December 13, 2018

Traditional opportunities for civic engagement can be intimidating, time consuming, and characterized by a restricted conversation. When few people turn out to provide input, the voice of the community defaults to few. A Story About Making Public Participation More Accessible
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

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How To: GoToWebinar

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All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Panelists

Christina Plante
Coordinator, Neighborhood Services
City of Goodyear, AZ

Sarna O'Brien
Graphic Designer
City of Goodyear, AZ
Keep Calm: ENGAGE ON

presented by Christina Plante and Sarna O'Brien-Trayner
How Do You Currently Engage Stakeholders & How Could That Be Enhanced or Enriched
Means promoting the quality of life in a community, through both political and non-political processes.

Is about collecting information; giving people a chance to participate.

Engagement

Feedback

Feedback is one-way, with the resident providing information and expertise. Occurs in public hearing or via correspondence; is direct to elected officials. Is built into the political process.

Outreach

Outreach is one-way, with the municipality providing information and expertise. Refers to the delivery of programs, services, activities, or expertise. Is about getting the word out to the community.
You Need Both

**OUTREACH**
- Control
- Production of good/services
- Needs-driven
- **Consumer**

**ENGAGEMENT**
- Choice
- Cultivating care
- Capacity-building
- **Citizen**
Inspiration
Inspiration

It had to be...

- Versatile
- Easy to set up/use
- Had to be able to go a lot of places
- Non-reliant on power or water
- Have its own shade
- Food added complexity
- Go where the audience is
The Story of Tom...

Creative
The Story of Tom…

Creative

It had to be…

• Spontaneous
• Exciting
• Simple to take part in
• Accessible for all ages & ability
• A smile-maker – Fun!
There is Value in Stakeholder Engagement

• Strong correlation between stakeholder management and risk management.
• Allow citizens to be heard
• Give staff an opportunity to be responsive to resident concerns before going to a council meeting
• More voices means more perspectives and expertise can be included
• Trust is particularly important in obtaining support for and participation in change efforts.
• Is responsive to the public’s demand for transparency
• Break down biases
• Manage and fulfill expectations
• Increased cooperation from residents
What are you afraid of
START HERE: WHAT ARE YOU AFRAID OF?

☐ LOSS OF CONTROL
Hurt: Leave room for those affected by change to make choices.

☐ EXCESS UNCERTAINTY
Hurt: Create certainty of process with clear, simple steps and timetables.

☐ SURPRISE!
Hurt: Sprinkle hints of what may come and work underground along the way.

☐ LOSS OF FACE
Hurt: Help people maintain dignity by celebrating collaboration.

☐ MORE WORK
Hurt: Allow some people or time to focus exclusively on the additional work, build in extra time.

☐ RIPPLE EFFECTS
Hurt: Consider all affected parties, however distant, and speak with them to minimize disruption.

☐ PAST RESERVATIONS
Hurt: Consider gestures to heal the past before sailing into the future.

☐ HAVING TO SAY NO
Hurt: Be honest, transparent, fair, and firm.

☐ THINK ABOUT IT Does any of this truly go away if you ignore stakeholders and skip engagement efforts?
THE PURPOSE FOR ENGAGEMENT SHOULD NOT BE ABOUT "CHECKING A BOX,"
but as a genuine tool to generate meaning, increase relationships, and to let
stakeholder groups know that you care about issues important to them.

KEY POINTS TO SUCCESSFUL Engagement

EXPECTEDATIONS • WORDS MATTER
APPROACHABLE • DATA COLLECTION

HERE COME THE BENEFITS

EXPECTEDATIONS: BUILD A TEAM
Onboarding with internal and external stakeholders creates an atmosphere of trust and allows for
future identification and resolution of issues as they arise. In the end, you'll get increased cooperation
because those critical to successful implementation will be brought in. A sincere engagement effort
may even lead to new partnerships and ideas, and give leadership the input they need to feel more
comfortable making the tough decisions.

WORDS MATTER: MAKE THINGS CLEAR
Stakeholders want to know that their contributions are of true value to the project’s success, and that
they, too, will derive a benefit from it. Thoughtfully crafted, intentional engagement opportunities characterized
by precise communication can establish clear expectations for all. Effective communications resolve problems,
motivate people, and increase support. This includes reaching back to cite the influence and/or communicate results
of stakeholder impact after the fact.

APPROACHABLE: ACHIEVE DIVERSITY
Results will be more valuable if participating stakeholders are diverse. Don’t worry if not everyone agrees. If the purpose is to
offer different perspectives, present alternatives and mitigate risks for the good of the project, some opposition can be a great
thing. Work hard to accommodate the constraints or conditions that influence participation: demographic expectations/bias,
age, culture, and socio-economic impediments.

DATA COLLECTION: PROOF OF CONCEPT
There is an organizational benefit to promoting engagement supported by data. Effective data collection,
analysis, and monitoring can help establish viability, isolate technical issues, and inform budgeting and other
forms of internal decision-making processes. Not to mention, open the door to course correct programs and
policies more quickly, leading to cost efficiencies.
Important Considerations

• It needs to be a safe (no-pressure) experience for all.
• It needs to be approachable.
• Words are important: Use of lay terms. Manage expectations for all.
• Tools should be versatile and adaptable.
• Build in data collection.
• Be empathetic to your audience.
• Consider gestures to heal the past before sailing into the future.
• Be honest, transparent, fast, and fair.
• Look for inspiration from real life.
• Apply disconnected concepts to innovate.
So...
How Will You Enhance or Enrich a Tool You Currently Use to Engage Stakeholders?
Access the Emerging Practices in Local Government

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!

Upcoming learning events:
http://transformgov.org/virtual-events

- Coming soon in 2019!
- 2/13: Bionomic Educational Training Center (BETC)
- TLG Experience 2019
- And many more!

- April 9 – 12, 2019 Transforming Local Government (TLG) in Reno, NV! Register today to take advantage of discounted, throwback rates!
KEEP CALM: Engage On

Thank you for joining us today!