

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**



**California Special
Districts Association**
Districts Stronger Together

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

Your Experience

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



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

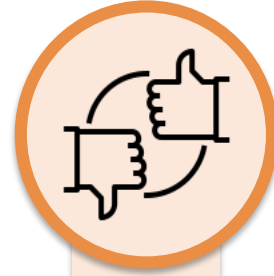
Shaping the Future Together: A Guide to Practical Public Engagement for Local Government



TIERS Video



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



THINK

Self Assessment

Consider PE Approach

Contemplate Community Landscape

INITIATE

Draft PE Approach

Develop Outreach Plan

Reality Check

ENGAGE

Implement Outreach Plan

Implement PE Approach

Reality Check

REVIEW

Evaluate PE Approach

Evaluate Outreach Plan

Contemplate Community Landscape

SHIFT

Internal Organizational

External

Policy Change



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

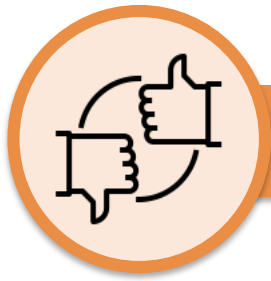
Execute your plan

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



REVIEW

Step 1: Evaluate PE Approach

Evaluate your plan

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

Step 2: Evaluate Outreach Plan

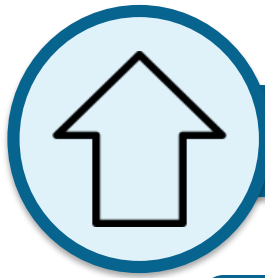
Evaluate your outreach plan

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.



Example Type	Fill in if applicable	Examples
Adult education		Community College, Adult training programs
Agricultural groups / associations		Almond Growers Association
Arts groups		Music, visual, dance, theatre, ethnic, etc.

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THINK



✓ 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?



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