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

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
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?

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
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?

<table>
<thead>
<tr>
<th>Better identification of the public’s values, ideas and recommendations</th>
<th>More informed residents - about issues and about local agencies</th>
<th>Improved local agency decision-making and actions, with better impacts and outcomes</th>
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<tbody>
<tr>
<td>More community buy-in and support, with less contentiousness</td>
<td>Faster project implementation with less need to revisit</td>
<td>More trust - in each other and in local government</td>
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# 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

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
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<tbody>
<tr>
<td>PROMISE TO THE PUBLIC</td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
</tr>
<tr>
<td></td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</td>
<td>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.</td>
<td>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.</td>
<td>We will implement what you decide.</td>
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Consider Diverse Groups

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

- Nearly **44 percent** of California residents speak a language other than English at home.
- **6.8 million** of these residents have limited-English proficiency.
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

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<td><a href="http://www.ILGHousingToolkit.org">www.ILGHousingToolkit.org</a></td>
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<tr>
<td>Language Access</td>
<td><a href="http://www.ca-ilg.org/immigrant-engagement">www.ca-ilg.org/immigrant-engagement</a></td>
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Wrap Up and Next Steps

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