



# Best in Show

## Public Participation at APA NPC18







**Dave Biggs**

Chief Engagement Officer  
MetroQuest



**Michelle Nance**

Planning Director  
Centralina COG



**Stephen Stansbery**

Vice President  
Kimley-Horn & Associates



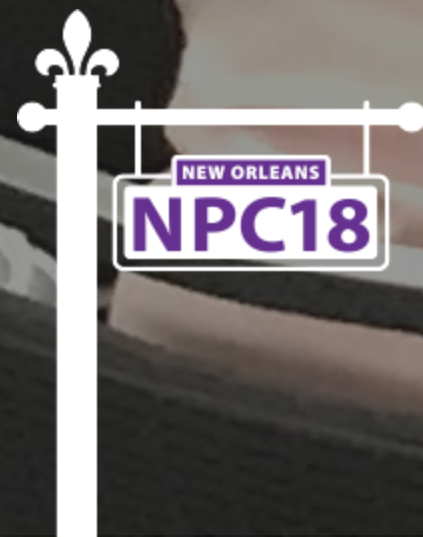
# Agenda

---

Key Public Participation Insights & Takeaways from APA NPC18

Workshop Output - Sneak Peek

Q&A Discussion







**Room R02**

April 21





# Challenge #1: More Complexity



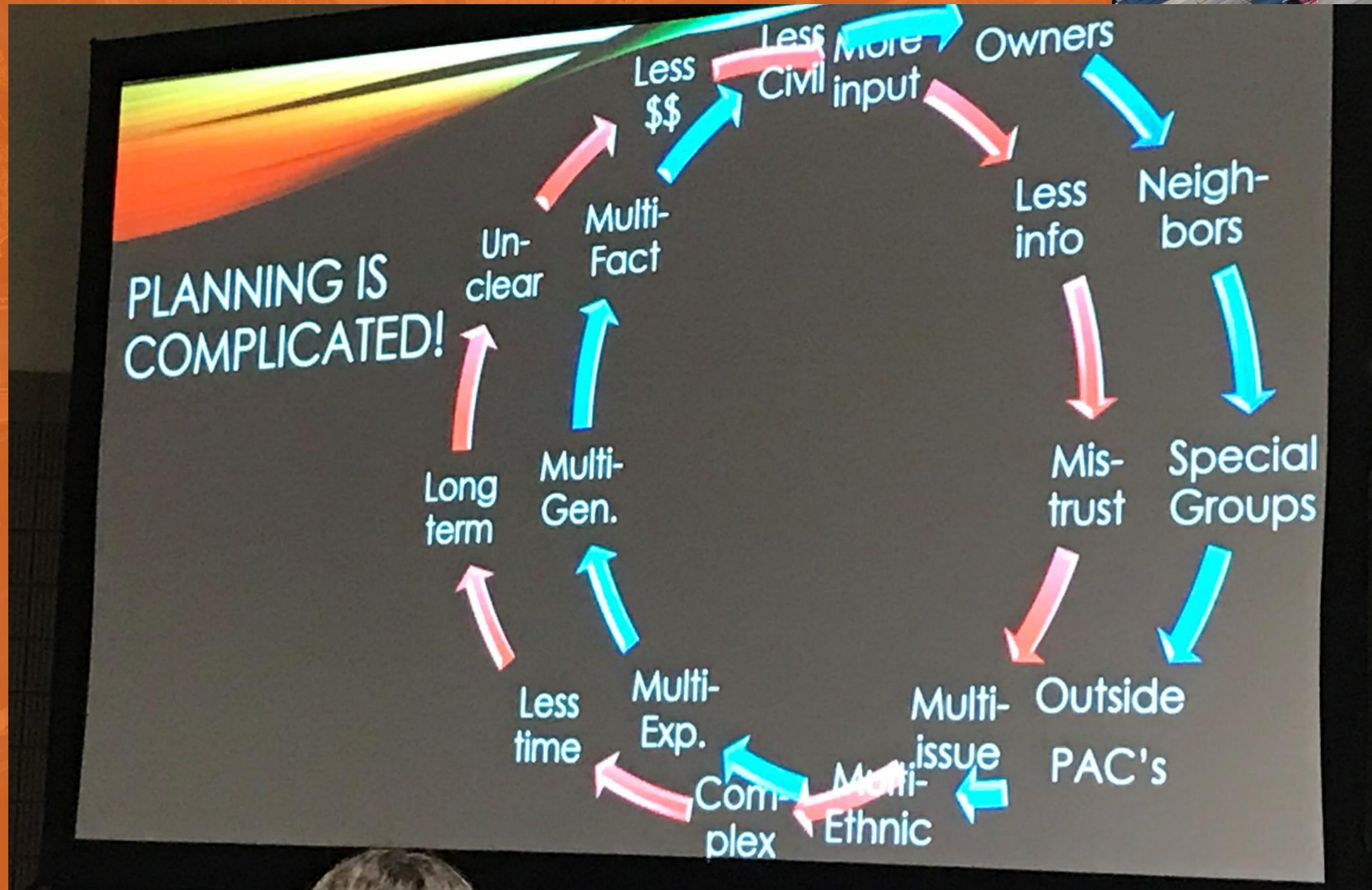




Karen S. Walz, FAICP

Principal

Strategic Community Solutions, LLC







Karen S. Walz, FAICP

## APPLICATION: BEYOND THE MEETING

1. Use online tools to your advantage
2. Engage all the stakeholders, not just those who attend meetings
3. Go where the other stakeholders are
4. Find champions and ambassadors among people or groups respected by the extreme participants
5. Get serious and creative about alternative solutions



# Challenge #2: More Emotional





# Challenge #2: More Emotional







Tanya M. Zwahlen, AICP  
Principal & Owner  
Highland Planning LLC



Susan R. Hopkins, AICP  
Project Manager  
Highland Planning LLC





Tanya M. Zwahlen & Susan R. Hopkins



## What is the Decision?

Public engagement involves the public in problem-solving or decision-making and uses public input to make the decision.

Two things must be present:

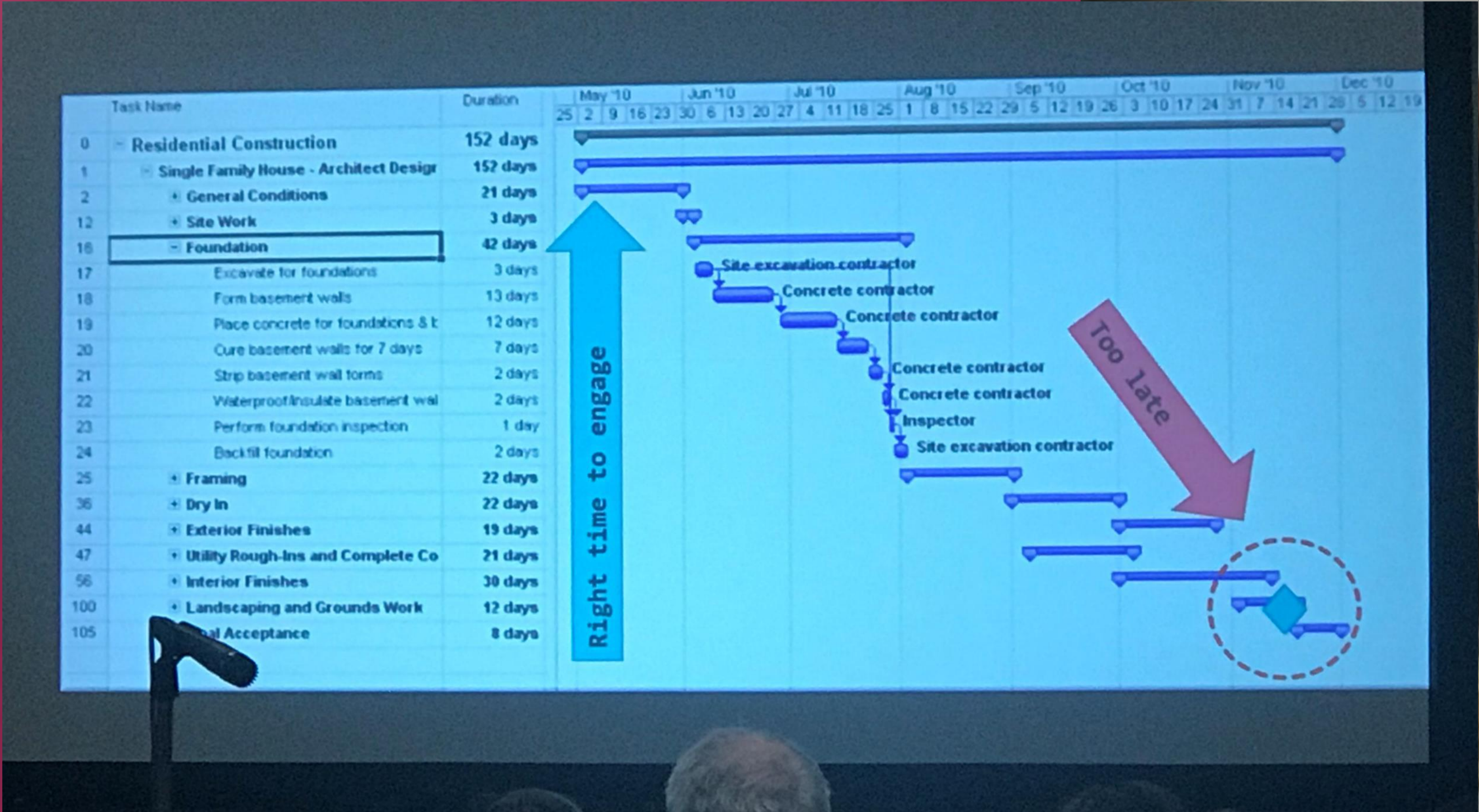
1. A decision to be made
2. Opportunity for influence

Southern P2





Tanya M. Zwahlen & Susan R. Hopkins



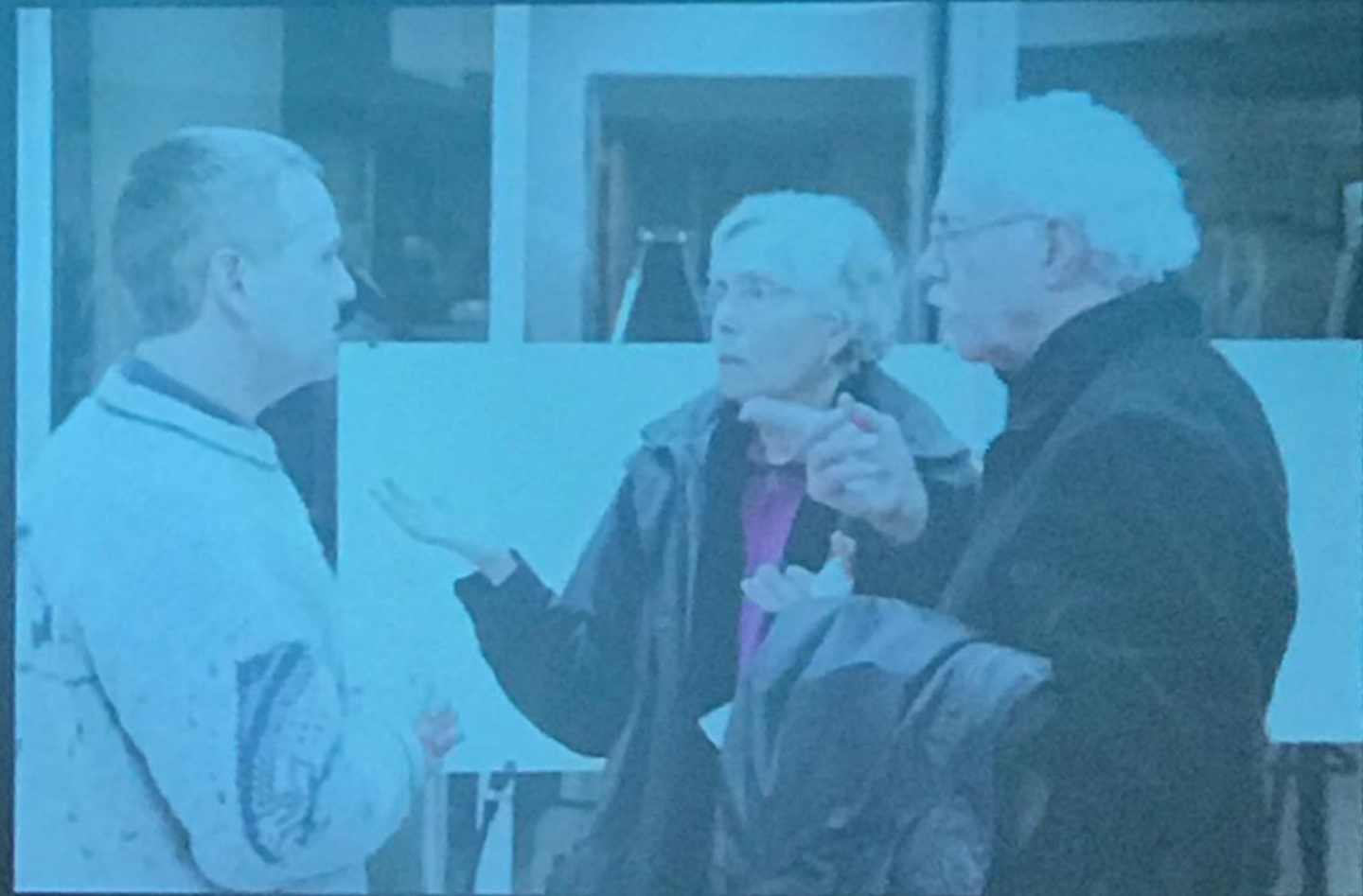


# Tanya M. Zwahlen & Susan R. Hopkins



## What Drives Outrage?

- Late engagement
- Feeling threatened
- Fear
- Disagreement about priorities or recommendations
- Anger about an approach
- Potential impacts

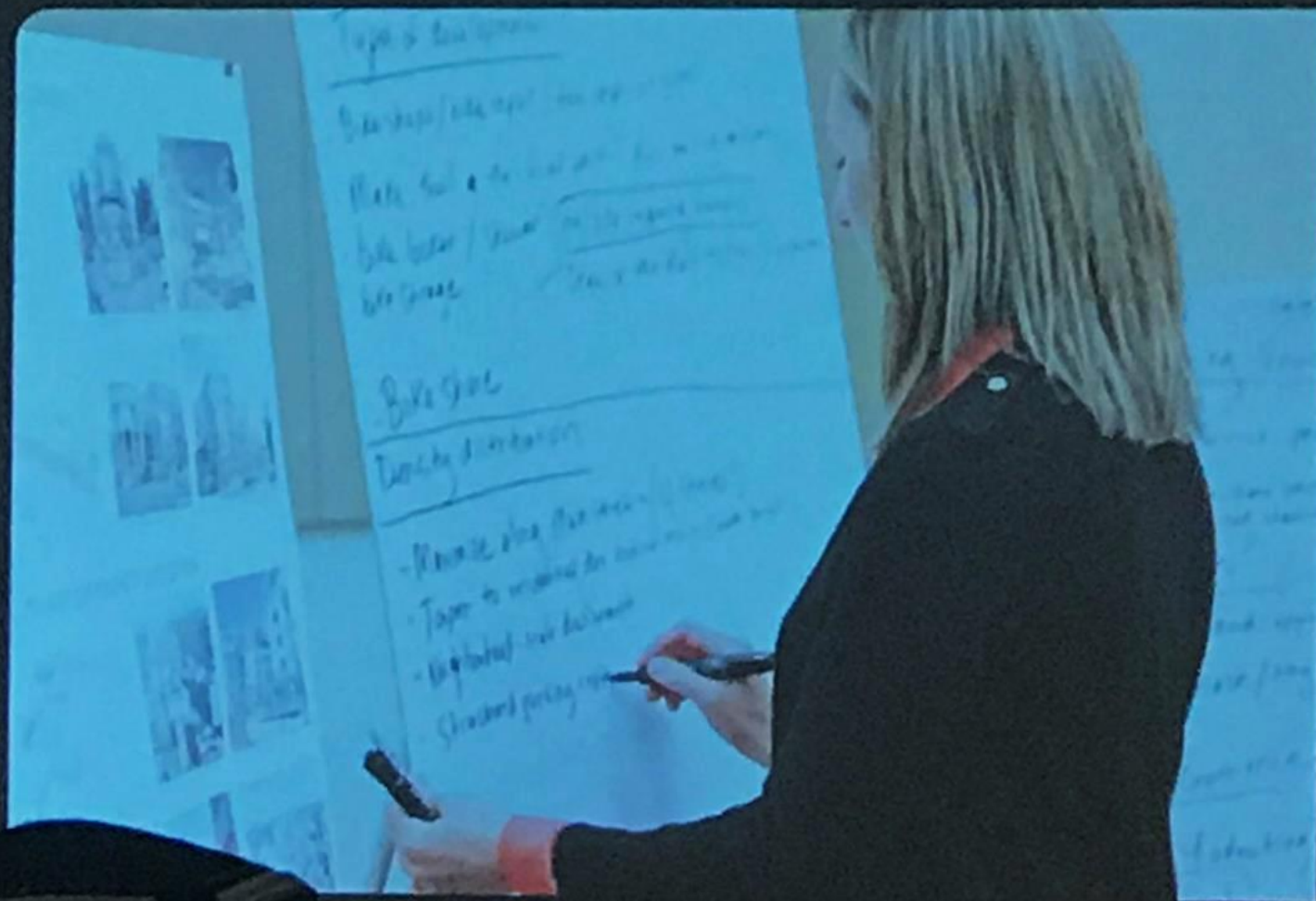




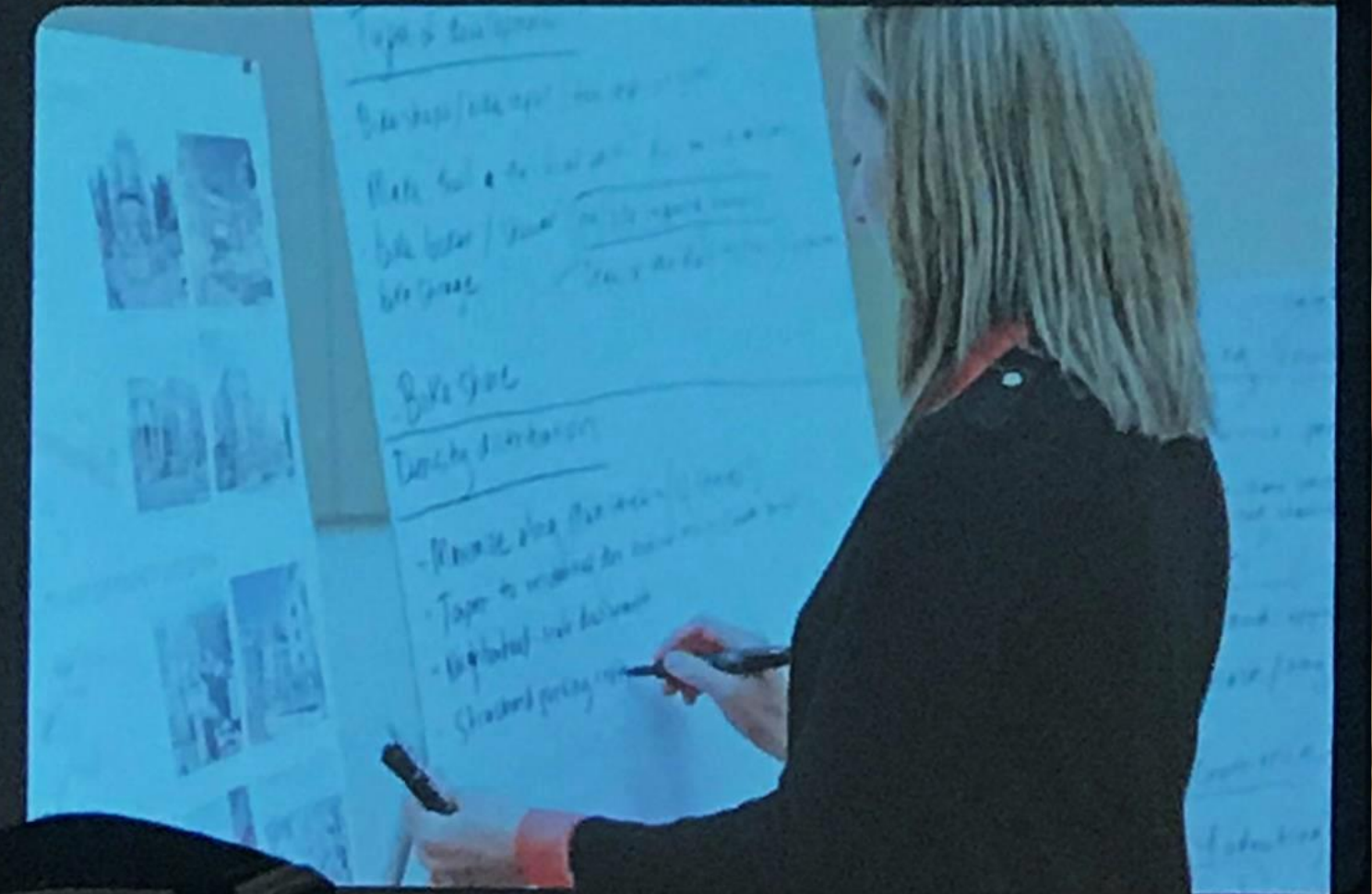


# Acknowledge Emotion

- What do you want to get out of this meeting?
- What are your hopes and concerns about the outcome of this project?

A woman with blonde hair, wearing a dark top, is standing and writing on a large whiteboard. The whiteboard is covered with handwritten notes and several small photographs or sticky notes. She is holding a black marker in her right hand and is in the process of writing. The background is dark, and the scene appears to be a meeting or a workshop.

- What do you want to get out of this meeting?
- What are your hopes and concerns about the outcome of this project?





# Tanya M. Zwahlen & Susan R. Hopkins

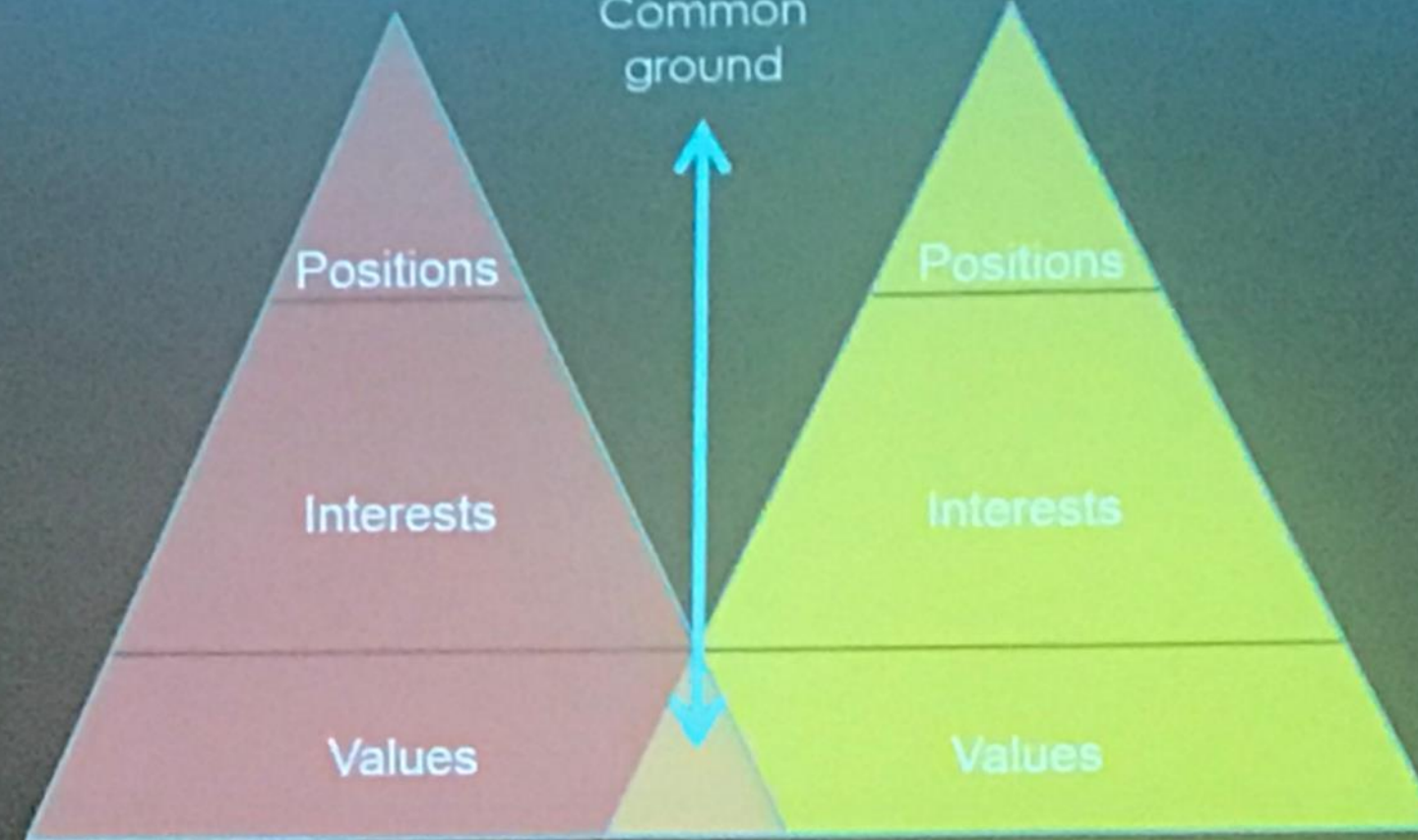


## Values-Based Dialogue

Position: No additional lane

Interest: Endangered bat that nests in trees along existing roadway

Value: Environmental quality



Position: Supports additional travel lane

Interest: Making it easy to access downtown businesses

Value: Economic prosperity

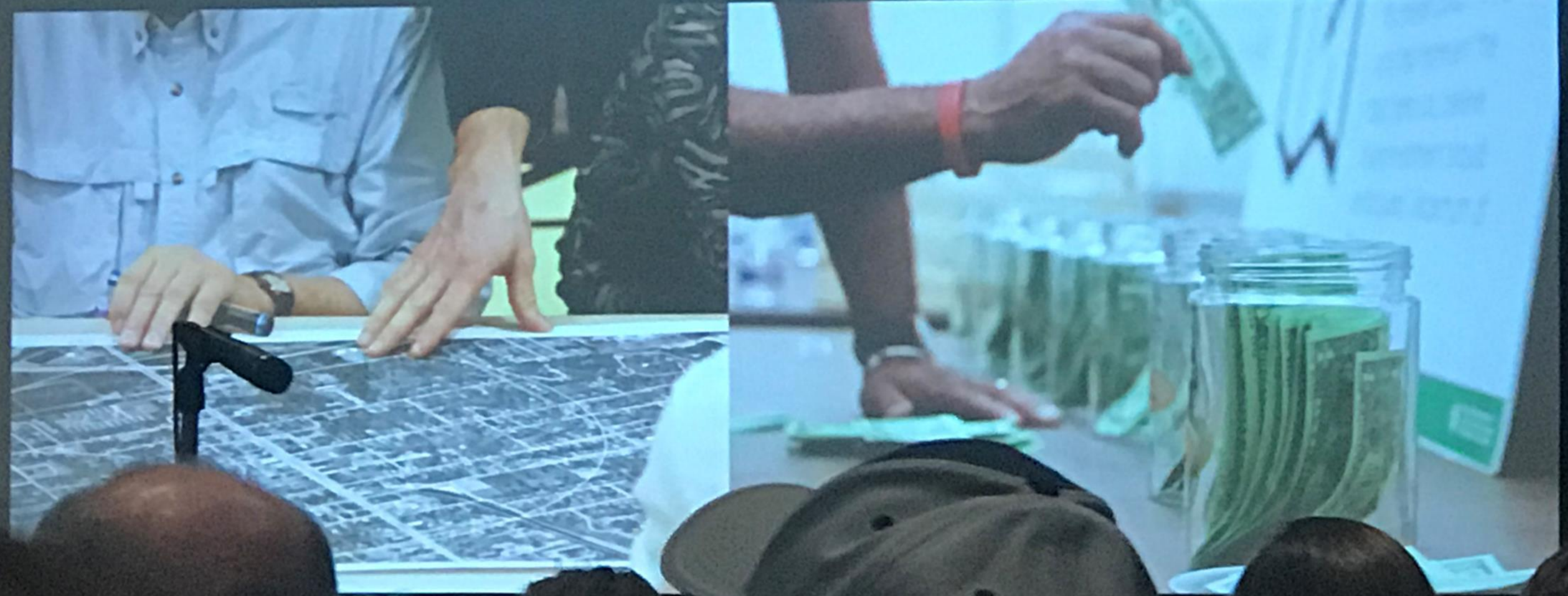
Source: IAP2



Tanya M. Zwahlen & Susan R. Hopkins



## Small Groups, Tools, and Games







# Challenge #3: Increased Need for Diversity / Equity





Tina Yuen  
ChangeLab Solutions  
Oakland, CA



Saneta devuono-powell  
Changelab Solutions  
Oakland, CA



Eric R. Engstrom, AICP  
City of Portland  
Portland, OR

Juan Castillo  
Fresno, CA

Broderick Bagert  
Baton Rouge, LA







## **Thesis:**

**In pursuing an equity agenda, there is no substitute for power in the hands of the people who usually get left out.**





Jose Acosta-Cordova  
President & Co-Founder,  
Latino Planning Organization for Development, Education  
& Regeneration (LPODER)



## Where are the Planners of Color?

- According to a 2013 survey, 16% of APA members identify as racial minorities; 3% - Latino (Owens, 2015)
- In 2016, Non-Latino White accounted for 61% of all Urban Planning graduates (Department of Education)
- Latino – 14%, Asian – 8.1%, African-American – 7.9%
- Most major cities are majority minority - NYC, Chicago, Los Angeles, Houston

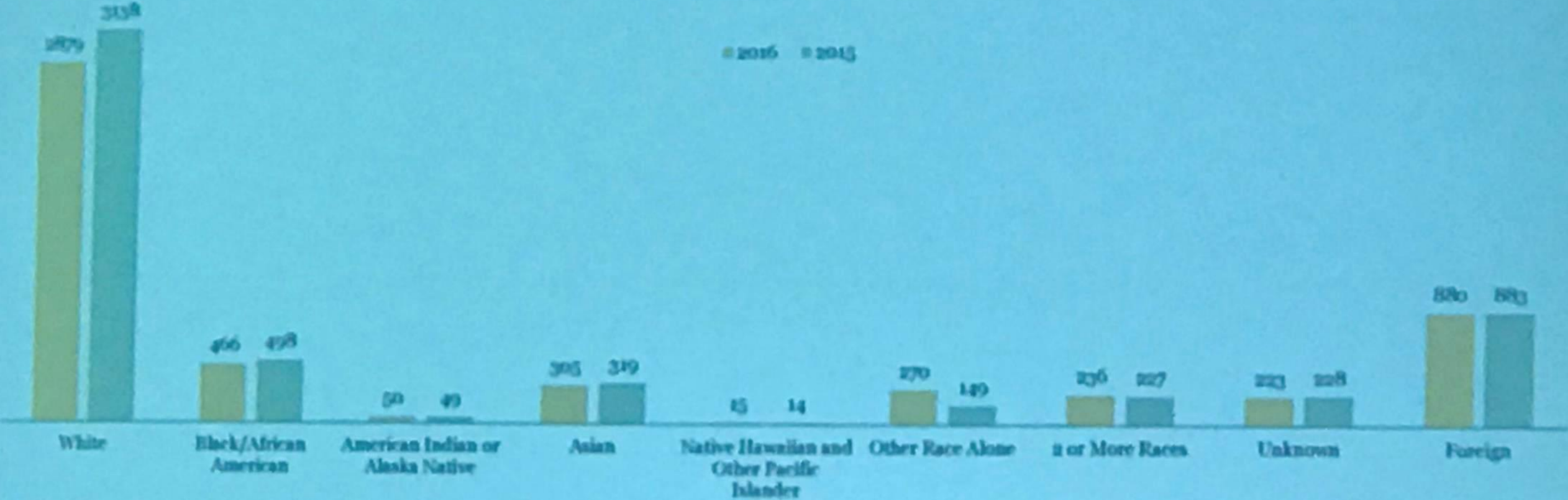




Jose Acosta-Cordova



Figure 1. Total Students Enrolled in PAB-accredited Programs



	2016	2015	Change from 2015 – 2016
Total U.S. Citizens and Resident Students	4,444	4,622	- 4%
Total Foreign Students	880	883	- 0.3%
Total Student Population	5,324	5,502	- 3.4%

Total student enrollment presented: for 2016 and 2015 include 75 accredited programs (70 graduate and 15 undergraduate)

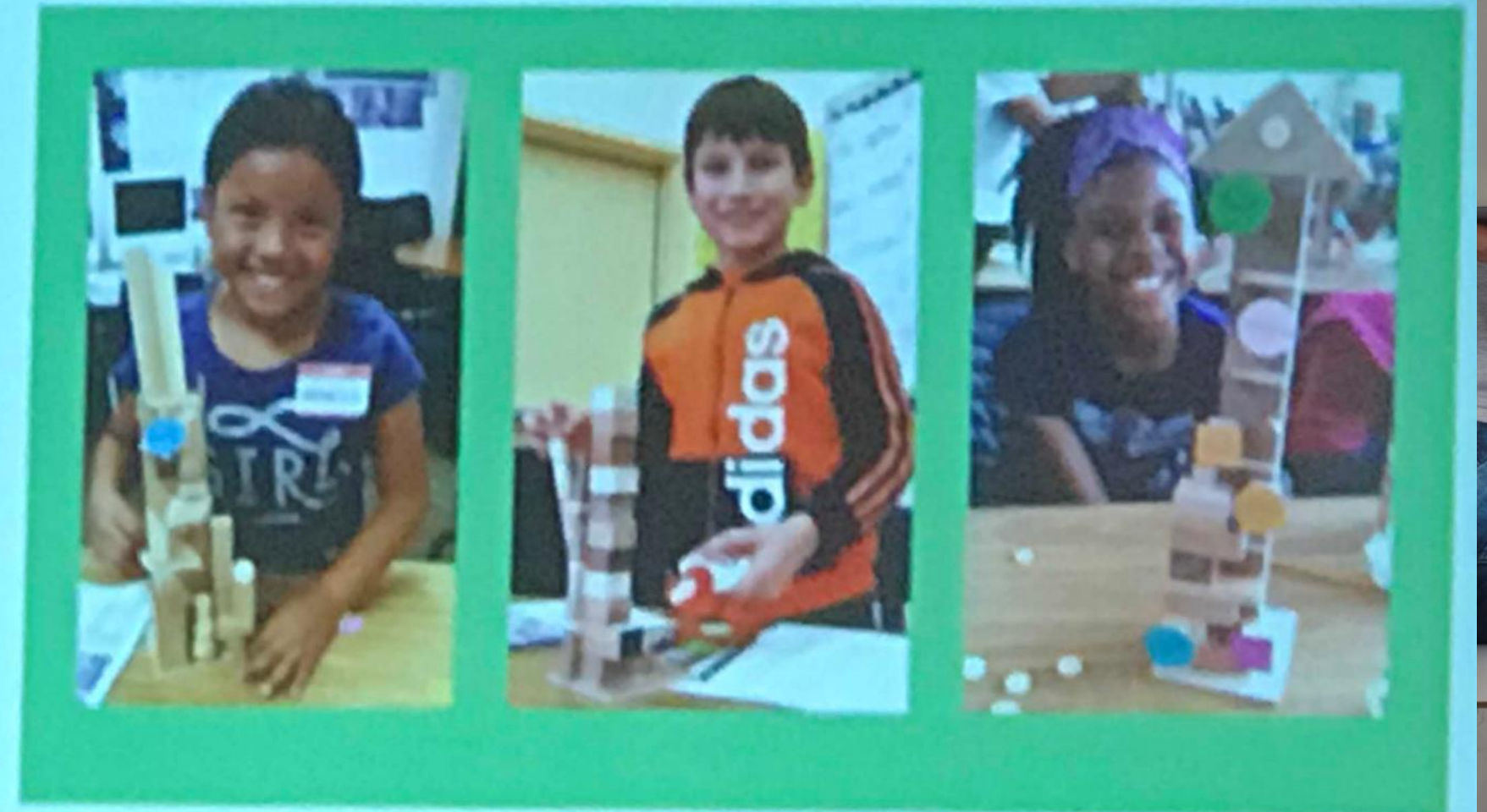






## Missing Pipeline

- Lack of Latino/a/x Urban Planners, African-American Planners
- Lack of Exposure in High School, Middle School

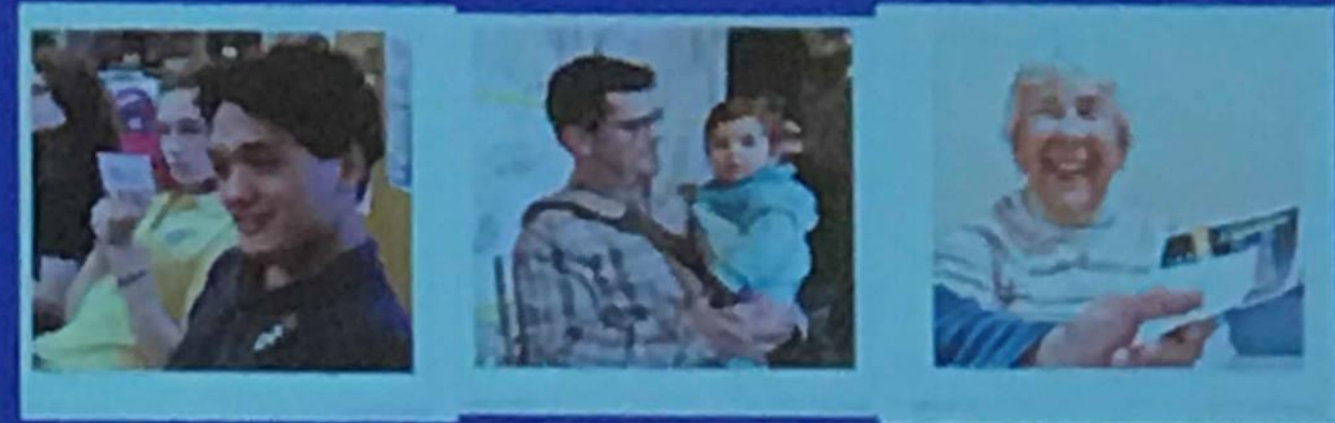






Michael E. Hoffman, AICP  
Vice President, Principal  
Teska Associates, Inc.

## Representative Engagement



### ✓ Diverse Engagement

Compared to City demographics, Imagine Dubuque engaged 2.5% more African American/Black individuals and 1.5% more Hispanic/Latino residents.



### ✓ Students + Millennials + Gen X Shared

Focus groups and idea tools dispersed to area colleges and high schools effectively generated insights from those aged 19-34 years.



### ✓ Engaged Seniors

The depth of focus groups held at area senior homes increased awareness and insights from those aged 65 years and older.



### ✓ More Females

Approximately 4% more females than males engaged with Imagine Dubuque based on the demographic data collected.



6,000+ TOTAL PROJECT PARTICIPANTS



12 MONTH OUTREACH PROCESS



500 PEOPLE ENGAGED PER MONTH



# Solution #1: Go to Them





Brandi Peacher

Lexington-Fayette Urban County Government\  
Lexington, KY



Lisa Adkins

Blue Grass Community Foundation  
Lexington, KY



Christopher B. Woodall, AICP

LFUCG - Division of Planning  
Lexington, KY



Steve Stadler

Leadership Lexington  
Lexington, KY







On The Table 2017 Wrap Video

The video player shows a group of people sitting around a table in a meeting. A large blue speech bubble logo with a white 'Q' inside is overlaid on the video. The text 'on the table' is written in blue, and 'your voice matters.' is written in green below it. The video player includes a progress bar at the bottom showing 1:22 / 2:20, and icons for play, pause, volume, and full screen.

on the table  
your voice matters.

1:22 / 2:20



# Solution #2: Focus on Actionable Results



# Solution #2: Focus on Actionable Results







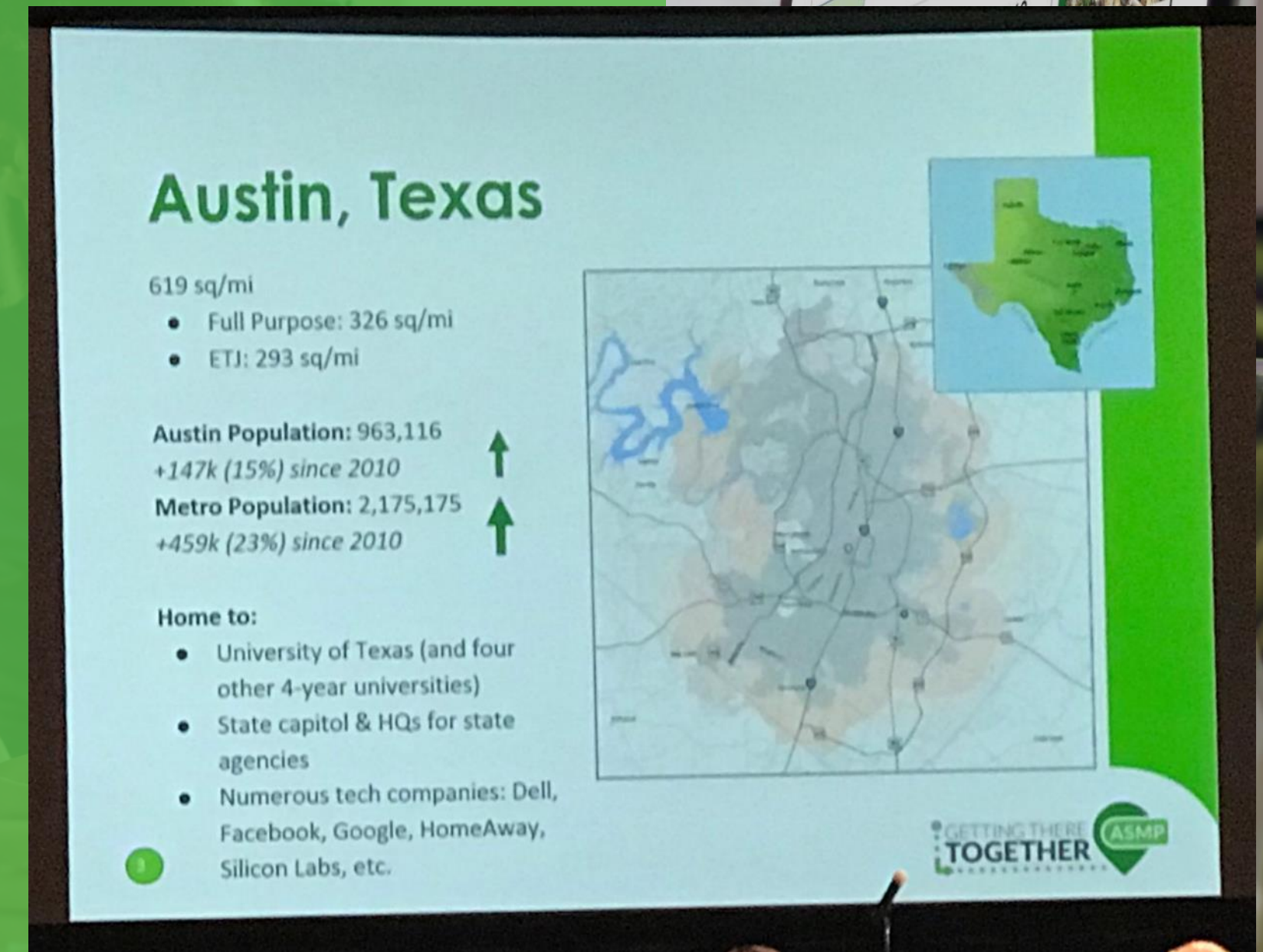
Liane Miller, AICP  
Project Coordinator, Transportation Department  
City of Austin



Cheyenne Krause  
Public Information Specialist Sr.  
City of Austin



Mitchell Lloyd  
Transportation Planner / Public Engagement Specialist  
City of Austin





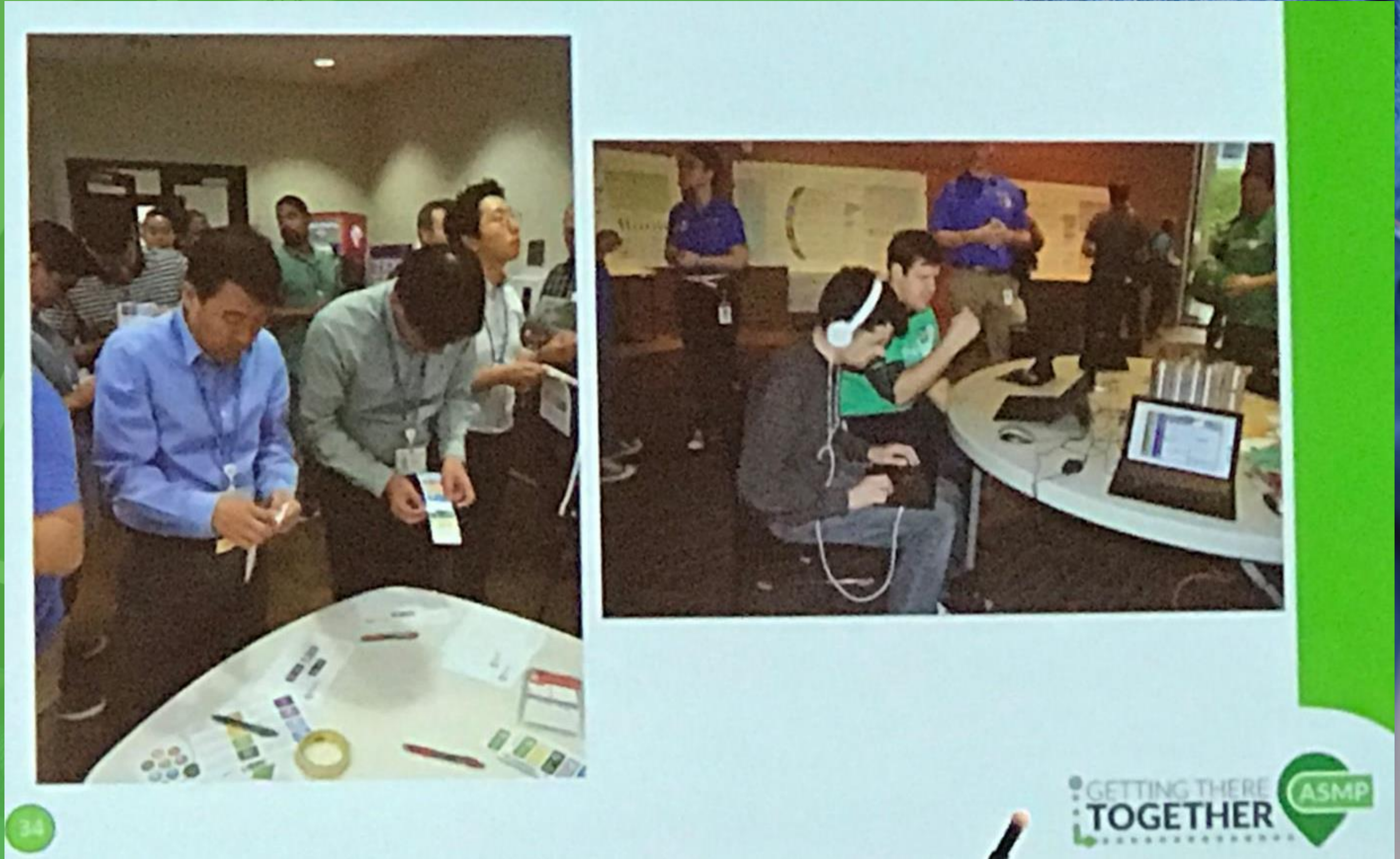




# Solution #3: Go Online in a Structured Way









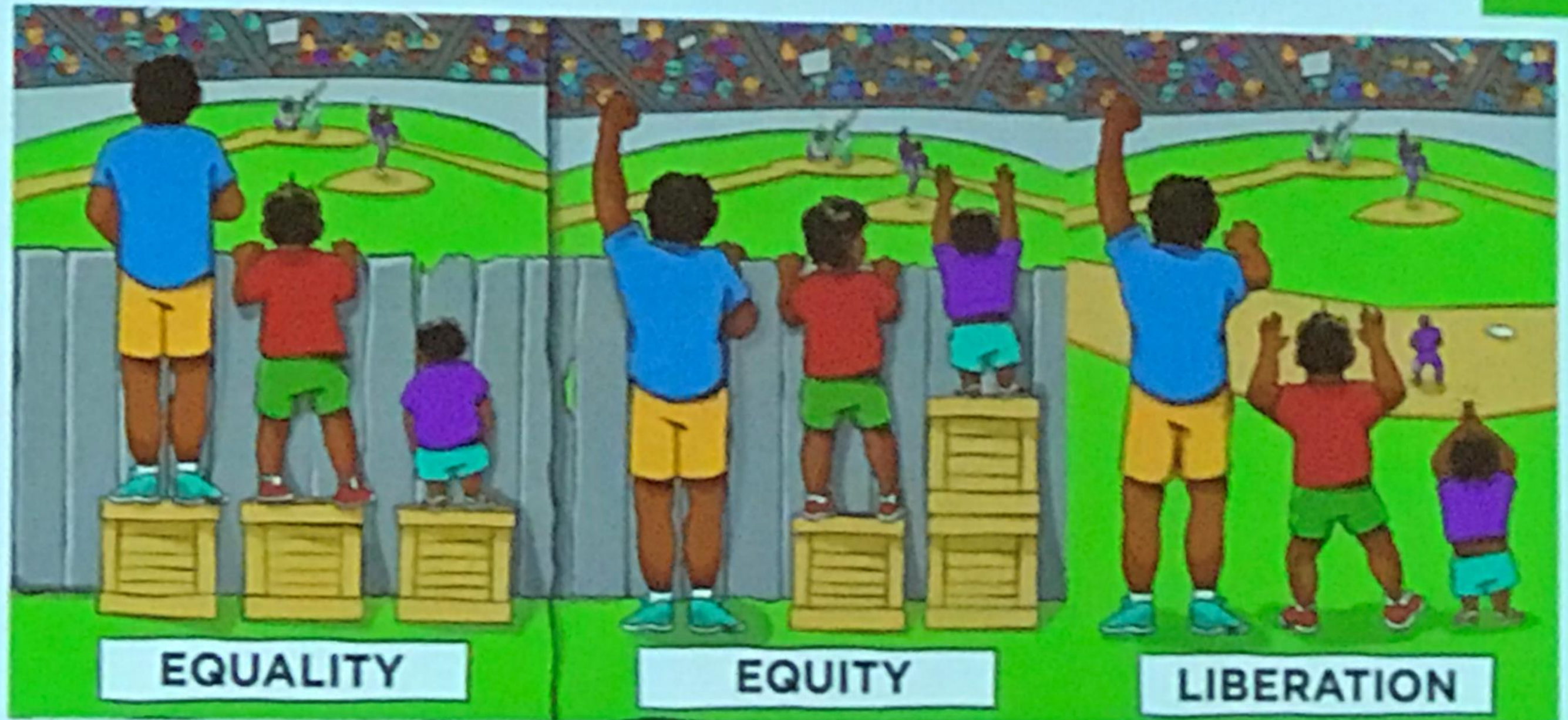


# Solution # 4: Focus on Equity as a Core Mission

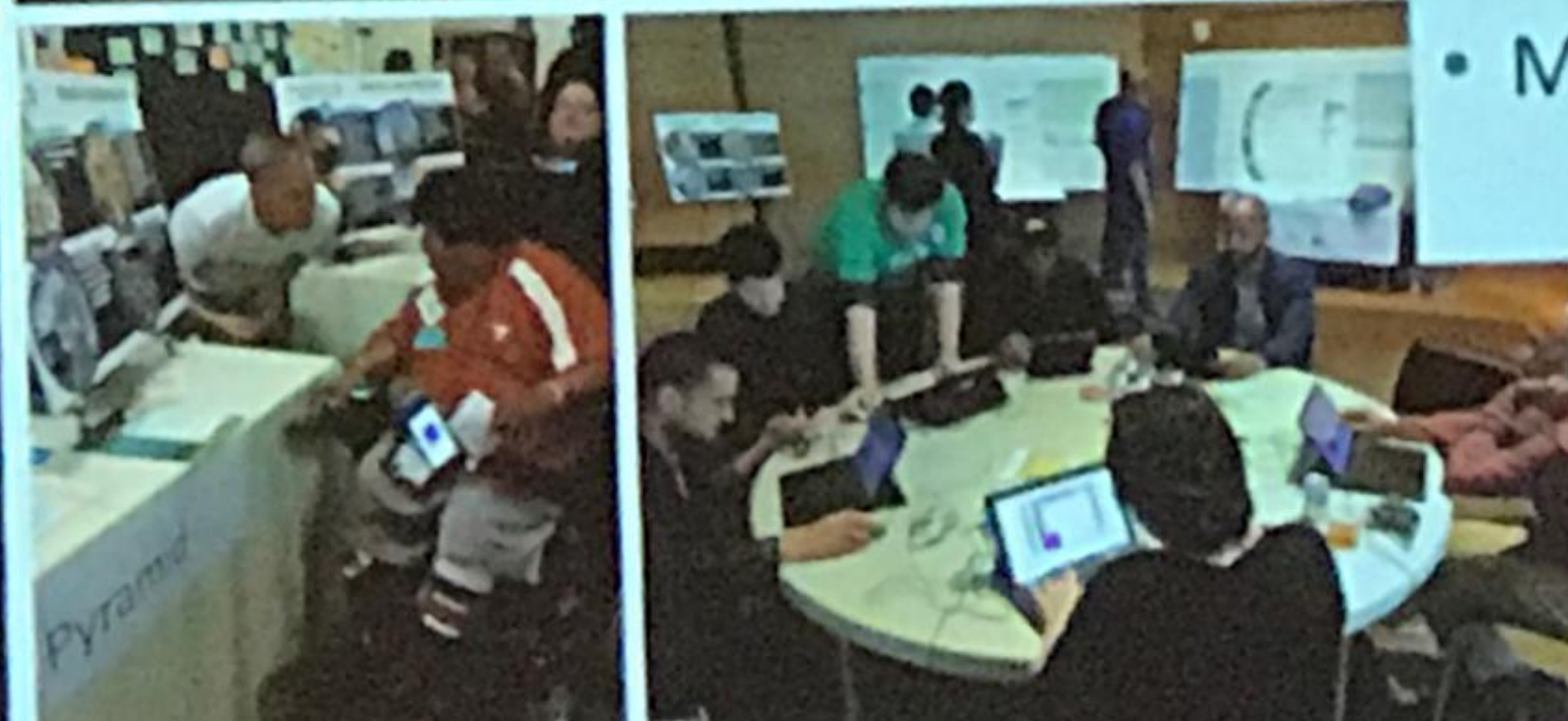
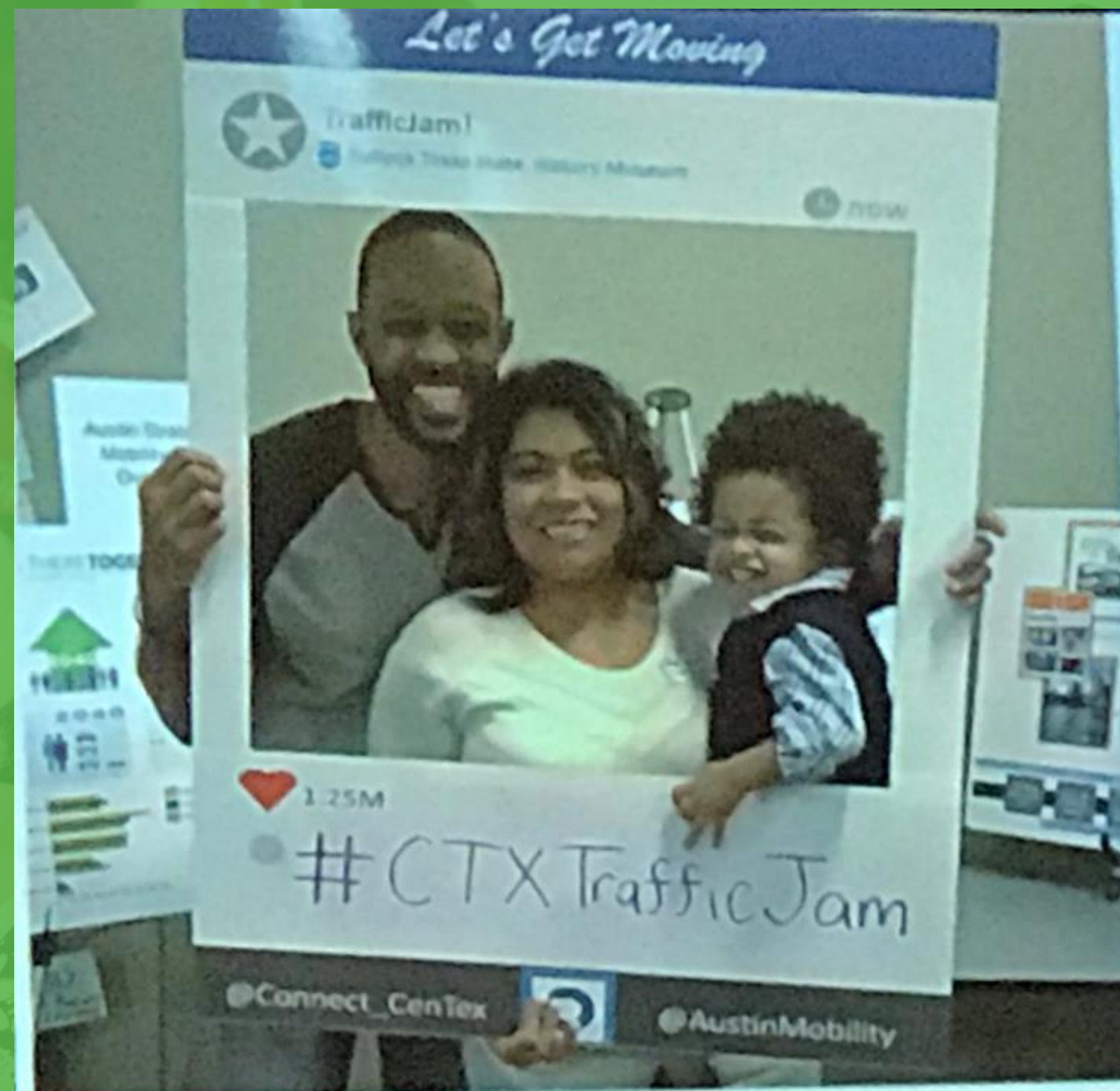




# Work to be Equitable







# Traffic Jams

- Community-wide events
- Hands-on activities, interaction w/technical staff
- Kid-friendly, translation staff on hand
- Partners - demonstrates coordination
- Music, food





# Community & Partner Events

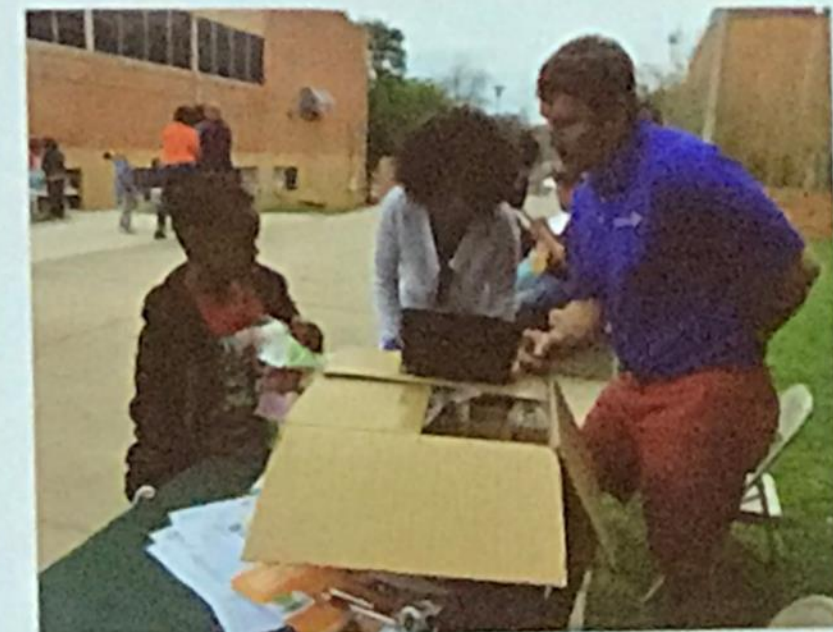
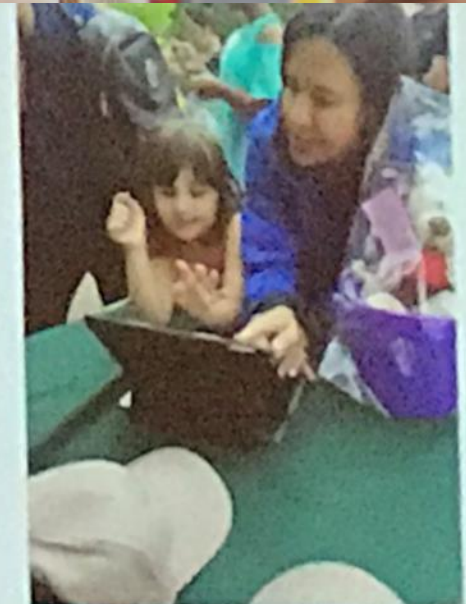
- Target events with a lot of foot traffic  
Farmers' markets, cultural events/celebrations, topical events/celebrations (Earth Day), etc.
- Focus on target audience that's not likely to come across your materials in other ways
- Be flexible and react as things change
- Coordinated with community leaders to get their recommendations

18

# Community & Partner Events

- Seek out new events
- Team up with other initiatives
- Enlist helpers to avoid burnout

29



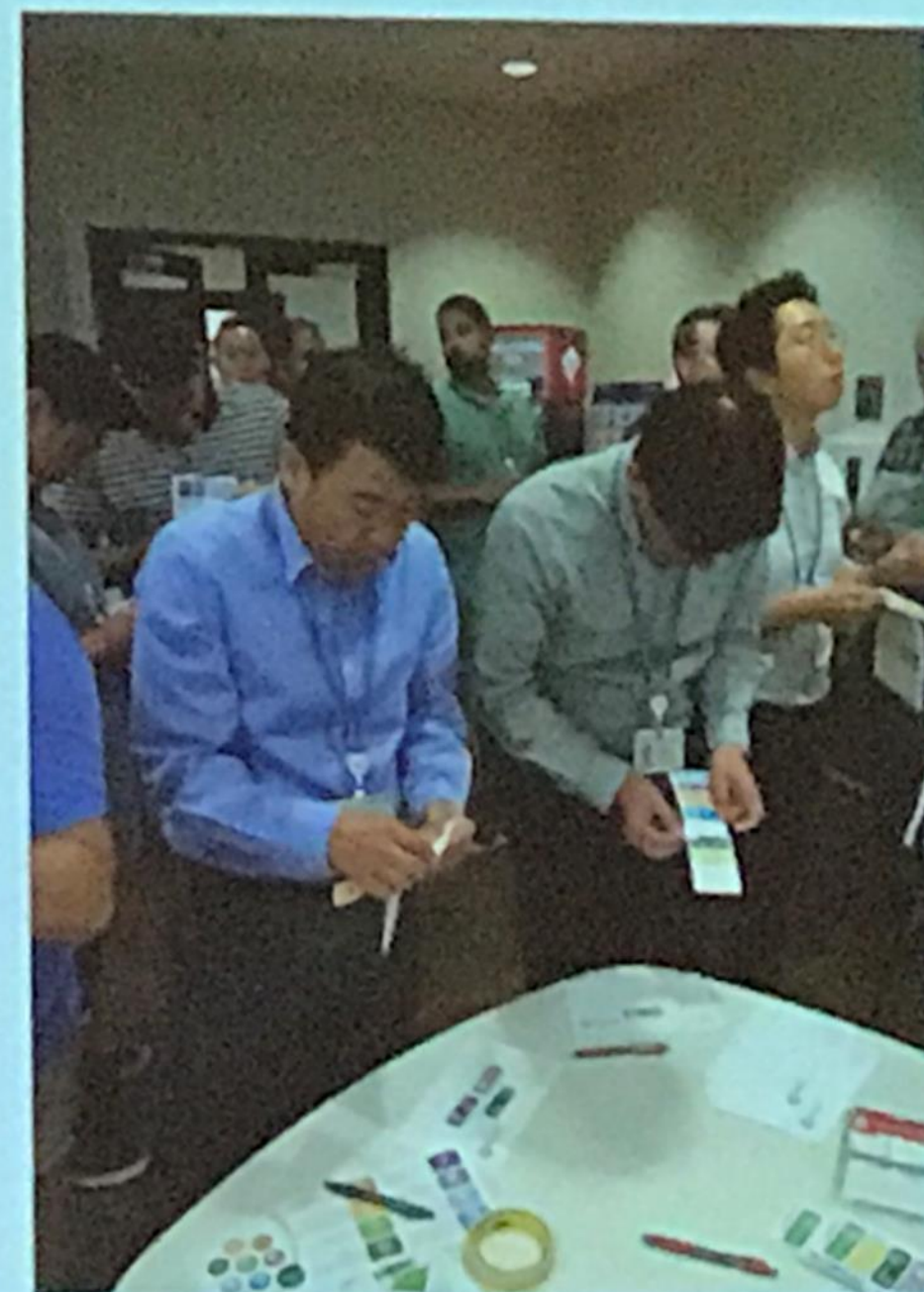




# Employer-Based Engagement

Purpose: Breaking down barriers by engaging with people where they are, by partnering with local industry

- **In Phase 1**, focused on identifying employers who employ target audiences
- **In Phase 2**, focused on identifying employers who we knew





# Solution #5: Deal Proactively with Conflict







Deborah Munkberg, AICP  
Senior Planner  
Kirkland, WA



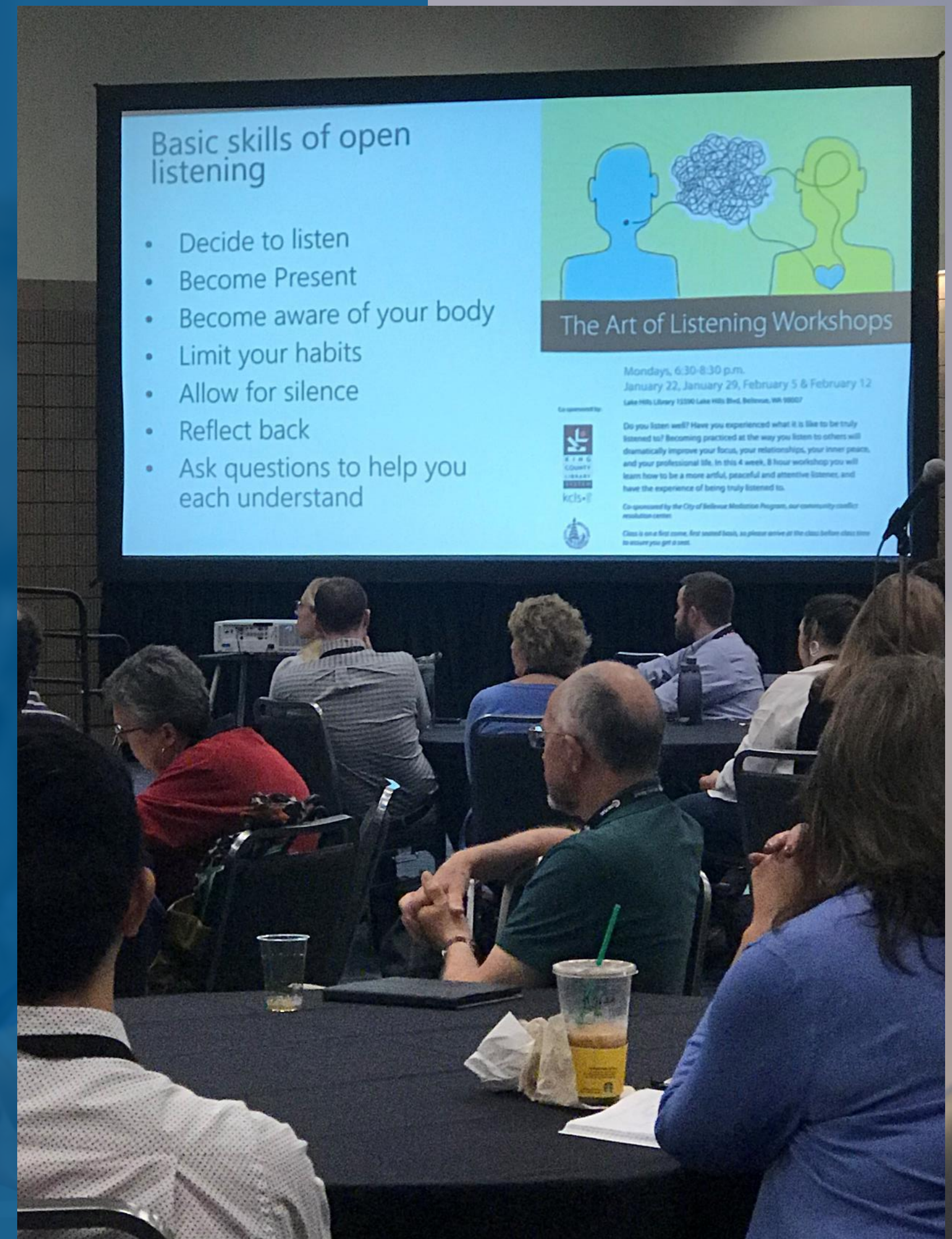
Marcia D. McReynolds  
City of Bellevue  
Bellevue, WA



Mike McCormick Huentelman  
City of Bellevue  
Bellevue, WA



Carol Ross  
Community Relations Coordinator  
Bellevue, WA



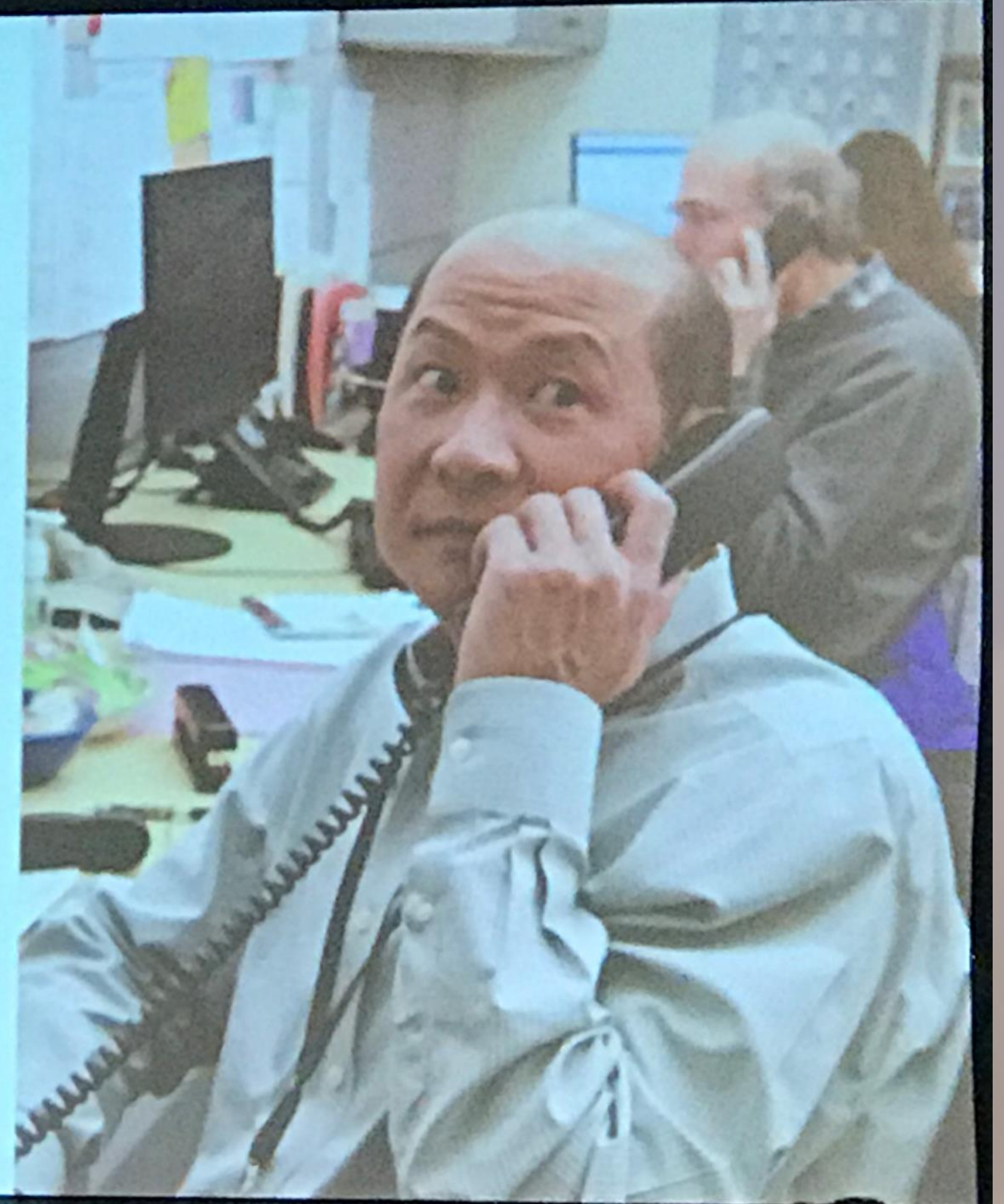




## Conflict Resolution Center

*Increase the problem solving  
capacity of the community of  
Bellevue.*

Conflict Coaching  
Conciliation  
Mediation  
Group Facilitation  
Community Training





# Challenges

1. More  
Complex

2. More  
Emotional

3. More  
Diverse





# Solutions

1. Go to Them

2. Focus on Actionable Results

3. Go Online in a Structured Way

4. Focus on Equity as a Core Mission

5. Deal Proactively with Conflict







# Public Engagement Gone Wild?



# Taming Tactics!

How long will it  
take me to get to  
work in 2050?



---

Facebook

## FACEBOOK ADMITS IT MIGHT BE POISONING DEMOCRACY

---

As user trust tumbles, tech giants are forced into a risky gamble.

Last week, Apple C.E.O. **Tim Cook**, whose company is inching towards a trillion-dollar market valuation, told a crowd at **Harlow College in Essex, England**, that he's leery of social media's effects on younger generations. "I don't have a kid, but I have a nephew that I put some boundaries on," he said, adding, "There are some things that I won't allow; I don't want them on a social network." He went on to say that he does not "believe in overuse [of technology] . . . I'm not a person that says we've achieved success if you're using it all the time." With the exception of **some early employees**, there's been relatively minimal public hand-wringing over the possibility that Facebook and other social-media platforms could have a net negative impact on society—a question that is so far unresolved. But users' eroding trust has spurred them to grapple with the issue, gambling that the appearance of transparency will counteract any damage done to their bottom lines.







43:17 / 2:06:35











# Tips for Success!

---

1. Role of the Public
2. Ensuring Diversity
3. Engagement Tools
4. Audience Definition
5. Leveraging Partners
6. External Communication
7. Defining Success
8. Process Design
9. Facilitation Techniques







**Dave Biggs**

Chief Engagement Officer  
MetroQuest



**Michelle Nance**

Planning Director  
Centralina COG



**Stephen Stansbery**

Vice President  
Kimley-Horn & Associates







1

# Role of the public

- ✓ Set clear expectations (why are we here?)
- ✓ Educate public on how their opinion (good + bad) makes a difference





# 2

# Ensuring Diversity

- ✓ Go to non-traditional locations for engagement at different times of day
- ✓ Provide childcare / kid engagement at public meetings



# 3

## Engagement Tools

- ✓ Make use of public survey on web to balance & reinforce public meeting results
- ✓ Use visual simulations/scenarios. People often imagine the worst when feeling opposed/negative





# 4

# Audience Definition

- ✓ Know who decision makers will be listening to – the informal cabinet
- ✓ Redefine types of stakeholders and assumptions about those groups



A smiling woman with glasses and a grey cardigan is the central focus, looking towards the camera. In the background, several other people are seated at a table, engaged in conversation. The setting appears to be a modern, casual meeting space with a brick wall.

# 5

# Leveraging Partners

- ✓ Develop key messages with partners and have partners carry the message
- ✓ Educate community organizations about controversial topics
- ✓ Ensure they're informed and have the facts before misinformation spreads



# 6

# External Communication

- ✓ Make a clear connection between the ideas generated in the public participation process and the plan goals
- ✓ Continuous engagement (beyond a single plan or policy)



# 7

# Defining Success

- ✓ Consider the past
- ✓ Do not aim for/or ask for consensus



A background image showing three people in a meeting. A man with short brown hair and a beard, wearing a brown sweater over a striped shirt, is looking towards the right. Behind him, a woman with dark hair and glasses is also looking right. In the foreground, a woman with long red hair is looking towards the left. The scene is set in a modern office with a white lamp visible in the top left corner.

# 8

# Process Design

- ✓ Identify your resources prior to the planning process and design the process to respond to engagement goals
- ✓ Ensure that the engagement data informs decisions and that the volume and diversity of collected information increases confidence





# 9

# Facilitation Techniques

- ✓ Interactive Exercises: keeps people focused and ensures all voices are heard
- ✓ Listen and don't be afraid to say, "thank you for your comment"



# FREE eBook

---

## Taming Tactics for Public Engagement Gone Wild

- Co-authored by APA planners
- Key success factors
- Tips & best practices
- We will email you a PDF copy!



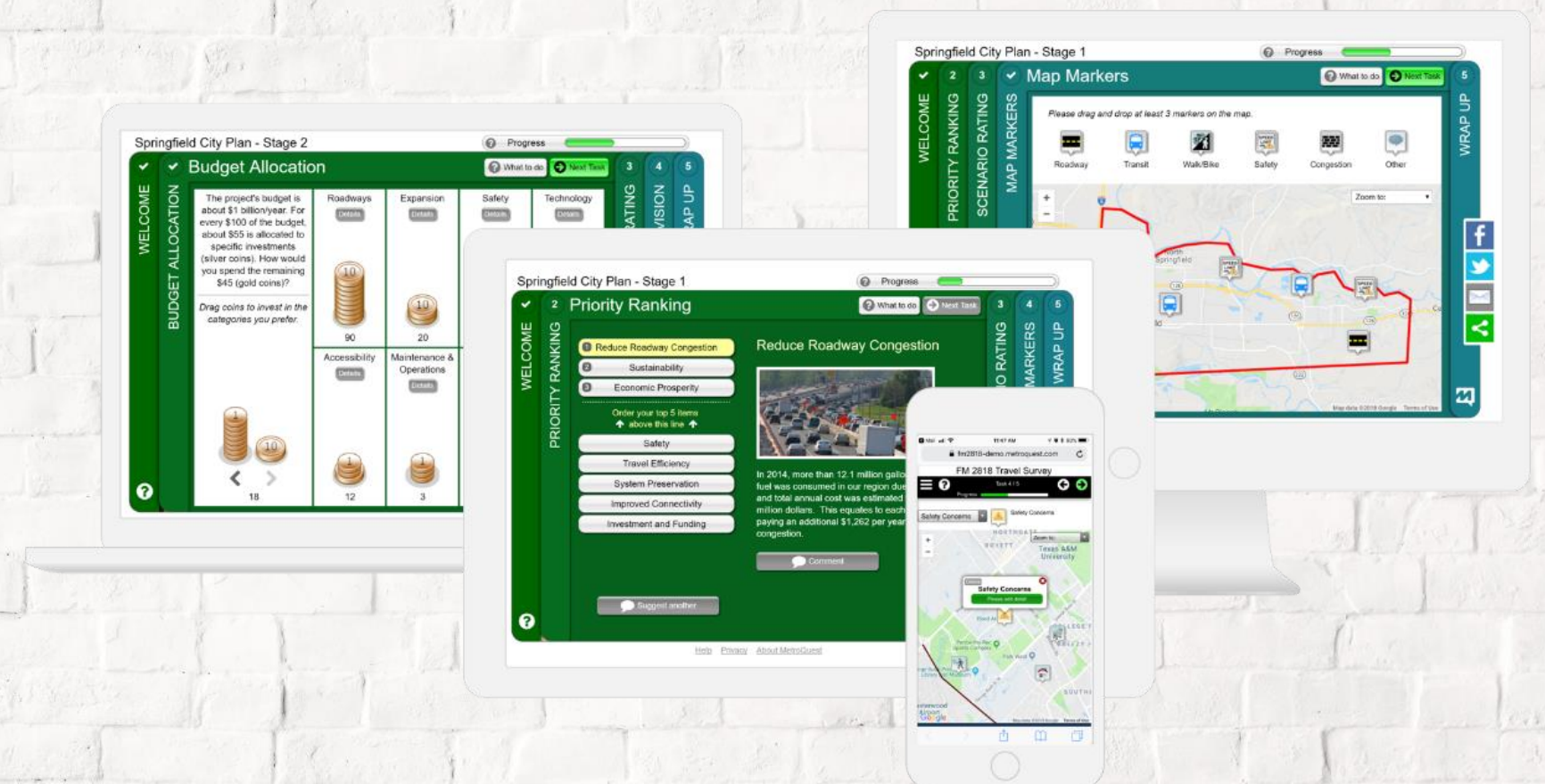
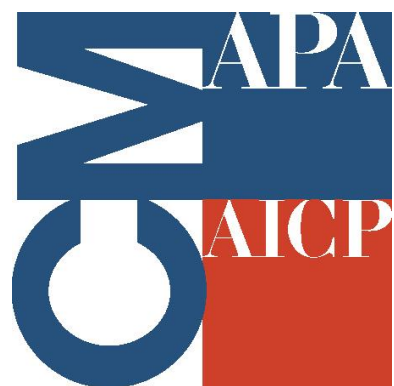
*Taming Tactics for  
Public Engagement Gone Wild*



# Next Webinar: 2 pm EDT May 23<sup>rd</sup>

## Optimizing Online Engagement with MetroQuest

- Get an inside look at MetroQuest
- Discover how to engage 1000s online
- Find out how to collect informed input
- Learn how to achieve extraordinary results





# Select MetroQuest Customers

## State Agencies



## Local Agencies



## Consulting Firms







Poll: What additional information  
would be helpful?





# Live Q&A



**Dave Biggs**

Chief Engagement Officer  
MetroQuest



**Michelle Nance**

Planning Director  
Centralina COG



**Stephen Stansbery**

Vice President  
Kimley-Horn & Associates



# Thank you for participating!

AICP CM: <https://planning.org/events/course/9149173/>

