

Regional Plan for Sustainable Development

PUBLIC ENGAGEMENT PLAN

DEVELOPED BY PUBLIC AGENDA WITH FOCUS ST. LOUIS,
EAST-WEST GATEWAY COUNCIL OF GOVERNMENTS & THE REGIONAL PLAN FOR
SUSTAINABLE DEVELOPMENT PUBLIC ENGAGEMENT COMMITTEE

JANUARY 2012



The work that provided the basis of this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development and East-West Gateway Council of Governments. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government or East-West Gateway.

This publication was supported with U.S. Department of Housing and Urban Development grant funds provided through East-West Gateway Council of Governments. The East-West Gateway Council of Governments (EWG) hereby gives public notice that it is the policy of EWG to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color, sex, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which EWG receives federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with EWG. Any such complaint must be in writing and filed with EWG's Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discrimination Complaint Form, please see EWG's web site at <http://www.ewgateway.org> or call (314) 421-4220.

TABLE OF CONTENTS

INTRODUCTION.....	1
The Regional Plan for Sustainable Development (RPSD)	1
Why have an engagement plan	1
How the plan was developed.....	1
Community Planning Areas (CPAs)	2
The Public Engagement Plan in Brief.....	3
Activities and Outcomes Flowchart	6
MEETING 1.....	7
MEETING 2.....	10
MEETING 3.....	13
MEETING 4.....	16
MATERIALS FOR THE PUBLIC ENGAGEMENT MEETINGS.....	16
USING KEY-PAD POLLING OR AUTOMATIC RESPONSE SYSTEMS (ARS)	17
ENGAGING BEYOND THE LARGE PUBLIC MEETINGS.....	17
Online Engagement	17

LIST OF APPENDICES

Appendix A.	Listing of Consortium Partners, 18
Appendix B.	Thematic Summary of Stakeholder Interviews, 21
Appendix C.	Community Planning Areas (CPAs) Map, 23
Appendix D.	Participant Feedback and Demographics Form, 24
Appendix E.	Key Considerations when Using and Presenting Data for Public Engagement, 27

This page is intentionally left blank

INTRODUCTION

The Regional Plan for Sustainable Development (RPSD)

The Regional Plan for Sustainable Development (RPSD) is a collaborative partnership funded through the U.S. Department of Housing and Urban Development (HUD). Eleven Consortium Partners and many additional stakeholders from a variety of public, private and non-profit organizations throughout the St. Louis region are participating in this planning effort. The Consortium is funded to conduct a three-year process to create a regional plan that builds the capacity of local and regional leaders to implement sustainable practices by sharing knowledge, best practices and resources; connecting local, regional, state and federal planning efforts; and making federal and local investments more effective and efficient.

Committees involving over 150 members have been formed to collaboratively develop the RPSD and ensure that a broad and diverse cross section of the region is a part of its development. Recognizing the diversity and variety of challenges in the region, the RPSD will ultimately be a flexible guide that can be applied in multitude ways to enhance sustainability. In 2014, once the East-West Gateway Council of Governments Board approves the RPSD, its key principles will be coordinated with the region's long-range transportation plan. Agencies throughout the region will be encouraged to adopt the RPSD into their planning processes.

Why have an engagement plan

Meaningful citizen engagement is critical because it will ensure that the widest cross-section of citizens can weigh in on the plan, the RPSD is well understood, and ultimately, the RPSD is accepted by citizens and elected officials as well as leading civic

organizations and the private sector. Furthermore, public engagement can improve the resulting plan by considering sustainable development from a variety of perspectives, lending it greater legitimacy because the very people whose lives it will impact have developed it. A community engagement program that reaches from the local level to the regional level, and informs the state and federal level, will lay a solid foundation for successful implementation of the RPSD.

This plan is intended to serve as a model of a process for the various public engagement activities that will take place across the eight counties of the St. Louis Metropolitan region through 2012 and 2013. It is not meant as a prescriptive or strict protocol; rather at each step along the way, local leaders and stakeholders can consider how best to tailor both the principles and the meeting structure to the local context. Furthermore, this plan is a living document. As the meetings roll out, new lessons will affect the meetings that follow, data needs may change, and the discussion questions will be refined.

How the plan was developed

The RPSD Public Engagement Plan was developed collaboratively by FOCUS St. Louis (FSL), East-West Gateway Council of Governments (EWG), and Public Agenda, with input and feedback from the RPSD Public Engagement Committee as well as a range of community leaders and experts in the St. Louis metropolitan region. It combines promising and tested practices in public engagement nationally with strategies appropriate to the local context and specific project needs.

Public Engagement Committee

The Public Engagement Committee is comprised of a host of community and organizational representatives who have a deep knowledge of St. Louis communities

as well as experience engaging residents and businesses on topics around sustainability. The committee is responsible for ensuring a broad-based outreach and engagement process throughout the region that brings the perspectives of minorities, disabled, elderly, non-English speakers, and other under-represented groups to the table. The Committee has met two times during the plan development to provide feedback to the plan developers, ask critical questions and review the plan document.

Public Agenda

Public Agenda is a national, nonpartisan and non-profit research and public engagement organization based in New York City.¹ Public Agenda's role is

- To ensure a robust public engagement process that reaches diverse constituencies in each of the CPAs;
- To assist FOCUS St. Louis and the Public Engagement Committee in confronting the major obstacles to engagement and taking advantage of assets and opportunities where they exist; and
- To build the capacity of the Consortium partners to engage critical stakeholders, including the public, in sustainable development planning.

To meet these goals, Public Agenda has conducted nine one-on-one interviews with St. Louis area community leaders and experts, participated in a series of remote and in-person planning meetings and compiled the engagement plan into this present document. Public Agenda will also develop a handbook to guide facilitation of

¹ To learn more about Public Agenda's approach to public engagement and the principles used to guide the development of this plan, refer to *Public Engagement: A Primer from Public Agenda*.

the public engagement process and will conduct a facilitator training for Consortium Partners, Public Engagement Committee members, and other residents of the St. Louis metropolitan region to strengthen their capacity to execute the facilitation process. The trained facilitators will be called upon at each of the RPSD public engagement meetings.

Stakeholder Interviews

In October and November 2011, Public Agenda conducted 9 interviews with "key informants" in the St. Louis region—individuals representing diverse constituencies and with experience engaging different groups on issues similar to those addressed in the RPSD. The purpose of these interviews was to gather information on the challenges to public engagement in the St. Louis metropolitan area, to learn about opportunities for engagement, and to receive recommendations on how to conduct the public engagement processes effectively and appropriately.

Participants represented a range of organizations:

- *Urban League of St. Louis*
- *BJC*
- *Leadership Council Southwest Illinois*
- *Trailnet*
- *UM St. Louis*
- *Incarinate Word Foundation*
- *Beyond Housing*
- *Wells Fargo Advisors*
- *Deaconess Foundation*

The interviews have informed the development of this public engagement plan. A thematic summary can be found in Appendix B of this document.

Community Planning Areas (CPAs)

The Community Planning Areas are eleven geographic sub-regions that identify clusters of neighborhoods in the St. Louis

metropolitan area (see map in Appendix C). They are delineated on the basis of job clusters, transportation corridors, housing affordability, land use development patterns and existing plans, and incorporate multiple municipalities and organizations. By bringing together many viewpoints, the CPAs encourage local governments and other entities to think more collaboratively and begin to address the problems that have arisen due to uncoordinated planning.

For each sub-region, there is a CPA Lead who serves as the point person for engagement activities in that area. FSL will work with that contact on the following:

- to organize the logistics of the public engagement meetings;
- to identify and recruit residents and community leaders within the CPA who will be trained by Public Agenda as Public Engagement Facilitators for each of the public meetings;
- to invite a broad and diverse cross-section of the community to participate in the large public meetings; and
- to follow up with large meeting participants after each engagement event, requesting their continued involvement and sharing with them the results of their input.

The CPA Selection Process

CPAs were selected through a nomination and application process. Nominations were solicited from the RPSD Steering Committee and interested community stakeholders. East-West Gateway staff analyzed demographic data across the region to ensure that nominated areas would be representative of the diverse places and people in the St. Louis region. In order to ensure that nominated CPAs were willing to participate in the RPSD

process, an application was developed to assist with determining which CPAs to select. Applications were sent out in September 2011 to stakeholders within the boundary of CPAs. Applications were due in October 2011. On October 17, 2011, an evaluation team made up of East-West Gateway staff and Steering Committee members met to review the applications. The evaluation criteria included:

- Diversity of proposed stakeholders/partnerships and their willingness to work together;
- Potential for lessons to be transferable/relevant to other places within the St. Louis region;
- Existing planning, economic development, and quality of life efforts
- Potential advancement of DOT/HUD/EPA's Livability Principles;
- Physical characteristics, including major transportation corridors, housing stock and job clusters; and
- Geographic diversity.

After considering all applications, the team selected 11 for approval. Northeast County CPA was later added to the list after further discussion with the applicant, St. Louis County. On October 27, 2011, the RPSD Steering Committee unanimously approved the 12 recommended CPAs. In January 2012, after further reflection, the Columbia-Waterloo CPA elected to withdraw its CPA application. The East-West Gateway Board of Directors gave final approval of the revised set of 11 CPAs on January 25, 2012.

The Public Engagement Plan in Brief

The RPSD Public Engagement Plan has been designed as a four-meeting structure (Table 1) that will be facilitated in ten sub-regions (or Community Planning Areas, CPAs) of the larger St. Louis metropolitan

region, with a modified structure for the City of St. Louis CPA in order to align with its existing sustainability planning effort. It is a flexible and iterative meeting design, meaning that no two meetings need look the same. Meetings will be tailored to the local context, vary in size and composition, and produce outcomes consistent with the priorities and values of each CPA population. All meetings, however, will adhere to key principles of public engagement.² They are designed to be roughly two-hours each and will be facilitated by trained facilitators.

On January 24 and 25 in 2012, Public Agenda conducted a one-and-a-half day Public Engagement Facilitator Training to share promising practices and principles for facilitating and recording public engagement dialogues with a group of individuals representing Consortium Partners, Public Engagement Committee Members, and CPA stakeholders. Training participants each received a Facilitator's Handbook, designed specifically for RPSD facilitators, as well as hands on experience with facilitating and recording the types of meetings designed for the RPSD Public Engagement process.

An online platform developed by EWG and the Applied Research Collaborative will help participants and citizens stay connected to the plan and the meeting discussions over the next two years; further, the online tools will help participants across CPAs connect to each other. Table 2 on page 5 summarizes the public engagement settings.

Finally, the ACTIVITIES AND OUTCOMES FLOWCHART depicts the intended outcomes for each of the four rounds of public engagement meetings in the CPAs. While each round will have its own MEETING-SPECIFIC OUTCOMES, there are a number of

impacts that can build throughout the public engagement process. These are designated as the OUTCOMES ACROSS ALL MEETINGS.

² Refer to *Public Engagement: A Primer from Public Agenda*.

Table 1. Four-Part Meeting Structure

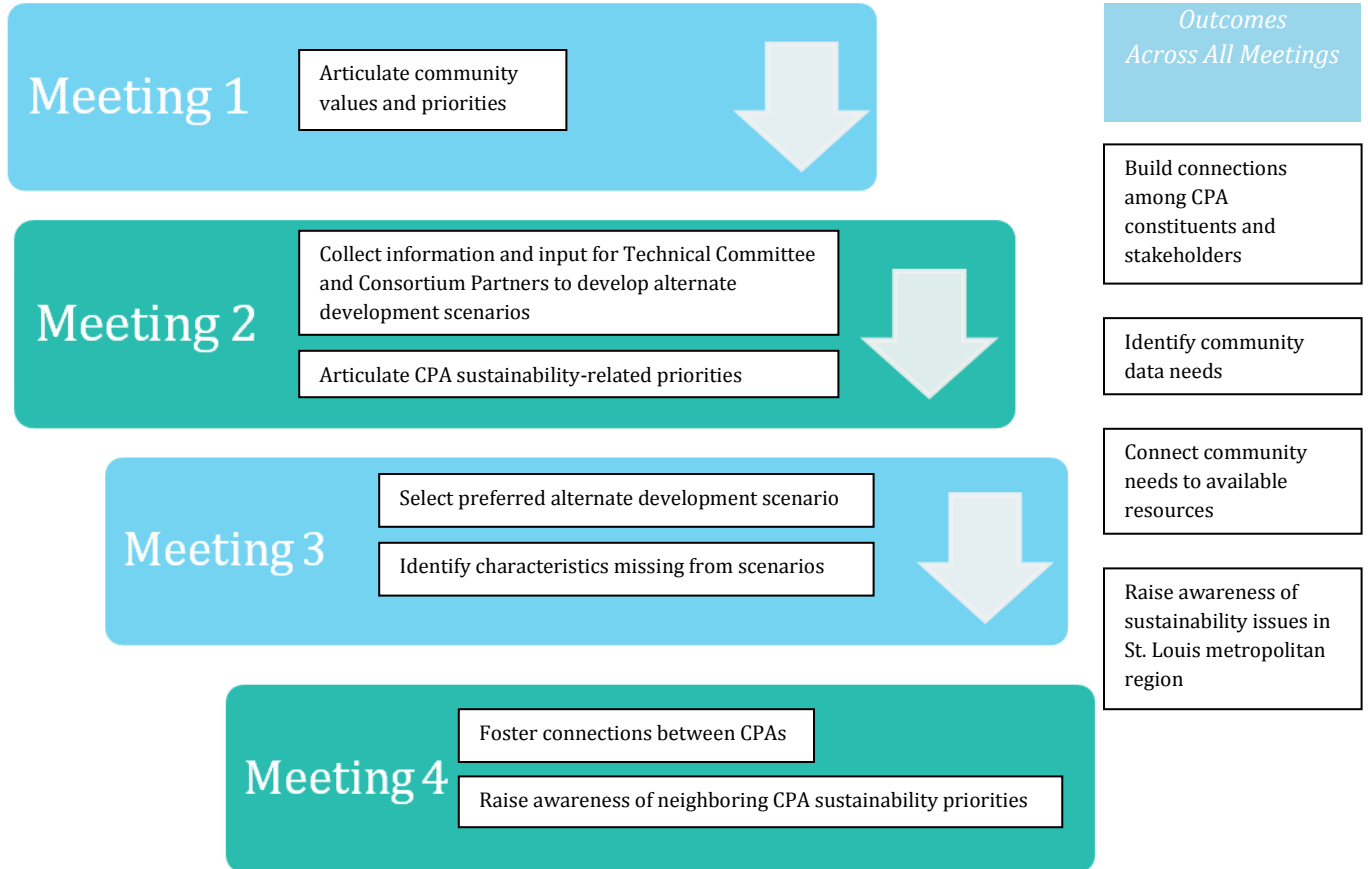
Meeting	Time Frame	Driving Questions	Organizers
Meeting 1	March – April 2012	<ul style="list-style-type: none"> • What is the RPSD and what is the purpose of the engagement process? • What are the key characteristics of the community and what are the community values and priorities? 	FSL, CPA Leads, Consortium Partners
Meeting 2	June – July 2012	<ul style="list-style-type: none"> • What do we know so far about the CPA? • How do community values and priorities relate to sustainable development? 	
Meeting 3	October – November 2012	<ul style="list-style-type: none"> • What do we know so far about the CPA? • Based on community values and priorities for sustainability, what kind of development scenario should be adopted in the CPA? 	
Meeting 4	February – March 2013	<ul style="list-style-type: none"> • What are the preferred development scenarios for each CPA? • How can we as a region ensure that our preferred scenarios all fit together? 	

Table 2. Settings for Four-Part Meeting Structure

Setting	Description	Event Organizers
Large Public Meetings	4 Meetings in each CPA (44 total); 50-80 participants in each	FSL, PE Committee CPA Workgroup
Online Forum	An online discussion board where participants can join and continue the conversations about regional sustainability.	Applied Research Collaborative

Activities and Outcomes Flowchart

Meeting-specific outcomes



MEETING 1

Time Frame	Driving Questions	Organizers
March – April 2012	<ul style="list-style-type: none"> • What is the RPSD and what is the purpose of the engagement process? • What are the key characteristics of the community and what are the community values and priorities? 	FSL, CPA Leads, Consortium Partners ³

The purpose of Meeting 1 is to understand community values, challenges, and priorities in a given Community Planning Area (CPA). This information and input on the key values, concerns and visions for the community will inform the focus of the public engagement meetings that follow and, ultimately, the sustainability plan that is created for the CPA and the region as a whole.

Basic Agenda for the Public Meeting

1. Welcome (CPA Lead) – 10 min

- Meeting 1 will set the tone for the iterative dialogues. Therefore, it is important that the engagement process begin with familiar, trusted and respected faces from the community who believe in the engagement process and are willing to work with the Consortium partners to ensure its success. The welcome will undoubtedly vary from CPA to CPA; and, in fact, the CPA should take measures to ensure that the welcome is tailored to the local context.
- Explain clearly and concisely why the group is gathering for this event and what will be done with the information gathered.
- Introduce the key Consortium Partners facilitating the event

2. Introduction to the Project (EWG and FSL) – 15 min

- Lay out the agenda of the event
- Reiterate the purpose and intended outcomes of the RPSD
- Clearly explain the purpose of the public engagement process and how it will affect the final product – What is the “promise” to the participating public?
- Introduce the Community Planning Area, including how and why the CPA was chosen

3. Keypad Polling Activity (EWG) –15 min

- Using keypad polling devices, participants will respond to questions⁴ that gauge their main community values and priorities. Responses to questions are displayed immediately on a projector screen and set the stage for the small group conversations.

³ Before each round of public engagement meetings, organizers will consult with Public Agenda to review meeting format and design.

- East-West Gateway will facilitate the keypad polling process.

4. Small Table Discussions (Trained Facilitators) – 45 min

- Participants will be divided into groups of 10 plus at least one facilitator per group.
- The facilitator(s) will lead the group through a set of discussion questions⁵ that address the following topics:
 - Aspects of the community they want to keep or to stay the same
 - Community challenges or aspects they want to change
 - Ideas for action on how to confront the challenges and desired changes
- Facilitators will collect open questions from participants in a “Parking Lot”. Participants can write questions on Post-It notes and place them in a common area where other questions will be collected. These questions can relate to sustainability, the RPSD, the participants’ CPA, or any other related question
- Dialogue facilitators will lead their small groups through a prioritizing exercise to help participants determine their group’s top ideas for community values, challenges, and ideas for action.
- In the last five minutes, the groups will select one representative to report out to the larger group on the main points of the group dialogue.

5. Report Out (Facilitators and FSL) – 15 min

- A representative from each group will report out to the large group on the top community values, challenges and ideas for action.
- An FSL employee will facilitate this report out and a fellow facilitator will record the report out from each group.

6. Next Steps (FSL and CPA Lead) – 10 min

- Event facilitators – FSL, EWG and the CPA lead – will explain what will be done with the results of the public meeting, including who will be looking at the notes, how the Parking Lot questions and informational needs will be addressed, and what Meeting 2 will entail.
- Participants will be invited and encouraged to participate in Meetings 2-4 of the RPSD public engagement series.
- Participants will be asked to complete the Feedback and Demographic Questions form.

Data Needs for Meeting 1

- Extremely basic statistics about the Community Planning Area
- Maps of the Community Planning Areas.

⁴ Key pad polling questions will be developed by Consortium Partners and Public Agenda to ensure questions are clear and accessible for diverse participants, framed for deliberation and appropriate for use with automatic response systems.

⁵ Discussion questions for each round of meetings will be developed collaboratively by the Consortium Partners and Public Agenda to ensure they are framed for deliberation, can spark lively conversations, and result in information that is useable by the Technical Committee.

- Information about the website, how to continue the conversations started at the event and where to find additional information about the project.

Between Meeting 1 and Meeting 2

- Debrief among Consortium Partners and CPA leads about what worked, what did not work and what to do differently in Meeting 2.
- Collect all notes and use to create a more complete picture of the CPA; prepare a short summary which can be used to share with participants at Meeting 2 as well be posted online.
- Post notes and summary documents from Meeting 1 on the online forum.
- Send thank you note to the host of the public meeting.
- Follow up with meeting participants by email/phone/postal mail to remind them of the next meeting and heavily encourage their continued participation.
- FSL and EWG meet with the Technical Committee to review data outcomes from Meeting 1 and refine the goals and expected data outcomes of Meeting 2.
- Consult with Public Agenda on keypad polling questions and framing of discussion questions for Meeting 2.

MEETING 2

Time Frame	Driving Questions	Organizers
June – July 2012	<ul style="list-style-type: none"> • What do we know so far about the CPA? • How do community values and priorities relate to sustainable development? 	FSL, CPA Leads, Consortium Partners

The purpose of Meeting 2 is to gather input on a community's top sustainability priorities, which will inform the development of Alternate Development Scenarios for each CPA. The critical task in Meeting 2 is to link the community's main concerns and priorities (gathered in Meeting 1) to the livability and sustainability principles. Participants will be given a presentation on the livability principles and what their communities will look like in the future in the absence of any change (the baseline development scenarios). They will deliberate on how they want to see changes for their communities now and in the future.

Basic Agenda for the Public Meeting

1. Welcome (CPA Lead/Representative) – 10 min

- As with Meeting 1, it is important for Meeting 2 to begin with a welcome from familiar, trusted and respected faces, though they need not be the same as Meeting 1. In fact, it might be beneficial to have a new community representative who is also a partner in the RPSD process. The welcome should include key pieces of information about:
 - Why the group is gathering for this event
 - The key Consortium Partners facilitating the event

2. Introduction to the Project (EWG and FSL) – 15 min

- Lay out the agenda for the event
- Though Meeting 1 participants will have been encouraged to participate in Meeting 2, there will likely be new participants who will need to be brought up to speed and made part of the process in order for them to take ownership. Therefore, the introduction by Consortium Partners should reiterate:
 - The purpose and intended outcomes of the RPSD
 - The purpose of the public engagement process and how it will affect the final product – What is the “promise” to the participating public?
 - A brief overview of the CPAs
- Re-cap Meeting 1, with a quick summary of the top community priorities.
- Address the open questions collected from Meeting 1 and explain how the informational or data needs have been or will be provided

3. Keypad Polling Activity (EWG) – 10-15 min

- EWG will introduce the concept of the “livability principles” in easy-to-understand language.

- Using keypad polling devices, participants will respond to questions that gauge community sustainability priorities. Responses to questions are displayed immediately on a projector screen and will set the stage for the small group conversations.
- East-West Gateway will facilitate the keypad polling process.

4. Small Table Discussions (Trained Facilitators) – 45 min

- It may and will likely be the case that issues such as violence, safety, underperforming schools, and other community challenges will be among those defined as the top community priorities. Rather than ignore that these are the main concerns of many participants, it is essential that the Meeting 2 discussions link directly to the issues that are relevant for community members. Deliberating about the links between the top community priorities and the livability principles is at the core of the Meeting 2 table discussions.
- Open questions, informational and data needs will be collected in a “Parking Lot” where participants can write their questions on Post-It notes and stick them on a wall or in the center of the table where questions will be collected.
- Participants will be divided into groups of 10 plus at least one facilitator. Facilitators will lead participants through a discussion guide that asks them to deliberate about the following:
 - How their community concerns are linked to the livability principles. For example, can neighborhood safety be linked to “walkability”?
 - How additional information about the baseline development scenario (i.e., what will happen in the community if nothing is done to address sustainability) either strengthens or changes their community priorities.
 - How various stakeholders in the room – from participants to the organizers – can take actions that will address the sustainability of the community.
 - Areas of common ground and differences about community sustainability priorities and ideas for action.
- In the last five minutes, the groups will select one representative to report out to the larger group on 1) the top livability and sustainability challenges for the community, 2) the top sustainability priorities, and 3) the key actions that they feel can be taken to begin addressing these priorities or concerns.

5. Report Out (Facilitators and FSL) – 15 min

- An FSL employee will facilitate this report out and a fellow facilitator will record the report out from each group.
- A representative from each group will report out to the large group on the top priorities and the key suggestions for actions to address these priorities.

6. Next Steps (FSL and CPA Lead) – 15 min

- Event facilitators – FSL, EWG and the CPA lead – will explain what will be done with the results of the public meeting, including who will be looking at the notes, and what Meeting 3 will entail.
- Participants will be invited and encouraged to participate in Meetings 3-4 of the RPSD public engagement series.

- Participants will be reminded to complete the Feedback and Demographic Questions form provided in their packet of materials.

Data Needs for Meeting 2

- Data needs will be partially determined by the Open Questions and Informational/Data needs identified in Meeting 1
- Baseline development scenario data from the Technical Committee
- Basic statistics and maps of the CPA

Between Meeting 2 and Meeting 3

- Debrief among Consortium Partners and CPA leads about what worked, what did not work and what to do differently next time
- Collect all notes and use to inform the Alternate Development Scenarios
- Collect all Parking Lot questions and determine a strategy to address the questions
- Prepare a short summary which can be used to share with participants at Meeting 3
- Post notes and summary documents from Meeting 2 on the online forum.
- Send thank you note to the host of the public meeting.
- Follow up with meeting participants by email/phone/postal mail to remind them of the next meeting and heavily encourage their continued participation.
- FSL and EWG meet with the Technical Committee to review data outcomes from Meeting 2 and refine the goals and expected data outcomes of Meeting 3.
- Consult with Public Agenda on key-pad polling questions and framing of discussion questions. Public Agenda will provide support at this time in thinking through ways to present and deliberate on the Alternate Development Scenarios.

MEETING 3

Time Frame	Driving Questions	Organizers
October – November 2012	<ul style="list-style-type: none"> • What do we know so far about the CPA? • Based on community values and priorities for sustainability, what kind of development scenario should be adopted in the CPA? 	FSL, CPA Leads, Consortium Partners

The purpose of Meeting 3 is to gather input on preferred *community* development scenarios to guide the creation of a *regional* plan for sustainability. One of the critical tasks in Meeting 3 is to link Alternate Development Scenarios developed by the Applied Research Collaborative to a given CPA's primary concerns and sustainability priorities (gathered in Meetings 1 and 2). A second critical task is for participants to weigh the tradeoffs and benefits of each of the development scenarios, deliberating on which characteristics are more important for their communities and the region.

Basic Agenda for the Public Meeting

1. Welcome (CPA Lead/Representative) – 10 min

- Begin with a welcome from familiar, trusted and respected faces, though they need not be the same as Meeting 1 or 2. The welcome should include key pieces of information about:
 - Why the group is gathering for this event
 - The key Consortium Partners facilitating the event

2. Introduction (EWG and FSL) – 20 min

- Lay out the agenda of the event
- Again there will be new participants who will need to be brought up to speed and made part of the event in order for them to take ownership of the process. Therefore, the introduction by Consortium Partners should reiterate:
 - The purpose and intended outcomes of the RPSD
 - The purpose of the public engagement process and how it will affect the final product – What is the “promise” to the participating public?
 - Brief recap of Meeting 1
- Re-cap Meeting 2, with a quick summary of the top sustainability priorities.
- Address the Parking Lot questions collected from Meeting 2

3. Keypad Polling Activity (EWG) – 20 min

- EWG will introduce the Alternate Development Scenarios in easy-to-understand language, linking them to the priorities articulated in Meeting 2.
- Using keypad polling devices, participants will respond to questions that gauge initial reactions to the Alternate Development Scenarios. Responses to questions are displayed immediately on a projector screen and will set the stage for the small group conversations.

- East-West Gateway will facilitate the keypad polling process.

4. Small table discussions (Facilitators) – 50 min

- Each table will take a closer look at the Alternate Development Scenarios, with the Facilitators reading out-loud the descriptions of each.
- Facilitators will lead the table in a discussion in which participants deliberate on the development scenarios:
 - How do participants weigh the tradeoffs and benefits of each scenario? What are the pros and cons of each approach?
 - Is there a scenario that participants prefer and why?
 - What are the most preferred characteristics of a development scenario?
 - Open questions and data needs related to the development scenarios
- Open questions, informational and data needs will be collected in a “Parking Lot” where participants can write their questions on Post-It notes and stick them on a wall or in the center of the table where questions will be collected.
- Facilitators will lead the group in summarizing the discussion of pros and cons of each scenario by creating summary poster-boards for each approach. Poster boards will be posted in large room for all participants to see.

5. Gallery Walk (FSL and trained facilitators) – 15 min

- Poster boards will be posted so that all tables can move around the room and read the discussion of approach pros and cons (called a “Gallery Walk”). Participants will be given dot stickers to place next to the comments on poster boards that most resonate with their own perspective. This method will allow participants to see areas of common interest/concern and areas of disagreement in their table discussions; it will also allow meeting organizers to obtain a broader perspective on the community preferences for development.
- In the last 2-3 minutes, the FSL Organizer will report to the large group on the top community votes or preferences and explain how this information will be used.

6. Next Steps (FSL and CPA Lead) – 5 min

- Event facilitators – FSL, EWG and the CPA lead – will explain what will be done with the results of the public meeting, including who will be looking at the notes, and what Meeting 4 will entail.
- Participants will be invited and encouraged to participate in Meetings 4 of the RPSD public engagement series.
- Remind participants to complete the Feedback and Demographic Questions form provided in their event materials.

Data Needs for Meeting 3

- Data needs will be partially determined by the Open Questions and Informational/Data needs identified in Meeting 2
- Alternate Development Scenarios from the Technical Committee
- Basic statistics and maps of the CPA

- Baseline development scenarios

Between Meeting 3 and Meeting 4

- Debrief among Consortium Partners and CPA leads about what worked, what did not work and what to do differently in Meeting 4.
- Collect all notes and use to inform the regional map of preferred scenarios
- Collect all questions and determine a strategy to address them
- Prepare a short summary which can be used to share with participants at Meeting 4
- Post notes and summary documents from Meeting 3 on the online forum.
- Send thank you note to the host of the public meeting.
- Follow up with meeting participants by email/phone/postal mail to remind them of the next meeting and heavily encourage their continued participation.
- FSL and EWG meet with the Technical Committee to review data outcomes from Meeting 3 and refine the goals and expected data outcomes of Meeting 4.
- Consult with Public Agenda on key-pad polling questions and framing of discussion questions for Meeting 4.

MEETING 4

Time Frame	Driving Questions	Organizers
February – March 2013	<ul style="list-style-type: none"> • What are the preferred development scenarios for each CPA? • How can we as a region ensure that our preferred scenarios all fit together? 	FSL, CPA Leads, Consortium Partners

As the culminating event of the four-part public engagement process, Meeting 4 will take on a different structure from the previous meetings and has yet to be determined. There are a few key activities that should, however, be a part of Meeting 4:

- Presentation of the Preferred Development Scenario based on Meeting 3 deliberations *in the CPA*;
- Introduction of the Preferred Development Scenarios from the *other 11 CPAs*;
- Keypad Polling activity to quickly gauge perspectives and response from participants.
- Deliberation on how the scenarios from the CPAs are/are not compatible with one another; and
- Discussion of next steps for regional sustainable development.

While Meeting 4 will be the last time that residents and other community stakeholders are asked to gather in-person, FSL, the PE Committee and other Consortium Partners should be prepared to follow-up with participants following the engagement process. Follow-up should include: a summary of the work done through the engagement process, a clear explanation of how the results of the engagement process are being integrated into the RPSD, how the RPSD work is moving forward and how participants can stay abreast of and get involved in its developments.

MATERIALS FOR THE PUBLIC ENGAGEMENT MEETINGS

Meeting organizers should review the following checklist when planning and setting up for each of the public engagement meetings. Note that this list might change depending on the design and format of meetings in each CPA and between each of the four rounds.

- ✓ Agendas for participants
- ✓ Sign-in sheets with contact information requested
- ✓ Facilitator table assignments
- ✓ Recording materials (laptops, legal pads and/or flip charts)
- ✓ Keypad polling devices
- ✓ Keypad polling presentation and laptop
- ✓ Keypad polling questions printed for participants
- ✓ Facilitator discussion guides
- ✓ Participant Feedback and Demographics Forms
- ✓ CPA Maps (to post on the walls and/or have at the tables)
- ✓ Table numbers/names
- ✓ Flipcams
- ✓ Post-it notes for Parking Lot questions
- ✓ Poster boards for gallery walk (Meeting 3)
- ✓ Dot stickers for voting during the gallery walk (Meeting 3)
- ✓ Postcards with information on dates/times of upcoming meetings
- ✓ Information about the RPSD, Consortium Partners, the grant, other background

USING KEY-PAD POLLING OR AUTOMATIC RESPONSE SYSTEMS (ARS)

Key pad polling or automatic response systems (ARS) can be an entertaining and effective way to get people engaged in the topic at hand, but it should be used strategically and carefully. For public engagement purposes, key pad polling will be used to prime participants for the small group conversations. East-West Gateway Council of Governments will manage the key pad polling process for each of the meetings, while the questions will be developed and refined by Public Agenda, FSL and the Applied Research Collaborative. Each question will be presented on a slide (one question per slide) and be open for responses for a defined amount of time (e.g., 30-60 seconds). The distribution of responses will be displayed immediately following the open response period. All questions should be read out loud; they should also be provided in written format for anyone who is uncomfortable using the devices.

ENGAGING BEYOND THE LARGE PUBLIC MEETINGS

Online Engagement

Online engagement can strengthen in-person public engagement by providing a way for more residents to participate in the conversations during days and times that are convenient for their personal schedules. Further, it can serve as a means for participants in the large public meetings to stay engaged between the rounds and deepen their participation.

The RPSD data portal being designed by the Applied Research Collaborative will host an online tool for CPA stakeholders to either enter into or continue the conversations begun at the public meetings. While the exact format of the online tools and resources are currently being discussed and developed, the platform will provide a means for public input to be collected beyond the public meetings. The online platform will also provide links and access to resources where meeting participants and other residents in the metropolitan region can find data about their CPAs and information about both the RPSD grant and sustainability topics more generally.

APPENDIX A. LISTING OF CONSORTIUM PARTNERS

East-West Gateway Council of Governments (EWG) is the metropolitan planning organization (MPO) for the eight county bi-state St. Louis region, and is governed by a Board of Directors comprised primarily of elected officials from the eight counties. Recent experience includes (a) development of the Regional Transportation Plan (RTP 2040), providing a coordinating framework for transportation planning in the eight county bi-state region; (b) the Ecological Approach to Infrastructure Development, a regional environmental framework to support site-specific ecosystem based mitigation approaches; (c) Integrated Transportation Systems Management planning initiatives; (d) serving as the designated 208 Water Quality Planning Agency for the Missouri portion the region; (e) transportation corridor studies, including light rail planning, (f) development of St. Louis Great Streets urban design demonstration projects, (g) Hazard Mitigation Plan development for the five Missouri counties; (h) the St. Louis Area Regional Response System (STARRS), a multijurisdictional collaboration organized under an innovative memorandum of understanding with EWG to coordinate planning and response to large-scale critical incidents in the bi-state region; and (i) *Renewing the Region*, a long-range planning initiative engaging diverse groups in a dialogue to guide transportation and other regional planning.

The **City of St. Louis** has partnered with Consortium Partners on major projects including multi-modal regional transportation planning, affordable housing, and innovative neighborhood economic development. The City is also home to the St. Louis Housing Authority Central Office Building, which is the capstone to the Blumeyer HOPE VI Revitalization Plan that redeveloped much of the adjacent Blumeyer public housing site into *Renaissance Place at Grand*, a new 512 unit mixed-income LEED certified community. This innovative urban redevelopment, financed with help from HUD, is a leading example of how to revitalize urban neighborhoods in a sustainable way. Recent activities include: (a) hiring a Sustainability Director within Mayor's office to ensure sustainability principles are instilled throughout government relative to infrastructure and development, (b) performing a Green House Gas Inventory that establishes benchmarks and policy recommendations for reducing climate change impacts, and (c) developing a Climate Action Plan using the recommendations from the GHG inventory.

St. Louis County is the largest political jurisdiction in the region, with a population of 991,830 in 2008 representing over 40 percent of region's population and including 91 municipalities. In the last three years, the County has partnered with Consortium partners to support multi-jurisdictional planning related to housing, transportation, energy conservation, and economic development. St. Louis County is the lead agency in the HOME Consortium that includes St. Charles and Jefferson counties, along with municipalities of St. Charles City, Florissant, Wentzville and O'Fallon. The HOME Consortium engages in regional collaboration to address affordable housing needs. The administrative capacity of the Planning Department enabled St. Louis County to successfully fulfill the administrative and planning requirements for receiving Neighborhood Stabilization Program 1 (NSP) funds and was the first in the nation to be authorized to spend Housing and Economic Recovery Act (HERA) funding. St. Louis County also developed an Energy Efficiency and Conservation Strategy as part of an \$8.4 million Department of Energy grant.

FOCUS St. Louis (FSL) is a local 501(c)(3) nonprofit which engages citizens in active leadership roles to influence positive community change. Recent experience bringing capacity to the Consortium includes: (a) the 2007 establishment of an *Affordable Workforce Housing Association* addressing workforce housing policy at the state, regional, and local level, (b) development of the "Bridges Across Racial Polarization" program, recognized as one of 19 Solutions for America by The Pew Partnership, and (c) a 2009 report entitled *Environmental Sustainability Roadmap: A Toolkit for*

APPENDIX A. LISTING OF CONSORTIUM PARTNERS

Local Governments, which includes standards and best practices to increase levels of environmental stewardship.

Bi-State Development Agency d/b/a **Metro** was created in 1949 by federal compact to encourage economic development across state lines, and to plan, construct, maintain, own, and operate public transportation facilities serving 200 municipalities in both Missouri and Illinois. Metro operates MetroLink, the region's light rail system; MetroBus, the region's bus system; and Metro Call-A-Ride, a paratransit van system. In April 2010 the voters of St. Louis County gave Metro a resounding show of support, approving (by 63 percent) a ½ percent sales tax that will raise approximately \$75 million a year for transit operations and expansion of MetroLink. The vote also triggered a ¼ cent sales tax to support public transit in the City of St. Louis. This past year, Metro ran a widespread process of citizen engagement to develop *Moving Transit Forward*, a thirty-year plan to improve and expand the region's mass transit system; Metro has also begun a planning process that will establish a regional Transit Oriented Development (TOD) Policy framework for existing and planned MetroLink stations and MetroBus Transit Centers.

Trailnet is the region's leading advocate for active living through innovative programs, planning, and policies that promote walking and biking. Recent experience includes: (a) partnerships with St. Louis Public School District to encourage more families to walk their children to school in low-income communities of color; (b) development (with EWG and the Southwestern Illinois Resource and Conservation Development, or SWIRCD) of 19 bicycling and walking master plans using federal transportation funding to supplement lower wealth communities and improve multi-modal accessibility and public health, (c) creation of the Livable St. Louis Network (LSLN) to advance St. Louis as a vibrant and livable region where transportation systems and land use balance the needs of all residents and enhance the quality of life, and (d) launching of the Healthy, Active & Vibrant Communities Initiative (HAVC), facilitating community-scale movements that advance active living and healthy eating.

Citizens for Modern Transit (CMT) is an advocacy organization working to expand the light rail system as the critical component of an integrated, affordable and convenient public transportation system. CMT's recent experiences include: (a) providing technical assistance to local governments and employers to overcome barriers to integrating Transit Oriented Development (TOD) pro-transit and alternative transportation worksite policies, (b) creating the *Greater St. Louis Transit Alliance* – an alliance of disability groups, community groups, academic institutions, labor, business organizations, religious groups and others as well as a communication network of more than 9000 commuters; and (c) hosting the Ten Toe Express Program to link walking and public transit to increase independence, accessibility and overall health.

Metropolitan St. Louis Equal Housing Opportunity Council (EHOC) is the only private, nonprofit fair housing enforcement agency in the region and works to ensure equal access to all through education, counseling, investigation and enforcement of fair housing laws. Recent experience includes (a) extensive outreach and education to 10,000 people in the past five years, informing both consumers and those in the housing industry about their rights and responsibilities under the Fair Housing Act, and (b) outreach activities through homeless shelters and transitional housing providers, refugee resettlement agencies, mental health agencies, centers for independent living, tenant associations in low-income housing, parent meetings at Head Start centers, and community organizations, and (c) producing three major reports examining systemic issues of housing discrimination.

APPENDIX A. LISTING OF CONSORTIUM PARTNERS

Southwestern Illinois Resource Conservation and Development (SWIRCD) delivers environmental, conservation, and community-based programs to ensure open space, clean water, clean air and vibrant communities. SWIRCD's experience in regional watershed, multi-county, and multi-jurisdictional planning includes: (a) creation of natural, agricultural, cultural resource plans for corridors and communities, including I-55 corridor, IL-255 corridor, and Highland, IL, (b) implementation (with Trailnet and EWG) of regional bike-walk community planning in Illinois counties (c) technical assistance related to urban forestry and stormwater planning, green infrastructure and low impact design, and water supply planning at the hydrologic unit code 6 watershed level to determine existing water supplies and plan future allocations, and (d) GIS, data collection and management, and spatial analysis services.

Great Rivers Greenway District (GRG) was established by passage of the Clean Water, Safe Parks and Community Trails Initiative (with a 1/10 of a cent sales tax) in St. Louis City, St. Louis County and St. Charles County, Missouri.² Its primary mission is to spearhead the development of The River Ring, an interconnected system of greenways, parks and trails that will encircle the St. Louis region. Recent experience includes (a) an updated Citizen-Driven Regional River Ring Plan, establishing a framework for prioritizing existing and future greenway development, and (b) an on-street Bicycle Master Plan for the City of St. Louis, St. Louis County and St. Charles County, connecting major employment, transit, commercial, residential, educational and recreational nodes in partnership with numerous public agencies, many political jurisdictions, and non-profit organizations.

Applied Research Collaborative (ARC) is a data clearinghouse and research partnership among three local Universities: (1) Center for Urban Research at Southern Illinois University at Edwardsville, (2) Public Policy Department at St. Louis University, and (3) Public Policy Research Center at University of Missouri–St. Louis. ARC draws upon the research capacity of these institutions including advanced capabilities of normalizing and geocoding data to allow for quick retrieval and processing. Recent experiences include: (1) development of an on-going green jobs training academy for the city of East St. Louis, IL and (2) the analysis of the impact of Missouri's Historic Preservation Tax Credit Program on job creation in the state, and (3) research related to labor force development, affordable housing, and local development policies.

APPENDIX B. THEMATIC SUMMARY OF STAKEHOLDER INTERVIEWS

Concerns and Challenges

- The effects of slavery and segregation in the 20th century have left a mark on the St. Louis region -- “It’s difficult to discuss any issue which St. Louis addresses that does not have a substantial race dimension to it.”

The history of racial tension and fragmentation are going to impact how people engage. Because of a long-standing fragmentation, there are not the kinds of networks that are required to mobilize communities in the most depressed neighborhoods to take action on things like sustainable development.

Further, planning and development has, in the past, contributed to segregation of the city (highways separating neighborhoods, predatory lending, etc.), making communities and residents distrustful of planning.

- In nearly all 9 of the conversations, interviewees mentioned the 2004 Plan for which there was an extensive public engagement process. While this effort was applauded for its ability to get a large number of people engaged, it was criticized for not doing enough to follow-through on the engagement. Interviewees question how this effort is going to be different.
- Interviewees expressed concern about the level of commitment from the RPSD Consortium to use the ideas and recommendations from the general public; they question whether decisions have already been made and if the engagement process is a way to “check off a box”.
- The language of “Sustainability” and “Development” is very technical. What is more, they are terms that everyone can define differently. The concepts and terminology will need to be translated into a language that people can actually understand. Minimizing buzz words and jargon should be a priority for the engagement organizers and facilitators.
- There is an inherent challenge with this grant being a “planning grant” rather than an “implementation grant.” Without funding for implementation, it may be hard for people to feel like their participation will have a meaningful result or impact.

Promising Opportunities Going Forward:

- “It’s important for people to gain something from the public engagement process by virtue of connecting with others in similar situations and working to make changes regardless of the success of this plan. Knowing that someone else is going through the same issues, somewhere else, outside my circle, and that I can make the connection through this process to them will motivate more people to participate in this process”
- There are ongoing and existing engagement efforts around issues addressed by the RPSD – For instance, Trailnet and Beyond Housing both have records of successfully engaging with groups in communities and cultivating local ownership of the efforts.

APPENDIX B. THEMATIC SUMMARY OF STAKEHOLDER INTERVIEWS

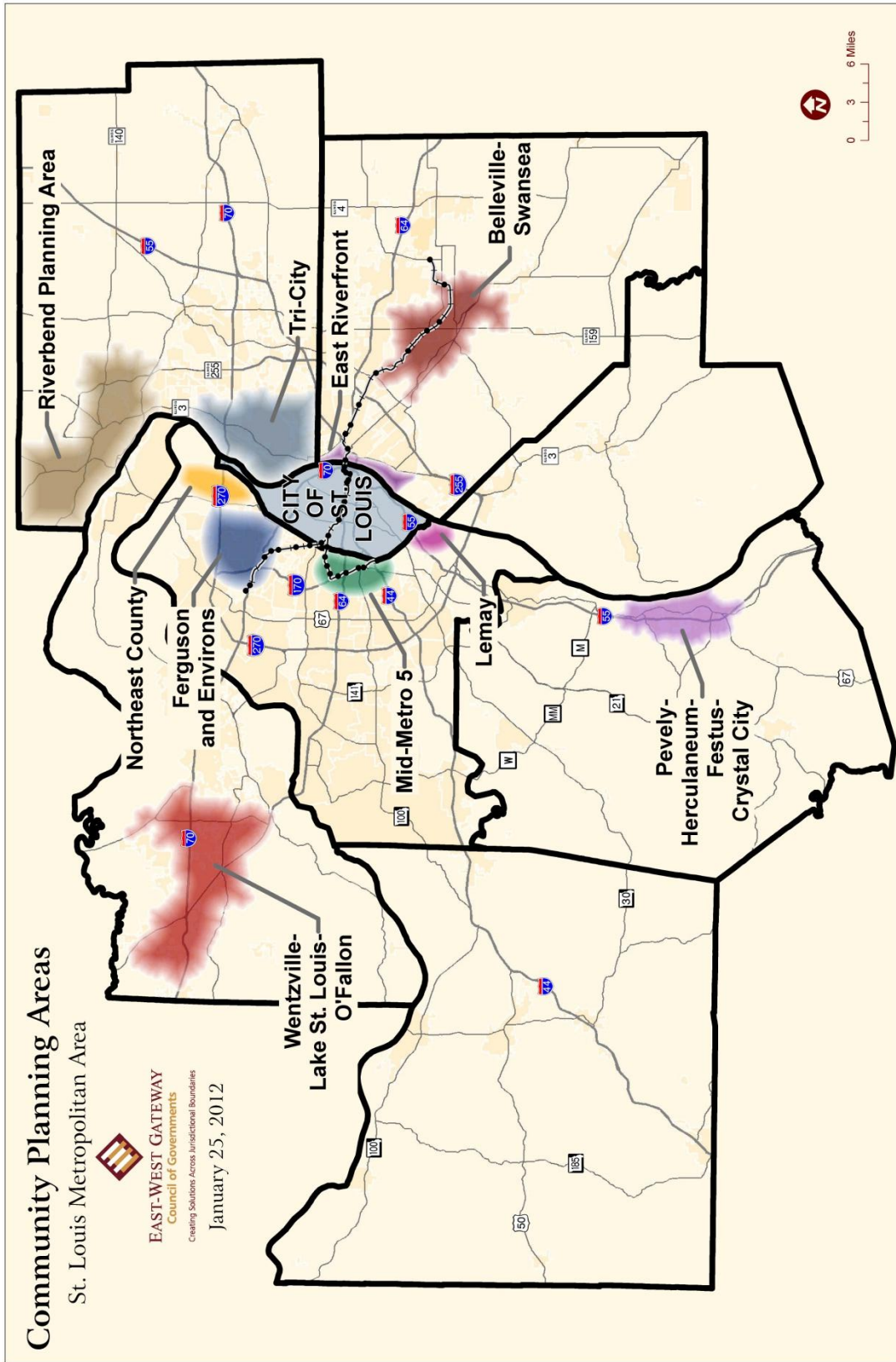
This also helps to get around the “this is only a planning grant” issue by connecting ideas to the organizations/funders that can get them going.

- The Consortium has brought together a strong and committed group of representatives and stakeholders across the metropolitan region (e.g., through committee membership). All of this knowledge and experience can come together to make this process one that helps communities in a significant and meaningful way.

Key Recommendations from the Interviews

- Acknowledge and confront the challenges rather than ignore or glaze over them. Given that this grant is about a “REGIONAL” plan – maybe there’s a way to relate this effort to trying to break down some of the divisions and silos.
- Don’t over-sell the engagement – be very clear about the purpose and the outcomes.
- Conduct public outreach through trusted sources in the communities (not through FSL and EWG). There are a number of entities that hold the esteem as being “trusted sources” or credible “gatekeepers”.
- Speak a language that people can understand – translate the terminology and the data into words and information that are meaningful to the general population. Working with community leaders as “translators” might be an option here.
- Hold events in widely-accessible and familiar locations like elementary schools, public libraries or community centers.
- Prioritize transparency and communicate at every step along the way about what is being done, who is receiving information, who is creating the scenarios, and what is going to be done with the scenarios.
- Don’t cut off the voices of “naysayers” – find out what are the real concerns and if they are based on misunderstandings. Also, don’t expect that you’re going to get everyone to the table; sometimes you have to go for the people who are “on the fence” rather than the people who are unilaterally opposed.
- Use an asset-based orientation rather a deficit-based orientation – speak to what opportunities exist and how they can be maximized rather than focusing solely on what gaps and challenges.
- Connect the ideas and visions to existing opportunities and resources in the CPAs or in other CPAs (to build regional-level collaborations). Have local grant makers at the table (or present as observers and on hand as resources) so they can connect and potentially fund the plans that people want to see put into action.
- Business leaders in the CPAs are “of the community” and should not be separated out as distinct from the general public. Include these folks in the general public conversations – they can serve as the “connectors” to the higher level “stakeholders”

APPENDIX C. COMMUNITY PLANNING AREAS MAP



APPENDIX D. PARTICIPANT FEEDBACK AND DEMOGRAPHICS FORM

Event Feedback

How much do you agree or disagree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
1. This meeting included people from a wider range of cultural and racial backgrounds than is typical for a public meeting	1	2	3	4	5
2. This meeting included people from a broader range of professions than is typical for a public meeting	1	2	3	4	5
3. This meeting included people more diverse in education than is typical for a public meeting	1	2	3	4	5
4. The meeting allowed everyone the opportunity to participate and express their opinion.	1	2	3	4	5
5. During this meeting I was exposed to different perspectives and opinions than my own.	1	2	3	4	5
6. The meeting helped me better understand what sustainability means.	1	2	3	4	5
7. The meeting helped me better understand the goals of the Regional Plan for Sustainable Development.	1	2	3	4	5

8. How many Regional Plan for Sustainable Development Public Engagement Meetings have you attended? _____

Please indicate which meetings you attended?

Meeting 1 [Date] Yes / No

Meeting 2 [Date] Yes /No

Meeting 3 [Date] Yes / No

Meeting 4 [Date] Yes / No

How much do you agree or disagree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
9. My participation in this project can make a difference for my community.	1	2	3	4	5
10. The more people participate in this project the greater the benefit for my community.	1	2	3	4	5
11. I am planning to attend future meetings related to the Regional Plan for Sustainable Development.	1	2	3	4	5

APPENDIX D. PARTICIPANT FEEDBACK AND DEMOGRAPHICS FORM

<p>12. After discussing the plan scenarios I am more supportive of sustainability as a goal for the region. [Add to scenario-based meetings – 3 & 4]</p>	1	2	3	4	5
--	---	---	---	---	---

13. What additional comments do you have about today’s event or the topics discussed today? In what ways can we improve future public engagement on these topics?

Demographic Information

14. How old are you?

- under 21
- 21-35
- 36-50
- 51-65
- 66-80
- 81-95
- 95 and older

15. Please indicate your gender:

- Male
- Female

16. How would you describe your ethnicity?

- Hispanic/ Latino
- Non-Hispanic/ Non-Latino

APPENDIX D. PARTICIPANT FEEDBACK AND DEMOGRAPHICS FORM

17. How would you describe your race? (Check all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Some other race Other (Please specify: _____)

18. What is the highest level of education that you completed?

- Some high school
- High school graduate (includes GED)
- Some college, but no degree
- Associates degree
- Bachelor’s degree
- Graduate or professional degree

19. How often do you experience the following:

	Never	Sometimes	Most of the Time
Hearing Difficulty	1	2	3
Vision Difficulty	1	2	3
Walking Difficulty	1	2	3
Other: _____	1	2	3

20. What is your 5-digit zip code? _____

21. Please describe your connection to the Community Planning Area discussed today (Check all that apply):

- I live in the area
- I work at a business located in the area
- I own a business located in the area
- I work in a non-profit located in the area
- I am a public government official in the area
- Other: _____

APPENDIX E. KEY CONSIDERATIONS WHEN USING AND PRESENTING DATA FOR PUBLIC ENGAGEMENT

During the RPSD Public Engagement process, the RPSD Consortium will be using various kinds of data in order for participants a) to feel informed about their CPA and b) to make data-informed decisions when discussing their values, visions and ideas. From the public engagement perspective, there are a few key considerations to keep in mind when making decisions about the 'what and how' of data provision and presentation.

Resist the temptation to “data dump”

Public engagers often think that by presenting more and better data, people will give informed opinions rather than knee-jerk responses. Data are just one piece – albeit a very important piece – to how people form their views and judgments about a given topic. Engagers must take care to find a balance between providing too much and too little data.

Providing a packet of data materials can constitute a "data dump" even if the data are not discussed. With a folder full of materials, participants can be tempted to shuffle through paper rather than engage with their fellow participants. Research data, while informative, may not be broadly comprehensible, and the risks of misinterpretation due to lack of explanation are high. Misinterpretation can lead to a host of misunderstandings and sharing of misinformation down the line. Giving data-heavy materials may just be intimidating and can distract from the main purpose of the event.

What this means is that very careful and deliberate thought should go into what data presentations include. Engagers need to consider the explicit purpose of the engagement event. Is it to raise awareness? Is it to get people talking about a very specific topic (e.g., housing as opposed to transportation)? Is it to get answers about unexplained phenomena? Is it to figure out exactly what to do about a particular problem? Use the meeting goal to decide the very few key data points that can help people work through their knowledge gaps to get to the main purpose. Finding a balance between too much and too little data can be tricky, but it is essential to moving conversations forward.

To help you find that balance you should consult with the people who know the community/ population of participants best.

Make data available for those who want it

The other side of the “data dump” scenario is that you do not want people to get paranoid because they feel that data is being withheld. Information beyond the presentation of a few key data points should be made available to those who want it through optional materials available at an event or on a website where materials can be accessed.

Often after a round of deliberation people's current data needs become apparent. Prior to the deliberation, non-experts don't know what they don't know. In the early stages of engagement, people may not be ready to integrate data, so the “data dump syndrome” can easily come into play and stifle people's (especially non-expert's) participation. Once participants have started to dig into an issue they begin to have questions and then they are ready to absorb information and properly presented data.

To address emergent informational needs, it is often useful to have resource people on hand at an engagement event so that facilitators can call on them to provide a quick answer or background information to help a conversation move past a burning question. Another way to address emergent data needs is to harvest open questions as part of the outcome of the deliberations and respond to them through follow-up.

APPENDIX E. KEY CONSIDERATIONS WHEN USING AND PRESENTING DATA FOR PUBLIC ENGAGEMENT

While a topic may be serious, the data need not be heavy-handed

Make sure the data shared is not all "doomsday" scenarios that will set a tone of negativity and cynicism. An asset-based approach is more respectful and honors the good things that either are happening or have happened in the past. Building up from something that exists feels more do-able than starting from zero.

Perhaps even more importantly, however, public engagers need to remember to start where people are. This means acknowledging that what we as engagers think is of prime importance might not actually align with what those who we are engaging face as being of prime importance. For example, while we may want the community to discuss how to come up with new and alternate transportation systems, the participants might be more concerned with their community's high high-school dropout rate. This does not mean that we should necessarily stray from the purpose and goals of the event, just that we have to

- a) Acknowledge that not everyone is starting with the same list of priorities,
- b) Frame conversations in terms that resonate with the community of participants,
- c) Provide a clear (and honest) link between the topic at hand and the issue that seems more primary to citizens,
- d) Remind ourselves and participants that this is just one process for one topic and that perhaps this experience can help to create more opportunities to address other community problems in a similarly collaborative fashion.

Choose presenters carefully and conscientiously

While it is certainly the case that the presenter should know the data well, equal importance should be given to having a presenter that is trusted and credible with the group of participants. If the presenter is considered too much of an "outsider" to the community of participants, then he or she and the data being presented may be viewed as untrustworthy or irrelevant. If people are being gathered to engage on an issue because the issue is of vital importance to their lives, then they need to be considered the primary experts. A didactic presentation - even if brief - can set an unintended tone of "the outsiders are the experts" and create potential hostility.

What is more, engagers must be certain that the presenters can translate the data into information that people actually need and can understand for the purposes of the convening. The person should be selected for their ability to speak to general audiences and should be given direction about the purpose of the presentation and its scope.

There are a number of ways that engagers might consider presenting data or using "experts":

- At the convening, do a live interview with an expert, a public official and a citizen about the problem, how it affects people, what research has to say about it (with a skillful moderator compelling the expert to "speak English"), past attempts at solutions, etc. A live interview or panel might be a compelling and useful way to get the information across to people without putting them to sleep.

APPENDIX E. KEY CONSIDERATIONS WHEN USING AND PRESENTING DATA FOR PUBLIC ENGAGEMENT

- Consider finding a presenter who is trusted in the community, knowledgeable, and who can either conduct or co-present with the "outside expert." Joint presentations can demonstrate the tone of collaboration and ensure that both the data and presentation are rooted in the local context.
- Have community stakeholders and key individuals in the community review a data presentation before an engagement event to ensure language clarity and to sign-off. That trusted and representative individual can play a role in event facilitation or introduce the "outside expert" even if not co-presenting with him/her.
- Data experts can (and should) be on hand during the event to answer technical questions that arise which present roadblocks to continuing conversation.