Let’s Get Engaged!

How to conduct an effective community engagement forum

LOC Conference
October 5, 2022
Go to
www.menti.com
Use code 3441 1996
What is your name (first or last)?
How many years have you lived in your city?

- Less than 5 years: 7
- 5 to 10 years: 22
- More than 10 years: 91
<table>
<thead>
<tr>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>87000</td>
</tr>
<tr>
<td>36500</td>
</tr>
<tr>
<td>120</td>
</tr>
<tr>
<td>19000</td>
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<tr>
<td>10000</td>
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<td>7300</td>
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<tr>
<td>3267</td>
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<td>39,000</td>
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<td>108,000</td>
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<tr>
<td>Population</td>
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</tbody>
</table>
What is your city's population?

- 1700
- 25000
- 59,000
- 8909
- 1200
- 12,300
- 5000
- 56,122
- 1200
What is your city's population?

<table>
<thead>
<tr>
<th>99500</th>
<th>3100</th>
<th>60000</th>
</tr>
</thead>
<tbody>
<tr>
<td>5100</td>
<td>38500</td>
<td>12,500</td>
</tr>
<tr>
<td>10,300</td>
<td>10001</td>
<td>13000</td>
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</tbody>
</table>
What is your city's population?

<table>
<thead>
<tr>
<th>7200+</th>
<th>1250</th>
<th>3,500</th>
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<tbody>
<tr>
<td>28,009</td>
<td>2000</td>
<td>3200</td>
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<tr>
<td>3650</td>
<td>13000</td>
<td>18,900</td>
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</tr>
<tr>
<td>3000</td>
<td>10700</td>
<td>43000</td>
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<tr>
<td>2100</td>
<td>17000</td>
<td>5,580</td>
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<tr>
<td>10,000</td>
<td>20,000</td>
<td>16,599</td>
</tr>
</tbody>
</table>

What is your city's population?
What is your city's population?

- 40,000
- 380,000
- 7,000
- 13,000
- 5,300
- 3,500
- 18,000
- 1,500
- 26,000
What is your city's population?

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>119,000</td>
<td>39500</td>
<td>4200</td>
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<tr>
<td>21000</td>
<td>2300</td>
<td>39000</td>
</tr>
<tr>
<td>13000</td>
<td>1000</td>
<td>39,000</td>
</tr>
</tbody>
</table>
What is your city's population?

- 26467
- 5000ish
- 21000

- 10,229
- 10,200
- 12000

- 5700
- 110,000
- 2000
What is your city's population?

| 38,000   | 10200   | 16,300  |
| 1420     | 7200    | 18,000  |
| ~13,000  | 10150   | 14,000  |
What is your city's population?

<table>
<thead>
<tr>
<th>36600</th>
<th>24500</th>
<th>2300</th>
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</thead>
<tbody>
<tr>
<td>12,000</td>
<td>9,000</td>
<td>2300</td>
</tr>
<tr>
<td>7500</td>
<td>1700</td>
<td>3104</td>
</tr>
</tbody>
</table>
What is your city's population?

1183, 6500, 4800

19000, 1900, 10000

18,000, 35000, 5700
What is your city's population?

- 40,000
- 2789
- 36,663
- 108,000
- 10500
- 3590
- 25,000
- 26000
- Growing
What is your city's population?

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<thead>
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<tbody>
<tr>
<td>9600</td>
<td>11000</td>
<td>2200</td>
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<tr>
<td>2789</td>
<td>3500</td>
<td>1300</td>
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<tr>
<td>12000</td>
<td>43000</td>
<td>180000</td>
</tr>
</tbody>
</table>
What is your city's population?

- 59,975
- 11,000
- 1,776
- 2,300
- 2,789
- 3,200
- 10,200
- 4,200
- 5,300
What is your city's population?

<table>
<thead>
<tr>
<th>Option</th>
<th>Value</th>
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<tbody>
<tr>
<td>30000</td>
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<tr>
<td>25000</td>
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<td>16500</td>
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<td>5650</td>
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<td>18000</td>
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<tr>
<td>2240</td>
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<tr>
<td>5500</td>
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<tr>
<td>More than 10000</td>
<td></td>
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<tr>
<td>36600</td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>Number</td>
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<tr>
<td>------------</td>
<td>--------</td>
</tr>
<tr>
<td>10,200</td>
<td>0</td>
</tr>
<tr>
<td>59,975</td>
<td>10,000</td>
</tr>
<tr>
<td>19,000</td>
<td>2</td>
</tr>
</tbody>
</table>
What is your city's population?

- 23000
- 1200
- 9600
- 600000
- 25000
How many pets do you have?

- None: 29
- 1: 34
- 2: 25
- 3 or more: 32
Public engagement is good for (choose any that apply):

- The city government: 113
- The participant: 109
What are the benefits of active public engagement? (pick any that apply)

- Better decisions or solutions: 104
- More diverse opinions: 108
- Builds a sense of community: 110
- More civility in meetings/discourse: 76
- Builds trust in government: 107
- Other: 9
<table>
<thead>
<tr>
<th>Barriers or Challenges to Active Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
</tr>
<tr>
<td>NIMBYs</td>
</tr>
<tr>
<td>People live busy lives</td>
</tr>
<tr>
<td>Ideology</td>
</tr>
<tr>
<td>Time commitment</td>
</tr>
<tr>
<td>Time</td>
</tr>
<tr>
<td>Courgae and fear</td>
</tr>
<tr>
<td>Indifference</td>
</tr>
<tr>
<td>Time</td>
</tr>
</tbody>
</table>
What are barriers or challenges to active engagement?

- City Staff
- Timing
- Covid
- Getting folks to attend
- Apathy
- Corruptions
- Time and perceived importance
- N/A
- Language
What are barriers or challenges to active engagement?

- Child care
- Kids
- Time
- Accessibility
- Timing
- Children
- Other demands and commitments
- Other priorities
- People not showing up
<table>
<thead>
<tr>
<th>Schedules</th>
<th>Language, time of meetings/events</th>
<th>People working multiple jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME &amp; willingness</td>
<td>Time</td>
<td>Getting people to participate</td>
</tr>
<tr>
<td>Emotions</td>
<td>Apathy</td>
<td>Special interest groups</td>
</tr>
</tbody>
</table>
What are barriers or challenges to active engagement?

- Misinformation
- Belief that there is only one solution
- Getting the word out about meetings
- Time
- Time
- Language
- Time commitment
- Communication
- Covid
What are barriers or challenges to active engagement?

- Social media
- Community interest
- Community trust
- Scheduling conflicts
- Work
- Time restraints
- NIMBY
- Pride, lack of information, anger
- Mistrust
- Time commitment
What are barriers or challenges to active engagement?

- The only people who show up are the ones with strong opinions that may or may not be representative.
- Disagreeing
- Fear
- Getting public to attend
- Strong opinions
- Reactions to misinformation
- Time, interest, awareness
- Language barriers
- Public attendance and notification
What are barriers or challenges to active engagement?

- Divisiveness
- People who don’t listen well
- City staff
- Citizens don’t want to know
- Distrust
- Work
- People are busy and issues are complex
- Lack of wheelchair access.
What are barriers or challenges to active engagement?

- Reaching the public to notify of the meeting
- Time
- Apathy
- Active participation
- Feelings of disrespect from mayor
- Misinformation
- Time. Work.
- Lack of trust
- Boring af
What are barriers or challenges to active engagement?

- Fear of speaking in public
- Apathy
- People too busy
- Getting the word out to the citizens
- People who only have one point of view
- Interest in government
- Lack of volunteers
- Connections
- Fixed strong opinions
<table>
<thead>
<tr>
<th>Barriers or Challenges</th>
<th>Participants</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Curt Collins</td>
<td>Interest</td>
</tr>
<tr>
<td>NIMBY, Cave and Banana Folks</td>
<td>Citizens are busy</td>
<td>Community willingness to attend</td>
</tr>
<tr>
<td>Lack of listening</td>
<td>Getting new folks to engage</td>
<td>Anger, misinformation or misunderstanding</td>
</tr>
</tbody>
</table>
What are barriers or challenges to active engagement?

- Health problems, distance to drive
- Time, attendance requirements
- Time, Access, Commitment.
- Perception of the government and their role
- Time constraints, language barrier, commitment,
- People are happy with the outcome
- Participation from community
- Language barriers, Mayors negativity, infrastructure
- Covid
What are barriers or challenges to active engagement?

- Language
- Need to be after work
- Location
- Indifferences
- Unwillingness of people to participate functionally, and would rather gripe online or in emails.
- Getting people to attend
- Work
- Participation
- Lack of availability in residents’ schedules
What are barriers or challenges to active engagement?

- Fear of public speaking
- Not able to be flexible
- Hi Scott
- Participation
- Low perceived benefit by the public
- Child care
- Trust
- Work schedules
- Geographical location Disперsement of information
What are barriers or challenges to active engagement?

- Many people are too busy in their daily life to engage with government
- Time
- Govermental stereotypes
- Being afraid of opinions being disregarded
- Safety of council and citizens
- Lack of volunteers
- Don’t know about it
- Q anon councilors
- No one showing up
What are barriers or challenges to active engagement?

- Closed minded groups
- Meeting times
- Strong minded individuals bully their opinions.
- Children
- Corrupt agendas
- Poor communication skills
- Find convenient time
- Time, child care, transportation, language
- Capitalism
What are barriers or challenges to active engagement?

- Time, communication skills
- Apathy, not enough time
- College Football
- time
- Attend meetings
- We lack inclusivity
- Busy lives. City Staff.
- Public doesn’t understand what the city can or can’t do.
- Time
<table>
<thead>
<tr>
<th>Barriers or Challenges to Active Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>No want for change</td>
</tr>
<tr>
<td>Fear</td>
</tr>
<tr>
<td>Language barrier</td>
</tr>
<tr>
<td>Babysitting</td>
</tr>
<tr>
<td>Residents’ beliefs that what they have to</td>
</tr>
<tr>
<td>say won’t influence the outcome</td>
</tr>
<tr>
<td>Everyone gets their information from</td>
</tr>
<tr>
<td>different sources</td>
</tr>
<tr>
<td>Child care not available</td>
</tr>
<tr>
<td>Citizens haven’t been heard in the past</td>
</tr>
<tr>
<td>Time, trust that it will be meaningful</td>
</tr>
</tbody>
</table>
What are barriers or challenges to active engagement?

- City staff, Mayor, speaking, accessibility, child care.
- Difficult characters
- Apathy
- No
- Time commitment, Apathy, People not showing up
- Some
- People who are late every day
- Time
- Time
Does your city have staff dedicated (full time or part time) to public engagement?

- Yes: 74
- No: 38
- Don’t know: 8
What percentage of your city's population makes public comments (verbal or written) at meetings?

- Fewer than 1%: 116
- Fewer than 10%: 5
- More than 10%: 3
Do you enjoy public hearings?

- Yes: 63
- No: 25
- No, but better than a root canal: 33
For the average resident, where does "engaging in city issues fall in relation to other interests"

1st: Family
2nd: Earning a living
3rd: School issues
4th: Faith
5th: Sports
6th: Engaging in city issues
Thanks for engaging!
IAP2 Spectrum
of Public Participation

**Inform**
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**Consult**
To obtain public feedback on analysis, alternatives and/or decisions.

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

**Collaborate**
To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

**Empower**
To place final decision-making in the hands of the public.

---

**Promise to the public**

- We will keep you informed.
- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.
- We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
- We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- We will implement what you decide.
What challenges or problems in your city would benefit from a community forum like this?
PSU Center for Public Service -- RESEARCH PROJECT

BUILDING LOCAL GOVERNMENT CAPACITY FOR COMMUNITY ENGAGEMENT: A Survey of the Field of Practice in Oregon

- Greg Greenway, Project Manager (greenway@pdx.edu)
- Dr. Paul Leistner, Lead Researcher (leistner@pdx.edu)
How satisfied are you with the level of active community engagement in your city?

- Very satisfied: 3
- Satisfied, but would like to see more: 22
- Not what I would like to see, in spite of our efforts: 68
- Very disappointed: 28
How do you build your city's CAPACITY for community engagement? Check any that apply

- Formal training: 51
- Use consultants: 46
- Peer networks: 72
- Informal mentoring: 72
- Professional conferences: 48
- Don't know: 31
What kind of support would you like to improve your city's capacity for community engagement? Choose any that apply

- Training: 94
- Consulting: 73
- Convening: 61
- Case studies: 59
- None of the above: 2
<table>
<thead>
<tr>
<th>Hybrid meetings</th>
<th>Hybrid meetings (access)</th>
<th>Record meetings to watch later with deadline for emailed input (access)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snacks (incentive)</td>
<td>Door prizes (incentive)</td>
<td>Surveys - get coupon (incentive)</td>
</tr>
<tr>
<td>Surveys - drawing for Gift cards (incentive)</td>
<td>Nixle</td>
<td>Increased posting locations of meeting agendas</td>
</tr>
</tbody>
</table>
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Partner with school district for communication about meetings
- Going to cultural organizations, community partners and relationship build with these organizations
- Going to retirement homes
- Spanish language radio station
- Newsletter
- Text alerts
- Record segments via zoom and send to local tv station
- Citizens sign up for a text alert program
- Citizens sign up for email newsletter
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Monitor community groups on social media sites to hear thoughts and then reach out to individuals directly
- Formal invitations, inperson invites
- House parties with food, with sponsors in the community that invite their networks
- Neighborhood meet and greets at neighborhood parks
- Cross post to multiple social media platforms
- Asking former volunteers to return to the table
- Ask the community how they get their information
- Language interpretation
- Meeting notices in church bulletins
<table>
<thead>
<tr>
<th>Idea</th>
<th>Additional Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper newsletters at senior centers and service organizations</td>
<td>Remove perception of exclusion</td>
</tr>
<tr>
<td>Partner with Chamber and service organizations to promote meeting</td>
<td>Public access tv</td>
</tr>
<tr>
<td>agendas on their websites</td>
<td>Welcome packet with realtors</td>
</tr>
<tr>
<td>Newspaper</td>
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<tr>
<td>Using personal relationships with community groups</td>
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<tr>
<td>Local radio shows</td>
<td></td>
</tr>
<tr>
<td>Civics academy program that leads to task force or focus groups or</td>
<td></td>
</tr>
<tr>
<td>boards and committees</td>
<td></td>
</tr>
</tbody>
</table>
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Find community members that are using the services and ask them
- Incentive/ hook
- Ask school groups for their participation
- Food
- Food
- Food

- Ask professional membership groups and look for local community
- Meeting at unconventional places
- Use a digital newsletter and have an engaging website
<table>
<thead>
<tr>
<th>Notetakers: what ideas did your table generate to encourage participation at a community forum?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public awareness of asking to be involved</td>
</tr>
<tr>
<td>Provide child care</td>
</tr>
<tr>
<td>Media, mailers, notifications</td>
</tr>
<tr>
<td>Good/Snacks</td>
</tr>
<tr>
<td>A beneficial location</td>
</tr>
<tr>
<td>Fun activities for children</td>
</tr>
<tr>
<td>Neutral location</td>
</tr>
<tr>
<td>Having a table at farmers market, soccer game, walmart</td>
</tr>
<tr>
<td>Bang the table for access to webpage.</td>
</tr>
<tr>
<td>Idea</td>
</tr>
</tbody>
</table>
**Notetakers: what ideas did your table generate to encourage participation at a community forum?**

<table>
<thead>
<tr>
<th>Food &amp; drinks</th>
<th>Use different public spaces</th>
<th>Workshop for contentious issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raffle</td>
<td>Touch a truck</td>
<td>Go where they are</td>
</tr>
<tr>
<td>Going to where they are</td>
<td>Create funding mechanisms to support engagement</td>
<td>Communicate web site, Facebook City web site</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Touch the truck</td>
</tr>
<tr>
<td>Ideas</td>
<td></td>
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<tr>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentoring</td>
<td></td>
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</tr>
<tr>
<td>Provide childcare or better yet involve kids in the event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do not have predetermined outcomes Go to the community</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community gatherings</td>
<td></td>
<td></td>
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<tr>
<td>Formal engagement strategy</td>
<td></td>
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</tr>
<tr>
<td>Need a champion in the community</td>
<td></td>
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<tr>
<td>Break out from little groups and work with other cities</td>
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<td></td>
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<tr>
<td>Childcare</td>
<td></td>
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</tr>
</tbody>
</table>
Notetakers: what ideas did your table generate to encourage participation at a community forum?

<table>
<thead>
<tr>
<th>Walk and talk</th>
<th>Advertise, Zoom</th>
<th>Be light and friendly in your approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using all forms of digital, social media, tying information to water bill</td>
<td>Need to listen</td>
<td>Food, fun and coordinate with other community events</td>
</tr>
<tr>
<td>City involvement... Events etc</td>
<td>Tie it to a popular community event</td>
<td>$ off water bill to entice ($5)</td>
</tr>
<tr>
<td>Notetakers: what ideas did your table generate to encourage participation at a community forum?</td>
<td></td>
<td></td>
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<tr>
<td>-----------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go where people are — parks, library, be outside</td>
<td>Find the influence in communities to help share information</td>
<td>Get past anger</td>
</tr>
<tr>
<td>I don't we need to build the trust and relationships first so people will believe their engagement matters?</td>
<td>Connect people with how decisions affect them</td>
<td>Engage Youth with swim party barbecue, youth advisory board, leadership classes, 4-H Girl Scouts, etc.</td>
</tr>
<tr>
<td>Show up churches and retirement homes</td>
<td>Acquire Instant Feedback from viewers on Zoom</td>
<td>Consider the needs of your community when planning (i.e., do you have a large population of retirees?)</td>
</tr>
</tbody>
</table>
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Person of notoriety to draw people
- Ticket to city events or activities
- Evenings
- Activities for kids
- Be specific when you talk to citizens
- Provide structure for input.
- Bang the table.com
- Thank people
- Different time slots
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Make the playing field level for speakers
- Conventional publications
- Follow up and share results with participants
- Engage youth (ie - "Mayor for a day", Use FBLA to give input on budgets, etc)
- Goody bags for attendees
- Touch a truck. Community website
- Use common language that everyone can understand to make it more accessible
- Food
- Work to have representation that is reflective of your community
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Helping residents who do not have access to technology to be more engaged
- Advertising community forums as inserts in water bills.
- Social media
- Have two options for public comment to allow for more people
- Phone surveys
- Surveys
- Use a community calendar for inclusive scheduling (e.g., soccer games, community festivals, etc.)
- Small population towns: door-to-door
- Be available and go to the community on their turf.
Notetakers: what ideas did your table generate to encourage participation at a community forum?

- Personal invite, good intent of city staff, mayor's and counsel.
- Apply artificial intelligence in gathering social media.
How do you discover your residents' opinions and needs WITHOUT active participation?

<table>
<thead>
<tr>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read comments on social media</td>
</tr>
<tr>
<td>Osmosis m</td>
</tr>
<tr>
<td>Observe</td>
</tr>
<tr>
<td>Social media gripe groups</td>
</tr>
<tr>
<td>Social media</td>
</tr>
<tr>
<td>Letters to the editor in the newspaper</td>
</tr>
<tr>
<td>Social media</td>
</tr>
<tr>
<td>Community social media pages</td>
</tr>
<tr>
<td>Facebook groups</td>
</tr>
<tr>
<td>Method</td>
</tr>
<tr>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Social media surveys</td>
</tr>
<tr>
<td>Direct relationship</td>
</tr>
<tr>
<td>Talk to people at restaurants</td>
</tr>
<tr>
<td>Social Media</td>
</tr>
<tr>
<td>Sticker vote charts at the library</td>
</tr>
<tr>
<td>Social Media comments/posts</td>
</tr>
<tr>
<td>Open your email in box</td>
</tr>
<tr>
<td>Social media messages and phone calls</td>
</tr>
<tr>
<td>Bang The Table.com</td>
</tr>
</tbody>
</table>
How do you discover your residents' opinions and needs WITHOUT active participation?

- Facebook community group
- Gossip in the grocery store
- Look at NextDoor
- Local paper editorials
- Neighbor
- Speak to your neighbors
- You don't. Local government is a squeaky wheel situation.
- Reading social media comments
- Listen wotjiu judgement
How do you discover your residents' opinions and needs WITHOUT active participation?

- Nocking doors, internet engagement, informal town halls, meet and greets
- Things overheard at the bar
- If you are wrong they will let you know
- Talk to the people they already interact with.
- Talking to your neighbors.
- Social media.
- Observations
- Community feedback at events
- Set up a table at local events (music in the park, etc)
How do you discover your residents' opinions and needs WITHOUT active participation?

<table>
<thead>
<tr>
<th>Monitor social media</th>
<th>Knowing people who work in a certain office</th>
<th>City app and survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction... Post office?</td>
<td>Go to events</td>
<td>Go to the local watering hole</td>
</tr>
<tr>
<td>Be available</td>
<td>Tabling at events</td>
<td>Belong to organizations in the city</td>
</tr>
</tbody>
</table>
How do you discover your residents' opinions and needs WITHOUT active participation?

<table>
<thead>
<tr>
<th>Surveys</th>
<th>Newsletter</th>
<th>Online survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking to people at events</td>
<td>Watch what they say on social media</td>
<td>Go to neighborhood association meetings</td>
</tr>
<tr>
<td>Watch Facebook posts on local groups/pages</td>
<td>Nextdoor.com</td>
<td>You can't</td>
</tr>
</tbody>
</table>
How do you discover your residents' opinions and needs WITHOUT active participation?

- Personal contact Social media
- Overhearing conversations
- Getting stopped at the grocery
- Quick polls
- I show up where groups of residents are. Community events, sports games, neighborhood associations, coffee w/ a councilor, grocery store talks.
- Rumors
- Stand by coffee shops and ask people for input on specific questions
- Freely and willingly engaging in spontaneous conversations at restaurants, farmers markets, community events, etc.
- Make my own effort to talk to people
How do you discover your residents' opinions and needs WITHOUT active participation?

<table>
<thead>
<tr>
<th>Social media</th>
<th>Nextdoor</th>
<th>Attend and be present at community events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar!</td>
<td>Personal interactions at Post Office</td>
<td>Survey</td>
</tr>
<tr>
<td>Unsolicited email from disgruntled citizen</td>
<td>Conversations at the grocery store, gas station, restaurant, local pub</td>
<td>Surveys</td>
</tr>
</tbody>
</table>
How do you discover your residents' opinions and needs WITHOUT active participation?

- Face to face
- Mail postcard with QR code to a VERY short survey.
- Monitor community chat on FB
- Next Door
- Push notification surveys
- Flyers with tear off tabs- which flyers are actually seeing people "tearing off"
- Walk the dog
- E Blasts
- Read community bulletin boards
How do you discover your residents' opinions and needs WITHOUT active participation?

- Door to door, Farmers markets, nextdoor, community events
- E Blasts
- Survey
- Opinion in newspapers
- You don't
- Surveys to community groups, email out reach, public news letter, community events
- Phone calling and emailing and texting
pdx.edu/center-for-public-service