

Sunday, September 22, 2013

Opening Reception 5:30 – 8:00 pm

Hosted by IAP2 USA President *Larry Schooler*

Monday, September 23, 2013

Continental Breakfast Buffet 7:00 – 8:00 am

Opening Plenary 8:00 – 9:15 am

Welcome by IAP2 USA President *Larry Schooler*

Key note presentations by *Salt Lake City Mayor Ralph Becker* and *Salt Lake City Director of Community and Economic Development Eric Shaw*

Mini Break 9:15 – 9:30 am

Morning Long Format Concurrent Sessions 9:30 – 12:00 pm

Catalyzing Collaboration with Facilitated Experiential Process

John Dudley Fort (Regarding Solutions)

Session Summary:

This session will give participants an "on your feet opportunity" to experience how Re:Solutions (pronounced "Regarding Solutions") uses a reflective learning process to help groups of diverse stakeholders work together to resolve their problems creatively. Participants will be challenged to have fun, take risks, and make small commitments to how their learning in the session will inform their own practice. The Re:Solutions approach is grounded on the principal that a group process facilitator helps groups by creating a space for group members to sort through the issues stifling their creativity and collaboration, leading to a natural increase in camaraderie and productivity. Come join us in laughter and learning.

Presenter Bio:

John Fort began experimenting with the possibilities of group process as a player and director with the Vertigogo Improv troupe at Swarthmore College in 2002. Subsequent work in Southeast Africa, Northern Florida, and Southern California have provided him with opportunities to work with a variety of groups to uncover barriers and create paths to propel them forward. For more information visit RegardingSolutions.com.

The SP2 Model: How To Support Diversity and Emerging Practitioners In P2 Fields

Francesca Patricolo (Francesca Patricolo Planning) and Jo Niehaus (UO SP2)

Session Summary:

In the fall of 2012, students at the University of Oregon started the first public participation student group at the University of Oregon and called themselves "UO SP2." It is connected to our IAP2 Cascade Chapter and the president of our SP2 participates in Cascade Chapter Executive Board meetings. The SP2 purpose is to support diversity and emerging practitioners in p2 fields. Part of the vision is to help other colleges and universities start their own SP2 student group chapters. We offer our story as a case study for students to learn how to get an SP2 started at their own university and for practitioners to learn how they can support SP2 start-ups in their regional chapters. Part I: We will start off our session the way we start each of our SP2 meetings – with a truly fun icebreaker. Part II: Using a PowerPoint slideshow (that is heavy on photos and images and light on text), we will present our story of how UO SP2 formed and the benefits to students. Part III: We will open it up to questions from the audience. Part IV: In their table groups, participants discuss three topics as they wish: (1) how they might improve upon our UO SP2 start-up process, (2) what practitioners could do to support an SP2 start-up in their local area, and (3) what students think would be additionally helpful to getting an SP2 started at their own universities. Part V: Table groups present their ideas to the whole group.

Presenter Bios:

Francesca Patricolo is an IAP2 Cascade Chapter scholarship winner and the founding president of UO SP2. Her B.A. in Planning, Public Policy & Management is from the University of Oregon where she specialized in Global

Information Systems (GIS) for spatial planning and minored in Spanish. As an undergraduate, she served three years on her student union board of directors, founding a board leadership endowment and winning multiple prestigious leadership awards including the Dean's Award for service to the university and community. She graduated from the University of Oregon again in winter, 2013 as a Master of Community & Regional Planning and Master of Conflict & Dispute Resolution, making her a "triple Duck." Ms. Patricolo is a certified trained mediator and has worked on compelling planning and public involvement processes across the state of Oregon. In 2011, while still in graduate school, she started Francesca Patricolo Planning as a sole proprietorship. Her solo business is now Voice Public Involvement, offering community engagement and outreach services. She currently subcontracts to other public involvement and conflict resolution facilitation firms in Portland, OR and is a member of the IAP2 Cascade Chapter Executive Board.

Jo Niehaus is a founding member of UO SP2, the current interim president and the latest recipient of an IAP2 USA Cascade Chapter scholarship award. She received her B.A. in Anthropology from University of Oregon, with a focus on archaeology and a minor in business administration. During her undergraduate years she was heavily involved in her student union and programs, participating on the board of directors and serving as a committee chair. She subsequently was hired as a project facilitator for a major capital construction project on campus, performing as an outreach coordinator and liaison between students, staff, architects, and contractors. Her involvement with the "EMU/SRC Expansion and Renovation Projection" was her first interaction with public participation. In 2012, Ms. Niehaus started graduate school while she continued to work for the university as Special Project Coordinator for the Erb Memorial Student Union and as a Project Management Intern for Campus Planning and Real Estate. She entered graduate school at the University of Oregon's Planning, Public Policy & Management department for her Masters in Public Administration. Her interest in administrative law procedures and public participation has her aiming for a career in government and community outreach to help the public to better understand complex law making procedures.

You are Either with Us or Against Us: The Rise of Uncivil Discourse *Stephani Roy McCallum and Kim Kolenck (Dialogue Partners)*

Session Summary:

Are you prepared for a mob in the room and online? In a world of cyber and social media bullying, public diatribe, protests and petitions - how do we uphold our end of the bargain for a meaningful, effective and successful engagement process based on our values and ethics? There are no easy answers or solutions and we all lose when we demonize, marginalize and polarize the "other" side. With a backdrop of protests, name-calling, negative stereotyping, secret meetings, silence and tweet-ups we'll use our experience from the Our Voice. Our Hamilton. municipal engagement project as the foundation for the conversation. The power of the crowd is impressive. However, there is a fine line between civil discourse and using your voice for power. People have a right to a voice AND a responsibility to use that voice in a respectful way. And we're not just talking about participants or community but also organizations, elected officials and government. This session will go beyond strategies for outrage, ground rules, good questions, room set-up and microphone stands. This isn't IAP2's Emotion, Outrage and P2. We will talk about righteous moral certainty, cyber-bullying and groupthink and how it impacts the conversation and what to do when it happens. We have countless lessons we have learned along the way - about what to do and also what not to do. We'll ask participants to bring their lessons and experience to add to ours.

Presenter Bios:

Stephani Roy McCallum is the Managing Director of Dialogue Partners Inc. She has managed more than 200 successful public engagement projects and has facilitated over 500 events and meetings in 18 years in the field. She has led and managed projects involving more than 30,000 participants, works on complex projects and specializes in conflict, emotional and controversial situations where diverse stakeholders and "wicked problems" are the norm. Stephani was the 2008 President of IAP2 Developer and a licensed trainer of IAP2's new course: Emotion, Outrage and Public Participation. Stephani is one of only three international Assessors for IAP2 of new candidate trainers for the Certificate and EOP2 training programs. Stephani is a Certified Professional Facilitator with the International Association of Facilitators. She has a background in Sociology with an emphasis on race relations and native studies, a Graduate Certificate in Authentic Leadership and holds Certificates in Public Participation, Community Development, Facilitating Participatory Planning, Public Policy Moderation, Advanced Consensus Building, Outrage Management and Social Impact Assessment. Stephani regularly teaches, speaks and writes around the world on advanced issues and innovations in the engagement field. She is known for her ability to stand in the fire of outrage with integrity, caring and calm.

Kim Kolenck is a Senior Consultant with Dialogue Partners based in Edmonton and has significant experience working in both the upstream and downstream operations of the oil and gas industry with a focus on the practice of Stakeholder Engagement and Aboriginal Consultation. Experienced in both large-scale projects such as federally regulated pipelines and comprehensive municipal budget discussions she has also worked on smaller-scale projects such as an elementary school courtyard revitalization and land acquisition for natural gas pipeline and drilling projects. These experiences and projects have provided Kim with an opportunity to successfully work with a wide

variety of stakeholders and understand the diversity in needs of municipal governments, environmental organizations, industry groups, rural landowners, advocacy groups and Aboriginal and Metis communities. Kim has completed a Certificate in Public Participation from the International Association of Public Participation (IAP2) and is currently undertaking courses in collaborative conflict resolution and principled negotiation and mediation from the Justice Institute of BC. Kim serves on the IAP2 Wild Rose (Alberta) Board of Directors.

Early Morning Short Format Concurrent Sessions

9:30 – 10:30 am

Beyond Meetings and Surveys: Selecting Methods for P2 Practice

Alina Gross and Elizabeth Brabec (University of Massachusetts Department of Landscape Architecture and Regional Planning)

Session Summary:

Participatory processes rely in large part on the same tired methods – meetings and surveys – or they try the “flavor of the month” without an understanding of how a participatory process should be developed or methods chosen. How should a practitioner choose a method to engage their public? What kinds of methods work best in which types of situations, with what type of public? These are critical questions in the era of a multi-cultural, diverse society, with an increasingly online, plugged-in mentality. Simple meetings and surveys no longer suffice to engage individuals in a participatory process. Individuals have many demands on their time and attention. To capture that time and attention and focus it on a participatory process or event, practitioners must engage the public on many levels with a suite of methods simultaneously. To improve participatory practice, we review the literature on participatory frameworks, identifying their strengths and weaknesses. While most of the frameworks in use are hierarchical, they fall short of allowing practitioners to easily identify the methods useful and appropriate in a specific situation. The presentation will cut through the hype of patents and trademarks, with an objective analysis of participatory methods. The presentation culminates in a proposed framework for the selection of public participation methods that considers a hierarchy of methods, as well as the objectives of the participation program and the methods that best support these objectives.

Presenter Bios:

Alina Gross is a Ph.D. Candidate at the University of Massachusetts, Amherst in the field of Regional Planning. Her research interests include public participation in the urban and regional planning process, planning with marginalized groups, and ethnic and race relations in the planning process. Alina earned a Bachelor's degree in Sociology with a focus on Ethnic and Race Relations from Connecticut College in 2006 before going to UMass to earn her Master's in Regional Planning and then moving on to the Ph.D. program. Her dissertation research focuses on the creation of an effective framework for selecting participation methods. Alina has also spent the past year teaching Introduction to Community Planning as an adjunct Professor at Westfield State University.

Elizabeth Brabec is a Professor and past Department Head of the Department of Landscape Architecture and Regional Planning at the University of Massachusetts. Professor Brabec's teaching and research interests are focused on land conservation and the design and planning of sustainable open space, complemented with a strong interest in culture and the historical basis of landscape form. She has taught courses on public participation as well as minority community planning. Before joining the University of Massachusetts Professor Brabec was a Professor and Department Head in the Department of Landscape Architecture and Environmental Planning at Utah State University and Associate Professor at the University of Michigan's School of Natural Resources and Environment. Before becoming a professor she also founded and managed the landscape planning firm, Land Ethics, Inc. in Washington D.C for 15 years.

Building Trust One Conversation at a Time

Sheri Wantland (Clean Water Services)

Session Summary:

Clean Water Services, IAP2's Organization of the Year in 2005, has created a robust public participation program to build public support for its innovations. Staff at every level is responsive to stakeholders and at ease with public engagement processes. When Clean Water Services embarked on a brash new approach to wastewater treatment at a beloved migratory bird sanctuary, Sheri Wantland chose one-on-one outreach over the expediency of advisory groups and quicker P2 processes. She and the project managers have become part of the community. In this session, she will tell the story of building real relationships, putting down deep roots, and truly listening to the people who stand to gain or lose the most from the actions of a government entity. The session will be interactive, with plenty of opportunity for questions and comments. Sheri's presentation style is conversational and she will use a PowerPoint backdrop of photos of the people, wetlands, birds and wildlife vital to the project.

Presenter Bio:

Sheri Wantland is a longtime leader in IAP2 and the Cascade Chapter which to date has given \$30,000 in P2 scholarships. She has more than 25 years' experience in stakeholder engagement, and earned degrees in Sociology and Journalism from Arizona State University.

Helping Stakeholders Make Wise Public Participation Decisions: A mental models approach for revealing barriers to effective communication about good process *Steve Ackerlund (Kleinfelder) and Eric W. Finke*

Session Summary:

While environmental programs in the United States encourage public participation in agency decisions, stakeholders in any particular decision often have different ideas about how best to conduct public participation. Consistent and effective use of good process is even more challenging when complex technical issues are involved. Stakeholders too often rely on historical norms or allow innate behavior to direct their decision-making. These are strong influences that can preclude thoughtful consideration of their public participation decisions. This session uses decision-making models and interpretive findings from recent research to foster discussion on how to help people make more conscious, well-informed public participation decisions. The research applies a mental model methodology to elucidate what public participation experts and other stakeholders engaged in technically complex Superfund site cleanup decisions think about when making public participation decisions. This is the first known application of the Mental Models methodology for public participation research. The mental models that emerged from this research identify the diverse range of variables and the relationships among variables that should be considered during public participation decision-making. Three characteristic ways of thinking about public participation are elucidated that are associated with different kinds of public participation decisions made by stakeholders. Moreover, communication barriers between the different ways of thinking are revealed that can frustrate stakeholder's efforts to find mutually agreeable ways of achieving effective public participation. As exploratory research, insights are provided to stimulate further critical thinking and audience discussions that may range across public participation theory, research methodology, policy, and best practice.

Presenter Bios:

Dr. Steve Ackerlund will present the research, which he conducted while a doctoral student at the University of Montana. He is an environmental consultant with 25 years, experience providing interdisciplinary services in risk assessment, risk communication, and risk management. His expertise is applied in an integrated fashion to achieve environmental compliance and/or risk reduction in ways that are responsive to stakeholder needs and interests. He is a consultant employed through Kleinfelder, Decision Partners, and Ackerlund, Inc.

To help stimulate critical thinking and group discussion, **Eric Finke** will reflect on the research findings as they apply to work at the EPA. He recently completed a 34 year career with EPA that provided him with broad experience on a wide variety of environmental programs, including: Superfund, hazardous waste, air quality, public drinking water, and others. Mr. Finke is currently a sole practitioner providing conflict management and resolution services for environment and public policy disputes. He is a certified mediator, a registered professional engineer, and is actively pursuing a Master of Arts in Negotiation, Conflict Resolution, and Peace Building.

Implications of Recent Research: Incorporating the Public's Procedural Concerns into Participation Efforts *Laura Keir (University of Vermont)*

Session Summary:

This research examined the proposal of a controversial high-voltage electric transmission line in New Hampshire. The study analyzed citizen comments at seven public meetings held as part of the environmental impact assessment scoping process. Surprisingly, the majority of the 300 public comments made at these meetings did not focus on visual impacts, property values, or other concerns often cited by researchers; nearly a third of the time citizens spoke about procedural issues regarding the proposal and permitting of the transmission line. The results show that despite the attention public managers, developers, and researchers often give to the physical aspects of energy projects such as environmental impacts, the public highly values fair processes and decisions. This provides a call to those in charge of citizen participation processes to better address the specific procedural needs and concerns of participants. After presenting this study and highlighting the process concerns of these New Hampshire citizens, session participants will consider how this research relates to their own work. Best practices for participation abound, yet participants still often come away from processes with a sense of dissatisfaction (or don't engage in the first place). How can we address the varied and unique procedural needs of the public in the design and implementation of engagement processes? This is a question that will truly be grappled with by session participants, hopefully eliciting tested techniques and new ideas for uncovering and incorporating the process needs of the public into participation efforts.

Presenter Bio:

Laura Keir is a New Hampshire native and recently finished a Master of Science in Natural Resources at the University of Vermont. Laura has studied public participation and conflict resolution over complex environmental issues for several years. She is excited to be launching a career of designing and facilitating such dialogue processes.

IAP2 Talks Session 1

- How to Stop Bickering and Start Deliberating Online, Travis Kriplean (University of Washington):** ConsiderIt creates direct dialogues between governments, organizations and their constituents. Our new online communication technology aggregates and organizes thousands of constituents' thoughts to identify patterns, common ground, and sticking points. For the last three years, ConsiderIt has fueled the Living Voters Guide (www.LivingVotersGuide.org), an interactive voters guide that has become a bedrock of election season dialogue for Washington state residents. Research by our PhDs shows that conversations using ConsiderIt have less partisan bickering and more critical thinking: 41.4% of users added both pros and cons to their list, 33.7% added points written by the other side, and 46.3% changed their opinion on an issue. The technology has won awards at the Social Innovation Fast Pitch and the EverGreen App Challenge. For a more in-depth explanation, please see the website: www.ConsiderIt.us
- Authenticating Online Consultation: the Geosocial Paradigm Shift, Colleen Hardwick (PlaceSpeak, Inc.):** Technology now exists to overcome some of most salient pathologies of democratic governance. The Internet offers fresh potential to reinvigorate civic engagement. Online tools can extend participation well beyond traditional bounds of public hearings. However, online consultation thus far has met with varying degrees of success and does not stand up to scrutiny. This is because online consultation has been anonymous and until consultation is tied to actual observable outcomes people and government will not take it seriously. Public policy development and decision-making needs better online engagement tools that produce defensible data. Enter the new model: Geosocial online public consultation.
- The Open House is Dead, Jessica Pickul (JLA Public Involvement):** With traditional open house attendance waning, the need for alternative ways to meaningfully engage stakeholders has never been more apparent. Online engagement and non-traditional participation approaches can provide significant opportunities for broadening the quality and quantity of public participation. The presenter will highlight a number of case studies that have used online engagement and other creative outreach techniques to supplement, reinforce, and sometimes even replace open house events or more traditional engagement methods. Learn about our online and non-traditional engagement successes and our struggles in finding the right balance between new and old techniques.

Break

10:30 – 11:00 am

Late Morning Short Format Concurrent Sessions

11:00 – 12:00 pm

Defending Civil Society: Assessing Space for Citizen Participation in Governance in Mongolia

Dovdoi Oyunchimeg (Public Participation for Sustainable Development NGO)

Session Summary:

Mongolia assumed the presidency of Community of Democracies (CoD) on July 1st, 2011, after Lithuania. Mongolia focuses on transforming the Community of Democracies to a more operational and action oriented body. Promotion of democracy education, strengthening the CoD's regional cooperation, consolidation of civil society and fighting for zero tolerance to corruption are considered as presidency's major priority areas. The Community of Democracies Ministerial Meeting offers a unique opportunity for Mongolia not only to celebrate its progress, but also to evaluate how its democracy has been practiced. Part of Democracy Assessment research institutions and public participation practitioners are focusing on citizen participation, evaluating how policies, legal frameworks, and government programs facilitate and enhance public participation in governance (policy-making processes and the implementation of policies and programs). Addressing the importance of space for citizens to engage in governance has been the core of the civil society consultations on Mongolia's legal framework for civil society and citizen engagement in governance. Those consultations have contributed to the development of a draft Public Benefit Organizations bill and the draft State Paper on Non-Governmental Organizations. The proposal shall demonstrate legal situation and contribute to fulfilling the State Great Hural's adoption of a 9th Millennium Development Goal on human rights, democratic governance and anti-corruption. Mongolian laws, in order to consider the current legal framework around public participation, transparency of information and public accountability. It is anticipated that approximately 20

Mongolian laws should be reviewed in total, including the following-Law on Constitution, Election, Parliament, Proceedure of Parliament, Procedure to Draft and Submit Laws, Government, Local Government, Public Services, Environment, City Planning, Budget Law, Public Welfare, Public health, Education, NGO law, Procurement, Access to Information, Press freedom. The current legal framework around public participation, transparency of information and public accountability will be considered for each of the following sectors: governance, environment, public services, and budget as the most critical issue of Mongolian situation. The results of the public participation assessment will be presented through www.participation.mn website, which is under construction and will be used like Participatory Governance webportal.

Presenter Bio:

Dovdoi Oyunchimeg is Founder and managing director of “Public participation for sustainable development” NGO and Board director of “Knowledge, skills, attitude” - a non-governmental organization and is currently pursuing a PhD in Management at the Institute of Finance and Economics in Ulaanbaatar, Mongolia. With a comprehensive understanding of the Mongolian economy and business and prior research in intergovernmental relations, Dovdoi has extensive expertise in citizen participation and transparency in government in Mongolia. 20 years work experience and 15 years experience in the area of public sector human resource management and 6 years experience in the area of participation. Co-Author of firstly published “Hearing consulting citizens and creating a future together” handout for Citizen representatives and elected bodies (2012). Co-Author of first edition of the “Public servants’ ethics” training handout (20017) and author of “Public servants’ ethics” manual (2011). Dovdoi is multi-lingual in Mongolian, English, Russian, and French.

Don't Get Derailed – Keeping the Message on Track

Jennifer Stults (Florida Department of Transportation), Gwen Pipkin (Florida DOT), and Brian Bollas (Parsons Brinkerhoff)

Session Summary:

Florida Department of Transportation's (FDOT) Polk Rail Study is identifying the best solutions (rail relocation options, rail/signal and roadway/pedestrian/bicycle improvements) for regional freight movement through Polk County while minimizing community/environmental impacts. An integral part is the extensive public outreach effort conducted to reach the vast study area including six counties and eighteen cities. This effort involves on-going conversations between the project team and public to identify the potential solutions to improve quality of life by balancing community concerns with freight rail issues. We will showcase our methods for outreach, two of which are a first for the FDOT! We propose a session where users can learn the fun ways we hold continual conversations with the community. We will highlight our virtual town hall, where audience members can interact with each other on our website discussing project related issues, and see how they can implement such strategies in their communities. Additionally, another interactive portion allows the audience to use devices we use during our outreach to instantly ‘feel the pulse’ of stakeholder group meetings on various issues, options, etc. This hands-on method allows the conference participants see how the tool works, provides instant audience results, and other features. This presentation examines the social-media/technology outreach methods to communicate with our widespread audiences (geographically and demographically), innovative tools to facilitate stakeholder collaboration, and connection to traditional methods.

Presenter Bios:

Jennifer Stults, AICP, CTP, Intermodal Systems Development Manager Florida Department of Transportation, Bartow. Jennifer is the Intermodal Systems Development Manager for the Florida Department of Transportation, District 1 (Southwest Florida). She has 17 years of planning experience, including working with MPO's, transit, and as a consultant. Jennifer has a Master's Degree in Urban and Regional Planning from Florida State University, and a Bachelor's Degree in Environmental Studies from Rollins College. She earned her AICP in 1997 and her CTP in 2011, the inaugural year for this specialty.

Gwen Pipkin, Senior Project Manager, Florida Department of Transportation, District One; Bartow. Gwen has 15 years of experience with NEPA studies and public involvement. Gwen is the Project Manager for the Polk Rail Study.

Brian Bollas, GISP, Parsons Brinckerhoff, Polk Rail Public Liaison, Tampa. Brian is a senior project manager with over 16 years of experience in managing transportation planning, public involvement, and GIS projects. Brian has a Bachelor's degree in Urban and Regional Development from Pennsylvania State University and a Master's in Environmental Planning from Towson University/Johns Hopkins.

Six Case Studies in < 60 Minutes

Jennifer Johnson (University of Utah College of Architecture and Planning)

Session Summary:

"Six Case Studies in < 60 Minutes" comprises updated case studies which the presenter wrote and co-wrote featured in the 2012 book *Good Urbanism*. Special insight will be provided to programs coming out of Utah—including Envision Utah's "Utah Method" for community visioning and the CEDAR method for empowering community members to become open space designers. Also featured will be case studies of New York City's hottest urban amenity "The High Line;" aspects of NYC's famed Green Infrastructure; content from urban designer Candy Chang; and the story of and from the blend of a Habitat for Humanity/community design center and university partnership to not only protect a community, but to reimagine its very urban form.

Presenter Bio:

Jennifer Jeanne Johnson (J3) has addressed international, national, and local audiences on a variety of topics. A successful marketing entrepreneur and teleworking visionary, she has been profiled by National Public Radio's "Morning Edition," Inc. Magazine, and more than 70 media outlets. She was included in The History Channel's "Modern Marvels" tribute to the history of the office. After running for public office in 2009, Johnson reinvented herself by studying urban planning and sustainable development at the University of Utah. She has presented to the Utah Society of Environmental Education, the Public Relations Association of America, and the International Teleworking Association, as well as hosting a corporate broadcast program for Novell, Inc. She has served as a magazine editor, a free-lance journalist, and has published dozens of articles. She wrote/co-wrote nine out of ten case studies for Dr. Nan Ellin's 2012 book *Good Urbanism* (Island Press) and is currently authoring academic manuscripts and serving as a research assistant for Dr. Tariq Banuri, editor of the Society for International Development's *Development Journal*. J3 looks forward to more service within IAP2.

IAP2 Talks Session 2

- **Language Matters: Creating Successful Buy-In Within Corporations for P2 Techniques, Bradley Eddison (Reid-Eddison Inc.):** Public participation practitioners know that the first step in P2 planning is to gain internal commitment. All too often, though, the terms and concepts practitioners take for granted can at best complicate and at worst completely undermine acceptance and implementation. This talk will look at examples from the presenter's experience to argue that the language P2 practitioners use requires careful consideration; it's not enough to be fluent in "P2-speak". Creating successful buy-in relies on a thorough understanding of how the IAP2's concepts and values resonate within - and crucially, can be misunderstood by - a potential sponsor organization.
- **Gold is the new Green: Prospecting for Gems in Cities and Communities, Nan Ellin (University of Utah College of Architecture and Planning):** This talk will describe a shift currently underway from focusing on deficits and objects to assets and systems, fostering a felicitous turn in urban design, placemaking, and community building. Illustrated with examples, it will present a clear path for accelerating this shift in your own practice composed of 6 steps: Prospect, Polish, Propose, Prototype, Promote, and Present. Green was the new black, producing myriad positive transformations through the sustainability movement. Moving beyond sustainability to prosperity, gold may be the new green, prospecting for the true riches in our communities and our selves.
- **There's a Party - Hosted By Everyone! The Public's Role in Convening Conversations, Larry Schooler (IAP2):** We all want to sharpen our skills as public participation practitioners, but what happens when we train ordinary citizens to do this work? What are the unique opportunities and challenges associated with building a "conversation corps" made up of facilitators hosting public dialogues over an entire community, a state, or a nation? How does letting go of full control over a public participation process and ceding some of the power of the process to others impact our work? We'll examine examples from around the country where public participation processes have engaged volunteers as facilitators and explore what this could mean for our field.

Luncheon Plenary

12:00 – 1:15 pm

Hosted by IAP2 USA President *Larry Schooler*

Key note presentation by *Carolyn Lukensmeyer, Executive Director, National Institute for Civil Discourse*

Mini Break

1:15 – 1:30 pm

Afternoon Field Trips

1:30 – 5:30 pm

Just because it's a 'pipe' dream doesn't mean it can't come true...

Description:

Murdock Canal Trail: Visit the trail and learn how an unprecedented public participation process helped unite seven communities and seven city mayors. The project strove to build consensus between these communities, the canal owners, local, state and federal agencies to underground a 21 mile canal. The project recently completed and now, the Murdock Canal Trail now serves thousands and thousands of satisfied stakeholders; a shining example of unity, cooperation, involvement and dedication. Presentations by Lindon City Mayor, Utah County Engineer, Provo River Water Users Association, & Utah County Commissioner.

UDOT Innovations & Outreach

Description:

Utah Department of Transportation is a leader in bringing innovative transportation ideas to Utah. The UDOT Innovations field trip explores four types of innovations in Salt Lake County: Flex Lanes, Continuous Flow Intersections, Diverging Diamond Interchanges and ThrU-Turns. With each innovation, UDOT reached out to the neighboring public to solicit feedback and spread awareness. The field trip highlights how public opinion shifted from concern to endorsement with the implementation of each new innovation.

Afternoon Long Format Concurrent Session

1:30 – 5:30 pm

Adding Social Media to Your P2 Toolbox

**Lloyd Brown (American Association of State Highway and Transportation Officials
and Shane Peck (Parsons Brinkerhoff)**

Session Summary:

Social media presents new possibilities for outreach to support public participation programs. But many agencies are asking how social media can be used most effectively? Let's face it -- there is increasing pressure to include social media tools in public participation. Project managers want to know every possible tool is being used to engage the public. But, the reality is that not every tool works in every situation -- especially in social media. This concurrent session will help IAP2 practitioners understand: 1) Current state of practice and innovations in social media generally, and public participation specifically; 2) How to select relevant tools and measure effectiveness; and 3) Case study examples; and, practical tips for implementation. The most successful public participation programs will target specific stakeholder groups and take the outreach to where those stakeholders are most likely to engage. Social media offers us new opportunities to reach certain audiences in new places. But understanding how different social media work and the audiences that are most likely to congregate there is important. This session will discuss social media -- not as a stand-alone effort, but a critical component of a well-planned, comprehensive outreach program. This concurrent session will include overview presentations and scenarios for interactive group discussion led by two seasoned, award-winning communication professionals with deep background in transportation public involvement activities.

Presenter Bios:

Lloyd Brown is Communications Director for the American Association of State Highway and Transportation officials (AASHTO) in Washington, D.C. He is a national leader and expert in utilizing social media and mobile media to reach new audiences. Specifically, Lloyd has researched and produced papers on how planning and environmental projects are utilizing social media to reach the public. Before joining AASHTO in August 2010, Lloyd served as the Washington State Department of Transportation communication director, overseeing the administration of WSDOT's public information and involvement activities throughout Washington, including such high profile projects as the SR 520 Bridge and Alaskan Way Viaduct Replacement. Under Lloyd's leadership, WSDOT was among the first DOTs in the nation to strategically implement many new online and social media tools. The agency was recognized as a national leader in the development and implementation of social media tools, redefining the agency's relationship with the public.

Shane Peck serves as senior communications coordinator for the Huey P. Long Bridge Widening project in New Orleans. The project won recognition in 2012 for Best Use of Facebook from the National Association of Government Communicators and the AASHTO TransComm Skills Award for Best Use of Social Media in a Campaign. Prior to joining Parsons Brinckerhoff, Shane was community relations director for the Missouri Department of Transportation (MoDOT), where he led all department public relations and communications efforts and served as MoDOT spokesperson.

Early Afternoon Short Format Concurrent Sessions

1:30 – 3:00 pm

Bridge Building and Other Civic Infrastructures — Status of NCDD Catalyst Award Efforts

John Spady (National Coalition for Dialogue and Deliberation) and Tim Bonnemann (Intellitics)

Session Summary:

Presenters will describe their independent and collaborative efforts since receiving grants from the National Coalition for Dialogue and Deliberation at the beginning of 2013. Tim Bonnemann will present the "Real Dialogues" project, an experiment in using Google Hangouts to create mass media content for promoting public engagement opportunities to the general public. John Spady will use materials developed for a national audience and lead participants through face to face conversations on the broad topic of "Poverty/Wealth in America." At the end of the conversations participants will answer the current national survey. If time permits, feedback collected during the session will be analyzed and reported back to the group so they can experience the next phase of the national project: public analysis.

Presenter Bios:

Tim Bonnemann is the founder and CEO of Intellitics, Inc., a digital engagement startup based in San José, CA. Tim has been a member of IAP2 since 2007 and currently serves on the Board of IAP2 USA. Tim is a long-time supporting member of the National Coalition for Dialogue and Deliberation (NCDD). In early 2013, his "Real Dialogues" project was awarded the inaugural NCDD Catalyst Award in the "Bridge Building" category.

John Spady is a lifetime member of IAP2USA and a supporting member of the National Coalition for Dialogue and Deliberation (NCDD). In 2009 John was a finalist for the Core Values Award during the IAP2 annual international conference in San Diego. The efforts recognized then now form the core of John's efforts today. His proposal for a "National Dialogue Network" earned him the 2012 Catalyst Award for Civic Infrastructure from the voting membership of NCDD. John is a graduate of Seattle Pacific University and received his master's degree in Applied Information Management from the University of Oregon.

Creating a Sustainable Collaborative Community in the 21st Century

Mary Hughes Haynes (Arlington Virginia County Board) and Douglas Sarno (Forum Facilitation Group)

Session Summary:

Arlington County, Virginia is the smallest self-governing county in the nation. A vibrant, urban village with a population of 210,000, Arlington encompasses the best of many worlds: an edgy, urban core home to a fast rising population of young professionals – surrounded by diverse communities of immigrants, young families, and aging boomers. It is welcoming of newcomers – two in five residents are foreign-born, one in four speaks a language other than English at home and more than 100 languages are spoken in all. Arlington's civic infrastructure is rooted in the belief, known for more than 60 years as the "Arlington Way," that good ideas can come from anywhere and enduring decisions result from robust, creative, respectful civic conversations. In January of 2012 the Arlington County Board launched PLACE – Participation, Leadership and Civic Engagement - to: 1) reinvigorate the Arlington Way – intentionally – by training citizens, commissioners and staff to promote interactive dialogue; 2) exploit technology without losing the value that comes from neighbors working face-to-face to solve common problems; and 3) find new ways to encourage thoughtful citizens to continually engage. This session will present the approach and results of the PLACE experience. Following Q&A, participants will discuss some of the key challenges we are facing, including: 1) How to attract and engage younger adults with little inclination toward engagement? 2) How to work with long-term residents who want to keep the traditional flavor of the community? 3) How do we balance the traditional and on-line technologies in a way that fully connects us together?

Presenter Bios:

Mary Hughes Hynes, Arlington County Board, was elected to the Arlington County Board in November, 2007 and served as its chair in 2012. Ms Hynes was the leading force behind PLACE--Participation, Leadership and Civic Engagement--Initiative, which builds on the community's valued tradition of civic engagement known as "the Arlington Way." As a member of the Washington Metropolitan Area Transportation Authority Board of Directors, she chaired the Governance Committee and led the Board's successful effort to improve its practices and performance. Actively involved at the Metropolitan Washington Council of Governments, she is vice-chair of COG's Region Forward Coalition. Prior to joining the Arlington County Board, She served 12 years on the Arlington School Board, serving as its chair on three occasions. Ms. Hynes graduated from the College of St. Benedict in St. Joseph, Minnesota, which honored her in 2007 as a distinguished alumna. Ms. Hynes was appointed to the Northern Virginia technology Council (NVTC) in January, 2008.

Doug Sarno has worked with Arlington County for the past three years to design and implement successful public participation. Doug has 29 years experience in communication, decision-making, dispute resolution, stakeholder

participation and collaboration, strategic planning and visioning, engineering, and organizational effectiveness. He works throughout the world as an expert in public participation, outreach and education and regularly convenes diverse groups to discuss controversial subjects, make consensus recommendation, and establish effective teams. As a Trainer, Mr. Sarno regularly designs and teaches courses on collaboration, public participation, communication, and facilitation for many federal agencies, state agencies, local governments and universities. He was an original designer and a Master Trainer for the IAP2 Certificate Training in Public Participation. He has helped developed many innovative approaches and tools in participation, including the IAP2 Spectrum and the US Environmental Protection Agency on-line guide to public participation. He served five years as the Executive Director of IAP2. He holds a B.S. in Civil Engineering and an M.B.A.

Quickfire Challenge: IAP2 USA Strategic Plan 2014-2016

Larry Schooler (IAP2 USA Board President)

Session Summary:

Imagine you are on the Board of IAP2 USA. You have been put in charge of developing the organization's strategic plan for the next three years. You have two hours! This interactive working session will be an opportunity to put our heads together and lay out ideas for how the organization can and should develop over the coming years: 1) What have we learned over the past three years? 2) What can we learn from neighboring organizations in the US and from our IAP2 colleagues abroad? 3) What opportunities lie ahead for public participation in the US? 4) What should be our top priorities? 5) And what are the steps to accomplish our goals? While we try to keep things pretty realistic, there will be plenty of room to let go of those old assumptions and inconvenient constraints that can sometimes hamper our ability to see the big picture. Please note that this is not an "official" session. The outcomes will be in no way binding. Instead, this session aims to serve purely as a conversation starter among IAP2 USA members.

Presenter Bio:

Larry Schooler directs community engagement, public participation, and conflict resolution projects for the City of Austin, Texas and outside clients. He is also the President for the International Association for Public Participation (IAP2-USA); an adjunct lecturer at Southern Methodist University; and a Fellow at the Center for Public Policy Dispute Resolution at the University of Texas. Larry also mediates disputes on behalf of the U.S. Department of Defense and hosts interfaith dialogue sessions through Interfaith Action of Central Texas (iACT). Larry holds a master's degree in conflict analysis and resolution and is pursuing a doctorate in the same field, along with a bachelor's degree in history. He is the author of a manual entitled "The 'Public' in Public Policy: Keys to a Successful Community Meeting" and a forthcoming book on the first Truth and Reconciliation Commission in the United States and related projects elsewhere. He is a pianist and co-founder of jazz trio "Three Piece Suit." In his former career, Larry was an award-winning reporter for NPR stations across the country and as a freelance reporter for National Public Radio, Voice of America, and magazines.

We Have 600 People Coming! Some of Them Hate Each Other! Now What?

Andrea Gumm (panel moderator, The Langdon Group) with Michele Beucler (Idaho Department of Fish and Game), Wendy Lowe (P2 Solutions), and Susan Hayman (EnviroIssues)

Session Summary:

This panel discussion will share three perspectives (participant, agency planner, and facilitator) on a recent three-day event hosted by the Idaho Department of Fish and Game attended by over 600 people. The unprecedented event was months in the planning and hosted by an agency with little organizational capacity to do what it wanted to accomplish. Veteran P2 practitioner Wendy Lowe worked closely with IDFG insider Michele Beucler to shepherd dozens of agency staff (mostly wildlife biologists) through planning and preparations for the event. Among the challenges was that hunters and environmentalists don't often like each other. Given the Director's goals for the event, all perspectives needed to be invited, and welcomed, to attend. IDFG established a Facebook page eight months out, and the page had to be taken down when critics resorted to curse words and threats! Critical to the success was careful selection of thought-provoking presenters and design of an agenda that could support respectful dialogue among people who don't normally see eye to eye. A World Café conversation and Option Technologies® key-pad polling were integrated into the agenda. In-person participation was accommodated at seven different locations via live-streaming and some 3,000 people participated on-line. Long-time IAP2 member Susan Hayman attended the event and will share her perspectives on the experience, from the participant's perspective. Andrea Gumm will moderate the panel discussion. This session will share lessons learned as well as accomplishments and provide an opportunity for facilitated discussion.

Presenter Bios:

Michele Beucler has worked for the Idaho Department of Fish and Game for 20 years and is a long-time fan of the IAP2 toolbox and spectrum. Although her background is in wildlife biology, she has coordinated strategic planning, human dimensions research, and public involvement for the agency for the last 12 years. Michele looks forward to

sharing her experiences as project manager for the Idaho Wildlife Summit as well as learning how to better nurture professional public participation within her agency.

Susan Hayman is a professional facilitator with EnviroIssues (Boise, ID office), and has been a member of IAP2 since 2000. Her education and extensive experience provides an in-depth understanding of natural resource science, management, public policy, and related public interests. Susan participated in the Summit as an Idaho citizen and neutral observer, and brings that perspective to this panel.

Wendy Lowe has been a member of IAP2 since 1992 and currently serves on the Board of Directors for IAP2 USA. She lives in Idaho Falls, Idaho and has supported IDFG public involvement efforts since 1999. Despite over 25 years of experience supporting federal, state, and local agencies conducting public participation activities – this project challenged Wendy. Her husband participated (in a different location). She promises to share his insights as well as her own.

Andrea Gumm is currently the Idaho State Representative for IAP2. She excels at building positive relationships with stakeholders and recognizes that those relationships lead to successful projects and solutions. Andrea is currently facilitating a regional working group for IDFG and looks forward to moderating an informative discussion on this important project.

IAP2 Talks Session 3

- **Walking the Walk Without Talking the Talk, Amy Clipp (Amy Clipp Consulting):** Louisiana has a well known history of back room dealing. So how did the state pull off an inclusive planning process to address climate change? By forgoing feel good pronouncements and getting into the meat of public engagement, one step at a time. The creation of Louisiana's Master Plan for a Sustainable Coast suggests that an established culture of public participation is not a prerequisite for transparent policy making. In developing the plan, the state brought citizens, fishers, land owners, and scientists together to address Louisiana's land loss and flooding crisis. The resulting document was unanimously approved by the state legislature in 2012, paving the way for changes to the landscape and the way millions of people use the coast. The plan has already shifted expectations of how governance should take place in the Bayou State. This session will explain how the state walked the public participation walk and began to upgrade long-standing trends of governance.
 - **Collective Action with Data: How to Use Technology for Community Change! Prashant Singh (LocalData):** How can technology enhance the role citizens and advocacy groups play in civic engagement, urban planning and neighborhood change? Beyond traditional channels of citizen-led input (town halls, voting) this session will explore emergent technologies that can leverage mobile and browser-based technology to better connect citizens to governments and each other. Data is a powerful currency used to make decisions that change places. Traditionally, this data has only been produced and analyzed by experts. What new tools can democratize data collection and analysis to promote access to open data and legitimate data produced by people? How can technology help create a more informed and impactful participatory civil society?
 - **Followers Need Not Apply, Stephani Roy McCallum (Dialogue Partners):** "Man cannot discover new oceans unless he has the courage to lose sight of the shore." -Andre Gide As P2 practitioners, we have been led to believe good engagement is when we design a good process, we set up the room and microphone stands in a certain way and we ask all the right questions. Preparing for and doing engagement has become a checkbox – something that is crossed off a "to-do" list. In practice, good engagement is the ability to balance the tensions, perceived or real, between risk and trust and the tensions between change and leadership. To effectively respond to the chaotic challenge of change during engagement, leaders must recognize their own strengths and weaknesses. This 18---minute session will challenge participants to think about the importance of leadership by: 1) Outlining the recipe and factors for "good" engagement - that go deeper and farther than IAP2's Foundations of P2 2) Outlining how to balance the tensions between trust, risk, leadership and change 3) Sharing lessons learned and thought provoking experiences.
 - **The View from California, Ashley Trim (Pepperdine University):** One of the greatest obstacles to public engagement and collaboration is the "fear factor." While both local government officials and civic leaders desire better engagement and affirm that public involvement can help solve some key problems, public officials fear low-turnout and processes hijacked by the "usual suspects," while community leaders and the public fear that their participation won't make a real impact on decision-making. These were some of the findings in two comprehensive, statewide surveys – Testing the Waters, a survey of local officials, and Beyond Business as Usual, a survey of community based organization leaders - undertaken by Public Agenda, in partnership with the Institute for Local Government and the Davenport Institute and commissioned by the James Irvine Foundation. This session will look at those findings, highlighting provocative areas of common ground and exploring how governments, community leaders, and community foundations can work together to overcome these obstacles and build a greater capacity for engagement and collaboration.
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Break and Book Signing with Carolyn Lukensmeyer 3:00 – 3:30 pm

Late Afternoon Short Format Concurrent Sessions 3:30 – 5:30 pm

Managing Disruptions to Public Engagement

Lewis Michaelson (Katz and Associates)

Session Summary:

It can happen to any practitioner – someone or some group shows up at a community meeting to disrupt the agenda or steer it in a completely different direction. How does one show fairness to all while respecting the agreed-upon agenda and ground rules? This session will discuss strategies to manage these challenges, including the emerging attacks on public discourse being advanced by Anti-Agenda 21 groups who oppose public processes that attempt regional planning, smart growth or any other sustainable development practice. This session features three methods of instruction/interaction. First is a role play in which all participants can take part, simulating a meeting that is being disrupted. I recently conducted a similar session at the CAPIO conference in Napa Valley and was able to accommodate an audience of 50 participants. Second is a short PowerPoint presentation which lays out a typology of the different types of meeting disruptions, provides options for addressing the different types, and presents an analytical tool for selecting which options to use in different situations. This section also introduces attendees to the Anti-Agenda 21 phenomenon which is cropping up nationwide, which all public participation practitioners should be made aware of. The third part of the session is a discussion with participants about their experiences with meeting disruptions and how to apply the analytical tool effectively.

Presenter Bio:

Lewis Michaelson is a past-president, life member, and licensed trainer for the International Association for Public Participation and a member of the U.S. Institute for Environmental Conflict Resolution Roster of Neutrals. He has more than 28 years of experience resolving complex and controversial water, energy, transportation, land use, public policy and organizational conflicts through the use of public participation and neutral facilitation. He has personally facilitated over 1,000 public meetings and workshops in over 20 states and is well acquainted with all types of meeting disruptions. Currently he serves as Senior Vice President and Chief Operating Officer of Katz & Associates.

Technology Fair 3:30 – 5:30 pm

Featuring Crowdbrite, Granicus, Intellitics, MetroQuest, Place Speak, PM Link 360, Telephone Town Hall, and Urban Interactive Studios

Technology abounds! If you have wanted to take advantage of the overwhelming array of new technology options available, but didn't know where to start, this is the place for you. The Technology Fair will provide an exciting opportunity to visit with vendors who provide products and services to help P2 practitioners do their work. The Technology Fair will feature a selection of 8 technology vendors that will provide case studies, application experiences, and other hands-on experiences to help you learn more about their products and services. The two-hour Tech Fair will allow three short demonstration sessions of 30 minutes in length; the entire session will be repeated twice (once each afternoon). Plan to attend once, twice, or not at all, depending on your interests. Participating vendors will provide an active demonstration of what they have to offer. Company representatives will also staff booths in the Exhibit Hall for more in-depth, one-on-one conversations.

Dine Around Salt Lake City 6:30 pm to ?

Details provided at the conference.

Tuesday, September 24, 2013

Continental Breakfast Buffet **7:00 – 8:00 am**

Morning Plenary **8:00 – 9:15 am**

Hosted by IAP2 USA President *Larry Schooler*

IAP2 Talks presentation by *Dave Biggs (MetroQuest)* Online Engagement: What Does it Take to Be Successful? Summarizing the Success Factors From Over 60 Case Studies

Key note presentation by *Daren Brabham, Assistant Professor, Annenberg School for Communication and Journalism, University of Southern California*

Mini Break **9:15 – 9:30 am**

Morning Long Format Concurrent Sessions **9:30 – 12:30 pm**

Call to Courage: Staying the Course when Things Get Loud and Messy
Stephani Roy McCallum and Tannis Topolnisky (Dialogue Partners)

Session Summary:

Public engagement is risky business – if you don't want the answers, don't ask the questions. Fear, giving up control, not having the answers, uncertainty of what might happen when you engage with the public and stakeholders are common challenges. Public engagement often means change, a change in the way decisions are made, a change in the way business is done and change in the way an organization interacts with people externally and internally. While we all know the importance of planning for engagement, a critical step in this process is supporting and preparing managers, decision-makers and elected officials. What can they expect? How might they be impacted? Change begins from the moment there is a decision to engage. Determining if everyone is ready for this change, ready for the hard conversations, ready for the risks that are involved and ready for the change individuals and organizations may need to make is critical. In this session we'll share our stories and insights to help assess understanding, commitment and ability to "stay this course" for both individuals and groups. We will look at approaches to understand what is needed from leaders during engagement so they can show courage, stay the course and make the most sustainable decisions possible. Specifically we will explore: 1) The importance of leadership 2) The qualities of great leaders 3) The engagement landscape (trends, emerging issues) 4) The role of the P2 practitioner 5) Personal leadership style and the "ideal" leadership style to support engagement 6) The tensions between risk, leadership, change and trust 7) Understanding and using the CLaRiTE™ diagnostic tool to assess and balance the tensions between risk, leadership, change and trust.

Presenter Bios:

Stephani Roy McCallum is the Managing Director of Dialogue Partners Inc. She has managed more than 200 successful public engagement projects and has facilitated over 500 events and meetings in 18 years in the field. She has led and managed projects involving more than 30,000 participants, works on complex projects and specializes in conflict, emotional and controversial situations where diverse stakeholders and "wicked problems" are the norm. Stephani was the 2008 President of IAP2 Developer and a licensed trainer of IAP2's new course: Emotion, Outrage and Public Participation. Stephani is one of only three international Assessors for IAP2 of new candidate trainers for the Certificate and EOP2 training programs. Stephani is a Certified Professional Facilitator with the International Association of Facilitators. She has a background in Sociology with an emphasis on race relations and native studies, a Graduate Certificate in Authentic Leadership and holds Certificates in Public Participation, Community Development, Facilitating Participatory Planning, Public Policy Moderation, Advanced Consensus Building, Outrage Management and Social Impact Assessment. Stephani regularly teaches, speaks and writes around the world on advanced issues and innovations in the engagement field. She is known for her ability to stand in the fire of outrage with integrity, caring and calm.

Tannis Topolnisky is a Senior Consultant at Dialogue Partners based in Edmonton, Tannis has twelve years experience in public involvement working within government and the private sector. She has worked on various issues related to regulation, policy and program development of health products and food safety, contaminated sites management, heritage conservation, education and municipal budgeting. She has diverse experience engaging communities, consumer interest groups, non-government organizations, professional and industry associations, academics and patient groups. She has assessed, analyzed and evaluated many public involvement strategies and approaches, and provided expert advice to senior managers on most effective means of involving those affected. She

has diverse planning and facilitation experience dealing with projects where there is potential risk to human health and impacts on individuals' quality of life and in situations where there is high concern and emotion. Tannis has extensive experience providing facilitation and capacity building services to both government and non-government organizations across the country. She is a licensed trainer for the IAP2 Certificate in Public Participation, is a representative on IAP2 International's Training Advisory Committee and IAP2 Canada's Membership services and is IAP2 Canada's coordinator for the professional development webinar series.

The Moment of Oh! When People are Ready to Make Decisions

John Blakinger and Greg Ranstrom (CivilSay™)

Session Summary:

Public servants and community leaders get a lot of things right; however, a few crucial decisions can become lightning rods for communities they serve. "The Moment of Oh!" session responds to those high-voltage community decisions. The presenters distill the essential elements of tough community decision processes. Their approach starts from the perspective of the individual community member and considers his or her current level of engagement with the issue. The workshop describes the five stages of engagement (What?, No!, Oh!, Whoa! and Let's Go!). Becoming familiar with the stages helps leaders understand the trajectory of the community's decision-making process and determine the best steps to ensure the process goes as well as possible. The session also covers seven core principles that must be present for healthy community decision making (1. Include Diverse Perspectives, 2. Understand Each Other, 3. Use Experts Wisely, 4. Expect it to be Messy, 5. Make Decisions on Shared Facts, 6. Take One Step at a Time, and 7. Leave Tracks). The presenters seek to change how communities approach tough decisions by helping leaders use these challenges as opportunities for their communities to become smarter and work better.

Presenter Bios:

John Blakinger began his career as a systems engineer for EDS when he thought automation was the answer to organizational performance. Since recognizing that people need more than software to be successful, John began working on improving processes and leading people. Over the last decade he has focused on team/community achievement within corporations, government agencies and NGOs. John holds leadership positions on voluntary boards including the Customer Supplier Division of ASQ. John currently also co-chairs a citizens committee advising the Oregon Department of Environmental Quality on groundwater issues. John is the co-author, along with Greg Ranstrom of "The Moment of Oh! Making Community Decisions," CivilSay Press 2013. He and Greg are also the co-founders of CivilSay™ (www.civilsay.net).

Greg Ranstrom brings over 25 years of experience teaching leaders how to flip organizational chaos and conflict into creative cross-functional solutions. Greg maintains a close relationship with the American Leadership Forum (ALF), designing and leading its year-long Fellows Program and facilitating collaborative responses to community challenges. Greg started his career with Princeton-Blairstown Center running Outward Bound® inspired programs for inner-city youth and Princeton faculty, staff and students. Greg lives in Bend Oregon with his wife, artist Alisa Huntley and their three children, Madeline, Claire and Cole. Greg is the co-author, along with John Blakinger, of The Moment of Oh! Making Community Decisions, CivilSay Press, 2013. He and John are also the co-founders of CivilSay™ (www.civilsay.net)

The Promise of Appreciative Cities: Compelling the Whole to Act

Barbara Lewis (Catalyst and the Corporation for Positive Change)

Session Summary:

Using Appreciative inquiry, communities can discover and celebrate their strengths and mobilize change around community-supported and co-created possibilities. This session will highlight how cities around the globe are using appreciative inquiry for community engagement in different ways, from future oriented visioning and planning to more concrete, tactical budgeting and infrastructure planning. This session will introduce appreciative inquiry as a technique for community engagement and highlight when appreciative inquiry might be the best approach for achieving your community engagement objectives. Creative interactive exercises will engage participants in gaining a high level understanding of appreciative inquiry and exploring potential applications.

Presenter Bio:

Barbara E. Lewis is an expert consultant and trainer in appreciative inquiry with the Corporation for Positive Change and President of Catalyst Inc., which is dedicated to advancing the art of collaboration. Focusing much of her work on local governments, Barbara has used appreciative inquiry for citywide planning, infrastructure construction, budgeting and sustainable community visioning. She is President of the Colorado Chapter of the International Association for Public Participation and has been active in bringing AI to the organization, having received an IAP2 Project of the Year award for her appreciative inquiry work in Longmont, Colorado.

Early Morning Short Format Concurrent Sessions

9:30 – 10:45 am

Can Community Trust be Restored?

Jazmin Bell (US Department of Energy) and Wendy Lowe (P2 Solutions)

Session Summary:

Jazmin Bell, a federal employee, and Wendy Lowe, a P2 consultant, have been working on a cleanup site in Southern California for the past several years. Considerable effort has gone into conducting meaningful public participation within a community that long ago lost trust in the agency. We have custom designed numerous public involvement opportunities and feel quite good about how those activities have been implemented. Some days are better than others, but progress in regaining the community's trust has been disappointing, quite frankly. We would like to share what we have done and what we have learned, then talk with others about whether (and how) community trust can be restored. We would welcome others to join us in this discussion, which would be more like a conversation than a presentation.

Presenter Bios:

Jazmin Bell has been a member of IAP2 since 2011. She is a trained facilitator and has several years of congressional, budget, conflict resolution, and communication experience. Currently, she is a Stakeholder Liaison with the U.S. Department of Energy. She has a B.A. in Political Science and a M.S. in Negotiation and Conflict Management.

Wendy Lowe has been a member of IAP2 since 1992 and currently serves on the Board of Directors for IAP2 USA. She lives in Idaho Falls, Idaho and has supported the US Department of Energy at numerous sites around the country. Wendy has 25 years of experience in group process facilitation and public participation support. She has managed large- and small-scale public participation programs on various highly controversial issues. She is thoroughly familiar with the policy-making process and how to design a program for involving the public in that process.

Going BANANAs with NIMBYs – Best Practices in Dealing with Community Based Opposition Groups

Rachel de St Jean and Joshua Torres (Southern California Edison)

Session Summary:

Increasingly, organizing public participation opportunities means having to handle disruptive influences from community-based opposition groups. BANANAs with NIMBYs will discuss experiences at Southern California Edison and how the company has adapted to this new business environment. Southern California Edison is currently experiencing one of the largest infrastructure capital investment programs in company history. Driving this are multiple factors, including California's ambitious renewable energy goals and the need to replace aging infrastructure that was constructed during the post-World War II boom. As a result, the opportunity for community based opposition groups to develop has increased significantly. Recent advances in technology have made it easier for community-based opposition groups to organize and, more importantly, to strategize. With the opportunity cost of starting and participating in such groups constantly decreasing, it is important for public participation practitioners to have a healthy understanding of how such groups are motivated and how we can manage them effectively. BANANAs with NIMBYs will provide the audience with best practices on dealing with community-based opposition groups as well as tips on how to prepare internal, technical subject matter experts to effectively handle emotionally charged situations. These best practices are based upon the experiences of Southern California Edison's Local Public Affairs Department.

Presenter Bios:

Joshua Torres is a Public Involvement Representative in SCE's Public Involvement & Education group and is responsible for developing outreach strategies for SCE's electric infrastructure projects. Before joining Southern California Edison, Joshua worked for the city of Rancho Cucamonga in a variety of capacities. He received his Masters of Business Administration from Claremont Graduate University and Bachelor of Science Degree in Political Science and Economics from Florida State University.

Rachel de St. Jean is a Public Involvement Representative in SCE's Public Involvement & Education group and is responsible for developing outreach strategies for SCE's electric infrastructure projects. Prior to joining Southern California Edison, Rachel interned with the city of West Hollywood. She received her Bachelor of Science Degree in Russian Studies and Environmental Systems & Society from the University of California, Los Angeles. She is currently pursuing her Master of Arts in Organizational Management at Antioch University Los Angeles.

Detroit Works Project - Incorporating Diverse Public Sentiment around Land Use in a Shrinking City – Lessons from the Detroit Works Project

Elizabeth Luther (Michigan Community Resources), Brandon List (Hamilton Anderson Associates), and Heidi Alcock (Detroit Future City)

Session Summary:

This session will look at challenges and successes around designing a comprehensive participation strategy for a complicated land use decision-making process. Presenters will share lessons learned through the lens of the recently completed Detroit Works Project-Detroit Future City (DFC) planning process. Incorporating at least one participatory exercise to simulate some of the hoops the DFC planning team jumped through to bridge the gap between highly technical land use concepts and an opinionated public with a diverse array of interests, this session will drill down into some of the more nitty-gritty aspects of using a huge set of public sentiment and feedback to influence and shape a planning process and its outcomes. It will incorporate lessons for any practitioner involved in a participatory process involving any of the following: an engaged but often distrustful public dealing with major challenges to quality of life on a day-to-day basis, a municipality facing a murky financial future, a planning process with a changing and expanding scope and set of objectives, and a tight timeline. We will also address the following questions: 1) How do we engage the public when it's not always clear what the "decision" is, or when the process involves multiple, interwoven decisions? 2) When is it worth it to spend a lot of time analyzing and summarizing participants' feedback? 3) What methods of gathering feedback are most useful for different types of decisions? 4) What does it mean to "translate" technical information, and when is it necessary?

Presenter Bios:

Elizabeth Luther is the Planning and Technical Program Manager with Michigan Community Resources (MCR) in Detroit as an urban planner with a focus on community and economic development, land use, vacant property systems reform, vacant property reuse and treatments, the intersection between neighborhood-level vision and citywide/regional action, and public participation. Over the past two years, she has worked as a contractor on the Detroit Works Project-Detroit Future City planning team, ensuring that the public's opinions and ideas are injected into the technical planning process. At MCR, she also provides planning and technical assistance to community-based organizations to enhance their neighborhood stabilization efforts. Prior to joining MCR, Elizabeth led economic development and community planning processes for the Southwest Michigan Planning Commission in Benton Harbor, MI, worked on multi-modal transportation issues as a fellow at the Chicago Transit Authority.

Brandon List is a landscape architect and planner at Hamilton Anderson Associates (HAA), a multidisciplinary firm based in Detroit. Brandon has been involved in various urban design, higher education, and planning projects throughout the state of Michigan. He has broad project experience within the City of Detroit that has drawn upon his creative skills and technical ability, including a major role as part the Detroit Future City technical planning team. This comprehensive strategic plan for Detroit was developed over the course of two and half years and is aimed at redefining the future of a depopulated, post-industrial city. His role focused on synthesizing and graphically representing city-wide data in a way that allowed strategic decision making, as well as engaging the public with complex topics. As the project moves forward with implementation, HAA continues to engage in various technical aspects of Detroit Future City.

Heidi Alcock, Senior Program Manager, Detroit Future City, leads the implementation of the Detroit Future City plan. Heidi also served in a leadership role on the civic engagement team for the Detroit Future City planning process. As CEO of the nonprofit Michigan Community Resources, she was instrumental in developing the process infrastructure and philosophy for the engagement effort that helped shaped the strategic framework. Heidi has worked with and on behalf of Detroit organizations focused on community development for 16 years.

Simplicity in Public Participation: When Is Enough, Enough?

Alex Cousins (HDR, Inc.) and Doug Zenn (Zenn Associates)

Session Summary:

In seeking to provide the optimum level of community engagement, the "more is better" approach is usually applied. But does more public participation always lead to better outcomes? What is the cost (in dollars and effect) of doing less? As practitioners, we are operating in a world of diminishing budgets, programmatic cutbacks and staff downsizing coupled with high public expectations and political scrutiny. How does this square against the traditional view of public participation that we always should seek to do more – more informed stakeholders, more mailing addresses, more engagement opportunities... generally, more involvement? We have many tools available to us – in-person, in print, broadcast and online. Rather than throwing everything plus the kitchen sink at a challenge, a simple and selective approach could be all that is needed and may be all that we can afford. This thought-provoking session turns the "more is better" public participation approach on its head, examining where and how we might apply our limited resources for maximum value. Participants will explore this theme during a lively presentation and

facilitated group debate. Following this, participants will apply their knowledge in small groups with scenario activities. They will be given a public participation challenge and accompanying budget and be tasked with constructing and then presenting their proposed plan.

Presenter Bios:

Alex Cousins is the Pacific NW Strategic Communications & Public Involvement Manager for HDR Engineering. With over 20 years of experience in communications, Alex has led award-winning community involvement efforts for planning, design and construction of complex, high profile public infrastructure projects. He has a broad background in facilitating meaningful community participation on a wide array of projects in transportation, wastewater, surface/storm water, parks planning, water supply, natural resource, community development and land use efforts. An excellent writer, outreach strategist and skilled facilitator, Alex excels in making complicated subjects understandable and helping people find common ground. Alex is President of the IAP2 Cascade Chapter.

Doug Zenn, Principle of Zenn Associates, brings the highest quality of facilitation, collaboration and decision-making process skills to his projects. Zenn Associates works throughout the West, focusing on facilitation, public involvement, clear process and effective communications. Doug specializes in complex, multi-party collaboration and has 20 years of experience in facilitation and public involvement, with more than 25 years of experience in the communications field. He is a roster member of the U.S. Institute for Environmental Conflict Resolution and a certified trainer for IAP2's Public Involvement certification courses. Doug has provided presentations on public participation and has taught classes for IAP2 throughout the U.S. and internationally.

Taking the LABOR out of CoLLABORation *Tony Faast (Cascade Outreach Institute)*

Session Summary:

"Collaboration" seems to be the latest rage in the Public Involvement field these days. Yes, getting key stakeholders together to solve mutual problems is a logical premise, yet getting those players to agree on ANYTHING is a real challenge, even for veteran practitioners. The authors have analyzed their decades of experience and concluded that success in collaborative efforts can be attributed to three fundamental premises: "Integrity, Momentum, and Closure". This session focuses on these concepts as the key elements to success in a collaborative endeavor. Presented in an interactive style by a veteran facilitator that will draw on the experiences of participants, as well as presenting key concepts, to stimulate discussion of actions that contribute to collaborative success ... and those that don't. Those that contribute to group momentum ... and those that often inhibit a group from achieving closure on an issue. Learn how integrity at every level - from bosses, to staff planning, to participants is essential for success. Exploring questions like "Why groups can't achieve consensus" ... and "why groups are fundamentally incapable of closure on their own" ... and "the realization that no action is a win for some participants" ... ensures lively group discussion in this session!

Presenter Bio:

Tony Faast is a Wildlife Biologist, with B.S. and M.S. Degrees in his field. He has spent an exciting career with both State and Federal Wildlife Agencies retiring recently from the U.S. Fish and Wildlife Service. He is currently Director of the Cascade Outreach Institute. Handling controversial public policy issues from Salmon to Spotted Owls, brokering solutions between scientists, preservationists, advocates, and landowners in the early days of public involvement - while successfully handling many and varied Task Groups, Advisory Committees, and surviving over 100 Public Meetings - has earned him the coveted title of: "Combat Facilitator".

Mini Break

10:45 – 11:00 am

Late Morning Short Format Concurrent Sessions

11:00 – 12:30 pm

Authentic Creativity: Design Thinking in Public Engagement *Dave Robertson (Mistri Consulting)*

Session Summary:

Our clients and colleagues are asking us to find new and creative ways to engage the public. But are we being authentic in our efforts at creativity? Many public participation techniques come from communications, public relations and market research. In this session, we'll examine design thinking as a related discipline from which to draw inspiration for better engagement. This "way of thinking" applies design problem-solving techniques to real-world challenges and focuses on: 1) Developing empathy for people affected by the problem 2) Using creative and participatory techniques for exploring solutions 3) Employing quick, iterative methods to solve problems The session will close with an opinion about the importance of reframing how we discuss creativity in public participation with our colleagues and clients. After the presentation, 30 minutes is available for questions and discussion. The session will

include two case studies. The Bow to Bluff Initiative / Hillhurst-Sunnyside LRT: Nearly 2,000 Calgarians participated in an innovative engagement process designed by community members to discuss public realm improvements for a transit corridor. The case will focus on how potentially contentious changes to a train station were addressed using design-oriented problem solving. The BC Ministry of Transportation Internet Strategy: A cross-disciplinary team of public service managers, web developers and content authors conducted an extended consultation with almost 1,700 British Columbians to collect input about online service delivery. This case will focus on the value of creating empathy in and creating shared value for the client organization.

Presenter Bio:

Dave Robertson is a skilled professional with 10 years experience planning and facilitating meetings, workshops and consultations for: 1) Local and provincial governments 2) Community, educational, non-governmental organizations 3) For-profit companies and transnational corporations. With a 15 year career in design and human factors, he focuses on helping organizations use empathy to reframe their dilemmas. He challenges both stakeholders and his clients to find innovative solutions by examining hidden contradictions and helps them form practical, actionable plans to act on their new insights. Dave is recognized by the International Association of Facilitators (IAF) as a Certified Professional Facilitator. He has also earned the IAP2 Certificate in Public Participation from the International Association for Public Participation (IAP2).

Making Public Hearings More Social With Twitter

Chad Saley (Utah Transit Authority)

Session Summary:

Attendance down at your public hearings? Do you desperately want public feedback but are not getting the participation you need? Instead of requiring people to come to you, let them officially participate in a public hearing from their computer or smart phone. Social media tools empower organizations to reach the public in diverse ways. The Utah Transit Authority will share a case study on how it uses Twitter and other online tools to engage the public, hold official hearings and most importantly increase its public participation. In some cases participation in UTA's Twitter chats has outnumbered traditional hearing attendance by more than 900 percent. Attendees will learn how to set-up an official public hearing via Twitter, find out why using hashtags is important, see how to appropriately respond in less than 140 characters and learn how to compile all the comments into an official report. To complete the presentation attendees will participate in a mock hearing live via Twitter. Please bring a laptop or smartphone and be prepared to participate directly via Twitter. If you don't have already have a Twitter account sign up for one today at www.twitter.com. Want to see how UTA uses Twitter everyday, follow @rideuta.

Presenter Bio:

Chad Saley, APR, is the Utah Transit Authority's public involvement supervisor and public hearing officer. He has more than 13 years of experience working in public relations and on public involvement projects. UTA is in a continual state of public involvement, from constructing new transit projects to environmental studies and service hearings. Saley oversees all of these efforts with a goal of always trying to improve on what has been done in the past. He also has helped build UTA's social media program into one of the best in the transit industry.

Navigating the P2 Technology Space

Tim Bonnemann (Panel Moderator, Intellitics) with Jason Gershowitz (Kearns and West), Chris Haller (Urban Interactive Studios), and Della Rucker (Wise Economy Workshop)

Session Summary:

Among many P2 practitioners, there is a high level of uncertainty regarding the role of (online) technology to support their work. Questions that tend to come up on a regular basis include: 1) What kind of technology is out there and how can it help me? 2) How do I know what's the right tool for the job? 3) What are the key questions to consider when exploring technology options and talking to vendors? 4) How do I know how much to spend? 5) What are the success factors for implementation? This expert panel will explore these and other questions and provide attendees with a framework for navigating the technology space and get smarter about tech.

Presenter Bios:

Tim Bonnemann is the founder and CEO of Intellitics, Inc., a digital engagement startup based in San José, CA. Intellitics helps organizations apply technology to support participatory processes and create meaningful participation experiences. Tim joined IAP2 in 2007 and currently serves on the Board of IAP2 USA.

Jason Gershowitz is a Collaborative Technology Associate at Kearns & West with a background in collaborative technology, facilitation, multi-party processes, and training. Jason has a deep understanding of complex technologies that support and enhance collaboration at all levels. Jason currently serves as the Co-chair for the Association for Conflict Resolution's Web Committee.

Chris Haller is a nationally-recognized Web developer and Online Engagement practitioner, with a broad background in urban planning and communication technologies. These skills, combined with many years of experience in consulting for urban planning projects, are what brings Urban Interactive Studio's mission – to provide interactive solutions that allow citizens to participate in making our cities better places to live, work and play – to life. In April 2011 he was named one of the Top 25 thinkers in Urban Planning Technology by the urban planning magazine Planetizen. He's the founder and publisher of EngagingCities.com.

Della Rucker (AICP, CecD) is Principal, Wise Economy Workshop, and the Managing Editor of EngagingCities. Della has spent nearly 20 years providing economic development planning, downtown revitalization strategies, fiscal impact analysis, public engagement and other services throughout the United States. Recent experience includes the management of online and in-person public engagement and public relations for the City of Cincinnati's Plan Build Live initiative, facilitating a challenging reuse of a historic landmark, and managing the development of a groundbreaking fiscal impact model for a three-state region. Della is one of a handful of known consultants practicing in the United States who carries industry-standard certifications in both planning (AICP) and economic development (CEcD). Della writes a popular blog at www.wiseeconomy.com/blog and produces a regular podcast on public engagement and economic revitalization at www.soundcloud.com/wiseeconomy.

What are Universities Teaching about Public Participation?

Wendy Lowe (panel moderator, P2 Solutions) with Marijoan Bull (Westfield State University), Cassie Hemphill (University of Montana), and Michele Straube (University of Utah Environmental Dispute Resolution Program)

Session Summary:

Wendy Lowe will moderate a panel discussion with academicians from three universities (Westfield State University in Massachusetts, University of Montana, and University of Utah) representing three different academic disciplines (regional planning, conservation, and law). We will explore different approaches to introducing public participation to students as well as the specifics of participation within each discipline. Topics to be covered include how public participation is addressed in the curriculum, student learning experiences, and faculty research. Discussion will also cover how young students can acquire the competencies and maturity to be effective as practitioners.

Presenter Bios:

Marijoan Bull, PhD, AICP is Assistant Professor of Regional Planning at Westfield State University in Massachusetts. Before becoming an educator, she spent more than 20 years working in land use planning at the local and regional levels in both Massachusetts and Rhode Island. She has a broad background in issues including affordable housing, neighborhood revitalization, and sustainability. For the past three years, Bull has been working with colleagues in western Kenya on a project with subsistence farmers looking at best management practices for sustainability and public engagement.

Cass Hemphill returned to graduate school in her 40s to understand the theory underlying what she had observed in her professional life, assisting SME teams to meet public participation requirements. She had so much fun completing her masters – and there was so much more she wanted to learn – that she continued on for a doctorate. For her dissertation, she is using diffusion of innovations theory to understand how organizational and local cultures affect policy implementation within geographically dispersed units of a federal agency. In addition to her studies, Cass freelances part-time on various environmental- and energy-related communication projects. She completed IAP2's Certificate Program in 2004; has a certificate in Natural Resources Conflict Resolution; and is certified by the Association of Proposal Management Professionals.

Michele Straube started her career as an environmental attorney, moved to policy consulting, discovered facilitation and mediation and never looked back. She was in private practice as an environmental mediator/facilitator for over 15 years. From 2008-2010, she worked with Salt Lake Solutions, a collaborative governance initiative. As Director of the newly created Environmental Dispute Resolution Program at the Utah S.J. Quinney College of Law, Michele teaches an Environmental Conflict Resolution course open to law and other graduate students, as well as supervises clinical law students who assist with consensus-building processes and workshop design. She has also taught Conflict Management to law and Masters of Public Administration students.

Wendy Lowe has been a member of IAP2 since 1992 and currently serves on the Board of Directors for IAP2 USA. She started but never finished a PhD, largely because the program failed to demonstrate its relevance to her practice in the field of public participation. Or, she decided it was much more fun to do P2 work than to study it. Perhaps both. As a licensed trainer for IAP2, Wendy has extensive experience in adult learning models and how practitioners can expand their knowledge and skills based on past experience and current challenges. She remains keenly interested in how higher education might do a better job of preparing young people to work in our field.

What Are You or Can You Do to Help Build a New Civic Infrastructure Locally, Statewide, or Nationally?

James Noucas, Portsmouth Listens/NH Listens

Session Summary:

A roof cannot exist without a foundation. IAP2 is a network of individuals committed to public participation but, like a roof, without the support of a foundation, it cannot function. This session will focus on how IAP2 members can come together to build a new civic infrastructure in their communities, across their states and nationally. The ninety minute presentation will break down into three parts: 1. What is deliberative dialogue? Are we all talking about the same thing? How does it work? What does it work? (15 minutes) 2. The Portsmouth Experience - The presentation will provide examples from almost 15 years of deliberative dialogue in Portsmouth, New Hampshire. It will include actual examples of what has worked, what has not worked, and the important new practices that have evolved. (15 minutes) 3. How do we build a civic infrastructure? Can it be built from the top down? Participants will engage in small group, deliberative dialogue focusing on what members are doing in their own communities and how members can work together to make it happen. (60 minutes) The goal of the presentation is to find commonality among IAP2 members that can strengthen the organization and create the foundation for new civic infrastructure across North America.

Presenter Bio:

Jim Noucas has resided and practiced law in Portsmouth, New Hampshire, since 1979. Since 1998, Jim, as a community volunteer, has spearheaded community dialogues on issues ranging from elementary school redistricting to the ten year Master Plan review, the City Budget, most recently, sustainable transportation. Primarily utilizing the study circle dialogue process, over 1300 community members have engaged in over 12,000 hours of deliberation to make Portsmouth the best place to live, work and play for everyone. In 2010, Jim teamed up with Bruce Mallory and colleagues at the University of New Hampshire's Carsey Institute to found New Hampshire Listens. NH Listens is building a civic infrastructure of "local Listens" programs across NH and facilitates dialogues at the statewide level. In 2011, Portsmouth Listens was one of seven finalists in the worldwide Reinhard Mohn Competition to identify "best practices" programs for "Vitalizing Democracy" through citizen engagement and was recognized with the Sarah Farmer Peace Award from the The Seacoast Bahá'í Community in acknowledgement of the importance of dialogue and good listening to the resolution of problems and the building of peaceful communities.

Luncheon Plenary

12:30 – 1:45 pm

Hosted by IAP2 USA President Larry Schooler

Key note presentation by Ted Nguyen

Afternoon Field Trips

2:00 – 5:00 pm

Regional Visioning and Implementation for the Jordan River Corridor

Description:

The Jordan River flows 50 miles through Utah's most heavily populated region – connecting together 15 cities, three counties, and dozens of other stakeholders. In 2007, a collaborative visioning process was undertaken to identify a regional vision for river corridor. During this tour, participants will learn about the community-driven visioning process to develop the Blueprint Jordan River, and about the creation of the Jordan River Commission and the work they are doing to promote collaboration and coordination along the Jordan River. These stories will be shared on site, with the Jordan River as a backdrop. We will visit sites along the river that illustrate both local success stories as well as the challenges that still face the Jordan River corridor and those working to implement the community's vision.

Mountain View Corridor Property Owner Outreach

Description:

How do you acquire property for 15 miles of new roadway with zero construction delays and less than two percent condemnation ratio? The Mountain View Corridor (MVC) team did exactly that using a solution-oriented and collaborative approach through the Construction Manager General Contractor process. The MVC Field trip will examine how the MVC Public Involvement team used this multi-disciplinary approach to reach solutions and create win-win situations for the MVC project and property owners.

The Kentlands Initiative

Description:

The Kentlands Initiative believes deeply in the power of neighborhoods to shape their own futures. It's because of this belief that KI uses crowd-sourcing, extensively — and, specifically, in their hosting of the Granary District Charrette. The benefits of crowd-sourcing as a development or planning tool are myriad: End users — property owners, commercial tenants, residents, visitors, and allies — have a say in the “final product” of a planning exercise, which minimizes capital risk while increasing political and economic support. Other development and planning models rely on a “build it and they will come” philosophy, whereas crowd-sourcing engages potential tenants from the start. Political goodwill fostered through open and consistent engagement allows the community to take less conventional — and more authentic — paths. This walking visit to the Granary District will share the results of the Granary District Charrette that engaged the crowd in shaping the neighborhood.

Afternoon Long Format Concurrent Session

2:00 – 5:00 pm

Collaborative Governance: Turning Conflict into Resolution

Sam Imperati (Institute for Conflict Management)

Session Summary:

This program explores the evolution of public involvement to the mediation of high-stakes, high-conflict disputes when everyone is watching. Learn the theories of collaborative governance and the practical techniques used to bring diverse stakeholders to “resolution” – not just “settlement” where they walk away unhappy. Learn tools that help groups make wiser decisions in the intersection of logic and emotion.

Presenter Bio:

Sam Imperati, JD, is the Executive Director of the Institute for Conflict Management, Inc. (ICM). ICM is a Northwest-based, national provider of facilitation, mediation, strategic planning, and training services. We focus on the public sector's intersection with the private sector. Sam is highly effective in resolving complex disputes, facilitating high stakes public policy issues, mediating multi-party cases, and managing politically charged dynamics. He uses result-oriented tools like creative option generating, realistic risk analysis, decision-making software, and numerous impasse-breaking techniques to facilitate diverse groups to resolution. Sam has been an attorney for over thirty-three years and enjoys Martindale-Hubbell's highest lawyer rating (AV). He has appeared the past eight years in The Best Lawyers in America for Alternative Dispute Resolution. He has served as a Judge Pro Tem, Nike's trial attorney, and as a litigator/appellate lawyer in private practice. Sam has taught negotiation at Lewis & Clark Law, and leadership and negotiation at Willamette University's MBA program. He was Chair of the Oregon State Bar ADR Section, was on the OSB Ethics Committee, and serves on the Oregon Mediation Association's Standards and Practices Committee. Sam graduated from Santa Clara University in 1974 and from UC Davis – King Hall Law in 1979.

Early Afternoon Short Format Concurrent Sessions

2:00 – 3:00 pm

Authenticating Online Consultation: the Geosocial Paradigm Shift

Colleen Hardwick (PlaceSpeak)

Session Summary:

Technology now exists to overcome some of most salient pathologies of democratic governance. The Internet offers fresh potential to reinvigorate civic engagement. Online tools can extend participation well beyond traditional bounds of public hearings. However, online consultation thus far has met with varying degrees of success and does not stand up to scrutiny. This is because online consultation has been anonymous and until consultation is tied to actual observable outcomes people and government will not take it seriously. Public policy development and decision-making needs better online engagement tools that produce defensible data. Enter the new model: Geosocial online public consultation. This session will present multiple success case studies from various municipalities in across Canada, private and public organizations, transportation authorities and non-profit organizations. Learning Outcomes will include takeaway proven practices to transform online public consultation: 1) Debunk common myths and assumptions about online public consultation, 2) Understand the benefits on geo-authenticated online public consultation and engagement, 3) Learn the best practices of engaging with the public on an online consultation topic, and 4) Equip your organization with new tools to provide hard data to inform evidence-based decision-making and policy development. Everyone is encouraged to bring a laptop or tablet to this session!

Presenter Bio:

Colleen Hardwick is a visionary Vancouver trailblazer whose career encompasses urban planning, media and internet technology innovation. She has been providing leadership to various communities for twenty-five years.

Colleen is the founder and CEO of PlaceSpeak, the revolutionary community consultation platform that encourages public participation by enabling direct engagement of residents with proponents of location-based issues. PlaceSpeak has been designed to provide decision-makers with verifiable evidence to support public policy development.

Beyond Politics and Partnerships as Usual: Empowering Voters in Ohio's 16th District

Kyle Bozentko (Jefferson Center/Jefferson Action) and Tina Nabatchi (The Program for the Advancement of Research on Conflict and Collaboration at the Maxwell School of Syracuse University)

Session Summary:

In 2012, Jefferson Action (501c4 partner organization of The Jefferson Center, originator of the Citizens Jury deliberative process) teamed up with Dr. Tina Nabatchi and researchers from the Program for the Advancement of Research on Conflict and Collaboration (PARCC) at Syracuse University to develop, implement, and evaluate the effectiveness of "Reclaim November Ohio!" – a series of Citizens Election Forums based on the Citizens Jury process. The purpose of "Reclaim November Ohio!" was to empower voters in Ohio's 16th Congressional District to evaluate the economic positions of two sitting members of the US House of Representatives – Rep. Jim Renacci (R-Wadsworth) and Rep. Betty Sutton (D-Copley Township) – who were pitted against each other in the race to represent a newly drawn congressional district. This presentation will explain the Reclaim November Ohio! process and explore the results of its evaluation. It will highlight how a productive collaborative relationship between a non-profit focusing on dialogue and deliberation (Jefferson Action) and an established university research center (PARCC) contributed to the successful implementation of high-quality, citizen-led public policy discussions among a representative microcosm of voters. Finally, it will examine opportunities for non-profits and university research centers to coordinate innovative strategic partnerships and operate community/civic engagement projects in challenging socio-political environments. The primary goal of this presentation is to outline how strategic partnerships between NGOs and university centers can empower community members in governance and democratic processes, fulfill the organizational and institutional needs and missions of both partners, and improve the quality, functionality, and real-world impact of each partner's work.

Presenter Bios:

As Co-Director of the Jefferson Center and Jefferson Action, **Kyle Bozentko** brings a decade of political strategy and public policy experience to building the collaborative partnerships so necessary for developing and implementing successful projects. As the Jefferson Center's primary public representative he communicates our mission with clarity and works directly with media partners, community leaders, partner organizations, policy experts, participants and staff to maximize project impact. Kyle received a Masters of Theological Studies (MTS) from the Boston University School of Theology with an emphasis on sociology of religion and politics. His research interests include public opinion research, health and economic policy and social movements.

Tina Nabatchi, Associate Professor at the Maxwell School of Citizenship and Public Affairs and Research Associate at the Program for the Advancement of Research on Conflict and Collaboration (PARCC), Syracuse University. Tina's research focuses on issues of democratic governance in public administration and specifically examines citizen participation and deliberation, collaborative governance, and conflict resolution. She has numerous publications, including an award-winning article in the American Review of Public Administration ("Addressing the Citizenship and Democratic Deficits: Exploring the Potential of Deliberative Democracy for Public Administration" 2010, 40(4): 376-399). She is also the lead editor of Democracy in Motion: Evaluating the Practice and Impact of Deliberative Civic Engagement (Oxford University Press, 2012).

Reboot Your Outreach: Tools for the Next Generation of Engagement

Sam Beresky, Eryn Kehe, and Jessica Pickul (JLA Public Involvement)

Session Summary:

With traditional open house attendance waning, the need for more robust online interaction and alternative ways to meaningfully engage stakeholders has never been more apparent. Online engagement provides significant opportunities for broadening the quality and quantity of public participation. Adding "virtual" open houses and other online tools to your public involvement toolkit offers new and exciting ways to deliver information, solicit feedback, and encourage multi-faceted interactions between participants in a public process. Presenters will highlight a number of case studies using online engagement to supplement, reinforce, and sometimes even replace more traditional engagement methods, providing practical tips on how to effectively, and inexpensively, use technology to better engage the public. Learn about our online engagement successes and our struggles to find the right balance between new and old techniques. In addition, audience members with tablets and smart phones will be led through a

real-time, online polling exercise. Throughout the presentation the audience will be encouraged to share their experiences with online engagement methods and identify their own challenges or successes. There will be time for questions and comments at the end of the presentation.

Presenter Bios:

Sam Beresky is a project manager at JLA where he provides support and management for a variety of the firm's projects. Sam has extensive experience in community outreach, public information materials development and project documentation. As JLA's Multi-Media Specialist Sam is a key member of the firm's New Media Department. He is skilled in the development and use of video as an interactive educational and outreach tool. Sam has worked on projects throughout Oregon, Washington and British Columbia.

Since 1999 **Eryn Kehe** has served as a liaison between government agencies and the people they serve. Clients have come to rely on her for her innovative outreach techniques, interactive public information campaigns, and leadership in pioneering online engagement tools. She has designed and implemented public involvement and outreach programs for numerous visioning, land use, redevelopment/urban renewal and transportation projects in Oregon, Washington and California.

Jessica Pickul serves as a public involvement coordinator on a variety of JLA projects with a wide range of subjects from transportation planning to long-range livability planning. She has performed coordination and facilitation with diverse committee groups comprised of multiple jurisdictions, non-profits, advocacy groups, and community members. With each project, Jessica explores new and creative ways to engage stakeholders by developing educational and outreach materials, including interactive web-based mapping and polling tools. She has recently volunteered with the Portland-based non-profit Immigrant & Refugee Community Organization.

The Public Outreach Planner: Quick, Easy and Effective Public Involvement Planning *Andrea Gumm and Siobhan Locke (The Langdon Group)*

Session Summary:

There is a common challenge shared among agency professionals as they work through public participation planning and implementation. That challenge is the ability to determine the appropriate budget, staffing needs, tools and techniques to execute an effective public involvement process. How to make those determinations, often with little to no background in the public involvement field, can be difficult for agency professionals. The Langdon Group (TLG) has created and customized processes that allow agency staff to quickly and easily quantify public involvement needs for a range of project impacts. Through a series of customized multiple-choice questions, the Public Outreach Planner (POP) guides the user to a POP Level of 1 through 5. Each level provides recommended budget estimates, staffing needs and appropriate tools and techniques for various types of project impacts. Every agency has its own unique community and stakeholders who need to be communicated with in a way that produces constructive dialogue and builds understanding about the need for projects. The POP prompts users to reflect on their targeted public and make determinations about what communication techniques will be the most effective. This session will cover the development and interface of the POP, as well as review lessons learned. Lessons learned from the POP are applicable to any agency interested in developing a tool to help determine public involvement needs. We will demonstrate the interactive POP tool for the audience, and take questions/discussion from the group.

Presenter Bios:

Andrea Gumm has a strong public outreach background with extensive communication, facilitation, writing and media relations experience on the local, national and international levels. She excels at building positive relationships with stakeholders and recognizes that those relationships lead to successful projects and solutions. In addition to her interaction with stakeholders, Andrea creates award-winning media kits, website and other creative digital communications. She understands how to develop and manage public involvement activities, and how to generate buzz to raise awareness for those events.

Siobhan Locke has been a public involvement manager with the Langdon Group for over five years. She is highly trained in conflict resolution and came to Langdon Group with a strong background in mediation. Siobhan has a wide range of experience leading public engagement processes with state and local governments in Utah. She has worked with multiple agency stakeholders to resolve issues and concerns, playing an instrumental role in moving projects forward. Siobhan understands the dynamics of large public projects both internally with a project team and externally with the general public. Her ability to bridge the gap between the technical experts and the layperson has been integral to the success of these projects. Because Siobhan specializes in one-on-one stakeholder interaction, consensus decision-making and multi-party facilitation, she brings the critical skills necessary for a successful project.

Using the Arts in Community Engagement Processes

Lynn Osgood (GO Collaborative)

Session Summary:

The arts have long been used by communities to express an understanding of who they are and where they've come from. Through images, music, and stories people create representations of both who they are and who they want to be. Now, under the framework of "creative placemaking" communities are looking to harness the power of the arts within their larger development projects. Whether it's working with artists to assist in the creation of vibrant, affordable neighborhoods, or creating economic development opportunities within rural areas, the arts are becoming a central part of how communities plan and design. This presentation will give an overview of creative placemaking efforts happening across the US and show how the arts are being used – not just as a product of community engagement – but as a fundamental component of the process itself.

Presenter Bio:

Lynn Osgood, partner at GO collaborative, is an urban designer and planner whose work explores the intersection of public space, community engagement and the arts. After starting her career in urban planning in New York City working with the United Nations on the Habitat II Conference on Human Settlements, Lynn trained in landscape architecture and urban planning at the University of Virginia. Moving to Austin in 2003, Lynn became Adjunct faculty at the University of Texas where she taught graduate design studios in landscape architecture for two years. Her current research focuses on the creation and maintenance of public spaces through various social, political and artistic processes. Most recently, she has directed the National Endowment for the Arts Your Town project in Mart, Texas where theater, digital and visual arts were used to structure a three day planning charrette. Within the City of Austin, Lynn currently serves on the Austin Parks and Recreation Board. Previously, she served for five years on the Art in Public Places Panel.

Break and Book Signing with Daren Brabham and Ted Nguyen 3:00 – 3:30 pm

Late Afternoon Short Format Concurrent Sessions 3:30 – 5:30 pm

Best Practices for P2 Online: Key Lessons from Four Corners of North America

Dave Biggs (Panel Moderator, MetroQuest) with Melissa Holquin (Arellano Associates), Liz Nield (Lura Consulting), and Joan Chaplick (MIG)

Session Summary:

Online engagement is quickly becoming a core requirement for public participation projects. This session brings together P2 practitioners from across North America with one thing in common: each has compelling and hard-won success stories to tell about online engagement on challenging projects. They will talk about the challenges they encountered and the solutions that worked. They will share examples of the tools they chose and how they used them. The case studies are diverse and many of the lessons learned are surprising and yet consistent from one to the next. You'll hear about: a regional planning processes in Florida, Nevada and California, a corridor study in Toronto, a sustainability plan in Vancouver, a safety study in Los Angeles and more. This will not be a typical panel session with one after the other with little connectivity between the presenters. The moderator will set the stage and guide the session. He will call on the panel to share their experiences and will help to weave together a cohesive story of the similarities and differences of these diverse online engagement projects. Live demonstrations will be used to compliment the key messages and lessons learned. Hands-on tools such as a touch screen kiosk using in one of the projects will be available for participants to try out. Audience dialog and Q&A will be a critical component of the session with several opportunities for participation throughout the session.

Presenter Bios:

Dave Biggs is an internationally-recognized stakeholder engagement and public outreach strategist focusing on the use of software tools to enhance community participation for transportation, urban and sustainability planning projects. With over 20 years of experience on a wide range of award-winning planning projects with government clients and consulting firms, he has built a reputation for leading edge community outreach. These projects have consistently reached a broad demographic and generated meaningful input using innovative and highly user-friendly tools and techniques. Many of these projects have earned national and international awards for community participation and are cited by agencies like the APA, TRB, and FHWA as best practices for stakeholder engagement. Mr. Biggs has authored several books and papers on planning, sustainability and stakeholder engagement and has facilitated over 200 workshops and community forums for planning and visioning projects on four continents. He is the Social Media Lead for IAP2 (International Association for Public Participation) BC Chapter.

Melissa Holquin, Public Outreach Specialist & Social Media Manager, Arellano Associates – Melissa Holquin is responsible for project public information management and project outreach coordination. She currently manages the Social Media Programs for Arellano Associates as well as two major Metro projects, including development of an innovative interactive project map, managing the project social media sites and development of the project websites. She has worked on small to large-scale public programs. Ms. Holquin has played an instrumental role in planning, developing and implementing key small business programs for the past eight years. She has a particular expertise in project coordination, client and community relations. She is accustomed to working with senior staff, elected officials, business leaders and the grassroots community. She has an excellent command of Spanish and knowledge of Latino communities in Southern California.

Liz Nield, CEO at Lura Consulting - An accomplished collaborative planning and process designer, facilitator and community engagement expert, Liz's approach focuses on empowering people to discover, dream, design, and deliver – her end goal is to enable people to see their values and ideas in the plans that they help create. Liz is an accomplished speaker, trainer and proponent of “Guided Learning”. She utilizes appreciative inquiry methods to establish integrity and trust in process participants, and is a strong and respected integrator, ensuring that community values and ideas are synthesized and embedded into public policy in every project she works on. Liz appreciates and understands the value of meaningful engagement, including the opportunity to include contemporary communications and social media channels needed to reach and engage people. Specialties: Collaborative Planning & Process Design, Strategic Planning, Sustainability Planning, Implementation and Training, Corporate Social Responsibility Strategies and Assessment, Organizational Design, Accomplished and energizing speaker, Creative and innovative community engagement, consultation and communications programs, and Social Media Strategies, Programs & Training.

Joan Chaplick, Principal, Program Director, Management & Policy Planning Services, MIG – Joan's work focuses on engaging community members and stakeholders in developing public policy on a wide variety of topics such as transportation, community development, parks, recreation and open space, conservation and land use. She also works with agencies to develop strategic plans and focus on organizational development issues. Joan is a Principal for MIG. Since it was founded in 1982, MIG has focused on planning, designing and sustaining environments that support human development. We embrace inclusivity and encourage community and stakeholder interaction in all of our projects. MIG has grown into one of the largest public involvement firms in the country with 10 offices.

Technology Fair

3:30 – 5:30 pm

Featuring Crowdbrite, Granicus, Intellitics, MetroQuest, Place Speak, PM Link 360, Telephone Town Hall, and Urban Interactive Studios

Technology abounds! If you have wanted to take advantage of the overwhelming array of new technology options available, but didn't know where to start, this is the place for you. The Technology Fair will provide an exciting opportunity to visit with vendors who provide products and services to help P2 practitioners do their work. The Technology Fair will feature a selection of 8 technology vendors that will provide case studies, application experiences, and other hands-on experiences to help you learn more about their products and services. The two-hour Tech Fair will allow three short demonstration sessions of 30 minutes in length; the entire session will be repeated twice (once each afternoon). Plan to attend once, twice, or not at all, depending on your interests. Participating vendors will provide an active demonstration of what they have to offer. Company representatives will also staff booths in the Exhibit Hall for more in-depth, one-on-one conversations.

Core Values Gala

6:30 – 10:00 pm

Hosted by IAP2 USA President *Larry Schooler*

Presentation of IAP2 USA Core Values Awards, *Lewis Michaelson*

The State of the Federation address by *Nomi Muthialu, Federation President*

Presentation of IAP2 International Core Values Awards, *Nomi Muthialu*

Invitation to attend the 2014 North American IAP2 conference to be held in Winnipeg, Manitoba, Canada, Amy Hennessy, IAP2 Canada Board of Directors

Close by IAP2 USA President *Larry Schooler*
