



# SANDAG – HCD Office Hours

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PUBLIC ENGAGEMENT FOR HOUSING ELEMENTS

WEDNESDAY, JULY 15, 2020

# Before we get started

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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

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**Hanna Stelmakhovych**  
Program Coordinator  
Institute for Local Government



**Melissa Kuehne**  
Program Manager  
Institute for Local Government



# Exceptional Local Governments, Thriving Communities

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 INSTITUTE FOR  
LOCAL GOVERNMENT<sup>SM</sup>

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

# Participant Introductions

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Please enter your:

Name, Title and  
Organization

in the Chat Box



**Hello**  
my name is

# Today's Agenda

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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

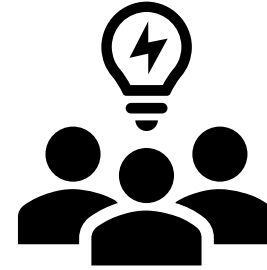
Wrap up/Next Steps

# 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."



What do the statutory requirements mean?



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

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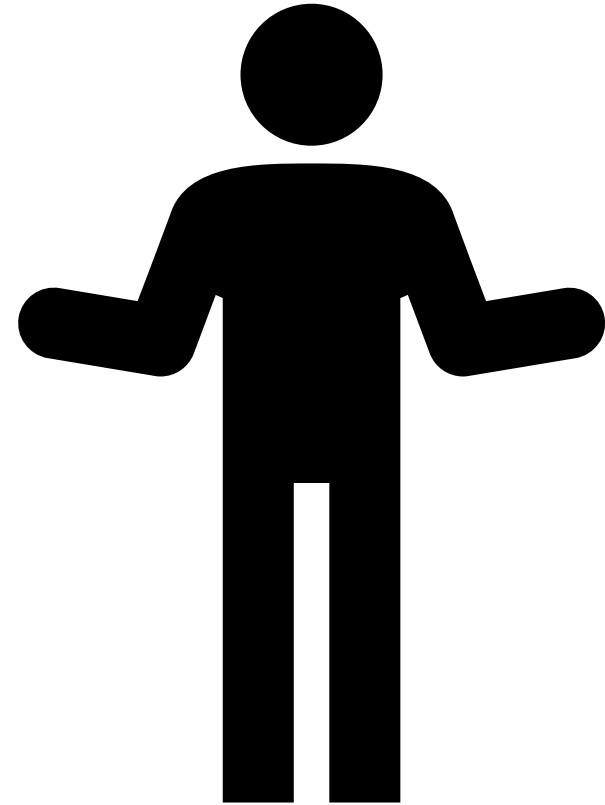
**B. Description of how public input was or will be considered and incorporated in the element.**

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# How do you do it?

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



# What Do We Mean by Public Engagement?

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## Civic Engagement

Residents involving themselves in the civic and political life of their community. Ex. Little League coach, community garden, PTA, etc.

## Public Information/Outreach

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.

## Public Engagement

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?

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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** 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	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.
<b>PROMISE TO THE PUBLIC</b>	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.

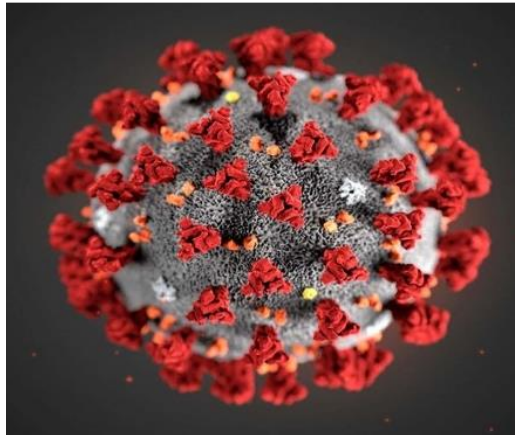
# Consider Diverse Groups

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- Immigrant communities
  - Racial/Ethnic Minorities
  - Low-Income Individuals, Transient Population
  - Working Families, Renters
  - People with Disabilities
  - Seniors, Youth

# COVID-19 Has Changed Public Engagement

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Social Distancing

Community  
Events

Public  
Meetings

Public  
Comment

Digital Engagement:  
High Tech and Low  
Tech Options

# Key Considerations for Virtual Engagement

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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

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Determine Purpose of Event

ID Target Audience

Select Type of Event

Develop Event Content



# Tips and Tricks

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## 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

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Access to internet

Learning curve

Language  
access/translation

Making online  
engagement  
interactive

Access to necessary  
technology

# Instant Polling

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- 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

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**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

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## 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

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## 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

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## 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

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## 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

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

# Expanding Engagement Opportunities via Social Pinpoint

The image displays two screenshots of a digital engagement platform for North County City Council, specifically for a project titled "High St Public Space Development".

**Left Screenshot:** Shows a map interface with a comment bubble overlaid. The comment reads: "I love this public space. It would be very nice to have a bench in the shade, for people to sit & enjoy this mini city green." Below the comment is a "Start a discussion" button. The map includes a legend for "Positive" (green circle), "Highway Design" (red circle), "Traffic Issue" (orange circle), and "Parking" (purple star). A sidebar on the left contains navigation options: ABOUT, ACTIVITY, MAP KEY, HELP, FORM, and SURVEY.

**Right Screenshot:** Shows a detailed view of the comment feed. At the top, it says "Share your ideas..." with icons for Comment, Issue, Idea, and Traffic. The feed lists several comments with their respective dates and engagement metrics (likes and dislikes):

- Comment 1: "Its nice to see deer and other wildlife so close to residential areas. It should be expanded into the conservation area." (1 month ago, +11 Dislike)
- Comment 2: "The crossing adjacent to the school is very faded and so cars don't always see it. It would be much safer if this had a face lift." (2 months ago, +3 Dislike)
- Comment 3: "Would be great to have outdoor spaces for events and concerts. With stages where you can hold mini concerts. E.g. in Surfers Paradise. E.g. in Mawson Park, in the football fields." (2 months ago, +1 Dislike)
- Comment 4: "High St is terrible to drive on, always crowded, something should be done about it." (1 month ago, +3 Dislike)
- Comment 5: "If we had more greenery at the top end of the park it could be used for events more often. Wedding ceremonies would have a wonderful outlook over the park and city. Also fitness groups could still use the space during sunny days." (1 month ago, +10 Dislike)
- Comment 6: "A bus route that came further into the mall would allow better access for elderly residence and encourage people to use the bus service & create less parking issues." (2 months ago, +11 Dislike)
- Comment 7: "An off the leash dog area would be great as many dog owners live in this area." (2 months ago, +7 Dislike)
- Comment 8: "A median strip may serve to help alleviate traffic congestion by preventing vehicles from crossing the street to park. One way traffic between Smith St and Main St would suit better." (1 month ago, +21 Dislike)
- Comment 9: "Dog park needs more shade/rain shelter type structures. Entranceway gets really muddy after rain. Another entrance gate at front could share the foot load and minimise impact on grass in this area. Water drinking fountain for humans! We get thirsty too. More seating." (2 months ago, +15 Dislike)
- Comment 10: "I like the proposed park changes & can see myself and friends using this space more often for our mothers group & weekend activities with our children." (3 months ago, +23 Dislike)

At the bottom of the right screenshot, a question is posed: "What's happening with the master plan for this site?"

# Engage Newport via Bang the Table



## Shaping Our Future, Together

Welcome to **Newport, Together**. Here you will find everything you need to know about the Listen & Learn process you used to shape the General Plan vision for you and your community. Most importantly, we want to hear about what you value about Newport Beach and your vision for the future. Everything we hear from you and your neighbors will be available here - take a look around to learn more about the General Plan and make sure to give us your ideas for the future of Newport Beach.

The links below will take you to different areas of the website and will be updated with the most up-to-date information and opportunities for you to engage. Take a look!



Community Workshop Series - Vision and Values



General Plan Update Steering Committee

**Get Engaged!**  
We want to hear from your voice to shape the future. Together, we can make a difference. Click here for all the ways to get engaged.

[Read more](#)



What is the General Plan?

The General Plan is all about Newport!

### Sign up

We'll keep you informed

**Key Dates**

<b>Nov</b>	Steering Committee Meeting
<b>Nov</b>	District 3 Workshop
<b>Dec</b>	District 3 Workshop
<b>Dec</b>	District 4 Workshop
<b>Dec</b>	District 1 Workshop

**Photos**

**Project Phases**

- Launch**  
September - October '19  
Introduce Newport Beach community members to the Listen & Learn Process.
- Engagement: Phase 1**  
November '19 - January '20  
Engage a broad spectrum of Newport Beach community members and gather input on community



[Home](#) - [General Plan Update Steering Committee](#)

## General Plan Update Steering Committee



The Steering Committee for the Newport Beach Listen and Learn Project provides valuable guidance on engaging the community, making recommendations to City Staff as the project progresses, and ensuring that this listen and learn process is translated into a General Plan update that fully represents the needs and wants of the Newport Beach Community.

### Steering Committee Members are:

- Nancy Gardner, *Chair*
- James Carlson
- Catherine O'Hara
- Ed Selich
- Debbie Stevens
- Larry Tucker
- Paul Watkins
- Mayor Diane Dixon, *Ex Officio Member*

For more information, please visit the [General Plan Update Steering Committee](#) web page.

### Q & A

Do you have ideas for topics that the Steering Committee should consider? Feel free to add them below!

#### Q&A

Ask a specific question...

## Sign up

We'll keep you informed

### Upcoming Steering Committee Meeting Dates

### Our General Plan

[What is the General Plan?](#)

### Project Timeline

- Launch**  
**September - October '19**  
Introduce Newport Beach community members to the Listen & Learn Process.
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# Public Meeting Platforms

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Zoom

Microsoft  
Teams

GoToWebinar  
/Meeting

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



# What does Language Access in Public Engagement Mean?

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FIRST, understand language needs & capacities

Translation and interpretation

What to translate?

Community review to ensure key messages are appropriate

# Language Access Tips

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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

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## 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

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How has your engagement approach changed because of COVID?

What's working?

What challenges do you face?

# FREE Resources

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**Housing and Public Engagement Toolkit**

[www.ILGHousingToolkit.org](http://www.ILGHousingToolkit.org)

**Language Access**

[www.ca-ilg.org/immigrant-engagement](http://www.ca-ilg.org/immigrant-engagement)

**TIERS Public Engagement Framework**

[www.ca-ilg.org/TIERS](http://www.ca-ilg.org/TIERS)

**ILG's Public Engagement Resources**

[www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

# Wrap Up and Next Steps

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# Stay Connected

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Facebook



Like us on  
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LocalGovt

Twitter



Follow us on Twitter

@instlocgov

LinkedIn



Connect with us  
on LinkedIn

Institute for  
Local  
Government

Website



Sign up for our e-  
newsletter

[www.ca-ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

