



Public Notice. Can you do better?

Building Trust | Streamlining Your Process

February 10, 2020

2020 Alaska Planning Conference





Who's in the room?

We Will . . .

1. **Explore** what a digital first engagement strategy means
2. **Review** the current standards of public notice.
3. **Tour** best practices for online public engagement.
4. **Learn** the basics of digital first.

Why Engage?

Evidence shows engagement **increases trust and satisfaction** in your community. You will **make better, data-driven decisions**. Community **capacity and resiliency** will increase. In some cases, engagement may be **required** by law, rule or expectation.

Why Online?

You'll reach a **wider audience**, where **ideas and contributions are judged on merit**.

You'll build **community capacity** while developing a **deeper understanding** of the people you serve. The **public to public** interaction gives you the opportunity to **share rich media**, and serves as a **litmus test for in-person** engagements.

Digital First Strategy

Opens community engagement processes up to **wider audiences**, using the channel that most people will use to learn about and give input to the project. Designed for the **thoughtful use of engagement tools** (not just surveys), including in-person consultation.



QUICK POLL

Digital First Strategy

Inspires **greater attendance** of face-to-face events. Provides engagement reach metrics to ensure you reach the **broader community** rather than just sectional interest groups.

Digital First Engagement Strategy

The **vehicle** from which you conduct your engagement. It **identifies what you need to know** in order to solve your question or problem, project outcomes. Provides clarity on **why, who, what, how**.

(It's not just selecting a tool, that's a collection mode.)

RACI Matrix

- Responsible
- Accountable
- Consulted
- Informed

	Role 1	Role 2	Role 3	Role 4	Role 5	Role 6
Task 1	R		C			
Task 2	R		A		C	
Task 3	R	R	I	A		I
Task 4			C		R	
Task 5	A	C		I		
Task 6		I	C	C		R

Responsible

Person assigned to the activity.

Consulted

Person who must be consulted before a decision or action is taken.

Accountable

Person makes final decisions and has the ownership.

Informed

Person who must be informed when a decision or action has been taken.

IAP2 Spectrum of Public Participation



	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
Promise	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

Challenges

- Organizational Support
- Staff Resources
- Too Many Surveys
- Reaching Audiences

Strategies

- Pilot Projects & Case Studies
- Internal Framework & Digital Champions
- Different Tools at Different Intervals
- Develop Group-Specific Messaging

Linear Process



Conversation Loops



Evidence shows engagement **increases trust and satisfaction** in your community.

You will **make better, data-driven decisions**. Community **capacity and resiliency** will increase. In some cases, engagement may be required by law, rule or **expectation**.

You'll reach a **wider audience**, where **ideas and contributions are judged on merit**.

You'll build **community capacity** while developing a **deeper understanding** of the people you serve. The **public to public** interaction gives you the opportunity to **share rich media**, and serves as a **litmus test for in-person** engagements.



QUICK POLL



Public Notice

Issued by a government agency in order to allow members of the public to make their opinions on proposals known.





Why Public Notice?

1. To meet due process of law requirements
2. To display information where the public is likely to see it
3. To ensure information about government activities are accessible
4. To give the public an opportunity to participate and be heard
5. To support well-informed decisions

(in short, democracy!)

Public Notice Statutory Requirements

- Requirements vary by project type and jurisdiction
 - Defined in State and Local Codes
- Notice Can Include:
 - Mailed Notice to Property Owners
 - Posted Notice On-Site
 - Posted Notice in the Newspaper
 - Meeting Notice Posted in Public Locations
 - Notice to External Agencies and Organization
- Notice Required a Minimum # of Days Prior to Hearing

Notices Include

- Date, Time, and Place of public hearing
- Hearing body or officer
- General explanation of matter
- General description of the location of real property subject to hearing

Notices (typically) Do Not Include

- Site Plans
- Elevations
- Renderings
- Project Descriptions
- Technical Reports



Public Notice Should

- Provide a window into government actions
- Afford notice to citizens of actions about to take place
- Inform both the individual and the general public
- Allow the public to influence the governing bodies of their local communities

Why is Public Notice Failing?



Photo courtesy of https://www.coloradopolitics.com/news/premium/colorado-springs-councilman-joins-call-for-independent-probe-into-fatal/article_3f44ddc1-918b-5ccf-9061-d7a2ac30c48a.html

Lack of Transparency = Lack of Trust

Limited Resources



Neighborhood Meeting(s) and Public Comments

On June 25, 2019, an invitation to the official City-required neighborhood meeting was sent to all neighbors within 300 feet of the property boundaries, a total of 790 invites. This neighborhood meeting was held on July 9, 2019 at the Crown Point Academy gymnasium with 100-120 attendees. The applicant hosted the meeting, introduced the project, and fielded questions from neighbors and concerned citizens who attended. The Project Planner and other development review staff also attended the meeting to listen and observe, as well as clarify any questions the attendees had. The meeting generated a handful of inquiries captured in Attachment 6.

Quantitative Reporting is Limited with Support in the Appendix

Qualitative Reporting is Missing and Often Only Included in the Appendix



Decision Makers only Hear Voices that are Strongly Opposed or Strongly In-Favor

2017 Bang the Table Survey

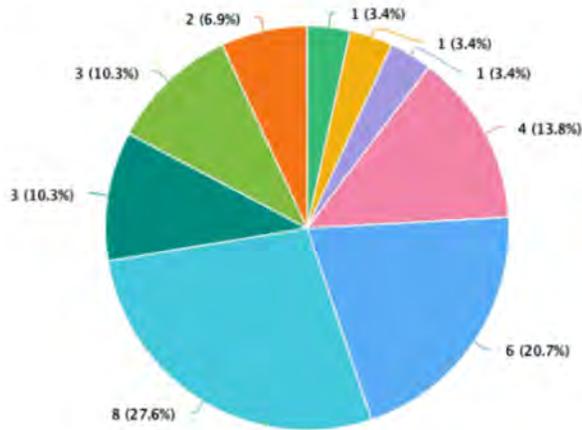
- 71% of respondents don't attend public meetings
- 83% expressed interest in participating on their own time
- 43% say governments are good at keeping citizens informed
- 88% think community engagement would change outcomes



Automated Process

Manual Process

Q1 When were you born?



Question options

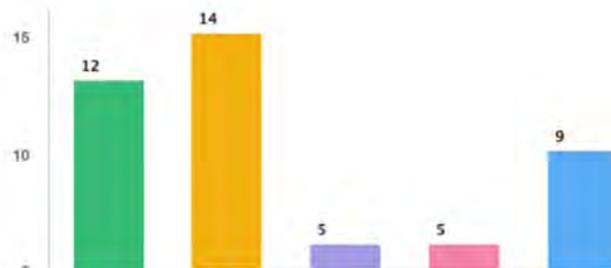
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- 1900 - 1909
- 1910 - 1919
- 1940 - 1949
- 1950 - 1959
- 1970 - 1979
- 1980 - 1989
- 1990 - 1999
- 2000 - 2009
- 2010 - 2019

Overview Basic Response

Optional question (29 responses, 1 skipped)

Q2 What is your relationship to FutureVille?



Question options

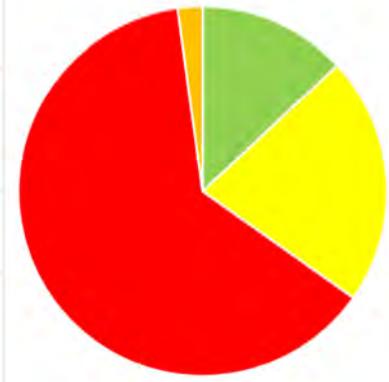
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- I work here
- Own a home
- Rent a home
- Own a business
- Go to school or get educated here

Answers for "Do you have any comments about the Shopping Trolley Amenity by-law?"		Sentiment							
1	If this sort of thing is implemented, it needs to be monitored and enforced. The number of trolleys still being taken from Westfield and wheeled up our area and dumped is ever increasing.	NEGATIVE							
2	We dare not say anything to people wheeling them past our home in case they come back when we are not there. Typically they are dumped around H2O park land and surrounds by those in the housing commission properties. I disagree as it penalises those amongst us who cannot afford transport and live too far from Westfield to be able to return the trolley. I believe the Supermarkets should be responsible for picking up their trolleys but perhaps there should be more incentives to notify them about stray trolleys or perhaps the retailers could produce a large shopping bag on wheels at discount to avoid people having to take trolleys home.	NEGATIVE							
3	As a resident of Marion I am constantly witnessing trolleys surrounding the streets. I live 6 streets from Westfield Marion and still see the trolleys in the front of my property. I do not blame the shopping centres but more so the individuals and/or youth in the area. I firmly believe fining the individuals that take these trolleys off shopping centre premises will improve this issue.	NEUTRAL							
4	Absolutely fantastic initiative. Hopefully this will spread throughout the metropolitan councils.	POSITIVE							
5	From my understanding, coin return systems have had mixed results (i.e. people don't care about getting the \$1 back, or they jam it with another object). Perhaps the wheel lock system is the way to go. Council also needs to police it regularly. Perhaps a system where people can notify council if they see a trolley being taken (in real time) could be considered (such as an app). Can marion shops also be held accountable and install infrastructure (such as bollards in Ikea car park).	NEUTRAL							
6	trolleys left in our area are mainly from students who live in student accommodation those who just don't care...how are you going to track them down? Also Westfield Marion don't collect the trolleys after closing hours like they used to and they are just left all over the carpark at night. Coin deposit is the only way to go so those trolleys left on the streets can be collected by those who could do with the money...just look at those who go through our recycling bins for 10cents.	NEGATIVE							
7	if they are all coin operated people will return them	NEGATIVE							
8	I would support a containment area for trolleys. I would also support a trolley scheme for residents so they could easily transport their shopping home. They would be unlikely to abandon their own trolleys if they pay for them. Fining supermarkets would make them put up prices to compensate so a council supplied trolley scheme would be beneficial to all concerned.	NEUTRAL							
9	Working for a supermarket for 20 years, and seeing a lot of abandoned trolleys, I think it will be hard to fine individual people. We had one lady who had 18 trolleys in her back yard, that said "she put them there, so they wouldn't get damaged" and rang us to collect. Kids also dump in creeks. Only thing I think would work is a coin slot in trolleys, which therefore will save wages in trolley collectors, and possible damage to cars. It's really about the customers being respectful and considerate to other people's property. Yes, retailers need to have something in place, I strongly agree, but not sure if it's fair to fine them.	MIXED							
10	I think immediate collection is unrealistic. And not sure if you have considered that supermarkets and retailers will pass the cost of this onto the consumer. And or help contribute to / support or advertise the trolley locator apps or sites that give financial incentive to people alerting shops to their lost trolleys...	NEGATIVE							
11	Fines against retailers and setting up 'containment systems' will be passed on by retailers to consumers, who are also City of Marion rate payers. City of Marion rate payers will bear the cost of consultation, creation of by laws and council officers to enforce by-laws/issue fines. Ultimately, it will be rate payers limited resources used to fund this by-law and retailers 'containment systems'. My observation is that lower socio-economic areas are more impacted by abandoned trolleys. The City of Marion Council would be better directing limited rate payer funds to reduce the instance of illegal dumping, a much worse eye sore which is rampant throughout the entire Marion Council area. City of Marion council needs to assess it's priorities and focus on the real issues facing residents, such as Youth, elderly and Community services. Also, better management of ratepayers resources. The Shopping Trolley by-law is a ridiculous waste of limited rate payers resources, given an average of 7 trolleys are collected each week (source: Council meeting minutes 28 May 2019.) I strongly urge the Mayor and Councilors at the Marion Council to get outside of the 'Marion Council Chamber bubble' and get engaged in the local community and focus on the real issues. I would prefer to see the City of Marion council invest in it's own capabilities: developing in the areas of leadership; service delivery;	NEUTRAL							

TOTAL COMMENTS	POSITIVE	NEUTRAL	NEGATIVE	MIXED
46	6	10	29	1

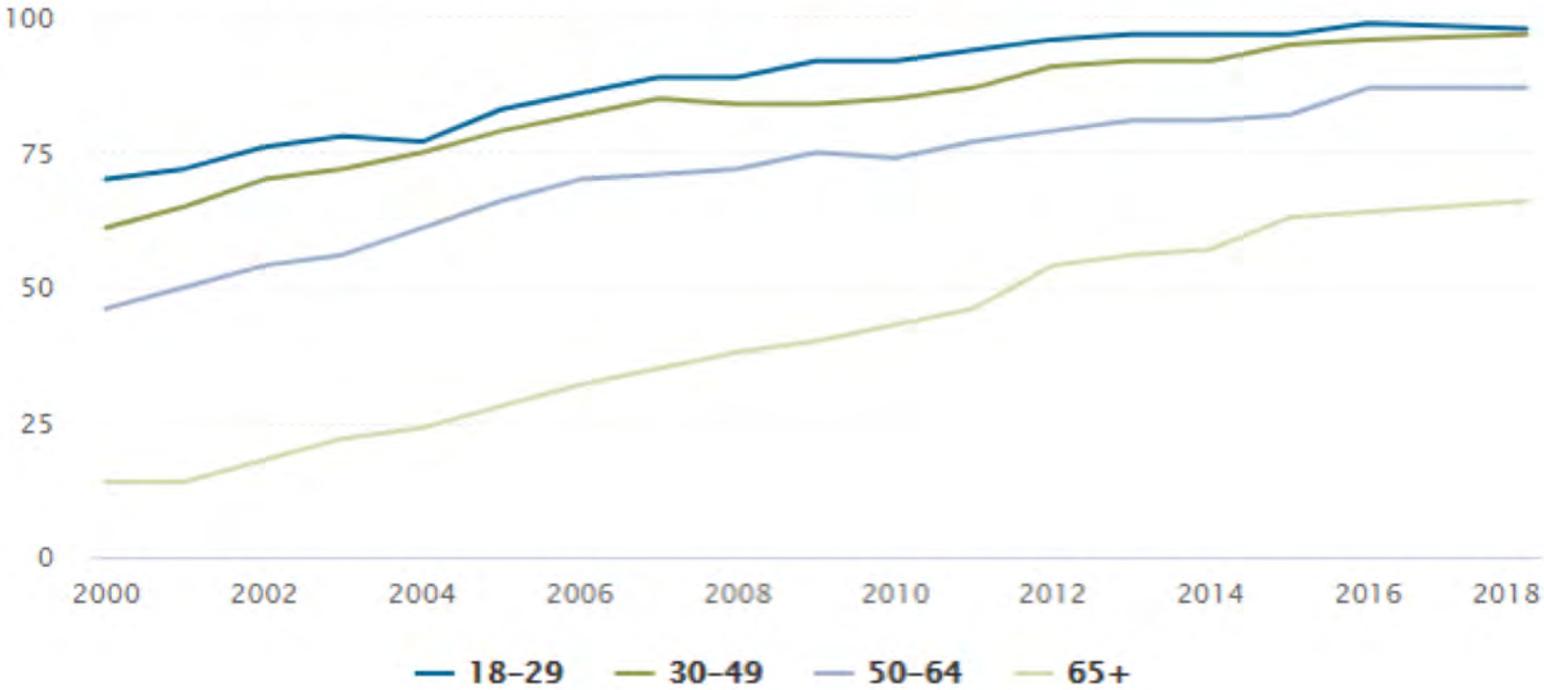
Overall Sentiment







% of U.S. adults who use the internet, by age



95%

Of commenters at public hearings
were white....

....though they represented

80%

of the area's population.



More than half of U.S. adults will never attend a public meeting.

50%





QUICK POLL

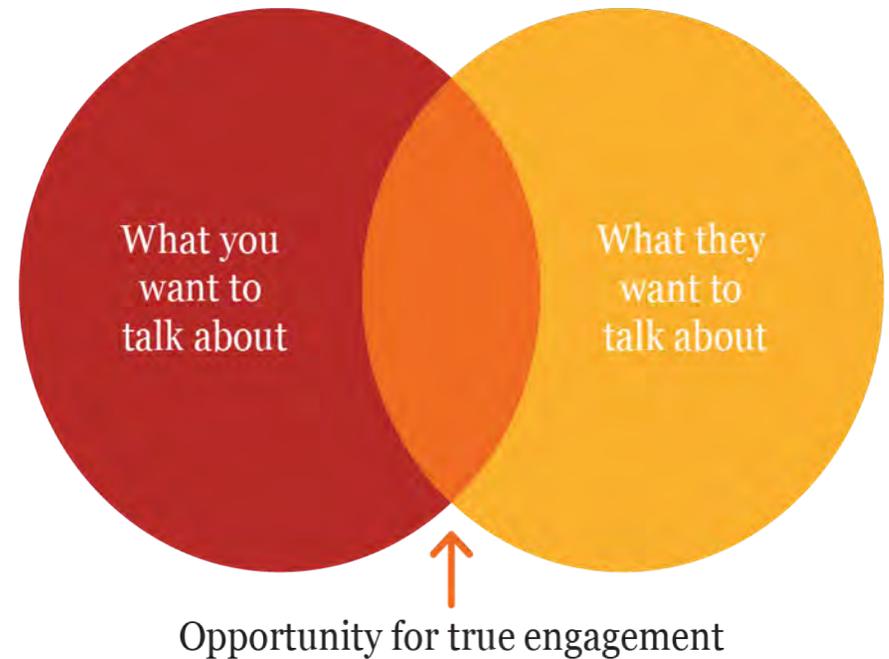


Digital First Basics



S Strategy

**WHEN PEOPLE TALK TO YOU ABOUT
STUFF THAT
DOESN'T
INTEREST
YOU**

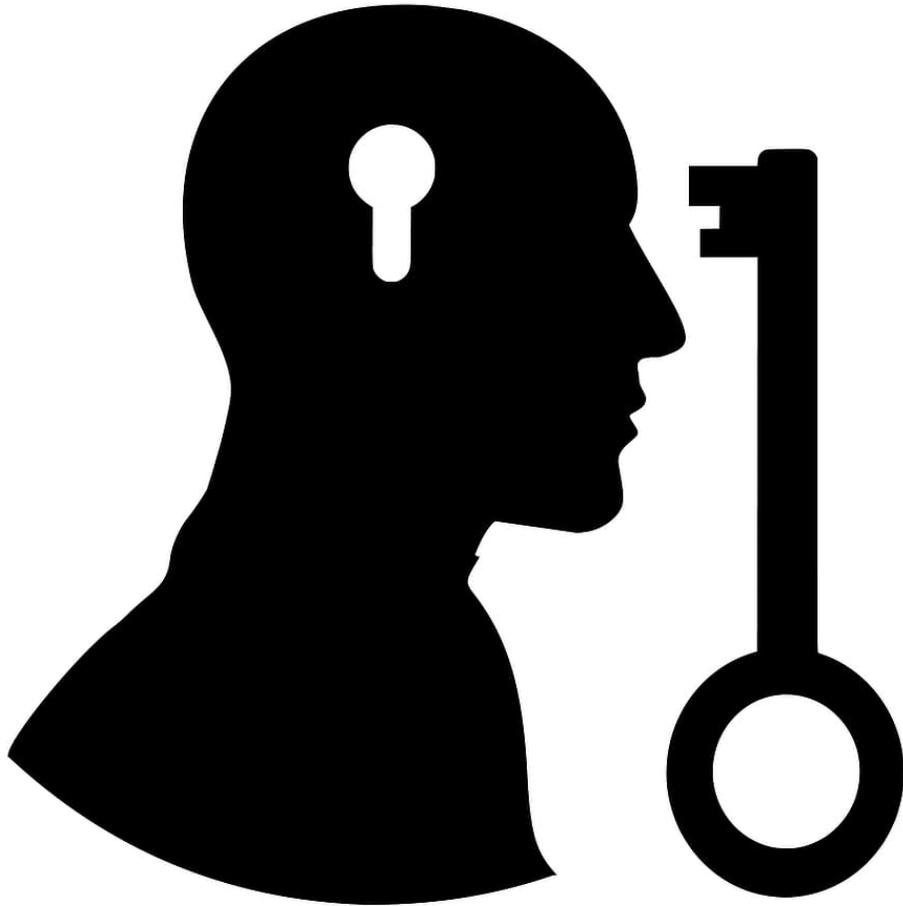


Pique people's interest



Make it fun!

keep it simple



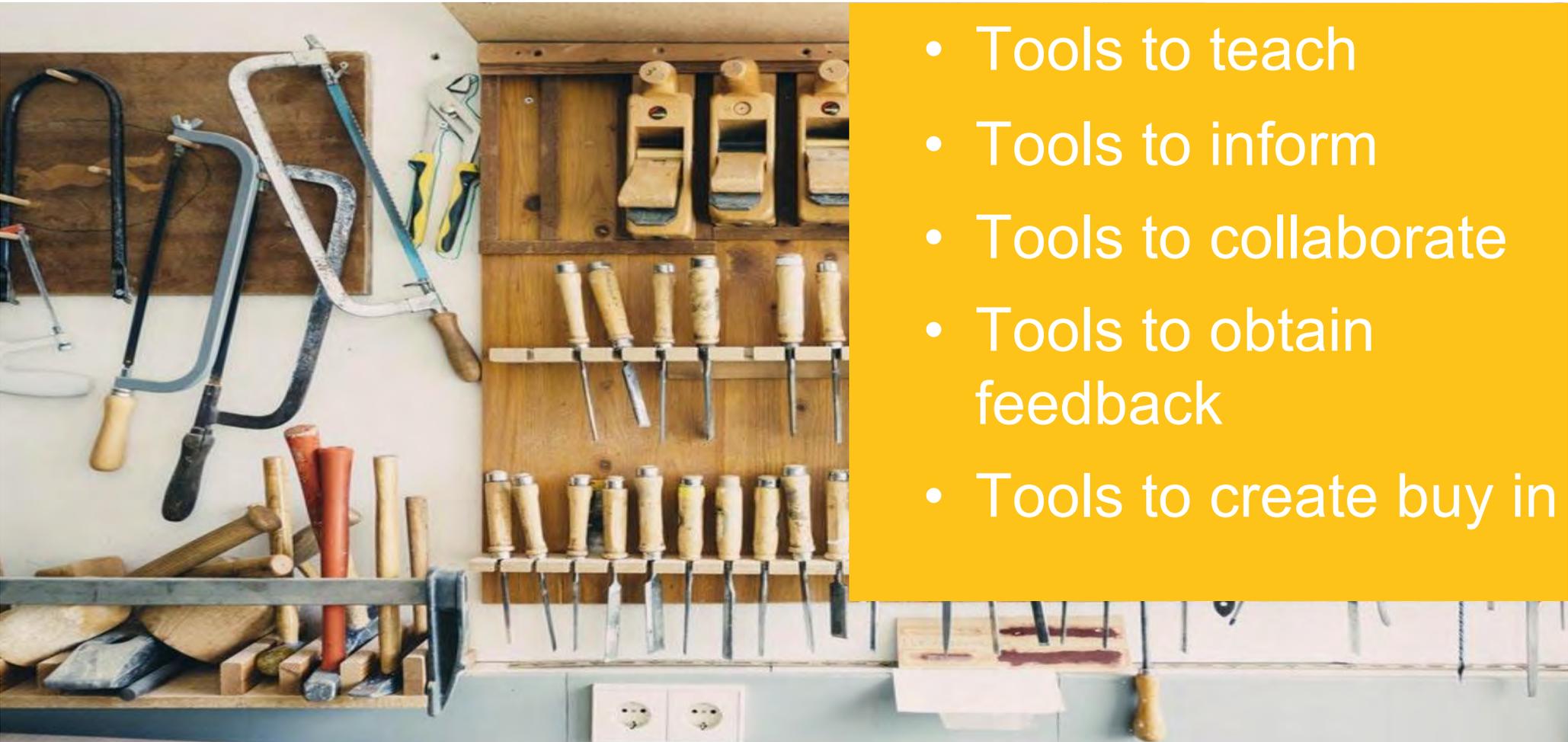
Captivate
their
Imagination



**SAFETY
FIRST**

Keep it Safe

- Bring a crowd
- Engage across a spectrum of topics to create a “middle” on each
- The crowd will self regulate to a point but you need third party moderation
- It’s really hard to stack a busy engagement

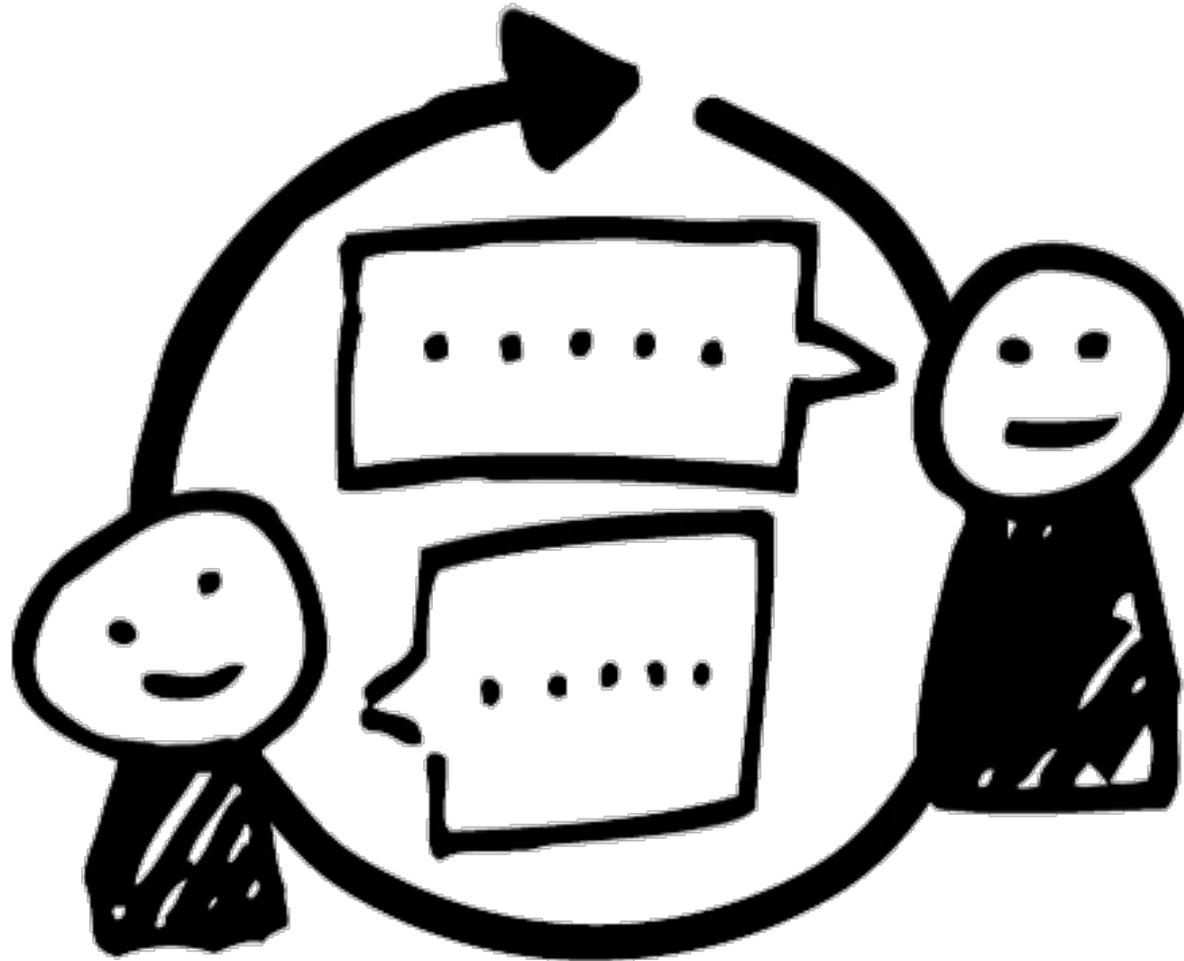
- 
- Tools to teach
 - Tools to inform
 - Tools to collaborate
 - Tools to obtain feedback
 - Tools to create buy in

Choose the Right Tools

Aware. Informed. Engaged.
Set goals for your projects. Ask
demographic questions to
use as a lens in your reporting.
Set targets then market
accordingly.



Measure Everything



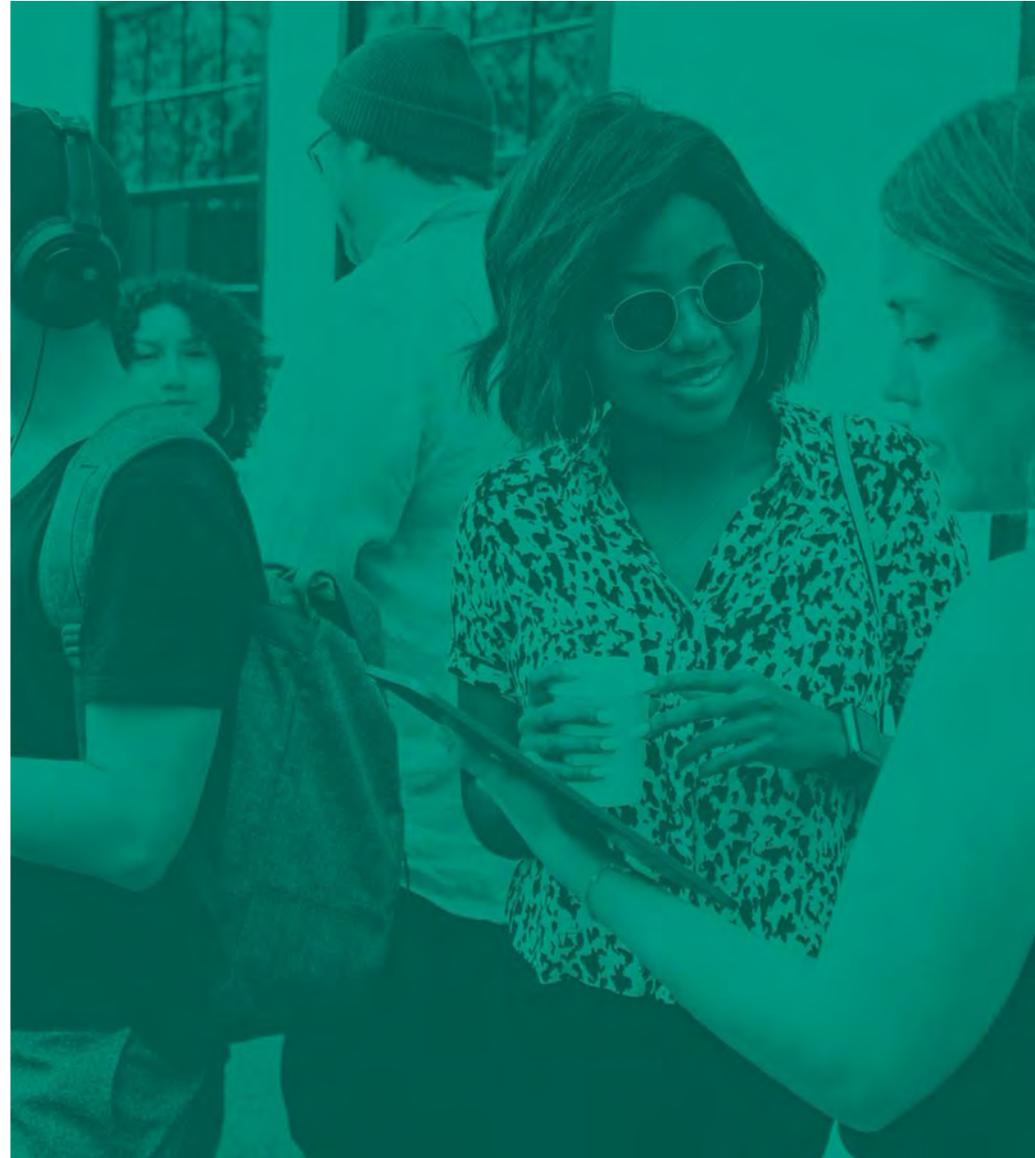
Close the Loop



Use Social Media Wisely

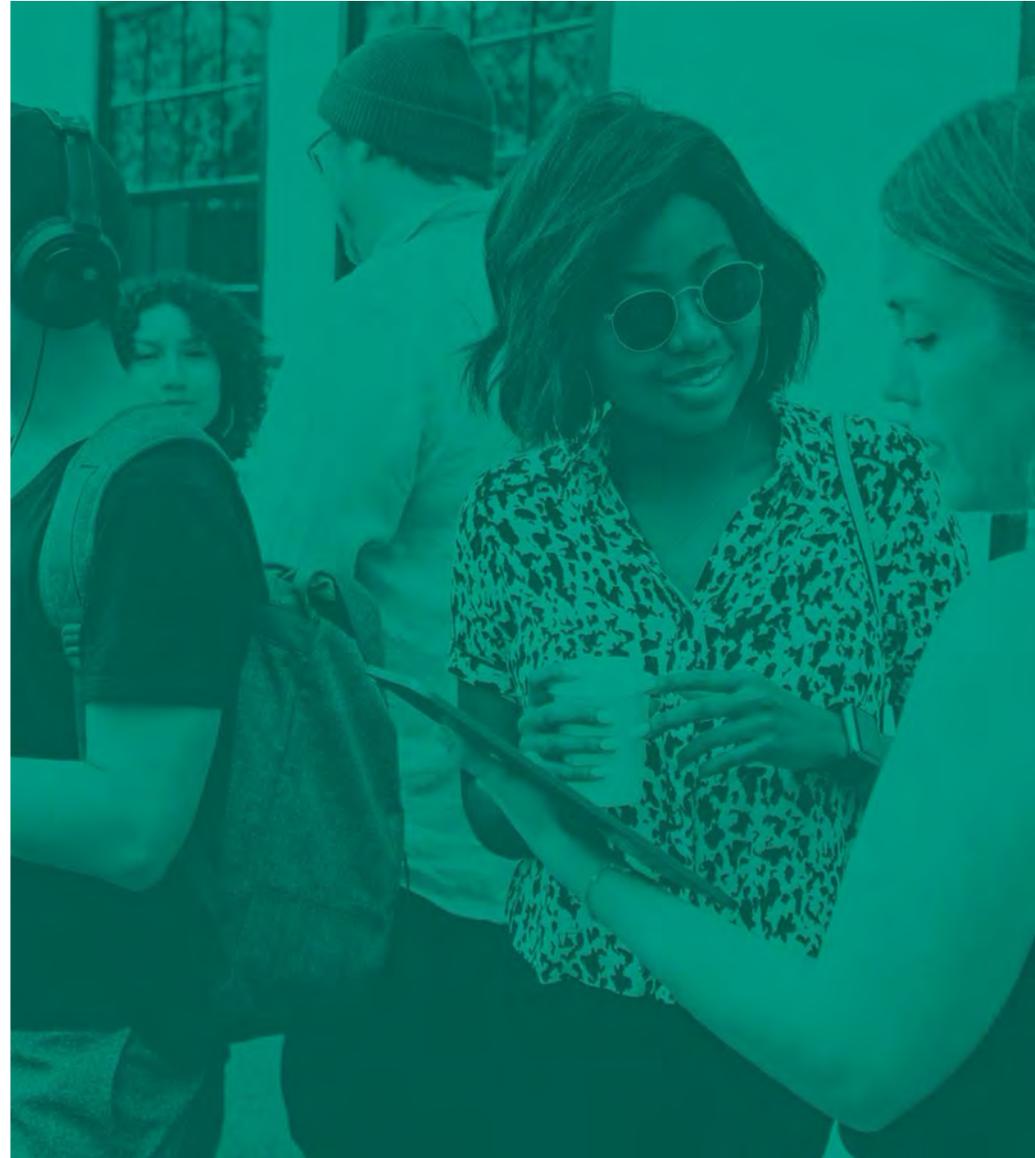
The Basics

- Develop a Strategy
- Pique People's Interest
- Make it Fun
- Keep it Simple
- Captivate their Imagination
- Keep it Safe
- Choose the Right Tools
- Measure Everything
- Close the Feedback Loop
- Use Social Media Wisely



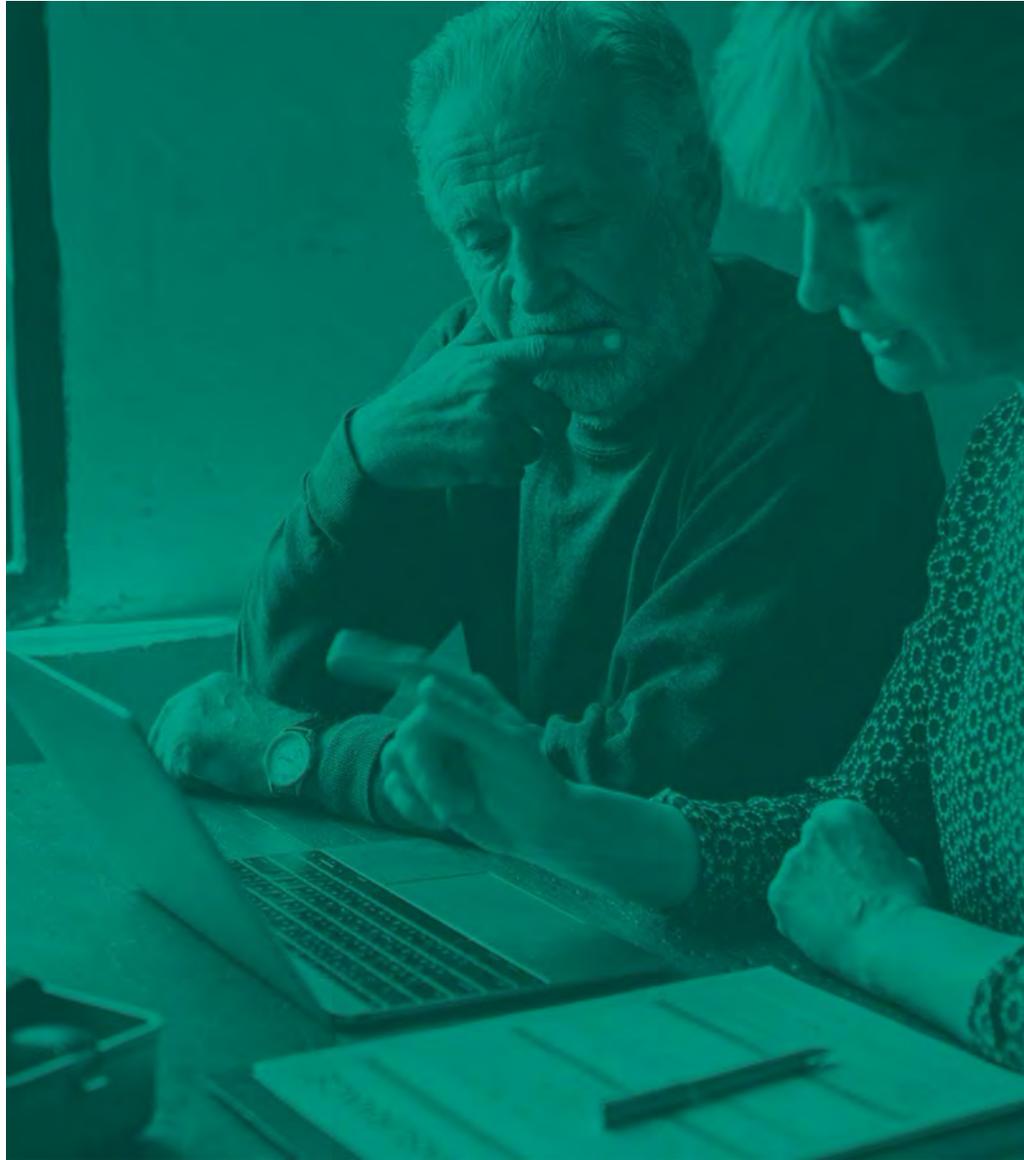
Improved Process

- Less management of fragmented conversations
- Fewer open records requests
- Understand who you're talking to and what they're interested in
- Track opinions and ideas across geographical, demographic, and cultural lines
- Streamlined reporting



Build Trust

- Meet residents where they are
- Discussion, both online and in person, exposes people to alternate perspectives which can be valuable in bridge building
- Build capacity
- Be inclusive
- When participants see input turned into action, trust is built
- Provide feedback





Questions and Discussion



Thank You

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Bang the Table

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Sites We Visited

- Welcome Page - https://engage.longmontcolorado.gov/welcome-to-engage-longmont?tool=quick_poll#tool_tab
- Transportation Project - <https://www.bettertogetheredina.org/58th-street-reconstruction>
- New Community Center - https://www.broomfieldvoice.com/BCCReconstruction?tool=story_telling_tool#tool_tab
- General Plan - <https://www.newporttogether.com/get-engaged>
- Development Applications + Community-Wide Engagement (multipole projects) - <https://yourvoice.nedlands.wa.gov.au/>
- Transportation Stories - https://www.beheardboulder.org/transportation-master-plan-update?tool=story_telling_tool#
- Commenting on .PDF with Konveio - <https://www.speakupaustin.org/our-parks-our-future>
- Bi-Lingual - <https://www.plantheport.com/>
- Multi-Lingual - <https://yoursay.innerwest.nsw.gov.au/tree-management-dcp2>
- Build a Budget with Balancing Act - https://engagemb.ca/Budget-2020?tool=news_feed#tool_tab
- Reporting on Engagement - <https://www.bangthetable.com/reporting-and-analytics/#prettyPhoto>

EngagementHQ Tools Spectrum

Managing your project communications

Open environment

Participants can engage with each other. Comments, images and ideas are visible to the community



FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.

IDEAS

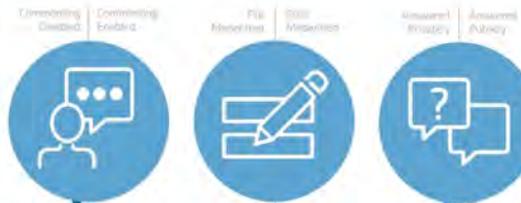
Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.

PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.



STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.

QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.



POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.

SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.