



HELLO!

MY NAME IS

MAKING ENGAGEMENT MEANINGFUL WITH P2 TOOLKITS

PRESENTERS



- **Cristelle Blackford**, Chief Engagement Officer, CivicMakers
- **Abby Monroe**, Coordinating Planner, City of Chicago
- **Zane Hamm**, Research Associate, Centre for Public Involvement



WHAT IS A P2 TOOLKIT?

- A set of materials that facilitate agency staff or community members to independently design, conduct and report on key topics or components of an outreach program



WHEN IS A TOOLKIT USEFUL?

- Engaged community members or groups
- Outreach budget is limited, but outreach is critical for a sustainable outcome
- Creative/innovative project
- Desire to build community ownership and trust



KEY COMPONENTS OF A P2 TOOLKIT PROCESS

- Physical or digital toolkit design
- Outreach process outline and associated materials
- Organization of toolkit managers/teams
- Training sessions
- Ongoing support during outreach periods
- Reporting back mechanism



POLL: WHO HAS USED A P2 TOOLKIT?

1. Yes
2. No



RURAL MOBILITY OUTREACH

CITY OF ELK GROVE, CALIFORNIA

ABOUT THE PROJECT

- Unique rural community in a rapidly growing suburban city (suburb of Sacramento)
- Community has a long history of collaborating with the City on rural quality of life issues
- Changing community - needed a program to understand preferences for mobility improvements in the area in advance of a General Plan update

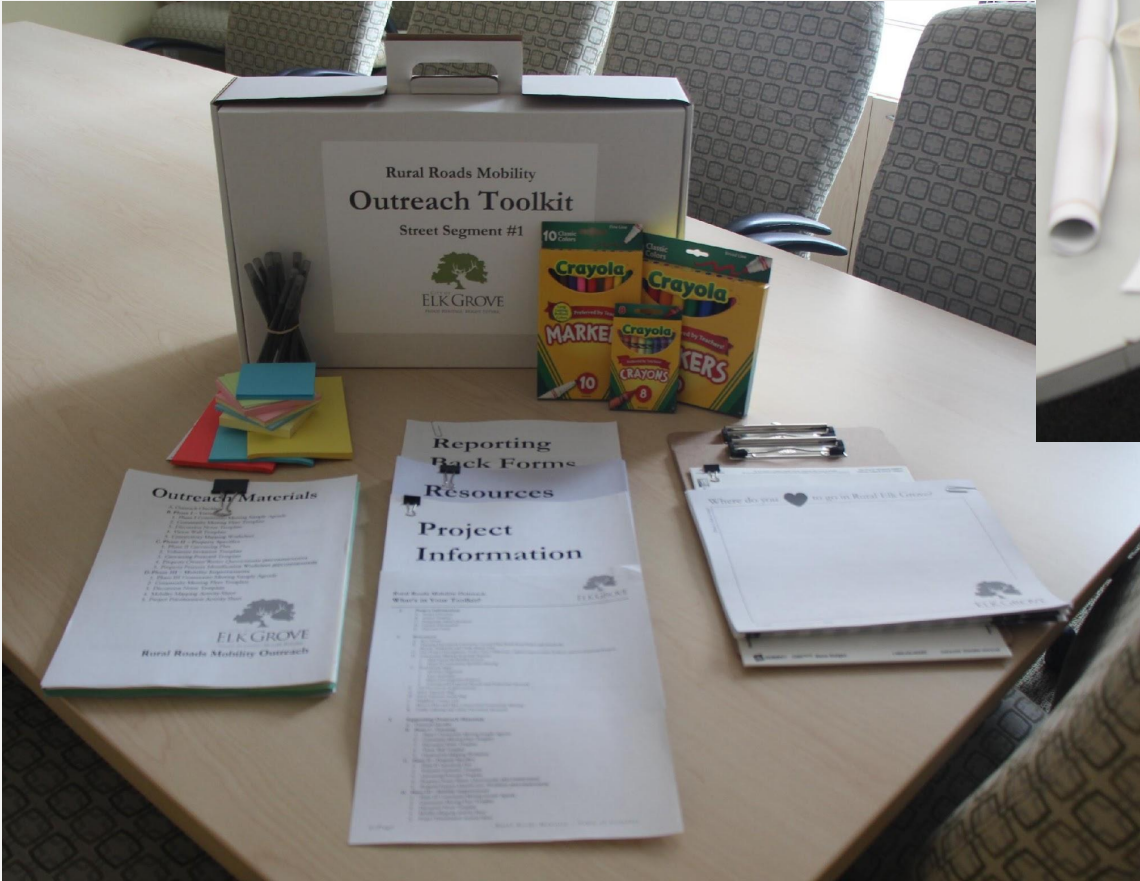


CASE FOR TOOLKITS

- Known 50/50 split of opinion based on earlier outreach
- Gathering a true representation of community preferences would be hard with traditional methods
- Passionate, organized and experienced volunteers ready to help
- Flexible time constraints
- Door-to-door visits would be best accomplished by familiar faces



TOOLKIT DESIGN



TOOLKIT RESULTS

- Ten street teams engaged over **115 households** one-on-one
- Very positive exit interviews with street team leaders
- Community satisfied with all final recommendations (only one modification made at last community meeting)
- Fostered a good relationship between the City and rural residents
- Defensible policy direction for everyone to reference in future planning conversations





COMMUNITY ENGAGEMENT AND COMMUNICATIONS STRATEGIC PLAN

CITY OF WEST HOLLYWOOD, CALIFORNIA

ABOUT THE PROJECT

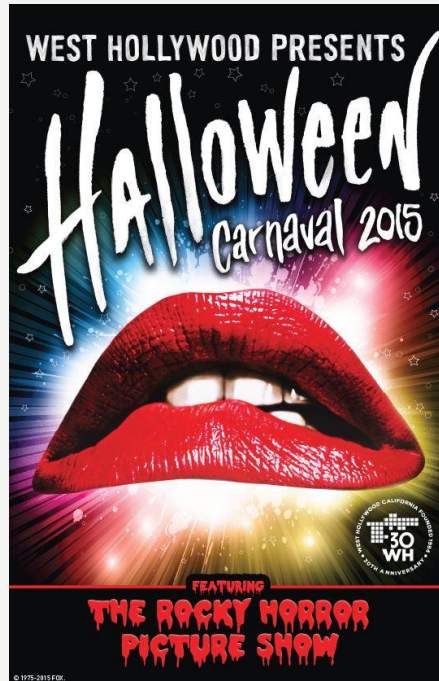
Three primary goals:

- 1.** Provide City Hall staff members with an approachable roadmap and tools at their fingertips
- 2.** Train every staff member (approximately 250 people) at West Hollywood City Hall
- 3.** Make the plan exciting so that it's actively used, rather than placed on a shelf



CASE FOR TOOLKITS

- Many departments have a public-facing role
- Consistency in communicating City values
- Consistency in application of City brand
- Readily available, easy-to-understand and use reference materials



TOOLKIT DESIGN



The City of West Hollywood's community engagement efforts have a direct impact on the way the community perceives its local government. The community in West Hollywood is diverse, sophisticated, and passionate—it's essential that we understand the people we're talking to and connecting with to do our best work.

The City of West Hollywood's communications and community engagement efforts have a direct impact on the way the community perceives its local government. The community in West Hollywood is diverse, sophisticated, and passionate—it's essential that we understand the people we're talking to and connecting with to do our best work.

KNOW WEST HOLLYWOOD

WHO IS WEST HOLLYWOOD?

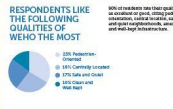
Though young, West Hollywood has a broad range of ethnicities when it comes to work, and play. In the City, communication can be traditional, innovative, or creative. We're proud to be a part of the community that's making the difference.



ACROSS THE AGES



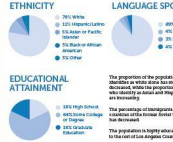
QUALITY OF LIFE



A PLACE THE LGBT COMMUNITY CALLS HOME



OUR DIVERSITY



SOCIAL MEDIA SAVVY



CONNECT

The City of West Hollywood is committed to providing a high-quality, efficient, and accessible communication and engagement experience for all residents.



COMMUNITY EVENTS

Using an existing fair or event to promote or educate the public about a project or Or begin a City sponsored event. Usually done by setting up a booth with exhibits and interactive activities.

ADVANTAGES
Provides an opportunity to access a targeted audience.

DISADVANTAGES
If event is City-sponsored, a lot of time and resources may be required.

ACTION ITEMS
Event venue logistics. Materials for promotion.

COMMUNICATIONS DIVISION COORDINATION
Identify any overlap between projects at existing events.

REACH OUT
Reach out to coordinate in coordination with other projects.



SURVEYS

Soliciting input on a project or issue through a series of targeted questions. Can be used to obtain data on issues, satisfaction levels, opinions, or concerns. May be online, telephone, mail, or in-person.

effort: LOW-MEDIUM COST HIGH TIME

level of engagement: CONSULT

4-6 WEEKS

ADVANTAGES
Provides an opportunity for the City to seek feedback from targeted demographics on specific subjects.

DISADVANTAGES
Difficult to frame questions in a way that does not sway feedback.

COMMUNICATIONS DIVISION COORDINATION
Design specific and meaningful survey questions.

FACT SHEET



A concise 1-2 page document including information on a particular project or subject matter. May include information such as the background of the project, timeline and key personnel or stakeholders. Some use graphs, photographs or infographics to illustrate the data.

ADVANTAGES
Short, concise messaging. Easy to read. Can be distributed in print or digital.

DISADVANTAGES
Multiple versions may be required to engage a multilingual community.

ACTION ITEMS
Draft language for format on letterhead or professionally designed, and distribute.

COMMUNICATIONS DIVISION COORDINATION
Review language to assist in identifying audiences and timing, monitor distribution.

effort: LOW COST MEDIUM-HIGH TIME



WEHOTV

Use community television station to present information to a targeted audience.

ADVANTAGES
Allows participation from home, does not require travel. Can be available on demand online.

DISADVANTAGES
May not reach a broad audience, depending on viewership.


ACTION ITEMS
Requires coordination with WeHo TV staff.

COMMUNICATIONS DIVISION COORDINATION
Assist in identifying guest speakers and trained city staff. Oversee production of segments.

TOOLKIT RESULTS

- Staff are proud to display toolkits on desks
- Common language to support collaboration
- Increased curiosity about conducting high-quality engagement
- Feedback has been overwhelmingly positive:
 - 15% rise in workflow requests to the Communications Division from internal clients
 - 87% of staff members believe the new plan will be useful in their work
 - 95% of training participants responded that receiving specific training on the plan was informative and they learned new information





DIY ENGAGE! DEMOCRACY, INCLUSION, & YOU

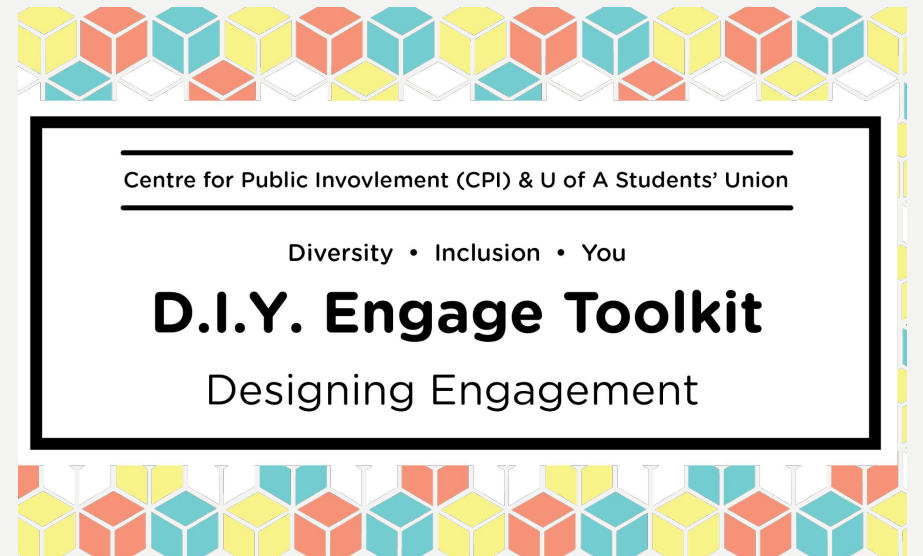
**CENTER FOR PUBLIC INVOLVEMENT + UNIVERSITY OF
ALBERTA**

ABOUT THE PROJECT

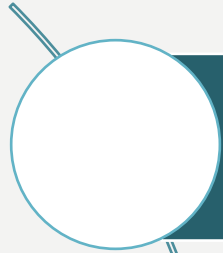
- An open-source outreach toolkit for anyone and everyone!
- Helps organizations and communities design more inclusive engagement in decision-making.
- The process can be facilitated by anyone in familiar community spaces and culturally-appropriate contexts.

“We created this resource out of a need identified by organizations wanting to address barriers to participation and make their communities more inclusive.”

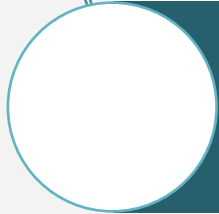
— Fiona Cavanagh, Executive Director of CPI



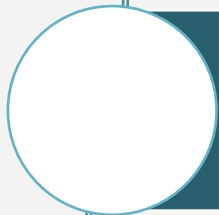
CASE FOR TOOLKITS



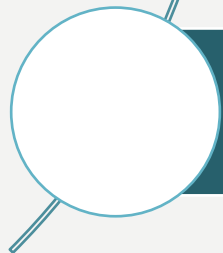
Share unique perspectives and insights to strengthen diversity and inclusion in real contexts.



Engage in experiential learning and in-depth dialogue about diversity and inclusion.



Increase understanding and skills to address systemic and structural barriers to PI/engagement.



Build relationships, have fun, and develop a longer-term network for collaboration.

TOOLKIT DESIGN



TOOLKIT RESULTS

- CPI has begun pilot testing this with community partners
- Dr. Zane Hamm, in a **collaboration between University of Alberta and CPI**, used the DIY toolkit in her graduate/undergraduate university course on civic engagement and experiential learning
- Students interested in how to strengthen diversity and inclusion in public involvement

Toolkit version 2.0

- High school leadership students are working on a game prototype



POLL: What components of our P2 toolkits would resonate most with your community?

- 1: Portable toolkit box
- 2: Accessible online
- 3: How-to guide
- 4: Focus on equity and inclusivity
- 5: Other



Key Insights

**WHAT DID YOU LEARN FROM WATCHING
PEOPLE INTERACT WITH YOUR TOOLKIT &
WHAT PART OF THE TOOLKIT PROVED
MOST VALUABLE?**

**WHAT MADE THE TOOLKIT APPROACH
SUCCESSFUL & HOW DID YOU MEASURE
SUCCESS?**

WHAT MOTIVATED YOUR PARTICIPANTS TO SUPPORT A TOOLKIT PROCESS?

**IF APPLICABLE, DID YOU FEEL THAT THE
DATA COLLECTED WAS RELIABLE?**

**HOW WOULD YOU REDESIGN YOUR
TOOLKIT NOW?**

WHAT WERE THE TRADEOFFS OF USING A TOOLKIT PROCESS?

POLL: Do You Plan to Use a Toolkit in the Future?

A: Yes

B: No



QUESTIONS?

THANK YOU!

Please connect with us:

- **Cristelle Blackford**
cristelle@civicmakers.com
- **Abby Monroe**
abby.monroe@cityofchicago.org
- **Zane Hamm**
zhamm@ualberta.ca

