Bay Area Planning Directors Association
Fall 2013 Meeting
November 1, 2013
8:30am to 1:30pm
Nile Hall, Preservation Park
668 13th Street, Oakland

Effective Community Engagement

Agenda

8:30am  Registration / Continental Breakfast

9:00am  Welcome and Opening Remarks
Laurel Prevetti · BAPDA Chair; Planning Official, City of San José
- Framing the importance of clear and accurate communication
- Identifying the spectrum of social media
- Matching the engagement tool with the desired outcome
- Helping planners become more effective in meaningful community engagement

9:15am  Designing and Conducting Successful Community Engagements
Dr. Shawn Spano · Communication Studies Professor, SJSU; Professional Facilitator
- What should planners think about when designing a public workshop?
- How to establish an effective agenda and meeting format?
- How to frame specific discussion questions?
- How best to deal with hostility?

10:00am  Break

10:15am  Effective Engagement by Planners and City Councils
Moderator Miriam Chion · Planning & Research Director, Association of Bay Area Governments
Belia Ramos Bennett · Councilmember, City of American Canyon
Brent Cooper · Community Development Director, City of American Canyon
Anu Natarajan · Vice Mayor, City of Fremont
- How do planning staff and elected officials jointly engage in their communities?
- How can the collaborative effort produce a more dynamic engagement?
- What are the appropriate strategies for community involvement?
- What techniques and insights into community engagement are useful?
11:15am  **Social Media and Online Engagement Tools Panel**

Moderator  **Charlie Knox** · Principal, The Planning Center | DC&E  
  **Cheryl Golden** · Communications Manager, City of Fremont  
  **Joanna Jansen** · Principal, The Planning Center | DC&E  
  **Mike Moore** · Director of Planning and Building, City of Mill Valley  
  - Discussing the use of social media for planning  
  - Describing the tools and how they were used  
  - Evaluating the value (or not) of the tool in the planning effort  
  - Measuring the success of the tool  
  - Examining what considerations were made for mobile devices, tablets, and computers  
  - Selecting the appropriate social media tool  
  - Overcoming institutional obstacles, such as getting approval and acceptance  
  - Considering what could be done differently the next time

12:15pm  **Lunch / Networking**