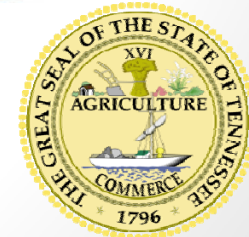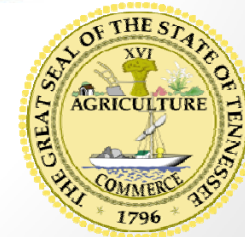# WHERE DO I BEGIN?

MAKING A VISIBLE DIFFERENCE IN COMMUNITIES
2015 COMMUNITY INVOLVEMENT CONFERENCE
ATLANTA, GA

HOW TO ENGAGE IN THE "STATE" YOU'RE IN

2015 COMMUNITY INVOLVEMENT CONFERENCE
ATLANTA, GA

What's the Difference?

OUTREACH

- Primarily one-way
- Involves talking to people
- Means approaching an audience or community with answers
- Focuses on educating people
- Can be a productive part of an engagement strategy

ENGAGEMENT

- Requires building ongoing, two-way relationships based on trust and authenticity
- Involves listening to people
- Means working with the community to mutually identify solutions
- Ongoing dialogue to develop understanding

HOLISTIC ENGAGEMENT

- **SEEING COMMUNITIES WITH EYES WIDE OPEN**
  - Understanding the Intangible Strengths of Communities
  - Resilient Individuals
- **ENHANCING COMMUNITY RESILIENCY**
  - Wisdom, Dignity, and Respect: Listening and Communicating
  - Helping a Community Know Its Strength

HOLISTIC ENGAGEMENT

Holistic Community engagement presents an opportunity for collective learning

Communities should be learning how to make <u>appropriate</u> demands on government

Community's Perspective
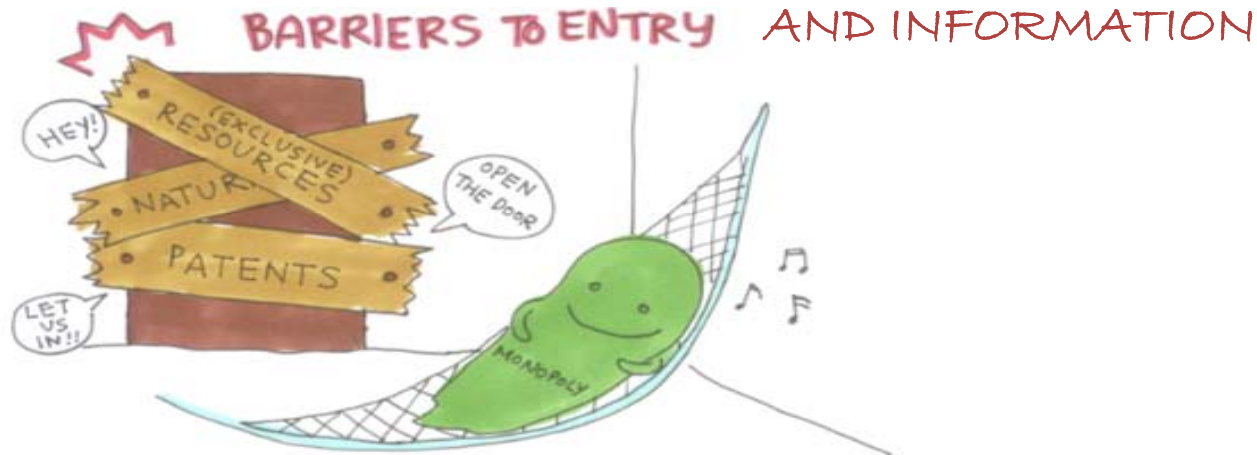
UNDERSTANDING EMOTIONS

OFTEN COMES ACROSS AS

GETTING PAST EMOTIONS:
ENGAGE + ENLIGHTEN = EMPOWER

Community's Perspective

Communication

Lack of Transparency

BARRIERS TO ENTRY

AND INFORMATION

Community's Perspective

The Know-It-Alls | The Passives | The Dictators | The "Yes" People | The "No" People | The Gripers
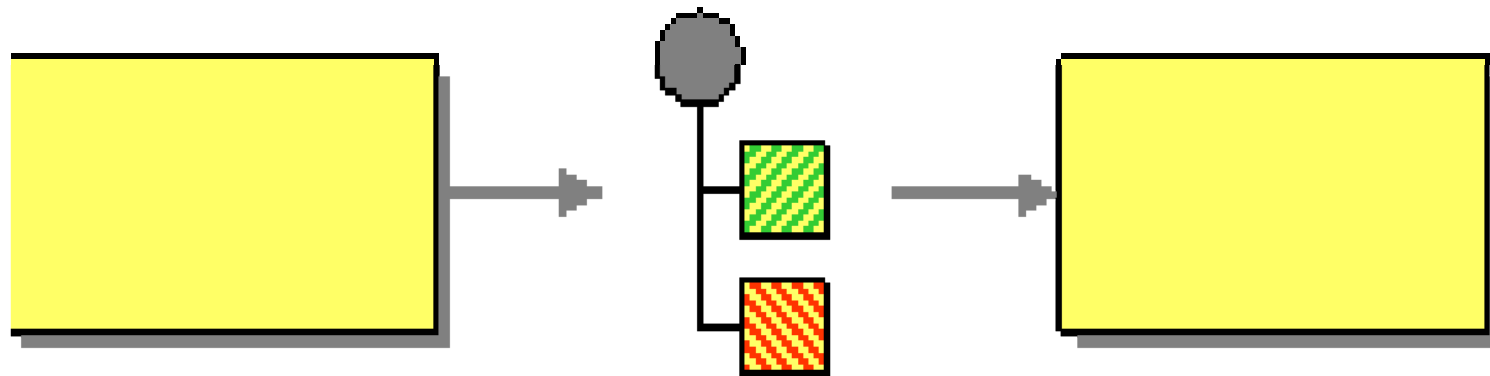
DIFFERENT PLAYERS

ONE COMMON UNITY

Community's Perspective

Sender

Message

Receiver

Knowledgeable
Trained
Authoritarian

Easy to
Understand

Less Intimidated
Better Informed
Builds Trust

TRUTH

Communities must learn to advocate for themselves using resources that the state can provide.

DELUSION

A state EJ Coordinator is the agency's internal community advocate.

What is the Role of EJ Coordinator

- Identify stakeholders

- Create a two-way street for communication

- Bring diverse and marginalized voices into the planning process which allows for consideration of perspectives that would not otherwise be understood

- Determine the right method to goals and stakeholders

- Identify what is negotiable and what isn't

- Inform participants of the other inputs into decision-making

The Normal Process (New Facilities)

- Determination of Need for Permit
- Submittal of Application or Notice of Intent
- Agency Reviews application
- Permit Drafted
- Public Participation begins
- Permit Issued or Denied
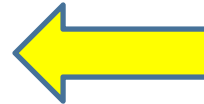
For many agencies, the public participation process starts here. In actuality, a community can start participation in the permitting process much earlier.

Public Notice Matrix

Correspondence Type	Air[1]			Air Title V				Synthetic Minor			NPDES			Pretreatment[2]			SOP[2]			Animal Waste			Solid Waste			Controversial Projects		
Documents Necessary for Public Notice Issuance	Public Notice	Permit	Permit Review Summary	Public Notice	Permit	Information Relative	Permit Application Summary Form	Public Notice	Permit	Permit Review Summary	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale
Company	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Courthouse	X			X				X			X			X			X			X						X		
EPA	X	X	X	X	X	X	X	X	[3]		X	[3]														X		
File	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Library[4]	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X		X	X		X	X	X	X		
Newspaper[5]	X			X				X			X			X			X			X			X			X		
Postmaster	X			X				X			X			X			X			X						X		
POTW (cc Company Letter)														X	X	X												
Mayor & County Board of Supervisors	X			X				X			X			X			X			X			X			X		
Mass Mail	X			X				X			X			X			X			X			X			X		

Public Notice

- If there are any comments from EPA, the public, or the facility, MDEQ must address these comments before the permit can be issued

- If the comments received are major and will cause significant changes to the permit, then the public notice period must be restarted

- If there are no comments received during the public notice process or the EPA review period, then the permit can be issued

# What Tools are Already Available

Complaint Tracking Systems

Email/Mailing Notification lists

Social Media

Staff

Websites

Case Study: DOE Uranium Enrichment Plant

- "The Paducah Gaseous Diffusion Plant" provided enriched uranium from 1952 -2013 for military and commercial reactors and nuclear weapons

- Only operating enrichment plant in the US from 2001-2010

- Plant is 750 acres, total site is 3,425 acres .

- Groundwater, surface water and soil contamination

- Paducah mayor in 2013: "we cannot accept a dirty shut down"

- Remediation is ongoing, Citizen's Advisory Board in place under CERCLA\RCRA authority

- Question of future land use

Paducah, KY
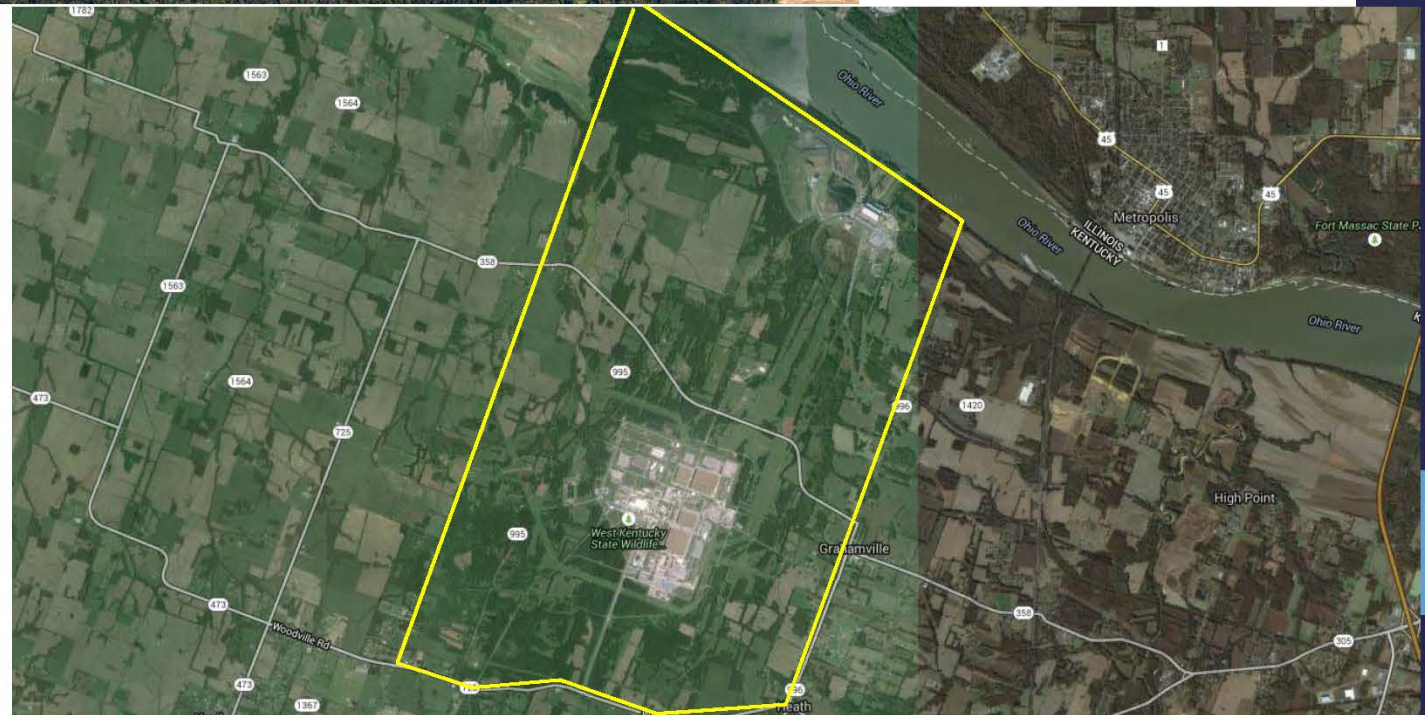
End State Vision Project

- Conducted by the University of Kentucky
- Engaging the pubic in a participatory process
- Informed decision-making
- Interviews of 80 community leaders from 44 specific organizations and interest groups from 16 stakeholder "clusters" (e.g., Education, Media, USEC Employees, Neighbors, Recreation Enthusiasts, CAB (Citizen Advisory Board) Members, DOE/Contractor Employees, etc.)
- Meetings with eight stake-holder focus groups.
- Two Community Information Meetings
- Three Community Scenario Meetings at which audience members voted on 12 future use scenarios.
- Additional use of a project website through which the public could vote on 12 future use scenarios. (713 distinct IP address hits; 97 responses)

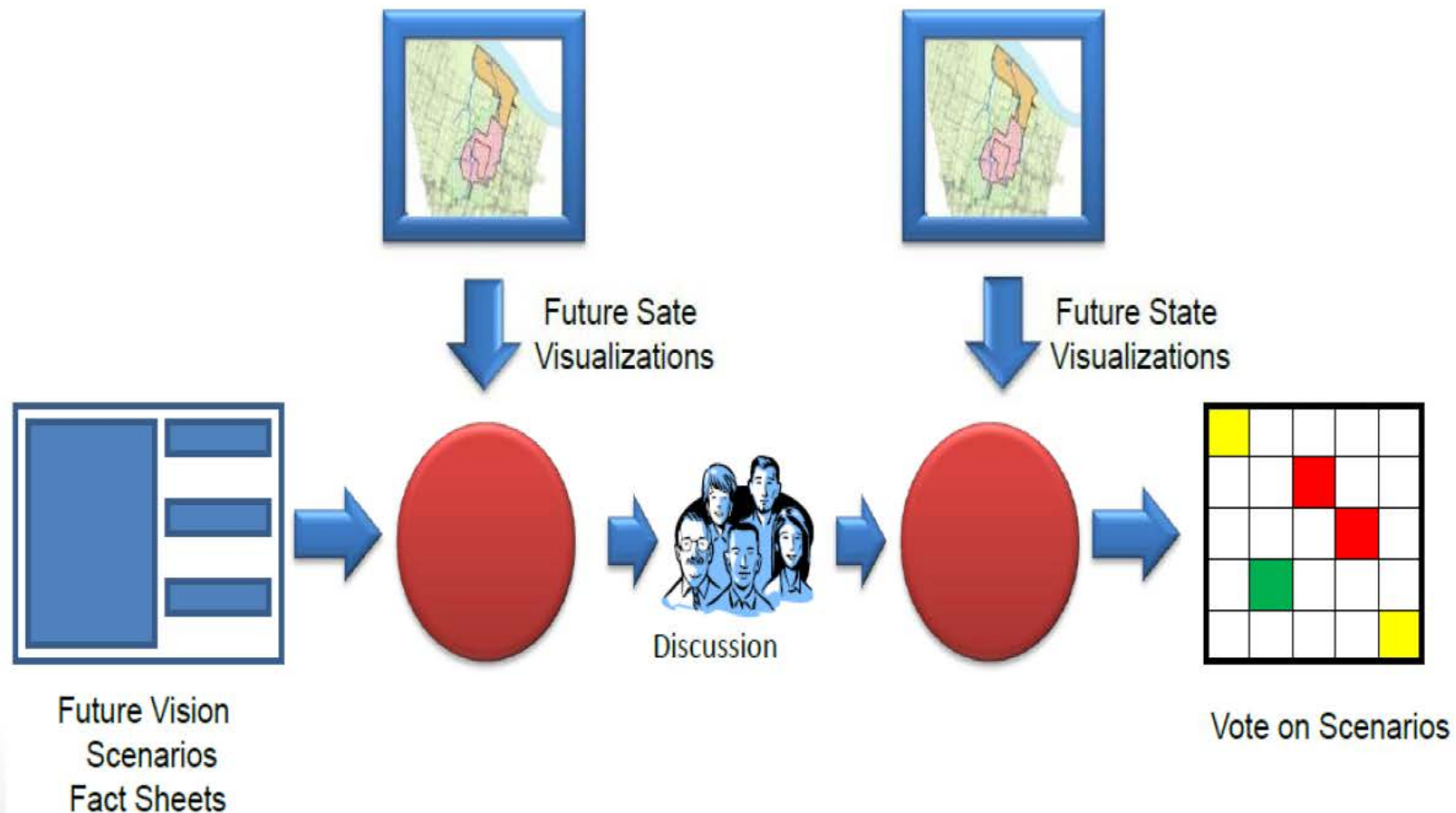# Community Involvement Using Keypad Technology

- Structured public involvement
- Individual Keypads
- Allowed voting on scenarios
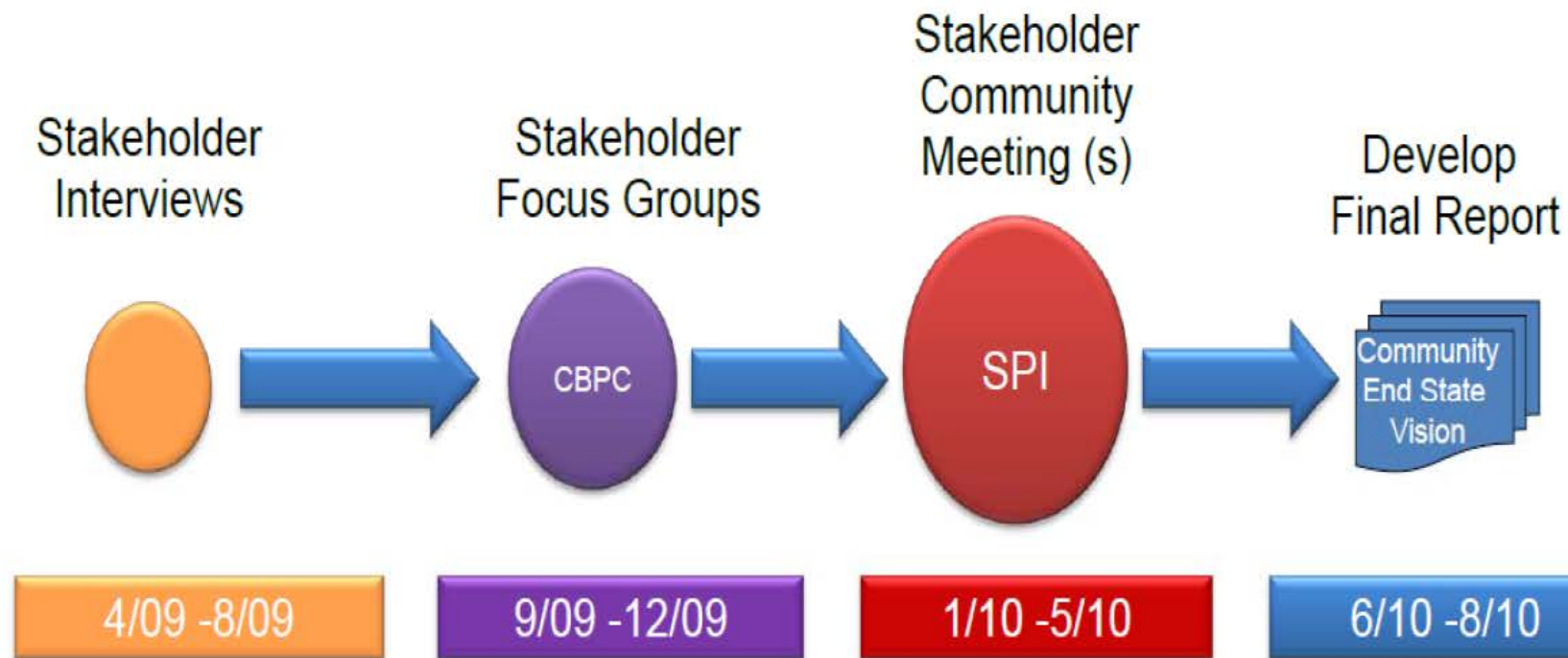- Provides input on multiple options
- Instantaneous results

Example Scenario Matrix

Future Vision Categories	Scenario 1	Scenario 2	Scenario 3	Scenario 4	→
Land Use					
a. Nuclear Industry					
:					
z. Residential Apartments					
Waste Disposal					
a. On-site					
b. Partial					
c. Off-site					
Groundwater					
a. Water Policy & Active Treatment					
:					
z. Monitoring & Enhanced Inst. Controls					
Surface Water					
a. Monitoring					
:					
z. Sedimentation Basins/Removal					
⇩					

Structured Public Involvement

Future Sate Visualizations

Future State Visualizations

Discussion

Future Vision Scenarios Fact Sheets

Vote on Scenarios

Survey Activity and Demonstration

- Audience response systems are widespread
  - K-12 Education
  - Higher education
  - Corporate\business
  - Entertainment
- Radio Frequency
- 200 ft range, 400 foot effective range

Response Card Instructions

- Responses are anonymous
- Polling will be open to allow each person to respond
- Use your remote clicker to indicate the number that corresponds to your answer
- When polling closes, results are shown immediately

What group do you represent?

1. Federal government
2. State Government
3. Local Government
4. Environmental advocacy
5. Community member
6. Other

0%   0%   0%   0%   0%   0%

Federal government

State Government

Local Government

Environmental advocacy

Community member

Other
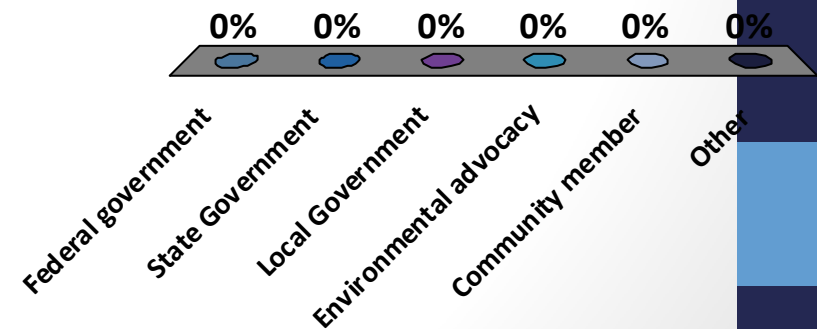
How long have you been involved in environmental justice?

1. 0-2 years

2. 2-5 years

3. 5-10 years

4. 10-20 years

5. More than 20 years

0%   0%   0%   0%   0%

0-2 years   2-5 years   5-10 years   10-20 years   More than 20 years
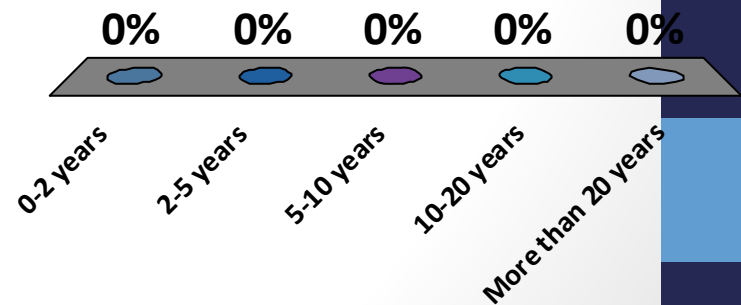
How does your state implement environmental justice?

1. State law
2. State regulation
3. State policy or executive order
4. Uses the federal Executive Order (12898)
5. Does not implement EJ
6. Do not know

0%   0%   0%   0%   0%   0%

State law   State regulation   State policy or executive...   Uses the federal Executiv...   Does not implement EJ   Do not know
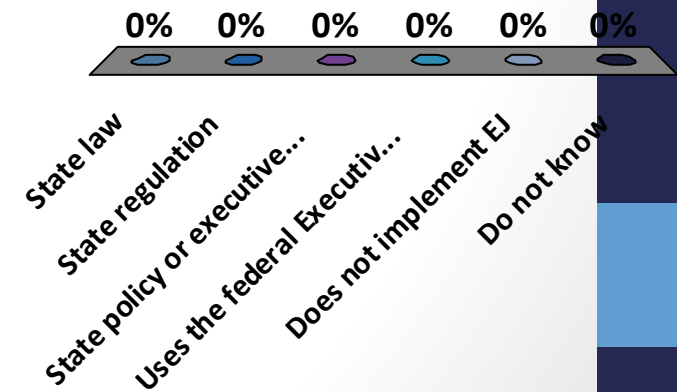
In the areas or communities with environmental justice concerns in your area, what are you most concerned about? (may pick 2)

A. Environmental exposures
B. Brownfields revitalization
C. Lack of options for local, health foods
D. Lack of adequate healthcare
E. Employment or job availability
F. Lack of infrastructure
G. Other
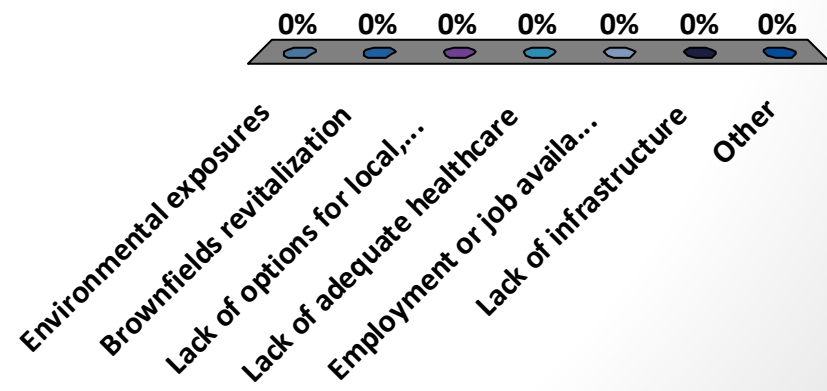
In your opinion, what is the most significant driver for environmental justice?

1. Demographics (Race, Ethnicity, Income, Education, Age)

2. Concentration of facilities

3. Public policy or lack thereof

4. Corporate policy and decisions

5. Lack of communication or engagement

6. Lack of transparency

0%   0%   0%   0%   0%   0%

Demographics (Race, Ethn…

Concentration of facilities

Public policy or lack thereof

Corporate policy and dec…

Lack of communication o…

Lack of transparency
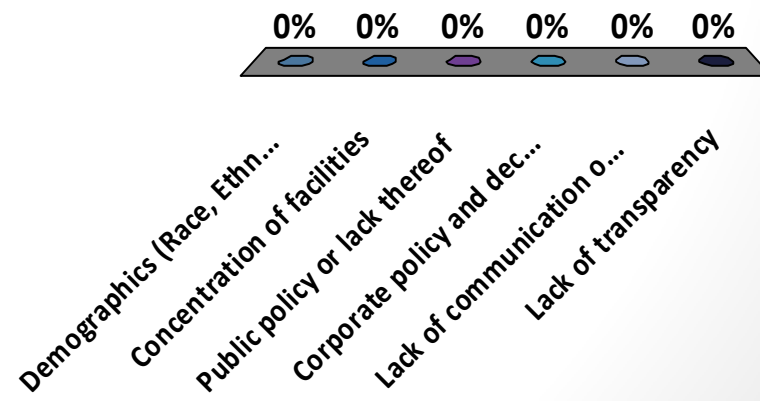
Where on the "public participation spectrum" does your state agency's public participation process fit?

1. Informing the public
2. Consult with the public
3. Involving the public
4. Collaborate with the public
5. Empower the public

0%   0%   0%   0%   0%

Informing the public
Consult with the public
Involving the public
Collaborate with the public
Empower the public
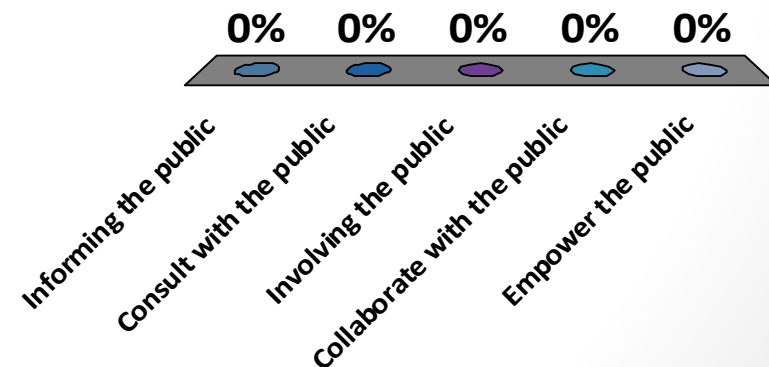
What do you think is the biggest barrier to collaboration?

1. Ego\wanting to be the boss

2. Personal interests and gain

3. Deference\giving up too much

4. Not persevering or enduring

5. Having to give up something

0%   0%   0%   0%   0%

Ego\wanting to be the boss

Personal interests and gain

Deference\giving up too much

Not persevering or enduring

Having to give up something
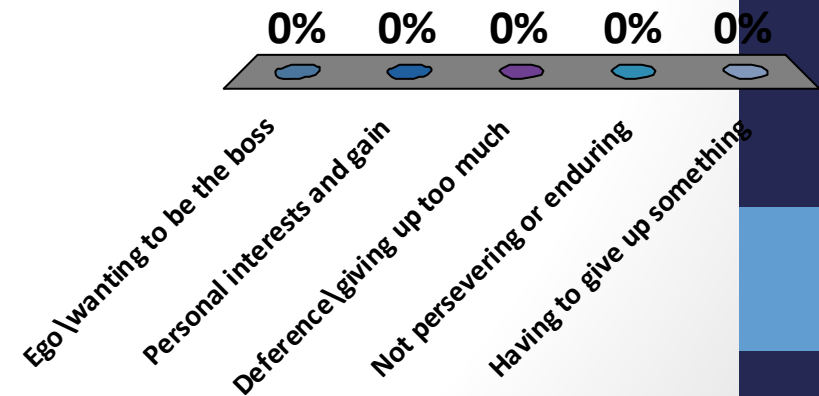
Audience Response Systems: Downside?

- Options
  - Purchase (set or individual)
  - Rental
  - Online and personal devices with app
- Costs
  - New:

    $1600-1800 starter kit (Receiver and 20 clickers)

    $42-66 per device
  - Used

Benefits of Using Keypads for Community-Based Participatory Communication

- Decentralization
- Inclusiveness - everyone participates
- Democratic
- Fosters individual involvement
- Reduces grandstanding
- Provides instant feedback on opinions
- Summary and graphical results
- Provides a voice to those that do not want to talk in front of a group
- Respect – everyone's time is valued

Why Engage with Your State?

To Ensure Meaningful Public Participation is Conducted & Your Voice is Truly Heard

Ways to Engage with Your State

- To *COLLABORATE* to bring about change
 - What does collaborate mean?

    "A mutually beneficial well defined relationship entered into by two or more organizations/groups/individuals to achieve common goals."   (Amerst H. Wilder Foundation)

- *Collaborative Problem-Solving (CPS)*

Barriers for Collaboration …

- Ego – Being the Boss
- Personal Gain
- Deference
- Giving up something
- Lack of courage & endurance

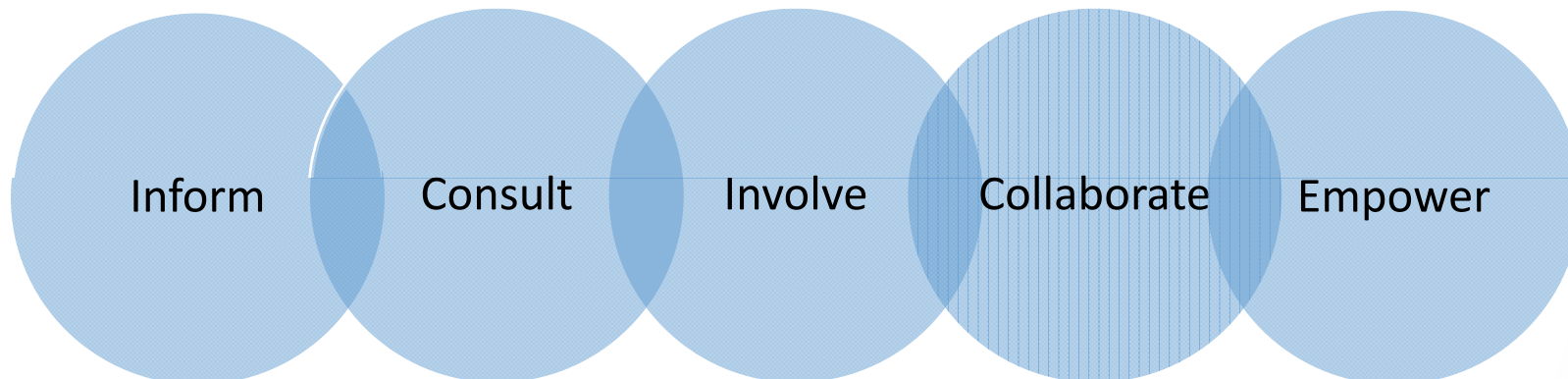# Can a government agency be credible but not trustworthy?

1. Yes
2. No

0%   0%

Yes   No
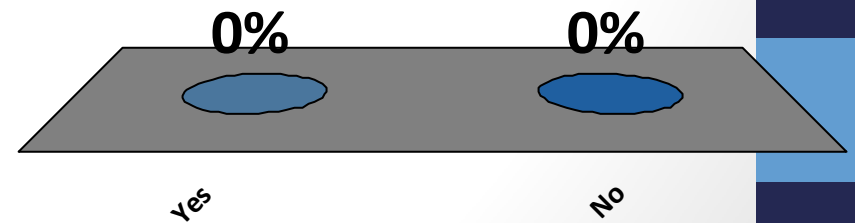
Building Relationships

- Attention
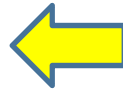- Acceptance
- Acknowledgement
- Appreciation

Public Participation Spectrum

Inform   Consult   Involve   Collaborate   Empower

Engagement Overview

Communication

Collaborate

Collaborative Problem Solving

Build Relationships

What's the Objective of Your Engagement?

MODELS OF ENGAGEMENT
What type of stakeholder do you want to be?

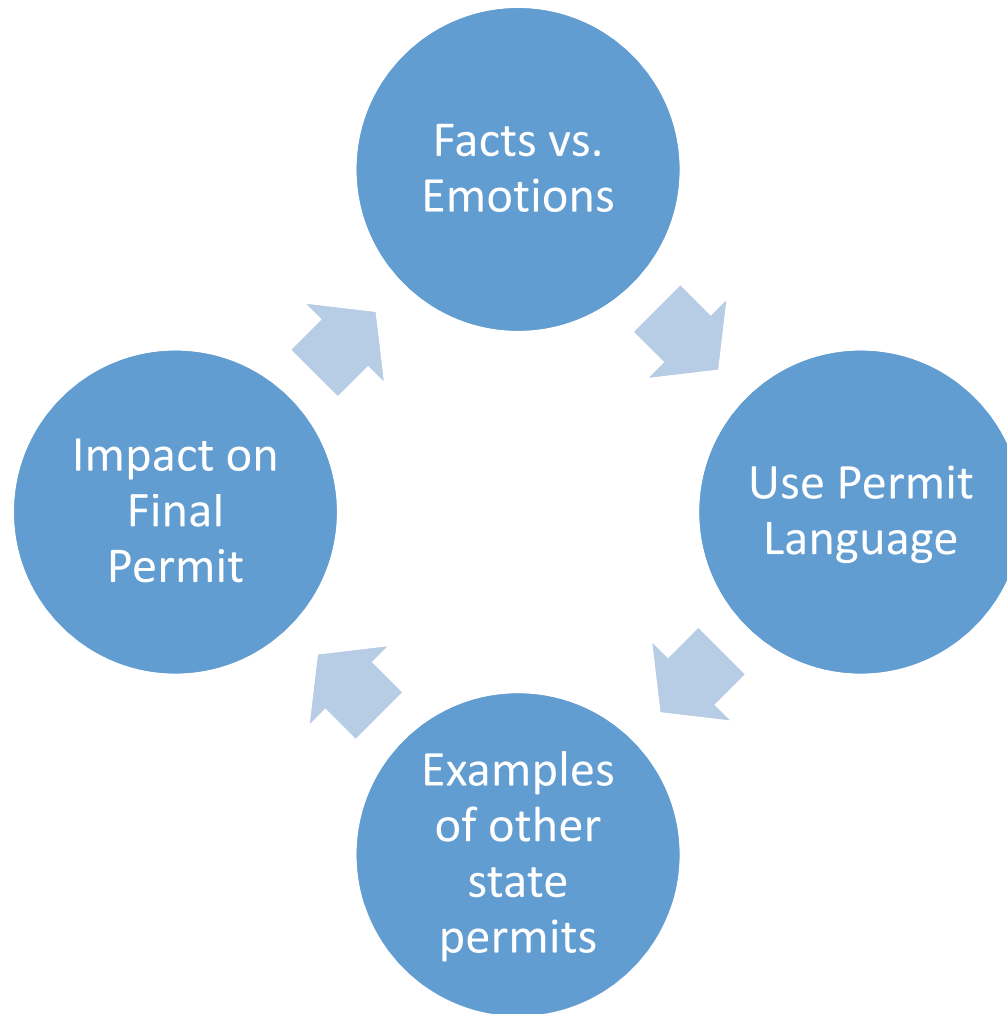| STAKEHOLDER AS THE :	OBJECTIVES OF ENGAGEMENT:
Client	Satisfaction of stakeholders
Partner in dialogue	Creating a basis for mutual understanding
Producer of ideas	Exploration of feasible alternatives
Co-producer of policy	Creation of ownership of solutions
Agenda setter	Follow-up on wishes from grass root level
Jointly responsible	Creation of joint management model
Stakeholder decides	Delegation of powers to stakeholders

Engagement

Effective engagement can:

- raise citizen and community awareness about an issue
- identify community perceptions about an issue
- identify what will work in reality and what will not
- tap into new ideas and expertise
- provide avenues for dialogue with:
  - key stakeholders and interest groups
  - citizens
  - communities
  - government interests
- promote consensus
- achieve negotiated outcomes
- build constituency support
- provide feedback/evaluation on existing policies.

Engagement

Bottom line, community engagement is important because:

1. The best decisions come from difference and deliberation, not immediate agreement and harmony.

2. Individuals need to have access to unbiased information and data to form their own opinions.

3. Individuals bring with them specialized knowledge from their experiences. When a section of the community is missing from the table a big chunk of information is also missing.

4. When community engagement processes are in place, creative solutions with community buy-in for implementation are the result, often meaning more vibrant, resilient and sustainable communities.

Writing a Comment that Gets a Positive Reaction

- Facts vs. Emotions
- Use Permit Language
- Examples of other state permits
- Impact on Final Permit

Understand the Issues	Understand the Process	Know What You Want

PREPARE

Policy- What is the agency <u>required</u> to do with this communication?

PLAN

Purpose-What do we want to accomplish?

PRODUCE

Reception- What will recipients know after they read my comments?

Problems- How do I define the problem? How do others define the problem?
Actors- Who else has a significant role in this process?

Message- What is my message? What argument will I make to support my message?

Contents- What information will support the message? What attitude do I want to convey?

Politics-Which actors are most likely to influence the process or the outcome?

Role- What is my role in this process? What is my interest in the outcome?

Response- What is likely to happen as a consequence of this communication?

TO UNDERSTAND THE ISSUES, YOU GOT TO DO YOUR HOMEWORK!
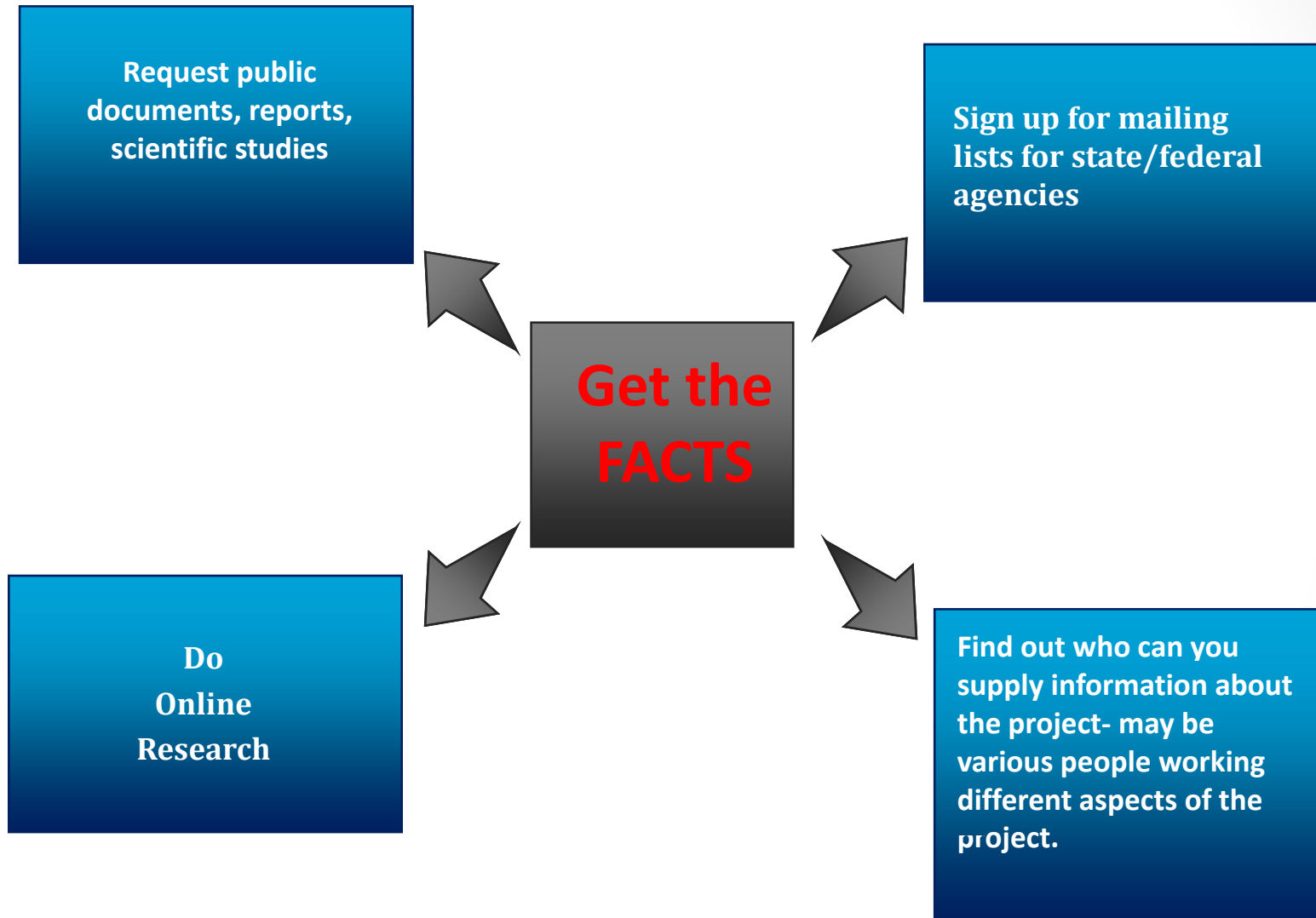
Request public documents, reports, scientific studies

Sign up for mailing lists for state/federal agencies

Get the FACTS

Do Online Research

Find out who can you supply information about the project- may be various people working different aspects of the project.

Know

What

You

Want

Summary

"When citizens and communities are properly engaged, then they become more precise and detailed in their comments on environmental issues, policies and permits. These types of comments serve to demonstrate, primarily, the ability of the community to grasp all that we do as an environmental agency and reveal the veiled influence that lies within every citizen to bring transformation to their community."

-Melissa Collier