Strategies and Tools for Civic Engagement -- webinar

1:00 – 2:30 p.m. Pacific Time, Thursday, May 22, 2014

Cal-ICMA Coaching Program in partnership with ICMA State Association Coaching Partners: Colorado, Illinois, Massachusetts, Michigan, Minnesota, North Carolina, Oklahoma, Oregon, Texas, and Wisconsin

*** Advance registration required for this no-charge webinar:
https://www1.gotomeeting.com/register/859959416

Webinar Topics:
1. What's the role of public engagement and how is it changing?
2. What are effective models for tailoring public engagement to the needs of particular situations?
3. What do the latest online platforms offer to enhance public engagement?

Presenters:
* Pete Peterson, Davenport Institute, Pepperdine University
* Mike Cohen, Co-Founder, Peak Democracy, an ICMA Center for Management Strategies service provider
* Peter Rumble, Deputy CAO Community and Government Affairs, Sonoma County, CA

Audience: all employees

1. Register in advance for the webinar:
There is no charge for participating in the webinars, but each requires advance registration.
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2. Connect with the webinar and audio:
Use your logon information from the email confirmation you receive via email from GoToWebinar. We recommend the telephone option dial-in number provided by GoToWebinar for sound quality. Depending upon your internet connection, VOIP option for audio (computer speakers) can have delays or sound quality issues.

3. Ask questions:
You may submit questions anonymously via email to Cal-ICMA@DonMaruska.com in advance or via the webinar during the panel discussion. As moderator for the session, Don Maruska will pose the questions.

4. Presenters’ presentation materials: We post these with the Agenda at “Agendas & Archives” tab of www.cal-icma.org/coaching. A PDF of the presentation materials will be available at least 2 hours before the webinar.
After a webinar occurs, a digital recording along with a PDF of the presentation materials and results of the polling questions will be available after 24 hours at the "Agendas & Archives" tab of www.cal-icma.org/coaching.

Post-Webinar Group Discussions

Many agencies are organizing groups to participate in the webinars (live or recorded) and discuss the topics among themselves after the webinars. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session.

a. What are current or upcoming situations in which effective civic engagement will be critical?

b. What are the strategies and tools that will fit best with those situations?

c. How can we enhance our agency’s resources to support robust civic engagement?

MORE RESOURCES--See the "Coaching Corner" at www.cal-icma.org/coaching for valuable resources to boost your career. Sign up for the complimentary email list to keep informed of the details for future Cal-ICMA sessions and other resources at www.cal-icma.org/coachingList. You may register for each of the remaining webinars with the links at http://icma.org/en/ca/newsroom/highlights/Article/104065/CalICMA_Coaching_Webinar_Schedule

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Enjoy the resources and support to thrive in local government.

Don Maruska, MBA, JD, Master Certified Coach
Director, Cal-ICMA Coaching Program
Author of “Take Charge of Your Talent” www.TakeChargeofYourTalent.com
Pete Peterson, Executive Director, Davenport Institute

Pete Peterson was the first executive director of Common Sense California, an organization that promotes and supports citizen engagement as a way of producing more creative policy decisions and better citizens. He developed the organization's annual Citizen Engagement Grant Program, which has provided over $200,000.00 in grants over the last two years to municipalities and school districts across California. Peterson has also consulted on several of these "participatory planning" and "participatory budgeting" projects in cities ranging from Salinas to Palmdale. Peterson has co-created and currently co-facilitates the training seminar, "Leadership through Civic Engagement" - a program offered to California leaders from city planners to regional officials. To date over 350 city, county, school district, and nonprofit officials have attended these seminars. He has written extensively on public engagement for an array of print and online journals. Peterson earned his BA in history from George Washington University, and an MPP from Pepperdine University's School of Public Policy. He was also a public affairs fellow at The Hoover Institution in 2006.

Peter Rumble, Deputy County Administrator, Community and Government Affairs, for Sonoma County.

In his role, Mr. Rumble is responsible for managing existing and emerging County-wide strategic initiatives, directing the County’s intergovernmental affairs and legislative advocacy programs and overseeing community engagement and media relations. In addition, Mr. Rumble advises the County Administrator and Board of Supervisors on sensitive organizational issues, such as crisis management, emergency response, labor relations, and strategic planning, and leads a team who provide liaison and budgetary responsibilities for several departments within the County.

Prior to taking the Deputy County Administrator position, Mr. Rumble served as the County’s Director of the Health Policy, where we lead significant policy development and community building efforts aimed at eliminating health disparities and improving
community health in Sonoma County, and in so doing empowering Sonoma County to be the healthiest in California by 2020.

While serving Sonoma County, Mr. Rumble has helped to develop collaborative programs, plans, and initiatives that have served as local and national models, such as the nation’s first Property Assessed Clean Energy program, the County’s Healthy and Sustainable Food System’s Action Plan, Best Practices in Community Engagement plan, and Cradle to Career a collaborative education initiative. His career prior to joining Sonoma County includes consulting for the public sector, and conducting fiscal, policy and program analysis for local governments, such as the San Francisco Board of Supervisors and Illinois Governor’s Office; and conducting policy research for the United States Congress and House of Representatives on a wide range of issues including nutrition education, emergency services, youth education, workforce development, consumer protection, and tax policy.

Mr. Rumble has a Bachelor’s degree in US History from Pacific Lutheran University, and a Master’s degree in Public Administration from San Francisco State University, graduating with honors. Mr. Rumble is a Fellow and current Vice-Chair of the Institute for the Ecology and Economy, a member of the Institute for Local Government’s Community Engagement Advisory Board, a Board member of the Santa Rosa Junior College Neighborhood Association, a graduate of the Local Leaders Academy of Sonoma County and the AFL-CIO Organizing Institute, and was recently selected to the most influential Forty leaders under 40 in the North Bay by the North Bay Business Journal. He lives in Santa Rosa with his wife and two children and is a competitive amateur road cyclist.

Mike Cohen, co-founder and Board Member, Peak Democracy

Mike Cohen is a co-founder and Board member of Peak Democracy Inc. -- a trailblazing provider of online civic engagement services that increase public trust in government.

Peak Democracy has worked with over 90 government agencies to power over 1,400 online forums that have attracted over 180,000 online attendees. Through that work, Mike has developed an expertise in the best practices of how online civic engagement can be used to increase public trust in government.

Mike is the Chair of the City of Berkeley's Zoning Adjustments Board. He earned an MBA from Harvard and an engineering degree from Tufts. Mike also held various executive management positions with high tech companies in Silicon Valley.
Strategies and Tools for Civic Engagement

Coaching Program Webinar, May 22, 2014
Coaching Program: 11th year
Preparing the Next Generation Committee

Platinum Sponsors: ICMA
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Overview of Session

1. What's the role of public engagement and how is it changing?
2. What are effective models for tailoring public engagement to the needs of particular situations?
3. What do the latest online platforms offer to enhance public engagement?

- **Pete Peterson**, Executive Director, Davenport Inst., Pepperdine U.
- **Peter Rumble**, Deputy CAO Community and Government Affairs, Sonoma County, CA
- **Mike Cohen**, Co-Founder, Peak Democracy, an ICMA Center for Management Strategies service provider
- **Don Maruska**, Director, Cal-ICMA Coaching Program

...and polls and questions along the way.
Polling Question #1

How many people are participating at your location?
Public Engagement: The Vital Leadership Skill

“Strategies and Tools for Civic Engagement”

May 22, 2014

Pete Peterson
Davenport Institute – Pepperdine School of Public Policy
Agenda:

1. Survey Results
2. What is “public engagement”?
   • 2 Vital Concepts: Spectrum + “Purpose Determines Your Process”
On Public Engagement: Moynihan vs. Alinsky
The Good...of Citizen Engagement

- **85%** of respondents say “their views on public engagement have changed since their careers began.”

- **77%** of respondents “are interested in hearing more about public engagement practices that have worked in other places.”

The Bad…and the Ugly

- **76%** say their public meetings are “typically dominated with narrow agendas”

- **64%** say their public hearings “typically attract complainers and ‘professional citizens’”

- **69%** say a “lack of resources and staff could stand in the way of a deliberative public engagement approach.”
So…

…are we masochists!?!?

Credit: Flickr – Jim Goodwin
Participation is a **SPECTRUM** of Processes…

Note: *Each stage comprises the next*…
Definition of Stages...

**Inform:** Providing info only to the public

**Consult:** Asking the public for input on pre-set options

**Incorporate:** Involving the public in developing alternatives or “forced choices”

**Empower:** Asking public to make the decision/solve the problem within council guidelines
The Essences of Public Engagement

• Citizens talking to citizens
• Staff or elected posing the right questions
• Staff and elected officials listening and learning - not talking

NOT
• Staff or elected officials answering questions in the front of the room.
Purpose Determines Process: “What = How”

• **Purpose:** Inform => collaboration
• **Role of Government:** Decision maker => equal partner
• **Timeline:** Limited time => necessary time
• **Discussion Structure:** Inform/Q.A. => Dialogue
• **Room Setup:** “auditorium-style” => tables
• **Facilitation:** Not necessary => Essential
• **Conclusion:** Public informed => public recommends/decides
Questions **Before** Beginning a Public Engagement Process ("DIY Assessment"):

- Are we ready for the public’s input? Our goals?
- Does the issue have either a “timeless” or “significant” quality?
- Can you “take hands off the wheel” of engagement results? (Control moves from outcome to process.)
- Are we going to the public early enough in the process?
- Budget, outreach, preparation of information?
Polling Question #2

Which of these stages of engagement does your agency use?
Sonoma County

- Population 487,000
- 9 Cities; 150,000 in unincorporated County
- 25% Latino; 43% births
- Increasing Senior and low-income populations
- Highest per-capita rate of volunteerism
- High satisfaction/quality of life
- Progressive policies
77% of local public officials value engagement

87% of local public officials view the public as disengaged

41% community leaders say local officials are making an effort to engage

Institute for Local Government: Public Engagement in California

Sonoma County

76% Favorable
Creating a Culture of Engagement

• Develop a more user-friendly County presence in the community, to enhance access as well as trust.

• Make it easier for County departments to develop cultural competency, short-term as well as long term.

• Build and sustain strategic partnerships with community organizations, to expand the impact of the County’s goals.

• Create and enhance mechanisms for community feedback, to improve information and relationships.
Figure 1: Creating a Culture of Community Engagement

Goal 1: Build Foundations
- Knowledge of the Community
- An Understanding of Community Resources
- Strong Partnerships

Goal 2: Provide Tools and Support
- Awareness
- Enrollment, Usage, or Involvement
- Education
- Motivate Change
- Empowerment

Step 1: Identify engagement goal
- Go Where People Are
- Make the Process Accessible
- Customize to Culture & Circumstance
- Invest in Ongoing Relationships
- Foster Community Capacity
- Use Media Strategically

Step 2: Assess best practice strategies
- Public Meetings
- Workshops & Focus Groups
- Community Surveys
- Web-Based Strategies

Step 3: Select and carry out engagement activity

Goal 3: Adopt Policies and Develop Infrastructure
- Policies
- Infrastructure
Moving to Implementation

Systemic Change:
Mobilizing the community to address disparities in education

Addressing Crisis and Tragedy:
Rebuilding trust and relationships within the community
Engagement for Systemic Change

40% Preschool Enrollment

54% of 3rd Graders English proficient

81% High school graduation

Significant Disparities

90+% High school graduation, White population

51+% High school graduation, Latino population
Engagement for Systemic Change

County investments in literacy, scholarships, career technical education

Business investing in on-site literacy and soft skills

Philanthropy investing in schools

Non-profit alignment, parent engagement

Schools evolving models, community schools
Moving Forward from Tragedy

Community forums on relationship between law enforcement and community

Trusted partners, trusted sites, open conversation

Understanding lived experience, humanizing perspectives

Shaping policies, improving relationships
Moving Forward from Tragedy

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Goal 3: Adopt Policies and Develop Infrastructure
- Policies
- Infrastructure
Sonoma County Community Engagement: www.sonoma-county.org/health/community/

Sonoma Health Action: www.sonomahealthaction.org


Institute for Local Government: www.ca-ilg.org/public-engagement

Polling Question #3

Does your agency have a framework for engagement to help navigate issues?
ONLINE PUBLIC ENGAGEMENT:
Enhancing Participation, Insight & Public Trust in Government
Online civic engagement:

- Can dramatically improve the quality of government interaction with its community (if done right)

- Will become pervasive across all gov agencies (it’s just a matter of time)
1. Live Demos (8-10)
   - Analysis by Comment: key words & opinions
   - Analysis by Participant: geographic & demographic
   - Structured Feedback: lists, allocations, area plans, surveys, polls, photos, ideas
   - Trends: integrating online & F-2-F; closing the feedback loop

2. Q & A

3. Follow-up: Best Practices of Online Civic Engagement
INTRO TO DEMOS: ONLINE USED ACROSS SPECTRUM

IAP2 Spectrum of Public Participation

- **Inform**: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or decisions.
- **Consult**: To obtain public feedback on analysis, alternatives and/or decisions.
- **Involve**: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Collaborate**: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
- **Empower**: To place final decision-making in the hands of the public.

Online Civic Engagement
Polling Question #4

What’s your agency’s current level of activity with online participation?
1. Analysis by Comment
   - Key words: Virginia Beach VA – Chicken Zoning
   - Key opinions: Tulsa OK – Downtown Vision

2. Analysis by Participant
   - Geographic: Palo Alto CA – Fountain; Salt Lake City UT – Horses
   - Demographic: Washoe NV – School Tax; Salt Lake City UT – Bike Parks

3. Structure Feedback
   - Lists: Saint Paul MN – Recycling
   - Area Plans: Morgan Hill CA – Growth Strategies
   - Ideas: Vallejo CA – Budget Ideas
   - Other Structured Feedback: Polls, Surveys, Blogs, Photos & More

4. Trends
   - Integrating Online & Face-2-Face Feedback: Fremont CA – Logo
   - Closing the feedback loop: Eau Claire WI – Budget; Douglas County NV - Budget
1. Diversify the Theme of Topics
2. Regularly Post New Topics
3. Get Structured Feedback (in addition unstructured comments)
4. Leverage Analysis Tools
5. Integrate Feedback from F2F Meetings with Online Forum
6. Market Via All Channels
7. Post Outcome Statements
Online civic engagement is a process, not a one-time project.

Diversifying topics will diversify your subscribers and can increase public trust.

Frequency-of-Participation analysis reveals how diversified topics grow participation.
CASE STUDY: VIRGINIA BEACH – ZONING FOR HENS

Overview
- Virginia Beach VA
- Zoning for hens
- About 1,800 online attendees; about 600 participants (equivalent to about 30 hours of public comments)

Process
- 8 forums
- 23 topics
- 1,400 subscribers
- 97% citizen satisfaction
OPERATING PRACTICES - 2:  REGULARLY POST TOPICS

- Online civic engagement is a process, not a one-time project (part 2)
- Regularly posting topics will build your subscriber base & can increase public trust
- Posting new topics too often could numb community – especially topics that aren’t important to the community
CASE STUDY: SALT LAKE CITY - HORSE REGULATIONS

What do you think of proposed ordinance revisions that pertain to horse-drawn Carriage Regulations?

Introduction | Listeners | Feedback | Your Statement | Outcome

On Forum (284) | Off Forum (347)

Search
Only show statements:
- with words:
- from users:

3 Statements On Forum
Name not shown outside Salt Lake City
December 4, 2013, 1:15 PM
I think horses are a bit more acceptable working conditions. Perhaps 25 is less than the heat. Just remember they are the horses of the people riding them, as well as the horse-drawn carriages. You have a great danger to your working conditions.

Outside Salt Lake City Council Districts
226
226 statements

284 Statements On Forum
Many people don’t like to write feedback

In addition to open-ended input (i.e. comments), get structured input via polls, surveys, priority lists, priority allocations, area plans, etc

We have many topic-types that make it easy for citizens to provide structured input

Impressive tools can increase public trust
What are your priorities for bringing healthy, nutritious food to the community?

- Rooftop Gardens
- Container Gardens
- Food Carts with local food
- Land Exchanges to create gardening areas
- Demonstration Gardens or Farms
- Bodywise for health
- Backyard Sharing

Check out the Arlington County Social Media Terms of Use, then feel free to elaborate:

How would you rank the opportunities for increasing the amount of materials kept out of landfills for your household? Please rank the options.

- Increased waste reduction efforts.
- Collection opportunity for most organic materials.
- Change of collection system for recyclable materials.
- More materials accepted in the recycling program.
- Improved disposal system for bulky items like appliances.

First check out our guidelines for civility, then feel free to elaborate:

- Embed a photo or video
- Show my name with my statement (optional).
- Show my neighborhood with my statement. * Why is this required?
- Required field

Not ready to post yet? Preview
How would you invest (i.e., budget) $500 to fund what is most important for Delray Beach?

**Political Bank Account for Delray Beach**

<table>
<thead>
<tr>
<th>Money Started With</th>
<th>Money Left to Spend</th>
<th>Money Invested</th>
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<tbody>
<tr>
<td>$500</td>
<td>$500</td>
<td>$0</td>
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- **Abundant Recreational and Cultural Opportunities**
  - Supports and encourages cultural and community events and celebrations throughout the year
  - Provides equal access to athletic facilities for a variety of sports and encourages sports tournaments that attract teams and visitors from outside the area
  - Offers a variety of programs and convivial local venues that encourage exercise and healthy living
  - Develops public/private partnerships for recreational and economic opportunities that benefit community residents
  - Provides a variety of arts, cultural, educational and entertainment venues and events

- **Community of Quality Neighborhoods and Schools**
  - $0

- **Community Where People Embrace Cultural Diversity**
  - $0

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How would you allocate our budget dollars towards capital projects?

**Capital Spending Allocation**

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<th>Money Started With</th>
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- **Roads and Pathways**
  - $0

- **Neighborhood Improvements**
  - $0

- **Athletic and Recreational Capital Projects**
  - $0

- **Public Facilities and Other Infrastructure**
  - $0

- **Preservation of Open Space**
  - $0
TOPIC-TYPES: PHOTO, AREA PLAN, BLOG, IDEAS

Open Town Hall

Post a picture from Mountain View (or another place) of the kind of building, streetscape or open space that you would like to see in and around San Antonio Center and along El Camino Real, and/or support the ones you like best.

Introduction

How should Mountain View look around San Antonio Center and along El Camino Real? Check out the photos posted by others, and tell us which ones you think show the buildings, streetscapes and/or open spaces you would like to see around those areas of Mountain View.

You can like up to five photos... and you can also post your own.

The top five favorite photos will be used to inspire and facilitate discussions as we develop the precise plans for these areas.

Thanks for helping to build a shared vision for the future of the San Antonio and El Camino Real Precise Plan area.
Get insight into your feedback

Making tools available to the community can increase trust
How would you rank the opportunities for increasing the amount of materials kept out of landfills for your household? Please rank the options.
Should the city of Virginia Beach consider amending the City Code to allow citizens living in certain residential zones to own and keep hens (no roosters) in their backyards?

### Demographic Analysis

- **Age Group:**
  - 594 positions
  - 70-79: 148
  - 60-69: 116
  - 50-59: 121
  - 40-49: 64
  - 30-39: 64
  - <20: 3

- **Gender:**
  - Female: 269
  - Male: 158
  - Gender not shared: 148

**Total:** 238
ANALYSIS: FREQUENCY-OF-USE

How would you rank the opportunities for increasing the amount of materials kept out of landfills for your household? Please rank the options.

113 statements

Top priorities from 3 authors
- Mere materials accepted in the recycling...
- Change of collection system for recyclable...
- Collection opportunity for most organic m...
- Increased waste reduction efforts.
- Improved disposal system for bulky items...

113 statements
Patricia Ohmans inside Ward 1
April 13, 2013, 11:18 AM

* Show my priorities

In our household, we compost organic non-meat waste all year long. We spread the compost on our...
ANALYSIS: BROWSING CONNECTED STATEMENTS

How should San Ramon celebrate the Fourth of July and why?

Michael Bellis inside Twin Creeks
September 21, 2012, 8:51 PM

Central Park event with one location for community celebration and aerial fireworks. Estimated cost $318,000

The traffic congestion lasts for 15 minutes and is no worse than a typical 4-5PM exodus of commute traffic. I am in favor of the traditional San Ramon 4th of July Celebration. This year I took my family to Livermore and avoided San Ramon all together. It was very disappointing. I have been a San Ramon resident for over 10 years and have raised my children here. We have never missed the San Ramon fire works display until it was canceled.

Please bring back the fire works display and central park party. It is a small price to pay for the amount of joy it brings to the residents.

Michael Bellis
Twin Creeks, San Ramon
OPERATING PRACTICES - 5: INTEGRATE F2F FEEDBACK

- Integrate online & in-person community outreach
- Uploading feedback from F2F meetings leverages online reporting, analysis & dialogue
- “Kiosk Mode” enables easy input & analysis projected in real-time
- Grows participation & can increase public trust in gov

Ideas generated from assemblies
CASE STUDY: VALLEJO CA – PARTICIPATORY BUDGETING

- **Overview**
  - Vallejo CA
  - $2.4 Million for Participatory Budgeting
  - Over 500 proposals

- **Process**
  - Budget assemblies
  - Online forum
  - Upload ideas from paper forms
  - Email invitation to register, claim proposal & post on forum
OPERATING PRACTICES - 6: MARKET VIA ALL CHANNELS

- Build awareness using all communication channels with the public
- Email, social media, flyers, face-to-face meetings, community organizations, etc
- Outreach can increase public trust
CASE STUDY: ARLINGTON VA – CURBSIDE RECYCLING

Overview

- Arlington County VA
- Curbside Recycling
- About 1,500 online attendees; over 500 participants (equivalent to over 25 hours of public comments)
- About 1,500 subscribers

Marketing

- Contacted the head of the Civic Federation (a board of Civic Association presidents) in advance to let them know about survey and 2 community forums.
- Sent an e-mail to all of the Civic Association Presidents with a link to the survey and the dates of the public forums.
- Developed a narrated Prezi as an informational tool to help citizens feel like they were making educated choices in the survey.
- Updated the DES (Department of Environmental Services) homepage and SWB (Solid Waste Bureau) homepage with the links to the Open Arlington topic.
- Distributed a listserv message to the 4,000+ subscribers.
- Posted it to DES Facebook and Twitter accounts.
- Added to the County’s homepage slider.
OPERATING PRACTICES - 7: POST OUTCOME STATEMENT

- Provide feedback to participants by posting outcome statements
- Outcome statement enables gov staff to respond to the overall forum, not individual comments (so gov staff isn’t overwhelmed)
- This practice can increase public trust
CASE STUDY: EAU CLAIRE WI - FISCAL BUDGET

How would you spend $500 to fund what is most important to you in Eau Claire?

Introduction Listeners Feedback Your $500 Budget Outcome

Adopted
Thank you to those of you who participated in the online forum with regards to the 2014 Program of Services (budget) for the City. A power point presentation was made to the City Council as part of the public hearing on November 5, 2013. A total of 358 people have read the Electronic Eau Claire Conversation regarding the budget, with 68 writing or supporting priorities.

The City Council considered your input and adopted the 2014 Program of Services on November 7, 2013. The adopted 2014 Program of Services and the adopted 2014-2018 Capital Improvement Plan have been posted to the website. The books can be accessed from two places:

http://eauclairewi.gov/government/budget and
http://eauclairewi.gov/departments/administration-services/finance/finance-administration

Please visit the City website for information on the 2014 Program of Services.
Polling Question #5

Which applications of online participation tools are especially interesting to your agency?
More Resources and Feedback

- Go to “Agenda & Archives” tab at web site for a recording of this webinar (available in 24 hours) and other professional development resources.

  www.cal-icma.org/coaching

- Please complete the follow up survey.
Post-Webinar Discussion Questions

a. What are current or upcoming situations in which effective civic engagement will be critical?

b. What are the strategies and tools that will fit best with those situations?

c. How can we enhance our agency’s resources to support robust civic engagement?
Polling Question #6

How was the webinar of value for you and your agency?
Upcoming webinar

Cal-ICMA Coaching Program:
“Saying ‘No’ When ‘No’ Doesn’t Seem Like an Option”

1:00 – 2:30 p.m. Pacific Time, Thursday, September 11, 2014

register now:
https://www1.gotomeeting.com/register/720512633

For advance registration for all future webinars, click on this link:
http://icma.org/en/ca/newsroom/highlights/Article/104065/CalICMA_Coaching_Webinar_Schedule
Contacts for Today’s Session

- **Pete Peterson**, Executive Director, Davenport Inst., Pepperdine U.  
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- **Peter Rumble**, Deputy CAO Community and Government Affairs,  
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- **Mike Cohen**, Co-Founder, Peak Democracy, an ICMA Center for  
  Management Strategies service provider  
  mike@peakdemocracy.com

- **Don Maruska**, Director, Cal-ICMA Coaching Program  
  Cal-ICMA@DonMaruska.com

A PDF of the PPT, results from polling questions, and a video recording  
will be available in 24 hours. Go to www.cal-icma.org/coaching and  
click on “Agenda & Archives” tab.
### Polling Results from “Strategies and Tools for Civic Engagement” – webinar

May 22, 2014

249 locations; 620 participants in live audience

<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
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<tr>
<td><strong>How many people are listening on your line?</strong></td>
<td>65% 1 — just myself 28% 2-5 6% 5-10 5% 11-20 0% 21 or more please send number using “Question” function on webinar</td>
</tr>
<tr>
<td><strong>Which stage(s) of engagement does your agency use?</strong></td>
<td>85% inform providing info only to public 78% consult asking public for input on pre-set options 53% incorporate involving public in developing alternatives 26% empower asking public to make decision within guidelines 1% other please submit in “Question” function on webinar</td>
</tr>
<tr>
<td><strong>Does your agency have a framework for engagement to help navigate issues?</strong></td>
<td>6% Yes, and it’s working well 38% Yes, but it could use some revision 53% No, but it looks like it would be useful to have one 2% No, we don’t need one or not interested 1% other please submit in “Question” function on webinar</td>
</tr>
<tr>
<td><strong>What’s your agency’s current level of activity with online participation?</strong></td>
<td>76% Send input 59% Occasional topics with opportunities for input on website 20% Regular forums on topics, structured feedback, and analysis 12% Systems to integrate input with policy-decision making 6% other please submit via “Question” function on webinar</td>
</tr>
<tr>
<td><strong>Which applications of online participation tools are especially interesting to your agency?</strong></td>
<td>69% reaching community or neighborhood land use issues 78% gathering ideas for new policies or projects 75% identifying budget priorities 87% visioning and sharing ideas 3% other please submit via “Question” function on webinar</td>
</tr>
<tr>
<td><strong>How was the webinar of value to you?</strong></td>
<td>74% learning about the spectrum or stages of public engagement 50% matching process to purpose 57% reviewing case studies of civic engagement 91% seeing demonstration of online tools to enhance engagement 0% other please send via “Question” function on webinar</td>
</tr>
</tbody>
</table>