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WELCOME TO THE 2018 FRPA  
CONFERENCE!

# GATHERING COMMUNITY INPUT

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## LEARNING OBJECTIVES

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- Understand why it is important to listen deeply to the community.
- Explore and discuss new techniques to harvest valuable community impact.
- Develop a plan to implement improvements in your public input process



## AGENDA

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- Defined
- Principles
- Levels
- Plan Development
- Basic Facilitation Methods

## Basic Principles

- Places decision making to the “people” in terms of policy and political decisions
- Equality



## PARTICIPATORY DEMOCRACY





## BASIC PRINCIPLES OF DEEPLY LISTENING

- Inclusive Planning
- Clarity & Transparency
- Authentic Intent
- Breadth of Participants
- Informed Participants
- Accessibility
- Appropriate Methods
- Evaluation and Use of Information
- Feedback



## WHAT DO WE NEED IN PLACE FOR REAL COMMUNITY INPUT?

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- On-going cumulative process to build relationships and trust
- Touch points need to be planned and executed with this in mind

## HOW DO WE START?

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- Define Project and Purpose
- Process Planning (Organize)
- Identify stakeholders
- Identify level of participation
- Identify methods
- Timely feedback and next steps
- Develop Schedule



## DEFINE PURPOSE AND SCOPE

- Is this for a plan, project, program?
- What is the duration?
- Who will be final decision makers?



## PROCESS PLANNING

Is input appropriate and possible?

Ensure commitment and ability

Identify where public input is  
needed

Assess skills needed

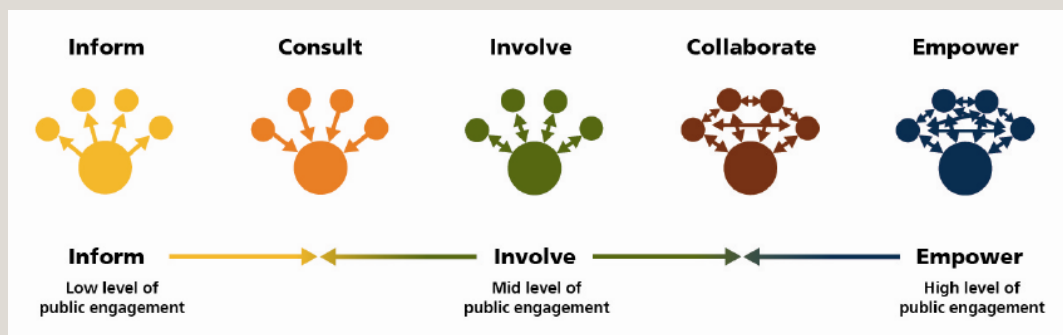
Identify resources

- will be directly/indirectly affected?
- wants to be or is already involved?
- will be upset if not included?
- can affect the outcome?
- can claim a legal or has moral issues that could affect the process?
- has political influence?
- is committed to interest (community/business) groups , and will be responsible for acting as liaison/ leader?
- will be responsible for implementing?
- support is needed to implement?
- could undermine the decision?
- will be committed to following the process, (attending meetings, gathering information, etc.?)

## STAKEHOLDERS



## LEVELS OF PARTICIPATION ENGAGEMENT SPECTRUM INTERNATIONAL ASSOCIATION OF PUBLIC PARTICIPATION





## INFORM

PROVIDE PUBLIC WITH OBJECTIVE INFORMATION TO ASSIST IN UNDERSTANDING THE GOALS, CHALLENGES AND SOLUTIONS

### Methods

- In-Person
  - Briefing Meetings (neighborhood, commission, civic/faith-based)
  - Public Meetings
- Hands-Off
  - Printed Information (Fact sheets, letters, post cards, newsletter, utility bills)
  - Press/Media
  - Web based (website, eNews, facebook, twitter, youtube)

### Success

- Define your targets and how they are most likely to access and understand
- Information is...
  - high quality
  - consistent
  - timely
  - appropriately targeted
  - clear and easily understood



## Consult

To obtain public feedback on analysis, alternatives or recommendations

### Methods

- Web based Surveys
- Key Person Interviews
- Focus Groups
- Public Meeting/Hearing
- Open Forum/House
- Community Conversations (in person or web based)
- Street Stalls/Innovation Boards (Festivals)

### Success

- Purpose is clear, (what is being consulted on and what is not)
- Define your targets and how they are most likely to access
- Allow enough time to respond to consultation requests.
- Coordinate requests so that you ask only once
- Provide feedback on the results
- Ensure and take into account the views of those consulted
- Present all information simply and clearly.
- Ensure adequate resources





## Involve

To work directly with the public throughout the process to ensure that concerns and aspirations are consistently understood and considered

### Methods

- Stakeholder Committee
- Design Charrettes
- Deliberate Inquiry

### Success

- Relevant people are given the opportunity
- Multiple opportunities to participate
- Commitment to their involvement in the process
- Consider carefully what processes are appropriate for the purpose
- Avoid misunderstanding by clearly establishing the basis for membership of bodies such as boards or committees, the decision-making processes (e.g. voting vs consensus) and roles and responsibilities at the beginning



## Collaborate

To partner with the public in each aspect of decisions including development of alternatives and identifying solutions

### Methods

- Citizen Advisory Committees
- Consensus Workshops (led by Citizen panel)
- Computer Assisted Workshops

### Success

- Existing level of trust
- Clarity about the extent of decision-making power that is delegated and, in particular, what is not included.
- Avoid misunderstanding by establishing the basis for membership of bodies such as boards or committees (e.g. skills vs representation), decision-making processes (e.g. voting vs consensus) and roles and responsibilities
- Alignment of core values
- Where formal partnership arrangements are involved, governance arrangements need to be in place



## Empower

To place final decision making in the people

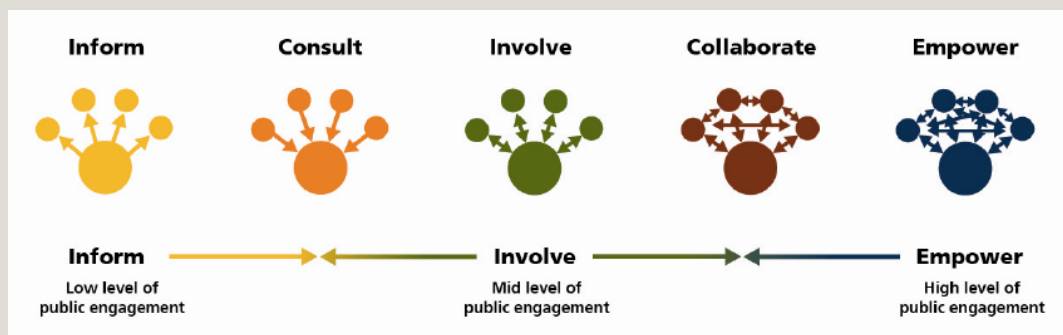
### Methods

- Appointed Board for a specific purpose
- Citizen Juries
- Ballots

### Success

- Clarity as to the scope of the shared power and/or decision-making capabilities.
- Clarity about roles and responsibilities.
- Issues involving accountability need to be carefully considered.
- Communities need sufficient resources (human and social capital) to enable an empowerment approach.

## LEVELS OF PARTICIPATION ENGAGEMENT SPECTRUM



## YOUR PLAN, YOUR WORKSHEET

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- What is the purpose of asking the community?
- Is input appropriate and possible?
- What level of engagement will you facilitate?
- What methods will be used?
- How will you follow up?
- What resources do you need?
- What is the level of commitment? (Once in, there is no backing out)

## HIGHLIGHTED METHODS

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- Community Open Houses
  - Focus Groups
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## COMMUNITY OPEN HOUSES

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- Public Meeting
- Station Format
- Large in Size
- Drop In (4-8)

## STATION FORMAT GUIDELINES

- Brings guest through project station by station
- Staff member with facilitation skills
- Give guest something to identify they have been to each station
- Have to capture
- Has to be interactive
  - Insta-polling
  - Dotmocracy
  - Idea Storms – One words
  - Surveys
  - Share your memory (video/written)
  - Community Mapping



## BE CREATIVE AND FUN (YET SERIOUS)

- Community Map (where do you live?, what do you want to see where?)
- Photography (ask people to bring visual preferences)
- Songs, Poems, Art (made by participants-contest)
- MadLibs
- TV style game shows
- Budget Game
- Project Element Design
- Artist Documentation
- Walkshops, Music, Snacks





<https://www.LiveVotingApp.com>

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## FOCUS GROUPS

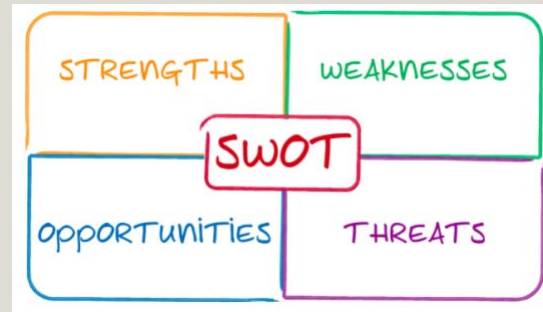
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- Small Groups (6 -10)
- Selected relevant participants
- Two leaders
- Appropriate for programs
- Can be on-going (annual)

## FOCUS GROUP GUIDELINES

- Right group
  - Diverse demographics
  - Should be comfortable but not friends
- Facilitator – best to have a neutral one
- Recorder -flip chart and tape
- Well thought out purpose
- Pre-defined Questions
- Very Specific Follow Up



- Notes
- Email
- Website/Facebook
- Phone Call
- Media Release



## FACILITATION IS THE ABSOLUTE KEY

### HOW DO YOU BECOME A GOOD FACILITATOR?

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## FACILITATOR

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- Discussion Leader
- Is Neutral
- Focuses on Content and Process



## FACILITATOR PRACTICES

- Listen Actively
- Ask Questions, Probe
- Paraphrase
- Confirm Common Understanding
- Synthesize Ideas
- Track Discussions
- Clearly Summarize
- Design Meetings and Activities

## LISTENING VS. HEARING

- Hearing is Passive
- Listening is..
  - Active
  - Paying Attention
  - Searching for Meaning



## FACILITATION QUESTIONING

- Helps...
  - Participation
    - quiet people
    - get a feeling or people's thoughts
  - Gain Understanding
  - Manage Meeting Time
- Open vs. Closed Questions



## FACILITATION- PROBING

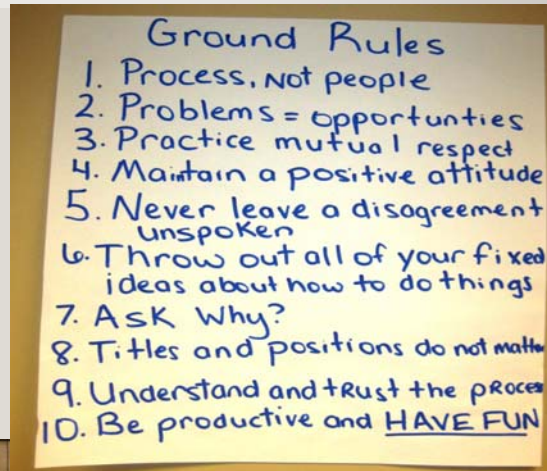
- Benefits
  - Draw people out
  - Clarify questions
  - Creates dialogue
  - Solve Problems
- Example Probing Questions
  - Can you explain further?
  - Can you tell me more about?
  - Can you put in another way?
  - Sorry I don't understand, can you help me?





## FACILITATION TIPS – PREPARATION

- Set Expectations (a Realistic Agenda)
- Setting the Space
- Introductions
- Ground Rules
- Your Attitude



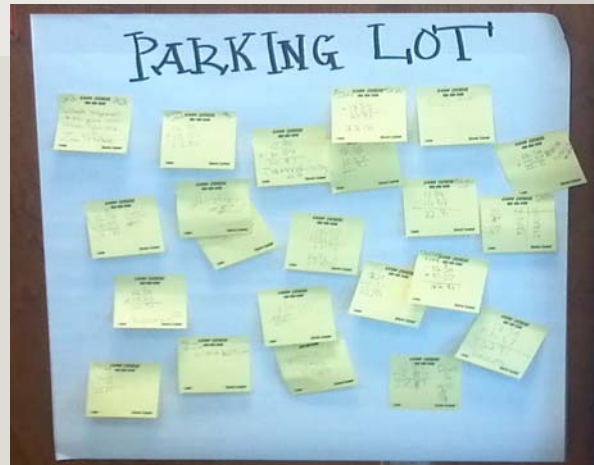
## FACILITATION TIPS

- Encourage Participation
  - Straight Ask
  - Round Robin
  - Pro-Con
- Affirmation
  - Listen
  - Validate all Input
  - Trust
  - Use their Names
  - Team Gets Last Word



## FACILITATION TIPS

- Brainstorming
  - Suspend judgment
  - Every idea is a good one
  - Record Verbatim
  - Ask for Confirmation
  - Combining Ideas is OK
  - Parking Lot



## FACILITATION TIPS

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- Side Bars
  - Could you please share your conversation with the group?
  - Stand next to the conversant
  - Remind them of the Side Bar Rule
  - "We really need to have one conversation at a time"

## FACILITATION TIPS

- Manage the Long Talker
  - That's a good thought, but let me stop you..
  - Maybe we can go into more detail at the break...
- Reflecting
  - Repeating what you heard (Mirror)
  - Active Listening
- Rephrasing
  - Shorten their comment
  - When you want to make sure you understood it right
  - To stop any hurtful comments

## FACILITATION TIPS –FLIP CHARTS

- Flip Charts
  - Not just a record, but a Validation
  - Helps the Group understand varying perspectives
- Using Flip Charts
  - 2-3 colors
  - Blue, Brown, Purple, Green for Text
  - Hot Colors for Highlighting
  - Use wide end of marker
  - Title and Number each Page



## FACILITATION TIPS

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- Need a Break?
  - Snack Attack
  - Rearrange Agenda
  - Something Physical
  - Group Photo
  - Others???



## FACILITATION TIPS

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- Closing
  - Next Steps
    - Information Distribution
    - Follow Up



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# QUESTIONS

## *DID WE MEET THE LEARNING OBJECTIVES?*

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- Understand why it is important to listen deeply to the community.
- Explore and discuss new techniques to harvest valuable community impact.
- Develop a plan to implement improvements in your public input process





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