



GETTING THEM TO LISTEN:



TOOLS FOR COMMUNITY AND DECISION MAKER ENGAGEMENT

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GP RED
Research, Education, and Development
for Health, Recreation, and Land Agencies

GREENPLAY LLC
*The Leading Edge in Parks, Recreation
And Open Space Consulting*

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LEARNING OUTCOMES

- GAIN UNDERSTANDING OF VARIOUS ARTICULATION TECHNIQUES TO GATHER AND CONVEY INFORMATION AND GET BUY-IN.
- IDENTIFY STUMBLING BLOCKS TO COMMUNICATION WITHIN YOUR ORGANIZATION OR WORK.
- LEARN ABOUT SAMPLE FORMATS AND RESOURCES TO HELP.



COMMUNICATION CHALLENGES

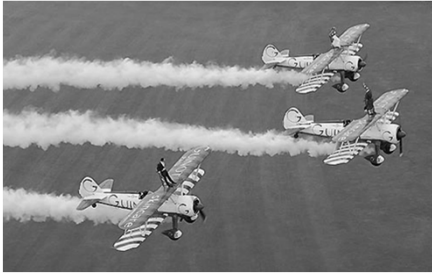
- WHO ARE "THEM"?
- LACK OF SHARED VISION AND MISSION
- DISSATISFACTION WITH RESEARCH
- POLITICAL ROADBLOCKS
- POWER STRUGGLES

¹ SULLIVAN ET AL., (2001). RESEARCHER AND RESEARCHED-COMMUNITY PERSPECTIVES: TOWARD BRIDGING THE GAP. *HEALTH EDUCATION & BEHAVIOR*, 28, 130-149.

**"You cannot alienate and
 influence at the same time."**

Chris Dropinski, CPRE
 Senior Principal and Managing Member
 GreenPlay, LLC

NECESSARY CONDITIONS TO REDUCE/ELIMINATE BIAS



NEED SHARED GOALS

An Overview of Community-Based Participatory Research (CBPR)
Gail Coover, PhD, Executive Director, WI Alliance for Minority Participation

www.cbprcurriculum.info

“It not enough to invite them to the table, you have to have them help set the menu and prepare the meal.”

Carolyn Finney, PhD
Professor in Environmental Science, Policy and Management at the College of Natural Resources at the University of California, Berkeley

RELATIONSHIP DYNAMICS

- DIFFERENCES NECESSARILY MEANS BIAS WILL BE PRESENT
 - COGNITIVE
 - EMOTIONAL

PETTIGREW & TROPP, (2006). A META-ANALYTIC TEST OF INTERGROUP CONTACT THEORY. *JPS*, 90, 751-783.

STAGGS, S. (2008). INTERGROUP RELATIONS IN PARTICIPATORY RESEARCH. UNIVERSITY OF ILLINOIS, CHICAGO.

SOCIAL ECOLOGICAL MODEL



Bronfenbrenner, U. (1979). *The ecology of human development: Experiments by nature and design*. Cambridge, MA: Harvard University Press
Model version - Jane Moore, PhD, RD

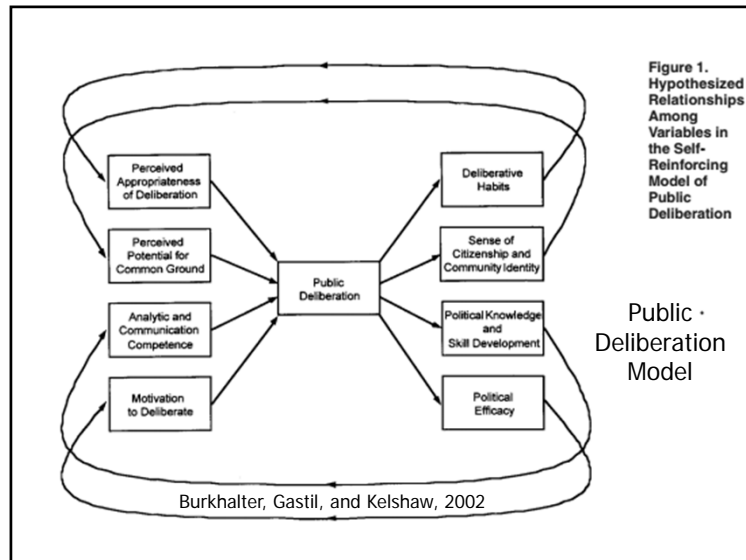
KNOWLEDGE, ATTITUDES, SKILLS

- SUCCESSFUL COLLABORATIONS
 - EARLY INVOLVEMENT OF COMMUNITIES
 - POWER SHARING
 - MUTUAL RESPECT
 - COMMUNITY BENEFIT
 - CULTURAL SENSITIVITY

DEVELOPING A FRAMEWORK

- HOW DO PEOPLE CURRENTLY PARTICIPATE OR TAKE PART?
- HOW SATISFIED OR UNSATISFIED ARE THEY WITH THE CURRENT SITUATION?
- WHAT DO THEY WANT FOR THE FUTURE?
- HOW WELL IS THAT NEED BEING MET ALREADY?
- WHAT ARE BARRIERS TO USE, PARTICIPATION, OR RESOLVING THE ISSUE?
- WHAT ARE THE OPTIONS?
- WHAT ARE THE GROUP'S PRIORITIES?
- ARE PEOPLE WILLING TO PAY FOR WHAT THEY WANT?

**WHAT SHOULD WE
FOCUS ON?**



WHO DO YOU INCLUDE IN THE PROCESS?

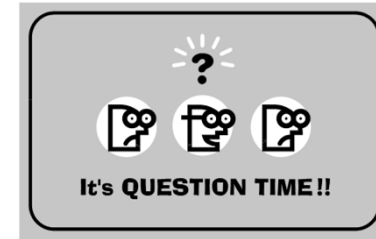
- STAKEHOLDERS – THOSE WHO HAVE AN INTEREST IN THE OUTCOME
- TAXPAYERS
- FEE PAYERS
- CURRENT USERS
- POTENTIAL FUTURE USERS
- STAFF
- Boards, Councils, Commissions
- Potential Partners
- Groups and Individuals
- And.....





- YOUR COMPETITION
- YOUR DETRACTORS
- FRED AND MABEL

Don't ask a question unless you can live with ANY answer you get



GETTING PEOPLE TO PARTICIPATE

- IN PERSON
- PERSONAL LETTERS
- PHONE CALLS
- MAIL/EMAIL
- MEETINGS / EVENTS
- ONLINE
- GO TO THEM



Advertise through radio, cable TV, events, your facilities, web site

Some Public Assessment & Information Gathering Tools				
Who	Users	Citizens/ Voters	Key Stakeholders Staff & Decision Makers Partners & Alternative Providers	Project Team Consultants
Methodologies Quantitative and Qualitative	Intercept Surveys Focus Groups Questionnaires Various Group Process Techniques SWOT Analysis MindMixer Photovoice Umap Behavior Map SOPARC	Public Meetings Statistically- Valid Survey Board/Commissi on Meetings Websites Other Media Outlets Nominal Group Process SWOT Analysis Dot-ocracy	Individual Interviews Small Group Meetings SWOT	Facilitation Inventory Trends Demographics Benchmarking Best Practices
Outcomes	Issues Needs Satisfaction Willingness to Pay Desired Amenities Identity Stakeholders Usage Impacts	Support Consensus Education Funding Tolerance Priorities	Opportunities Constraints Gap Analysis Special Interests Political/ Historic Issues Niche Markets	Recommendations Policies Staff & Strategies Development Sustainability Level of Service Partnerships Business Planning Funding Capital Plans Action Plans

Structure

Open, structured, or semi-structured?



CONSENSUS?

- OPINION OR POSITION REACHED BY A GROUP AS A WHOLE
- GENERAL AGREEMENT OR ACCORD
- MAY NEED OBJECTIVE 3RD PARTY
- "CAN LIVE WITH"

OTHER CONCEPTS TO UNDERSTAND AND CONVEY

- INFORMED CONSENT
- VETO POWER
- POLITICAL WILL



CHOICES FOR FACILITATION

- LEADER
- KEY STAKEHOLDERS OR STAFF
- STEERING COMMITTEES
- THIRD PARTY OBJECTIVE
 - OTHER DEPARTMENT STAFF
 - PROFESSIONAL FACILITATORS
 - HIRED CONSULTANTS

Recognize that however diligent you are in providing opportunity for engagement & no matter how much you advertise or invite them in.....

Someone will still claim...

"This is the first time I've ever heard about this project." or "You didn't ask me".

Document your methodology!!



TYPES OF INPUT – MIXED METHODS

- QUALITATIVE
 - CREATE HYPOTHESES
 - GENERATE A DEEPER UNDERSTANDING OF THE ISSUES
 - GENERATE OPTIONS
 - GAIN PERSPECTIVE
- QUANTITATIVE
 - TEST HYPOTHESES
 - PRIORITIZE OPTIONS
 - RANK WHAT IS MOST IMPORTANT
 - FIND COMMON GROUND



QUALITATIVE



- FOCUS GROUPS
- STAKEHOLDER INTERVIEWS
- INTERCEPT SURVEYS (USERS)
- ON-LINE FORMATS
- PUBLIC MEETINGS



QUANTITATIVE

- RANDOM STATISTICALLY-VALID SURVEYS
- VOTING GAMES
- REPRESENTATIVE OF THE WHOLE
- RANDOM-CONTROLLED TRIALS



Tools

MEETING TECHNIQUES

- AGENDA STRUCTURING
- SWOT ANALYSIS
- VISIONING
- DOT VOTING
- MAPPING
- IF I HAD \$100 TO SPEND
- AFFINITY DIAGRAMMING
- OPEN HOUSE
- INTERACTIVE POLLING
- CHARRETTES





SETTING THE STAGE

- EVERY TIME – CLEARLY LAY OUT:
 - THE PURPOSE
 - WHAT HAS LED UP TO THIS POINT/WHAT DO YOU KNOW TO DATE
 - THE TOTAL PROCESS
 - WHERE THIS PARTICULAR EFFORT FITS IN
 - NEXT STEPS
 - WHO FINALLY DECIDES
 - TIMEFRAME

The Parking Lot

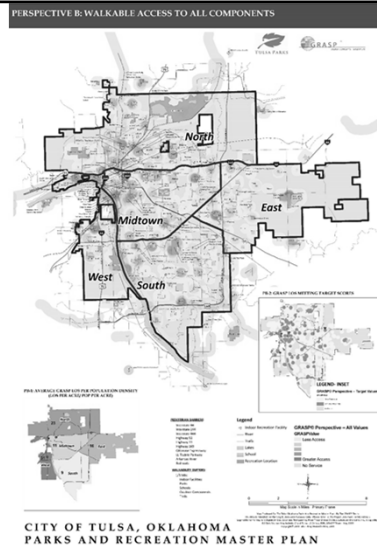


Tools

CONSISTENT PLANNING AND MESSAGES

- COMPREHENSIVE PLAN
- MASTER PLAN
- STRATEGIC PLANS
- BUSINESS PLANS
- IMPLEMENTATION AND WORK PLANS
- BUDGETS
- COMMUNICATIONS AND MARKETING
- STAFF AND VOLUNTEER TRAINING

SYSTEM-WIDE COMPONENT-BASED LEVEL OF SERVICE ANALYSIS



Tools

SAFE ROUTES TO PLAY A CHILD-CENTERED TRANSPORTATION INITIATIVE

What if all children had the opportunity to safely bicycle, ski, skate, scoot, or walk to their play destinations?

SAFE ROUTES TO PLAY OBJECTIVES

COMMUNITY ASSESSMENT TOOLS

FUNDING MECHANISMS

PROMOTE AWARENESS

ACCEPTED PLANNING PRACTICES FOR TRANSPORTATION, COMMUNITY, AND TRAILS PLANNERS PARTNERSHIPS – WITH KEY GOVERNMENT, ACADEMIC, NON-PROFIT AND BUSINESS ENTITIES

COMMUNICATE THE VALUE OF A CHILD-CENTERED ACTIVE TRANSPORTATION MODEL



For more information, contact
Cindy Heath, cindyh@gpred.org

SYSTEM-WIDE ANALYSIS

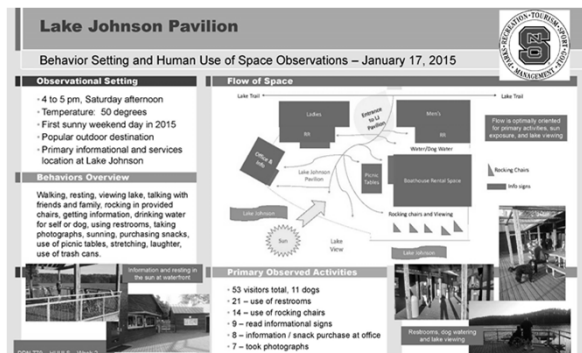
- HEALTH IMPACT ASSESSMENTS
- HCRG SURVEILLANCE AND MANAGEMENT TOOLKIT
- WALK AUDITS



SITE – SPECIFIC ANALYSIS

- SITE - SPECIFIC MASTER PLANS
- FEASIBILITY STUDIES AND CONCEPTUAL PLANS
- SOPARC, SoPARNA, SoPLAY, ISOPARC
- MICROSCALE AUDIT OF PEDESTRIAN STREETS CAPES (MAPS)
- THE COMMUNITY PARK AUDIT TOOL APP (ECPAT)
- AND...?

BEHAVIOR OBSERVATIONS AND MAPPING (NLI PROTOCOLS)



Tools

Moore and Cosco, NSCU, Natural Learning Initiative

Tools

PHOTOVOICE



Photovoice or GP RED or Dennis and Gaulocher, Photo Mapping <http://videos.med.wisc.edu/videos/6900>

Umap



Dr. Pamela Wridt
University of Colorado Denver
Department of Planning and Design

MENTAL MAPPING

Lynch, Kevin (1960). *The Image of the City*. Cambridge MA: MIT Press
Gould, Peter; White, Rodney (1993). *Mental Maps*. New York: Rutledge. p. 93.



KEY ISSUES ANALYSIS MATRIX

Key Issues Analysis Matrix - IPH SARO

Key Issue - Rating Scale PURPLE - exists in plan, policy, project ORANGE - under review GREEN - in the process BLUE - key handoff/transition WHITE - not applicable	Service Areas		Qualitative Data		Quantitative Data		GP RED Analysis and Professional Expertise	
	Primary Park	Secondary Park	Community	Neighborhood	Urban	Suburban	Information	Analysis
Policy Issues								
Lack of identified funds for SARO implementation								Targeted grant applications and county agency cross sector funding
Limited opportunities for active travel								Coordinate Complete Streets initiatives in local and county planning process
Existence of criminal activity								Expand Wellness Zones to include parks and trails
Excessive traffic speeds around parks and recreation areas								Develop legislation for speed monitoring program
Perception of safety								Implement CPED training for GPR staff
Perceived public presence								Investigate other non-traditional partnerships/representation with community center
Perception of slow response to citizen initiated recommendations								Establish SARO Quick Response Team within TMO structure
Youth ID card registration challenges								Co-registration with social services or change MNCPC internal policy
Limited youth participation in planning and community engagement								Implement PhotoVoice and Urmap activities as a regular DPR program
Infrastructure Issues								
Gaps in trail and sidewalk connectors to recreation areas								Incorporate Urmap/PhotoVoice results into existing plans, policies & projects
Parked signage and road markings								Establish SARO Quick Response to citizen/youth initiated recommendations
Inadequate lighting conditions along travel routes								Target lighting assessments to 1/2 mile radius around community centers
Lack of multi-modal signage/Universal Way Finding								Work with DPR for integrative signage program at community center
Lack of protected bicycle lanes, more opportunities for bicycling								Paint shoulders along roadways, experiment with temporary barriers
Safe pedestrian access to parks and key destinations								Evaluate street crossings, signage and pavement markings
Safe use of natural surface trails								Target lighting assessments to natural surface trails, clean up dunes, signage
Sidewalk improvements near parks and facilities								Target sidewalk improvements within 1/2 mile of community centers
Social pathways, short cuts to recreation areas								Develop criteria and evaluate formalizing or eliminating social pathways
Traffic speed at intersections and street crossings								Install temporary traffic calming measures, landscaping, SARO signage
Use of abandoned areas as parks or community spaces								Consider community maintained pocket parks

Tools

GP RED www.GPRED.org
(format courtesy of GreenPlay, LLC)

Tools

ONLINE ENGAGEMENT AND RESEARCH PROJECT – SPECIFIC WEBSITES AND...

- Flick, U. (2014) AN INTRODUCTION TO QUALITATIVE RESEARCH (5TH ED.). "ONLINE QUALITATIVE RESEARCH", pp. 117 – 121, THOUSAND OAKS, CA: SAGE
- HARTZ-KARP, J. AND SULLIVAN, B. (2014) "THE UNFULFILLED PROMISE OF ONLINE DELIBERATION," *JOURNAL OF PUBLIC DELIBERATION*. VOL. 10: ISSUE 1, ARTICLE 16. AVAILABLE AT: [HTTP://WWW.PUBLICDELIBERATION.NET/JPD/VOL10/ISS1/ART16](http://www.PUBLICDELIBERATION.NET/JPD/VOL10/ISS1/ART16)
- KOZINETS, R.V. (2010), "NETNOGRAPHY: THE MARKETER'S SECRET WEAPON"; WHITE PAPER AVAILABLE AT: [HTTP://INFO.NETBASE.COM/RS/NETBASE/IMAGES/NETNOGRAPHY_WP.PDF](http://INFO.NETBASE.COM/RS/NETBASE/IMAGES/NETNOGRAPHY_WP.PDF)
- MAROTZKI, W., HOLZE, J., AND VERSTANDIG, D. (2014) "ANALYZING VIRTUAL DATA", IN U. FLICK (ED.), CHAPTER 31, PP 450 - 463. THE SAGE HANDBOOK OF QUALITATIVE DATA ANALYSIS. LONDON: SAGE
- PLACE MATTERS, TOOLS FOR COMMUNITY ENGAGEMENT, SUMMARY CHART PROVIDED, ADDITIONAL INFORMATION IS AVAILABLE AT WWW.PLACEMATTERS.ORG

MindMixer



MindMixer is an online community engagement tool designed to supplement other outreach (public meetings, focus groups, etc.) through ongoing web and mobile dialogue.



Engage with other community members to help up answer specific questions, prioritize, suggest new ideas, etc.

www.engage.wakeforestnc.gov



Presented by MindMixer

RESOURCE ALLOCATION AND COST RECOVERY METHODOLOGIES

Services Assessment Matrix © 2009 GreenPlay LLC and GP RED	Financial Capacity Economically Viable		Financial Capacity Not Economically Viable	
	Alternative Coverage High	Alternative Coverage Low	Alternative Coverage High	Alternative Coverage Low
Good Fit	Strong Market Position 1	Affirm Market Position 2	Advance Market Position 3	Complement Development 4
Poor Fit	Weak Market Position 5	Divest 6	Invest, Collaborate or Divest 7	Collaborate or Divest 8



Tools

www.greenplayllc.com

ECONOMIC IMPACT ANALYSIS

- QUANTITATIVE JUSTIFICATION
- DR. JOHN CROMPTON'S WORK
- TOURISM AND VCB INFORMATION
- CDC AND RWJF
- NRPA INFORMATION
- STATEWIDE STRATEGIC PLANNING EFFORTS
- RETURN ON INVESTMENT

EXERCISE AND YOUR ACTION PLAN

WHAT DO YOU NEED TO DO?

- _____
- _____
- _____
- _____
- _____



Questions?
Call or Email



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