

PUBLIC  
ENGAGEMENT:  
HOW TO#NAILIT

# ABOUT US



# WHO'S IN THE ROOM?

Please share:

- Your name
- Your organization
- Where are you from?
- What was your first job?



WHY

# How do you “do” public engagement?



## Identify the purpose or goals.

What do you hope to achieve?

## Identify the outcomes needed.

What do you need to know?

## Identify the “Public.”

Who needs to be engaged?

## Identify the public engagement methods.

How do you want to engage the public?

## Following Through.

How do you want the public to be involved in the future? And, what impression do you want to leave?



# WHY

## Lee Institute principles for effective public engagement:

- People are owners of the community
- Community member engagement is a condition of effective governance
- Everyone has ample opportunity to engage
- High-tech and high-touch engagement are both important
- Engagement options must be tailored and targeted to the convenience of participants
- Outreach, communication, and education must be sustained over time





# WHY

- **Community Member Ownership of Decisions**
  - Full participation in the outcome and its impact
  - Smoother implementation
  - Improved overall outcomes
  - Better decisions



# WHY

## To be engaged, people want:

- To be asked to participate
- Multiple, convenient ways to engage
- Safe, convenient place to gather
- To connect with people in person on something meaningful
- To believe their involvement will affect change they can witness





# WHY

- **Inspire and encourage**

- Community members who take part in public engagement become better leaders, better advocates
- Truly builds bridges between decision-makers and community members
- Community members may become more involved in their government



# WHY

- **Community member-focused process**
  - Participation generates more support for final decisions when community members are part of the process
  - More appreciation of the problem and of each other

*"There is no power for change greater than a community discovering what it cares about."*

*– Margaret J. Wheatley*





# WHY

- **Shared Ownership**

- When community members are invited to “sit at the table” with decision-makers, they are more likely to support end results
- Better understanding of the issues when community members have helped shape the policy



# WHY

- **More Collaborative**

- Improved outcomes occur when engagement happens over time, producing better results than one-off/mandated public hearings or less-collaborative processes
- Sparks empathy with decision-makers and can lead to better relationships/better communication in the long term





# WHY

- **Community-supported implementation**
  - Less opposition to roll-out when decisions—especially controversial ones—have been made with community members
  - Decision-makers spend less time explaining process to community members when they have taken part in the process
  - Community members less-likely to oppose decisions they have helped make



# WHY

- **Better results!**
  - Ultimately, decision-makers want the program to work
  - If you could do one thing to ensure your efforts work, why wouldn't you do it?





# QUESTIONS TO CONSIDER

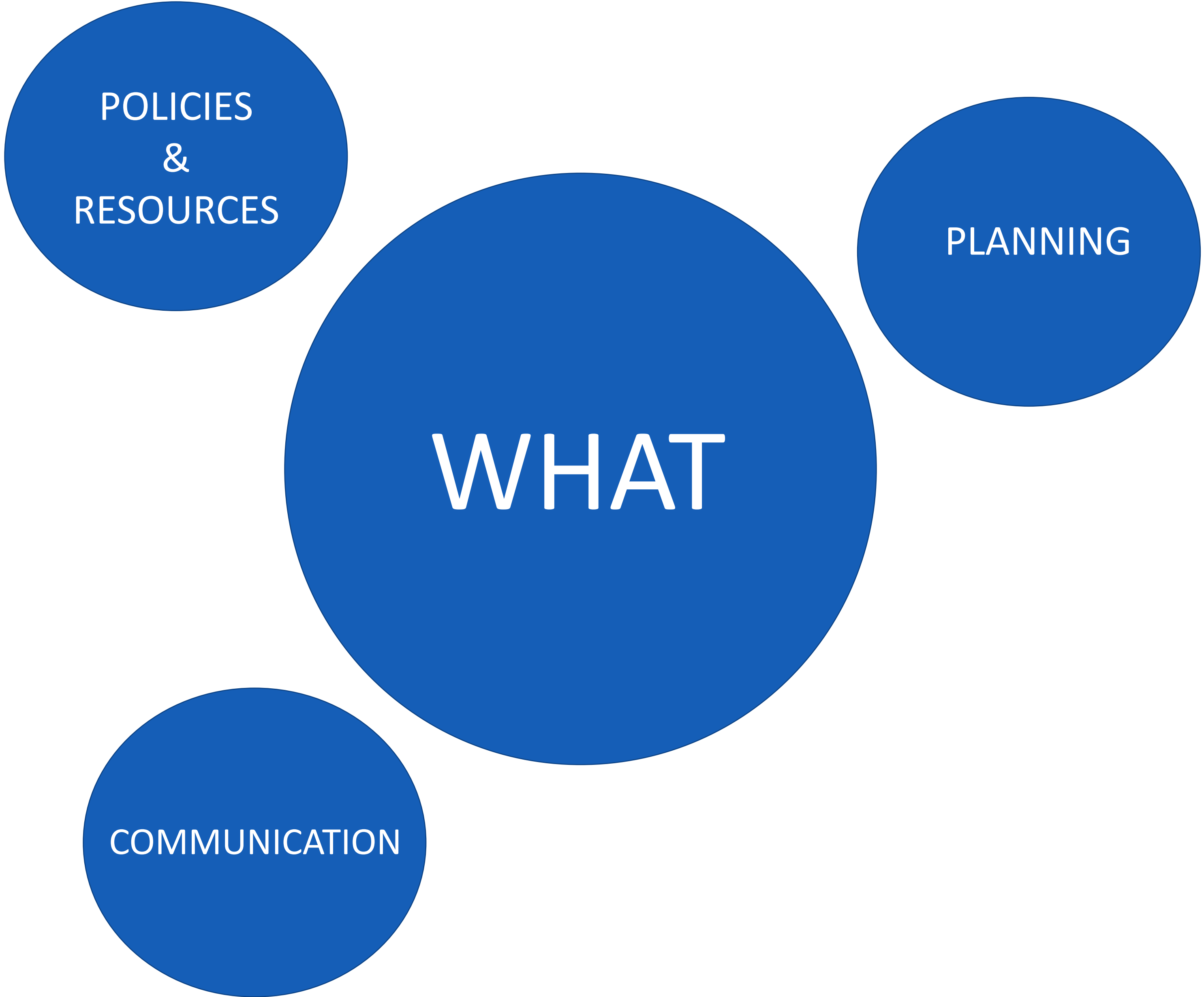
- What do we *not* know about what the public wants in this project?
- How can we hear their voices and opinions?
- What decisions can we engage the public to make, influence or inform?
- How can we ensure that the public's expectations of influence are accurate?
- What technology (or lack thereof) is appropriate for this type of public engagement?
- How can we keep people engaged in this process after the initial public engagement action?











# How do you “do” public engagement?

Identify the purpose or goals.

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How do you want to engage the public?

Following Through.

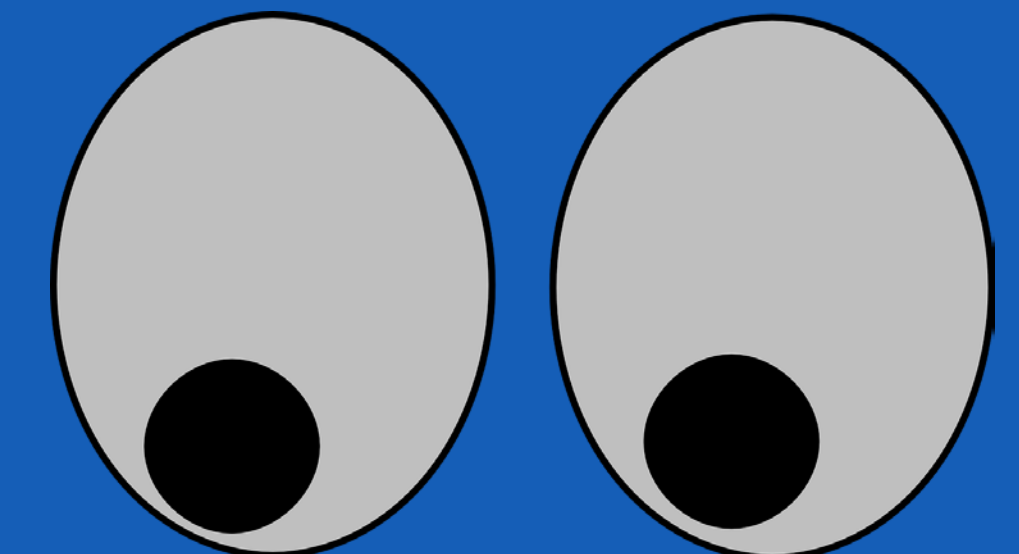
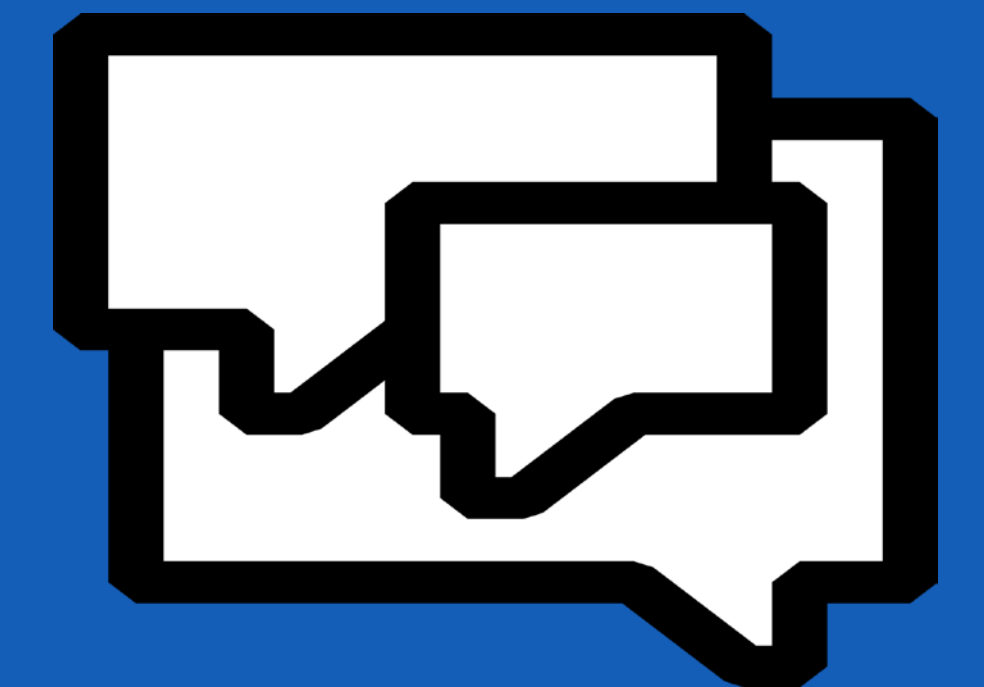
How do you want the public to be involved in the future? And, what impression do you want to leave?



# KEY TERMS & DEFINITIONS


TERMS	DEFINITIONS
<b>Customer Service</b>	A series of activities of interaction with customers – usually in individual instances – where we strive to exceed customer expectations and to try to satisfy the need that brought them to us.
<b>Civic Engagement/ Public Participation</b>	Process of engaging the community around the development of policies, programs, projects, the organization's business generally, to assist leaders in making decisions.
<b>Communications</b>	Crafting messages to transfer information through branding, marketing, graphic design and other visual work, media relations such as responding to reporters and drafting press releases, etc.
<b>Community Members</b>	Residents (citizens), commercial sector, non-profits, businesses, service users, visitors
<b>Engagement vs. Outreach</b>	Engagement = collecting and utilizing feedback, inputs Outreach = info push, education, campaign focused

## Overlap?



## IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		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.

# What can we do?

# First, what are we doing?



WHAT

PLANNING



## Public Engagement Plan

# KEY ELEMENTS

- Link public participation to project milestones
- Outline types of engagement overall and during each phase (anticipated level of engagement from IAP2 Spectrum)
- Details of upcoming phase
  - Repeat goal/desired outcomes,
  - How will input influence the project?
  - Describe tools and tactics, timing of activities, what is official/mandated activities vs. those that are not,
  - Resources – identify responsible staff and roles
- \$\$\$ How much time and money do we have?
- Flexibility – Be fluid, evaluate, change things based on what is successful, what's not, during each phase.

## Key Elements of a Public Engagement Plan



# IDENTIFY STAKEHOLDERS & PUBLIC AUDIENCES

*They are different, but data is important  
from both.*

- Create a demographic profile.
- Outline how you will engage underrepresented groups.
  - Replicate in-person meetings online
  - Remember the younger generations.
  - Demographics are not the full “diversity” picture. Consider various perspectives as well to ensure they are represented.
- Bring decision makers along, too!

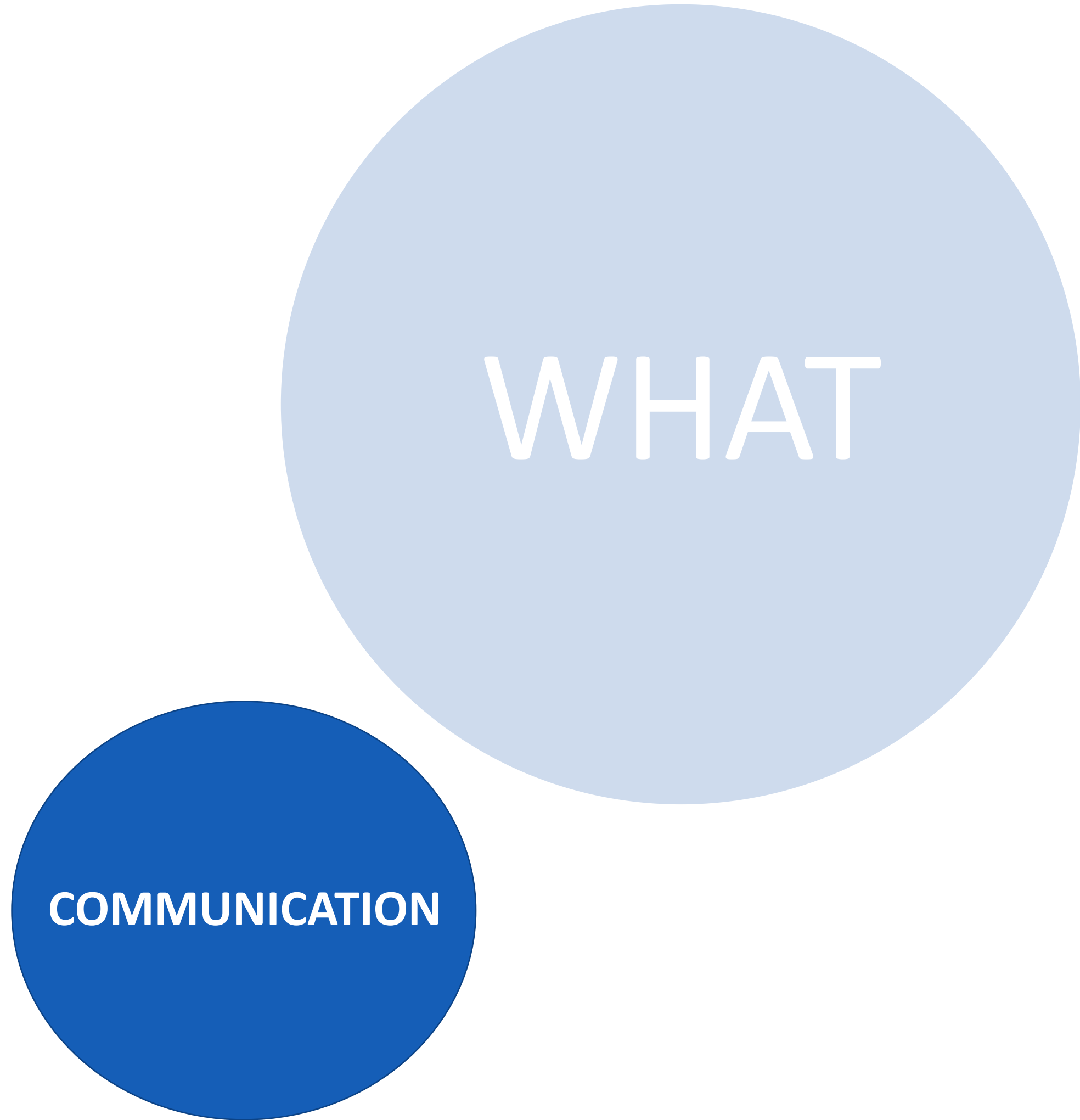
## Key Elements of a Public Engagement Plan



# DOCUMENT, DOCUMENT, DOCUMENT, AND SHARE

- Close the loop – share outcomes and decisions made; share how public input influenced
- Create public engagement memo or report (based on scale of project) that synthesizes information received, tools and tactics used.
- Evaluation and After-Action Reviews





# Communication

## PRINCIPLES

- Relevance and timeliness of information
- Transparency
- Communicate early and often
  - Process and final decisions
  - Realistic timeline and delays;
  - Clear, plain language
  - Tailor to the audience
- Consistency of messages
- Responsive
  - What does the community want the plan/project to achieve? (Address these desires openly and directly)

# Communication

## MESSAGING

### Manage Expectations:

- Grounding
  1. Share the Journey
    - ✓ What is the ultimate decision to be made?
    - ✓ Where have we been?
    - ✓ What are we focusing on now, where are we in the process?
    - ✓ Where are we going?
  2. Role of the public
    - ✓ How will their inputs influence project/study outcomes?

**Public Inputs**

+

**Work of Technical Experts**

**Basis for Decisions**

### Positions versus Interests:

- Start with big-picture issues, priorities, values before delving into specifics. Start from a place that most people agree with (safety, reducing congestion for more reliable trips, accessibility, ...)

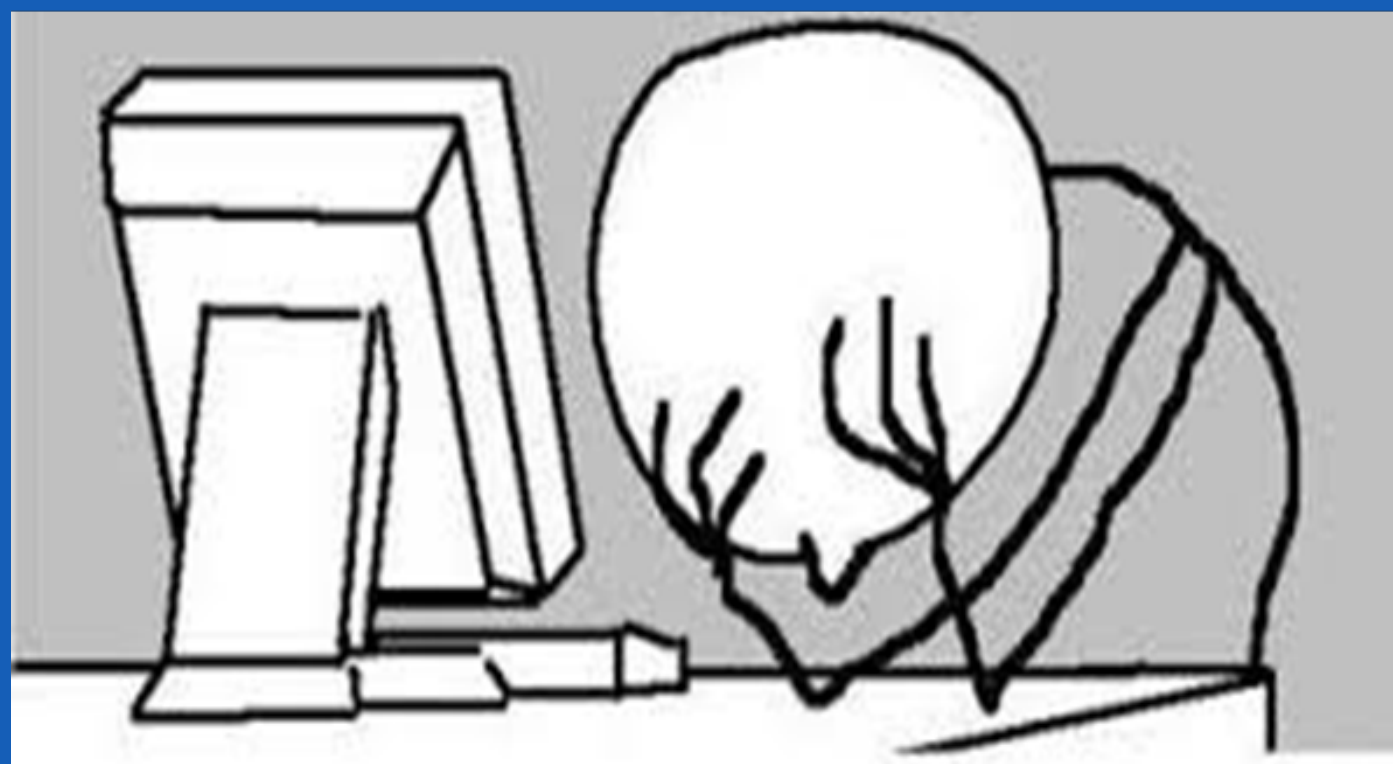
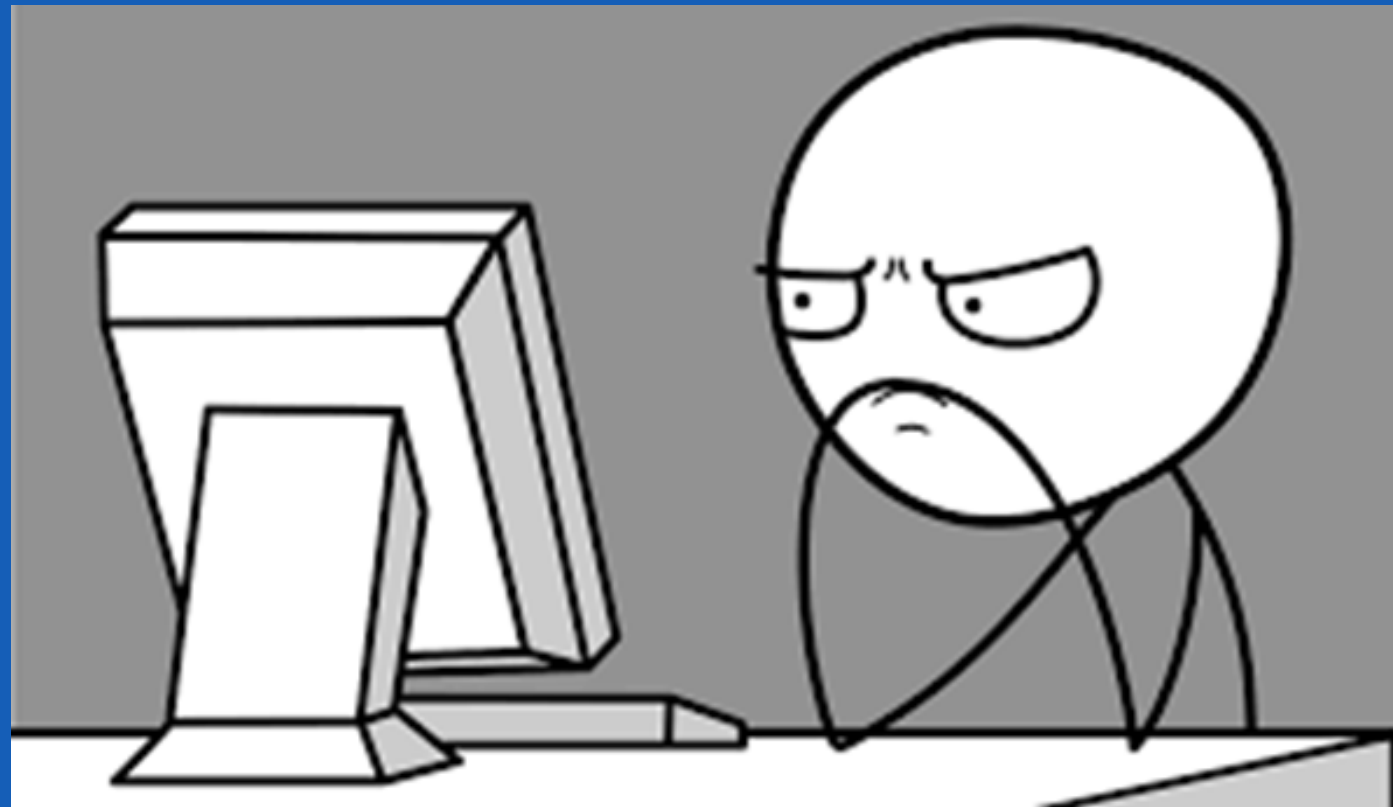
### Ambassadors

- Educate officials, stakeholders, community groups about controversial topics; ensure they are informed and have the facts before misinformation spreads

# ENGAGEMENT FATIGUE

**Yes, it is real!**

- Make it meaningful, worthwhile
  - Ensure that you are asking real, substantive questions and explaining how they will impact decisions.
- Combine engagement efforts whenever possible.
  - Ex. Comprehensive plan updates in towns and counties
- Transportation fairs (more for outreach)





**POLICIES  
&  
RESOURCES**

**WHAT**

# POLICIES

- Public Involvement Plan (Public Participation Plan)
  - What does it convey to the public
  - Does it go beyond legal requirements?
- Social Media Policy



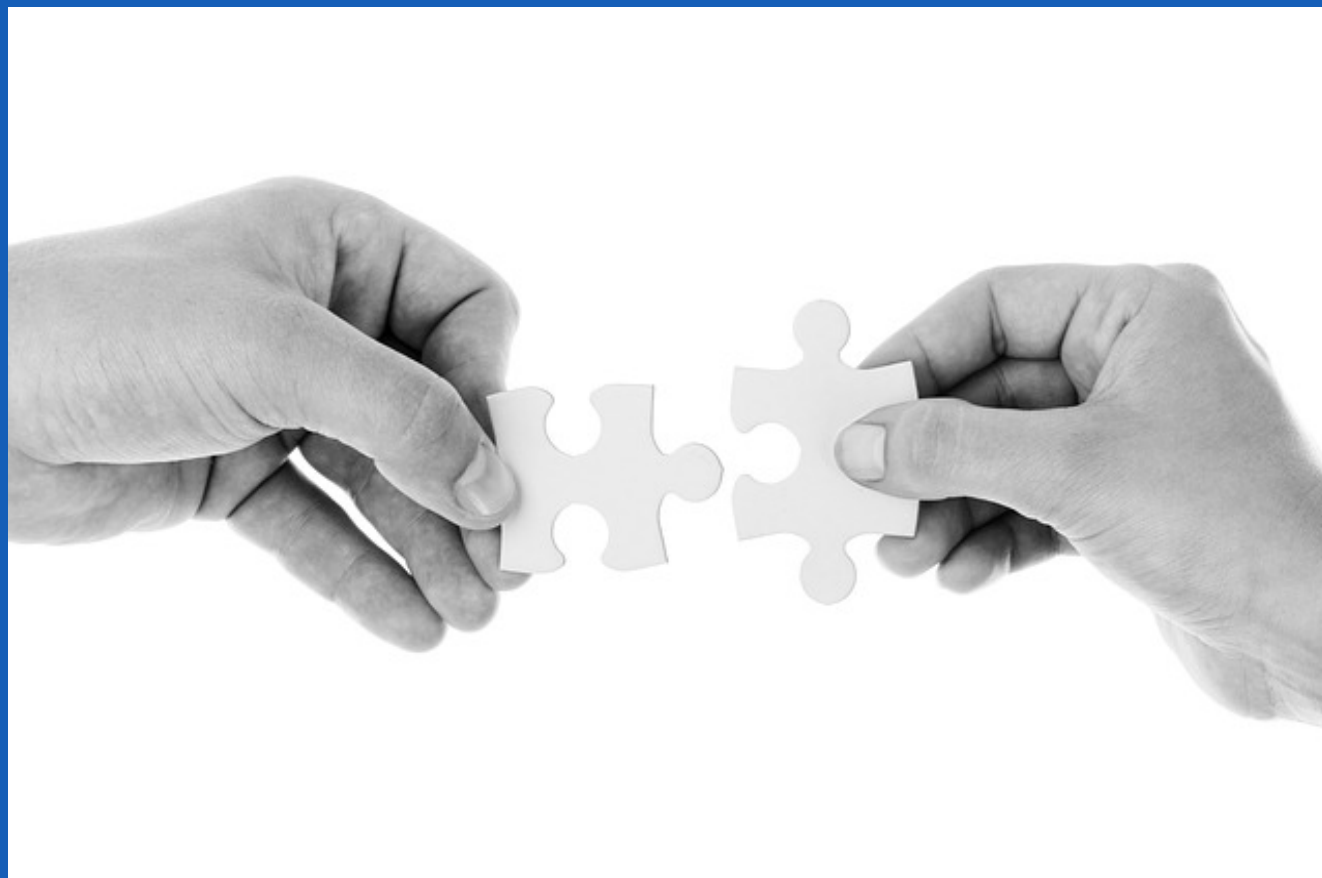
## Policies and Resources

## LEVERAGING EXISTING PARTNERSHIPS

### Policies and Resources

*Networks can mean more than one thing in transportation. Use yours!*

- Communications staff – Administrative org resources
- Travel Demand Management (TDM) resources
- Safe Routes to Schools (SRTS) groups
- Councils of Governments (COGs)
- NCDOT
- Local transportation commissions and committees
- Create your own citizens advisory committee
- Create your own ambassadors core



# SKILL BUILDING

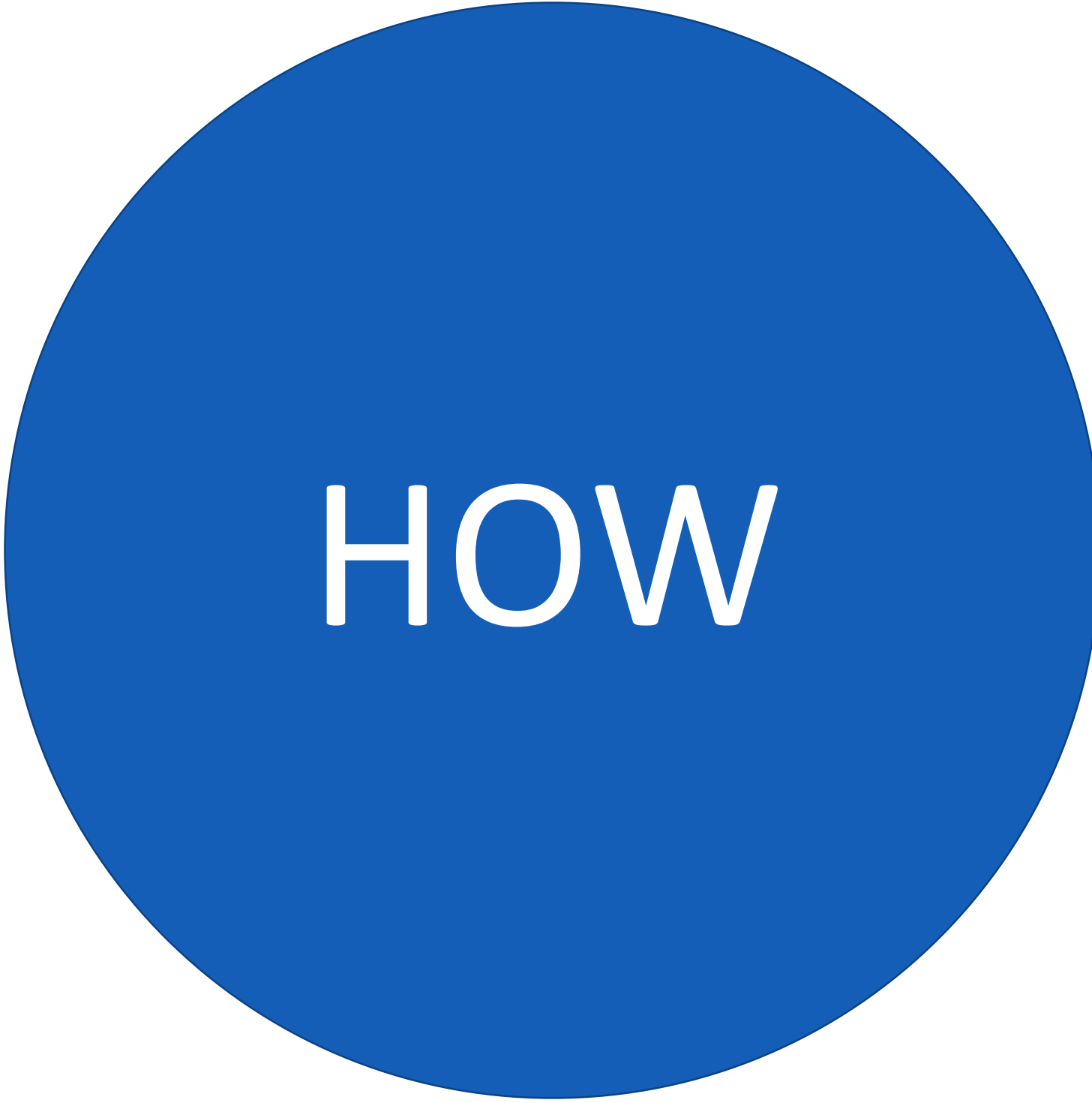
## Policies and Resources



Training topics related to public engagement:

- Process design and facilitation
- Meeting facilitation, meeting facilitation techniques
- Being a change agent (who moved my cheese is a big part of many projects)
- Conflict resolution, de-escalation, negotiation
- Appreciative Inquiry
- Design Thinking
- IAP2 Public Participation
- US DOT





HOW

# How do you “do” public engagement?

## Identify the purpose or goals.

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# Public Engagement Methods

How do you want to engage the public?

## Things to consider when selecting a method or mix of methods:

- Identify what outcomes you need
- Determine what input is needed to get to those outcomes
- Determine how you will use what you learn
- Project/Program schedule and timeframe
- Who is the "Public"
- Do you have secondary goals?





# Public Engagement Spectrum

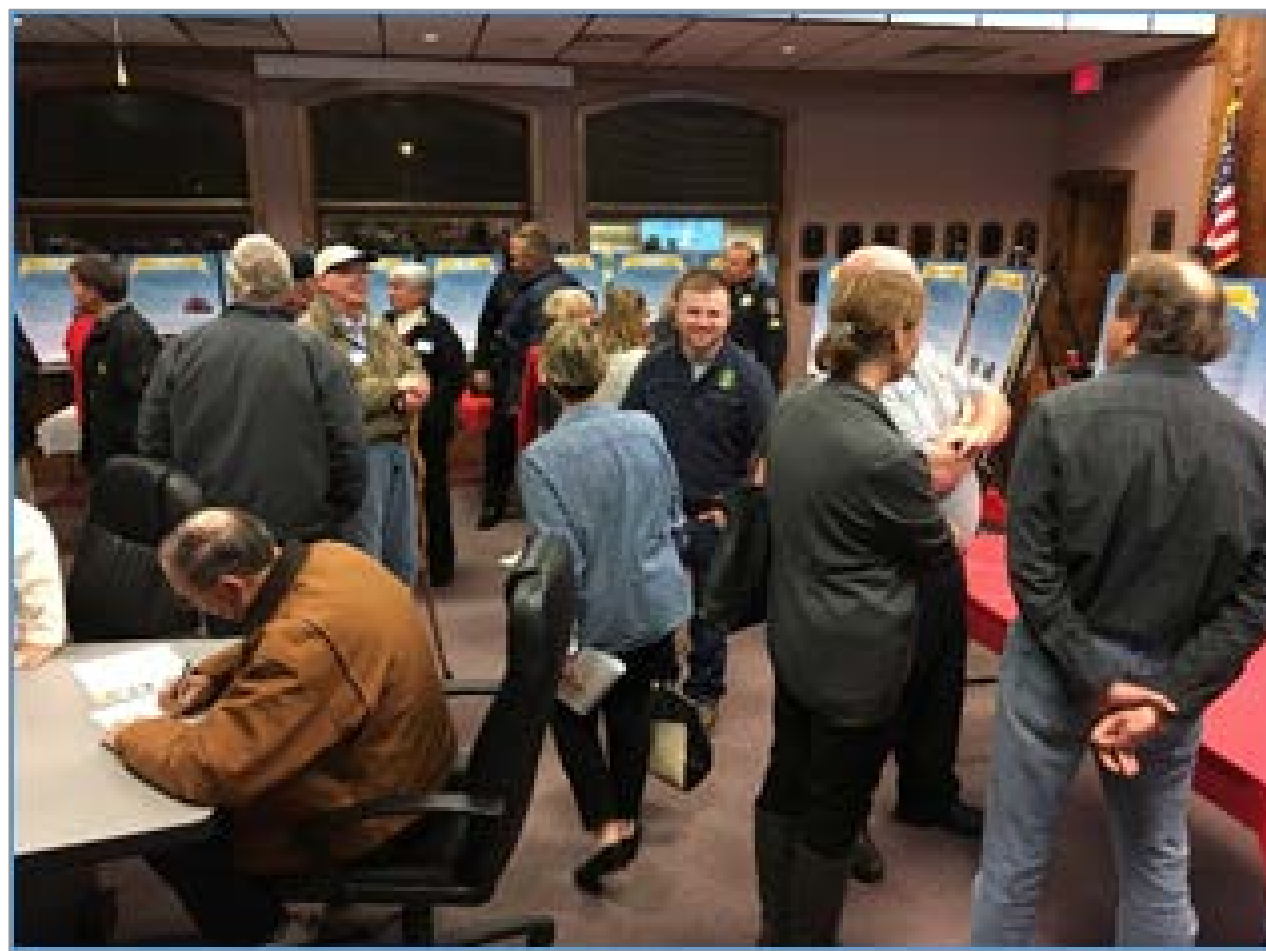
	Survey Monkey	Poll Everywhere	MetroQuest	Town Hall Meeting	Open House	Focus Group
<b>Impact/Benefit</b>	Low	Low	Medium - Low	Medium – High	High	High
<b>Tech Level</b>	Medium	Higher	Higher	Medium	Low	Low
<b>(Human) interaction level</b>	Low	Medium	Low (depends on where done)	Medium (lecture w/ Q&A)	High	High
<b>Pros</b>	Get data from people. Get input efficiently.	Get data from people. Get input efficiently.	Get data from and to people. Get input efficiently.	Get data to many people at once.	Builds trust, community. Share info, get input.	Builds trust, community. Share info, get input.
<b>Cons</b>	Less chance for lasting community connection.	Less chance for lasting community connection.	Less chance for lasting community connection.	Not a lot of connection. Speaker exposed.	Takes staff resources.	Takes staff resources (fewer than open house)

# Low Tech & High Impact

## City of Lincolnnton



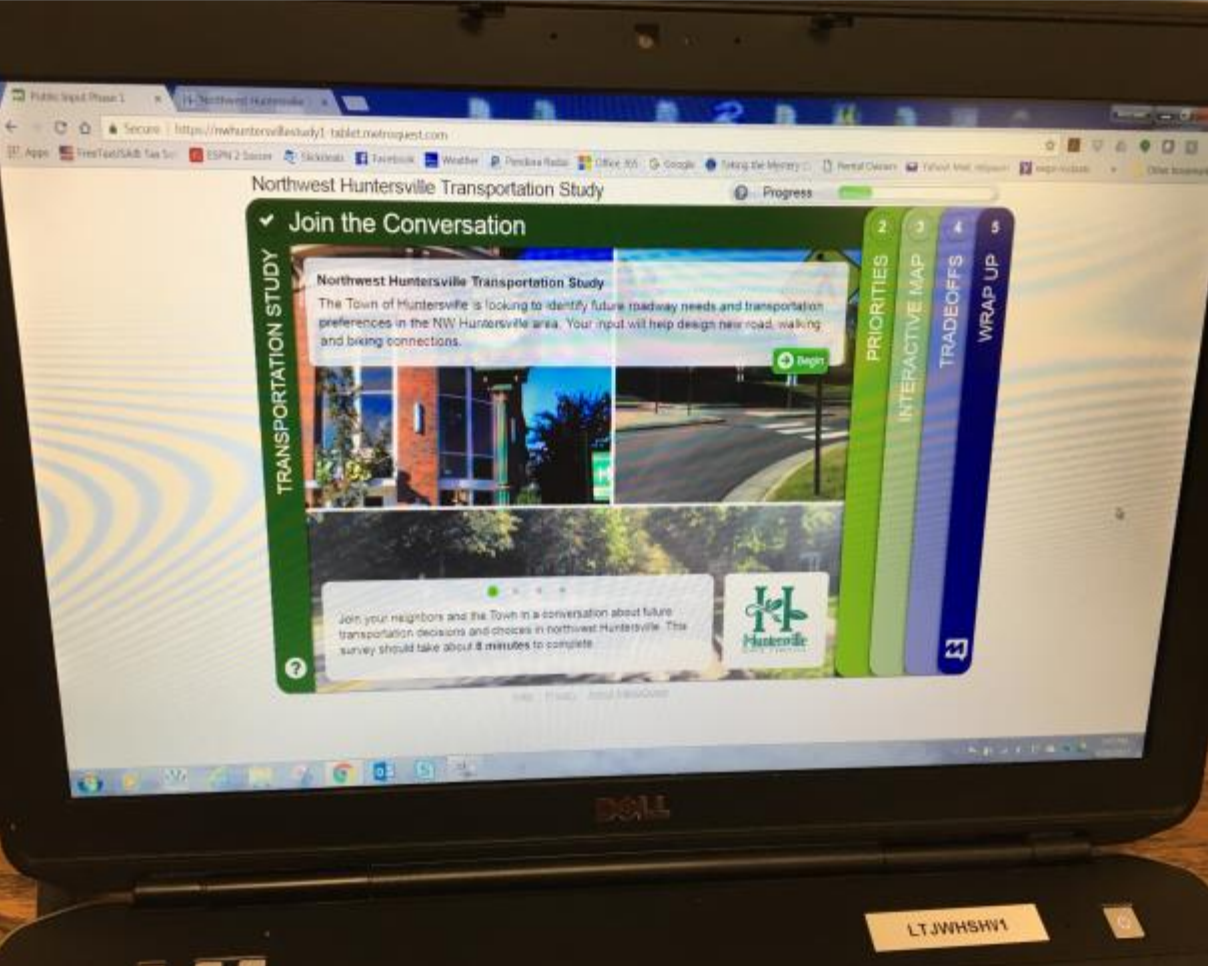
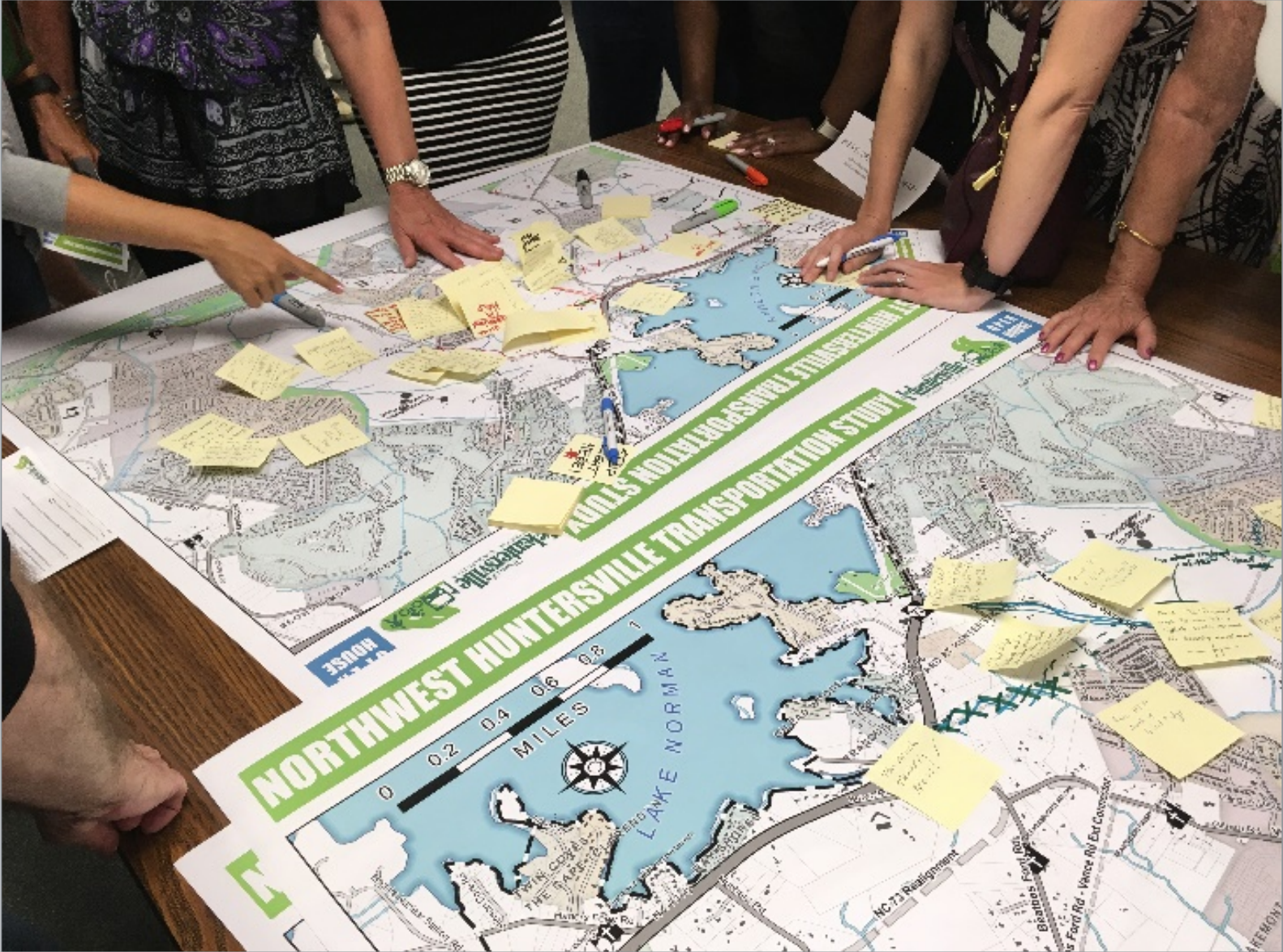
## Town of Troutman





# Higher Tech & High Impact

## Town of Huntersville






# MetroQuest – Public Facing

<https://lynxsystemupdate-demo.metroquest.com/>

CATS LYNX System Update


? Progress 

## LYNX System Update

JOIN THE DISCUSSION

**Tell us about your needs for rapid transit.**

Please consider: Which alternative in the North and the West Corridors best provides reliable transit to connect the region, enhances quality of life, increases mobility, and strengthens access to opportunities?

 Español

 Begin

- 2 NORTH CORRIDOR
- 3 WEST CORRIDOR
- 4 CENTER CITY
- 5 THANK YOU

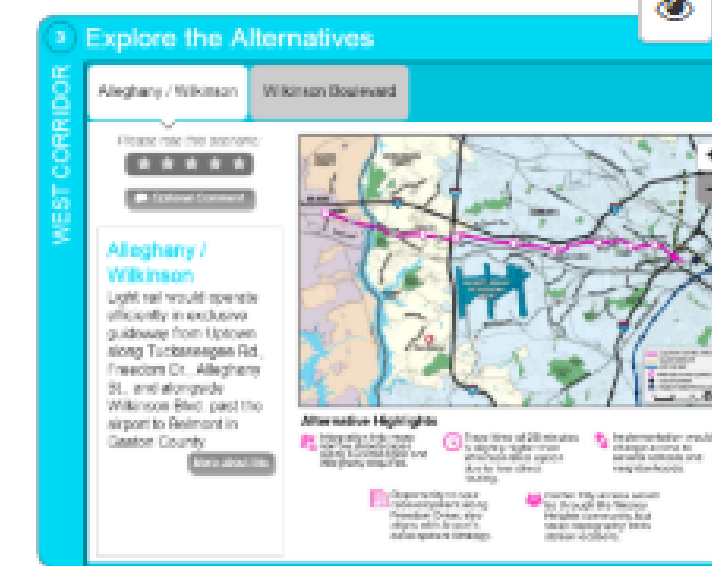
LYNX Red Line commuter rail service (peak commute times and limited mid-day service) is currently planned on the Norfolk Southern (NS) "O" Line from Charlotte to Mooresville; however, NS policy no longer allows passenger service.



# MetroQuest – Backend Data



### 3: WEST CORRIDOR



Type: ★ Scenario Rating Screen

Data points for this Screen:

Ratings: **4358**

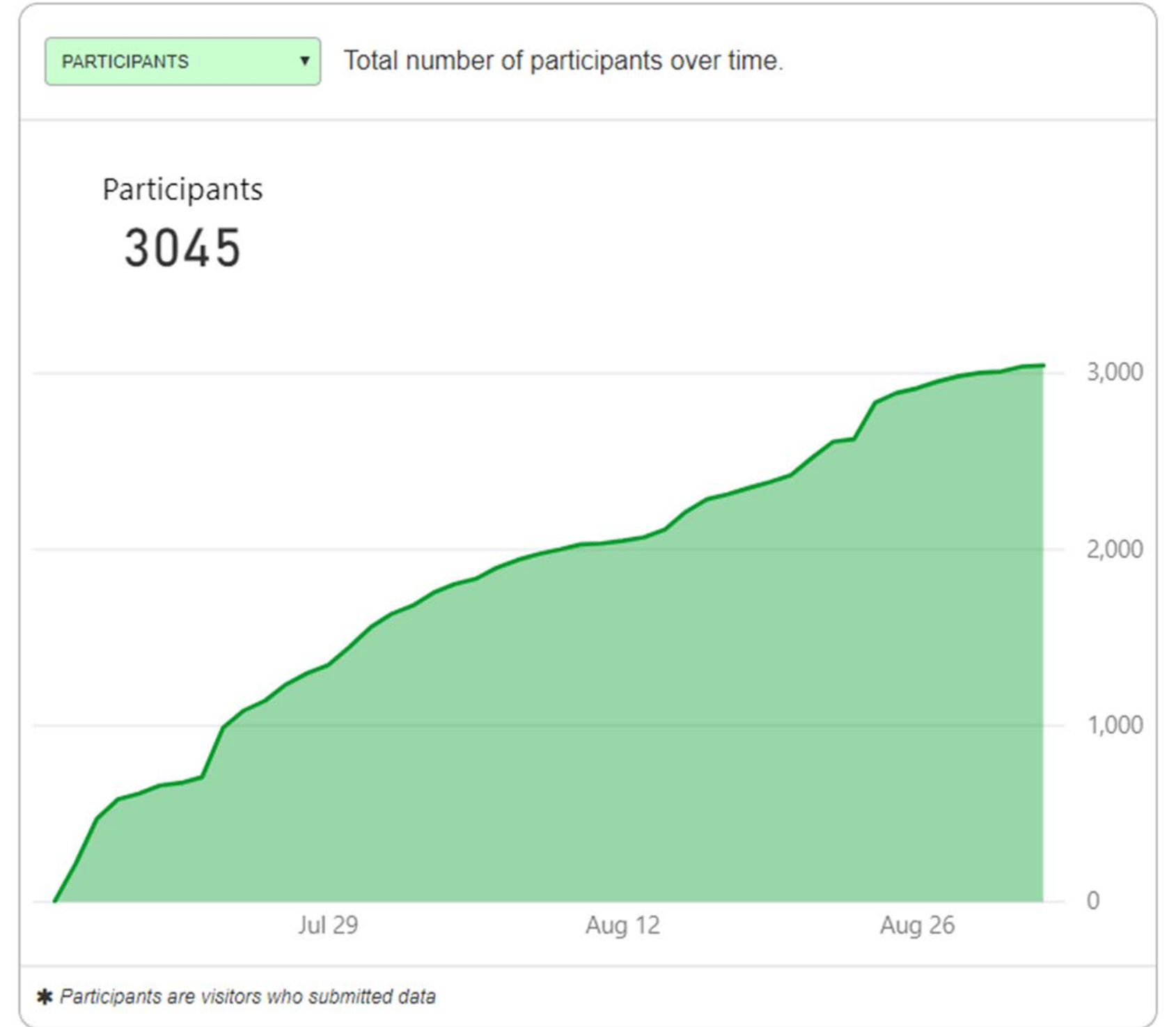
Comments: **511**

Excel downloads:

[Screen Data](#)

Sep 02 05:14

[Refresh](#)



*"Thank you for the opportunity to comment."*

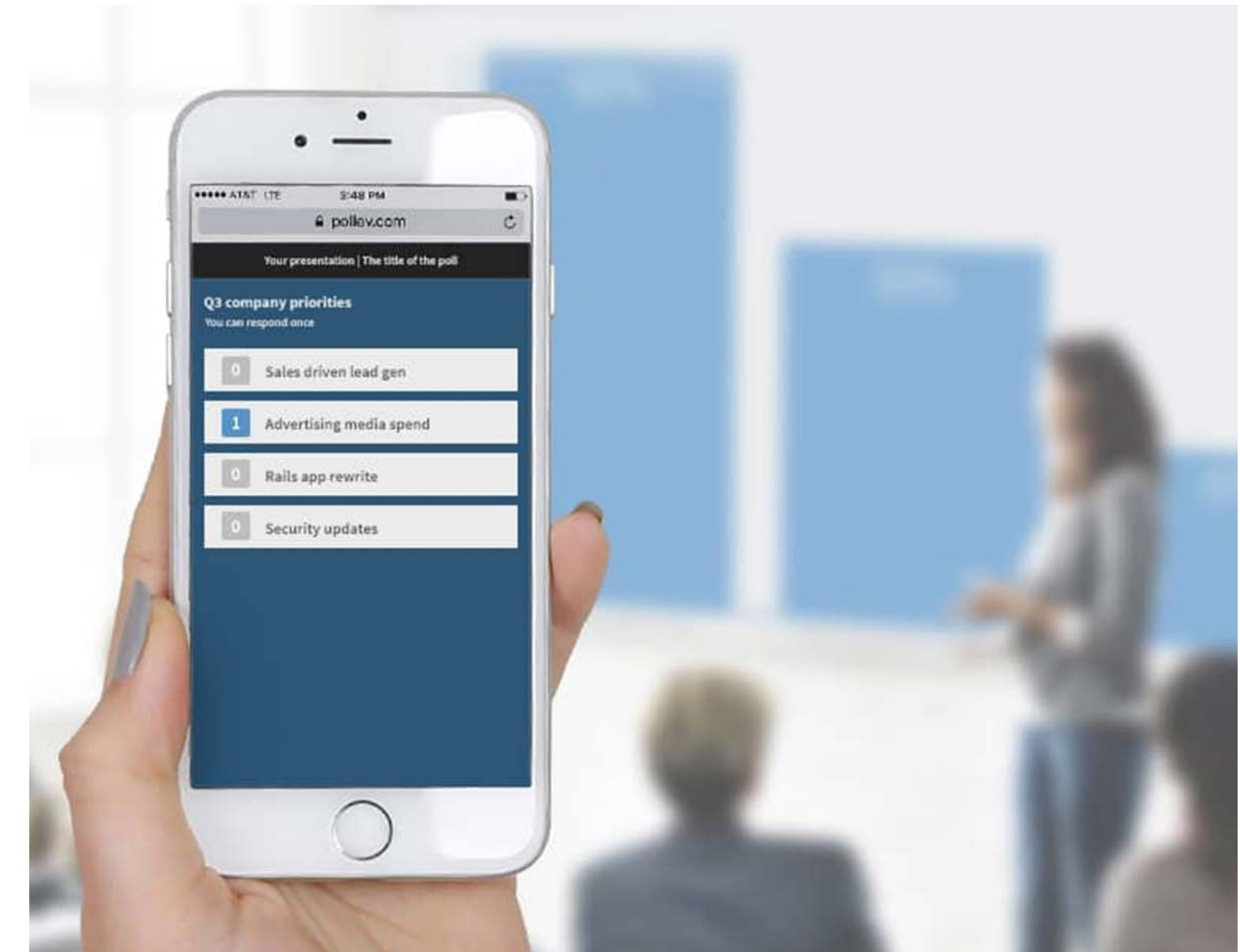
*"Thank you for this excellent survey and asking for the public input."*

*"Thank you for the informative and interactive open house as well as survey."*

*"I appreciate you asking for feedback from the community."*

# POLL EVERYWHERE

- Engage your audience in real time
- Transform a one-sided presentation into a two-way conversation with the audience.
- A web-based audience-based survey
- Audience members respond on the web or via texting on phones or tablets.



When you think of public engagement what is the first emotion that you feel?

Respond at [PolleEv.com/centralina](https://PolleEv.com/centralina)





# Centralina's Approach to Public Engagement

## An Intentional Approach

- People, building relationships and trust.
- Listen first. Designed to learn what residents or stakeholders' value – and build from there.
- "Surprise free" process.
- "Feedback the feedback" -- positive and negative.
- Chances to give input throughout process for all parties.
- Customized engagement -- Depends on what the community wants to achieve
- There is no silver bullet -- integrate mixed methods approach.



# Best Practices

- If you only remember 1 thing from this presentation -- remember this: **the Currency of Government is Public Trust.**
- Wondering how you are doing? Ask the participants!
  - Exit survey, ask at the end of presentations, how would you like to receive future updates, how can we get you involved
- Provide refreshments – nobody wants a hangry adult or child roaming around at a public meeting.
- Make it easier for people to say "why not" v. "I can't because..."
  - Provide childcare
  - Offer meetings and events at different times of the day
  - Piggyback on already scheduled events
- Make public engagement a key component of nearly every project. **People want to be heard!**

APPLY



# CASE STUDY: Fayetteville, AR

Take a look at SpeakUp Fayetteville:

**[speakup.fayetteville-ar.gov](https://speakup.fayetteville-ar.gov)**

- This is a dedicated website that the City of Fayetteville, Arkansas developed as a hub for public engagement on an array of projects and initiatives.






# CENTENNIAL PARK

AT MILLSAP MOUNTAIN



## Planning for a cycling-activated park



### Stormwater Study for Flood Management and Water Quality

Stormwater Study for Flood  
Management and Water Quality  
Funding

Centennial Park at Millsap Mountain



FAYETTEVILLE  
**WORKFORCE**  
DEVELOPMENT

Workforce Development Plan



# 71B

71B  
CORRIDOR  
PLAN

N COLLEGE AVENUE  
ARCHIBALD YELL BOULEVARD

71B Corridor Plan



## DIGITAL INCLUSION FAYETTEVILLE

Digital Inclusion Plan

### FAQ

What is a Cultural Arts Corridor?

How was the Cultural Arts Corridor boundary designated?

Who is paying for this project?

Where will we park?


[more..](#)

### Document Library

 [January 29 Presentation](#)

 [Map of Cultural Arts Corridor \(1.45 MB\) \(pdf\)](#)

 [December 4 2018 Presentation](#)

 [Cultural Arts Corridor August Presentation \(14MB\) \(13.9 MB\) \(pdf\)](#)

### Key Dates

Date TDB: Presentation to City Council  
**February → March 2019**

Bond Referendum  
**April 09 2019**

### Life Cycle



#### City Council Awards Design Contract

June 19, 2018: City Council approves a contract with Nelson Byrd Woltz, landscape architects from Charlottesville, VA, to design the Cultural Arts Corridor.



#### Schematic Design and Public Meetings

June 2018-December 2018



#### Design Development and Final Concept

Early 2019: Designers present final concept to City Council



#### Bond Referendum

Spring 2019: Public approval will be necessary to fund construction.



[more..](#)

### Survey Results

 [Survey #3 Results](#)

 [Concept Sketch Survey Results](#)

 [Survey #1 Results](#)



CLOSED: This survey has concluded.

### Cultural Arts Corridor Survey #3

As the City continues to develop plans for the Cultural Arts Corridor, we are seeking public input on preferred amenities and design elements to be included in the West Avenue Civic Space and Fay Jones Woods. Please take a few minutes to complete this brief survey and provide your input on these important elements of the plan.

Images of some of the design concepts for the spaces are included in the survey for reference. If you would like to view larger PDF images of the plan, You can download them here. The survey should take five to seven minutes [Continue reading](#)

[Complete Form](#)

CLOSED: This survey has concluded.

### Concept Sketch Survey

The City of Fayetteville is seeking a second round of public input for the Cultural Arts Corridor. Your input is vital to the success of this project.

Please review and comment on these concept sketches for the Corridor. Help the City identify specific features that will attract residents and tourists to this vibrant civic center and generate momentum for a capital bond initiative to fund its construction.

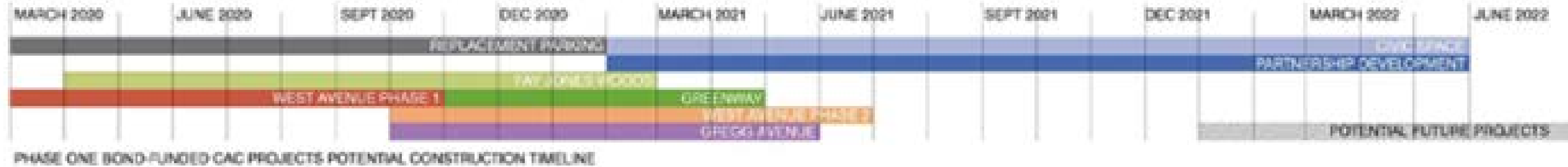
You can view the concept sketches in a larger format in the Photos section of this [Speak Up Fayetteville](#) page. [To view the images as a pdf, click here.](#)

[Take Survey](#)

Click here to view more about specific elements included in the plans for each of the Cultural Arts Corridor's primary focus areas.

To view the PowerPoint from the January 29 presentation, [click here](#).

Prior presentations are available in the Document Center at right.



Visit this City of Fayetteville webpage for additional information about the Cultural Arts Corridor: [www.fayetteville-ar.gov/culturalartscorridor](http://www.fayetteville-ar.gov/culturalartscorridor)

# FAQs

- ❓ What is a Cultural Arts Corridor?
- ❓ How was the Cultural Arts Corridor boundary designated?
- ❓ Who is paying for this project?
- ❓ What will be the return on investment?
- ❓ How will this improve downtown Fayetteville or its marketing efforts?
- ❓ How will this support local artists?
- ❓ Will this keep Fayetteville funky?
- ❓ Is the City considering ways to keep housing affordable?
- ❓ Will this raise our property values and taxes?
- ❓ How will businesses be supported during construction?
- ❓ Where will we park?
- ❓ Who are these spaces and improvements for?
- ❓ How will the City be more environmentally conscious?
- ❓ What will happen to Bikes Blues and BBQ?
- ❓ How will this improve multimodal connections in the City?
- ❓ Does this make the City more walkable?
- ❓ How is this project going to be maintained over time?
- ❓ How will this project support existing and future events?
- ❓ How will this project contribute to surrounding businesses?
- ❓ Will the Cultural Arts Corridor include new and improved bike facilities?



# How did Fayetteville “do” public engagement?

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# CASE STUDY: Fayetteville, AR

## WHAT DID FAYETTEVILLE DO?

- Interactive public workshops/design studios
- Monthly 71B Steering Committee meetings
- Input from Planning Commission and Members of City Council
- Survey (with results)
- Website
- Video
- Social media

# CASE STUDY: APPLICATION

## TALK WITH YOUR NEIGHBOR

**Think of a community issue or an upcoming project or initiative that could benefit from public engagement.**

- **What is it?**
- **What methods can you use to engage?**
- **What are the barriers and opportunities to those methods?**
- **What would you like to try that you haven't tried before?**
- **What resources do you need to try it?**

**Report Out**



# PUBLIC ENGAGEMENT PLAN TOOLBOX

## REMEMBER TO PACK:

- Link public participation to project milestones
- Details of upcoming phase
- Flexibility
- Time and cost
- Define the audience
- Identify stakeholders

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# Contact Us

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