Tie into TIERS
A New Framework for Practical Public Engagement at the Local Level

Public Works Officers Institute
March 29, 2018

Presenters: Sarah Rubin, Institute for Local Government
Kris Balaji, Director, Public Works, San Joaquin County
Agenda

Welcome

About ILG

Overview & Context: Public Engagement

TIERS Public Engagement Framework

San Joaquin County Public Works Case Story

Wrap Up
The Institute for Local Government

ILG is the non-profit research and education affiliate of
ILG’s Mission

- Promoting good government at the local level
- Practical, impartial and easy-to-use materials
ILG’s Program Areas

• Public Engagement
• Sustainable Communities
• Ethics
• Collaborations & Partnerships
• Local Government Basics
ILG’s Public Engagement Program

- Tipsheets
- Guidebooks
- Case Stories
- Webinars

Coaching, Training, Technical Assistance

www.ca-ilg.org/engagement
Think about a challenging aspect of public engagement work in your jurisdiction

Individually

Share with your neighbor
Why Engage the Public?

Better identification of the public’s values, ideas and recommendations

More informed residents about issues and about local agencies

Improved local agency decision-making and actions, with better impacts and outcomes

More community buy-in and support, with less contentiousness

Faster project implementation with less need to revisit

More trust in each other and in local government
“Beyond the Usuals”

- Newcomer Communities
- Renters
- Young Adults
- Latino
- Asian and Pacific Islander
- African American
- Gay, Lesbian, Bisexual and Transgender
- People with Disabilities
- Low Income

And... Anyone who is busy: work, kids, etc.
2015 Evaluation

354 Stakeholders Reached

- Statewide Survey
- Focus Groups
- Confidential Interviews
- National Scan of the Field
- Facilitated Discussions
2015 ILG Survey

Public Engagement Challenges in Local Policy Decisions

01. Always same people who participate
02. Lack of staff and/or financial resources
03. Those who participate are political extreme compared to community
04. Residents aren’t adequately informed about issues
05. Lack of time
06. Lack of procedures for assessing and learning from PE experiences
07. Lack of knowledge on best practices
Shaping the Future Together: 
A Guide to Practical Public Engagement for Local Government

THINK

INITIATE

ENGAGE

REVIEW

SHIFT

www.ca-ilg.org
TIERS Video

https://player.vimeo.com/video/242669729?title=0&byline=0&portrait=0&autoplay=1
THINK

Step 1: Self-Assessment
- Public Engagement Project Assessment
- Agency Assessment

Step 2: Consider PE Approach
- Draft PE Approach for Specific Effort
- Draft PE Approach for Agency Wide Application

Step 3: Contemplate Community Landscape
- Create/update List of Local CBOs and others
- Identify diverse locations to hold meetings w/ target audiences in mind
INITIATE

Step 1: Draft Public Engagement Approach
- Choose a mix of in person and online activities
  - Consider: timeline, budget, staffing, who will facilitate, how will data be gathered, what might go wrong

Step 2: Develop Outreach Plan
- Create an Outreach Plan
  - Consider what you know from your “community landscape”

Step 3: ‘Reality Check’
- Are there local, state or federal laws or regulations you need to consider?
- Internal “politics”/larger “Politics”
ENGAGE

Step 1: Implement Outreach Plan
- Implement your plan, prioritizing outreach
- Ensure targeted audiences are represented (authentically) within your plan

Step 2: Implement PE Approach
- Execute your plan
- Ensure roles are clear; adjust as appropriate

Step 3: ‘Reality Check’
- Are there internal organizational “politics” or challenges that have changed?
- Check in with key community leaders on a regular basis to understand new or coming issues
Step 1: Evaluate PE Approach

Evaluate your plan

Consider: What worked? What could have been better? Is training needed?

Step 2: Evaluate Outreach Plan

Evaluate your outreach plan

Consider: What worked? Is training needed? Are there community leaders to build stronger ties with? Ask for help

Step 3: What Barriers Did You Overcome?

Internal organizational barriers?

Other political barriers?
SHIFT

Step 1: Internal Organizational
Consider beneficial organizational shifts
For example: PE assigned within job description(s); commitment to train electeds and staff; ongoing communication strategies; periodic surveys

Step 2: External: Your Community
Consider beneficial shifts in external relations
For example: Set and track metrics related to in-person and phone meetings with diverse and underrepresented community members; engage with local leadership programs

Step 3: Policy Change
Consider policy review/change/adoption
Commitment to review PE related policies if they have not been systematically reviewed in 10 yrs; Adopt a resolution demonstrating commitment to PE
TIERS Templates & Learning Lab

- Assessment
- Community Landscape
- Meeting Logistics
- Outreach
- Facilitation Plan
**THINK**

**Community Landscape**

**Purpose of this template:** To document the wide variety of potential stakeholder groups in your community. This will help to ensure those you target in your outreach plan are reflective of the diversity in your community.

**Directions:** Fill out sheet to the best of your ability. After initial attempt, connect with stakeholders to fill in gaps, check assumptions.

<table>
<thead>
<tr>
<th>Example Type</th>
<th>Fill in if applicable</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult education</td>
<td></td>
<td>Community College, Adult training programs</td>
</tr>
<tr>
<td>Agricultural groups / associations</td>
<td></td>
<td>Almond Growers Association</td>
</tr>
<tr>
<td>Arts groups</td>
<td></td>
<td>Music, visual, dance, theatre, ethnic, etc.</td>
</tr>
</tbody>
</table>
**Step 1: Self-Assessment**

- Public Engagement Project Assessment
  - Quick Assessment
  - Deeper Assessment
  - TIERS Assessment Template

- Agency Assessment
  - Davenport Institute’s "How are WE Doing?" assessment tool

**Step 2: Consider Public Engagement Approach**

- Draft Public Engagement Approach for Specific Effort
  - Public Engagement Approach Template
  - TIERS Public Engagement Approach Cheat Sheet

- Draft Public Engagement Approach for Agency Wide Application
  - Review agency’s public engagement policies and practices, including current staffing
  - Conduct an analysis of the public engagement functions and needs across the agency

**Step 3: Contemplate Community Landscape**

- Create or update a list of local community based organizations (CBOs) and others to inform outreach efforts
PRESENTATION BY

KRIS BALAJI, DIRECTOR,
PUBLIC WORKS,
SAN JOAQUIN COUNTY
TIERS Learning Lab

Comprehensive 6 month training program for local government teams of 2-5

- Learn a step-by-step framework and practical tools to successfully plan and implement your public engagement
- Apply the TIERS process to your specific public engagement projects
- Discuss strategies to overcome a variety of barriers and challenges
- Receive customized coaching and technical assistance from ILG’s public engagement staff
- Connect with others in your region to share real-world case studies and provide mutual support for successful public engagement work
- Valuable meeting skills and communication techniques that can be applied to many areas of your work both now and in the future

Fall 2018
Call to Action

• What is one thing you have learned today?

• What is one thing you will do when you return to work?
Questions?
Contact Information

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