IAP2 NOVEMBER WEBINAR – "RESEARCH & PRACTICE"
QUESTIONS FROM THE QUESTION BOX

1. **At the municipal level it would be good to just get basic case level experience sharing, where you don't necessarily have to get to the formal research level.**

FIONA CAVANAGH: *Thank you for this excellent observation and idea. I want to respond to this in two ways, starting with how organizational learning and advancement is currently happening. One of the challenges identified in the City of Edmonton Transportation Study that the Centre undertook was that there is absence of mechanism or processes within departments or within cities for regular and ongoing sharing of lessons learned, new innovations, emerging practices etc. This is outlined in Challenge 4. I am interested in whether anyone who participated in the webinar has good examples of more formalized organizational practices or structures that support learning including creating case studies and experience sharing?*

I will also move forward on thinking of some practical and easy ways we can support case level experience sharing. Work on case study development and sharing will form a part of the research project Participedia that I briefly mentioned at the end of my discussion.

Here is the existing website (http://www.participedia.net/) as it is an online platform for sharing examples of deliberative democracy. In the email follow up there is also a link to a description of the new research project related to this.

2. **How many people know how to access scholarly work?**

   FIONA CAVANAGH: *I think this is an ongoing challenge and one that is being addressed partially through the use of new creative ways of sharing knowledge such as infographics, multimedia, magazines etc. The other way is through community based research, which I discussed during my presentation, where community members participate and co-design all aspects of research including writing and presenting research findings.*

3. **The IAP2 engagement framework is a relatively popular way for people to understand and develop engagement plans. Does CPI use this framework as a basis for capacity building + planning or do you use something else?**

FIONA CAVANAGH: *The Centre uses the IAP2 spectrum and principles in our work and also examines ways and examples of how these principles are actually institutionalized and practiced. We also continually think of new principles and ideas that reflect evolution of both practice and research.*

   Other resources we use:
   1. I also really like the 12 principles developed in collaboration between NCDD, ICMA and

IAP2. They are included at the end of the <u>Strengthening Engagement Report</u> that I shared the link to.

2. There are many adaptations of the IAP2 spectrum that should be considered and reviewed.

3. Concept of civic infrastructure and how we think of engagement is a system, is an idea that we are using to understand and advance engagement. This is included in this same report.

4. Harwood Principles

http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/ResourceMaterials_StandardsofExcellence.pdf

5. There are many scholarly articles that support further thinking about designing engagement and here are two links:

http://www.publicdeliberation.net/jpd/vol5/iss1/art11/

http://www.tandfonline.com/doi/pdf/10.1080/13549830120052782

4. **What are some ways you have evaluated the success of public participation tactics you've used? Both from the perspective of participants and project objectives. Other than survey--measurable evaluation.**

FIONA CAVANAGH: *The Centre given the focus on research is very interested in examining the impacts of engagement (outcomes or results). We do this in a variety of qualitative and quantitative ways. Qualitative methods can include key informant interview, focus groups, participant journaling, questionnaires, video testimonies, document analysis and others. However what I think is most in need of reflection and work is further thinking on the things we are seeking to measure and the outcomes we want.*

Impact evaluation can include different dimensions such as the following:
*a) **Impacts of engagement processes,***
*b) **Impact on people** or participants(One example of this is what I discussed in webinar about assessing changes to skills, knowledge, attitudes, behaviors, levels of trust and efficacy, through doing pre and post surveys to compare baseline to post engagement)*
 *c.)**Impacts on policies***
*d.) **impacts on systems or organizations including culture***

However I am aware that in your daily work you will also want and need to do more process evaluations that are looking at inputs and outputs of projects and engagement activities.

(These can be used as open ended questions or with a qualitative response from strongly agree to strongly disagree). Think ahead about how you will collect data and outputs you want.

- _The purpose and objectives were clear?_
- _I had sufficient opportunity to share my views and ideas?_
- _Did you feel heard?_
- _Did you have an opportunity to hear from a range of perspectives?_
- _Were you given sufficient information and time to participate effectively?_
- _Are you aware of how your input will be used?_
- _Overall satisfaction with the process?_
- _Range of ages and backgrounds of people who participated using demographic info_

**Recommended resources and readings to support you in your evaluation work**
**1.** A Managers Guide to evaluation Citizen Participation (I use this in a course I teach on Citizen Engagement)

Link: http://www.businessofgovernment.org/report/manager%E2%80%99s-guide-evaluating-citizen-participation

**2. Article by Dr. Julia Abelson**
http://onlinelibrary.wiley.com/doi/10.1111/hex.12378/pdf

5. What evidence do you have that social media beyond communicating P2 events is being used for deliberation, collaboration, etc.?

The article I discussed during the webinar called, **Strengthening Engagement in Edmonton**, explores online and digital engagement including limitations.

Here is a link to two documents. One provides a good overview of some interesting online engagement platforms that are being used to foster collaboration. The other supports you in using and thinking about digital engagement in your own work.

http://wiseeconomy.com/wp-content/uploads/2012/11/Online-Engagement-Platforms-White-Paper-WEW-NWPE-11-09-12.pdf

_http://www.businessofgovernment.org/sites/default/files/Using%20Online%20Tools%20to%20Engage%20The%20Public_0.pdf_

5 - Can you expand on the current research for underserved communities - especially with social media?

STEPHANIE BROOKS - Recent research has been funded through problem statements submitted by the TRB Committee on Public Involvement and Transportation, with findings published by both the National Cooperative Highway Research Program.

Tools mentioned do include social media, among other techniques and cultural sensitivity recommendations. One key social media finding has been ensuring smartphone-friendly materials, as some stakeholders might only access the internet via their phone. In addition, reaching people via text message (survey tools like Textizen are excellent for this, https://www.textizen.com) can help reach very low income communities who do not have internet access even via mobile phone.

Here is some recent research documentation:

- *2012 NCHRP Project 08-72 (Report 710): Practical Approaches for Involving Traditionally Underserved Populations in Transportation Decisionmaking http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_710.pdf (3-33, notes social media suggestions)*

- *2010 NCHRP Synthesis 20-05 (40-05) NCHRP Synthesis 407: Effective Public Involvement with Limited Resources (project 40-05) http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_syn_407.pdf*

A link to all our recent Committee sponsored research and our 2013 "Update on the State of the Practice: Public Involvement in the 21st Century   " report can be found at: https://sites.google.com/site/trbcommitteeada60/home/research/committee-s

6 - Do you see the increase in PI research changing the practice over the next 2-5 years? Or will it take longer than that?

STEPHANIE BROOKS - I actually answered that on the phone, but I think I was speaking to an empty phone line!!

If I recall correctly, I answered that my view is somewhat subjective, since I work in the field and my TRB colleagues are also public involvement practitioners in a variety of fields, so we are in the frontlines of the latest research and state of the practice information. So from my end, public involvement research has definitely changed the practice and continues to do so, in terms of practitioners sharing best practices about emerging social media technologies, etc.

However, to the "layperson" I don't know if it would be so apparently that public involvement is changing. I think it is kind of folding into the fabric of life – for example, social media is ubiquitous now, so it is part of public meetings that people are invited to, also. This is a VERY clear example of changing public involvement techniques, but since it is incorporated into people's daily lives it isn't recognized.

In the long term, I think our research work will continue to affect real-world practitioners, especially in the areas of cultural sensitivity. We're taking a long time to get there, but incrementally practitioners are learning how they can better listen to and communicate with the citizens they serve.

7 - What evidence do you have that social media beyond communicating P2 events is being used for deliberation, collaboration, etc.?

STEPHANIE BROOKS - *I think the greatest evidence that social media is being used beyond P2 is through looking at the rapid rise of DOTs and other agencies who now use social media for internal and external communication.*

A great resource for this is the latest report from AASHTO (American Association of State Highway and Transportation Officials). Every few years the AASHTO Subcommittee on Transportation Communications puts out a social media survey looking at agency use.

The sixth annual State DOT Social Media Survey was just published in September 2015, and surveys states' social media usage and implementation:

http://communications.transportation.org/Documents/Social%20Media%20Survey15.pdf