

New Directions in Planning Tools for Citizen Engagement

Moderator:

- Peter Pollock, Manager of Western Programs, Lincoln Institute of Land Policy

Panelists:

- Summer Waters, Program Director, Sonoran Institute
- Ken Snyder, Founder & CEO, PlaceMatters
- Danica Powell, Founding Partner, Trestle Strategy Group

Who's in the room? – Where do you work?

1. Public Agency – Local Jurisdiction
2. Public Agency - Regional
3. State or Federal Public Agency
4. Grassroots Non-profit
5. National Non-profit
6. Academic Institution
7. Consultant Firm
8. Development Firm
9. Other



What issues do you work on? (select up to 3)

1. Transportation
2. Affordable Housing
3. Market Housing
4. Land use
5. Economic development
6. Sustainability
7. Environmental justice
8. Social equity
9. Regulatory/Legal
10. Other




Round 1:

1. What are the aims of citizen engagement?
2. How do we match our approach to the goals for participation?
3. What are the key challenges?

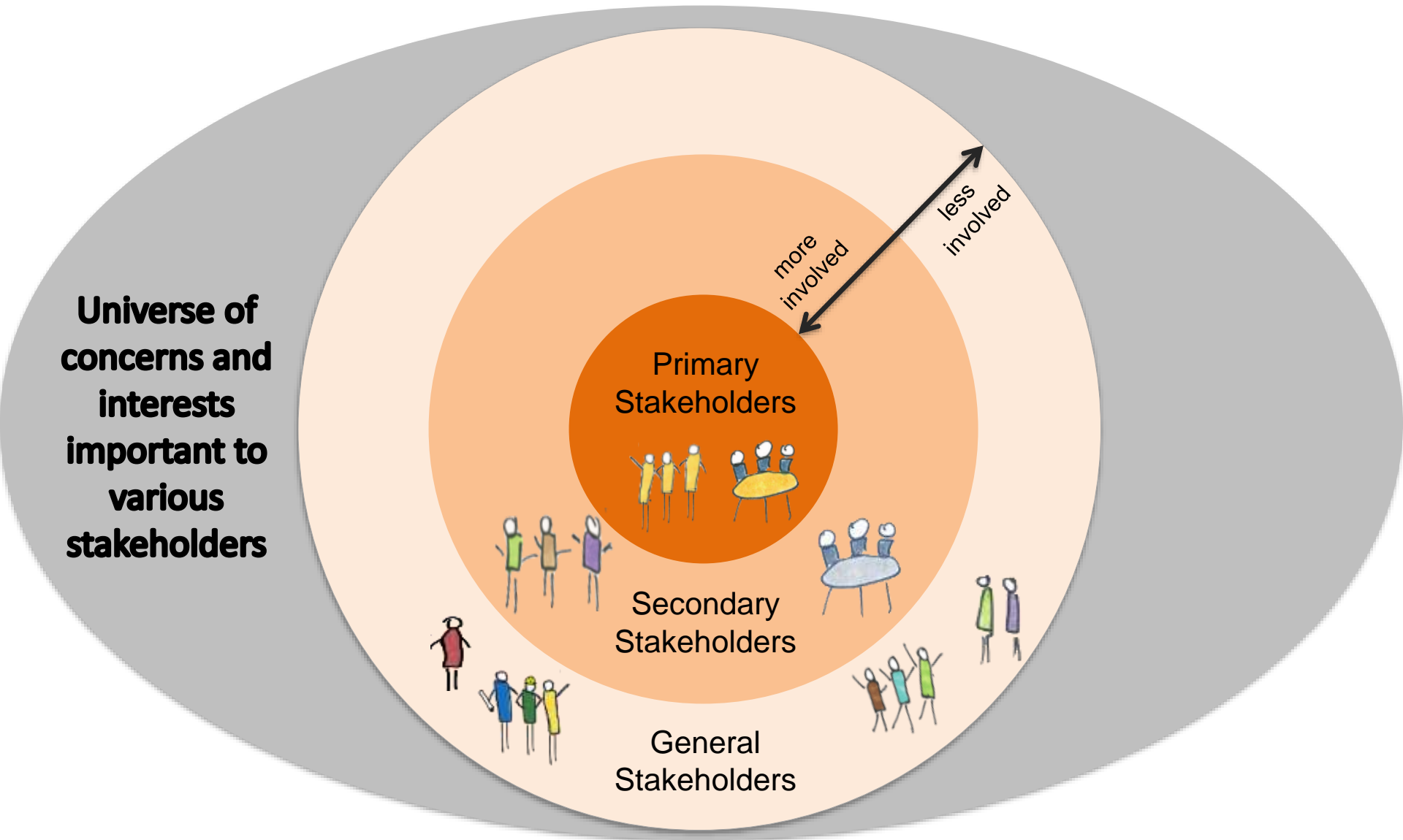
IAP2'S PUBLIC PARTICIPATION SPECTRUM



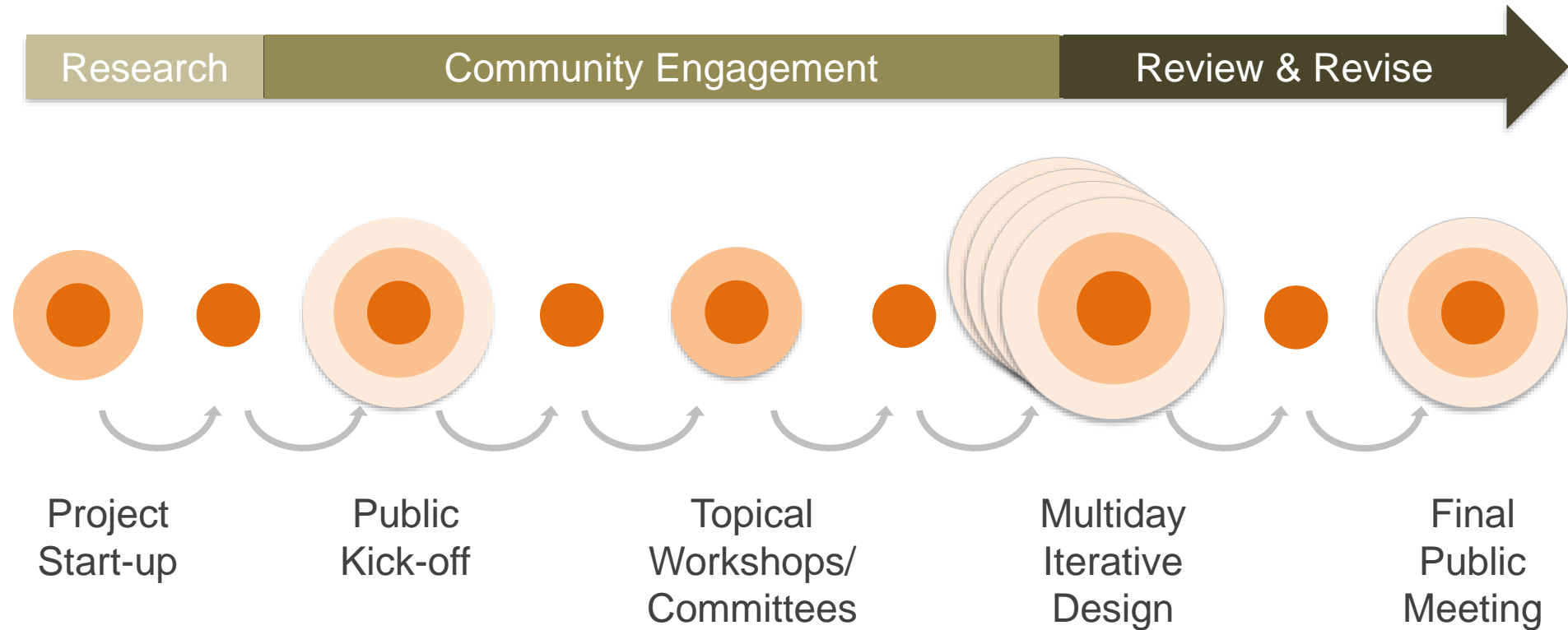
The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

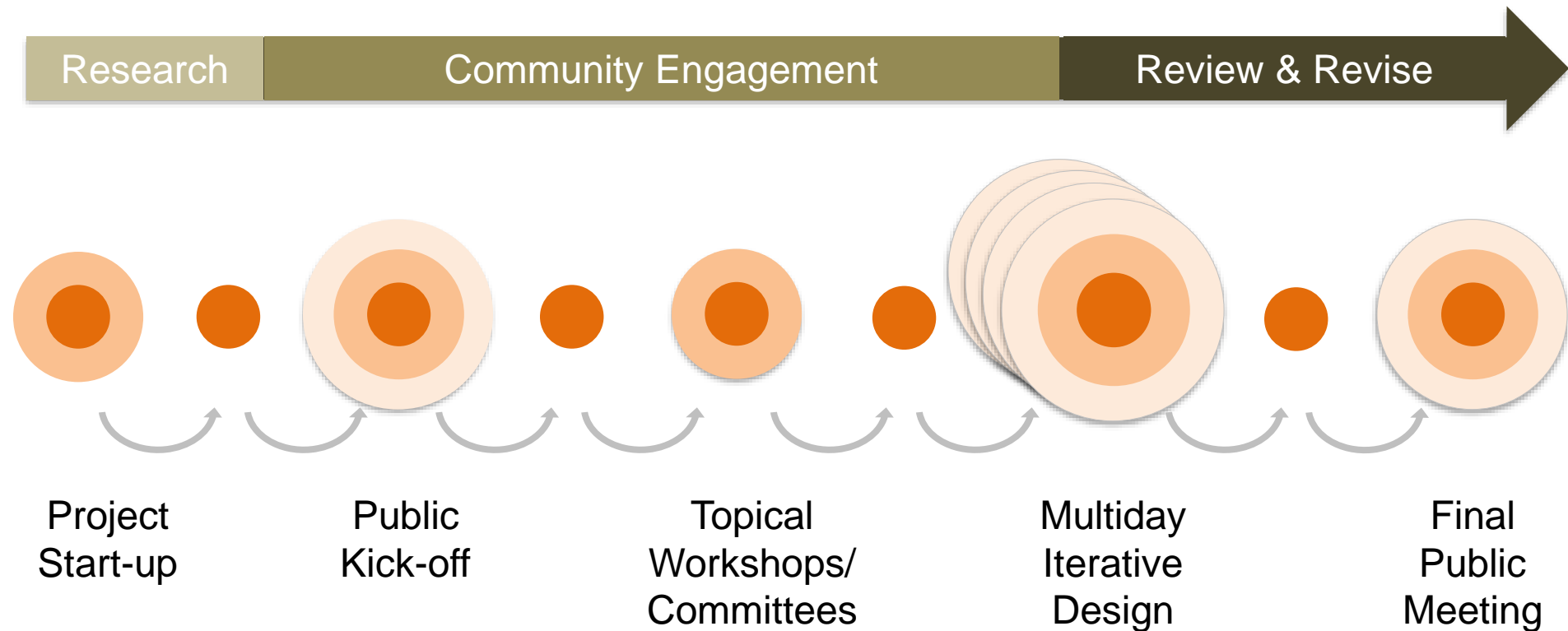
Levels of Involvement



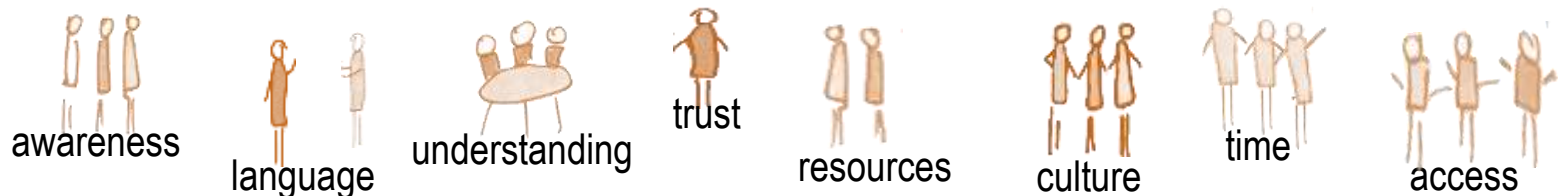
NCI Charrette System & Design Thinking



Iterative Design & Barriers to Engagement



barriers to engagement



What Doesn't Work?

- Outdated approaches – process and statutory oriented
- Set up for antagonism and offense/defense tactics
- Misalignment of engagement tools
- Thought of as a requirement and not a participatory tool for better outcomes
- One size fits all approach

What is your most important challenge?

(pick up to 2)

1. Recognizing the value of citizen engagement in planning
2. Designing appropriate engagement processes
3. Working with highly polarized opinions
4. Online tools vs face-to-face meetings
5. Handling disruptive groups/individuals
6. Balancing expert opinions with engagement
7. Handling complex issues with stakeholders
8. Getting public agencies to use engagement more effectively
9. Engaging the unengaged
10. Process fatigue



Round 2:

1. What tools and techniques have you used in your citizen engagement processes?
2. How are they an improvement over what we have used in the past?

Engaging Stakeholders with Exploratory Scenario Planning

TWO BASIC TYPES
WITH MANY VARIATIONS

TRADITIONAL

STAKEHOLDERS
WITHIN AN
ORGANIZATION

vs

“HYBRIDIZED”

STAKEHOLDERS
FROM MULTIPLE
ORGANIZATIONS

Key Concepts

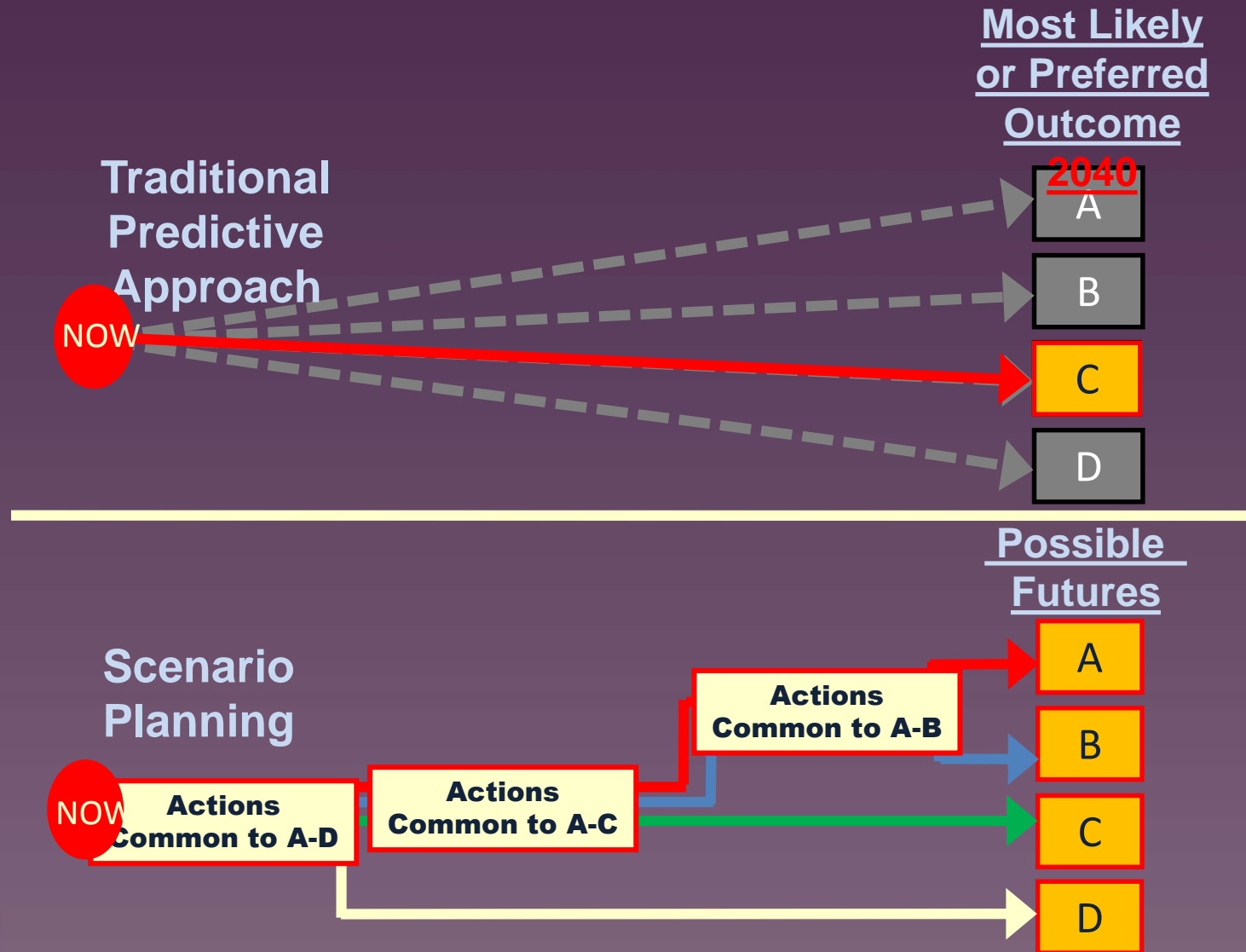
Driving forces of change are key internal and external forces that shape the future of an organization or community.

- Population growth
- Shifting demographics
- Climate change
- Evolving local and regional economies
- Changing energy resources and prices.

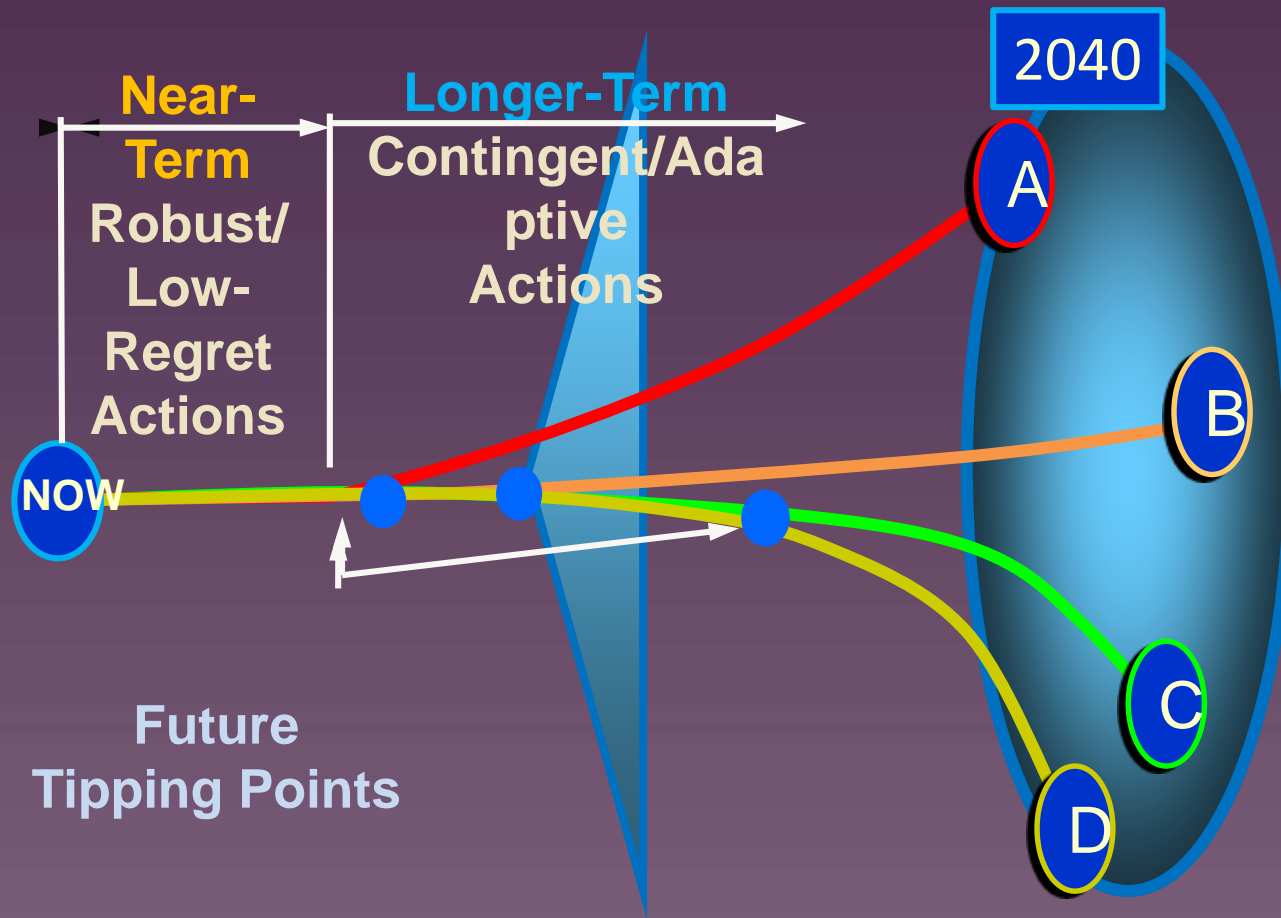
Uncertainty refers to situations or conditions in which we do not know what will happen and are commonly outside of one's control.

In Exploratory Scenario Planning (XSP), **critical uncertainties** are the driving forces of change that cannot be predicted.

Contrasting the Methods



The Cone of Uncertainty

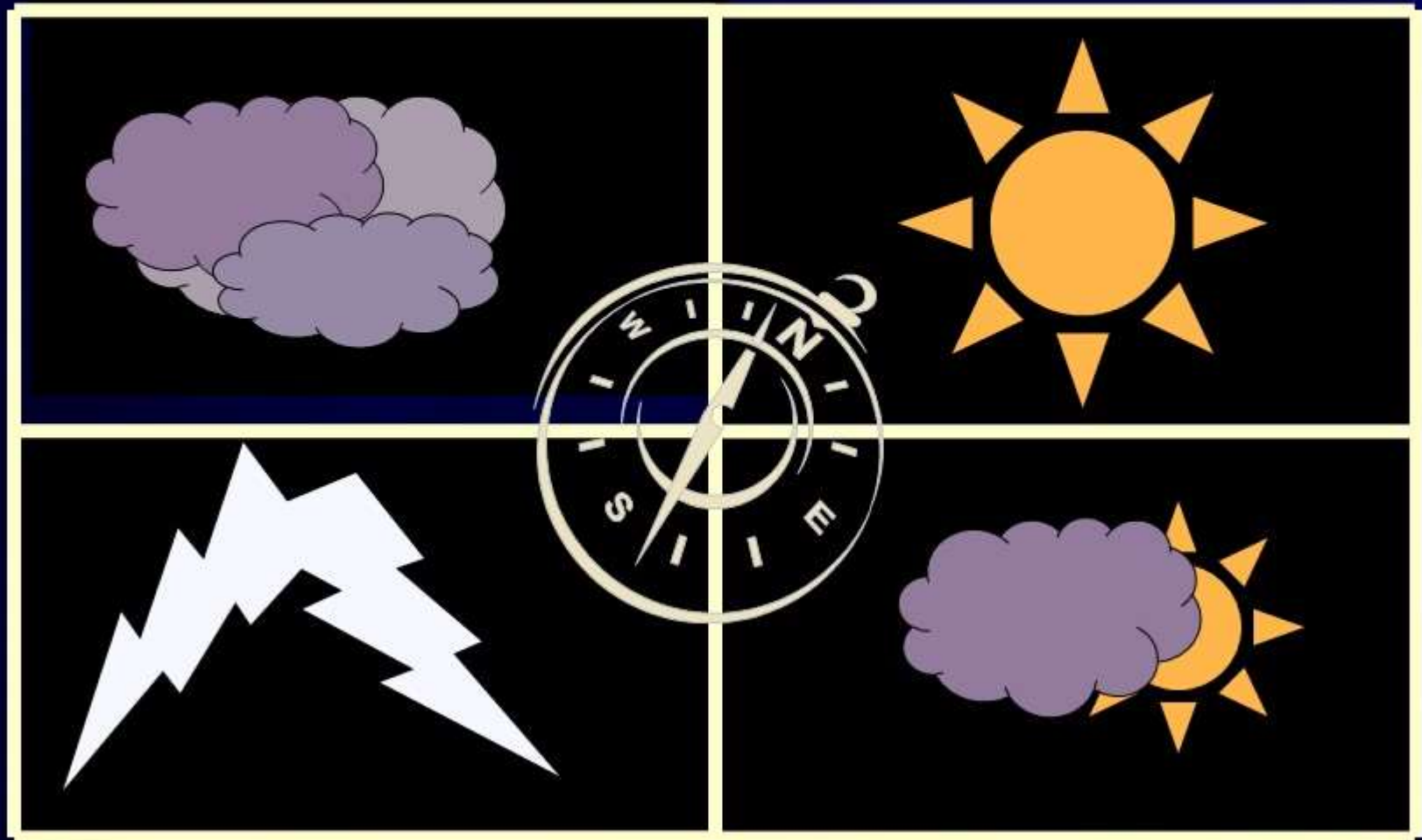


Defining the Range of Future Possibility

Credible

Challenging

Divergent



It's as “Easy” as 1, 2, 3



1.
Build
Foundation
for Process



2.
Develop
Shared
Understandin
g



3.
Action
Steps

How do you engage?

- Identify the rules and tools
- Delineate the boundaries
- Develop common understandings
- Adapt and evolve
- Report Back
- Be Inclusive, Strategic and Transparent
- Show empathy and strength
- Listen

walkabouts



Preference & visioning



City as play



storytelling



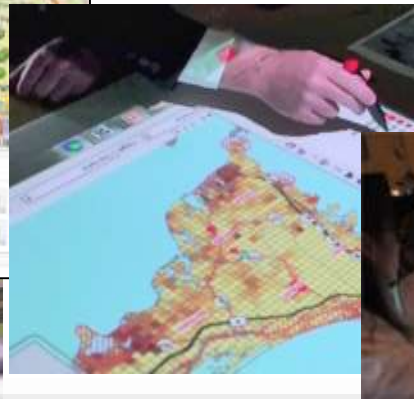
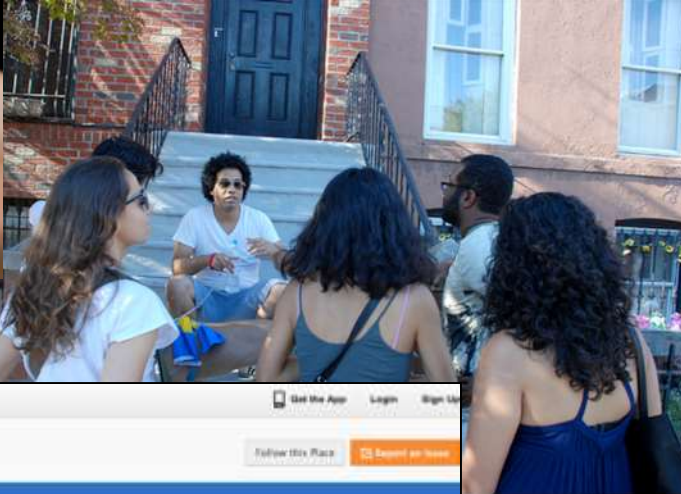
storytelling/art



Artwork by Priscilla Cohan



Integrating tools and process



PlaceMatters DIY Smart Table



Prioritization of Values & Strategies

I imagine a New River Valley where...



protected.

My community maintains its character and unique sense of place.



My community has quality educational opportunities for all ages.



The scenic beauty and rural character around me is protected.



My taxes are low.



Healthcare services that I need are available and affordable.



My community has a variety of job opportunities.



Private property rights are protected.



I can live a rural lifestyle.



0 stars left (to redistribute, lower current ratings)

Translate: English

Urban Canvas



Round 3:

1. How have these tools fared in the real world?
2. What needs remain for innovation in our approaches to citizen engagement?

Integrating Pop-up Design into Workshops and Engagement

- ✓ Engage community stakeholders
- ✓ Showcase current assets
- ✓ Visualize potential
- ✓ Demonstrate and pilot
- ✓ Gather public input
- ✓ Join community together over common ground

Re-imagine West Colfax Case Study

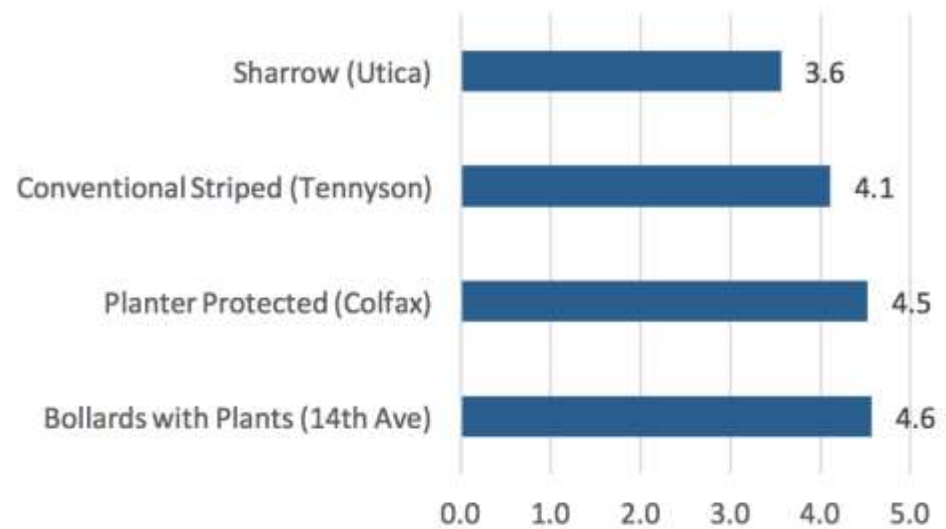


Protected Bike Lane Demonstration
ALTA Planning + Design, Better Block
Portland, & PlaceMatters

Re-Imagine West Colfax – Keypad Polling at Community Meetings vs Surveys at Demonstration Event



Average ratings by bike lane types



Pop-up Design: Re-imagine West Colfax



XSP Demonstration Projects

Town of Sahuarita, Arizona **General Plan Update**

Located approximately 15 miles south of Tucson, the Town of Sahuarita conducted a General Plan update and with our guidance, used Exploratory Scenario Planning (XSP) to help the community prepare for unforeseen future conditions, such as population growth and availability of water resources.

Upper Verde River Watershed Protection Coalition Watershed Management Plan

We assisted the Upper Verde River Watershed Protection Coalition, located in Central Arizona, in development of a Watershed Management Plan using XSP as a method to explore uncertain future conditions that could affect the watershed, such as drought, population growth, and groundwater management.

Southwest Colorado Council of Governments Economic Resilience Strategy

We trained the Southwest Colorado Council of Governments in XSP to examine how adaptable their regional economy was in the face of ongoing drought conditions and other uncertainties.

What would you like to hear more about? (select up to two)

1. More examples of integrating engagement into planning
2. More low tech (“high touch”) examples
3. More high tech tools for informed decision making
4. Dealing with uncertainty while planning for the future
5. Building civic capacity in communities
6. Keeping the IAP2 promises
7. Translating engagement into action
8. Engaging low income residents
9. Other?

(we'll ask the audience)



Round 4:

1. Responses to the issues you raised

What did you think of our session?

1. Disappointing, not what I was hoping for
2. It was good, but room for improvement
3. Too much theory not enough concrete examples
4. Too many examples, not enough on engagement theory
5. Nice mix of theory, concrete examples, and audience participation
6. The session was transformative and will change the way I do things



Thank You

Parking Lot

[potential slides in response to
audience questions]

Storytelling - Ponderosa Mobile Home Park



y continuar a fortalecer estas conexiones
mientras creciendo sus familias,
longrando sus metas de jubilación o empezando sus vidas.

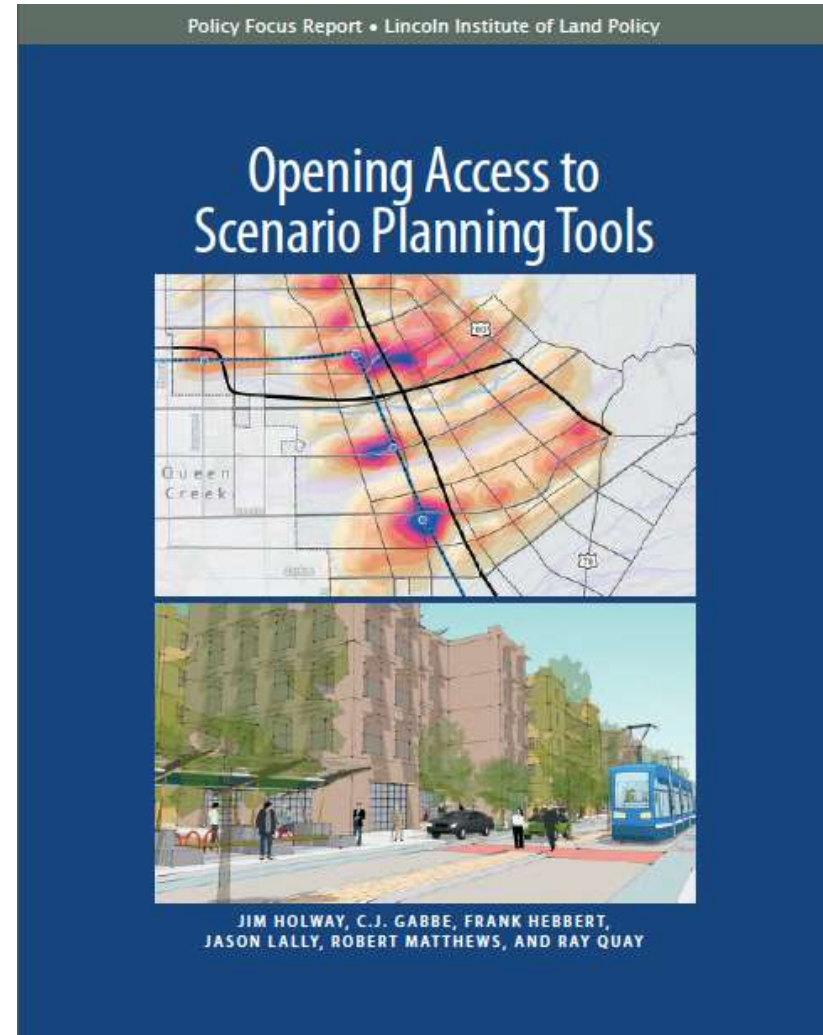
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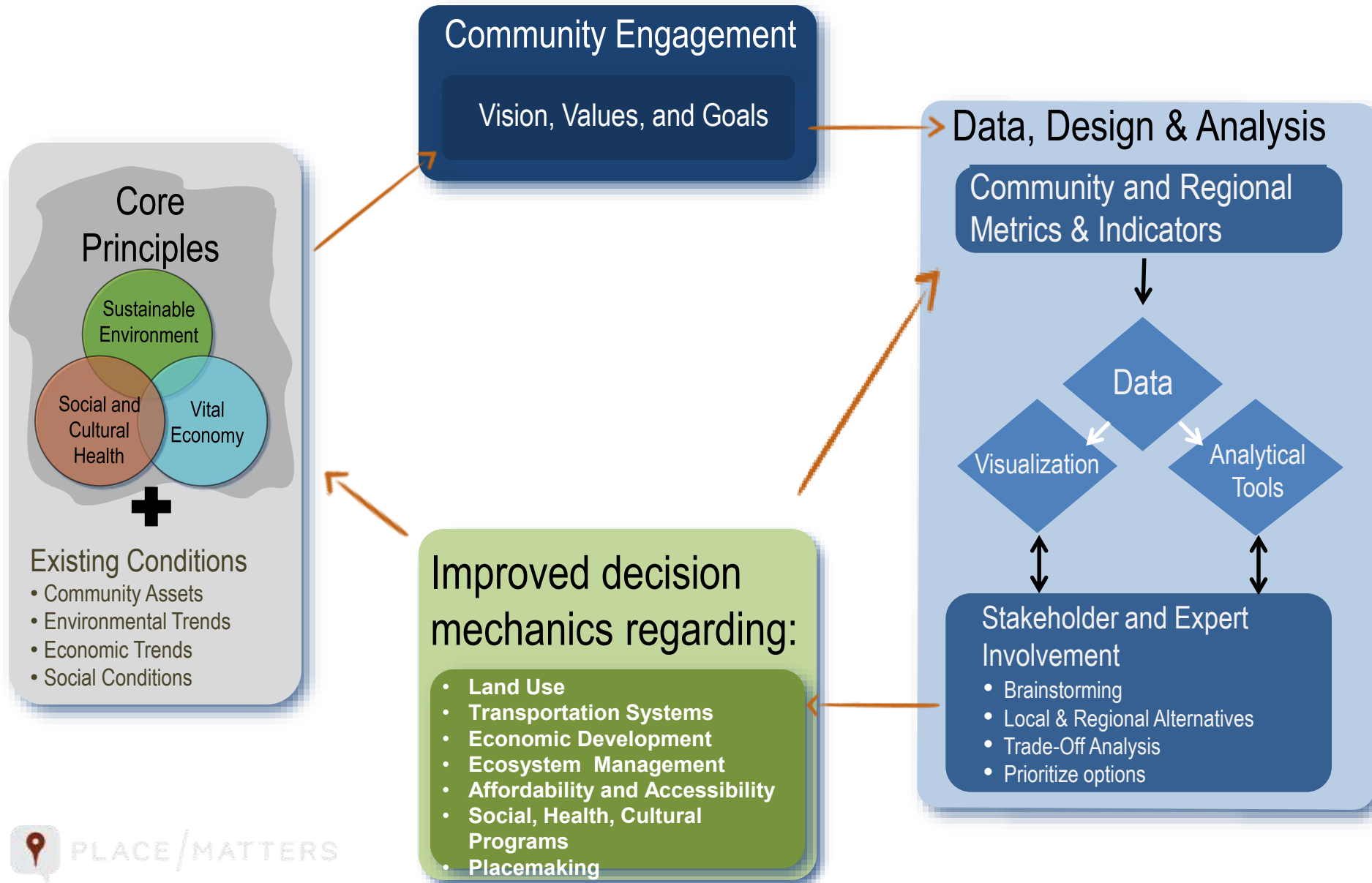
Hi-tech Modeling and Analysis

Purpose: Run statistical analysis to measure the comparative performances of each scheme

Process: Model each alternative using the appropriate tools and report back to the charrette team and stakeholders



Community Decision Mechanics



Building Capacity for Regions

Stakeholder Experience

- How can we get the public to understand and care?
- How can we explain the underlying concepts and complex issues as simple as possible?
- How can they explore tradeoffs in an intuitive way?
- How can we make that process as fun as possible?

Informed
Transparent
Equitable

Expert Capacity

Visualization Systems

Maps, Photos, 3D, Video,
Indicators Dashboard

Modeling Systems

Land Use, Energy,
Environment, Housing,
Transportation

Database Systems

Geospatial Databases,
Data Services

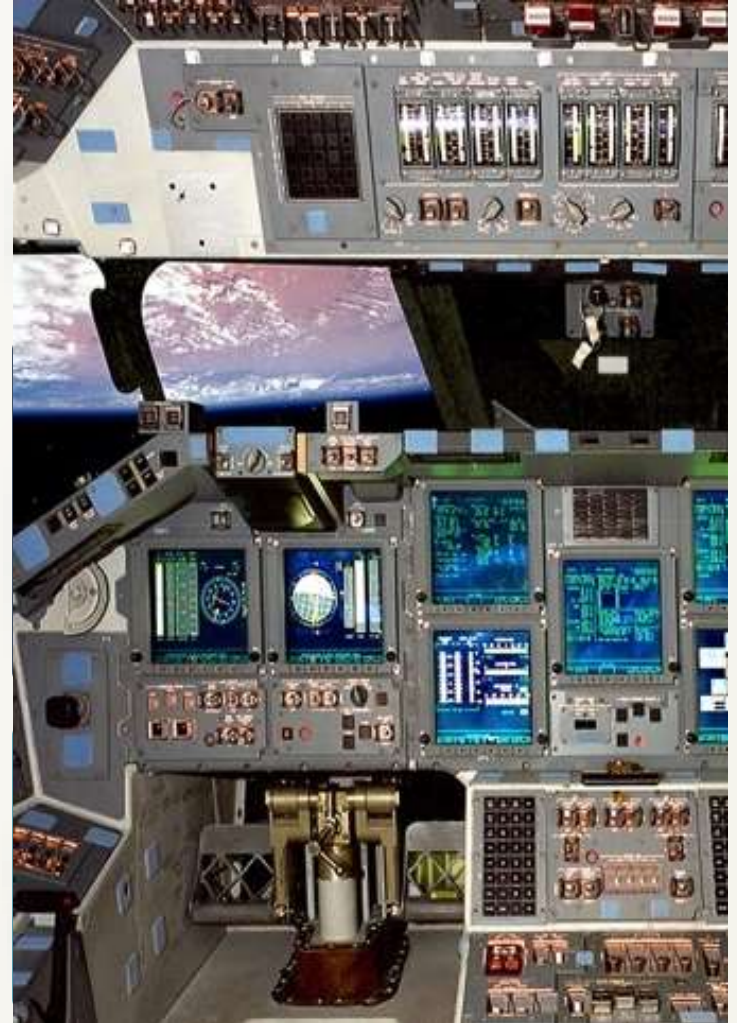
Building Capacity for Regions

Stakeholder Experience



VS

Expert Capacity



Building Capacity for Regions

User Experience



**Touchtables, Walkshops,
Interactive Websites, Mobile
Apps, Dashboards,
Brainstorming, Keypad
Polling**

Don't stop thinking about...



VS



Informed
Transparent
Equitable

Decision-Making Capacity

Visualization Systems

**Maps, Photos, 3D, Video,
Indicators Dashboard**

Modeling Systems

**Land Use, Energy,
Environment, Housing,
Transportation**

Database Systems

**Geospatial Databases,
Data Services**

With Great Tools Comes Great Responsibility

Tools & Techniques

Location-based, analytical,
inspired
(e.g.Crowdbrite, GIS Scenarios)

Prioritized, refined (e.g. Keypad polling, Wikis)

Structured

(e.g. Forums, Ideaboards)

Unstructured
(e.g. Email)

Using of civic engagement tools to be deceptive

Negative if
disingenuous
use of tools

Tools insufficient for the job

1. Manipulation

2. Therapy

3. Informing

4. Consultation

5. Placating

6. Partnership

7. Delegated Power

8. Citizen Control

Degree of Participation

Nonparticipation

Degrees of Tokenism

Degrees of Citizen Power

