

FACILITATING COMMUNITY INVOLVEMENT

In the Community Resiliency Planning Process

CM501, Deliverable 3.5



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Adaptation Planning & Outreach

This presentation will explore –

- *Recommended components of the adaptation planning process.*
- *Key points of stakeholder participation, and what each entails.*
- *Facilitation tips and techniques.*

Adaptation Planning & Outreach

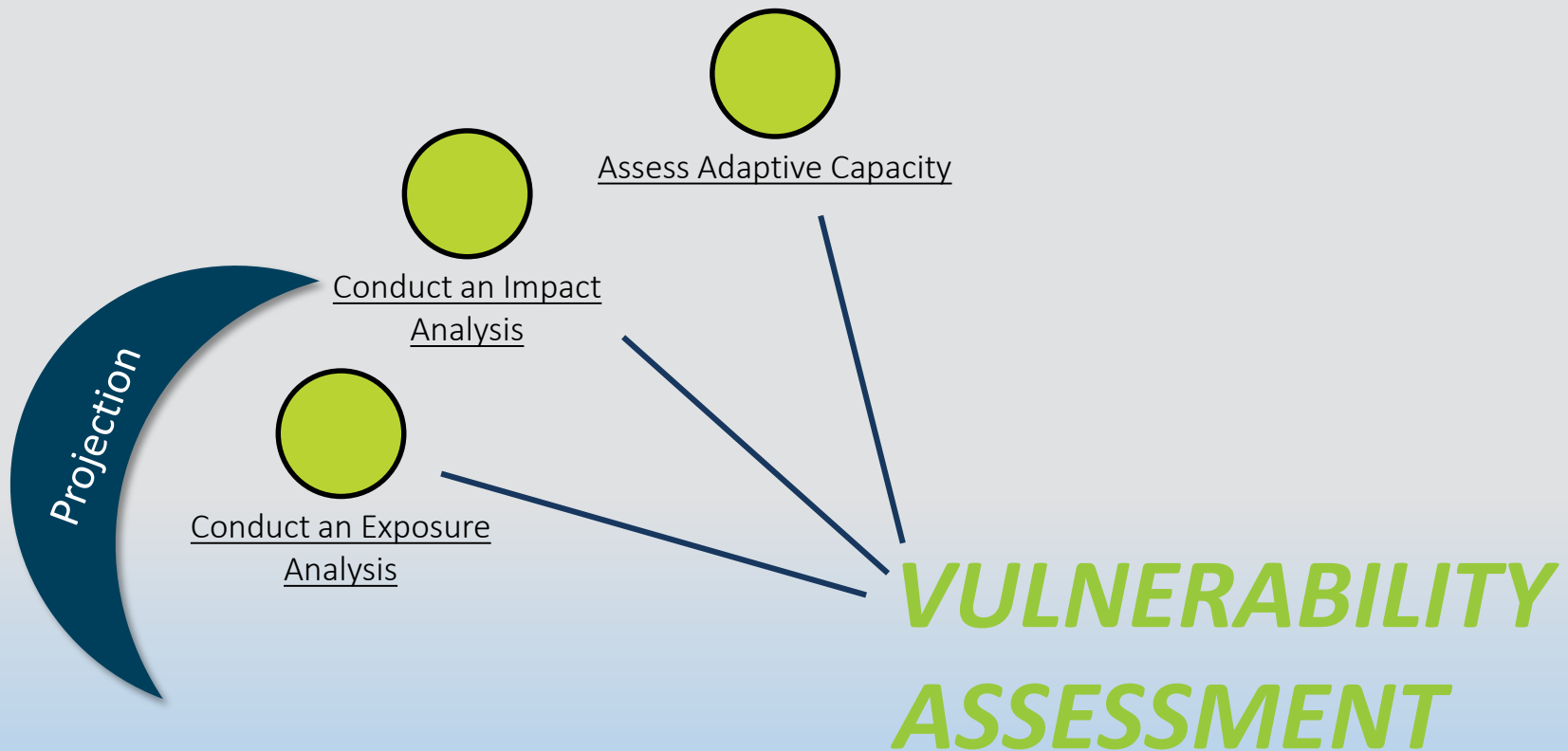
Stakeholder Participation within the CRI Adaptation Planning Process

- **Saliency** – Presents the issue, in its immediacy, to the public.
- **Goals** – Sets motivations that will inform what is analyzed in terms of sea-level rise.
- **Projection** – Which scenario will the community choose? At which point(s) in the future will they plan for?
- **Focus Areas** – Where do community preferences intersect with impact findings?
- **Adaptation Strategies** – Can creative strategies be elicited from stakeholder groups?
- **Prioritization of Needs** – Which strategies are the most cost effective, and most preferred?
- **Monitoring & Feedback** – Participatory project monitoring, and ongoing feedback mechanisms

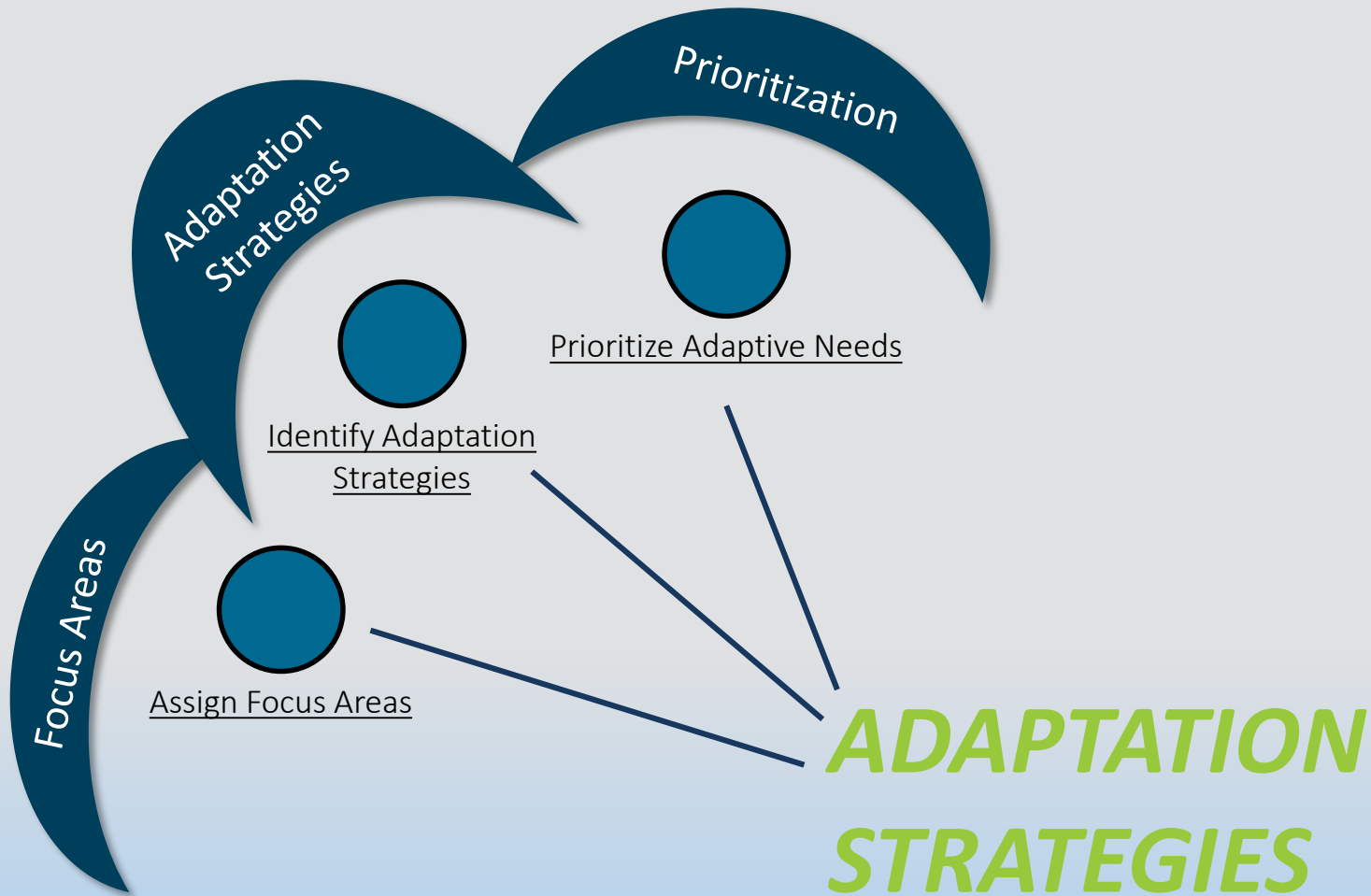
The Adaptation Planning Context



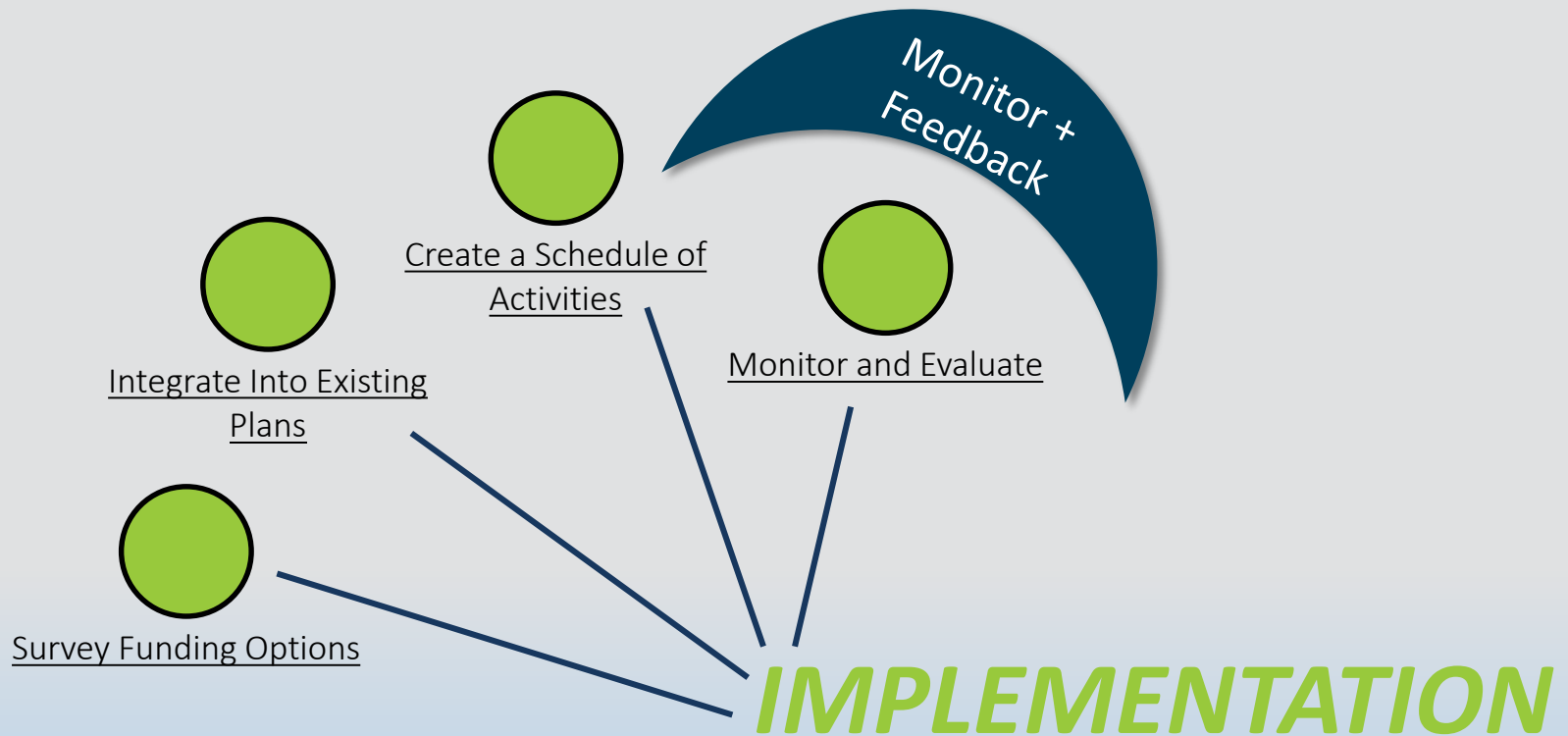
The Adaptation Planning Context



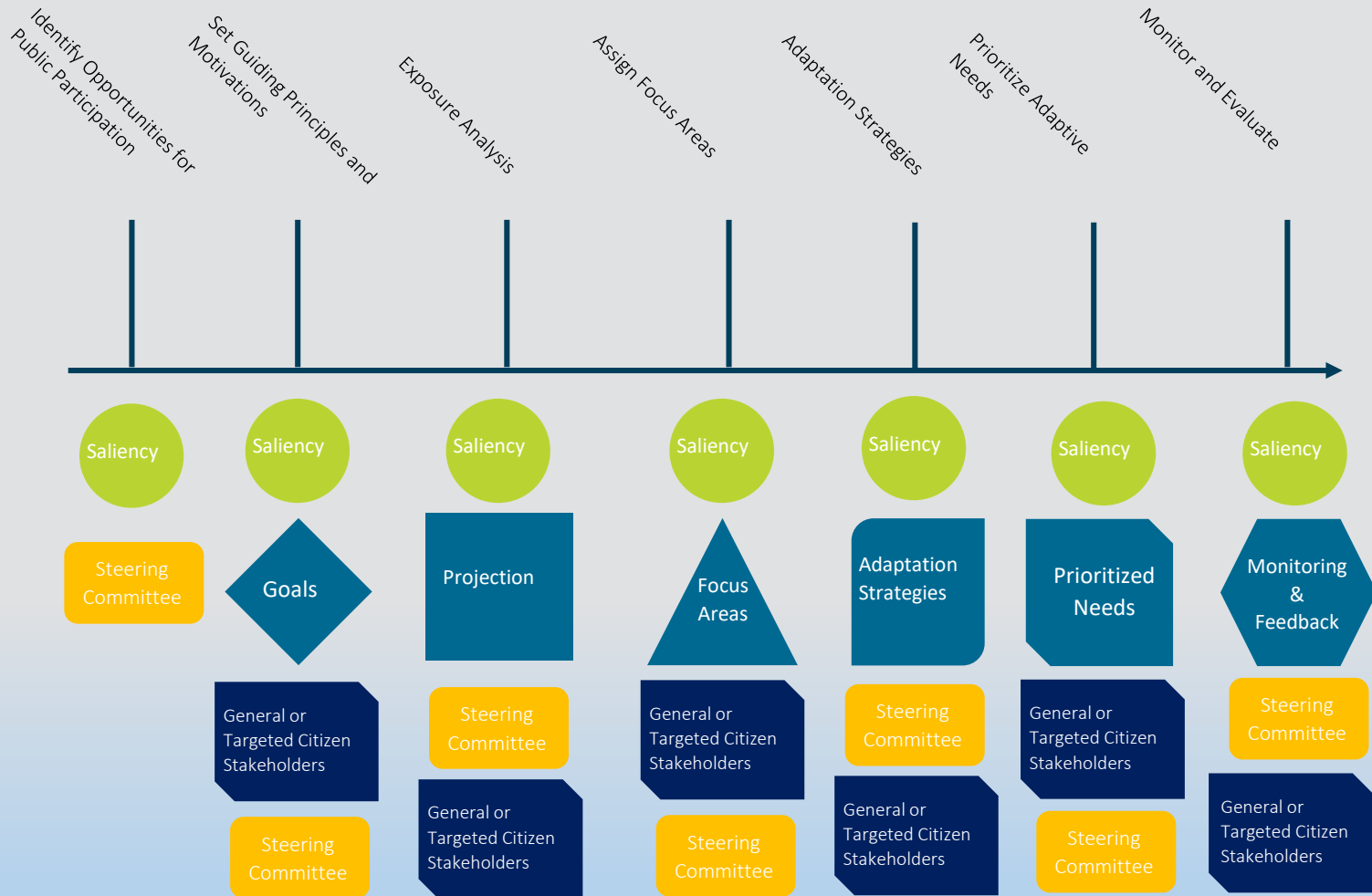
The Adaptation Planning Context

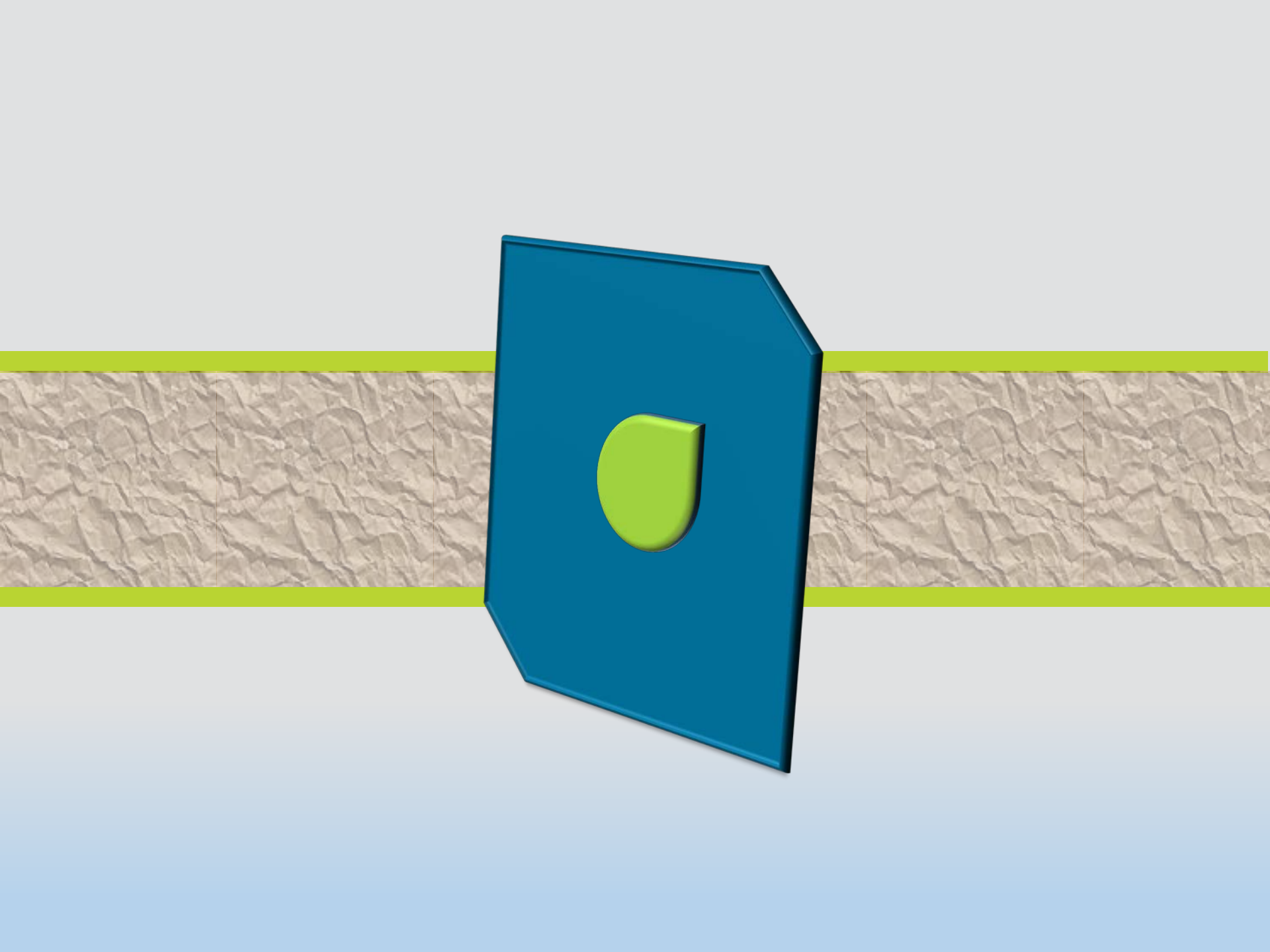


The Adaptation Planning Context



The Adaptation Planning Context





Saliency

Saliency refers to ***the level of meaningfulness that a subject brings to bear upon an issue, or to the general values of a stakeholder group.***

Saliency

Steering
Committee

Key Best Practices

- Early Involvement
- Best Available Information Exchange
- Transparency
- Accessible
- Positive Social Conditions

Activity Template: Identify Opportunities for Public Participation

Activity Description: Awareness Building Outreach

Format: Open House

Length: 2 – 4 hours

Approaches: In this activity, community members will be solicited by the project team to attend an informational meeting in which issues will be presented and attitudes gauged. Per best practices developed by Fort Lauderdale, the theme should be: “This is happening, let’s do something about it”, and avoid causes or speculation on reality of coastal changes.

Goals

Setting goals through a participatory process, early on, means ***identifying subjects related to sea-level rise for which community stakeholders would like to increase resiliency.***



Key Best Practices

- Opportunity for Input
- Early Involvement
- Motivated Participants
- Influence over the Final Decision
- Constructive Dialogue
- Representative Participation
- Limited Influence of Sponsor
- Positive Social Conditions
- Constructive Personal Behavior
- Social Learning

Activity Template: Set Motivations and Guiding Principles

Activity Description: Citizen Empowerment via goal-setting process

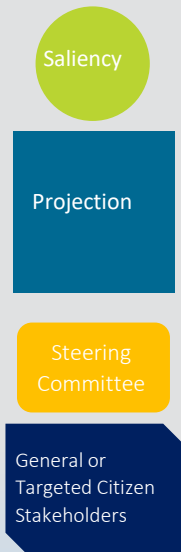
Format: Large group / small group meeting

Length: 2 – 4 hours

Approaches: Through this activity, community stakeholders, steering committee members, and representatives will work to create new goals for undertaking adaptation planning. These will guide the planning process and possibly even future policy language. From a general assembly, small groups will break out and create their own sets of goals for various topic areas. Smaller groups should also include steering committee members and representatives.

Projection

For public decision-making facilitation related to a sea-level rise projection, participants must achieve ***some consensus on the sea-level rise scenario, and horizon year(s) that will be projected.***



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Activity Template: Choose Projection Tools and Method

Activity Description: Stakeholder input and plan-guiding process

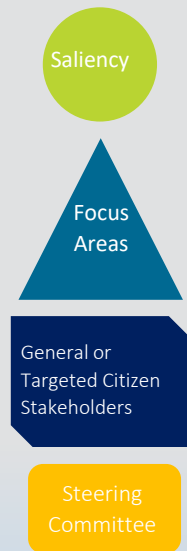
Format: Focus group with stakeholder representatives from a diverse group of community interests.

Length: 4 hours

Approaches: Through the focus group selection exercise, a variety of interests may inform the projection and model selection. By involving diverse groups in a more intensive activity, it is likely that more issues may arise concerning a final solution. However, through good facilitation techniques (see Appendix 3: Facilitation Roles and Tips), decisions can be made that will ripple back into the respective areas of the community from where focus group members came. In turn, greater buy in from community groups may result.

Focus Areas

With a detailed description of impacts in hand, the planning team may turn to community stakeholders to ***inform where and what, specifically, will receive attention for adaptation strategy generation.***



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Activity Template: Focus Area Assignment Based on Projection

Activity Description: Information sharing and empowerment through focus area choice.

Format: Large group / small group meeting

Length: 2 – 4 hours

Approaches: Through a large group / small group meeting, the planning team may build off of focus group participation in the prior community engagement. More stakeholders may attend, and smaller groups may be partitioned to include a mix of different stakeholder backgrounds. By examining the model outputs, groups may then collaboratively vote on where they would like to see adaptation efforts focused.

Adaptation Strategies

The creation of adaptation strategies may be a complex and technical process, involving engineers, community zoning and code experts, and legal experts, among others. However, ***by providing a creative feedback mechanism, excellent mitigation and preparedness projects may surface that would not have otherwise have come to light.***



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Activity Template: Adaptation Strategy RFP and Feedback

Activity Description: Call for proposals from qualified firms, and general suggestion repository.

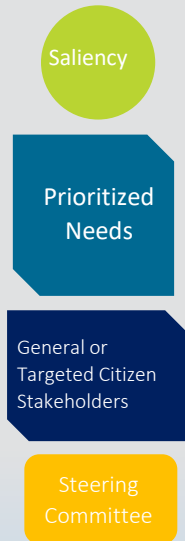
Format: Request for Proposals (RFP), Hotline, and Town Meeting

Length: RFP: 2-3 weeks / Hotline: 2-3 weeks / Town Meeting: 2-4 hrs.

Approaches: Adaptation strategies consist of protection, accommodation, and retreat (includes avoidance) options that multiple different creative processes can stimulate. For more complex solutions, an RFP may be ideal. For simple filling out of the idea pool, a hotline (e.g. telephone or website-based comment page) can generate community-proposed ideas. Finally, the town-hall meeting represents the forum for dialogue about the entire spectrum of proposed techniques.

Prioritization of Needs

Prioritization through stakeholder feedback *seeks to incorporate preferences and values related to adaptation strategies, either by directly relating the strategies or by prioritizing characteristics of an ideal strategy.*



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Activity Template: Poll Community-Preferred Adaptation Strategies

Activity Description: Community member consultation for desired adaptation strategies, which will integrate preferences expressed according to costs and benefits. Costs and benefits may include dollar values and/or other non-monetized preferences.

Format: Survey (e.g., online poll or mail-out)

Length: Open response period – 1 week; time to complete: 15-30 min.

Approaches: A survey will allow a great number of experience the pro-active planning effort, perceive co-benefits, and express their preferences for interventions that represent the main outcomes of adaptation planning.

Monitoring and Feedback

Participatory monitoring and feedback consists of ***voluntary assistance with ongoing projects, and submission of feedback through a variety of media.***



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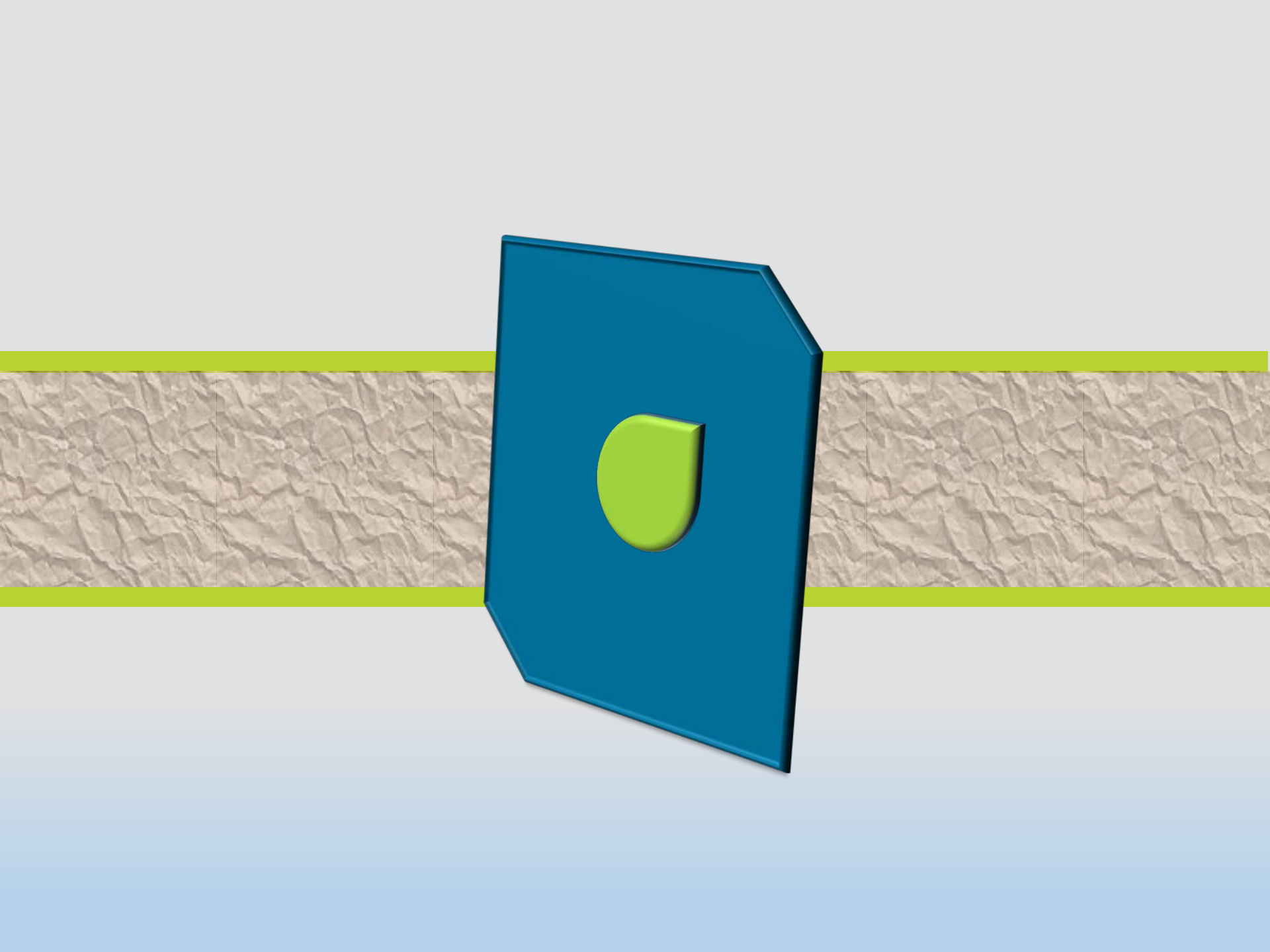
Activity Template: Ongoing Stakeholder feedback and volunteerism

Activity Description: Communities are encouraged to establish a long-term, simple feedback mechanism whereby individuals may express new concerns or developments about the selected adaptation projects. In addition, some adaptation projects (usually environmental), involve a degree of monitoring. Community members usually volunteer their time willingly to observe if the desired effects are occurring, and may even be able to provide maintenance and upkeep labor.

Format: Social Media

Length: *Ongoing*

Approaches: By coordinating feedback and monitoring efforts through social media, community representatives will have a simple source for managing these efforts after the planning effort has ended. Stakeholders may find contact information for feedback and volunteer opportunities on a facebook page. In addition, ongoing events will be easy to locate.

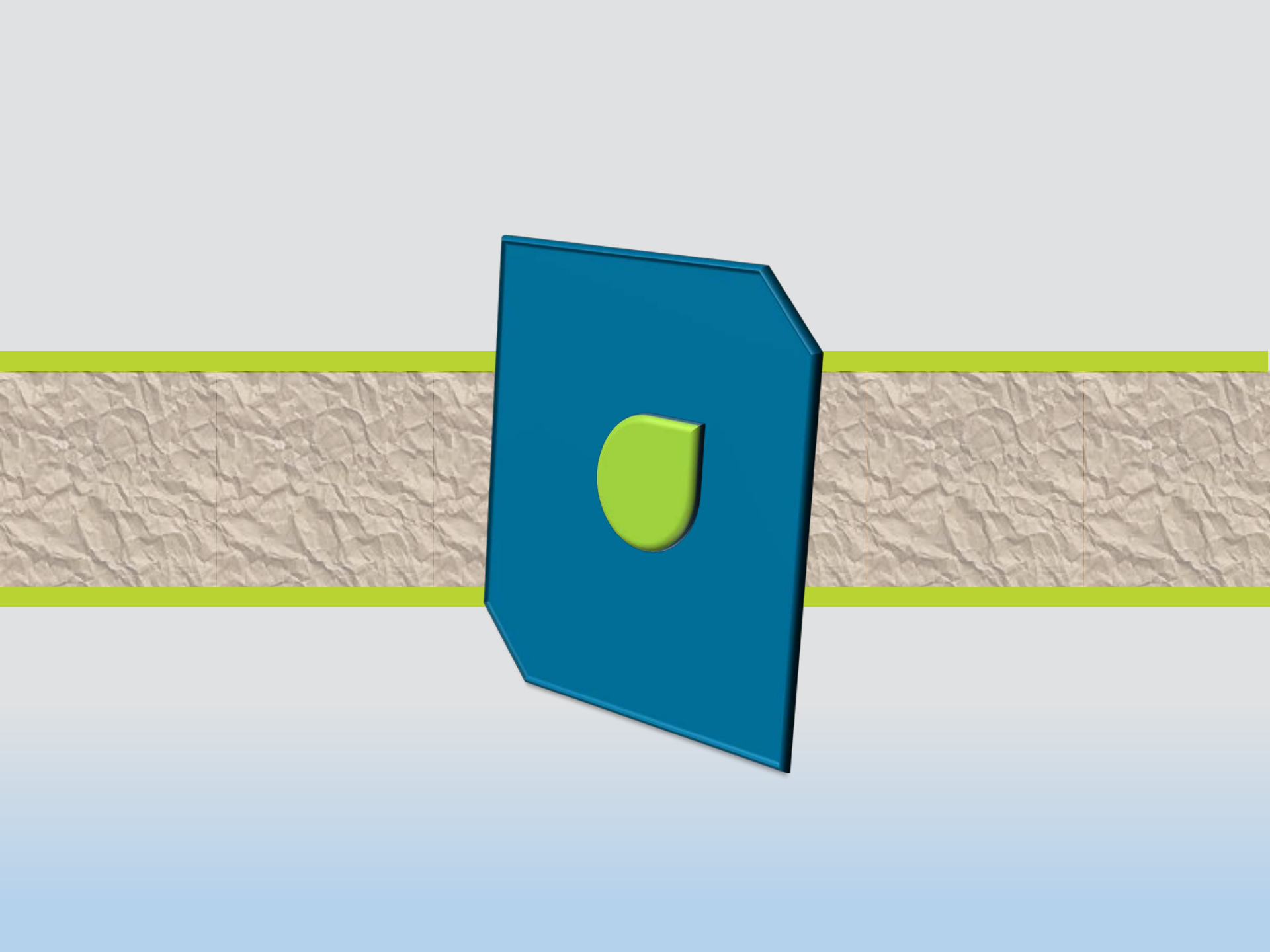


Stakeholder Participation Techniques

Method	Description
Advisory group / task force	Small group of people representing various interests set up to give advice on programs or actions.
App	A program that operates on a smartphone. Could be used to poll, disseminate information, or provide services.
Charrette	Intense, multi-day effort to design something or solve a problem.
Field trip	Trip to specific location organized so that participants can match mental images to real conditions.
Focus group	Small discussion group led by a facilitator who draws out in-depth stakeholder input on specific questions.
Hotline	Widely advertised telephone number that directs callers to someone who can answer questions and collect input.
Interview	Face-to-face or telephone interaction with stakeholders conducted by the agency or by a third-party representative.
Large group / small group meeting	Opening presentation, then division into smaller groups to discuss an issue or complete a task.
Open house	Event in which the public is invited to visit a location with staffed booths or stations.

Stakeholder Participation Techniques

Method	Description
Poll or Survey	Written or oral lists of questions to solicit community impressions / facts about issues at a specific moment in time.
Public hearing	Formal, single meeting where stakeholders present official statements and positions that are recorded.
Public meeting	Large public comment meeting where comments are made to entire audience.
Referendum	A direct vote by the whole electorate on its support of specific proposals.
Retreat	Concentrated, informal meeting that emphasizes social interaction as well as issue discussion.
Social media	Information and interactive event and issue marketing carried out through web and app platforms such as Facebook, Twitter, and Instagram.
Town meeting	Less formal public hearing where all stakeholders have the opportunity to speak and vote.
Website	An online resource center that may provide (on the front end) information, interactive data, feedback mechanisms, and (on the back-end) analytics to administrators.
Workshop	Small stakeholder gathering, typically fewer than 25 people, designed to complete a specific assignment in a short time period.



Facilitation Do's

Facilitating stakeholder engagement toward meaningful sea-level rise policy adoption was a focus of the Fort Lauderdale Adaptation pilot. Here are their *do's*:

Do interact with residents as neighbors; grab their attention with a story. Brand your key objectives in a way that keeps a compelling theme.

Do communicate gradually progressing from short-term solutions to long-term solutions over time.

Do ask for concerns, ideas, and preferred solutions. Give people the space to look at things different in their own time.

Do use the incentive approach.

Do communicate risk carefully and effectively – soften language (may, could, etc.).

Facilitation Techniques

The following table looks at techniques that a *facilitator* may follow so as to keep meetings timely, functional, and meaningful to participants.

Facilitation Technique	Description
Breakout Groups	Small sub-groups of 5-20 people who report back to the larger group about the results of their discussion or other activity.
Active Listening	Eye contact, attentive body language, and other cues to signal that speaker is heard. Convey neither approval nor disapproval.
Asking Questions	Ask open-ended questions to encourage discussion.
Paraphrasing	Repeat what has been said to clarify the comment or issue at hand.
Summarizing	Concisely sum up details of a series of input, or the meeting as a whole.
Synthesizing	Commenting on, and building together of ideas in a constructive fashion, through record keeping on something visible to the whole audience.
Negative Polling	Ask the group, or sub-group, about their hesitations or other concerns in order to reveal deviations from consensus.

Facilitation Techniques (2)

The following table looks at techniques that a *facilitator* may follow so as to keep meetings timely, functional, and meaningful to participants.

Facilitation Technique	Description
Boomeranging	Rather than focusing on “content expert” (a direct response to the question), facilitator re-directs queries back to the person posing the question, or general group.
Restating the Purpose	Reels meeting activities back to their intended focus.
3-Step Intervention to deal with Disruptive Behaviors	Step 1 – Describe problematic behavior. Step 2 – Make impact statement about how disruption is affecting the presentation. Step 3 – Redirect disrupter’s behavior (e.g. open ended question to person).
Labeling Sidetracks	Making participants aware that meeting activity is sidetracked in its current state.
Parking Lot	A recording of feedback on a device visible to all participants. Issues in the lot may be addressed later in the event, or at a future event.
Mirroring	Description of participants’ behavior, comments, and expressions in order to draw attention or resolve indirect barriers to successful events.
Remaining Neutral	Avoid opinions. If a viewpoint needs to be expressed that is non-neutral, alert participants that you are doing it outside of the facilitator role.
Flip Chart Note Taking	Records decisions, focuses attention, and assists in efforts to ensure that agreement is being achieved.

The Community Resiliency Initiative

Department of Economic Opportunity

Division of Community Development

