



Technical Assistance
for Local Planning
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Engage How To! Introduction to Remote Meeting Tools

New and Renewed tools and strategies
for Local Housing Staff to engage their
communities

Agenda

Engage How To! Introduction to Remote Meeting Tools

- Table setting
- Consultant Bench
- Equitable Remote Engagement
- Hands-on learning

Centering Equity

Equality



Equity



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Housing Technical Assistance Engagement and Outreach Bench

44 Prime Consultants and dozens more
Subconsultants qualified in

Engagement and Outreach: meaningfully and authentically engage diverse stakeholders in planning and community development processes. Tasks may include:

- Media and communication
- Public participation
- Focus Groups
- Community Surveys
- Supporting Community Based Organizations

Have questions? e-mail: HousingTA@BayAreaMetro.gov



Housing Element Public Involvement Mandate

Requisite Analysis

Who was there, who was missing, what they said, and what difference it made?

How is public being involved in implementing the housing element?



Key takeaways



Describe how entire community across economic segments reached.



The jurisdiction must make a diligent effort to include all.



Summarize public input & impact on final Housing Element.



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Affirmatively Furthering Fair Housing

AB 686

The housing element **must** describe **meaningful, frequent, and ongoing** public participation with **key stakeholders**.

Must include key stakeholders



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Scenario Planning in a Virtual World:

A Guide to Equitable Engagement for Scenario Planners

By Cascadia Partners

March 2021

Consortium of Scenario Planning

Lincoln Institute of Land Policy

Legacy Cities Initiative

Report: Scenario Planning in a Virtual World

- As part of a grant from the Lincoln Institute of Land Policy, Cascadia Partners conducted original research on techniques and tools that lead to more equitable outcomes in remote/virtual public engagement
- Research included a literature review of best practices for remote public engagement, interviews of practitioners, a review of engagement tools used for remote engagement
- The grant-funded work also included the development of a “hard-to-reach” index, which helps planners to identify priority communities for outreach.



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Civic Engagement vs Public Engagement

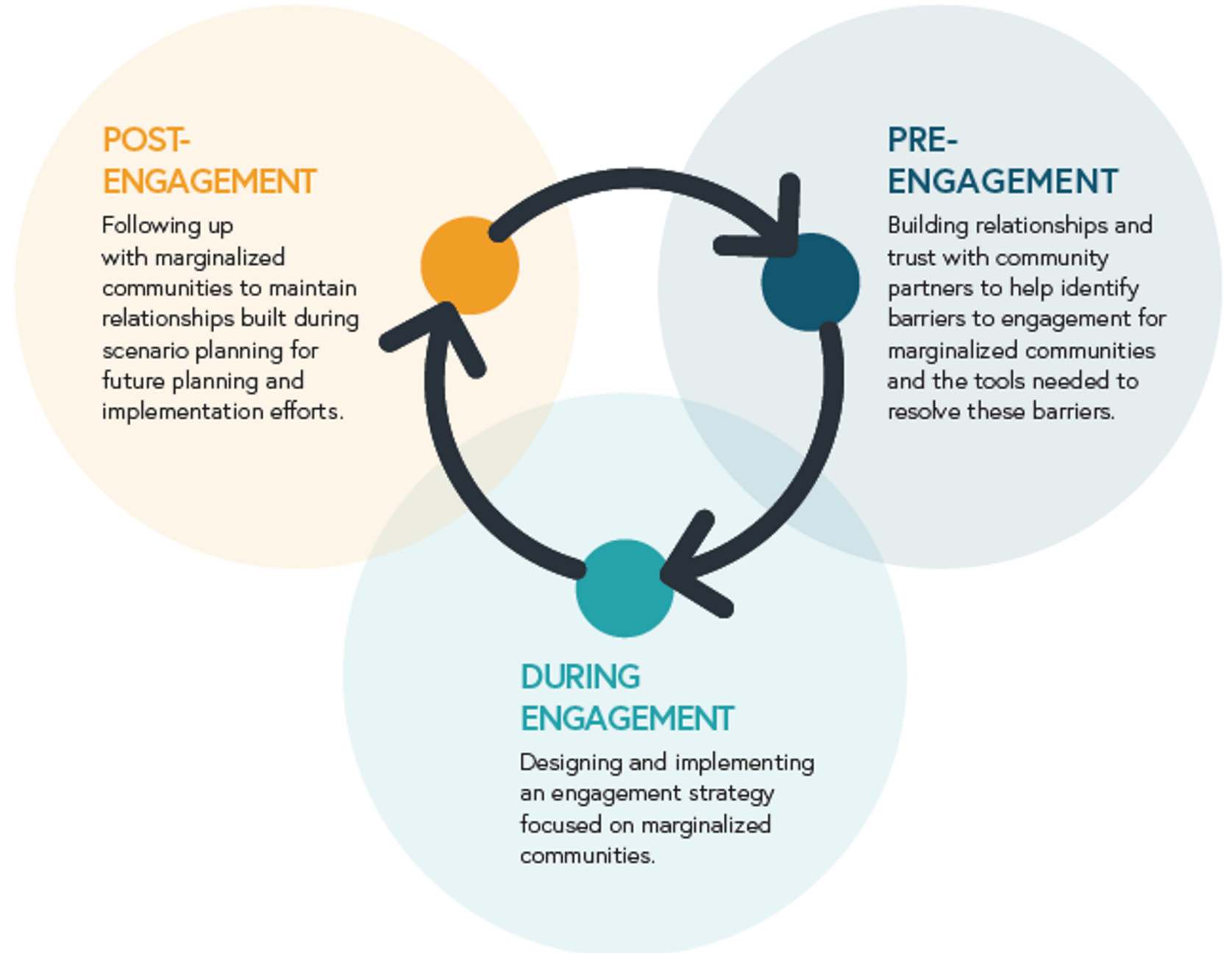


Civic engagement differs from public involvement in both concept and implementation. Public involvement, sometimes referred to as “consultation,” is a legal requirement of ... planning processes and typically ends when the planning process is complete.

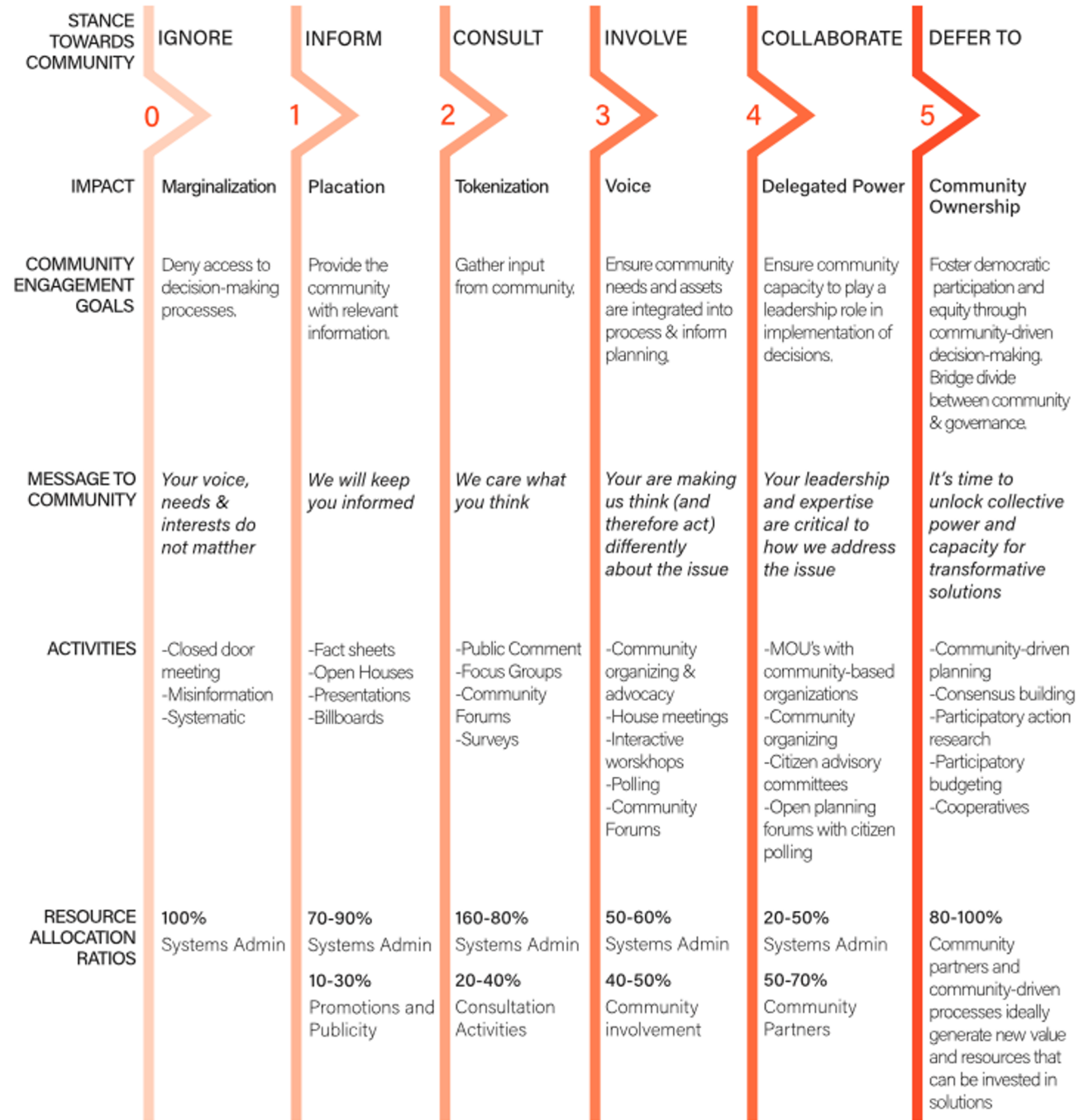
Civic engagement, on the other hand, is a sustained effort and activity. It moves beyond the short-term legal requirements of public planning to build and strengthen relationships between people in their communities over an extended time period.

- Kirwan Institute for the Study of Race and Ethnicity,
Ohio State University, *Growing Together for a
Sustainable Future*

Approaching engagement as a continuum and cultivating long-term civic capacity and trust-building especially among vulnerable populations.



Spectrum of Community Engagement to Ownership



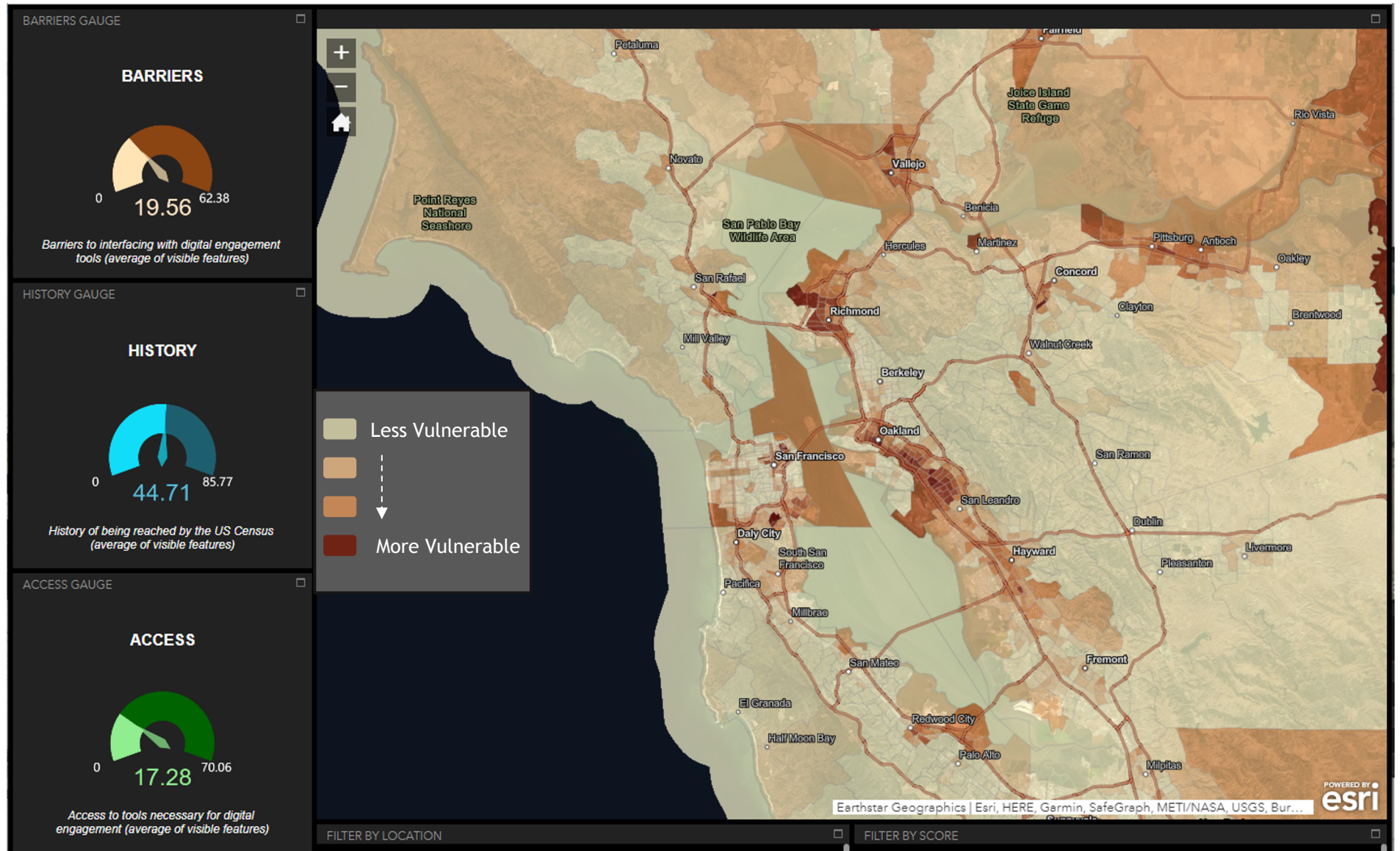
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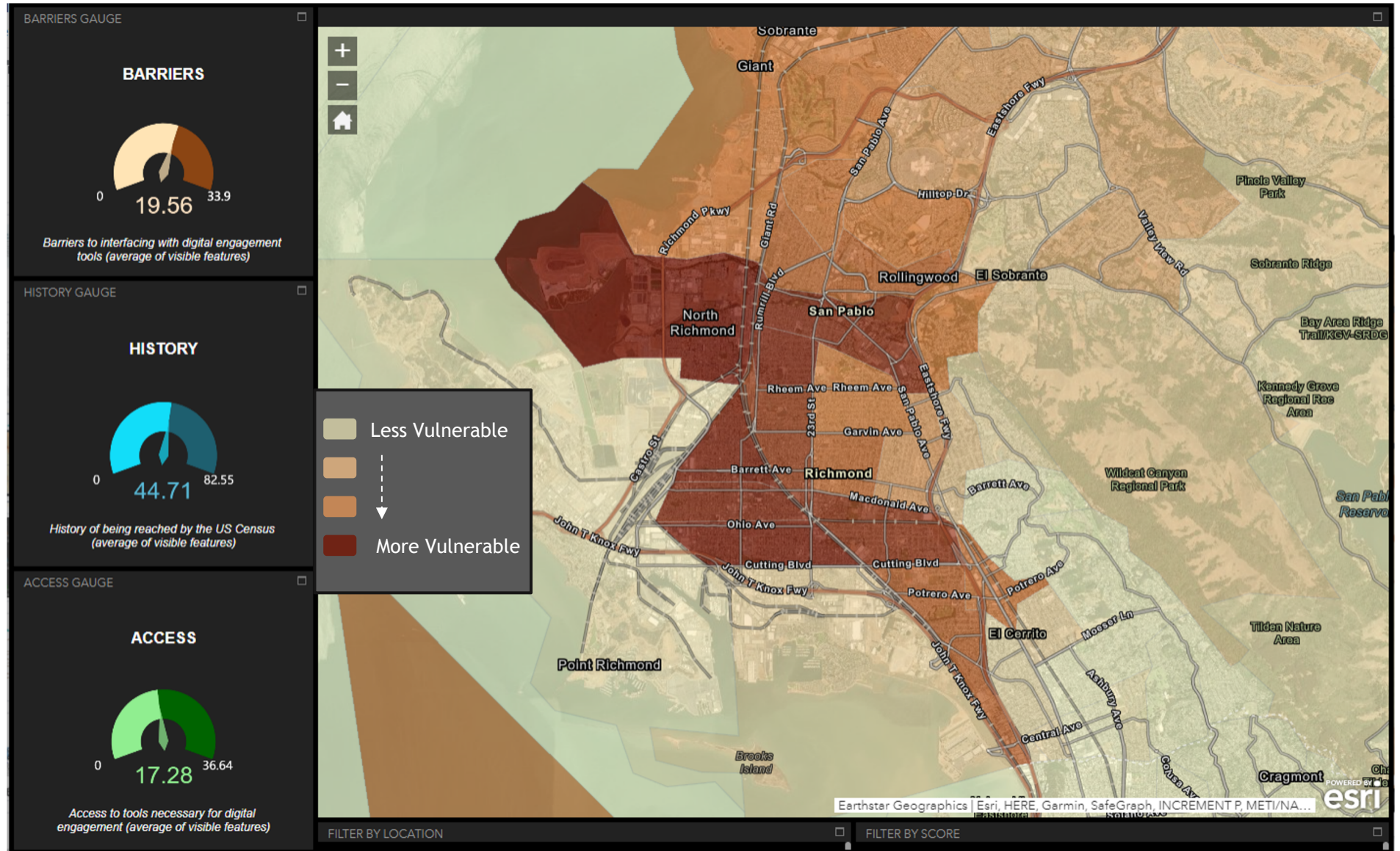
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Measuring Digital Vulnerability - the “Hard-to-Reach” Index

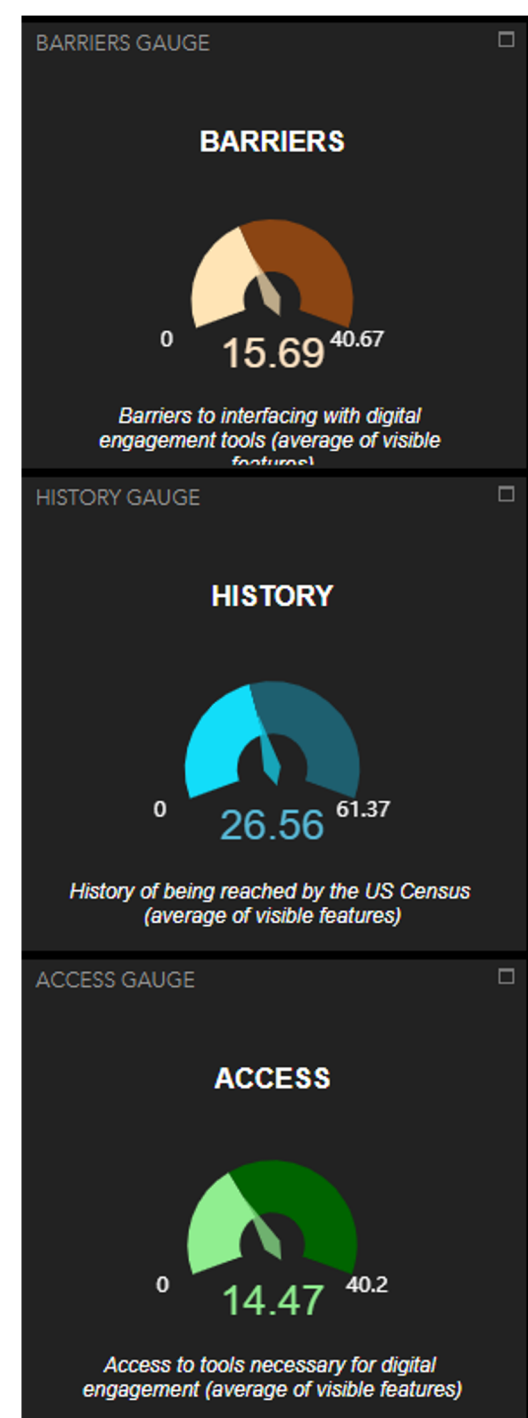


Measuring Digital Vulnerability - the “Hard-to-Reach” Index



Measuring Digital Vulnerability - the “Hard-to-Reach” Index

- **Barriers:** Do people in the community face additional barriers to participation?
 - English proficiency, disabilities, poverty status, age (elderly), educational attainment (no HS degree)
- **History:** Is the community difficult for the public sector to engage?
 - Census response rate
- **Access:** Do people in the community have the tools necessary to participate in online engagement?
 - Internet access, computer access

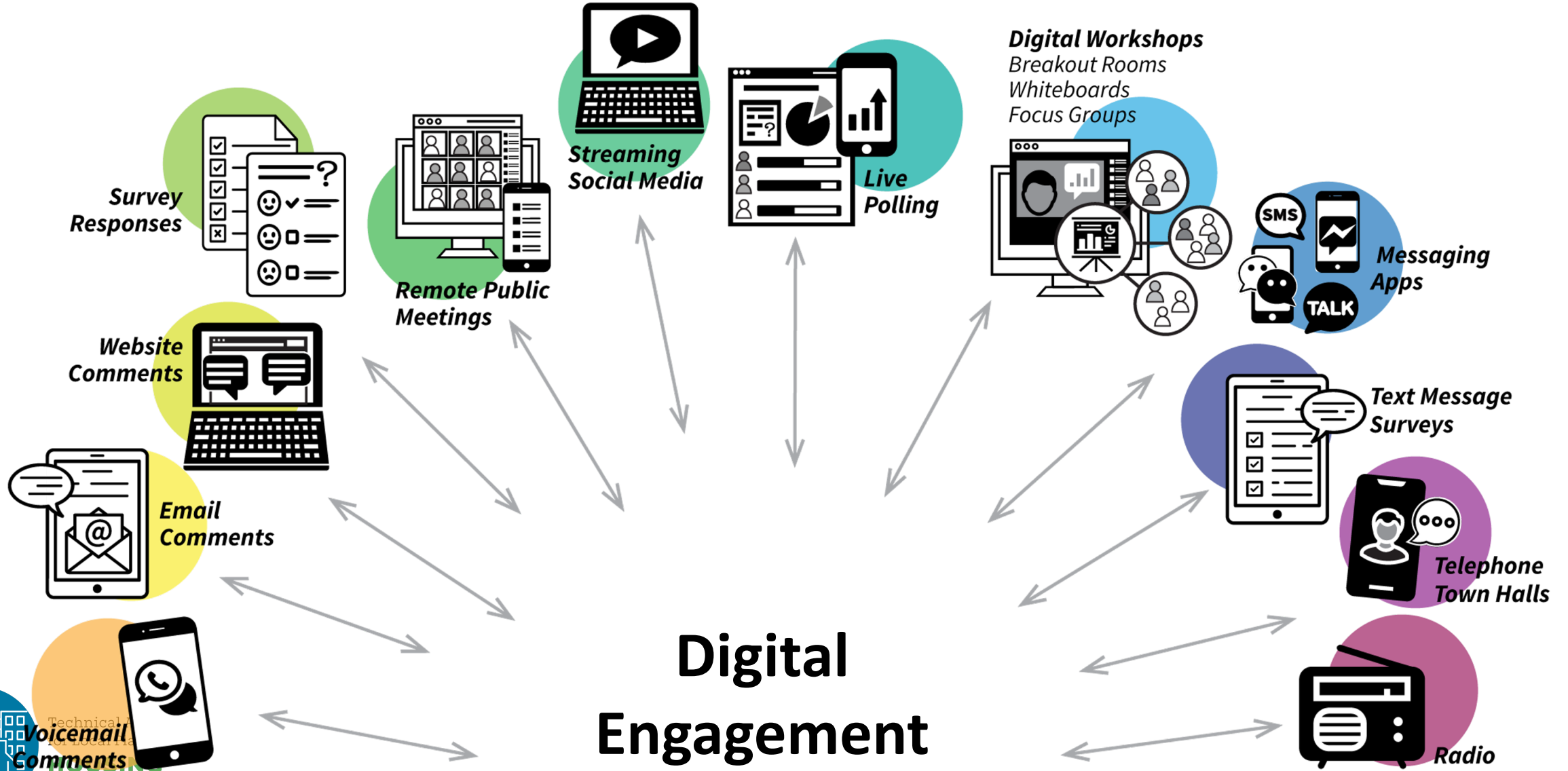


Develop engagement goals and strategies with community partners and provide compensation.

Sample Engagement Goals

- ❑ Center the voices of historically disenfranchised and marginalized communities in decision-making.
- ❑ Maintain clarity and transparency about how input is used in the decision-making process.
- ❑ Seek to build relationships with community members and community partners to collaborate on equitable and culturally-specific engagement strategies
- ❑ Build long-term capacity to help get diverse leaders on board, commissions and committees

Online Engagement Tools



Online Engagement Tools



Online Engagement Tools

1. How to Choose the Right Tool?

The Five A's of Technology Access is an example of evaluation criteria.

DIGITAL DIVIDE Five 'A's of Technology Access

Availability: to whom is the technology (un)available?

Affordability: to whom is the technology (un)affordable?

Awareness: who is (un)aware of the technology?

Abilities: who has the digital literacies to use the technology?

Agency: who has the self-efficacy to make use of the technology?

Online Engagement Tools

2. Needs Assessment

- Who is the audience you are trying to reach?
- Who are the most vulnerable communities that the project affects and what needs might they have related to tool accessibility?
- What are your goals for equity and inclusion? Use an equity advisory group to help develop and operationalize these goals.
- What is the scale(s) of planning that this applies? Citywide, neighborhood, corridor?
- What is the depth of information you want to solicit?
- Is there a need for a set of different kinds of tools for different projects (types, phases etc.)?
- Is the tool going to be used once, periodically, or is there a need for constant or continuous engagement efforts?
- What is the technical capacity of the staff who will be using the tool, now and in the future? How much technical support will staff likely need?
- What are the budgetary constraints?

3. Criteria for online tool selection

Worksheet for identifying engagement tools that address equity factors and key scenario planning process activities

Which types of tools will you need for your scenario planning engagement activities?



Mapping/geospatial data friendly

For example: Maptionnaire, Social Pinpoint



Tradeoff analysis/budgeting

For example: Ethelo, MetroQuest



Prioritization/ranking of scenarios or images

For example: MetroQuest



Qualitative and/or quantitative data collection

For example: Survey Monkey, The Hive



Supports exploratory scenario creation through brainstorming/collaborative ideation

For example: MURAL, Social Pinpoint



Includes data analysis/visualization tools

For example: Survey Monkey, Google Forms



Includes questionnaire branching

For example: Survey Monkey, Maptionnaire



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3. Criteria for online tool selection

Worksheet for identifying engagement tools that address equity factors and key scenario planning process activities

Key equity considerations when choosing an online engagement tool

ACCESS

(i.e. computer access, internet access)

- Is the tool easy to use on a variety of digital devices including mobile?
- Can the tool be developed in a way that doesn't require high speed internet access to participate?

BARRIERS

(i.e. English proficiency, Disability, Poverty, Elderly, Adults 25+ without HS diploma)

- Does the tool have an accessible user interface? Does it meet Web Content Accessibility Guidelines (WCAG)?
- Does the tool have a closed captioning option for audio and alt text options for visually impaired users?
- Does the tool have multilingual capabilities?

HISTORY

(i.e. Public Participation Behavior)

- Does the tool *require* registration or sharing of personal information in order to participate?

Outreach + Targeted, Culturally Specific Outreach

- ❑ Meeting Tool Kits
- ❑ Walking Tours
- ❑ Celebratory Events
- ❑ Tabling
- ❑ Listening Sessions
- ❑ Surveys (phone or in-person)

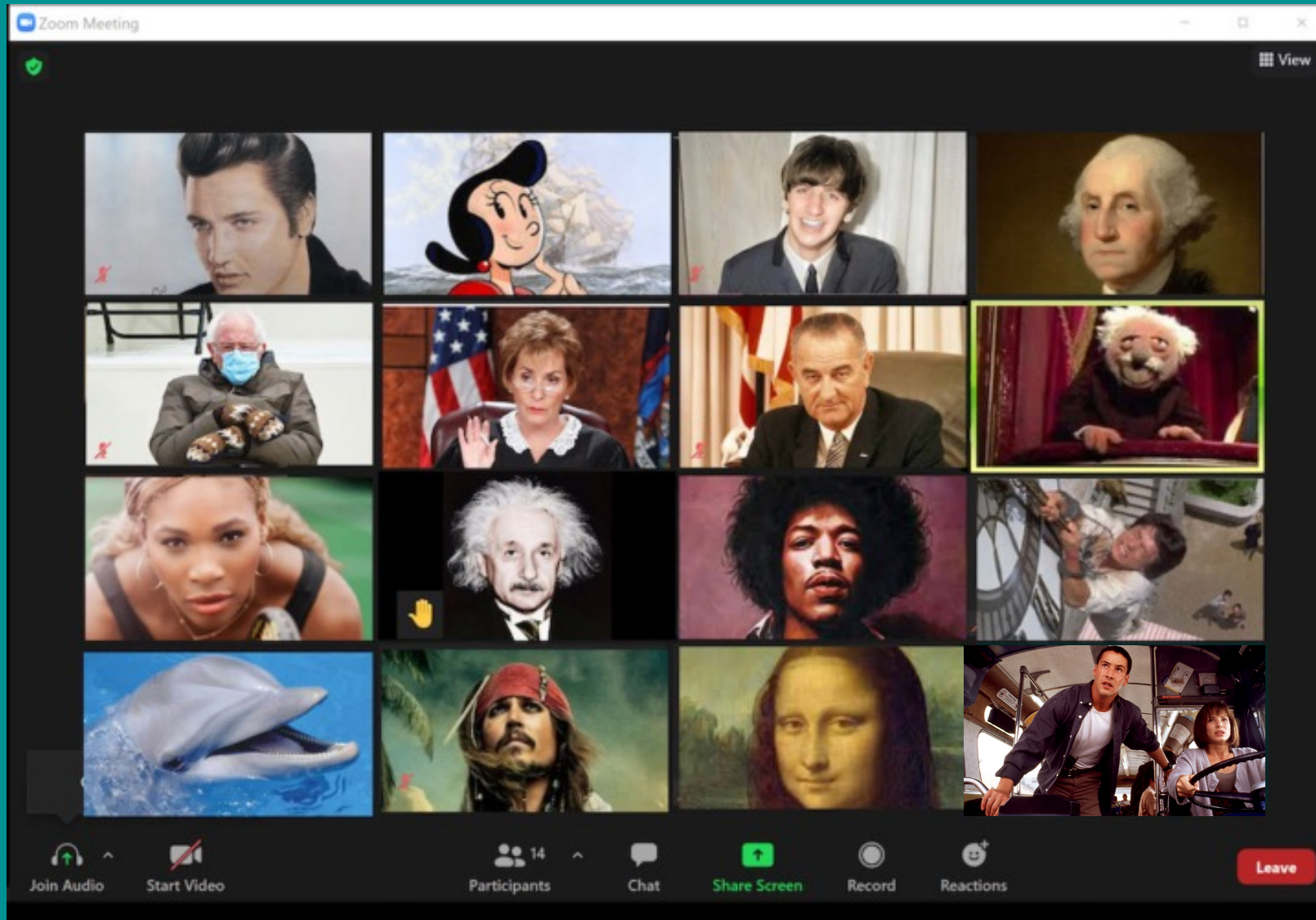


Hands On Practice

- Zoom
- Menti
- Mural



Zoom Essentials



Zoom Essentials



Webinars v. Meetings



Breakout rooms



Zoom bombing

Zoom Essentials

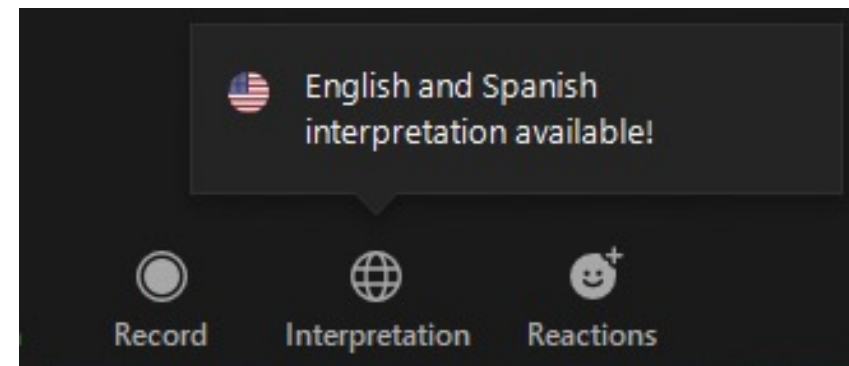
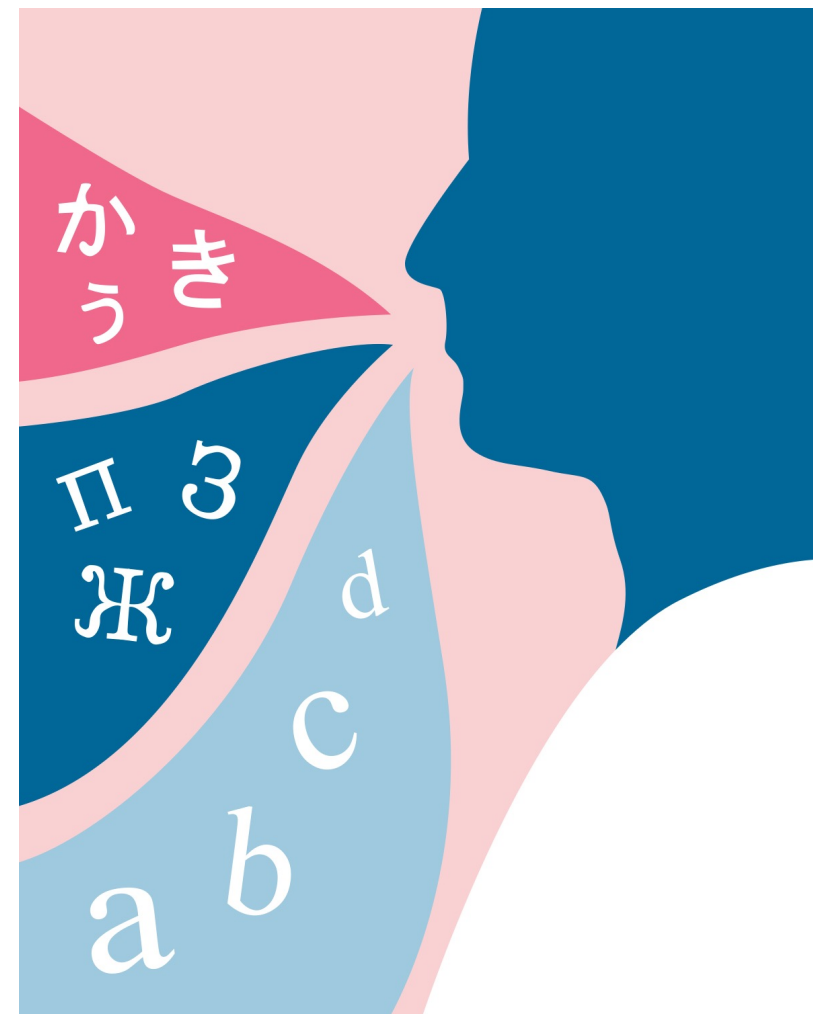
Chat

Questions and
Answers

Polls

Elementos Esenciales/ Puntos Clave de Zoom

- Mejores prácticas de interpretación
- Espíritu de colaboración
- Envíe materiales a los intérpretes con anticipación
- Habla claramente y a un ritmo moderado
- Tómese el tiempo para enfatizar los puntos importantes.
- Tomen turnos para hablar y eviten hablar unos sobre otros
- Lenguaje inclusivo - todos y todas", "los y las" o "les"



Hybrid Meetings on the Horizon



Breakout Room Menti Exercise

**Have your audience
go to menti.com
and enter the code**

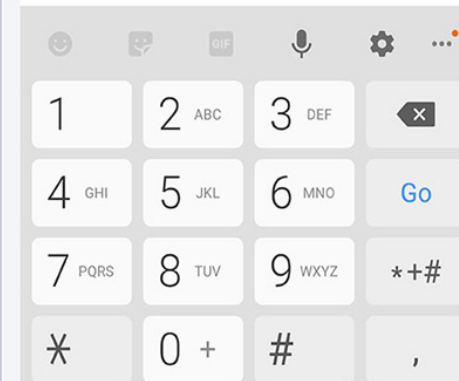
 **Mentimeter**

Please enter the code

120829

Submit

The code is found on the screen in front of you

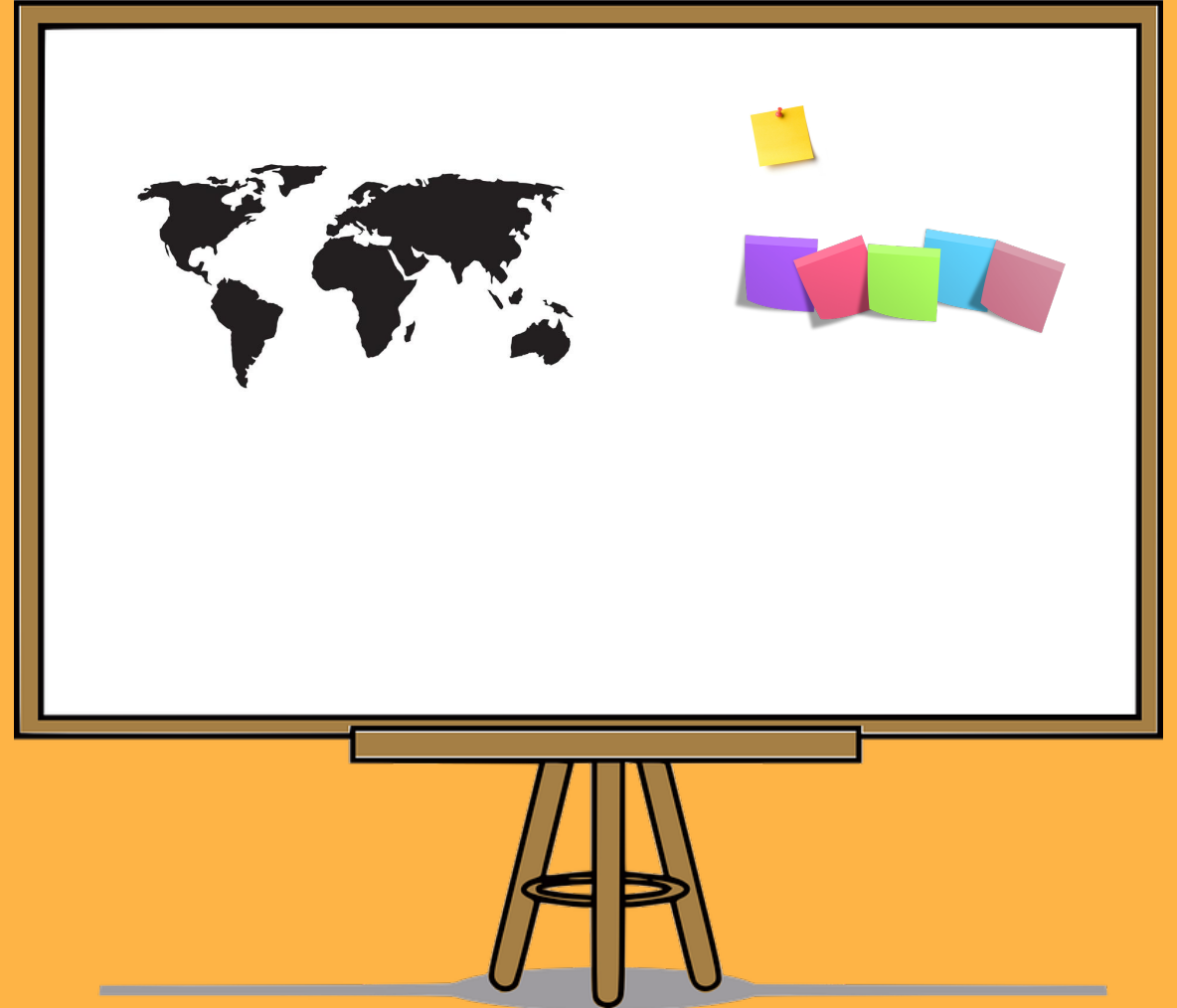


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MURAL

Mural Demonstration w/Vu-Bang Nguyen





The End

Questions?

Upcoming Webinars:

- June 8: Integrating Resilience into your GP and HE
- June 22: AFFH Nuts & Bolts

Please fill out Survey:

www.surveymonkey.com/r/RemoteMay25



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