VIRTUAL ENGAGEMENT ALTERNATIVES
TOOLS AND TIPS TO ENSURE SUCCESSFUL AND EQUITABLE ENGAGEMENT DURING CRISIS
4/23/20
Join our real-time polling during this webinar!

To: 22333
msg: miplanning

Powered by PollEverywhere.com
A PLANNER’S RESPONSE TO THE PANDEMIC
VIRTUAL COMMUNITY ENGAGEMENT
 Provide help and tools you can use now, as we navigate this new world

 Provide CM credits before the May 28 Grace period ends

— **Michigan Chapter Upcoming Events**
  - Lunch | Learn | Link on Tuesdays from 12 PM to 1 PM
  - Webinars on Thursdays from 2 PM to 3:30 PM, *A Planner’s Response to the Pandemic*
  - Planning Law Seminar on Tuesdays starting May 12
  - Book Group, *MAP Reads*, on May 27

— **American Planning Association’s National Conference**
WHY PLANNING IS STILL IMPORTANT: TEN THINGS PLAGNERS CAN DO NOW

1. Essential Service versus Work from Home (WFH).
2. Remote Work.
3. Hazard Mitigation Team.
4. Virtual Alternatives.
5. Economic Response and Recovery.
6. Repurpose Planning Staff.
7. Scenario Planning.
8. Messaging.
GETTING TO KNOW US

KATHLEEN DUFFY, AICP
ANN ARBOR
kathleen.duffy@smithgroup.com

VALERIE BERSTENE, ARCHITECT + URBAN DESIGNER
CHICAGO
valerie.berstene@smithgroup.com
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What this webinar is:

- Our alternatives for moving planning project participation forward
- Considerations to keep input meaningful, timely, and equitable
TODAY’S AGENDA

1. Overview
2. Same Process, New Approach
3. Tools for Engagement
4. Tips for Online Meetings
5. Navigating the Change

What this webinar is not:

- A comprehensive comparison of software dos and don’ts
- How to hold a public hearing virtually
- All of the answers to all of the questions any of us get on a daily basis from the public, partners, and colleagues
SHOULD WE BE DOING PUBLIC ENGAGEMENT RIGHT NOW?
OR IS NOW MORE IMPORTANT THAN EVER?

Have honest conversations.
- Adapt message to acknowledge crisis but seize the opportunity to engage meaningfully.

Redefine Success.
- Stay relevant, listen, and roll out strategies over time, recognizing the uncertainty and not jumping to conclusions. We may not have the answers right now.

Acknowledging the digital divide.
- Most people may now have mobile phones, that doesn’t mean they know how to use them.

“We need to rethink our communities - a lesson we are learning in real-time.”
-Cleveland Planning Director
BARRIERS: DIGITAL DIVIDE

81%
U.S. adults who have a smartphone

73%
U.S. adults who have a home broadband

Pew Research Center, June 2019, “Mobile Technology and Home Broadband 2019”
BARRIERS: DIGITAL DIVIDE

81%

U.S. adults who have a smartphone

73%

U.S. adults who have a home broadband
BARRIERS: DIGITAL DIVIDE

17%

U.S. adults who have a smartphone and no home broadband

Younger

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-29</td>
<td>22</td>
</tr>
<tr>
<td>30-49</td>
<td>18</td>
</tr>
<tr>
<td>50-64</td>
<td>14</td>
</tr>
<tr>
<td>65+</td>
<td>12</td>
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Less educated

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>HS or less</td>
<td>26</td>
</tr>
<tr>
<td>Some college</td>
<td>16</td>
</tr>
<tr>
<td>College+</td>
<td>4</td>
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Urban/Rural

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Urban</td>
<td>17</td>
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<tr>
<td>Suburban</td>
<td>13</td>
</tr>
<tr>
<td>Rural</td>
<td>20</td>
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People of Color

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<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>12</td>
</tr>
<tr>
<td>Black</td>
<td>23</td>
</tr>
<tr>
<td>Hispanic</td>
<td>25</td>
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</tbody>
</table>

Lower earners

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000</td>
<td>26</td>
</tr>
<tr>
<td>$30,000-$74,999</td>
<td>15</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>6</td>
</tr>
</tbody>
</table>

Pew Research Center, June 2019, “Mobile Technology and Home Broadband 2019”
**BARRIERS: LANGUAGE**

- Disseminate information tailored to different needs based on community data: visual, hearing, intellectual and physical impairment.
- Establish targeted forums to communicate with vulnerable groups. Consider factors such as their literacy and technology requirements.
• Be empathetic
• Acknowledge the stress, anxiety, loss people may be experiencing
• Adapt your plans tactfully
• Get to the point...quickly
NEW RESOURCES EMERGE DAILY
WE’re TRYING TO KEEP UP, SOME ORGS ARE COLLECTING RESOURCES

https://www.iap2usa.org/COVID-19-P2-Resources
https://planning.org/knowledgebase/onlineengagement/
https://www.planningmi.org/map-and-covid-19
SAME PROCESS, NEW APPROACH

BREAKING DOWN THE ENGAGEMENT PROCESS
PRE-COVID, HOW WOULD WE APPROACH ENGAGEMENT?

BUILD A PUBLIC PARTICIPATION STRATEGY

- **Strategy**
  - What do we need to hear?
  - Who are we trying to reach?

- Not just about deploying a number of tools and techniques

- Going from live to on-demand participation may even encourage more attendance

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**Project: Euclid Corridor Redevelopment**

**ORGANIZATION**

<table>
<thead>
<tr>
<th>CONTACT PERSON</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Focused Organization</strong></td>
<td></td>
<td></td>
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<tr>
<td>Chamber of Commerce</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic development agency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>County/regional partners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major employers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General business community</td>
<td></td>
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**Community Development**

<table>
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<th>CONTACT PERSON</th>
<th>EMAIL</th>
<th>PHONE</th>
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</thead>
<tbody>
<tr>
<td>Housing focused groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workforce development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private, active developers</td>
<td></td>
<td></td>
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<tr>
<td>Arts Commission</td>
<td></td>
<td></td>
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<tr>
<td>Historical Society</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Foundation</td>
<td></td>
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**MEETING TYPE**

<table>
<thead>
<tr>
<th>Core Team (calls)</th>
<th>Team Meetings</th>
<th>Stakeholder Interview</th>
<th>Stakeholder Focus Group</th>
<th>Community Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSIGNED:</strong></td>
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</table>
INFORM: Provide the public balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.
LISTEN. Obtain feedback on analysis, alternatives, and/or decisions. Listen and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.
INVOLVE. Work with public to ensure concerns and aspirations are understood and considered and directly reflected in alternatives. Provide feedback on how public input influenced the decision.
**LEVELS OF ENGAGEMENT**

**COLLABORATE.** Partner with public in development and evaluation of alternatives and selection of preferred solution. Incorporate recommendations into decisions to the maximum extent possible.
What are the challenges for engaging during physical distancing?

One-Way Communication:
Requires people to self-select to engage

Two-way Communication:
Overcoming the physical distancing to effectively collaborate
LEVELS OF ENGAGEMENT

WHAT

One-Way Communication:
Requires people to self-select to engage

Two-way Communication:
Overcoming the physical distancing to effectively collaborate

HOW

On-Demand Participation:
• Learn and respond at a time convenient to you
• Limited multi-directional sharing

Live Participation:
• Learn and respond in the moment, simultaneous with other participants
• Great multi-directional sharing
LEVELS OF ENGAGEMENT

WHAT

INFORM  LISTEN  INVOLVE  COLLABORATE

WHEN

1: Vision  2: Alternatives  3: Draft

HOW

On-Demand Participation  Live Participation
LEVELS OF ENGAGEMENT

- **WHAT**
  - INFORM
  - LISTEN
  - INVOLVE
  - COLLABORATE

- **WHEN**
  - 1: Vision
  - 2: Alternatives
  - 3: Draft

- **HOW**
  - On-Demand Participation
  - Live Participation
  - On-Demand Participation
TOOLS FOR ENGAGEMENT
LIVE PARTICIPATION
ON-DEMAND
GET THE WORD OUT 🗣️
BUILDING AWARENESS

- Traditional media
  - Newspapers
  - Radio
  - TV
- Mailed notices
- Signs in right-of-way along walking routes, in parks
- Window signs in businesses
- Tap into existing networks and community leaders
Social media campaign
– Sharing information
– Collecting input
– Hashtags
– Managing accounts
– Set rules for keeping the peace
ONLINE PORTAL

ON-DEMAND PARTICIPATION

- Project websites
  - Post multimedia updates to share information
  - Collect input continuously
  - Rollout ideas over time
  - Link to email campaign to send updates
  - Ongoing metrics and real-time output
ONLINE PORTAL

ON-DEMAND PARTICIPATION

SUGGESTED TOOLS

- ArcGIS StoryMaps and HUB
- MindMixer, Konveio, Bang the Table
- Existing municipal platforms
ONLINE PORTAL

https://www.community-engagement-annarbor.com/

ArcGIS HUB: https://hub.arcgis.com/pages/gallery
STAKEHOLDER INTERVIEWS

LIVE PARTICIPATION

- Conduct phone interviews
- Small group focus groups via web conference software can be very effective

SUGGESTED TOOLS
- WebEx, MS Teams, Zoom, GoToMeeting
- The phone (remember that?)
- FreeConferenceCall.com
SMALL GROUP WORKSHOPS

LIVE PARTICIPATION

- Virtual collaboration for visioning, mapping (PET or SWOT), digital post-its

**SUGGESTED TOOLS**
- MS Whiteboard, Mural, Miro, Stormboard
Public Workshops

Live Participation

Single-stream Two-Way communication

- Opportunities for multi-directional communications
- Web meeting or conference hosting platforms
- Interactive tools within the platform
  - Raise hand to talk
  - Chat functions
  - Integrated polling
- Comply with Open Meeting Act
- Consider functionality from computer or phone

Suggested tools

- WebEx Events
- Adobe Connect
PUBLIC WORKSHOPS

LIVE PARTICIPATION

Multi-stream Two-Way Communications

– Vimeo or YouTube live streaming
– Public Access TV

– Call-in hotline
– Live Polling
– Direct to website for interactions
– Consider screen capacity

SUGGESTED TOOLS

• Vimeo, YouTube Live, Facebook Live

Taking cues from other organizations
Multimedia Tools
- Post recorded presentations
- Post documents
- Go analog
- Use digital interactive platforms
ANALOG TOOLS

ON-DEMAND PARTICIPATION

- DIY kits
  - Collages
  - Precedents
  - SWOT / PET
- Self-guided walking tours or scavenger hunts
- Surveys
  - Textizen
  - Mail-in
- Chalk the Walk
- In your window

 smithgroup.com  Virtual Engagement
Digital collaborative mapping

To answer this question, select dots from pop-up window to add to the map. After adding a dot, please also leave a comment.

You can open/close the dot window by clicking on the *painters palette* icon at the bottom of the map.

Place a **GREEN DOT** on the map for places in the commercial area that you **like**.
- For example: Places that feel comfortable, attractive areas, places with activity and excitement, buildings that you like, etc.

Place a **RED DOT** on the map for places in the commercial area that you are **concerned** about.
- For example: Places in poor condition, uncomfortable areas, buildings that you don’t like, etc.
DIGITAL TOOLS

ON-DEMAND PARTICIPATION

- Surveys
- Idea Walls

Souhtown ASP Survey

1. For the Southtown Business Districts, how concerned are you about each of the items listed below?

   Not concerned | Somewhat concerned | Concerned

   Condition of buildings and store fronts
   Height of buildings
   Style and design of buildings
   Building entrances and windows

   Enter another option

2. When shopping or running errands, how do you get to the following Business Districts? (check all that apply for each Business District)

   Walk to shops and businesses
   Drive to shops and businesses
   Ride the bus to shops and businesses
   Drive a car to shops and businesses
   Ride in a car with others to shops and businesses

3. Why do you shop in the following Southtown Business Districts? (check all that apply for each Business District)

SUGGESTED TOOLS
- ArcGis Hub, Konveio, Bang the Table
- Survey Gizmo, SurveyMonkey, Pinterest
Easy to adapt

- Collect input over time
- Monitor input and react nimbly
- Employ digital and analog tools
- Build community awareness and stimulate interest
2: Alternatives

Live Participation

More hurdles to adapting

- Real-time mark ups / alternatives testing (small sessions)
- Live Q&A, polling, discussion

On demand instead of live participation

- Learn about progress and concepts
- React to multiple concepts virtually
- Unpack your meeting into many small activities and touchpoints with community members
3: Draft

On-Demand Participation

Building on Progress

- Keep the good tools, ditch the bad
- Empower community leaders who emerged

Ideal for blended live, on-demand participation

- Review final plan
- Live moderated Q&A
- On-demand presentation, commenting and Q&A
- More focused discussion by board or commission
TIPS FOR RUNNING ONLINE MEETINGS
OPEN PUBLIC MEETINGS
HOW TO MEET OPEN MEETING ACT PROVISIONS

- Allow two-way conversation
- Have a plan to manage interruption
- Require meeting password to avoid “Zoombombers”
  - Post meeting website/password with meeting notice
- Stream board/commission for viewing by public
- Limit input to call in number via a moderator to manage public comment in order (chat function can be hard to manage)
- Accessibility – transcription services
- Always consult your attorney

TIPS FOR WEB-BASED MEETINGS

- Meeting roles
  - Moderator – managing public input from multiple sources
  - Lead facilitator
  - Scribe

- Share meeting materials ahead of time
- Outline how the results of the meeting will be used to inform decision making
- Be clear on the format and opportunities for engagement
TIPS FOR WEB-BASED MEETINGS

- **Introductions**
  - Use video!
  - Ok to be a bit personal since not in person

- **Explain how to engage**
  - Acknowledge the use of technology
  - Explain what that means and what is being done to ensure everyone can participate
  - How the information will be used
  - Let people know if the meeting will be recorded
  - Inform people how they can communicate, how their communications will be addressed, and when
  - Let them know rules and etiquette
ICE BREAKER EXERCISE
FOR MORE INFORMAL MEETINGS

- Get people used to the technology
- Test and prove two-way communication
- Create an avatar
- Answer a personal question
- Answer a simple poll
DURING THE MEETING

- Make sure presenter and presentation are able to be seen
- Make sure presentation is readable, even on a phone
- Allow for people to leave comments and questions in real time
- Make sure people can view what is being posted
- Have someone monitoring questions and help to prioritize questions, don’t just rely on what gets the most votes
- Incorporate interactive exercises
END THE MEETING

- Use a poll to get immediate feedback
  - Where they able to ask their questions?
  - Did they feel they got an answer?
  - How successful was the meeting?
  - If they want to leave their contact information
- Let people know next steps
- Let them know where they can find materials and continue to provide input and how
- Formally end the meeting so people know they can sign off
FOLLOW THROUGH

- Summarize results on website
  - Recordings
  - Presentations
  - Minutes

- Make sure you follow up
  - Answer questions
  - Share what you heard
  - Show how their input influenced the design

- Assess quality/quantity of feedback and circle back with those that may have been missed
NAVIGATING CHANGES
BE PATIENT
Allow for longer comment and engagement periods; we all have a lot on our minds and may need more time for an engagement request to register

BE VIRTUAL
Maximize virtual tools, but keep them simple

BE CREATIVE
Make it fun for the whole family! Embrace the positive potential of this change

BE CASUAL
Embrace the 6’ distancing and encourage ad hoc chats that report back

BE FLEXIBLE
We can’t anticipate all the challenges, be prepared to adapt and be resilient

Prioritize Equity
Put people first
QUESTIONS & DISCUSSION

ASK A QUESTION
Use the chat function to send your questions to the moderators

KATHLEEN DUFFY, AICP
ANN ARBOR
kathleen.duffy@smithgroup.com

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CHICAGO
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Thank you to our presenters

This presentation and other resources will be placed on MAP’s website, www.planningmi.org

Look for the Planning Tools During COVID-19 button