



Statewide  
Energy  
Efficiency  
Collaborative

## SEEC Virtual Forum: Webinar #4

June 30, 2020 | 1:00 – 2:00 PM PST

# Community & Climate Engagement During COVID-19: What to do When in Person isn't Possible



INSTITUTE FOR  
LOCAL GOVERNMENT<sup>SM</sup>

*Promoting Good Government at the Local Level*



# Thank you to...

*Our sponsors for making this series possible!*



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San Joaquin Valley  
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# Upcoming Events

Learn more and register at:  
[californiaseec.org/2020-forum/](https://californiaseec.org/2020-forum/)



11th Annual Statewide Energy  
Efficiency Virtual Forum  
June - November | 18 Webinars | 6 Networking Events

## 7/08 – Webinar #5

Extreme Heat Resilience Among Disadvantaged Communities in Stockton

## 7/16 – Webinar #6

Identifying, Prioritizing, Financing Projects


## 7/21 – Networking Activity

Energy Trivia



# SEEC Bingo

*Connect, Network, and Win a Sustainability Prize!*

|   |   |  |   |   |
|---|---|--|---|---|
| <p><b>OWNS AN ELECTRIC VEHICLE</b></p> <p>NAME: _____</p>               | <p><b>IS A CCA CUSTOMER</b></p> <p>NAME: _____</p>                                    | <p><b>HOUSEHOLD HAS MOSTLY LED BULBS INSTALLED</b></p> <p>NAME: _____</p>          | <p><b>HAS COOKED FOOD IN A SOLAR OVEN</b></p> <p>NAME: _____</p>                    | <p><b>WORKS IN THE SIERRA NEVADA REGION</b></p> <p>NAME: _____</p>                        |
| <p><b>HAS SOLAR PANELS ON THEIR PROPERTY</b></p> <p>NAME: _____</p>     | <p><b>HAS AN EV CHARGER AT THEIR HOME OR APARTMENT COMPLEX</b></p> <p>NAME: _____</p> | <p><b>HAS AT LEAST ONE ENERGY STAR® APPLIANCE AT HOME</b></p> <p>NAME: _____</p>   | <p><b>IS AN ELECTED OFFICIAL</b></p> <p>NAME: _____</p>                             | <p><b>WORKED IN THE ENERGY FIELD IN A STATE BESIDES CALIFORNIA</b></p> <p>NAME: _____</p> |
| <p><b>WORKS FOR OR HAS WORKED FOR THE CEC</b></p> <p>NAME: _____</p>    | <p><b>TAKES PUBLIC TRANSIT TO THEIR WORK OFFICE</b></p> <p>NAME: _____</p>            |  | <p><b>PLAYS A MUSICAL INSTRUMENT</b></p> <p>NAME: _____</p>                         | <p><b>HAS THE SAME JOB TITLE THAT YOU HAVE</b></p> <p>NAME: _____</p>                     |
| <p><b>HAS DROUGHT-RESISTANT LANDSCAPING</b></p> <p>NAME: _____</p>      | <p><b>BIKES OR WALKS TO THEIR WORK OFFICE</b></p> <p>NAME: _____</p>                  | <p><b>IS A VEGETARIAN OR VEGAN</b></p> <p>NAME: _____</p>                          | <p><b>LIVES OR WORKS IN A ZERO NET ENERGY (ZNE) BUILDING</b></p> <p>NAME: _____</p> | <p><b>WORKS FOR A COMMUNITY BASED ORGANIZATION</b></p> <p>NAME: _____</p>                 |
| <p><b>WORKS IN THE SAN JOAQUIN VALLEY REGION</b></p> <p>NAME: _____</p> | <p><b>COMPLETED AN ENERGY AUDIT</b></p> <p>NAME: _____</p>                            | <p><b>HAS RUN FOR OFFICE</b></p> <p>NAME: _____</p>                                | <p><b>HAS SUCCESSFULLY CREATED SOIL FROM COMPOST</b></p> <p>NAME: _____</p>         | <p><b>HAS BACKYARD CHICKENS</b></p> <p>NAME: _____</p>                                    |



## Q&A

- Submit questions for panelists through the Q&A module at any point during the webinar.
- Upvote questions that you are interested in hearing responses to.

Audio Settings ^



Chat



Raise Hand



Q&A

Leave Meeting

## Chat

- Engage in a dialogue with your peers – share resources, case studies, and best practices
- Reach out to LGC staff if you encounter technical issues or have questions about the SEEC Forum.

# Welcome!



**Moderator: Nicole Enright**  
Associate Program Manager  
Institute for Local Government



**Dr. Larry Schooler**  
Director of Consensus Building  
and Community Engagement  
CD&P



**Grace Person**  
Community Design Project  
Manager  
Local Government Commission



**Angel Hernandez**  
Associate Planner  
City of El Centro



**Hanna Stelmakhovych**  
Program Coordinator  
Institute for Local Government

# Exceptional Local Governments, Thriving Communities



 INSTITUTE FOR  
LOCAL GOVERNMENT<sup>SM</sup>

Our mission is to help local government leaders **navigate complexity**, **increase capacity** and **build trust** in their communities.

# Non-Profit, Non-Partisan & Focused on Helping Local Gov't

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special  
Districts Association**  
*Districts Stronger Together*





# ILG's Programs & Services

## Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



## Services

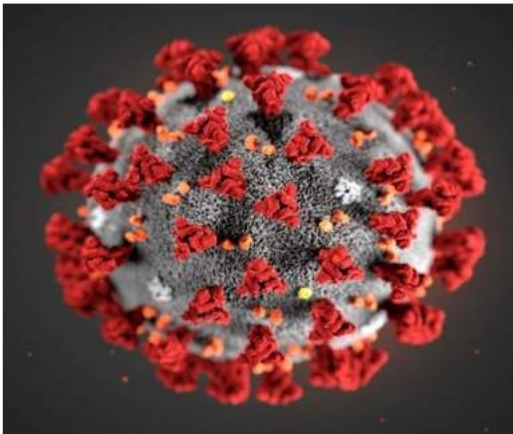
Education & Training

Technical Assistance

Capacity Building

Convening

# COVID-19 Has Changed Public Engagement Forever



## Social Distancing

Community  
Events

High  
Tech  
Tools

Public  
Meetings

Digital  
Engagement

Public  
Comment

Low  
Tech  
Tools

# Who's In the "Room"?

- **Meeting Sift – informal, real time polling**

## Please Participate

- 1 open smartphone browser
- 2 go to **sift.ly**
- 3 enter participant code **KW6E**



# LGC Virtual Engagement

## Presenter

Grace Person  
Community Design  
Project Manager  
Local Government  
Commission



# LGC's Guide – May 2020

## **Best Practices** *for* **Virtual Engagement**



# Key Consideration for effective virtual engagements

Embrace the Virtual World;  
Embrace Humanity

Outcome More Important  
Than Deliverable

Purpose of Engagement

Capacity of Target Audience

Functionality of Platforms,  
Programs & Apps



# Specific Guidance

how to get most out of virtual outreach and interactions



Determine Purpose of Event

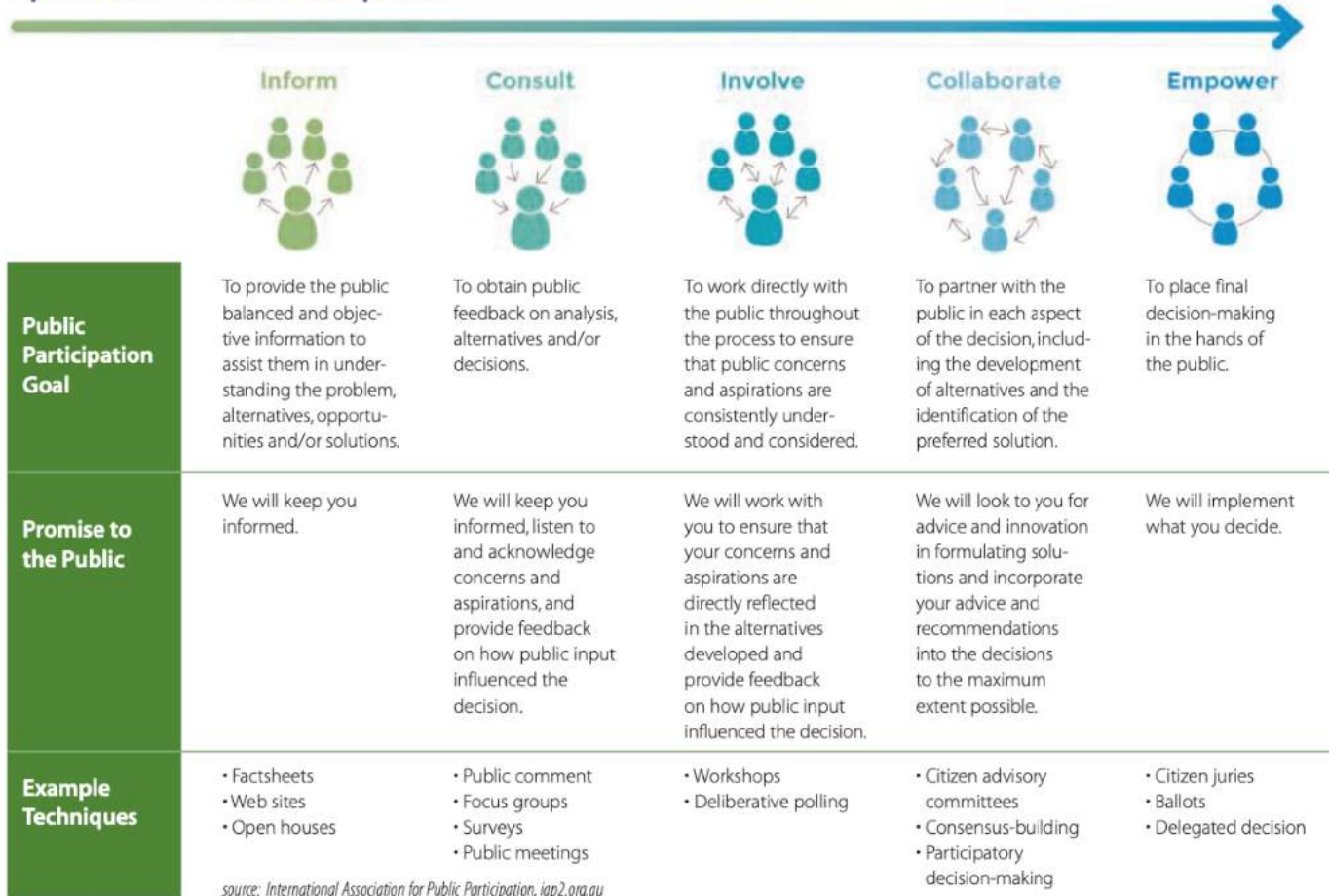
ID Target Audience

Select Type of Event

Develop Event Content

# Event Purpose

## Spectrum of Public Participation





# Tips and Tricks

Virtual Forum Schedule

This 6-month virtual series takes place from June–November 2020 with the same date/time each month. Please see the schedule and calendar below for exact dates and times. Registration links will be made available as webinars and activities are confirmed. Click 'copy to my calendar' on any event to hold the times in your calendar.

| BLOCK          | DAY              | DATE | TIME | ACTIVITY              |
|----------------|------------------|------|------|-----------------------|
| 1<br>Jun - Jul | TUES             | 6/2  | 1PM  | SEEC Webinar 1        |
|                | WED              | 6/10 | 11AM | Webinar 2             |
|                | THURS            | 6/18 | 10AM | Webinar 3             |
|                | TBD: 6/22 - 6/26 |      |      | Networking Activity 1 |
|                | TUES             | 6/30 | 1PM  | SEEC Webinar 4        |
|                | WED              | 7/8  | 11AM | Webinar 5             |
|                | THURS            | 7/16 | 10AM | Webinar 6             |
|                | TBD: 7/20 - 7/24 |      |      | Networking Activity 2 |
|                | TUES             | 8/4  | 1PM  | SEEC Webinar 7        |
| 2              | WED              | 8/12 | 11AM | Webinar 8             |
|                | THURS            | 8/20 | 10AM | Webinar 9             |
|                | TBD: 8/24 - 8/28 |      |      | Networking Activity 3 |

## Event Planning

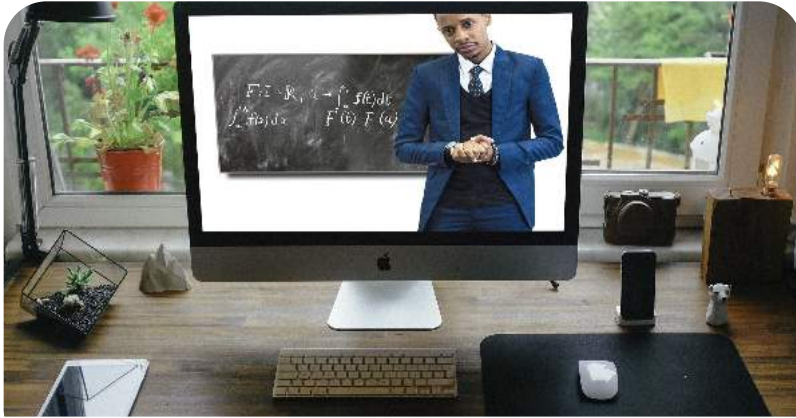
- Start and End Times
- List Time Zone in Notifications
- Provide Information & Resources In Advance



## Delivery Method

- Webinar-style Presentations
- Breakout Groups for Discussion or Collaboration

# Tips and Tricks



## Practice Event Logistics

- Test platform, program, or app system
- Run through event agenda
- Designate co-hosts and panelists for early entrance in webinar; assign tech team to support participants' tech needs



## Early Tech-Check and Start-up

- Start event in “practice mode” for early presenter entrance
- Test audio and screen-sharing with presenters and trouble-shoot any issues prior to event start

# Tips and Tricks

## Facilitating the Event Experience

- Lead by example – model the behavior you want participants to exercise
- Embrace humanity and encourage humor
- Hold space for silence – don't jump in too soon to fill the gap
- Be mindful and attuned to ALL participant needs
- Regularly check chat, question box, and/or the raise-hand feature
- Provide regular check-ins and updates about agenda schedule and event adjustments

## Recommended Flow

- Welcome and Thank You's
- Introductions and Roles
- Brief Overview of Technical Features and Engagement Options
- Overview of Event Schedule or Agenda

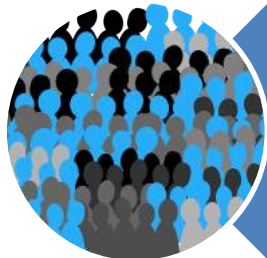
# High-Tech and Low-Tech Options



Language Access and  
Disabilities Participation



General Limitations



Ways to Engage

# Highlights



Purpose of Engagement



Intentions vs. Outcomes



Who's the Audience





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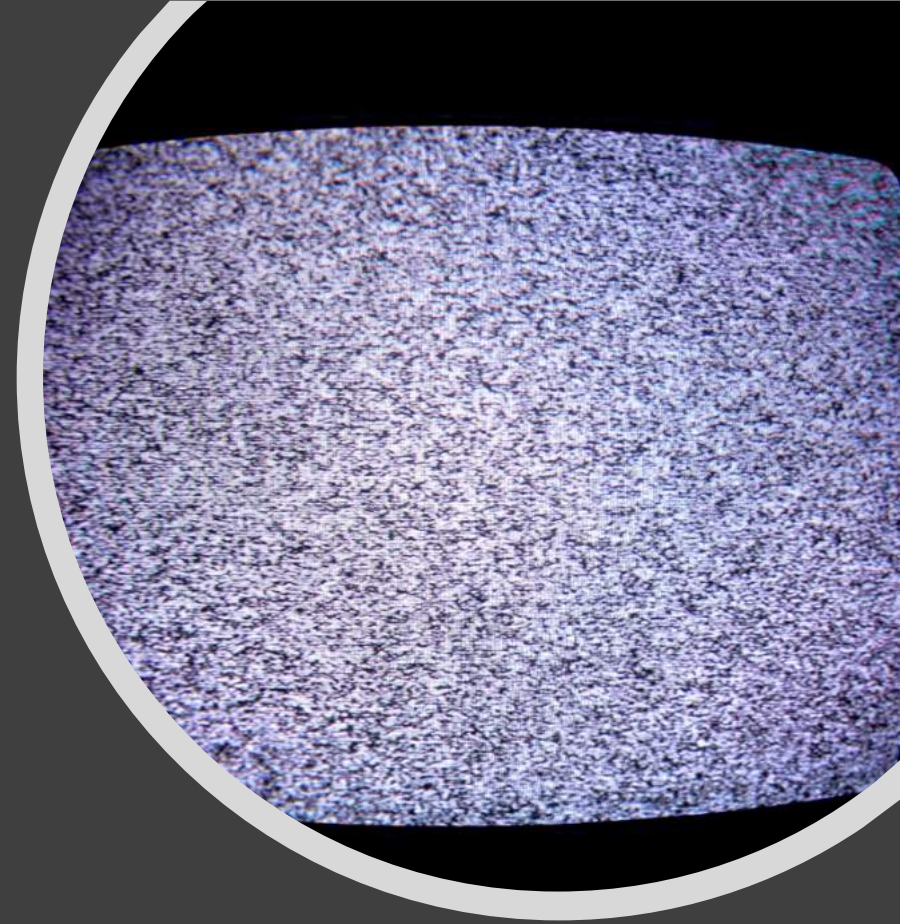


Social Distancing Meets Public Engagement  
Communicating and Listening During COVID-19

Dr. Larry Schooler  
Senior Fellow, National Civic League  
University of Texas at Austin

# “Offline” technology

- Television:
  - Nearly every government agency nationwide (in the U.S. and some elsewhere) has access to a TV station (and most have web streams) **that they are underutilizing.**
- SMS/Text:
  - 96% of Americans own cell phone of some kind (Pew)
  - 97% of smartphone owners text daily (Pew)
  - Texting is #1 most used way of communication among Americans younger than 50 (Gallup)
  - SMS messages have 98% open rate (vs. 20% for email) (Mobile Marketing Watch)



# DEFINE

- Any process that involves the public in problem solving or decision making and uses public input to make decisions.

## • FACE-TO-FACE (TRADITIONAL)

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Council meetings  
Boards and Commissions  
Meetings with constituents

## • FACE-TO-FACE (MODERN)

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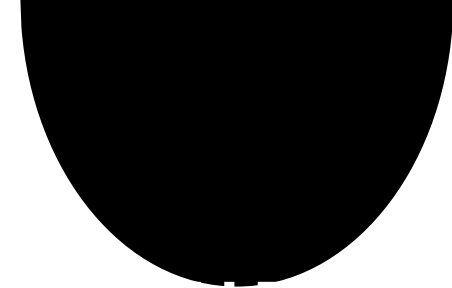
Public workshops  
Pop-up stations  
Task forces/stakeholder groups  
Volunteer facilitators

## REMOTE AND VIRTUAL

---

Local Paper Publications  
Paper Surveys  
Televised meetings  
Voicemail/Telephone Town Hall  
Online discussion forums  
Text chats  
AI/VR



- 
- Continue the regular meetings of government virtually while ensuring transparency, access, and public participation

## COMPONENTS

---

Phone screener

Host for public participation

Client's IT department/TV staff

## PREPARATION

---

Create platform/bridge for elected officials and staff

Create platform/bridge (including toll-free phone) for public participation

Create connection between two bridges

Connect bridge connection to telecast/web stream

## PROCESS

---

Connect phone screener to public participation bridge and link via chat to TV host

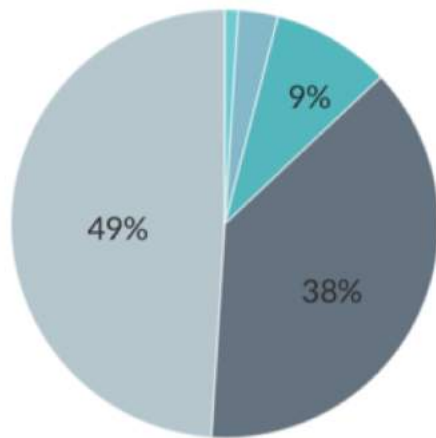
Screen calls and provide on-screen labels for callers

Announce to client new caller

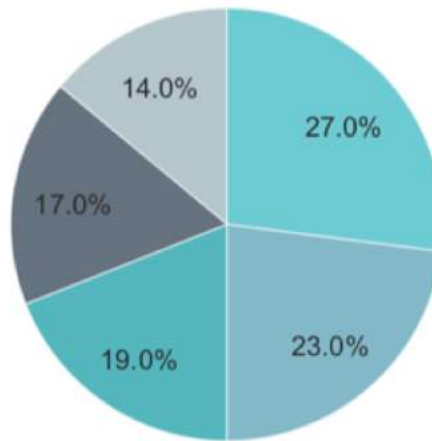
Unmute call and take on-air



# Commenters by Age



In-Person Participation



Online Participation

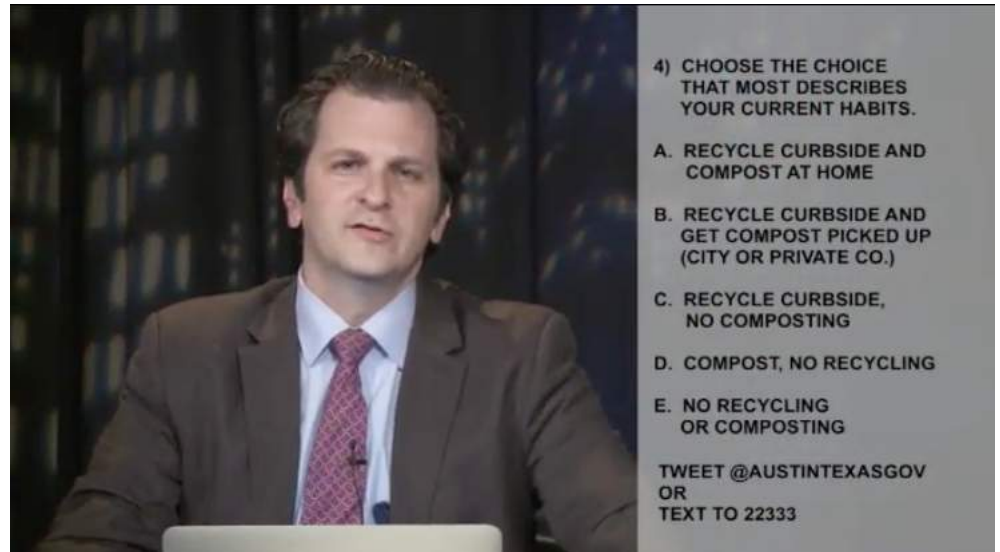


Courtesy: Strong Towns/City of Lakewood, CO/People Speak

## Offline and On-Air

### Televised Town Halls

- i. In-person
- ii. Telephone
- iii. Text
- iv. Multilingual



# More of the “town” in “town hall”

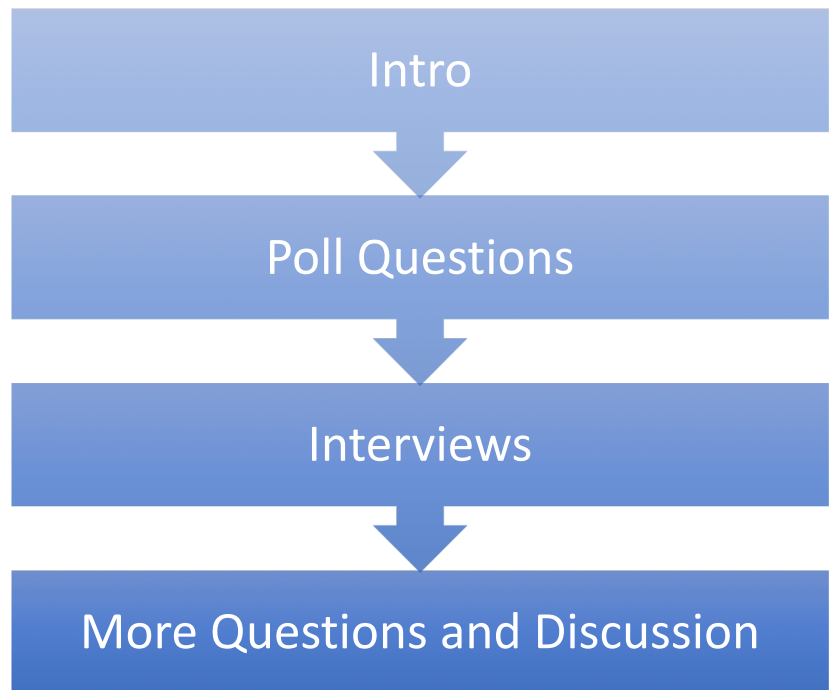
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|             | <b>Composting and<br/>Recycling</b> | <b>Transit</b> |
|-------------|-------------------------------------|----------------|
| On Phone    | 3,944                               | 6,749          |
| Speakers    | 83                                  | 73             |
| Max at once | 963                                 | 90             |



# How To Top The Ratings Charts

- Decisions in the first minute or two
- Engagement
- Call Queue



## Real Time feedback

Poll Everywhere, Mentimeter, et al

- i. What people really think
- ii. Quantitative and qualitative

### When I say "public meeting,"

I remember I have a root canal scheduled the same night.

I drink heavily beforehand.

I'm anxious but confident.

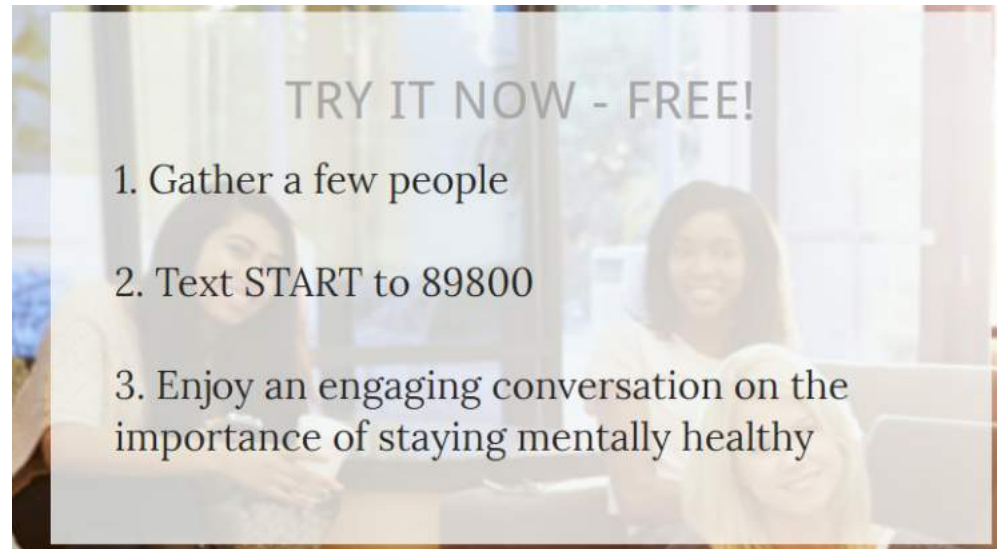
I can't wait for it to start.

Start the presentation to see live content. Still no live content? Install the app or get help at [Poll.io.com/app](https://poll.io.com/app)

Anytime

**Text, Talk, Act**

- i. Opt-in
- ii. Qualitative and quantitative
- iii. Broader population







What's one new  
low-tech practice  
looking forward to  
taking on?

*Type your response in  
the chat box.*

# Hosting a Town Hall Webinar

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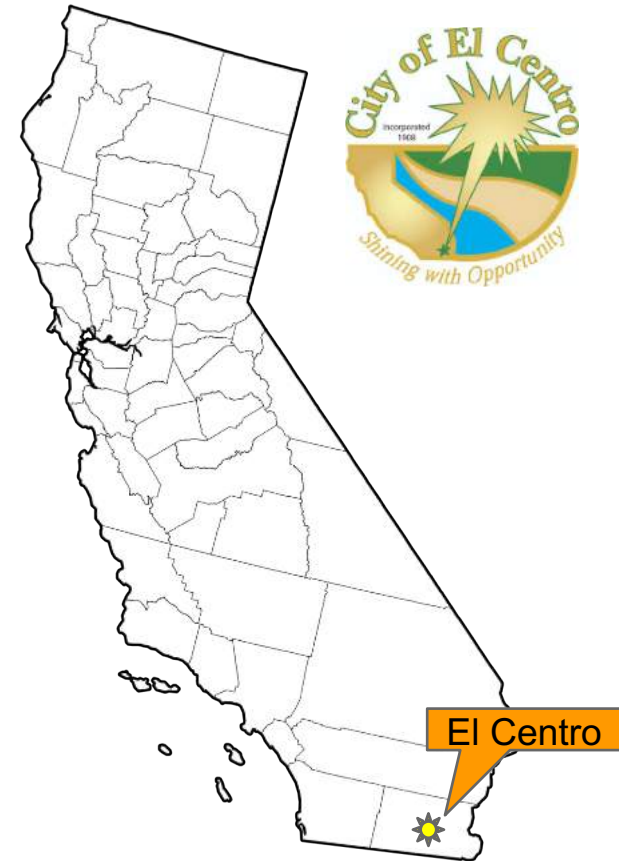
Angel Hernandez

City of El Centro

# El Centro

- Located in Imperial County in SE California
- Population of **43,898**
- **86%** of population identify as Hispanic/Latino
- Households speaking language other than English at home **79%**

Source: (2018 ACS)



# El Centro 2040 General Plan Update

- Updating Land Use, Mobility and Environmental Justice Elements of the General Plan
- Downtown Selected as a Focus Area
- Emphasis on policies that encourage entrepreneurship, micro-businesses, & start-ups
- Zoom Webinar




# Advertising

- Social media posts
- Email lists
- El Centro 2040 Community Advisory Committee
- Cold calling community members



JOIN MAYOR SILVA FOR A  
VIRTUAL DISCUSSION ON

IDEAS for DOWNTOWN

THURSDAY, MAY 7, 2020  
11:00 AM TO 12:30 PM



Tune in live on Zoom or  
El Centro Events Facebook page



# Preparation

Zoom webinar livestream to Facebook

- Assign backstage roles
- Share script with interpreter
- Test technology
- Dry Runs

The Zoom logo, consisting of the word "zoom" in a blue, lowercase, sans-serif font, is displayed on a light gray rectangular background.The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font, is displayed on a dark blue rectangular background.

# Execution

- Instructions slide
- Question slides
- Interpretation/bilingual
  - Side by side translation
  - Interpretation Function
- Facebook
  - Staff forwarded FB questions to Zoom
  - Only one audio channel can be streamed

EL CENTRO 2040

Type a question or comment or view questions  
Escriba su pregunta o comentario en español o inglés, o lea las preguntas.

Listen in Spanish  
Escuche en español

Zoom controls: Chat, Raise Hand, QA/A, Interpretation

facebook

Comments and questions from Facebook will be sent to Zoom  
Las preguntas y comentarios hechos en Facebook se enviarán a Zoom.



Your thoughts on other strengths?  
¿Cuáles cree usted que son otras fortalezas?



# Execution

- Instructions slides
- Question slides
- Interpretation/bilingual
  - Side by side slides
  - Interpretation Function
- Facebook
  - Staff forwarded FB questions to Zoom
  - Only one audio channel can be streamed

The screenshot displays a Facebook live stream from the page 'El Centro 2040'. The main content is a presentation slide titled 'What About Housing Downtown?' in English and '¿Y, ¿podría haber en Downtown?' in Spanish. The slide is divided into two columns. The left column (English) contains two bullet points: 'Currently it's prohibited – should the City revisit allowing it?' and 'If so – are there ways to allow it that are less likely to generate problems of the past? For example:'. Below these are two images of modern urban buildings. The right column (Spanish) contains two bullet points: 'Actualmente está prohibida por la Ciudad – ¿debería reconsiderar permitirlo?' and 'Si es así, ¿hay maneras de permitirlo que se consideren menos propensas a generar problemas que en el pasado? Por ejemplo:'. Below these are two images of modern urban buildings. The Facebook interface shows 1,820 people reached, 241 engagements, and a comment section with several replies. The video player shows a woman speaking in a small window.



# Takeaways

- Great attendance
- Attracting new participants
- Zoom vs. Facebook
- Barriers due to access/comfort with technology
- Professional interpreter

# High-Tech Public Engagement

## Tools & Tips to Consider

Hanna Stelmakhovych  
Program Coordinator  
Institute for Local Government

# What is “Authentic” Public Engagement

Inclusive

Deliberate

Dialogue

Culturally  
Competent

Leaders know where the public stands  
as problem solving progresses,  
residents themselves contribute to solutions  
through their input, ideas and actions.

# Hi-tech Digital Engagement Platforms



# How Do We Choose?

What is the *purpose* of your engagement?

What are the *needs* of your project?

*Education*

*Qualitative/qualitative input*

*Transparent dialogue*

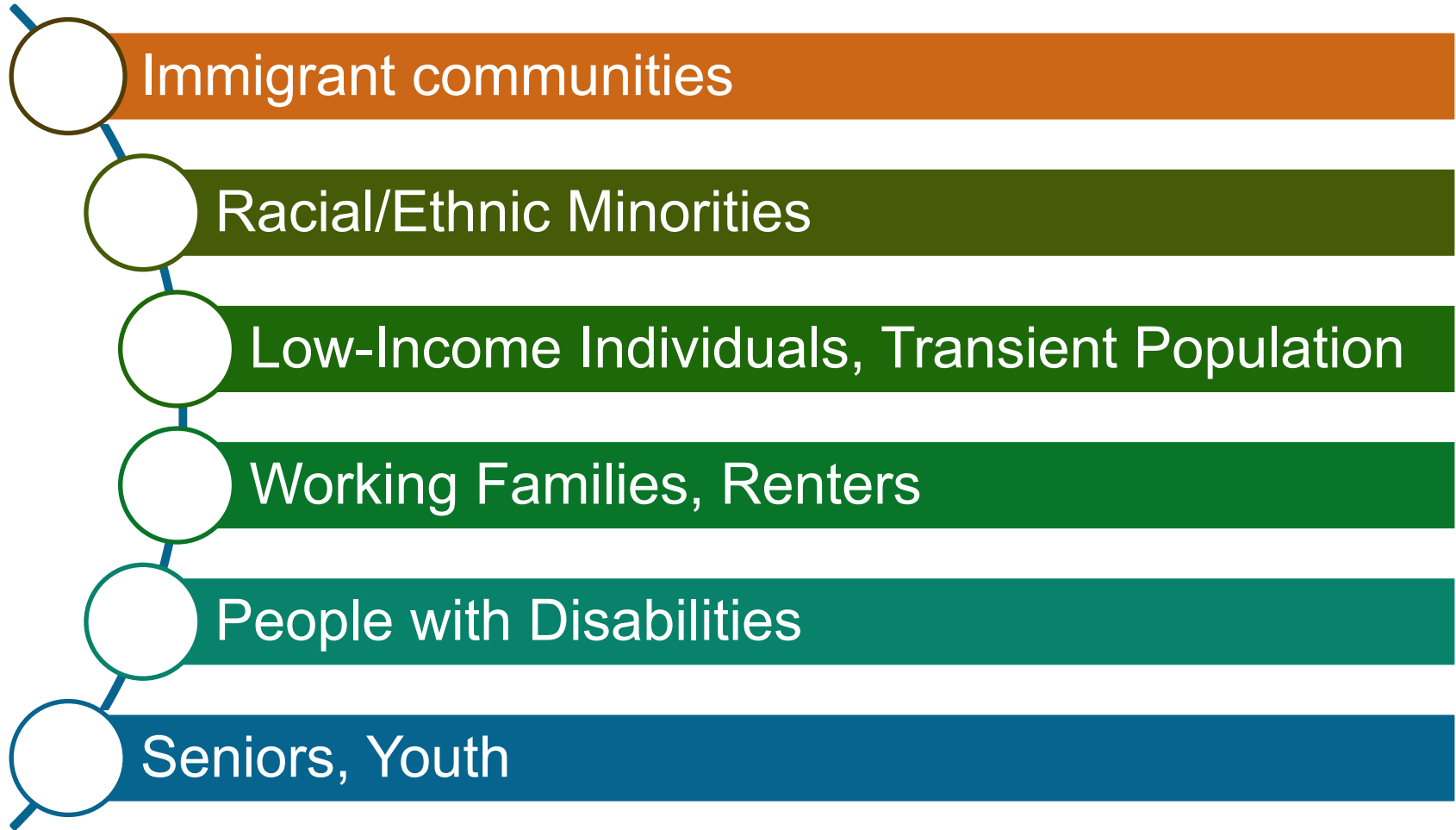
*Community-generated ideas*

*Geo-based data/mapping*

*Trade off analysis/ prioritization*

*Consensus-based decision-making*

# Consider Diverse Groups



# AB 617: Expanding Engagement Opportunities via Social Pinpoint

Return

ABOUT

VIEW COMMENTS

socialpinpoint

## View Comments

Sort: Recent Popular Info Markers

idling ships

View the discussion

14 days ago

Like Dislike

Stockpiled commodities are sources of dusts

View the discussion

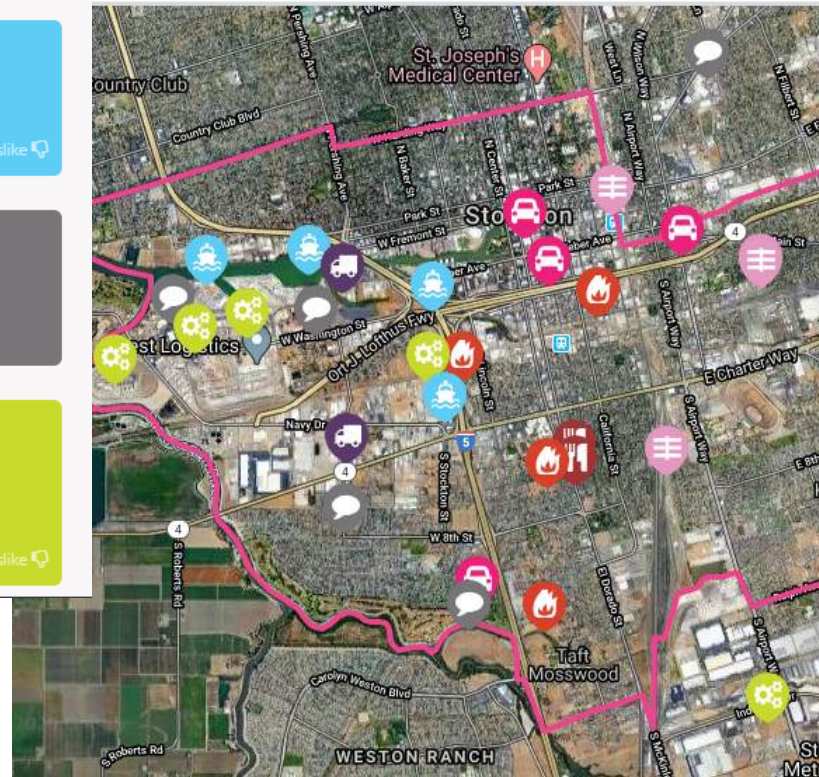
23 days ago

Ingredion Incorporated is the second largest stationary source of PM2.5.

View the discussion

23 days ago

Like Dislike



### Comment Search

containing...

### Marker Types

Toggle All

- Truck Activity
- Train/Rail Activity
- Public Transit
- Passenger Vehicles
- Port Activity
- Industrial Source Activity
- Construction Activity
- Cooking Activities

# Social Pinpoint

The screenshot shows the 'High St Public Space Development' page. At the top, there's a navigation bar with the North County City Council logo and a legend for markers: Positive (green circle), Highway Design (red circle), Traffic Issue (orange star), and Parking (purple star). Below the legend is a map of the area with various colored markers. A white text box is overlaid on the map, containing the text: "I love this public space. It's nice to have a bench in the area for people to sit & enjoy this area." Below the text box are options to "Start a discussion" and "Share". To the left of the map is an "Activity Feed" with a sidebar containing icons for Home, Activity, Map, Help, and More. The activity feed lists several items, each with a "Start a discussion" button and "Like" and "Dislike" counts.

This screenshot shows the "Share your ideas..." section of the application. It features four icons for "Comment", "Issue", "Idea", and "Traffic". Below these icons is a list of user comments, each in a colored speech bubble. The comments include:

- "It's nice to see deer and other wildlife so close to residential areas. It should be expanded into the conservation area." (1 month ago, 111 Dislikes)
- "The crossing adjacent to the school is very faded and so cars don't always see it. It would be much safer if this had a face lift." (2 months ago, 3 Dislikes)
- "Would be great to have outdoor spaces for events and concerts. With stages where you can hold mini concerts. E.g. in Surfiers Paradise. E.g. in Watson Park, in the football fields." (2 months ago, 11 Dislikes)
- "High St is terrible to drive on, always crowded, something should be done about it." (1 month ago, 3 Dislikes)
- "If we had more greenery at the top end of the park it could be used for events more often. Wedding ceremonies would have a wonderful outlook over the park and city. Also fitness groups could still use the space during sunny days." (1 month ago, 18 Dislikes)
- "A bus route that came further into the mall would allow better access for elderly residence and encourage people to use the bus service & create less parking issues." (2 months ago, 2 Dislikes)
- "What's happening with the master plan for this site?" (2 months ago, 23 Dislikes)



# Addressing Digital Engagement Challenges

Access to internet

Learning curve

Language  
access/translation

Making online  
engagement  
interactive

Access to  
necessary  
technology

# Other Tools & Climate Resilience Project Examples

- Climate Ready San Mateo - *Bang The Table*
- San Antonio, Texas Climate Action and Adaptation Plan – *MetroQuest*
- Sustainable DC 2.0 Plan, Engaged Oakland - *MindMixer*

# Digital Public Engagement Tools

## Type in the Chat Box:

*What other high tech public engagement tools/platforms have you used or heard of?*

# Free Public Engagement Resources Developed for Government

## TIERS Training & Framework



TIERS is a step-by-step approach to public engagement at any level.

## Interpretation Equipment



Free interpretation equipment can be loaned out and used for simultaneous and consecutive translation with a live translator.

## How-Tos and Tip Sheets



Dozens of tip sheets about effective, inclusive and ethical public engagement, describing successful public engagement processes and strategies.

[www.ca-ilg.org/inclusive-public-engagement](http://www.ca-ilg.org/inclusive-public-engagement)

# Stay Connected

Facebook



Like us on  
Facebook

[@InstituteFor  
LocalGovt](#)

Twitter



Follow us on Twitter

[@instlocgov](#)

LinkedIn



Connect with us  
on LinkedIn

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Website



Sign up for our e-  
newsletter

[www.ca-ilg.org  
/stayinformed](http://www.ca-ilg.org/stayinformed)

# Q & A



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