



IAP2 Context

5 steps for public participation planning

Steps: A reminder

1. Gain internal commitment
2. Learn from the public
3. Select the level of participation
4. Define the decision process and PP objectives
5. Design the public participation plan

Engage before your engagement

- Understand perceptions
- Identify stakeholders
- Correlate stakeholders with issues and concerns
- Refine your path forward



Learning from the public

Potential tools:

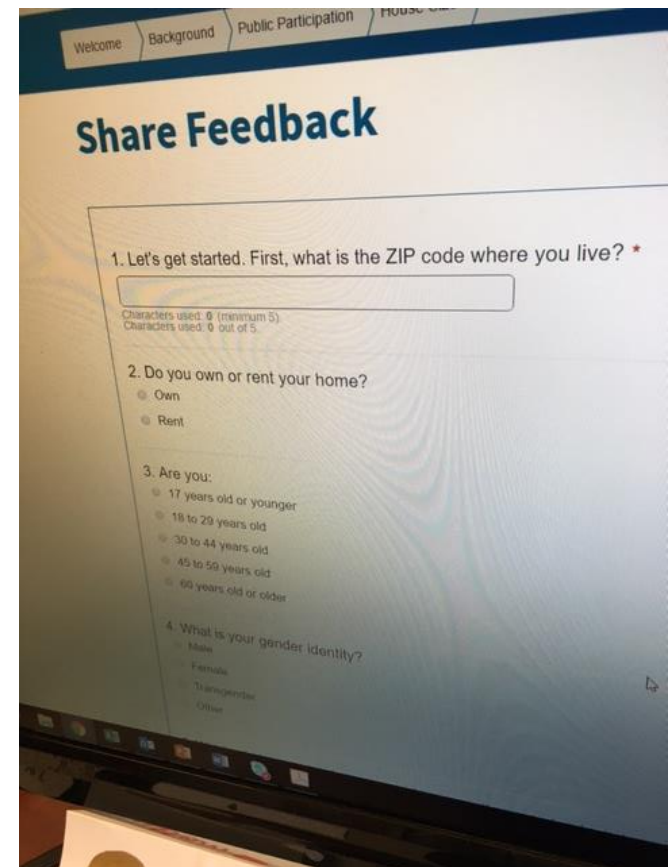
- Newspaper, letters to the editor
- Tabling
- Visual assessment
- Social media posts
- Other meetings
- Mailed survey
- Intercept surveys
- Online survey
- Stakeholder interviews
- Statistically representative poll



Today's Focus

Two tools:

- Stakeholder interviews
- Online surveys



Stakeholder Interviews

- One on one
- Reach key opinion leaders, underrepresented communities
- Identify issues of concern in a “safe” environment
- Allows deeper exploration
- Identify preferred communication and engagement tools



Tips

- Identify objectives
- Identify interviewees
- Schedule ahead of time
- Develop guide with 6-8 questions
 - Open ended
 - Start with an easy one
 - At the end: Anything else?
- Schedule time to prepare notes and summary

Online Survey

- Potential to reach a lot of people
- Cost effective
- Gather information about values, concerns
- Identify preferred communication tools



Tips

- Identify objectives
- Develop clear, close-ended questions
- One open-ended question is usually sufficient
- Use online app tools for design and TEST
- Develop notification plan
- Schedule time to analyze results and summary



Tools in Practice

Case studies

Conservation Approach: Interviews

- 8 interviews
- Results:
 - Lots of pent up angst
 - Sense of place
 - Online engagement OK



Communication Strategy: Survey + Interviews

- 30 interviews and 500 survey responses
- Results:
 - People get City news from newspaper, printed mailers
 - Feedback loop needs closing
 - Latinos underrepresented
 - Residents looking for more information



Advisory Group: Interviews

- 25 of 26 members
- Results:
 - Affordability a top concern
 - Concern with outreach tools and reach
 - OK with staff drafting



Local Government: Survey

- 400+ responses
- Results:
 - Direct communication best
 - High awareness of issues
 - Governance structure valued
 - Trust issues identified



ONLINE SURVEY

sgiz.mobi/s3/villages-survey

The survey will be available
April 15 – May 13, 2016.

FILL OUT A SURVEY IN PERSON

Saturday, April 23, 5 to 8 p.m., Bite of Mt. Hood
The Resort at The Mountain, 68010 E. Fairway Ave. in Welches

Wednesday, May 4, 9 a.m. to 12 p.m. and
Saturday, May 7, 10 a.m. to 1 p.m.

Hoodland Thriftway, 68280 E. Highway 26 in Welches



Questions?



Exercise

SCENARIO

A downtown parking garage serving Nordstrom and many small, medium and large retailers needs an overhaul. Only half of available spaces will be available for 2 years. At times, the garage will be shut down completely.

Exercise

Group 1:

- Identify objective
- Design survey questions
- Create a strategy for distribution

Group 2:

- Identify objective
- Design stakeholder interview questions
- Identify who to interview

Exercise

- Small group discussion: 10 minutes
- Report out
- Close out, debrief and final Q&A



Report Out & Debrief



Get in touch

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