



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

**STRONG ROOTS.
BIG PLANS.**



WIRELESS ACCESS

Network ID: APA2018

Password: NPC18

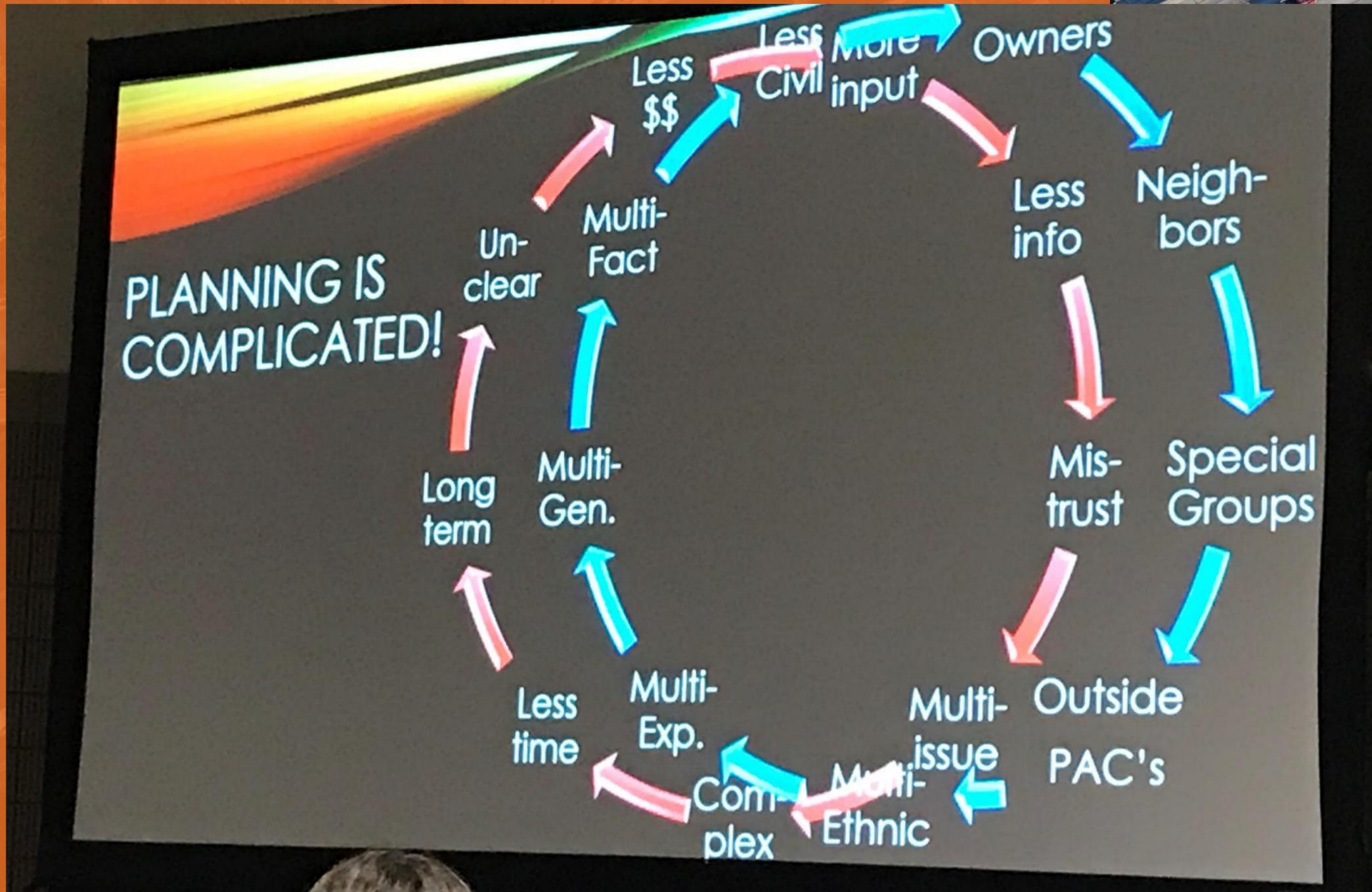
NPC18

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?

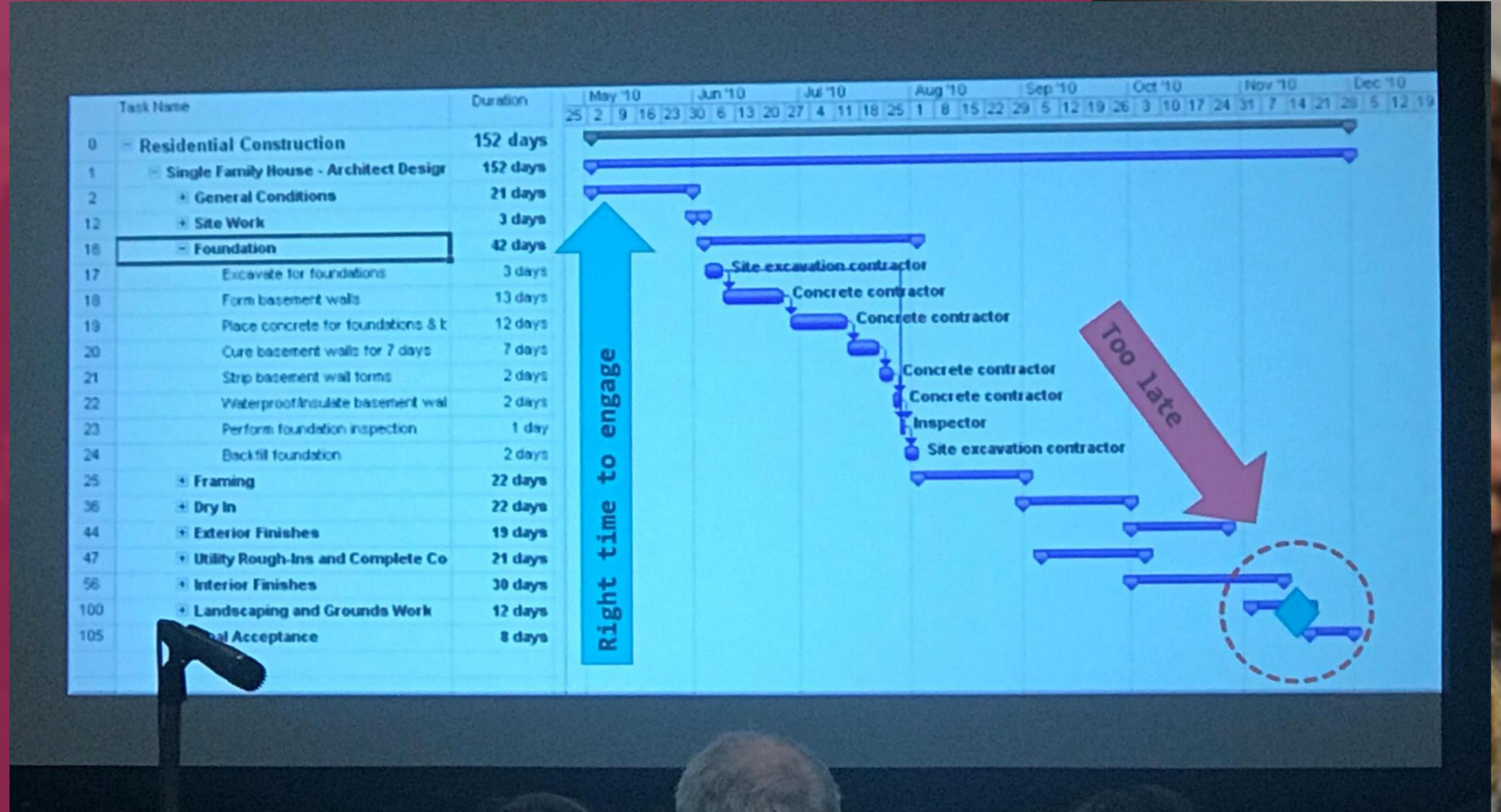
Public engagement involves the public in problem-solving or decision-making and uses public input to make the decision.

- Two things must be present:
1. A decision to be made
 2. Opportunity for influence

Source: P2



Tanya M. Zwahlen & Susan R. Hopkins

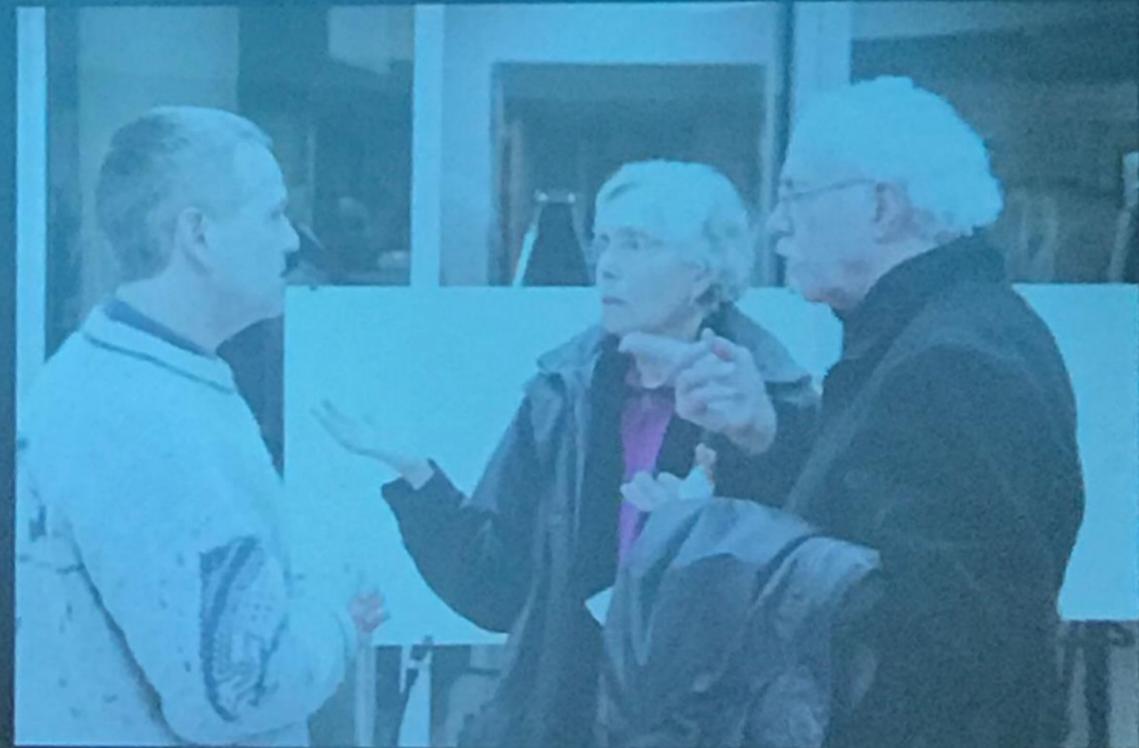


Tanya M. Zwahlen & Susan R. Hopkins



What Drives Outrage?

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

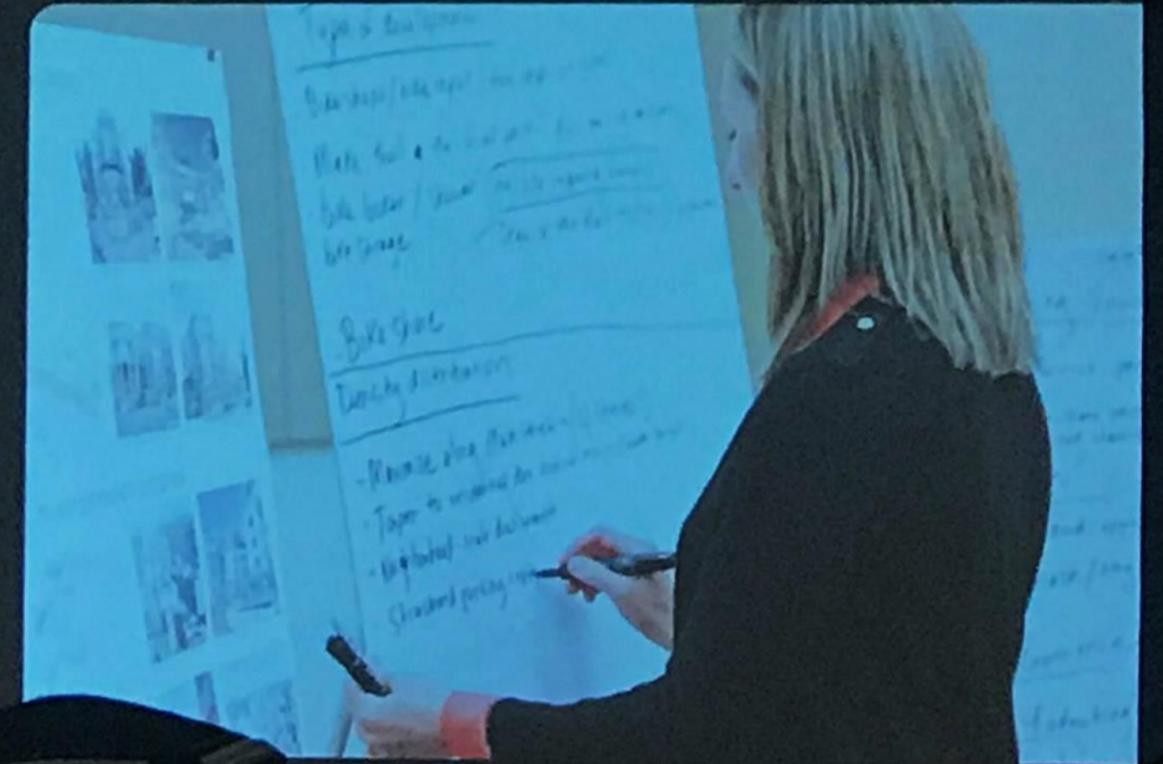


Tanya M. Zwahlen & Susan R. Hopkins



Acknowledge Emotion

- 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

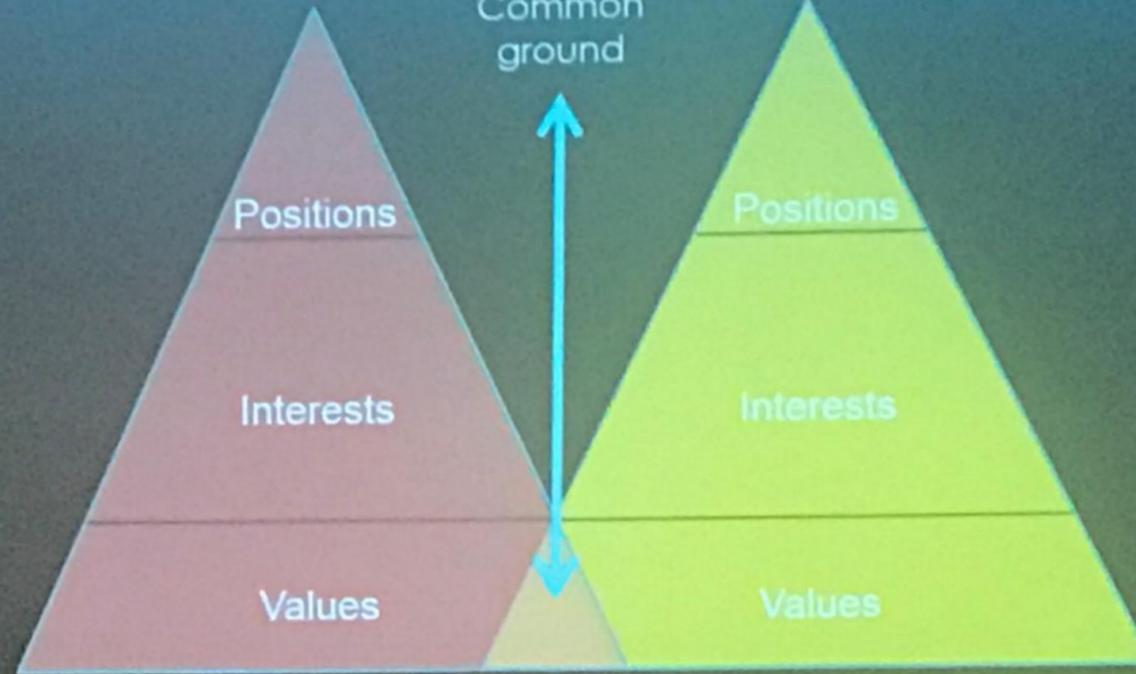


Values-Based Dialogue

Position: No additional lane

Interest: Endangered bat that nests in trees along existing roadway

Value: Environmental quality



Position: Supports additional travel lane

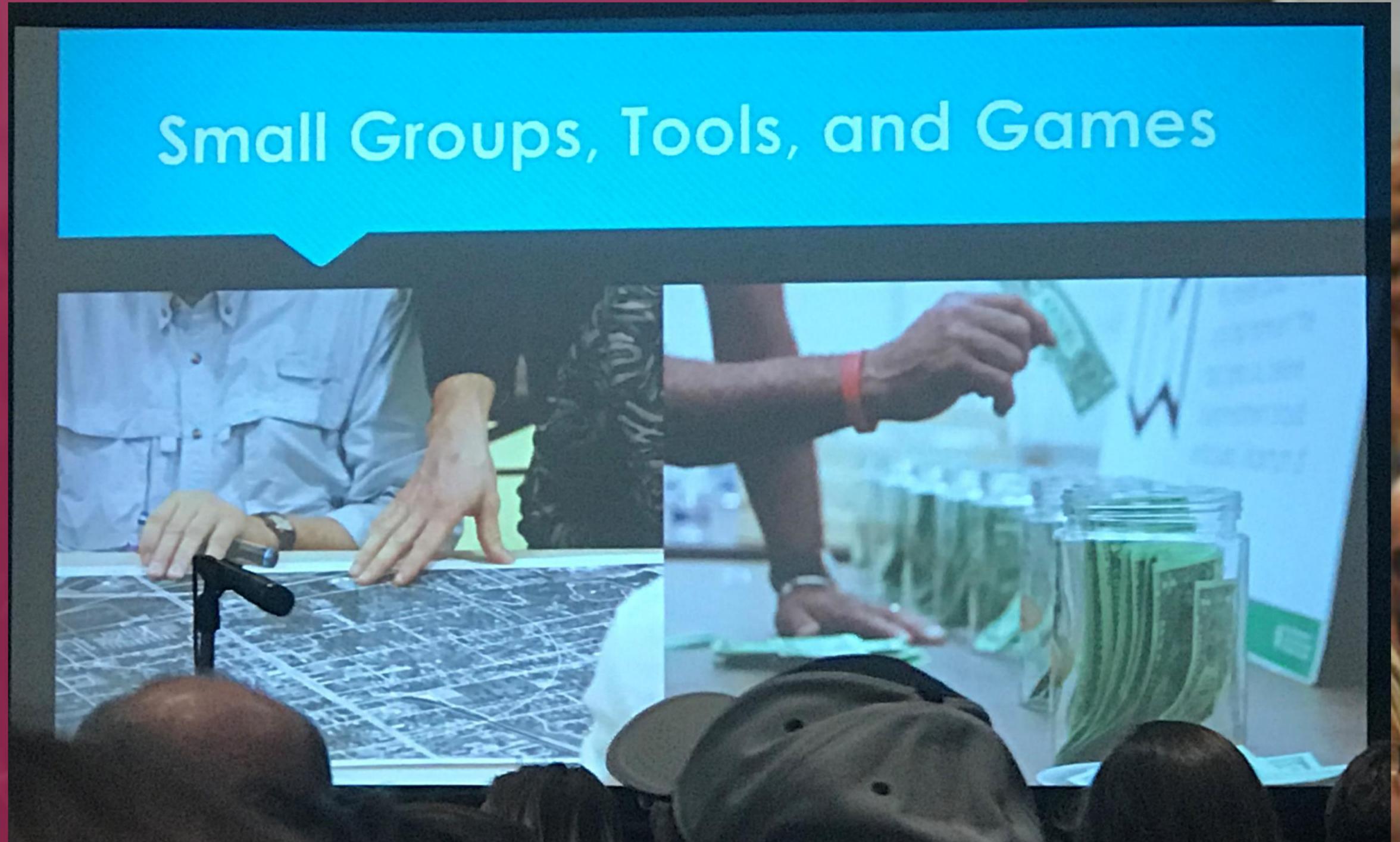
Interest: Making it easy to access downtown businesses

Value: Economic prosperity

Source: IAP2



Tanya M. Zwahlen & Susan R. Hopkins





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?

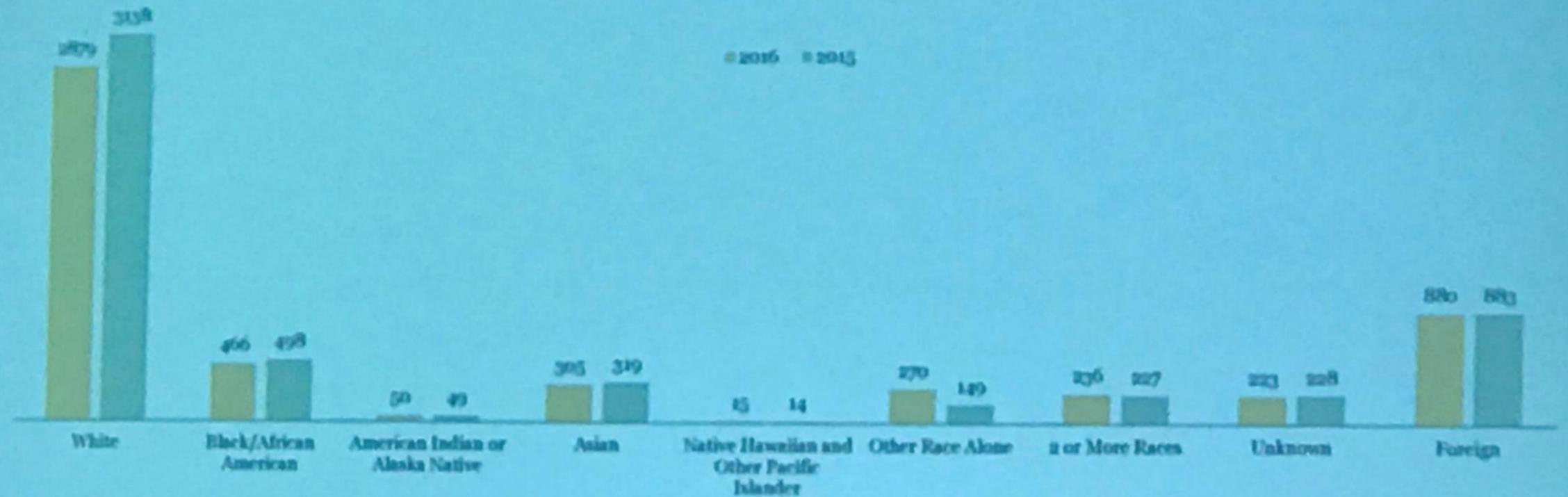
- According to a 2013 survey, 16% of APA members identify as racial minorities; 3% - Latino (Owens, 2015)
- In 2016, Non-Latino White accounted for 61% of all Urban Planning graduates (Department of Education)
- Latino – 14%, Asian – 8.1%, African-American – 7.9%
- Most major cities are majority minority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

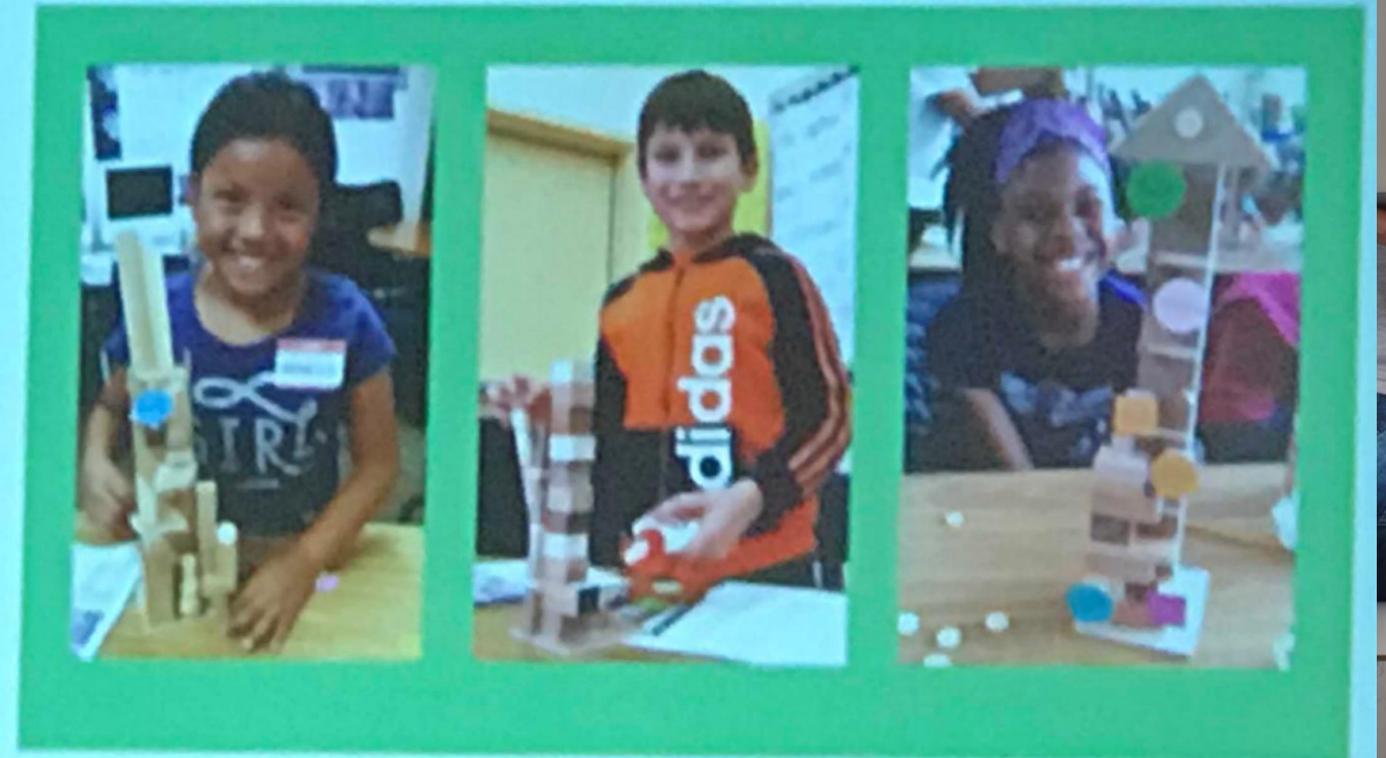
Total student enrollment presented; for 2016 and 2015 include 75 accredited programs (70 graduate and 15 undergraduate)





Missing Pipeline

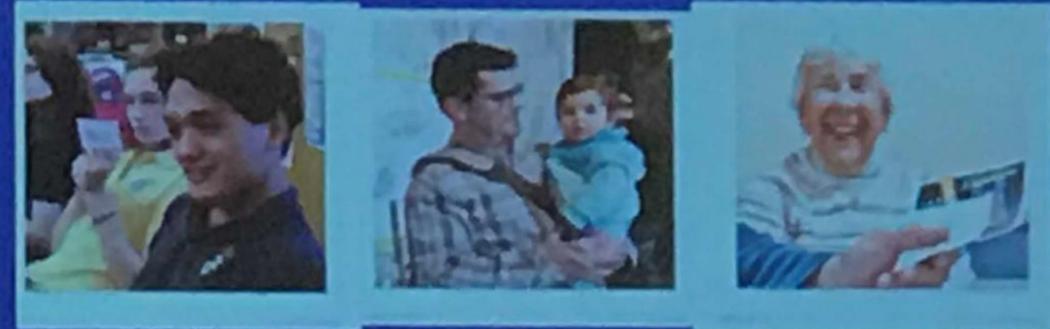
- Lack of Latino/a/x Urban Planners, African-American Planners
- Lack of Exposure in High School, Middle School





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

on the table
your voice matters.

1:22 / 2:20

CC HD

A video player interface showing a meeting scene. The video title is "On The Table 2017 Wrap Video". The video content shows a group of people sitting around a table in a meeting room, engaged in discussion. A large blue circular logo with a white speech bubble icon 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 controls at the bottom show a play button, a progress bar at 1:22 / 2:20, and icons for closed captions (CC) and high definition (HD).

Solution #2: Focus on Actionable Results

Solution #2: Focus on Actionable Results





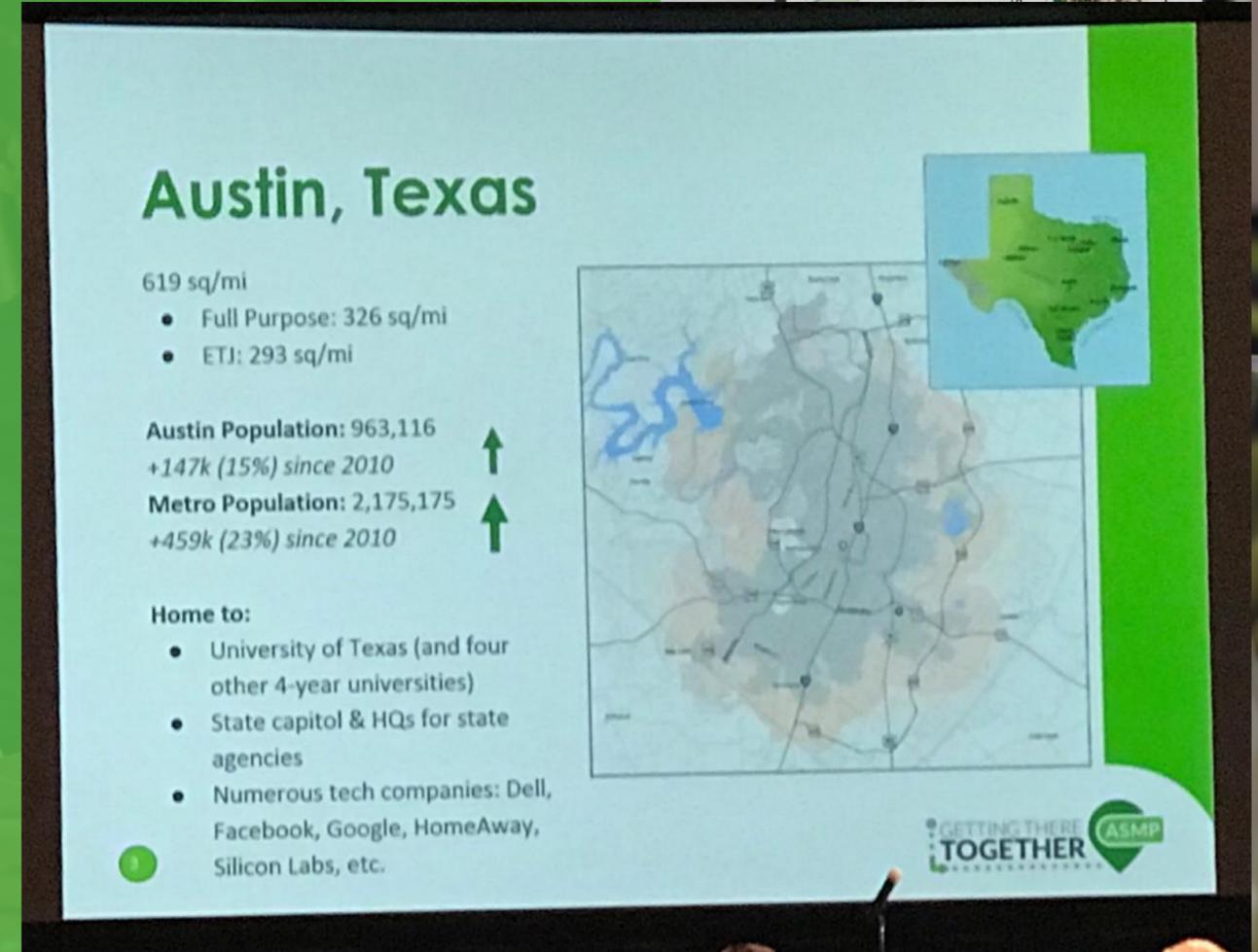
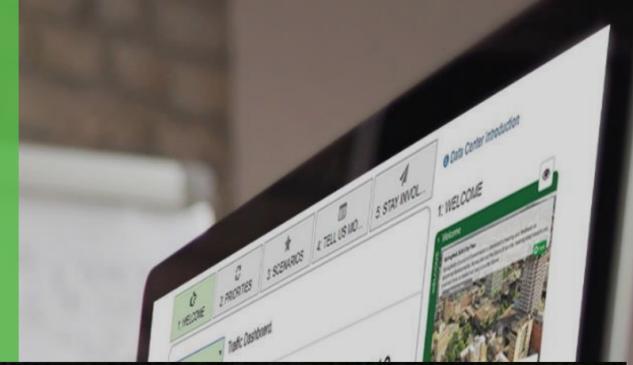
Liane Miller, AICP
Project Coordinator, Transportation Department
City of Austin



Cheyenne Krause
Public Information Specialist Sr.
City of Austin



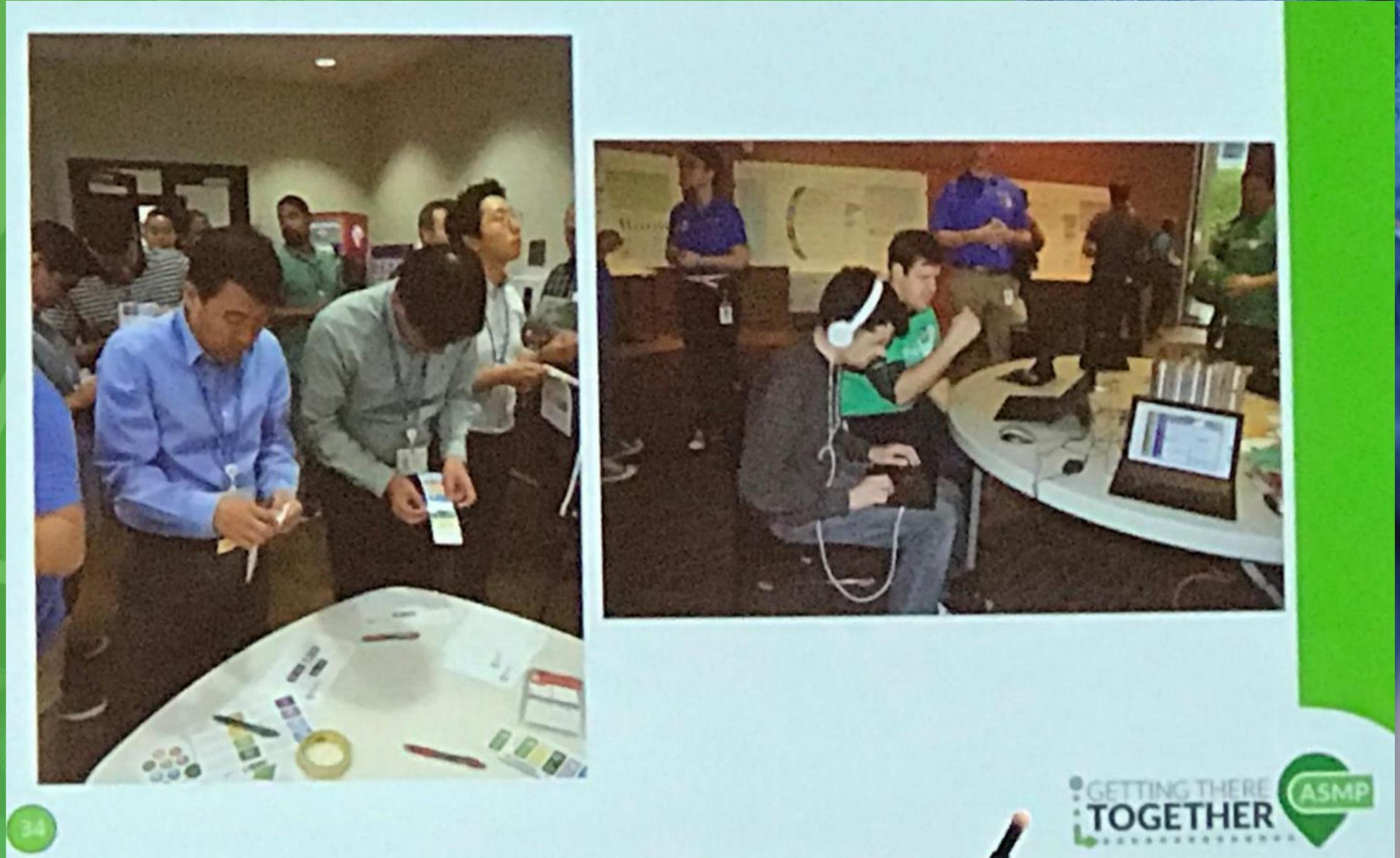
Mitchell Lloyd
Transportation Planner / Public Engagement Specialist
City of Austin





Solution #3: Go Online in a Structured Way



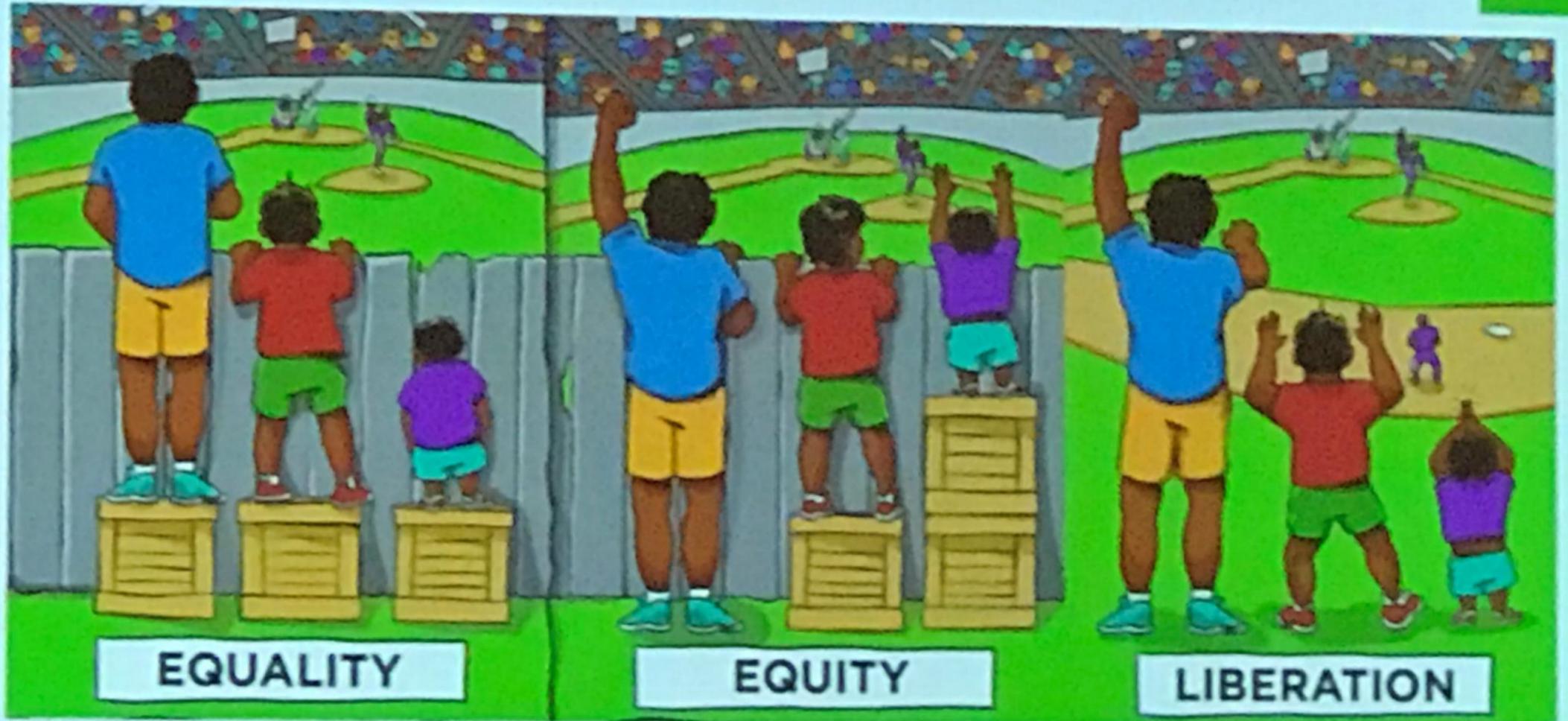


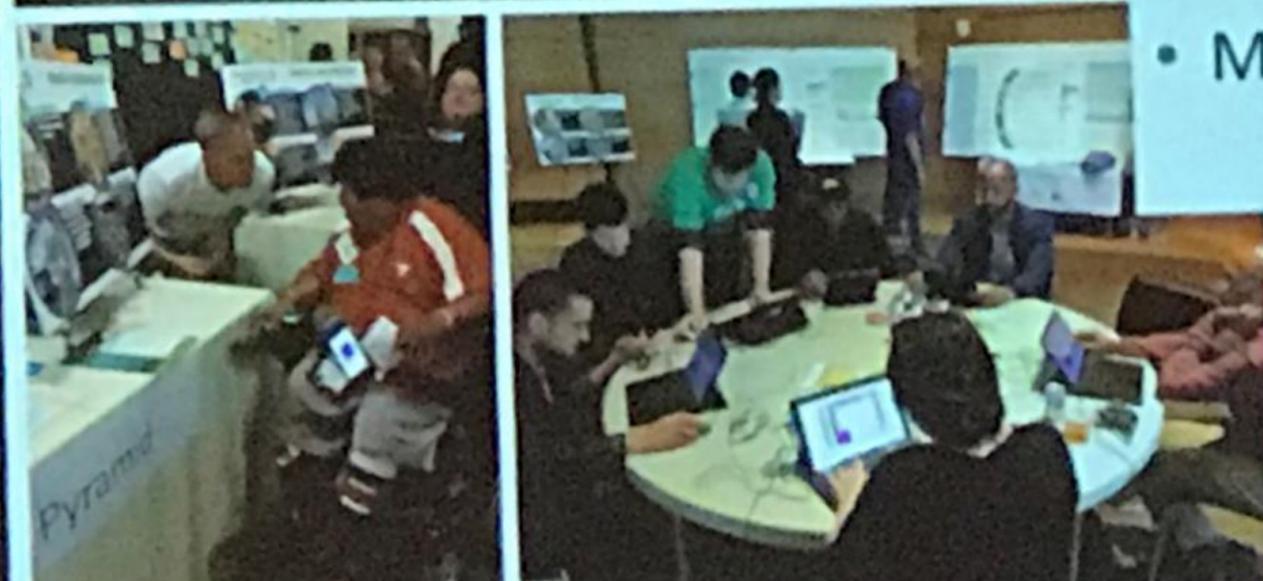


Solution # 4: Focus on Equity as a Core Mission



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

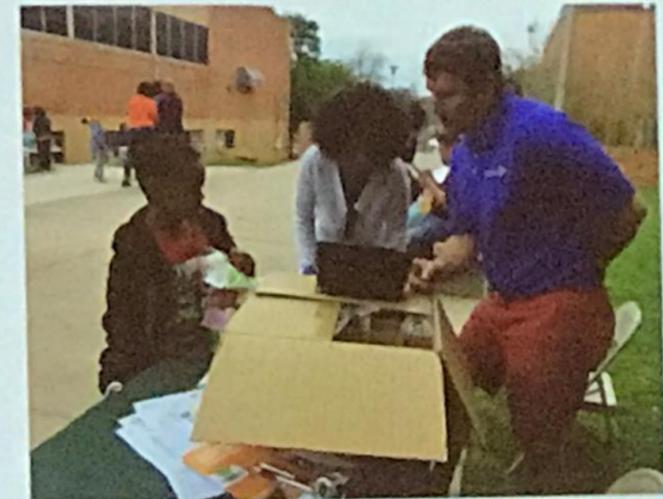
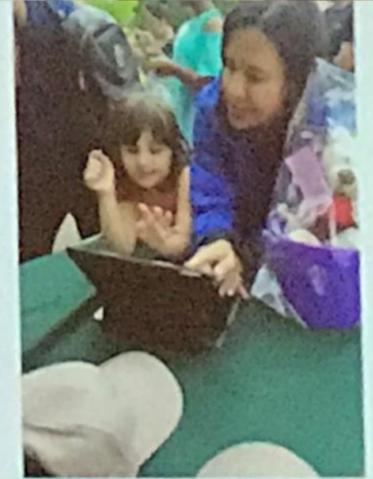
- Target events with a lot of foot traffic
Farmers' markets, cultural events/celebrations, topical events/celebrations (Earth Day), etc.
- Focus on target audience that's not likely to come across your materials in other ways
- Be flexible and react as things change
- Coordinated with community leaders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

18



Community & Partner Events

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



29

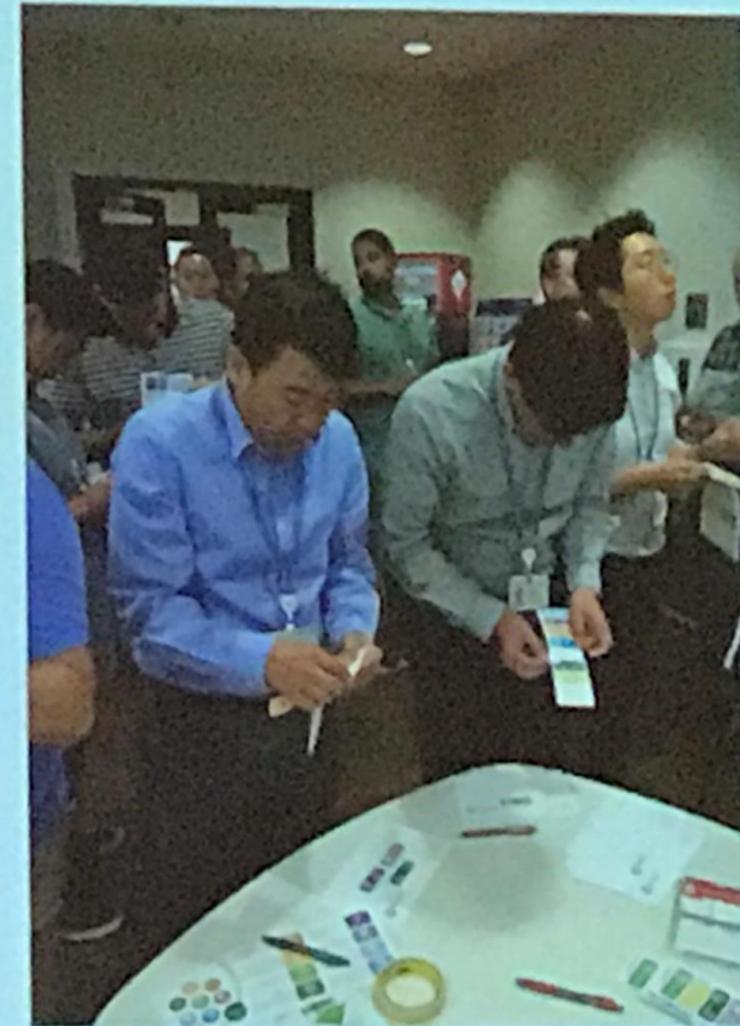




Employer-Based Engagement

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



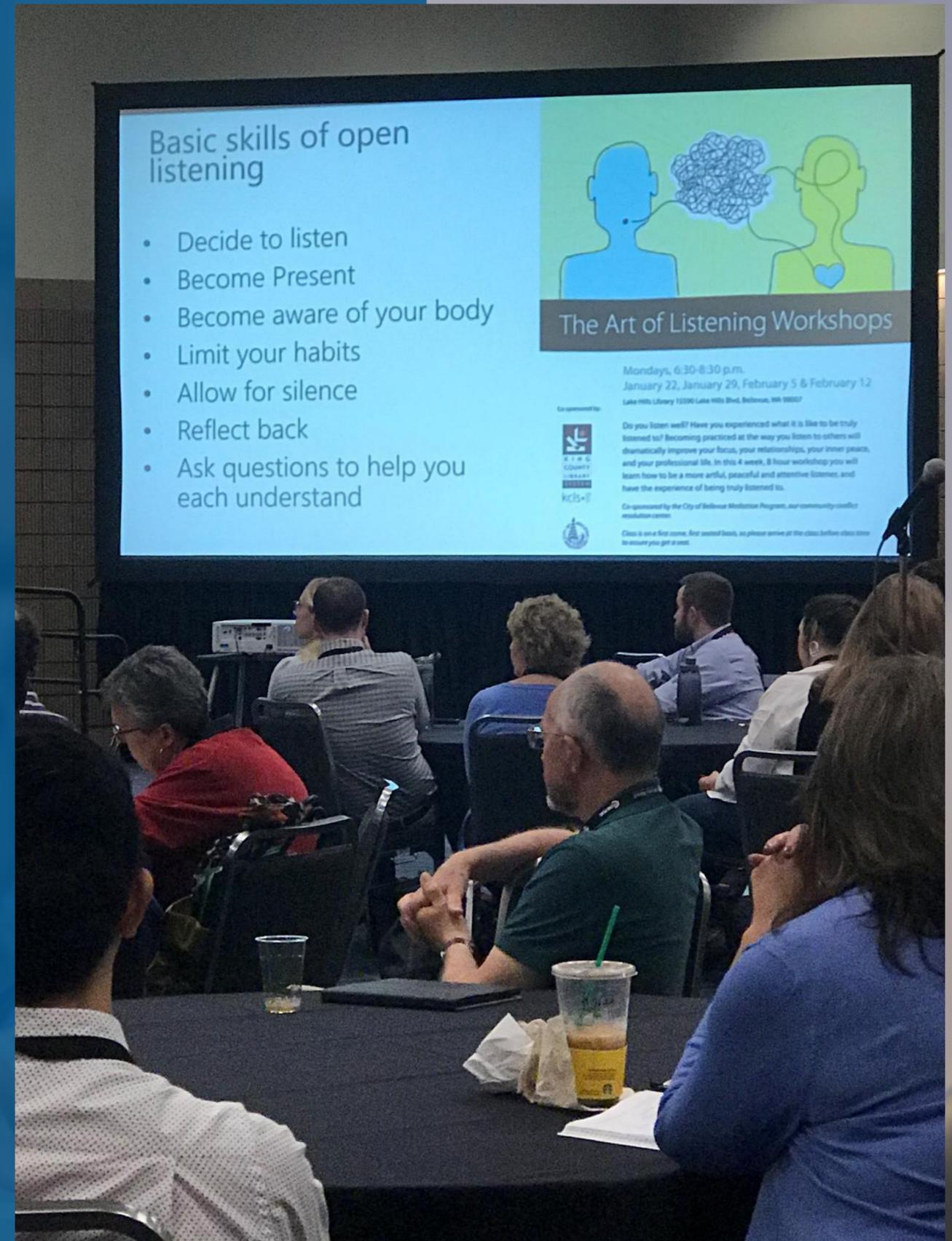
Marcia D. McReynolds
City of Bellevue
Bellevue, WA



Mike McCormick Huentelman
City of Bellevue
Bellevue, WA



Carol Ross
Community Relations Coordinator
Bellevue, WA

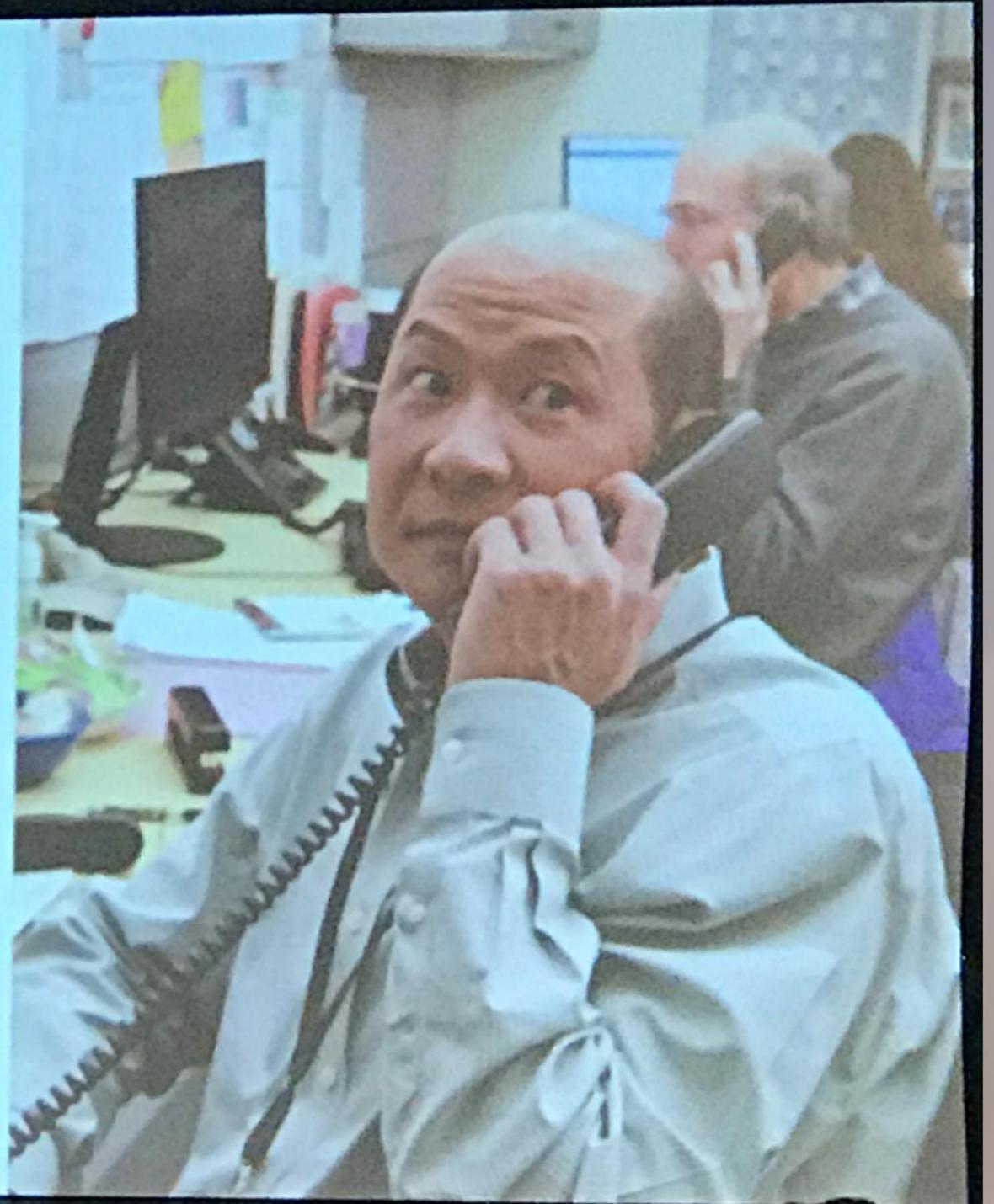




Conflict Resolution Center

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.



HighPoint Summit



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 woman with glasses and a grey cardigan is smiling and looking towards the camera. In the background, several other people are seated around a table in a meeting or workshop setting, some looking at laptops. The scene is brightly lit with a warm, indoor atmosphere.

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



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!

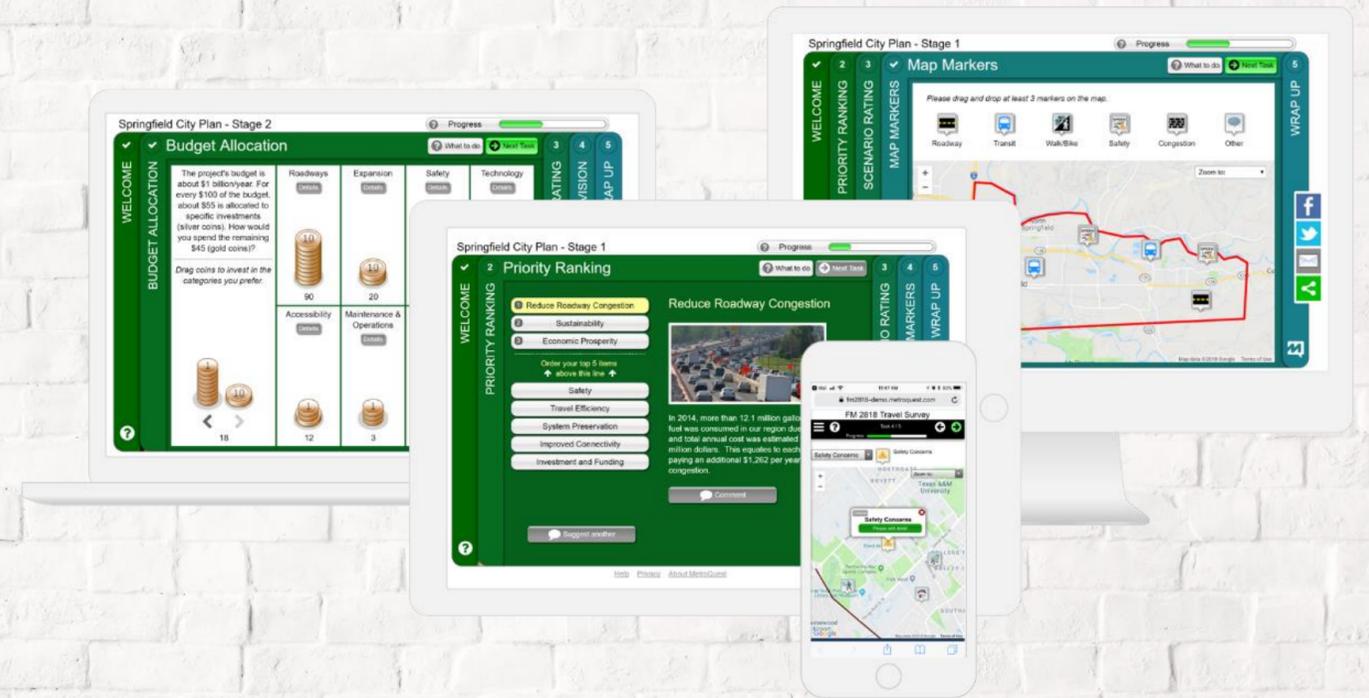


*Taming Tactics for
Public Engagement Gone Wild*

Next Webinar: 2 pm EDT May 23rd

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

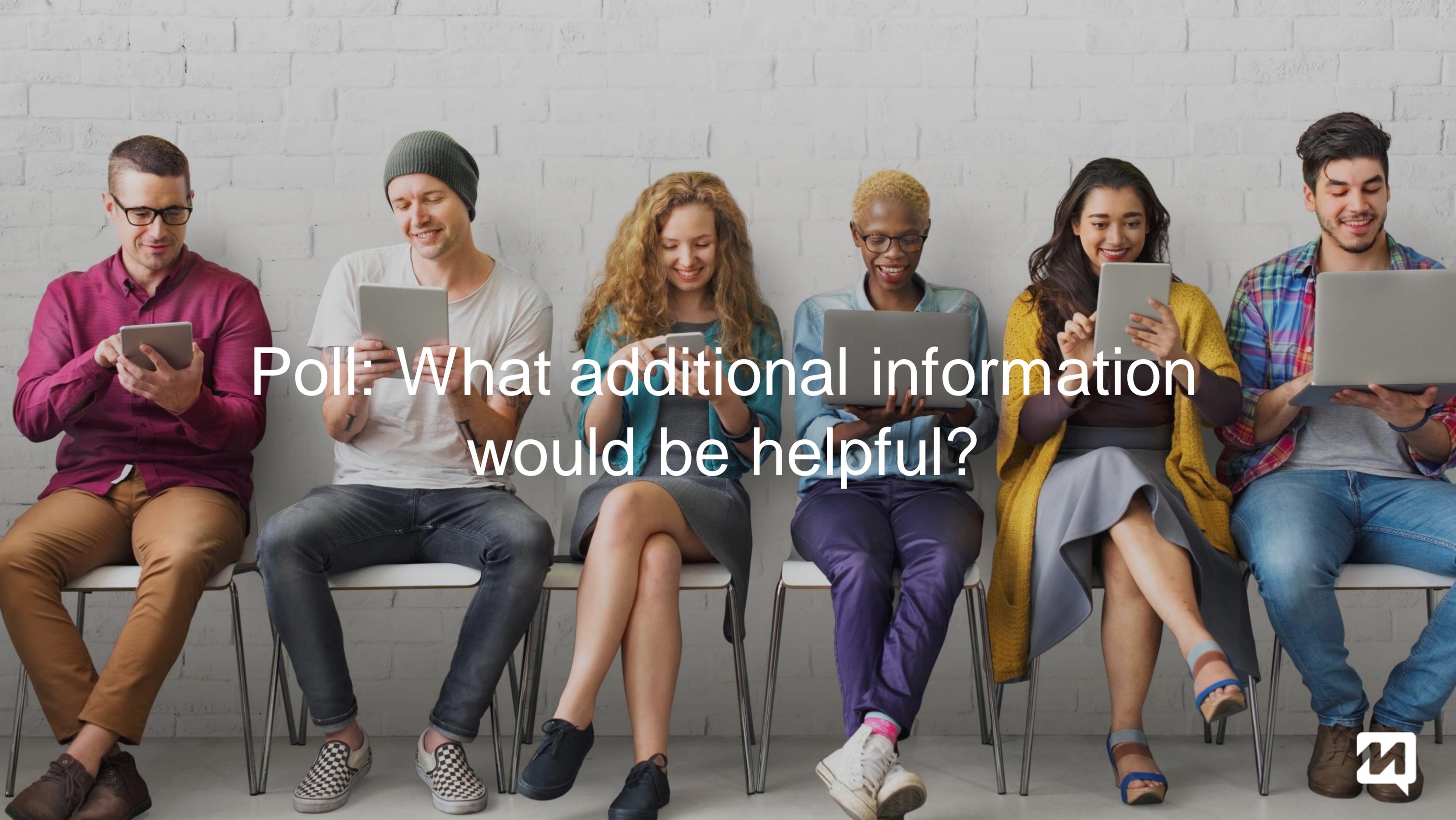


City of Rochester, NY



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/>

