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

League of California Cities
Virtual Annual Conference

Thursday, October 8, 2020

INSTITUTE FOR LOCAL GOVERNMENT℠

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

California Special
Districts Association
Districts Stronger Together

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

What Do We Mean by Public Engagement?

Civic Engagement	Public Information/Outreach	Marketing/Advertising	Public Engagement
Involvement in civic and political life of their community	One-way local government communication to inform – may be no-cost	Promotional messages disseminated across communication channels to inform – usually paid	A broad range of methods to inform ***and*** collect feedback

What is “Authentic” Public Engagement?

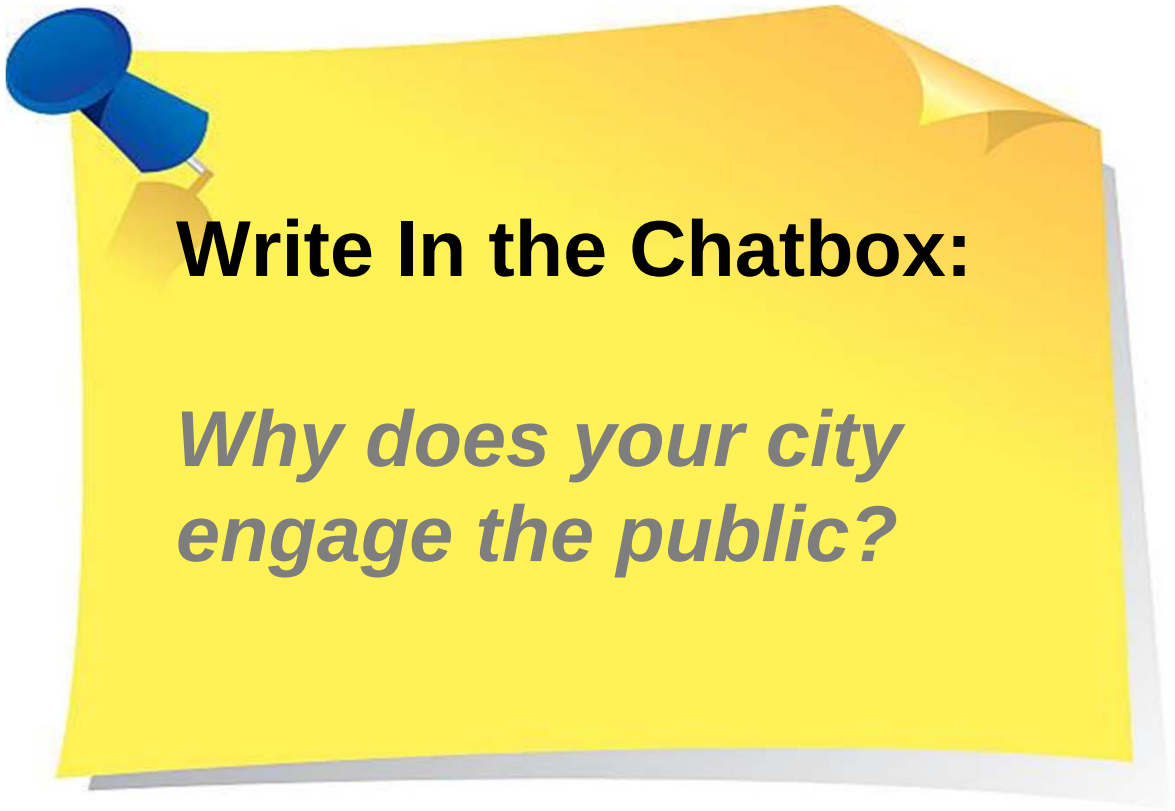
- **Inclusive**
- **Accessible**
- **Dialogue**
- **Culturally Competent**

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



City of San Jacinto

Robert Johnson
City Manager

What to do when In-Person Engagement Isn't Possible

Robert (Rob) Johnson
City Manager
City of San Jacinto

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October 8, 2020

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?
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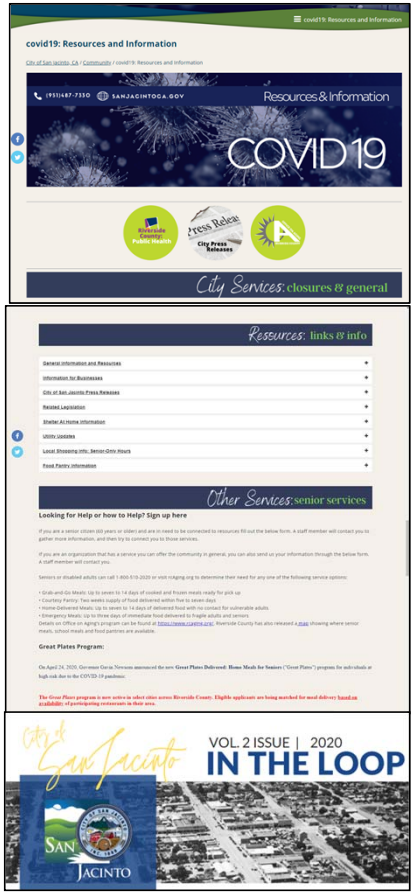
WHAT TO DO… SANJACINTOCA.GOV

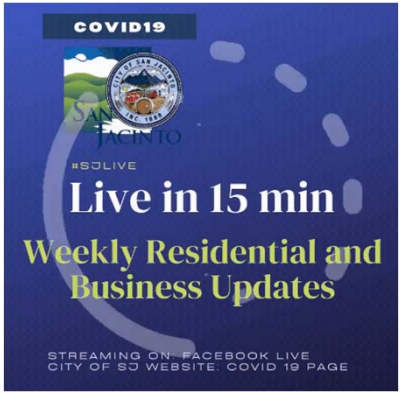
- USED COVID-19 TO LAUNCH NEW WAY TO ENGAGE COMMUNITY & CITY HALL …
  - ✓ *CREATED OWN CONTENT ENGLISH/SPANISH*
  - ✓ *GOAL TO BE THE INFO CENTER FOR COMMUNITY*
  - ✓ *CITY DEDICATED WEBPAGE TO COVID-19 RELATED INFO – DAILY*
  - ✓ *CREATED A SOCIAL MEDIA PLATFORM*
    - ✓ *FACEBOOK, TWITTER, INSTAGRAM, 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*

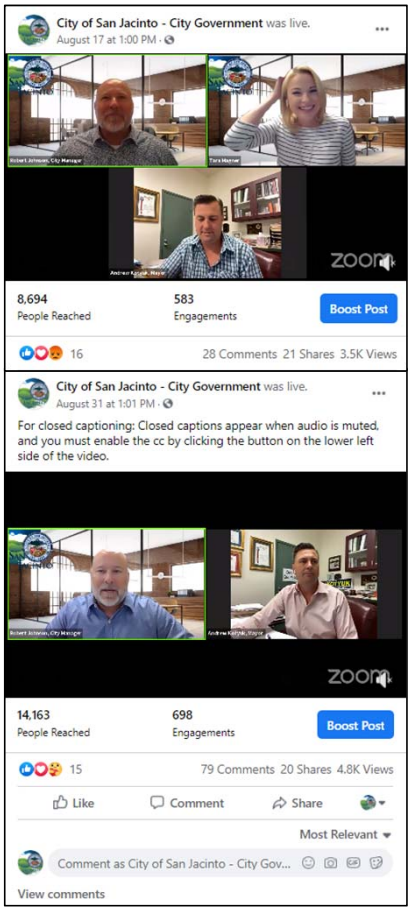


WHAT TO DO…

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*





WHAT TO DO…

"SAN JACINTO LIVE" STATISTICS PROVE SUCCESS – 3/19 – 9/15/2020

FBLive	Reach	Engage	Comment	Share	Views	Total Interactions
28@SJ Live	158,988	31,694	980	530	74,372	266,564
5@3ThingsTh	21,422	1,968	87	50	7,820	31,347
TOTALS	180,410	33,662	1,067	580	82,192	297,911

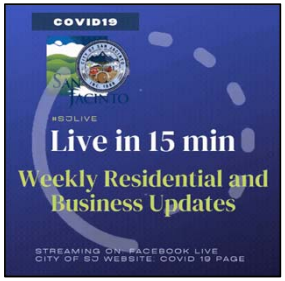
SOCIAL MEDIA PLATFORM GOALS

- *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 TO DO…

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*



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www.sanjacintoca.gov

citymanager@sanjacintoca.gov

951-487-7330

Q.
A.

City of Arcata

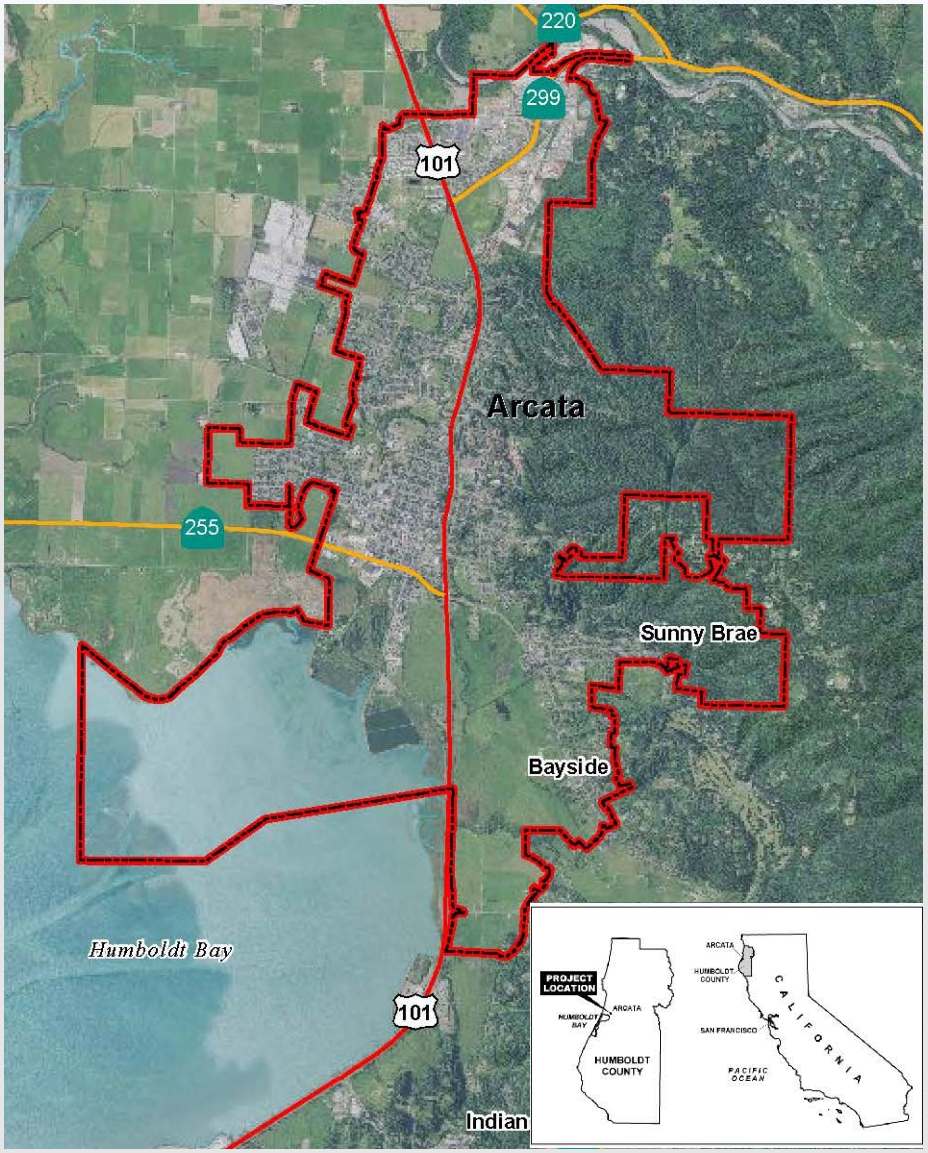
David Loya,
Community Development Director

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

ENGAGEMENT

Meaningful – Inclusive – Effective

Alex T. Paschal/apaschal@saukvalley.com

MAD RIVER UNION

PROOF OF PUBL

Continued

CITY OF ARCATA

NOTICE OF PUBLIC HEARING CITY OF ARCATA ZONING ADMINISTRATOR

August 20, 2020, at 2:00 p.m. teleconference by Zoom Video Communications.

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the City of Arcata will conduct a Public Hearing on Thursday, August 20, 2020, at 2:00 p.m. Consistent with Executive Orders N-25-20 and N-29-20 from the Executive Department of the State of California and the Humboldt County Public Health Officer's March 19, 2020, Shelter-in-Place 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/98437465181

Project Description: The applicants propose 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 3 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 vacant. The site lies within the Cannabis Innovation Zone-Area One.

Project Location: 5550 West End Road, Arcata

Assessor's Parcel Number: 507-251-020

Application Type: Minor Subdivision-4 of fewer parcels

Property Owner/Applicants: Axel Properties, LLC

Agent: David Crivelli, Points West Surveying

Date of application: February 26, 2020

File Number: 190-027-SUB

Zoning/ General Plan: Industrial Limited (I-L)

Coastal Zone: Not located in the Coastal Zone.

Environmental: Proposed California Environmental Quality Act Exemption, Class 15: Minor Land Divisions. §15315.

NOTICE IS FURTHER GIVEN that the information regarding the proposed project and environmental determination may be reviewed at the Community Development Department at Arcata City Hall, 736 F St, Arcata on 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 on 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. Comment may also be made in advance in writing.

NOTICE IS FURTHER GIVEN that this action is appealable to the Planning Commission. In compliance with §9.76.030 of the City's Land Use Code, any aggrieved person who, in person, in writing, or by representative, informed the City of their concerns at or before the hearing or decision may appeal a final action by the review authority. Appeals must be filed within 10 business days following the date of the action by filing an appeal, along with the applicable fee.

NOTICE IS FURTHER GIVEN that, pursuant to §1094.5 of the California Code of Civil Procedure, "If you challenge action on a pro project in cou may be limited only those is someone e the publi scribed or ir w dence hearn to, the If y ment regar plea of Ar velop – Dal Plame or drei org with citydarca Meeting fa cessible to disabilities. R accommodation be made in adva contacting the City at 707-822-5953.

8/5

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

B.C.		A.C.
Office Hours	Focus Group	Zoom
Auditoriums	Town Hall	Zoom
One-on-one	Pop up	Zoom
Tabling	Surveys	Zoom
Online/Paper	Experts	Zoom
Public hearings	Leaders	YouTube

Picture credit - Globus.co.uk

PIVOT

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

BOOST
City of Arcata
BOOST

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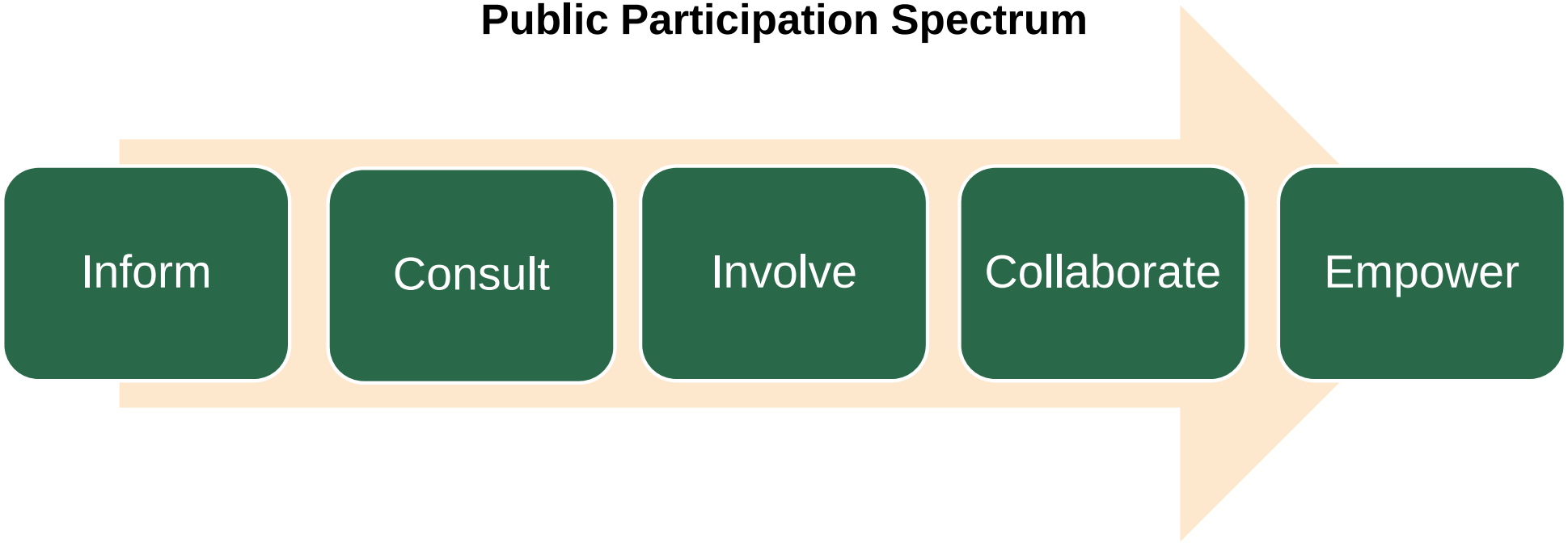
Institute for Local Government

Hanna Stelmakhovych,

Senior Program Coordinator

In-Person or Virtual – Clarify Your Engagement Goals

International Association of Public Participation (IAP2)
Public Participation Spectrum

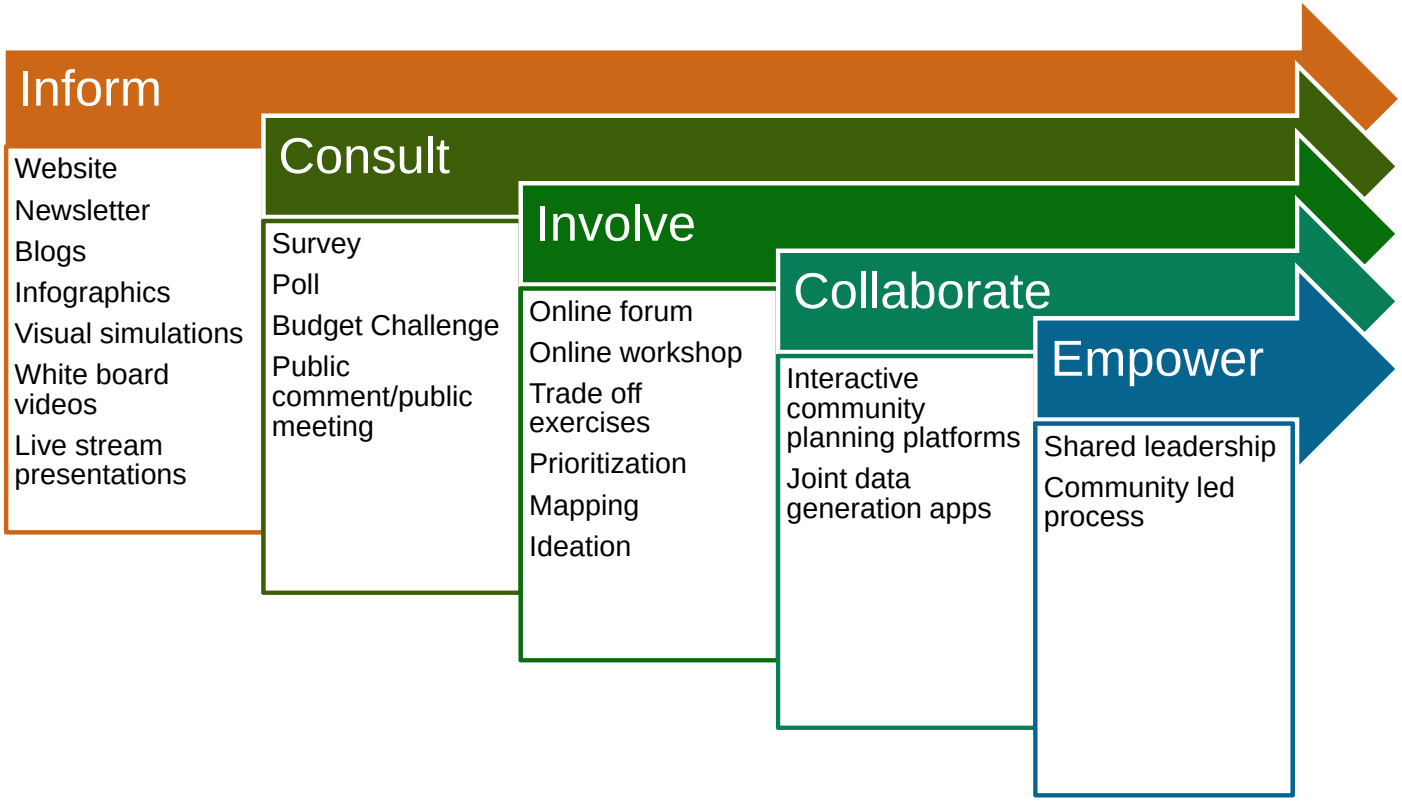


Source: https://iap2usa.org/

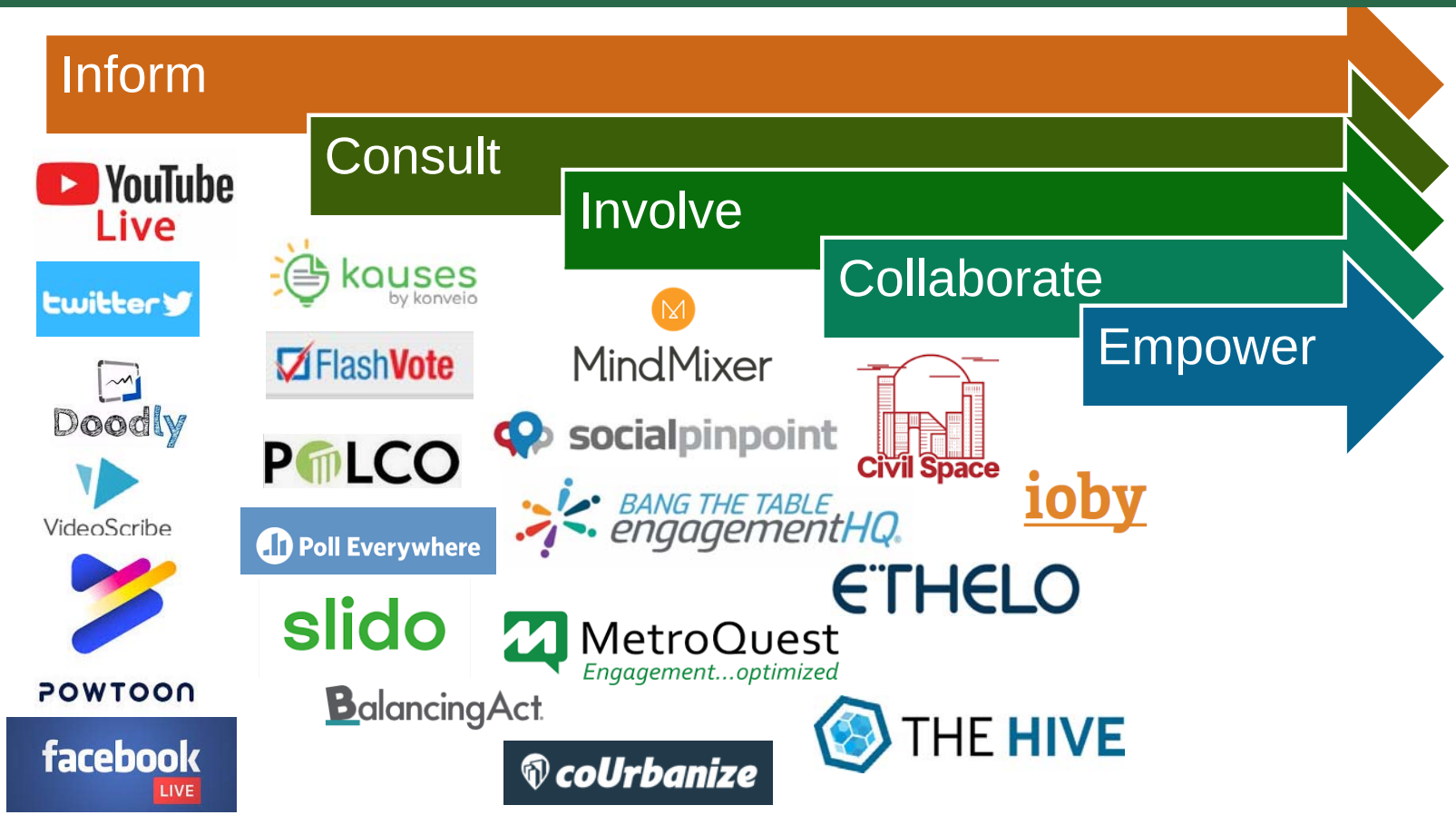
In-Person or Virtual – Clarify the Purpose

What is the purpose of your engagement?	Education
	Qualitative/quantitative input
	Location-based data
	Transparent dialogue
	Online ‘in-person’ meetings/workshops
	Community generated ideas
	Trade off analysis/ prioritization
	Online ‘in-person’ meetings and workshop

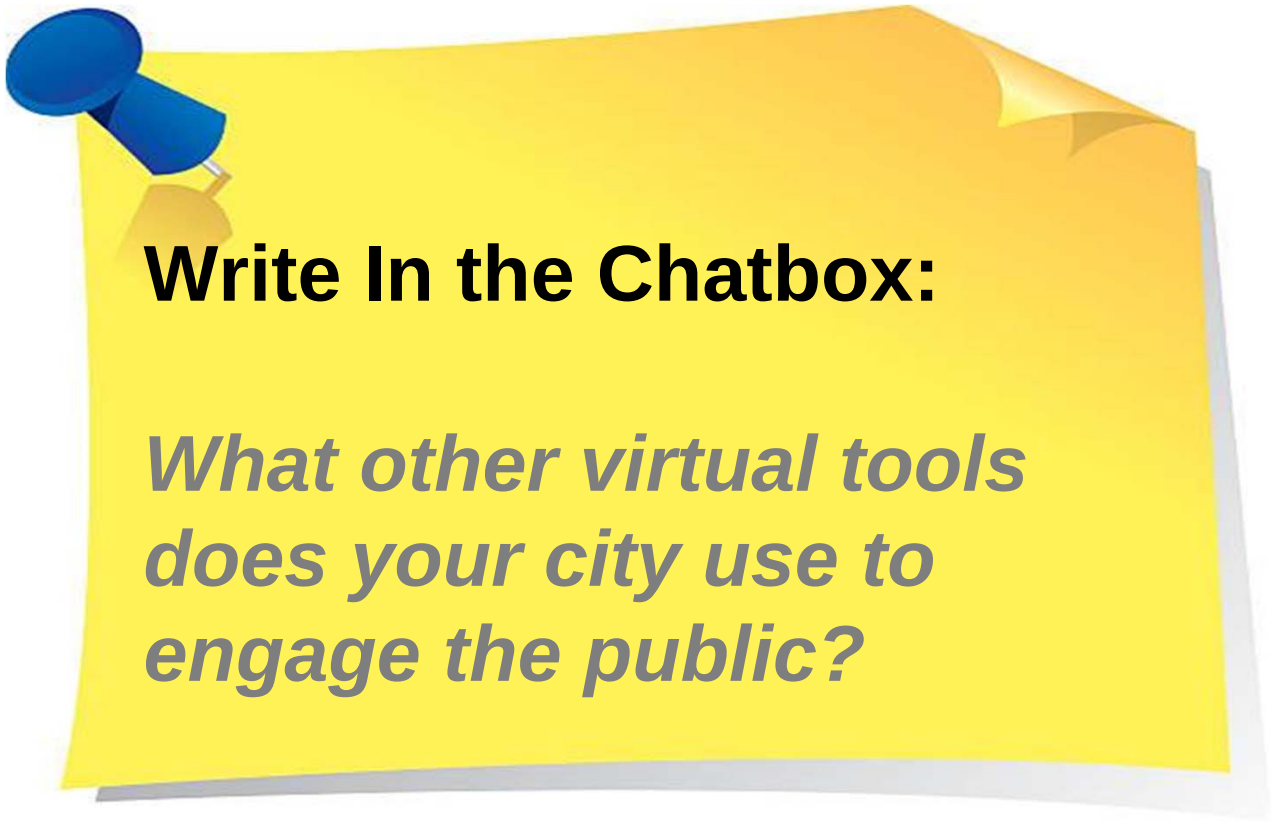
Virtual Engagement Choices



Examples


Inform
Consult
Involve
Collaborate
Empower
YouTube Live
twitter
Doodly
VideoScribe
POWTOON
facebook LIVE
kauses by konveio
FlashVote
POLCO
Poll Everywhere
slido
BalancingAct
MindMixer
socialpinpoint
BANG THE TABLE engagementHQ
MetroQuest Engagement...optimized
coUrbanize
Civil Space
ioby
ETHELO
THE HIVE

Chat Box Engagement



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

Attributes	Intimidating technology
	Technical and long presentations
	Little or no dialogue
	Public waits a long time to speak for a short time
	‘Zoom’ fatigue/distractions/attendees doze off at meetings

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

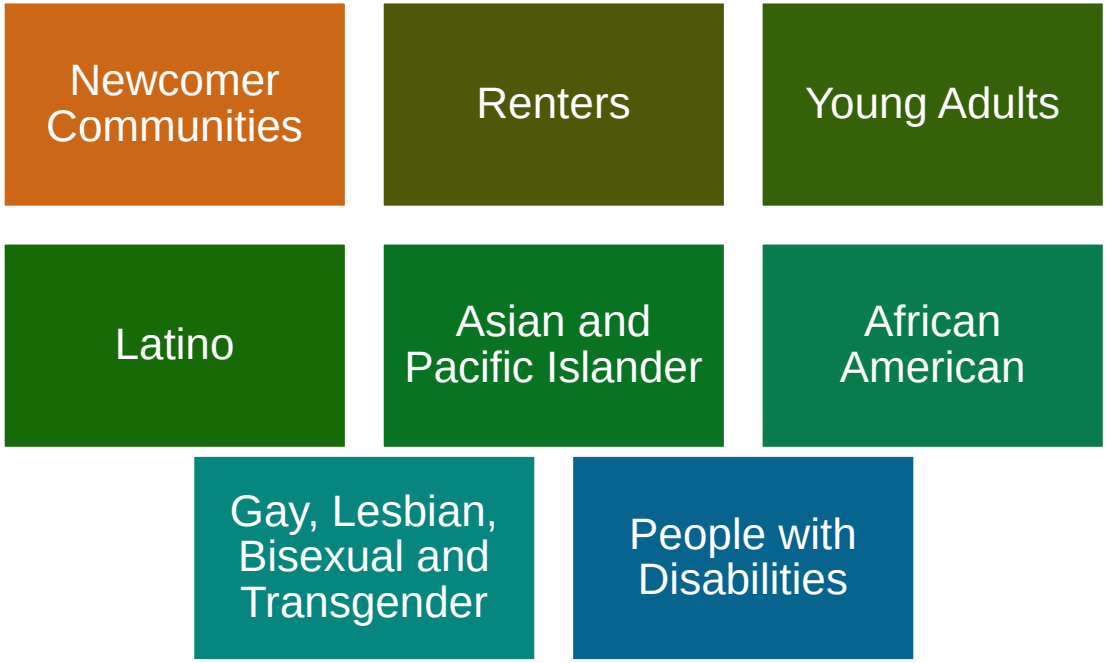
Virtual Meeting Design Tips

- 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”



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
  - 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
  - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more

Sustainable & Resilient Communities

- https://www.ca-ilg.org/climate-action
  - Sustainability Best Practices
  - Beacon Program. Build sustainable communities and share best practices

Chat Box Questions & Answers

Thank you for joining us today!

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