (2)
- 0.1000 to 0.4000 (6)
- 0.4000 to 0.4900 (2)
- 0.4900 to 0.6000 (2)
- 0.6000 to 0.7800 (4)
- 0.7800 to 0.8600 (3)
- 0.8600 to 0.9600 (5)
- 0.9600 and above (3)
- Other (2)

0   .33   .67   1
Miles

THE CITY OF
MONTEREY
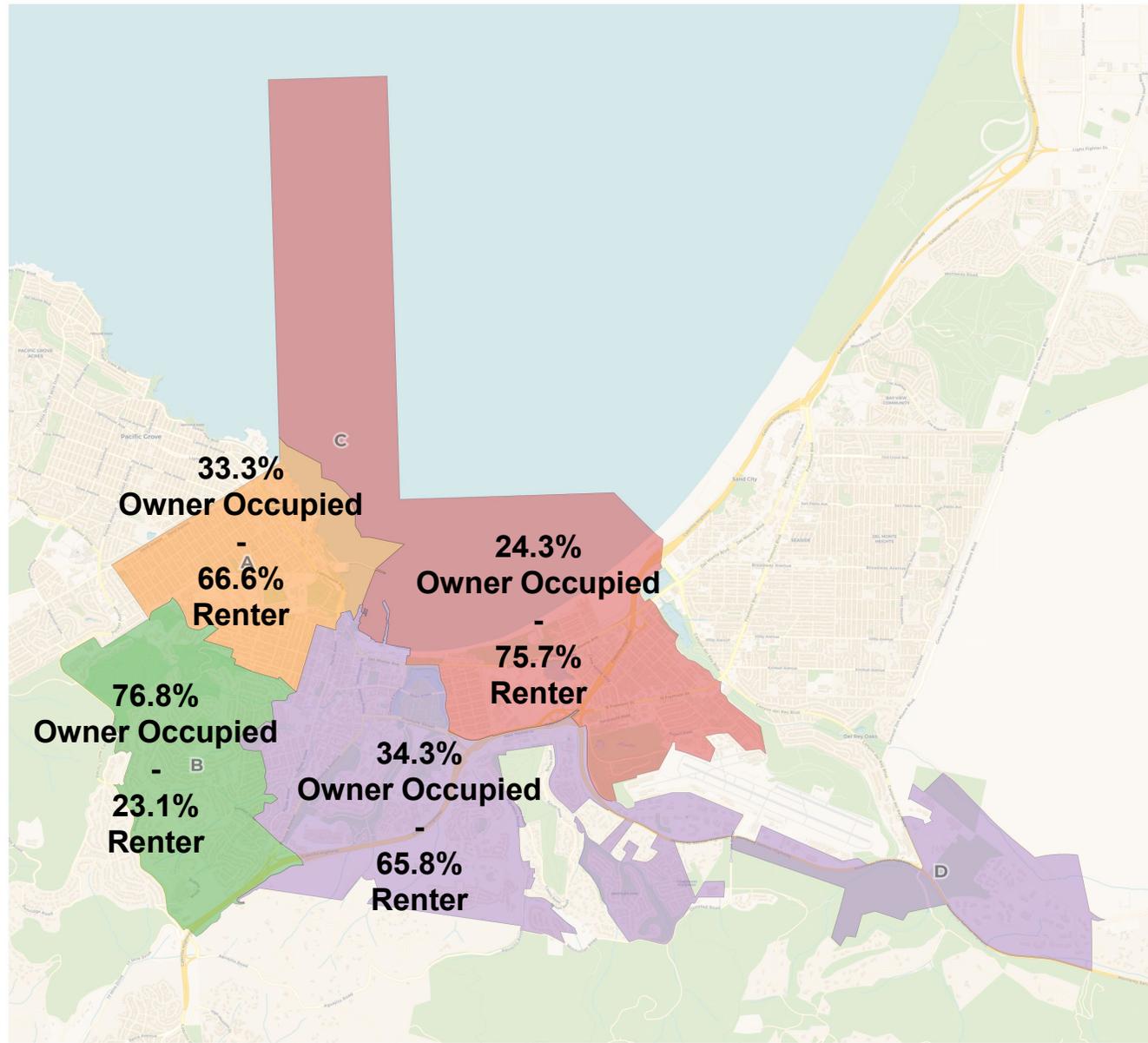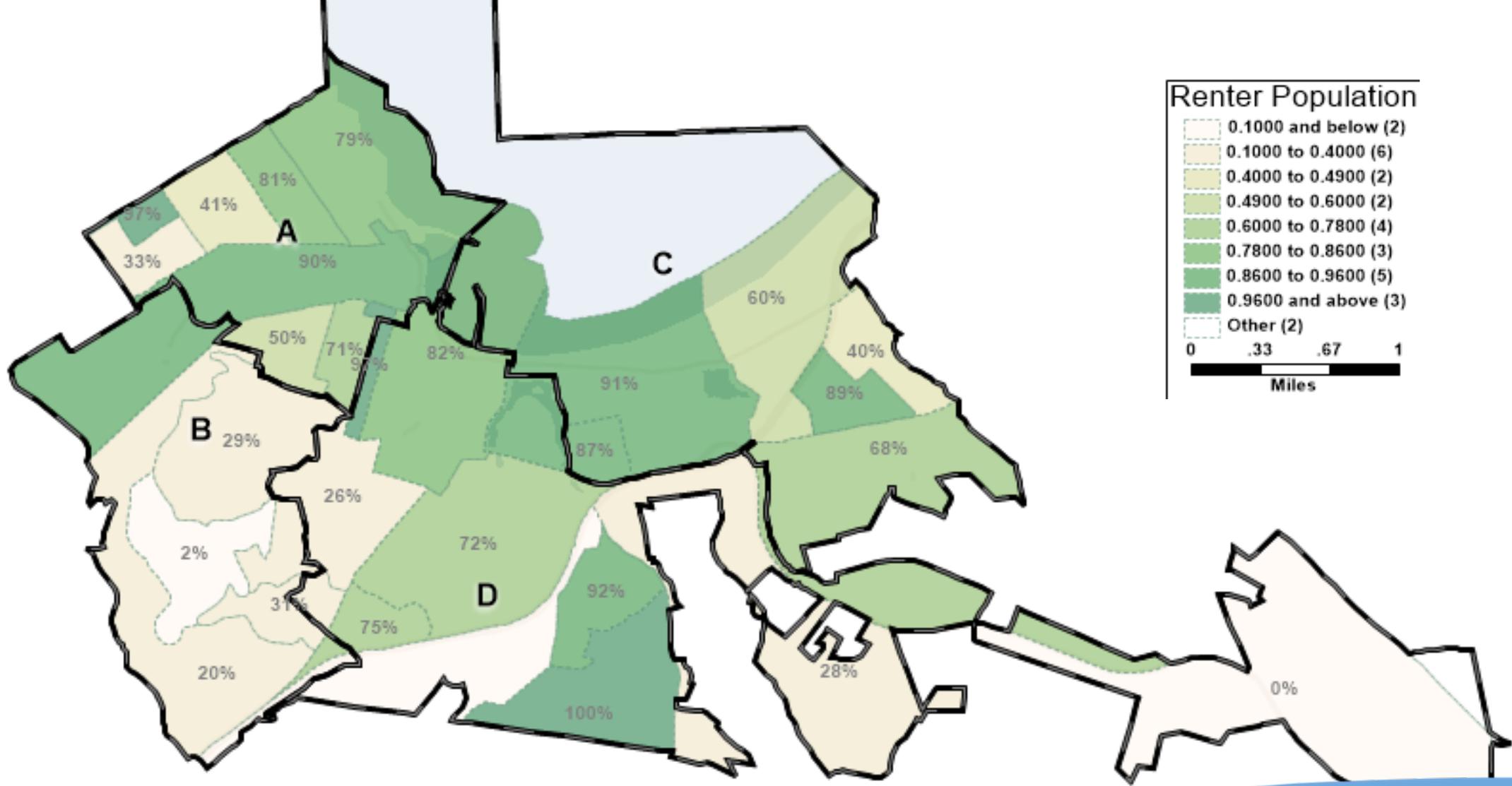
REDISTRICTING PARTNERS

THE CITY OF MONTEREY

LEISURE   RESIDENTS   DOING BUSINESS   SERVICES   CITY FACILITIES   CITY HALL

Enter Search...   SEARCH
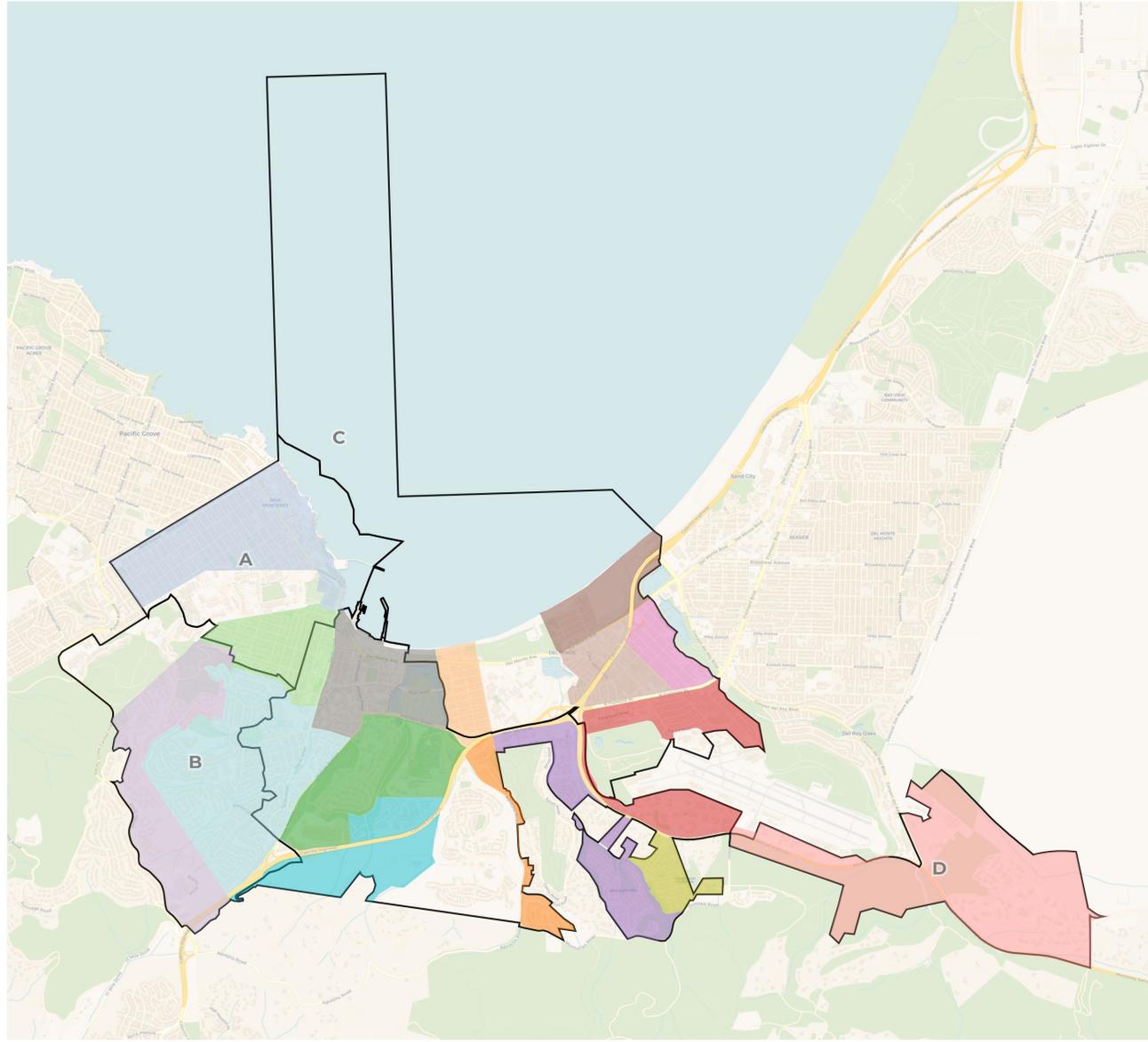
RELATED PAGES

Meet the Mayor and Council

District Based Elections

Participate in Meetings

Watch Meetings Live or On-Demand

Vision, Mission, Strategic Initiatives

Race, Equity, Inclusion

Advocacy Letters

Campaign Finance

District Based Elections

At its meeting on Tuesday, November 16, 2021, the City Council will consider adopting a Resolution of Intention to convert from the current at-large method of electing City Councilmembers to a by-district system. A proposed resolution would not change the structure of the City Council; instead it would start the process to implement a district based election system where the City is divided into separate geographical areas of equal population, composed of voters residing within the district which elect a representative who also resides within the district. With Council approval, City staff is required to complete the process by early February.

Related documents, dates, and details are posted
haveyoursay...

HAVE YOUR SAY
MONTEREY

THE CITY OF
MONTEREY

Postcard Mailer
Mailed to 15,000 households

THE CITY OF
MONTEREY

City Manager's Office
580 Pacific Street
Monterey, CA 93940
haveyoursaymonterey.org/districting

Presorted Standard

District-Based Elections
COMING TO THE CITY OF MONTEREY

MONTEREY adoptará elecciones por distritos
para el Concejo de la ciudad.

The Monterey City Council voted to adopt a Resolution of Intention to convert from the current at-large method of electing City Councilmembers to a by-district system. Help the City define districts and create maps. Be a part of keeping Monterey a beautiful, dynamic city offering a high quality of life for its residents. HAVE YOUR SAY!

WE ENCOURAGE YOU TO GET INVOLVED
Tentative public hearing dates (subject to change)

November 16, 2021 - *City Council Meeting – Adoption of resolution to convert to district elections* ✔
December 7 - *1st Public Hearing – Overview, demographics, public input* ✔
December 9 - *Community Information Meeting - How to Give Feedback (virtual and recorded)* ✔
December 21 - *2nd Public Hearing – Public input on boundaries*
December 28 - *Publish draft maps*
January 4, 2022 - *3rd Public Hearing – Public comment, draft maps, election sequence/timeline*
January 18 - *4th Public Hearing – Public comment, introduce ordinance for district elections*
January 25 - *Publish final map*
February 1 - *5th Public Hearing - Public comment, final map, elections sequence/timeline, adopt ordinance*
March 3 - *Effective date of ordinance*

PARA OBTENER MÁS INFORMACIÓN EN ESPAÑOL, VISITE EL SITIO WEB:

haveyoursaymonterey.org/districting

THE CITY OF
MONTEREY   (831) 646-3760   suggest@monterey.org

HAVE YOUR SAY
MONTEREY

THE CITY OF
MONTEREY

Community Information Meeting

THE CITY OF
MONTEREY
MOVING TO DISTRICT-BASED ELECTIONS
haveyoursaymonterey.org/districting

SCAN ME

REGISTER FOR THE COMMUNITY INFORMATION MEETING

Thursday, December 9, 2021 - Community Information Meeting - How to Give Feedback on Councilmember Districts - **see Zoom link to register.**

Registration Link:
https://monterey-org.zoomgov.com/webinar/register/WN_2Z4gsLtmRviGrrEqt1qz0A

Full calendar posted at haveyoursaymonterey.org/districting

suggest@monterey.org

Get involved!

(831) 646-3760

THE CITY OF
MONTEREY

Print Advertisements
Monterey Herald, Monterey County Weekly, El Sol

¡Cuéntenos sobre su comunidad!

Ayude a dar forma al futuro de los distritos del Ayuntamiento en la ciudad de Monterey
El Ayuntamiento de Monterey ha iniciado el proceso de transición a las elecciones de distrito, utilizando los datos del censo de los Estados Unidos para trazar los límites de los cuatro (4) distritos del Ayuntamiento de la ciudad de Monterey. Esto garantiza que los distritos estén equilibrados en cuanto a la población. El Ayuntamiento quiere saber su opinión sobre cómo deben trazarse estos límites. Llene este formulario para informar al Ayuntamiento sobre su **comunidad de interés**. Mantener las comunidades de interés juntas es un criterio de alto valor en el proceso de redistribución de distritos

¿Qué es una comunidad de interés?
Una comunidad de interés es un grupo de personas de una misma zona geográficamente definible que comparten intereses sociales y económicos comunes. Algunos ejemplos de comunidades de interés son:

- Personas que viven en el centro de la ciudad o en un vecindario establecido
- Personas mayores
- Comunidades LGBTQIA+
- Estudiantes que viven cerca de los campus universitarios
- Poblaciones militares
- Residentes que comparten un idioma común
- Personas que utilizan los mismos sistemas de transporte

¿Qué criterios ayudarán al Ayuntamiento a comprender la importancia de su comunidad en el proceso de redistribución de distritos?

Al documentar su comunidad, es importante responder a las siguientes preguntas para ayudar al Ayuntamiento en el proceso de redistribución de distritos:

1. ¿Su comunidad tiene una cultura, características o vínculos compartidos?

2. ¿Su comunidad es de naturaleza geográfica? ¿Se puede localizar su comunidad en un mapa? ¿Existe densidad dentro de su comunidad?

3. Describa la relación de su comunidad con la ciudad y cómo se ve afectada por las decisiones políticas tomadas por el Ayuntamiento.

VIRTUAL PUBLIC ENGAGEMENT STRATEGY

Jennifer Flachman

Senior Management Analyst/

Public Information Officer

City of Merced California

Www.Engage.Cityofmerced.Org

If you build it, make sure they know where to show up

- **Know your stakeholders in all sectors**

- **Listen for opportunities**

- **Create clear and simple messaging**

- **Reduce "government speak"**

City of Merced
California

Welcome to Engage Merced

Engage Merced is a space for you, the community, to share your ideas, discuss important topics, provide feedback on policies and plans, and contribute to the future of Merced.
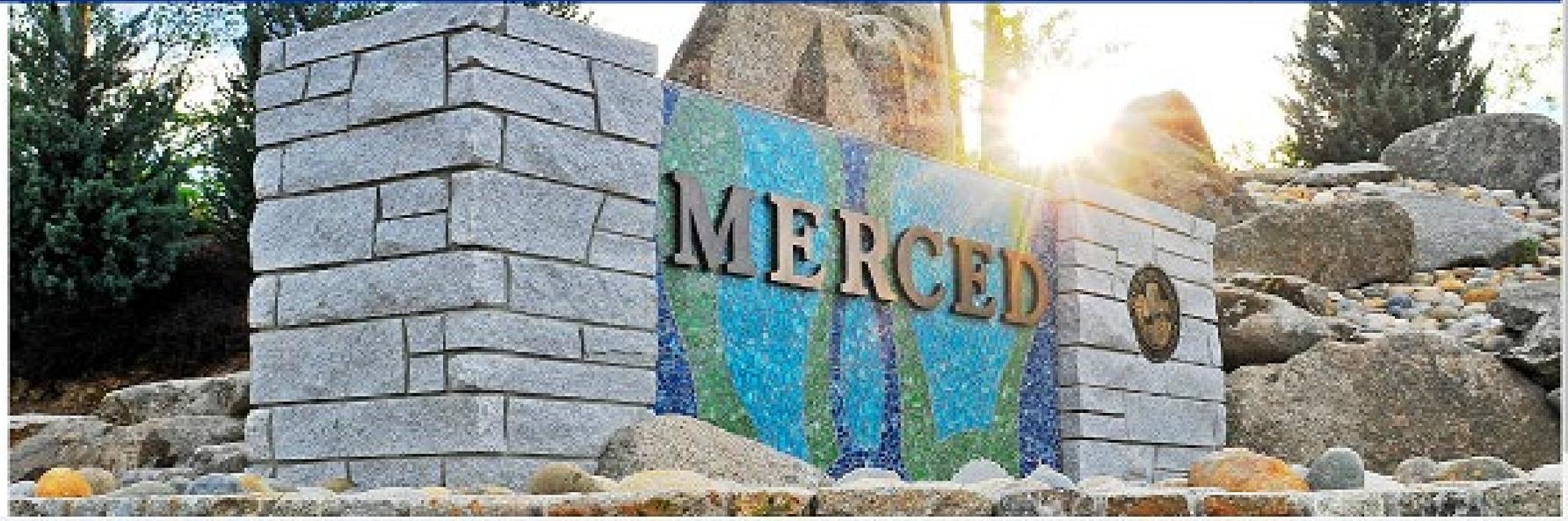
Featured Projects

April 8, 2022

Keeping Merced Working, Healthy and Safe - A community conversation.

Join the conversation about our local service priorities.

Merced is working hard to ensu...

May 2, 2022

City of Merced Resident Stimulus Program

The City of Merced is offering $500 one-time payment to households.

VIRTUAL PUBLIC ENGAGEMENT STRATEGY

Roberto Carlos Torres

Senior Program Manager

ILG INSTITUTE FOR LOCAL GOVERNMENT℠

Promoting Good Government at the Local Level

WORKING WITH MARGINALIZED COMMUNITIES

Best Practices

BE
INTENTIONAL

ASSESS
BARRIERS

PARTNER WITH THE
COMMUNITY

GO TO THEM

MAINTAIN OPEN
COMMUNICATION

ILG

VIRTUAL TOOLS CAN HELP

PROVIDES FLEXIBILITY

RELATIVELY LOW COST

MOBILE

SUPPORTS COMMUNICATION & TRANSPARENCY

ILG

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

THINK INITIATE ENGAGE REVIEW SHIFT

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

Stay tuned for **October TIERS Training** dates

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
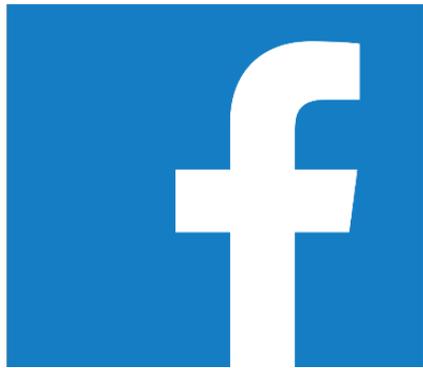
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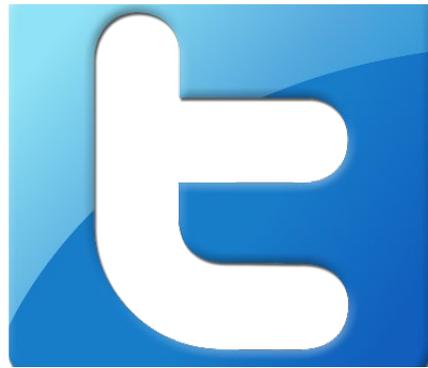
THANK YOU FOR JOINING!

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