Effective Public Communication

PART ONE

Lisa Church
Moab City

Geoff Liesik
GL Comms

Christina Judd
Salt Lake City Police Dept. | UT PIO Assoc.

MODERATOR
Heila Ershadi
Moab Sun News

STRATEGIC PLANNING

SJ+A

City Communications and Outreach
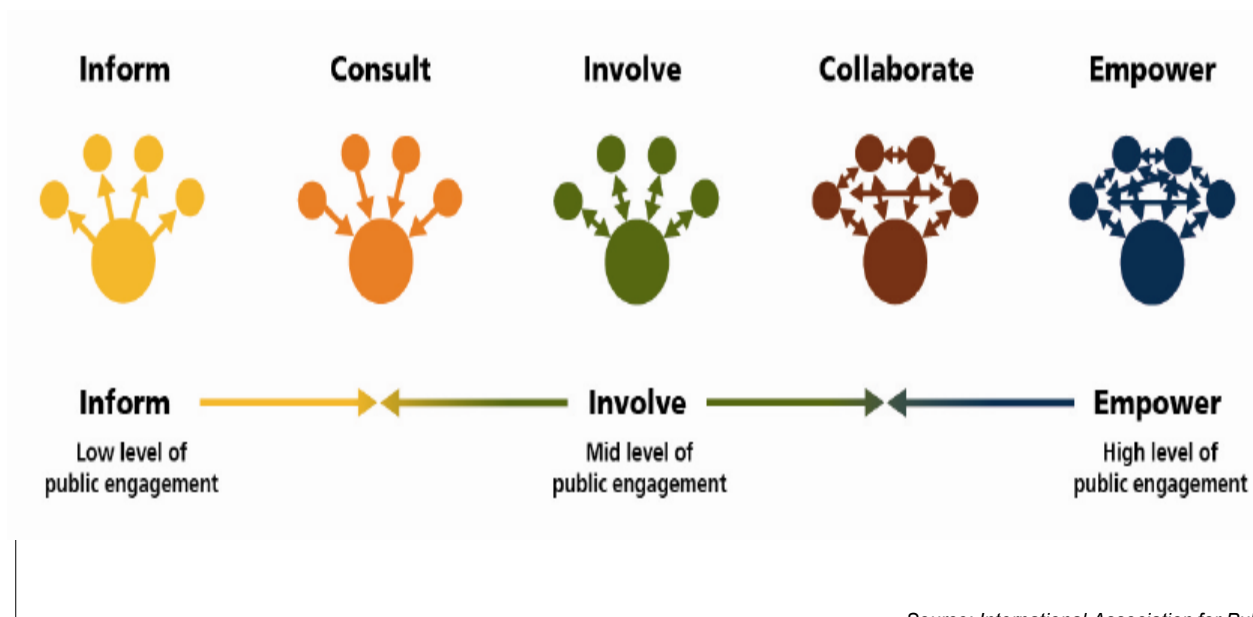
LISA CHURCH

Moab City

SJ+A

Communications & Outreach

Public engagement and communication are integral to the overall health and well-being of all communities.
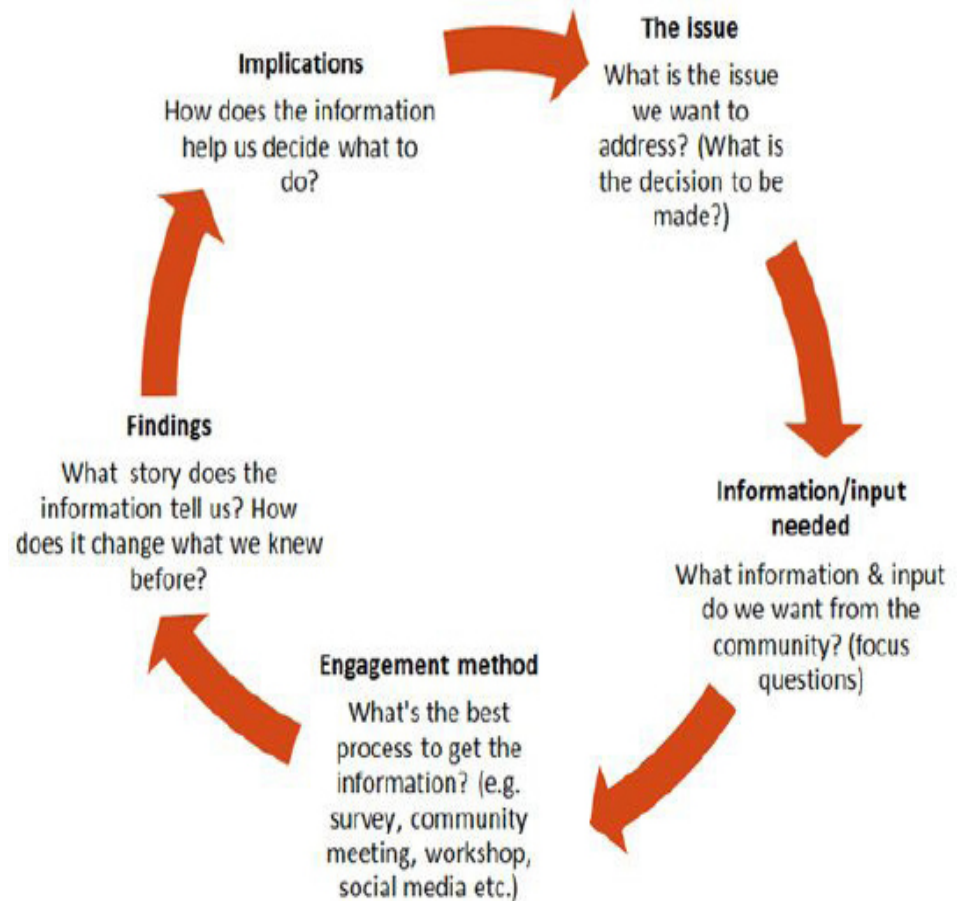
Reaching Out to the Community:
How Governments Build Trust

Principals for Community Engagement

- **Transparent and Timely** – Provide information as soon as it is available.

- **Accessible** – Ensure information is easy to find and understand.

- **Responsive** – Place residents' need to know first and adapt quickly to change.

- **Accountable –** Create clear guidelines for civic participation and citizen engagement, and follow up with outcomes.

- **Early Involvement** – Communicate with residents as soon as possible about upcoming projects, plans, etc.

- **Diverse and Inclusive** – Develop outreach strategies to involve citizens from diverse walks of life.

Important Questions to Consider

The issue
What is the issue we want to address? (What is the decision to be made?)

Information/input needed
What information & input do we want from the community? (focus questions)

Engagement method
What's the best process to get the information? (e.g. survey, community meeting, workshop, social media etc.)

Findings
What story does the information tell us? How does it change what we knew before?

Implications
How does the information help us decide what to do?

Communicating in Today's World

- Media (newspapers, radio stations, television news)

- Social Media (Facebook, Twitter, Instagram, etc.)

- Websites

- Community Organizations

- Community Stakeholders

- Informational Advertising

Methods of Outreach

- Public Town Hall Meetings

- Neighborhood Meetings

- Project Open Houses

- Focus Groups

- Community Surveys

- Newsletters/Community Updates

Example: Town Hall

Goals:

- Involve the public
- Interact directly with residents
- Provide information
- Answer questions
- Address concerns
- Clarify misunderstandings or misinformation
- Build trust with community

Example: Neighborhood Meetings

Goals:

- Give voice to those directly affected by an issue/project
- Encourage direct involvement
- Increase inclusiveness/empowerment
- Provide neutral ground for discussing ideas/concerns
- Build trust

Example: Project Open House

Goals:

- Provide detailed project overv
- Solicit input/ideas from reside
- Foster clear understanding
- Address concerns, misunderstandings or misinformation
- Build trust with community

Day-to-Day Communications:
Why It Matters

Goals:

- Faster response to meet residents' needs

- Fields questions and concerns from community and provides clear answers

- Immediate point of contact for media
  - ➢ Speeds up response time
  - ➢ Directs inquiries to appropriate staff for questions
  - ➢ Can provide additional information to clarify

- Works with all municipal departments to create unified approach to outreach and messaging

- Serves crucial, dedicated role in times of emergency and crisis

Example: Blue Water Blues

Timeline:

11:30 a.m. – Received report of possible cross-contamination of the city's water supply

12:15 p.m. – Health Department issued "bottled water only order"

12:55 p.m. – Posted first notice on the Facebook and provided a description and map of the affected neighborhoods and streets The post ultimately reached more than 47,500 viewers

1:15 p.m. – Issued news release to local media, schools and community organizations (follow-up continued throughout the next 3 days)

2:30 p.m. – Created flyers in English/Spanish and distributed to affected neighborhoods. Also set up water truck to provide free water to those neighborhoods.

The situation and outreach lasted for two days while water testing was done. Ultimately, no dangerous contaminants were found and the bottled water only order was lifted.

Final Thoughts

- Many smaller municipalities are now budgeting for a communications person/department

- It's critical that municipalities designate a point person for communications, even when the budget doesn't allow for communications staff
  - ➤ This could be the City Manager, Mayor, or another knowledgeable staff member

- Free training is available through the Utah PIO Association as well as other online options

Thank you

Herding the Cats

Geoff Liesik

GL Comms

Quick Bio

- Degrees in criminal justice and communication
- 15 years as a reporter, editor and photojournalist
- Started GL Comms in 2017 with two clients
- Currently serving eight clients
- Type 2 public information officer (trainee) with the BLM
- Member of Great Basin Incident Management Team 3

My Basic Tenets

- Transparency builds trust
- Get ugly early
- Tell your own story
- Develop an audience before a crisis
- Kill rumors fast
- Don't. Feed. Trolls.

Successes

- Faster release of official information
- Greater community involvement
- Better awareness of public & press perception

Challenges

- Time management
- Creating unique content for similar clients
- Potential conflicts of interest

"We deal fairly with clients, employers, competitors, peers, vendors, the media and the general public."

– Public Relations Society of America Code of Ethics
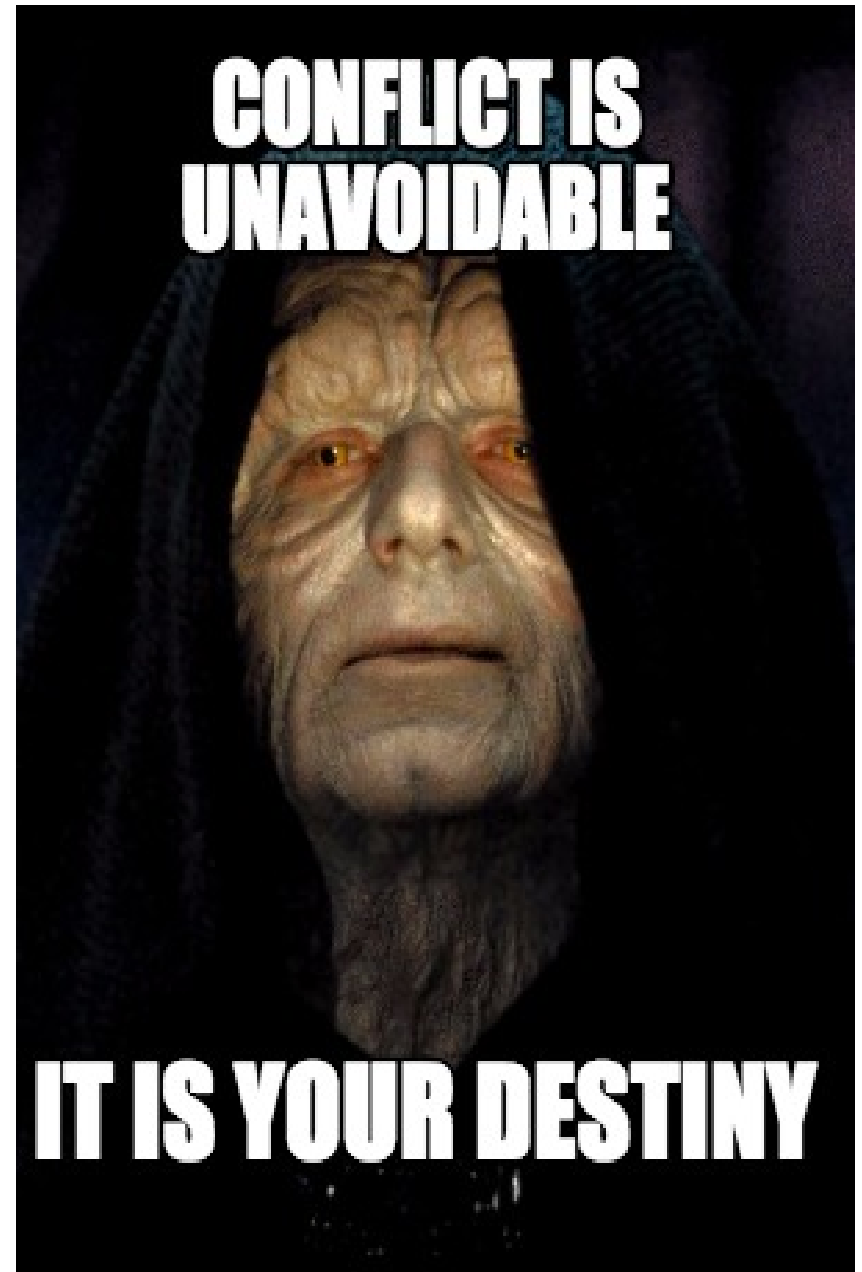
Communication Plans and Crisis

About Me

- 15 years as Public Affairs Officer, US Air Force Reserve
- 4 years as Director of Communications, Salt Lake City Police Department
- Degrees in Communication and Global Strategic Communication
- Staff of 4 full time: 3 LEO, 1 Graphic Designer; 20 collaterals
- Crisis communication, transparency, community outreach
- President, Utah Public Information Officer Association
- Regularly speak to groups about incidents

Incidents of Note

- 2019: active shooter driving throughout SLC; 5 OICIs

- 2018: national man-hunt for murder suspect; 4 OICIs

- 2017: arrest of nurse regarding blood draw

- 2016: shooting of Somali refugee

Strategy

- Establish chief's intent
  - Mission, vision, core values

- Stakeholder engagement
  - Adversaries, advocates, community

- Internal before external
  - Multi-platform

Top 10 Tips

- Go ugly early
- Bad news doesn't get better with time (it's not wine)
- Shape the story where possible
- Never say no to an interview
- Work with legal
- Throw the rule book out every once in a while
- Trust your gut
- Whenever possible, go on the offensive
- Build your network of assets
- Take the crookeds with the straights

Somers-Jaramillo + Associates specializes in public participation services to **build consensus** and ensure that participants have the opportunity to **engage in decisions** that affect them.
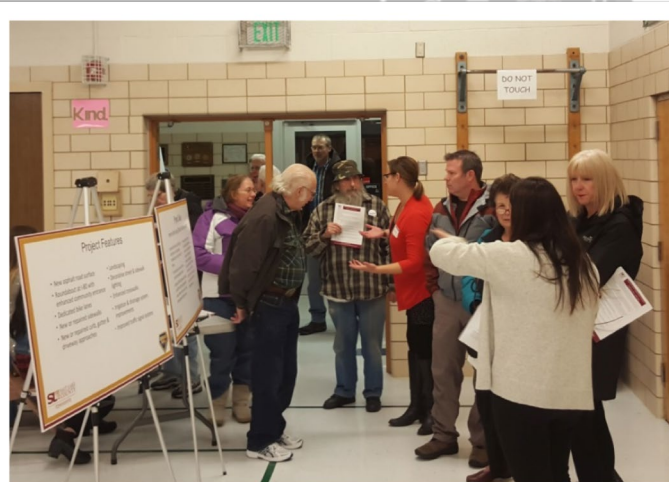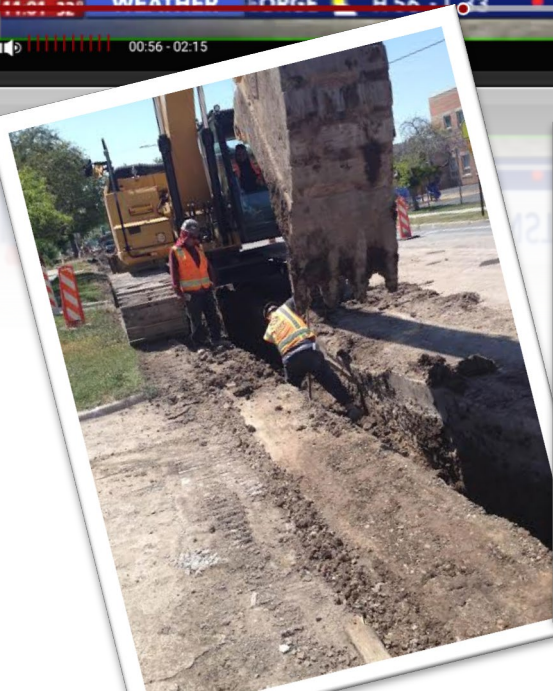
- Design processes to involve affected parties
    - Who, How, When + Why
- Build trust and credibility through transparency
- Educate the public about government processes/decision-maker frameworks
- Respectfully consider public input
- Communicate back how public
  input is used

Pursing the greater good: good decisions made together

ADVANCING THE PRACTICE OF GOOD P2

LIVE
13
NEW AT ELEVEN
UDOT TO INSTALL LARGEST PRE-CAST BRIDGE BEAMS
WEATHER FORGE H 56 - L 33 VERNAL H 33 - L 17 MOAB H 45 - L

00:56 - 02:15
FOX**13** SALT LAKE CITY

FOUR LANES DIVERGED
and you drove safely.

WINDOW

SOUTH DAVIS
IMPROVEMENTS

A UDOT Project

Project Features

What worked well?

- Early City coordination
- Slowed down and designed the "right" project
- Clearly defined where input could be used, then showed where/when it was
- Community Working Group
- Educated about process

- Defined messaging together
- Carefully targeted specific audiences
- In-person visits/flier delivery to all on-corridor businesses
- Business materials
- Chamber coordination
- Email updates
- City newsletter
- In-person assistance

So what happened?

	Pro-Project	Neutral/Unknown	Opposed
Number of Comments	118	23	42
Topic/Concern	• Improved safety • Improved bike facilities • Improved pedestrian facilities • Improved landscaping/aesthetics • Better business access • Complete Streets • Multi-modal access • Medians	• Maintain business access • Address southbound turns onto 500 W. • Address ingress/egress for Macey's shopping center • Dedicated right turn lanes • Adequate width for U-turns • Conflict zones with cars/bikes at crossings • Columbia Lane interface • Construction fatigue	• No bike lanes • Congestion • Maintain # of lanes • Reduced East-West access • Decreased business access • Wasteful spending

Comments received through 5pm, June 12, 2018

SJ+A

What did we do?

- Briefed City Staff
- Direct mail to all on-corridor recipients and .3 miles
- In-person visits/flier delivery to all on-corridor businesses
- Email update
- Mayor's Blog post

What else should we have done?

- Briefed the new council & Mayor
- Broadened the reach of the direct mail piece
- Pitched the *Daily Universe* & *Herald*
- Presented to neighborhood councils

What else did we end up doing?

- 2 more council meetings
- 2 surveys
- Extended public comment period

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IAP2 Core Values

1 **Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.**

2 **Public participation includes the promise that the public's contribution will influence the decision.**

3 **Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.**

4 **Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.**

5 **Public participation seeks input from participants in designing how they participate.**

6 **Public participation provides participants with the information they need to participate in a meaningful way.**

7 **Public participation communicates to participants how their input affected the decision.**

The Core Values define expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

iap2
international association
for public participation
USA

IAP2 Spectrum of Participation

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	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 seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

The IAP2 Public Participation Spectrum describes a range of roles for the public in a decision process. Contact the IAP2 Federation for permission to use the IAP2 Spectrum.

iap2
international association
for public participation
USA

Framework for Public Communication Campaigns
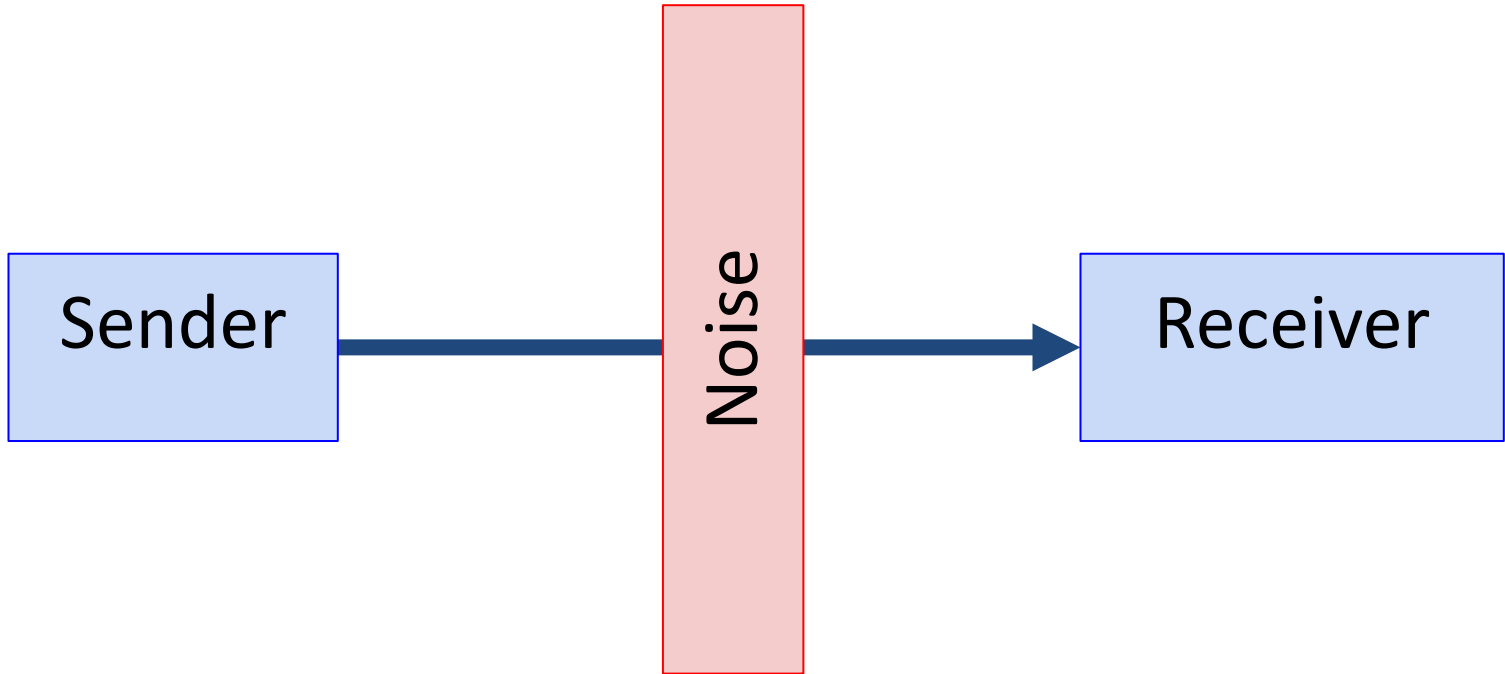
Kevin Kitchen
UDOT Region 4

Framework for Public Communication Campaigns

Aligning Initiative Objectives and Tactics

Kevin S. Kitchen
UDOT Region Four Communications
February 2020

| Executive | Judicial | Legislative |

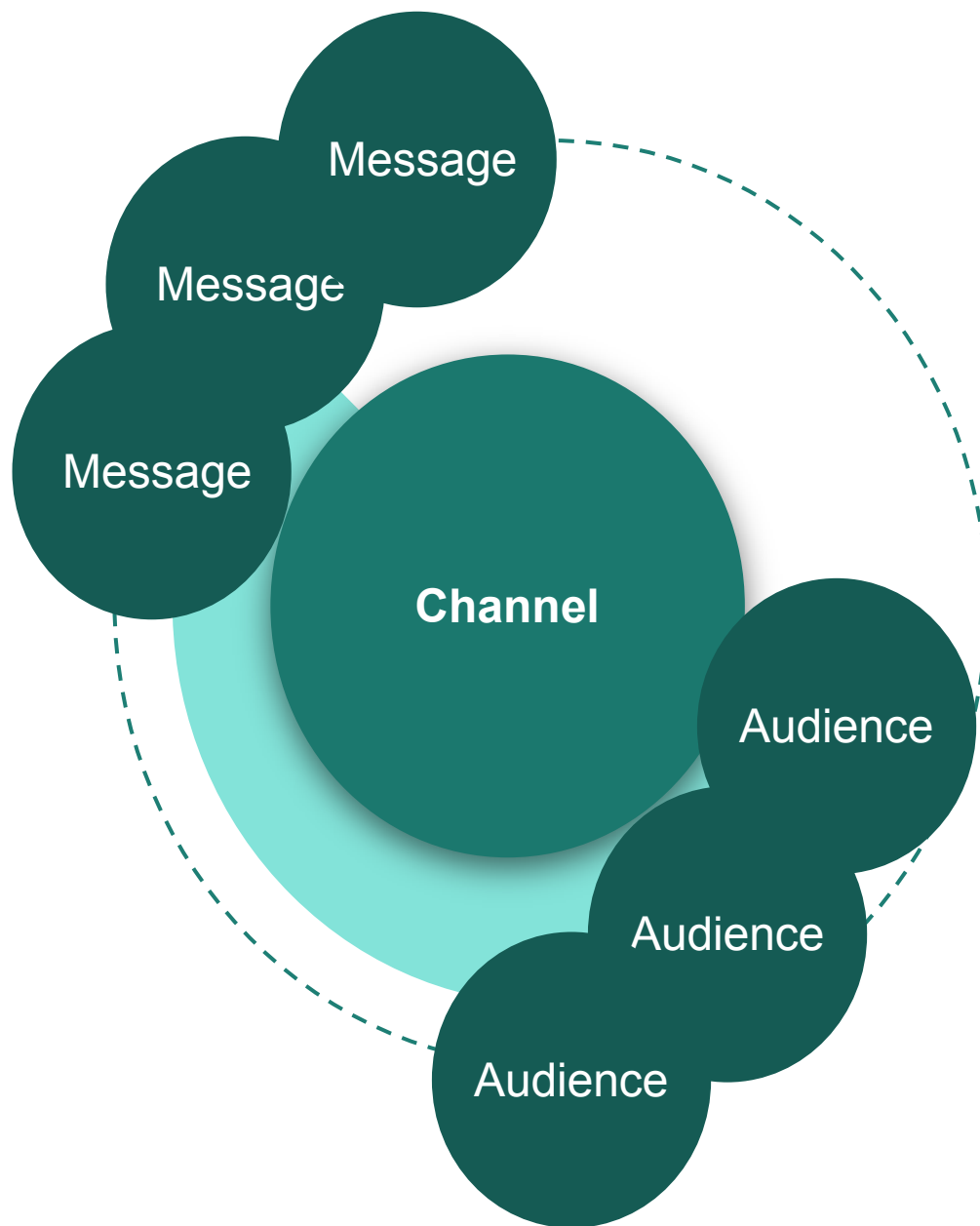| Public	Private
Processes	Objectives
Jurisdiction	Community

Priority of Definition

- Initiative
- Audiences
- Perceptions
- Messages
- Dissemination Channels
- Feedback Channels
- Medium
- Timing

Clarity & Reach

Communication &
Behavior

Inform or Empower

Objectives and Tactics
in Action

Common Phrases

Nobody's communicating.

No one told me.

I told them/him/her.

This can be solved with better communication.

Artificial Intelligence

Fake News

kevin@utah.gov

MARCH 20, 2020

Planning for Rural Utah

Micheal J. Clay, PhD
Urban Planning International, LLC

Presentation Outline

Key topics for discussion:

- Why have a General Plan?
- What do General Plans contain?
- General Plan Elements
- What is LUDMA?
- BYU Project Summaries

Why have a General Plan?

- Have a written document that outlines goals and strategies for the community
- Articulate a 20 year future for your city
- Involve the community in the planning process
- Attract future development
- Apply for state and federal grants

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What do General Plans contain?

Not every plan is the same!

Overview

History of the Area

Compiled regional history

Demographic Analysis

Population projections, age & gender statisitcs

Eight Content Elements

Existing conditions, goals and approaches, public input, and maps

General Plan Content Elements

Sections dedicated to specific aspects of the city

Required

- Land Use
- Transportation
- Housing
- Moderate income housing

Supplementary

- Historic Preservation
- Economic Development
- Annexation
- Environment
- Public Facilities

1 INTRODUCTION PG 1

COMMUNITY VISION PG 9

2 HISTORIC PRESERVATION PG 11

3 LAND USE PG 21

4 HOUSING PG 35

5 ECONOMIC DEVELOPMENT PG 47

6 TRANSPORTATION PG 57

7 PUBLIC FACILITIES PG 73

8 ENVIRONMENT PG 89

9 ANNEXATION PG 105

APPENDICES PG 112

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LUDMA

Utah Land Use, Development, and Management Act

- For both cities and counties

- Governs land use and zoning regulation

- Establishes mandatory requirements that local governments must follow

LUDMA REQUIREMENTS

For local governments

1 General Plan

Each city and county must adopt a "general plan,"

which is a general guideline for future development

2 Content Requirements

General plan must contain sections on land use,

transportation and a moderate income housing study

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Notice

3

Each city must provide 10 calendar days notice of its intent to prepare a proposed general plan, and notice for each subsequent public hearing

Inclusion

4

The planning process must include all relevant stakeholders, i.e. property owners, DoTs, city officials, etc.

Moderate Income Housing

5

This element must be updated annually by the local legislative body and revised to estimate the housing need for the next 5 years

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General Project Timeline

Priorities and deliverables

1

2

3

Vision and Goals Inception

General Plan Update

Executive Committee

Revise Vision and Goals

General Plan Update

Executive Committee

Review Vision and Goals

General Public - Multiple meetings, public surveys, comment cards

Submission of Initial Draft

Planning Commission
and City Council

Present the Final Draft for ratification

City Council

4 — 5 — 6 — 7

Finalize Vision and Goals

General Public

Present the Final Draft for approval

Planning Commission

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THIS PROCESS GENERALLY TAKES FROM 4 TO 6 MONTHS, BUT CAN TAKE UP TO A YEAR.

PROJECT COSTS

$15,000 to 20,000 for rural communities

$35,000 + for non-rural communities

The Community Impact Board will match local funds and pay 50 % of the project (up to $50,000)

BYU Project Teams

Student-Led Internship Opportunities

Dr. Michael Clay

Director of the Urban and Regional Planning Program at Brigham Young University

Urban Planning International, LLC

- Transfer of Development Rights Ordinance, Spanish Fork City, 2020
- Forebay Multi-use Recreation Plan, Payson City, 2020
- Delta, Utah, Zoning Code and Subdivision Ordinance Update, 2019
- General Plan, Delta, Utah, 2019
- General Plan, Fillmore, Utah, 2019
- Manti, Utah, Zoning Code and Subdivision Ordinance Update, 2019
- Sanpete County, Utah, Zoning Code and Subdivision Ordinance Update, 2019
- General Plan, Mona, Utah, 2018
- General Plan, Gunnison, Utah, 2018
- General Plan, Hideout, Utah, 2018
- Xeriscaping Ordinance, Orem City, 2018

- Trails Planning and Mapping Project, Mountainland Association of Governments, 2018
- Trails and Recreation/Economic Development Plan, Eureka City, 2018
- Master Plan of Economic Development Area, Vineyard City, 2017
- General Plan, Eureka City, 2017
- Commercial Development Standards for State Street Master Plan, Orem City, 2017
- Land Use Plan, Spanish Fork City, 2017
- Orem North Neighborhood Plan, Orem City, 2016
- Sharon Park Neighborhood Plan, Orem City, 2016
- General Plan, Manti City, 2016
- Economic Development Plan, Manti City, 2016
- State Street Sign Inventory, Orem City, 2016

- Demographic Analysis and Data Development, Orem City, 2016
- Noticing Policy Analysis and Recommendations, Orem City, 2016
- Bike Lane Study, Orem City, 2016
- Apartment Occupancy Inventory, Orem City, 2016
- State Street Business Inventory, Orem City, 2015
- Food Truck Ordinance, Orem City, 2015
- Form-base Code Development, Orem City, 2015
- Parking Demand Analysis, Provo City, 2015

- Main Street Revitalization Plan, Spanish Fork City, 2014
- Downtown Revitalization Plan, Salem City, 2014
- Commercial Design Standards, Springville City, 2013
- Downtown Design Plan, Provo City, 2013
- Sign Ordinance Analysis, Springville City and Spanish Fork City. 2013
- General Plan Update, Springville City, 2012
- Historic Neighborhood Plan, Springville City. 2012

Thank you.