SANDAG – HCD Office Hours

PUBLIC ENGAGEMENT FOR HOUSING ELEMENTS

WEDNESDAY, JULY 15, 2020

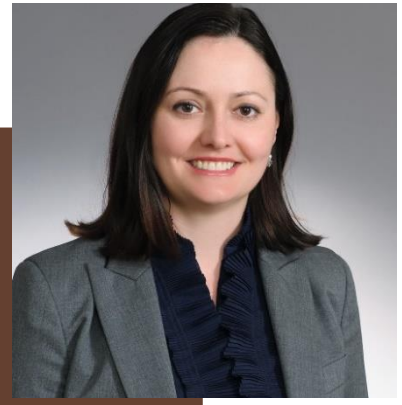
Before we get started

Please MUTE when not speaking

Use CHAT BOX to ask questions or get tech help

We will get to as many questions as possible – speakers will share contact information for follow up as needed

Today's Presenters



Hanna Stelmakhovych
Program Coordinator
Institute for Local Government

Melissa Kuehne
Program Manager
Institute for Local Government

Exceptional Local Governments, Thriving Communities

INSTITUTE FOR LOCAL GOVERNMENT℠

Our mission is to help local government leaders **navigate complexity**, **increase capacity** and **build trust** in their communities.

Participant Introductions

Please enter your:

Name, Title and Organization

in the Chat Box

Today's Agenda

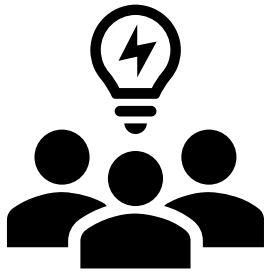
- Welcome & Overview
- Introduction to Housing Element Public Engagement
- Basics of Public Engagement
- Best Practices for Virtual Engagement
- Instant Polling
- Survey Question Design
- Tools and Platforms for Virtual Engagement
- Ideas for Language Access
- Discussion: Choosing the Right Approach
- Wrap up/Next Steps

Statutory Requirements for Public Participation

Government Code 65583(c)(7) requires: "The local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort."

https://www.hcd.ca.gov/community-development/building-blocks/getting-started/public-participation.shtml

What do the statutory requirements mean?

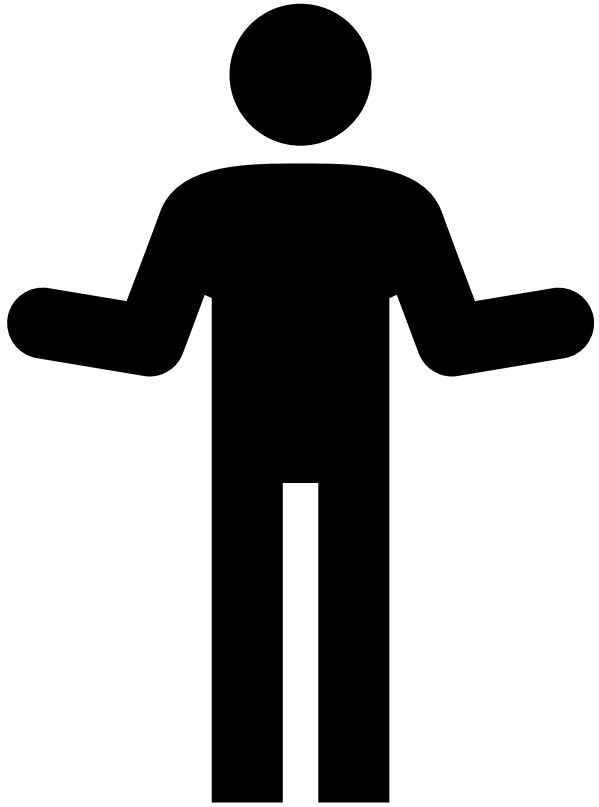


A. Diligent efforts to achieve public participation of all economic segments of the community in the development and adoption of the element.

B. Description of how public input was or will be considered and incorporated in the element.

How do you do it?

ILG’s Tips on engaging the Public during COVID-19



What Do We Mean by Public Engagement?

Civic Engagement	Public Information/Outreach	Public Engagement
Residents involving themselves in the civic and political life of their community. Ex. Little League coach, community garden, PTA, etc.	This kind of public engagement is characterized by one-way local government communication to residents to inform them about a public problem, issue or policy matter.	This is a general term we use for a broad range of methods through which members of the public become more informed about and/or influence public decisions.

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

IAP2'S PUBLIC PARTICIPATION SPECTRUM

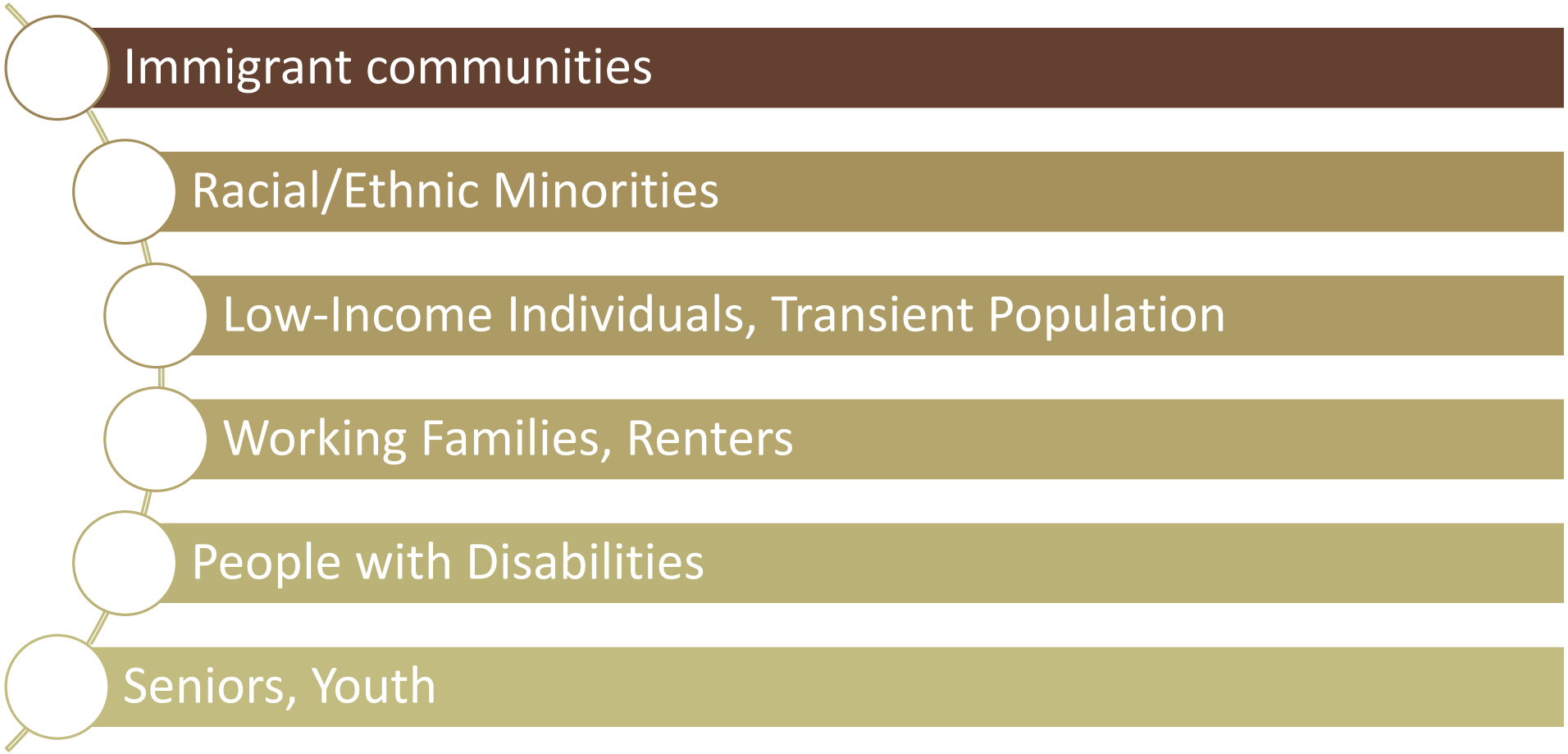
The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION

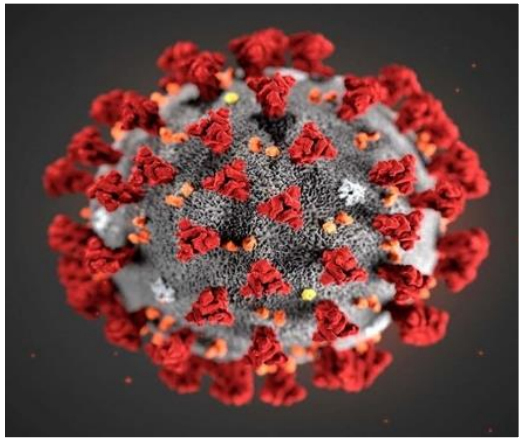
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2014. All rights reserved.

Consider Diverse Groups



COVID-19 Has Changed Public Engagement



Social Distancing

Community Events

Public Meetings

Public Comment

Digital Engagement: High Tech and Low Tech Options

Key Considerations for Virtual Engagement

- Embrace the Virtual World; Embrace Humanity
  We're all in this together
- Outcome More Important Than Deliverable
- Purpose of Engagement
- Capacity of Target Audience
- Functionality of Platforms, Programs & Apps

Get the Most out of Virtual Outreach and Interactions

- Determine Purpose of Event
- ID Target Audience
- Select Type of Event
- Develop Event Content

Tips and Tricks

Facilitating Digital Events

- Lead by example – model the behavior you want participants to exercise
- Embrace humanity and encourage humor (as appropriate)
- Hold space for silence – don't jump in too soon to fill the gap
- Be mindful and attuned to ALL participant needs
- Regularly check chat, question box, and/or the raise-hand feature
- Provide regular check-ins and updates about agenda schedule and event adjustments

Recommended Flow

- Welcome and Thank You's
- Introductions and Roles
- Brief Overview of Technical Features and Engagement Options
- Overview of Event Schedule or Agenda

Addressing Digital Engagement Challenges

- Access to internet
- Learning curve
- Language access/translation
- Making online engagement interactive
- Access to necessary technology

Instant Polling

- Meeting Sift – informal, real time polling

Please Participate

1. open smartphone browser
2. go to **sift.ly**
3. enter participant code **TCBP**

Types of Polling Questions

Demographic – age, race/ethnicity

Experience – neighborhood, previous experiences in public meetings

Fact – number of immigrants in the city/county, AMI

Opinion – what do you think are the most important problems in our city? What do you think should be the top consideration when siting new housing developments?

Tips for Survey Question Design

Clear & Concise

- Use language that is clear and precise, avoiding indefinite words like “usually,” “sometimes,” and “few” to the extent possible
- e.g., asking people if they “usually” or “sometimes” use public transportation

Avoid jargon

- e.g., “Do you support or oppose specific plan?”, when many people may not understand what “specific plan” means

Avoid double barreled questions

- e.g., “How satisfied are you with the pay and benefits of your job?”, when people may have different assessments of “pay” and “benefits”
- In general, be careful about “and” questions

Tips for Survey Question Design

Avoid emotion laden words

- **e.g., "Do you support or oppose the death tax?"**

Be conscious of question order

- **e.g., put sensitive questions such as those about family income at the end**

Good reference…

- **A nice, short, clear summary of guidelines: Harvard University Program on Survey Research, "Tip Sheet on Question Wording"**

Examples

Example 1

Original Question: Do you exercise or play sports regularly?

Problem: What counts as exercise?

Revision: Do you do any sports or hobbies involving physical activities, or any exercise, including walking, on a regular basis

Example 2

Original Question: What is the average number of days each week you have butter?

Problem: Does margarine count as butter?

Revision: The next question is just about butter. Not including margarine, what is the average number of days each week you have butter?

Choosing Question Types

Many Surveys Rely on Agree/Disagree Questions

- People may slip into similar patterns of response for all items
- It's often difficult to tell how much difference there may be between options e.g. "strongly agree" and "agree"
- They can be boring

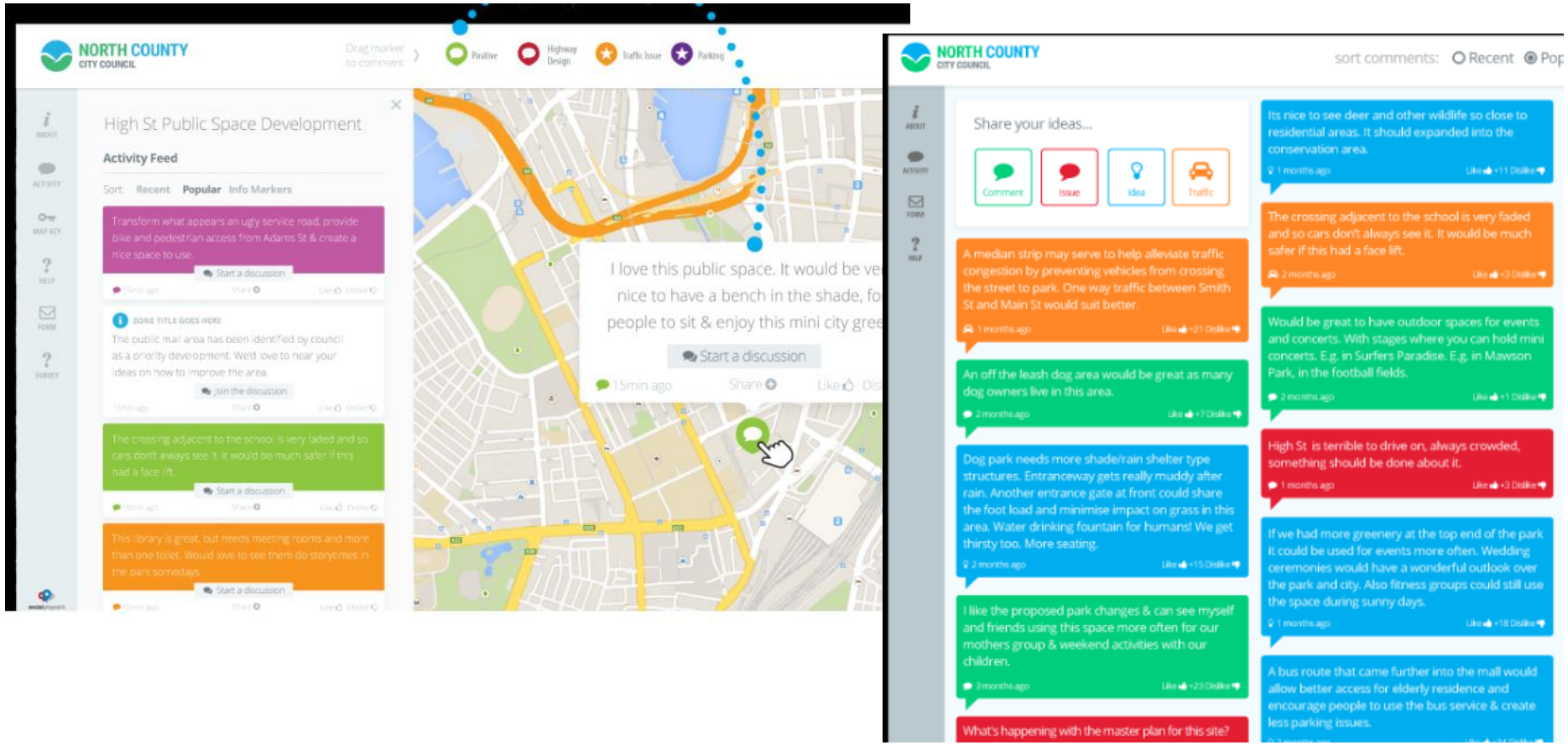
Instead Consider Tradeoff Questions

- Would you rather see new housing near transit stops or near bike paths and walkways?

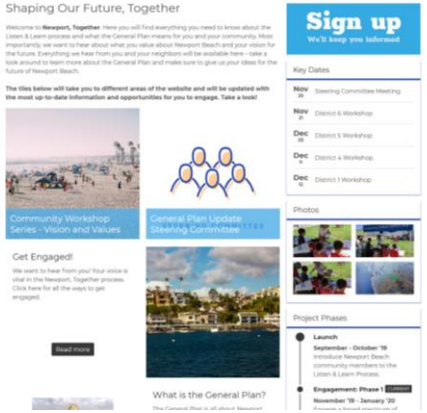
Hi-tech Digital Engagement Platforms

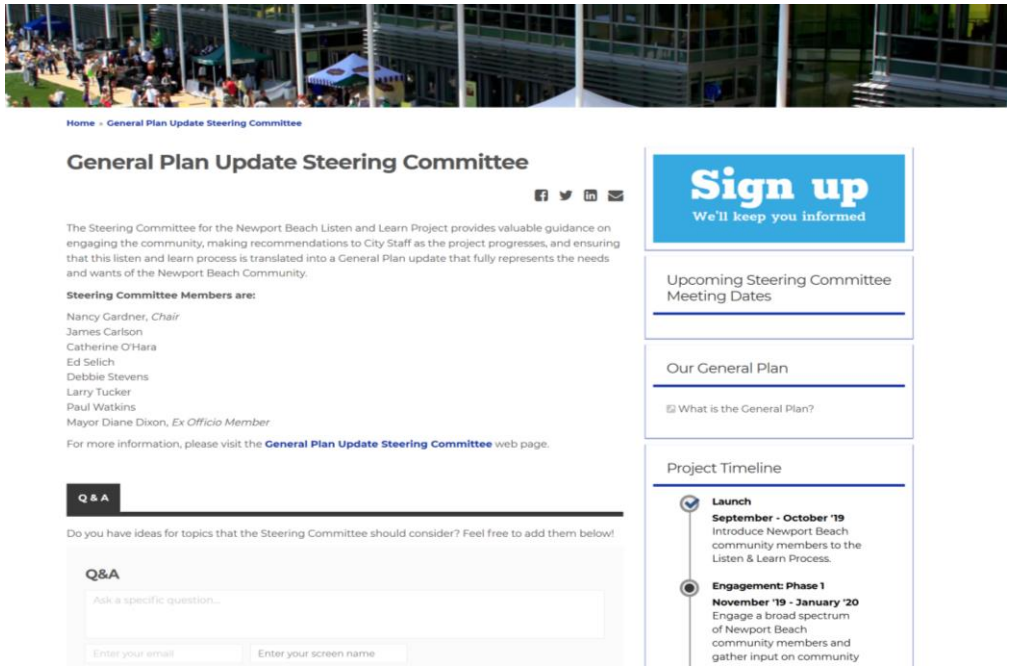
What other hi-tech tools are you using? SHARE them in the Chat Box

Expanding Engagement Opportunities via Social Pinpoint



Engage Newport via Bang the Table





Public Meeting Platforms

Zoom

Microsoft Teams

GoToWebinar /Meeting

What other public meeting platforms are you using? SHARE them in the Chat Box

Addressing Digital Engagement Challenges

Hello!
Hi
Guten Tag
Saluton
Bonjour
Salut
Kamusta
Hallo
Olá
Ola
Aloha
Ciao
Здраво
Здравствуйте
Merheba
Ciau
Elo
Hai
Haai
Ahoj
Mono
Opa
Salve
Hello
Γειά σου
Terve
Tere
Vітаю
Вітаю
Bonjour
Kamusta
Здравствуйте
Здраво
Merheba
Ciao
Aloha
Olá
Guten Tag

What does Language Access in Public Engagement Mean?

- FIRST, understand language needs & capacities
- Translation and interpretation
- What to translate?
- Community review to ensure key messages are appropriate

Language Access Tips

Partner w/ CBOs & Ethnic Media

Translate print & online materials

Create easy to navigate webpages

Use bilingual employees effectively & appropriately

Develop policies that clarify your local agency's responsibilities

Choosing the Right Approach

Key Considerations

- Who is in your community/who are you trying to reach?
- What is the *purpose* of your engagement?
- What input are you seeking?
- Where are you in the process?
- What tools and approaches will help you achieve your goals?

Group Discussion

How has your engagement approach changed because of COVID?
What's working?
What challenges do you face?

FREE Resources

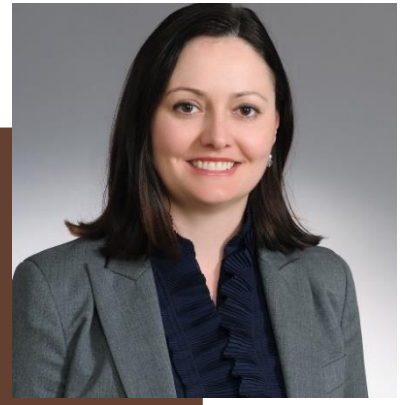
Housing and Public Engagement Toolkit
www.ILGHousingToolkit.org

Language Access
www.ca-ilg.org/immigrant-engagement

TIERS Public Engagement Framework
www.ca-ilg.org/TIERS

ILG's Public Engagement Resources
www.ca-ilg.org/engagement

Wrap Up and Next Steps



Hanna Stelmakhovych
hstelmakhovych@ca-ilg.org

Melissa Kuehne
mkuehne@ca-ilg.org

Stay Connected

Facebook	Twitter	LinkedIn	Website
Like us on Facebook	Follow us on Twitter	Connect with us on LinkedIn	Sign up for our e-newsletter
@InstituteForLocalGovt	@instlocgov	Institute for Local Government	www.ca-ilg.org/stayinformed

THANK
YOU