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# Engage How To! Introduction to Remote Meeting Tools

New and Renewed tools and strategies for Local Housing Staff to engage their communities

# Agenda

Engage How To! Introduction to Remote Meeting Tools

- Table setting
- Consultant Bench
- Equitable Remote Engagement
- Hands-on learning

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# Centering Equity



Equality

Equity

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# What does "Equity" mean to you?

## Describe a "Equity" in three words

**Mentimeter**

right
community
empowering
communities
power social
inclusive
outcomes
equality
rebalancing
fairness
racial joy cohesion
opportunity
diverse
investment
kindness
acknowledge
information
belonging
voice
choice
justice
kind
progress
everyone
cool
equity
apples
dignity
inclusion
fair
work to do
generosity
respect
love
access
community-centered
diversity
fostering
pie
righteousness
racial justice
aware
accessibility
consideration
freedom
peace
harmony
hoouse
happy
healing
support

36

# Housing Technical Assistance Engagement and Outreach Bench

## 44 Prime Consultants and dozens more Subconsultants qualified in

**Engagement and Outreach**: meaningfully and authentically engage diverse stakeholders in planning and community development processes. Tasks may include:

- Media and communication
- Public participation
- Focus Groups
- Community Surveys
- Supporting Community Based Organizations

Have questions? e-mail: HousingTA@BayAreaMetro.gov

# Housing Element Public Involvement Mandate

**Requisite Analysis**

Who was there, who was missing, what they said, and what difference it made?

How is public being involved in implementing the housing element?

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✓ Key takeaways

Describe how entire community across economic segments reached.

The jurisdiction <u>must</u> make a diligent effort to include all.

Summarize public input & impact on final Housing Element.

# Affirmatively Furthering Fair Housing

## AB 686

The housing element **must** describe **meaningful**, **frequent**, and **ongoing** public participation with **key stakeholder**s.

**Must** include key stakeholders

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CASCADIA
P A R T N E R S

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Scenario Planning in a Virtual World:

A Guide to Equitable Engagement for Scenario Planners

By Cascadia Partners

March 2021

Consortium of Scenario Planning
Lincoln Institute of Land Policy
Legacy Cities Initiative
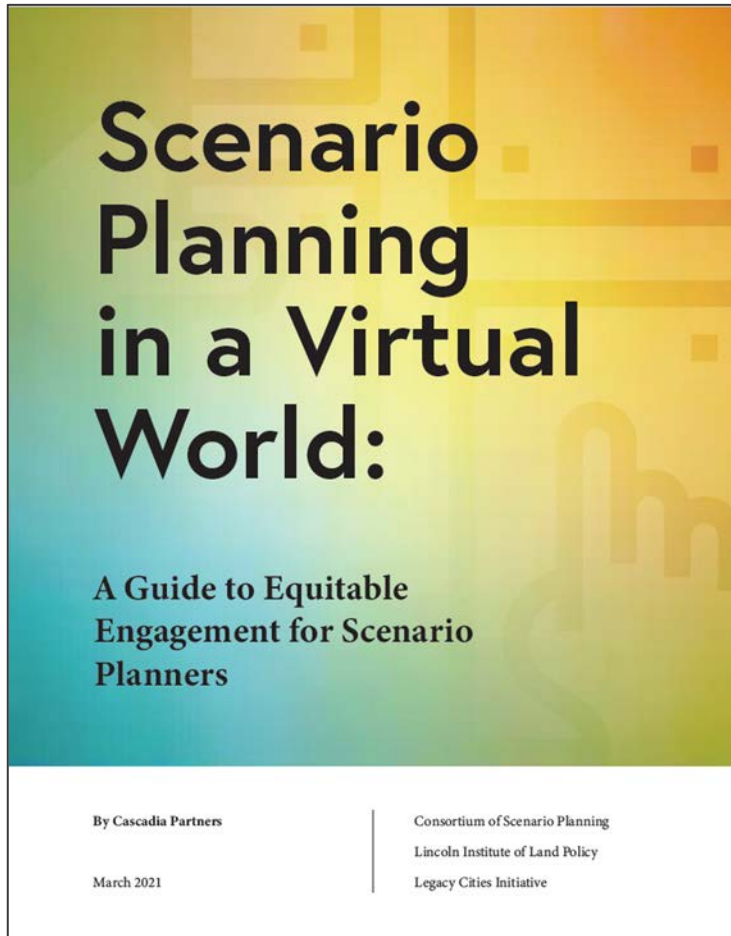
# Report: Scenario Planning in a Virtual World

- As part of a grant from the Lincoln Institute of Land Policy, Cascadia Partners conducted original research on techniques and tools that lead to more equitable outcomes in remote/virtual public engagement

- Research included a literature review of best practices for remote public engagement, interviews of practitioners, a review of engagement tools used for remote engagement

- The grant-funded work also included the development of a "hard-to-reach" index, which helps planners to identify priority communities for outreach.

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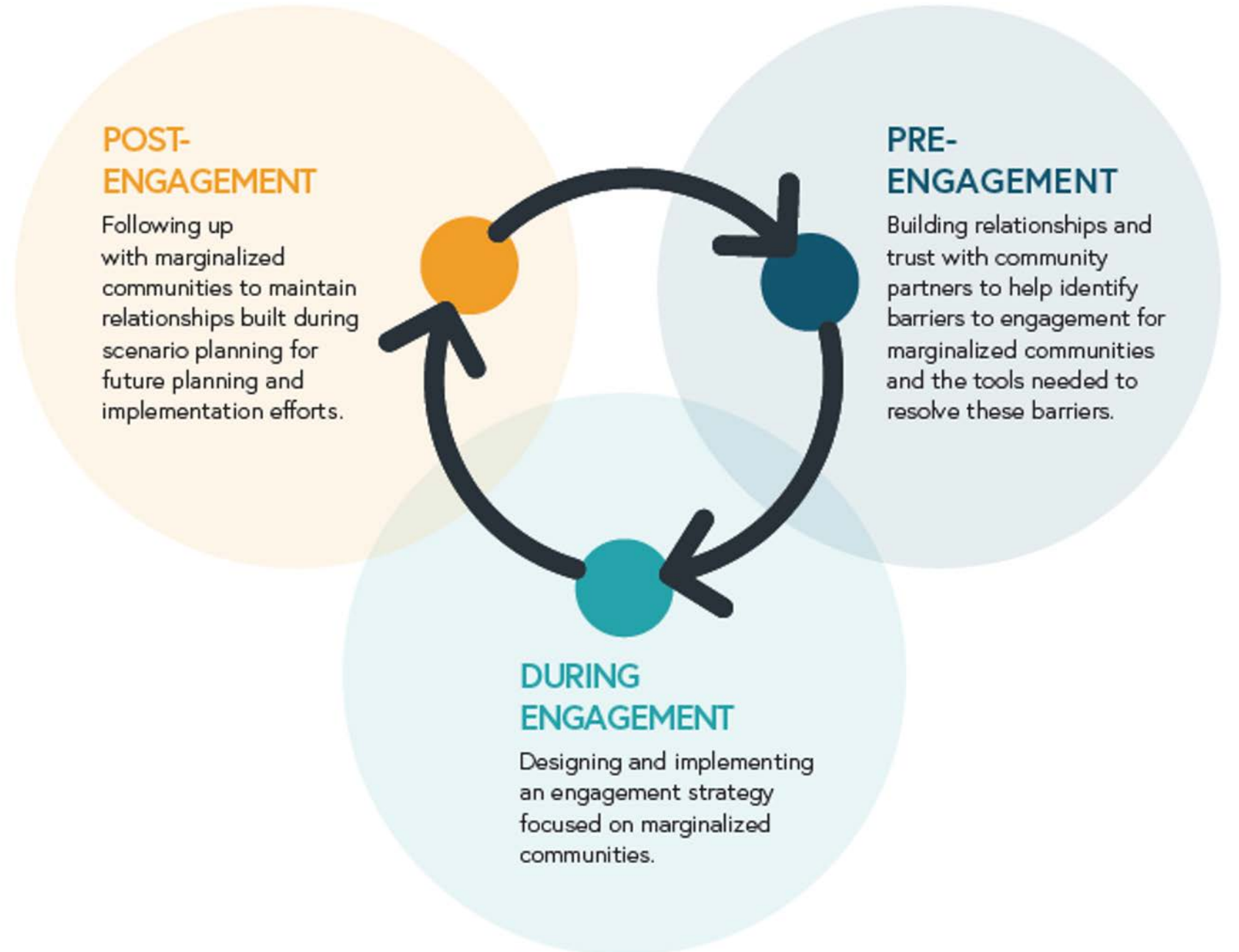# Civic Engagement vs Public Engagement

" *Civic engagement differs from public involvement in both concept and implementation.* Public involvement, sometimes referred to as "consultation," is a legal requirement of … planning processes and typically ends when the planning process is complete.
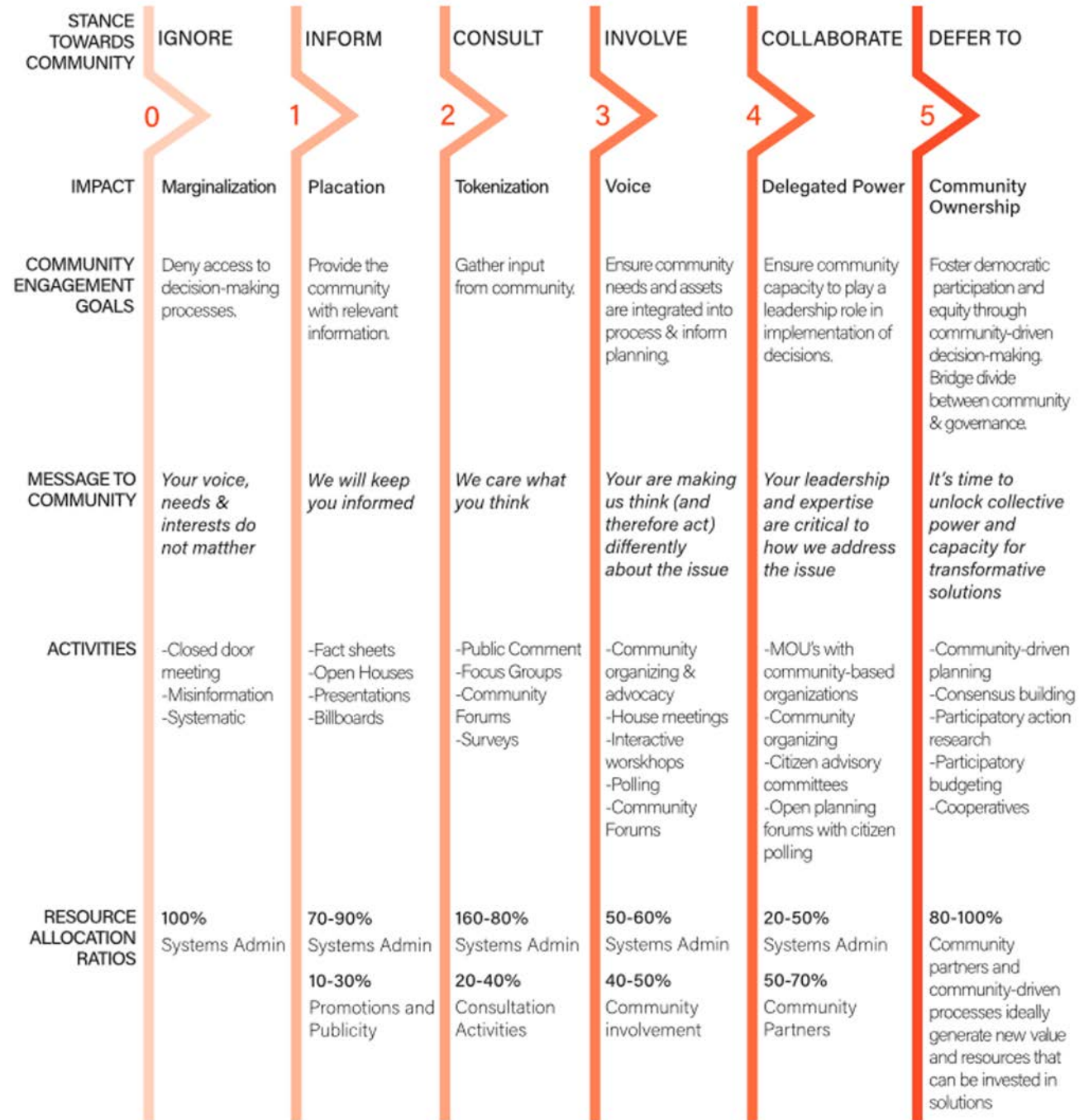
Civic engagement, on the other hand, is a sustained effort and activity. It moves beyond the short-term legal requirements of public planning to build and strengthen relationships between people in their communities over an extended time period.

- Kirwan Institute for the Study of Race and Ethnicity, Ohio State University, *Growing Together for a Sustainable Future*

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# Approaching engagement as a continuum and cultivating long-term civic capacity and trust-building especially among vulnerable populations.
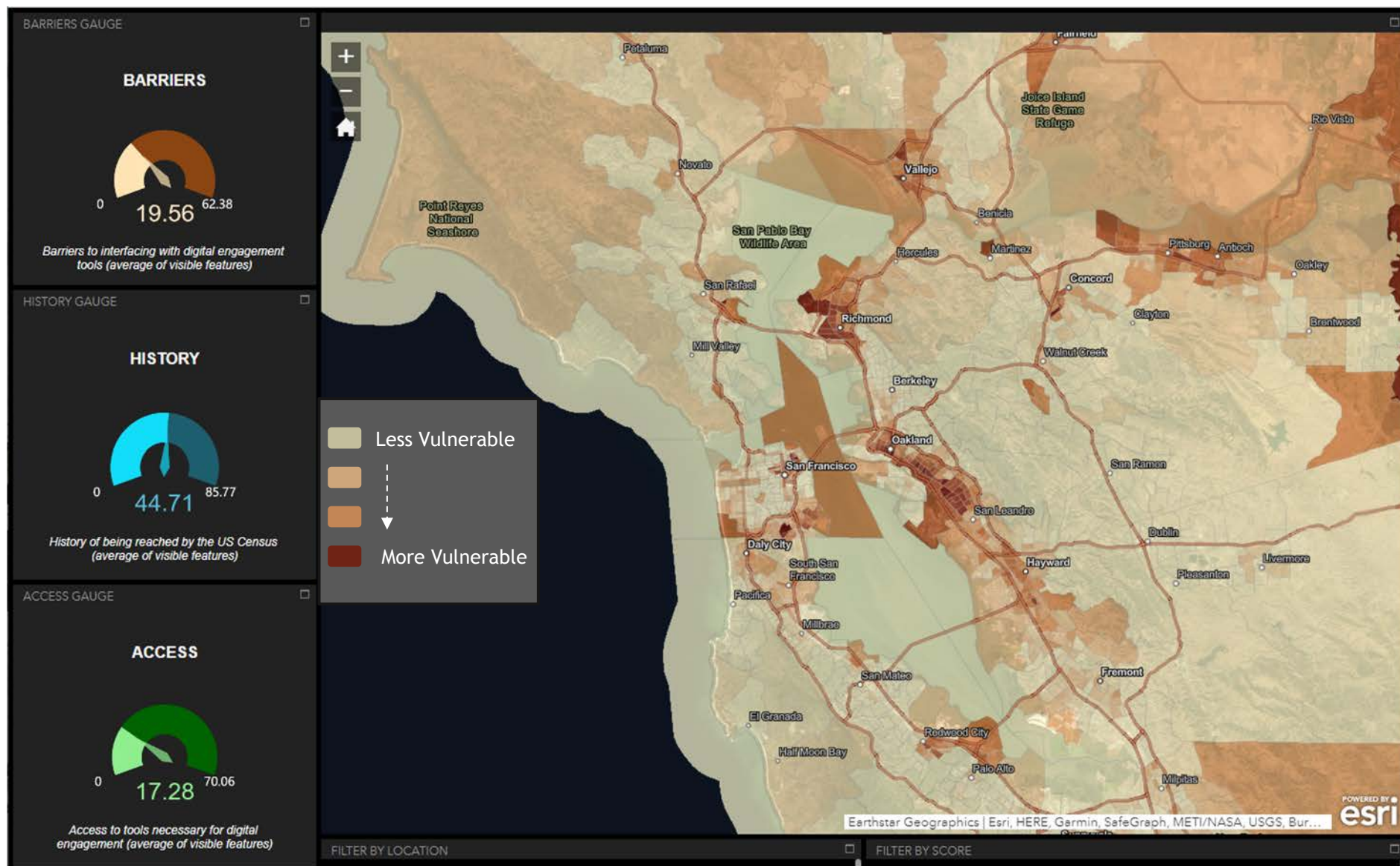


**POST-ENGAGEMENT**

Following up with marginalized communities to maintain relationships built during scenario planning for future planning and implementation efforts.

**PRE-ENGAGEMENT**

Building relationships and trust with community partners to help identify barriers to engagement for marginalized communities and the tools needed to resolve these barriers.

**DURING ENGAGEMENT**

Designing and implementing an engagement strategy focused on marginalized communities.

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# Spectrum of Community Engagement to Ownership

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| STANCE TOWARDS COMMUNITY | IGNORE (0) | INFORM (1) | CONSULT (2) | INVOLVE (3) | COLLABORATE (4) | DEFER TO (5) |
|---|---|---|---|---|---|---|
| IMPACT | Marginalization | Placation | Tokenization | Voice | Delegated Power | Community Ownership |
| COMMUNITY ENGAGEMENT GOALS | Deny access to decision-making processes. | Provide the community with relevant information. | Gather input from community. | Ensure community needs and assets are integrated into process & inform planning. | Ensure community capacity to play a leadership role in implementation of decisions. | Foster democratic participation and equity through community-driven decision-making. Bridge divide between community & governance. |
| MESSAGE TO COMMUNITY | *Your voice, needs & interests do not matter* | *We will keep you informed* | *We care what you think* | *Your are making us think (and therefore act) differently about the issue* | *Your leadership and expertise are critical to how we address the issue* | *It's time to unlock collective power and capacity for transformative solutions* |
| ACTIVITIES | -Closed door meeting<br>-Misinformation<br>-Systematic | -Fact sheets<br>-Open Houses<br>-Presentations<br>-Billboards | -Public Comment<br>-Focus Groups<br>-Community Forums<br>-Surveys | -Community organizing & advocacy<br>-House meetings<br>-Interactive worskhops<br>-Polling<br>-Community Forums | -MOU's with community-based organizations<br>-Community organizing<br>-Citizen advisory committees<br>-Open planning forums with citizen polling | -Community-driven planning<br>-Consensus building<br>-Participatory action research<br>-Participatory budgeting<br>-Cooperatives |
| RESOURCE ALLOCATION RATIOS | 100% Systems Admin | 70-90% Systems Admin<br>10-30% Promotions and Publicity | 160-80% Systems Admin<br>20-40% Consultation Activities | 50-60% Systems Admin<br>40-50% Community involvement | 20-50% Systems Admin<br>50-70% Community Partners | 80-100% Community partners and community-driven processes ideally generate new value and resources that can be invested in solutions |

# Measuring Digital Vulnerability - the "Hard-to-Reach" Index

# Measuring Digital Vulnerability - the "Hard-to-Reach" Index

# Measuring Digital Vulnerability - the "Hard-to-Reach" Index

- **Barriers**: Do people in the community face additional barriers to participation?
  - English proficiency, disabilities, poverty status, age (elderly), educational attainment (no HS degree)

- **History**: Is the community difficult for the public sector to engage?
  - Census response rate

- **Access**: Do people in the community have the tools necessary to participate in online engagement?
  - Internet access, computer access



BARRIERS GAUGE

**BARRIERS**

0    15.69    40.67

*Barriers to interfacing with digital engagement tools (average of visible features)*

HISTORY GAUGE

**HISTORY**

0    26.56    61.37

*History of being reached by the US Census (average of visible features)*

ACCESS GAUGE

**ACCESS**

0    14.47    40.2

*Access to tools necessary for digital engagement (average of visible features)*

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# Develop engagement goals and strategies with community partners and <u>provide compensation.</u>

## Sample Engagement Goals

- ❏ Center the voices of historically disenfranchised and marginalized communities in decision-making.

- ❏ Maintain clarity and transparency about how input is used in the decision-making process.

- ❏ Seek to build relationships with community members and community partners to collaborate on equitable and culturally-specific engagement strategies

- ❏ Build long-term capacity to help get diverse leaders on board, commissions and committees

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# Online Engagement Tools
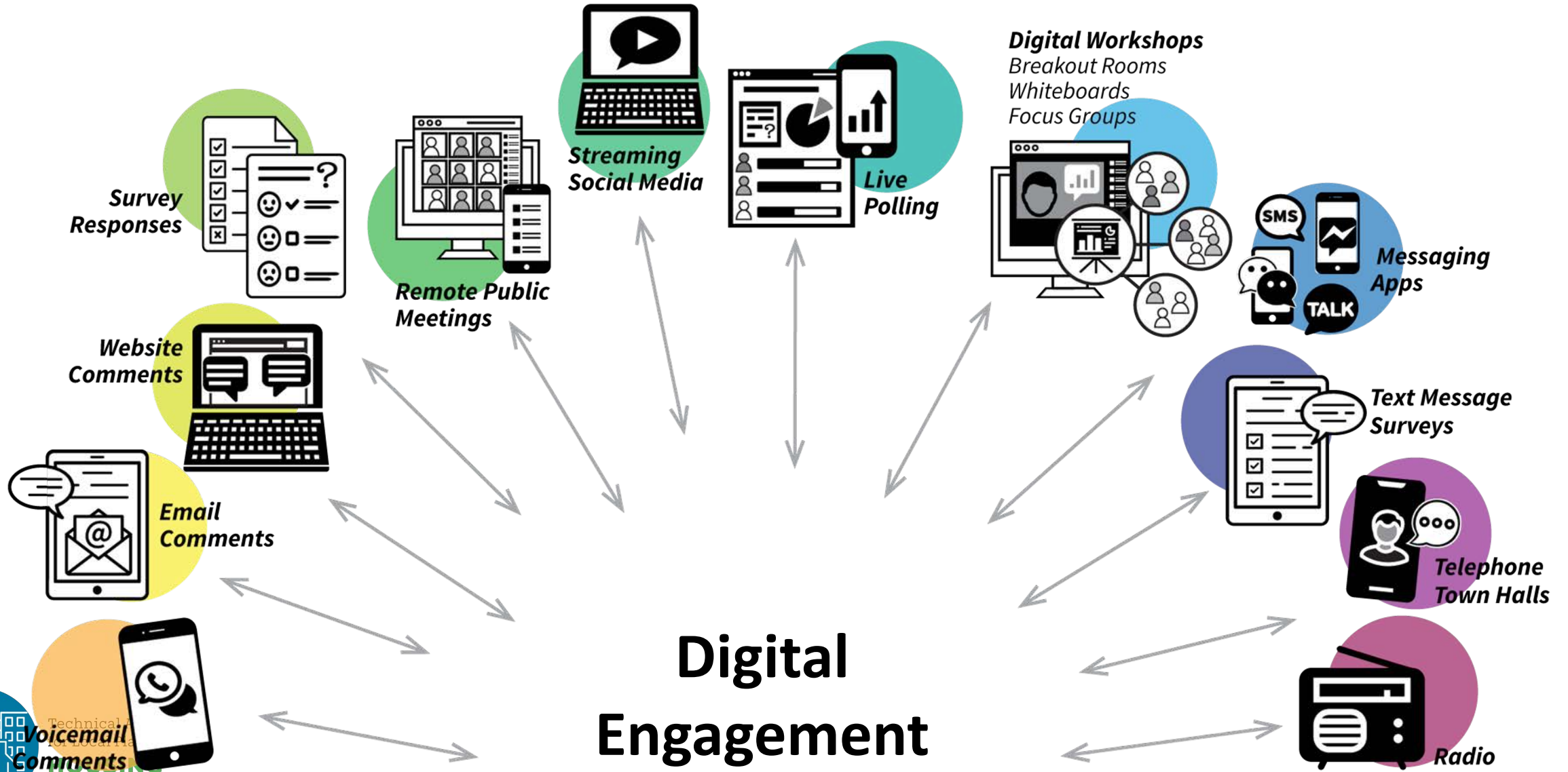
# Online Engagement Tools

# Online Engagement Tools

## 1. How to Choose the Right Tool?

The Five A's of Technology Access is an example of evaluation criteria.

**DIGITAL DIVIDE**
**Five 'A's of Technology Access**

**Availability:** to whom is the technology (un)available?
**Affordability:** to whom is the technology (un)affordable?
**Awareness:** who is (un)aware of the technology?
**Abilities:** who has the digital literacies to use the technology?
**Agency:** who has the self-efficacy to make use of the technology?

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# Online Engagement Tools

## 2. Needs Assessment

❑ Who is the audience you are trying to reach?

❑ Who are the most vulnerable communities that the project effects and what needs might they have related to tool accessibility?

❑ What are your goals for equity and inclusion? Use an equity advisory group to help develop and operationalize these goals.

❑ What is the scale(s) of planning that this applies? Citywide, neighborhood, corridor?

❑ What is the depth of information you want to solicit?

❑ Is there a need for a set of different kinds of tools for different projects (types, phases etc.)?

❑ Is the tool going to be used once, periodically, or is there a need for constant or continuous engagement efforts?

❑ What is the technical capacity of the staff who will be using the tool, now and in the future? How much technical support will staff likely need?

❑ What are the budgetary constraints?

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# 3. Criteria for online tool selection

Worksheet for identifying engagement tools that address equity factors and key scenario planning process activities

**Which types of tools will you need for your scenario planning engagement activities?**

**Mapping/geospatial data friendly**
For example: Maptionnaire, Social Pinpoint

**Tradeoff analysis/ budgeting**
For example: Ethelo, MetroQuest

**Prioritization/ ranking of scenarios or images**
For example: MetroQuest

**Qualitative and/ or quantitative data collection**
For example: Survey Monkey, The Hive

**Supports exploratory scenario creation through brainstorming/ collaborative ideation**
For example: MURAL, Social Pinpoint

**Includes data analysis/ visualization tools**
For example: Survey Monkey, Google Forms

**Includes questionnaire branching**
For example: Survey Monkey, Maptionnaire

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# 3. Criteria for online tool selection

Worksheet for identifying engagement tools that address equity factors and key scenario planning process activities

## Key equity considerations when choosing an online engagement tool

### ACCESS
**(i.e. computer access, internet access)**

☐ Is the tool easy to use on a variety of digital devices including mobile?

☐ Can the tool be developed in a way that doesn't require high speed internet access to participate?

### BARRIERS
**(i.e. English proficiency, Disability, Poverty, Elderly, Adults 25+ without HS diploma)**

☐ Does the tool have an accessible user interface? Does it meet Web Concent Accessibility Guidelines (WCAG)?

☐ Does the tool have a closed captioning option for audio and alt text options for visually impaired users?

☐ Does the tool have multilingual capabilities?

### HISTORY
**(i.e. Public Participation Behavior)**

☐ Does the tool *require* registration or sharing of personal information in order to participate?

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# Outreach + Targeted, Culturally Specific Outreach

❏ Meeting Tool Kits

❏ Walking Tours

❏ Celebratory Events

❏ Tabling

❏ Listening Sessions

❏ Surveys (phone or in-person)

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# Hands On Practice

- Zoom
- Menti
- Mural

# Zoom Essentials
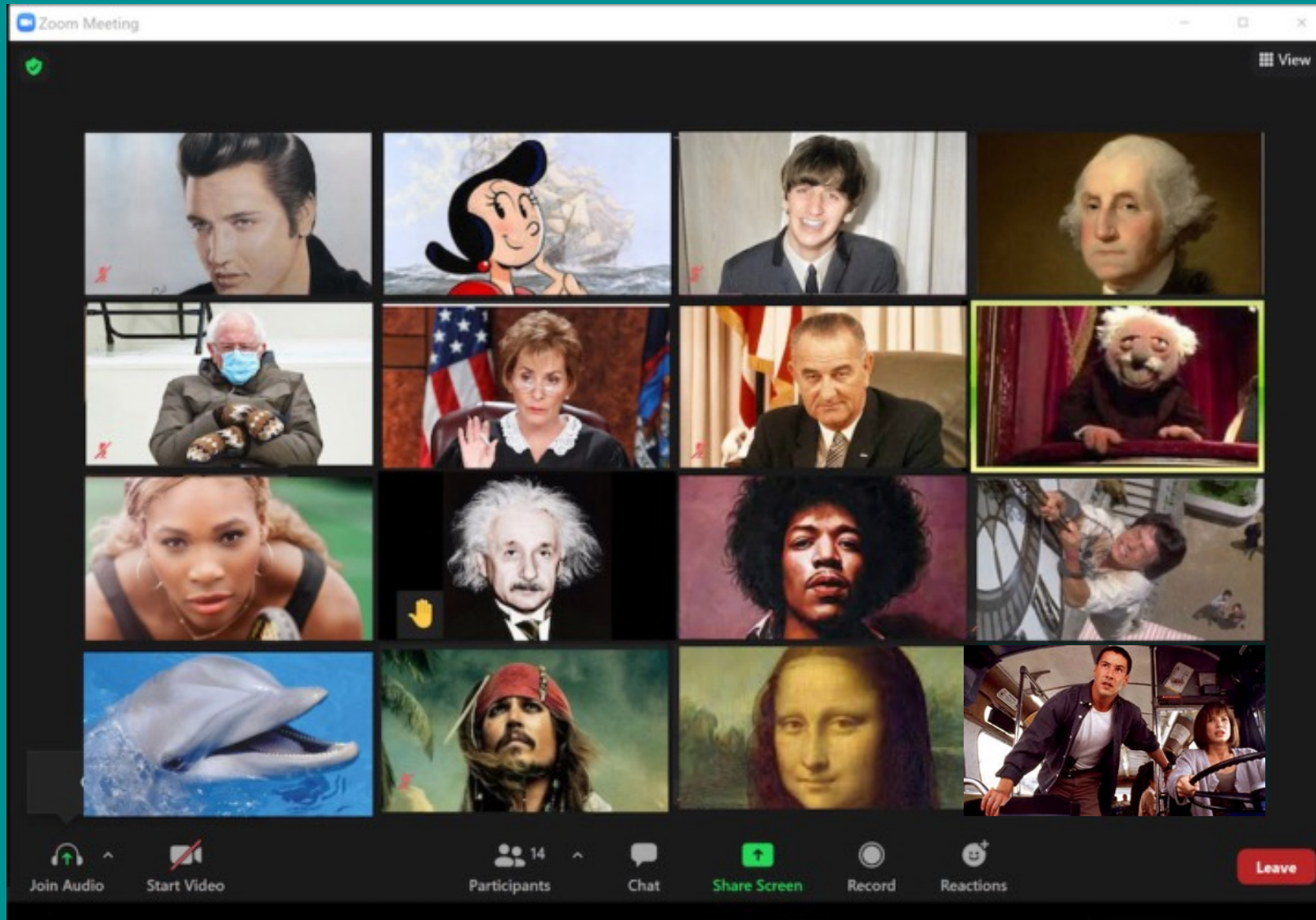
# Zoom Essentials

Webinars v. Meetings

Breakout rooms

Zoombombing

Created by Musavvir Ahmed
from Noun Project
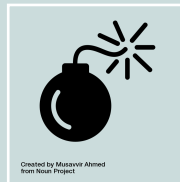
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# Zoom Essentials

Chat

Questions and Answers

Polls

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# Elementos Esenciales/ Puntos Clave de Zoom

- Mejores prácticas de interpretación
- Espíritu de colaboración
- Envíe materiales a los intérpretes con anticipación
- Habla claramente y a un ritmo moderado
- Tómese el tiempo para enfatizar los puntos importantes.
- Tomen turnos para hablar y eviten hablar unos sobre otros
- Lenguaje inclusive - todos y todas", "los y las" o "les"

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English and Spanish interpretation available!

Record    Interpretation    Reactions
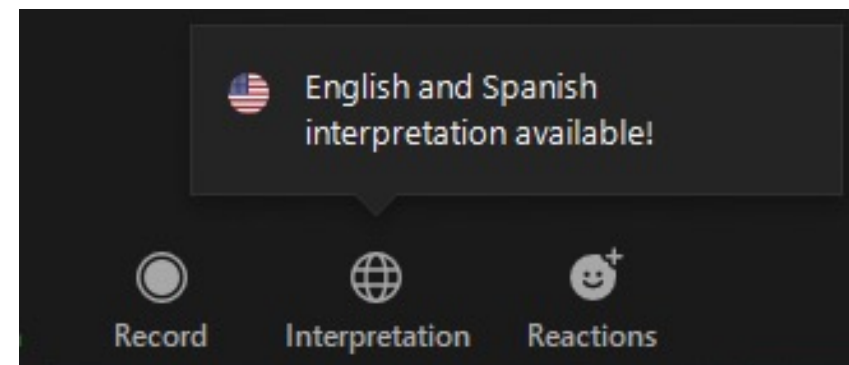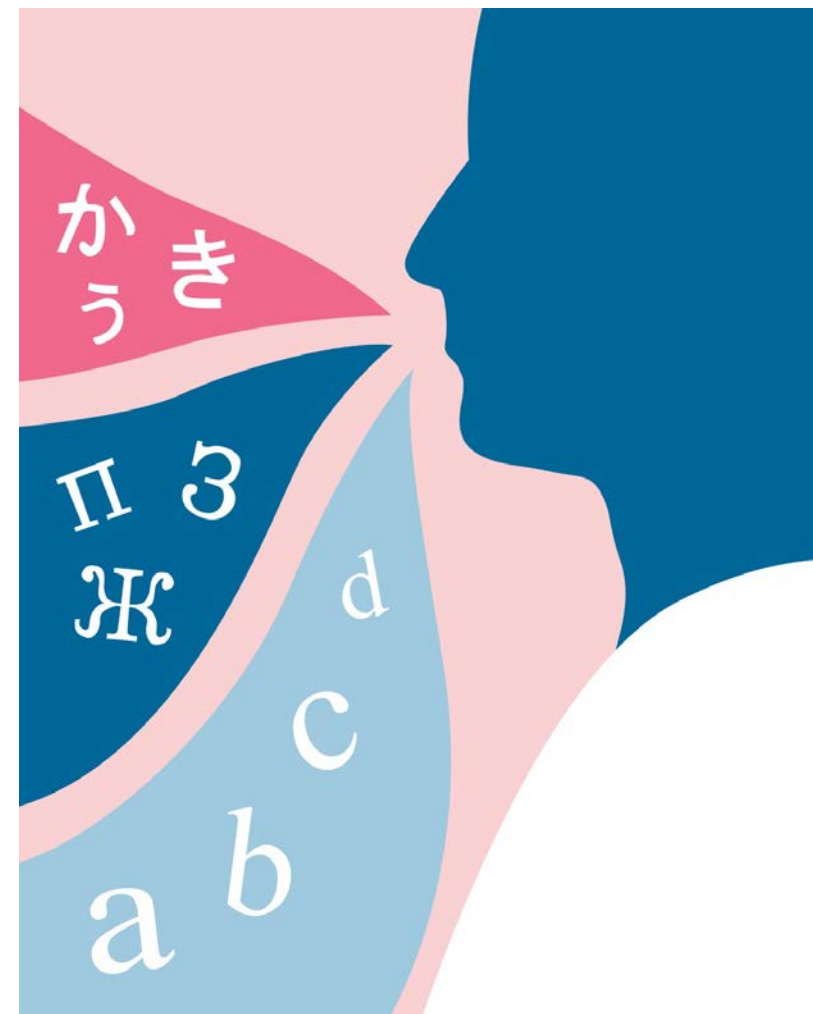
# Hybrid Meetings on the Horizon

# Breakout Room Menti Exercise
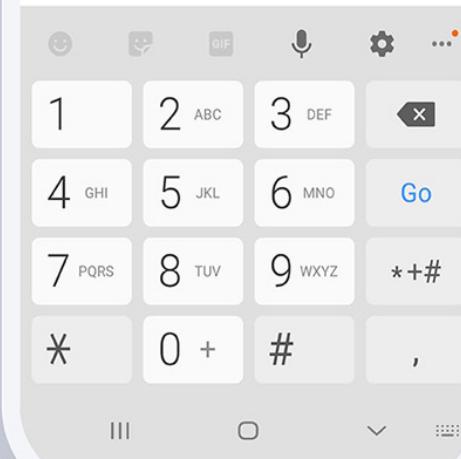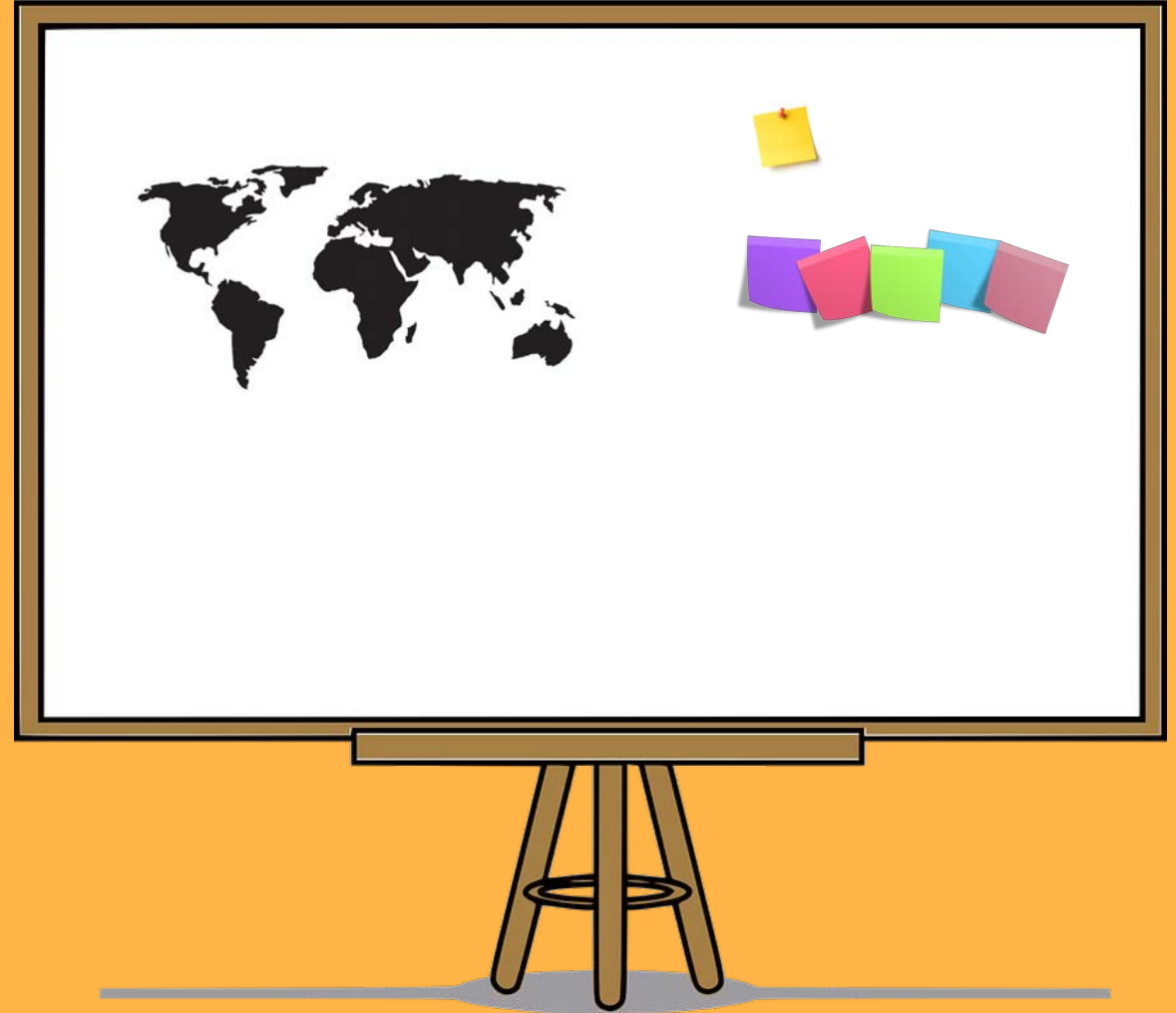
# Questions?

**Upcoming Webinars:**
**-June 8: Integrating Resilience into your GP and HE**
**-June 22: AFFH Nuts & Bolts**

**Please fill out Survey:**
**www.surveymonkey.com/r/RemoteMay25**

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