

# Planning for Long Distance Engagement

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*2015 U.S. EPA Community Involvement Training Conference*

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# Why we're here today!

- What is long distance engagement?
- Why is long distance engagement important?
- How can long distance engagement be used?



# Today's Agenda

- **Objectives for Today's Session**
- **Introduction to the Long Distance Engagement Guide**
  - Overview of the Guide
  - Access to the Guide & How to Give Feedback
  - Remote Meetings Guide Checklist
    - Case Study
  - Hybrid Meetings Guide Checklist
    - Case Study
  - Additional Long Distance Engagement Tools
- **Closing Thoughts & Information**
  - Questions & Answers

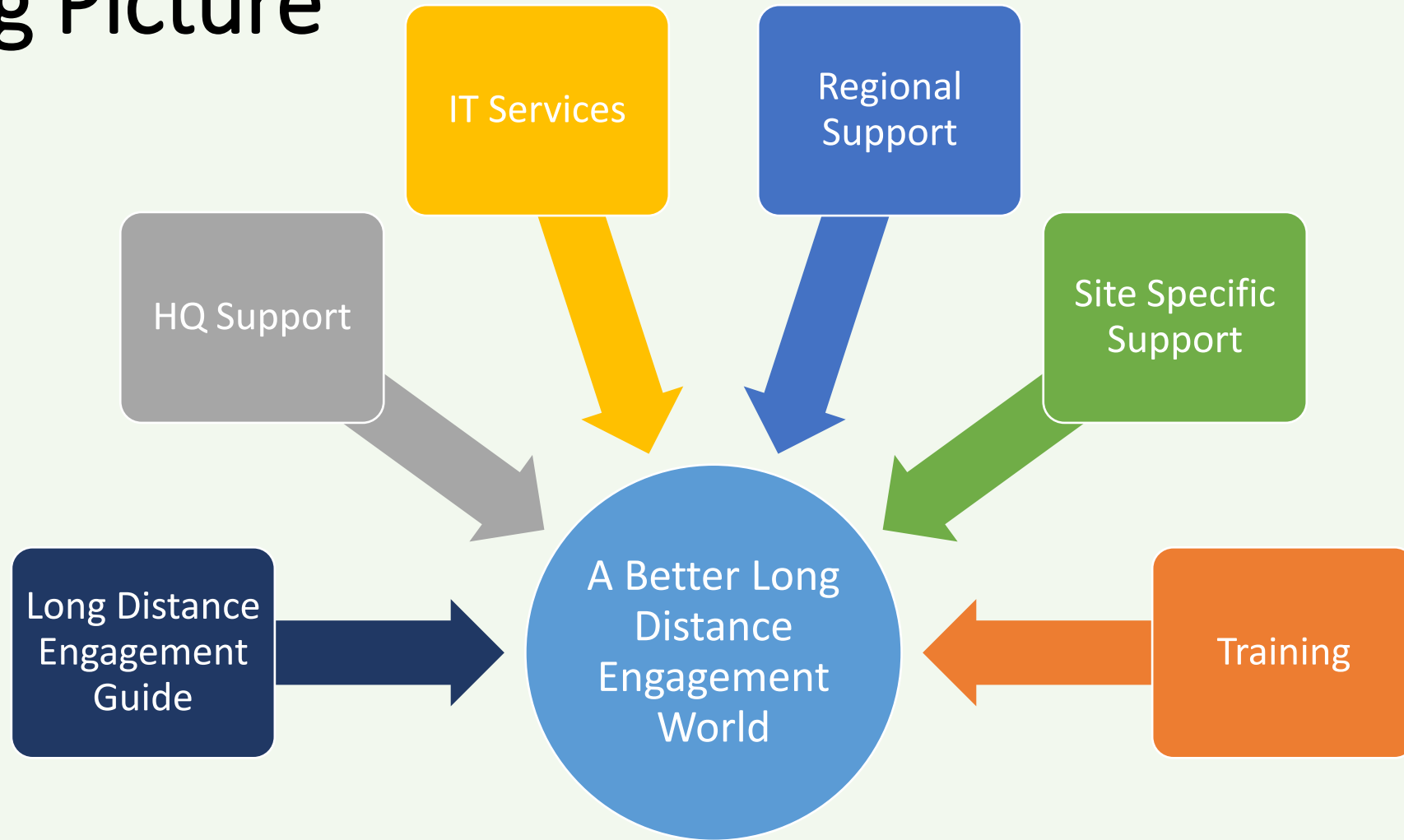
# Objectives

- Introduce & explain the concept of long distance engagement
- Introduce the long distance engagement guide
- Discuss when and where the long distance engagement guide may be used
- Get feedback on the long distance engagement guide

- ✓ This presentation **will not** explain how to use long distance engagement technologies.
- ✓ This presentation **will** explain how to think through the application of long distance engagement technologies to community involvement work.

**In one word or a short snippet,  
what comes to mind  
when you hear the term  
long distance engagement?**

# The Big Picture



# Long Distance Engagement Guide

# Overview of the Long Distance Engagement Guide

- Previous Efforts: Facilitating Online Meetings, Lessons Learned
- Planning for Long Distance Engagement
  - Determining which type of engagement is right for your situation
  - Best practices
- Remote Meetings Guide
- Hybrid Meetings Guide



# Access to the Guide & Giving Feedback

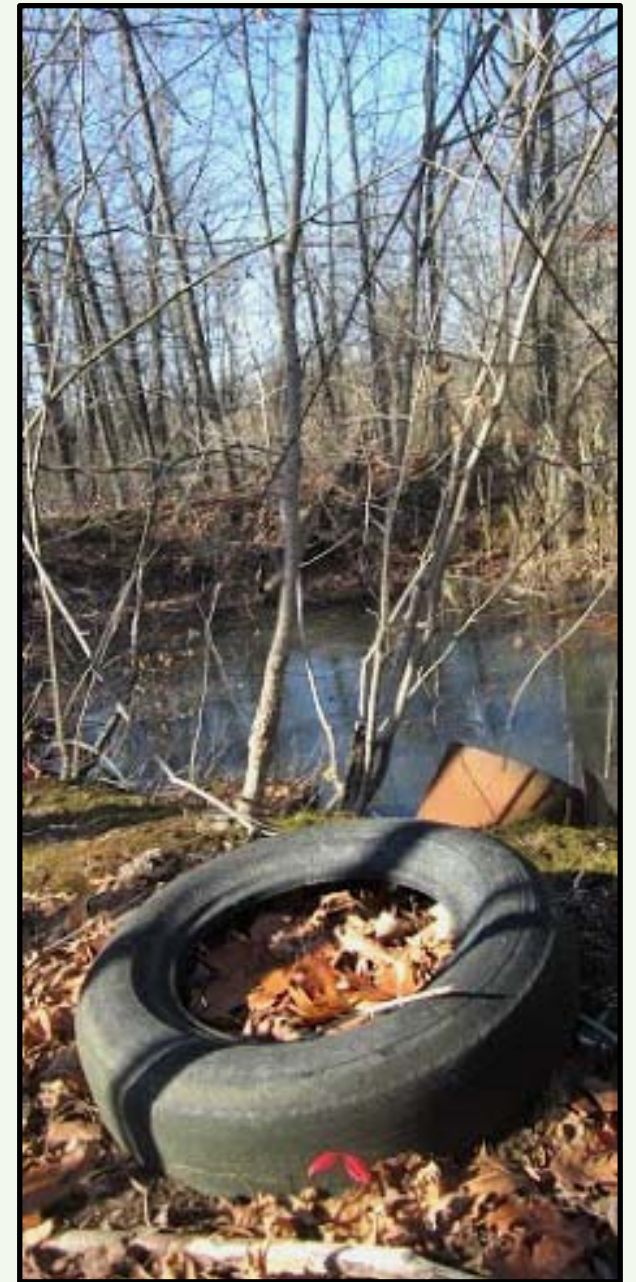
- **Where does the guide live/how do I access the guide?**
  - For EPA staff only:
    - This guide is currently housed in the “Long Distance Engagement Guide” folder within the [Technical Assistance Resource Library](#) on the Community Resource Network (CRN) SharePoint site (*only accessible to EPA staff*)
  - For both EPA staff & anyone outside of EPA:
    - Contact Margaret Ross ([ross.margaret@epa.gov](mailto:ross.margaret@epa.gov)) to provide feedback
    - Please write your name & contact information on our ‘Long Distance Engagement Interest Sheet’ (both in the room & for our online attendees)
    - Provide us with case studies that would help illustrate how to use the guide
- What other ways would you like to give feedback?

# Remote Meetings Guide

## *Case Study*



# WATSON JOHNSON LANDFILL *SUPERFUND SITE*



# BACKGROUND

- 20.4 acres, inactive, unlined landfill
- Waste accepted from 1950-1970
- Added to National Priorities List (NPL) in September 2001





# PAST OUTREACH

- Door to door
- Factsheets
- Community in person interviews
- Township meetings
- Public meeting (to discuss cleanup objectives and details)

# How The Long Distance Engagement Guide Can Help! *Checklist*

## **Define meeting objectives:**

- Educational purposes
- Transparency of the cleanup process (How, what, when, where, who, and realistic timelines)

## **Confirm internal resources and capacity for this event:**

- Internal IT representatives for support (experts on programs)
- Administrative and logistical support (funding)

## **Define team roles:**

- Community Involvement representative (outreach logistics)
- Technical group (communicating scientific and technological information)

## **Assess your community's access to technology (i.e., external resources):**

- Work with Township representatives, information repository contacts, and involved community members in order to gain the best understanding of capabilities for remote meetings.
- Include internal IT contacts in conversations to help to make sure all questions are asked and answered.

## **Determine the technologies to be used:**

- Webinars (Adobe Connect)
- Conference calls (Reservationless Plus)
- Supporting technologies (Facebook)



# Watson Johnson Facebook Page

**facebook**

Email or PhoneKeep me logged inPasswordForgot your password?Log In



**U.S. EPA Watson Johnson Landfill Superfund Site is on Facebook.**

To connect with U.S. EPA Watson Johnson Landfill Superfund Site, sign up for Facebook today.

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**U.S. EPA Watson Johnson Landfill Superfund Site**  
Government Organization

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PEOPLE

54 likes

ABOUT

The Watson Johnson Landfill Site is a former landfill on East Pumping Station Road in Richland Township, Bucks County, Pennsylvania.

<http://www.epa.gov/reg3hwmd/super/sites/PAD9807...>



**U.S. EPA Watson Johnson Landfill Superfund Site**  
July 2 at 9:31am · 🌐

Best wishes for a happy and healthy fourth of July holiday!

Like · Comment

👍 Peggy McMonagle likes this.



**Peggy McMonagle** Thank you!! Hope you enjoy the holiday also.  
July 2 at 12:03pm



# How The Long Distance Engagement Guide Can Help! *Checklist*

## **Coordinate logistics with project team and stakeholders:**

- Date, time, and location (What is the distance from the Site?)

## **Reserve necessary technologies for the event:**

- Make sure the Region has the most recent versions of programs and that the necessary licenses are in place
- Work with presenters to make sure they are comfortable with the technology
- Work with additional support staff if needed

## **Develop and distribute invitations:**

- Factsheets, brochures, flyers, websites, and paid ads. *\*Depending on the amount of information needed*
- **In The Minute Videos**
- Podcasts (Site specific or existing)

## **Develop meeting materials:**

- Presentations, visuals, questions for polls

## **Develop a technical annotated agenda (facilitation plan):**

- Work with IT support to have a back up plan in case something goes wrong
- Make sure all visuals are easy to read and see
- Have a plan of action in place for next steps (a re-scheduled meeting date, immediate online access to presentations, availability for community calls, work with community leaders, email blast for updates)

# How The Long Distance Engagement Guide Can Help! *Checklist*

## **Conduct a dry run:**

- Have other CICs or coworkers tune into a mock webinar (include polls)

## **Manage the event:**

- Facilitation, agendas, timing, questions/discussion, and troubleshooting

## **Conduct a post-meeting debrief:**

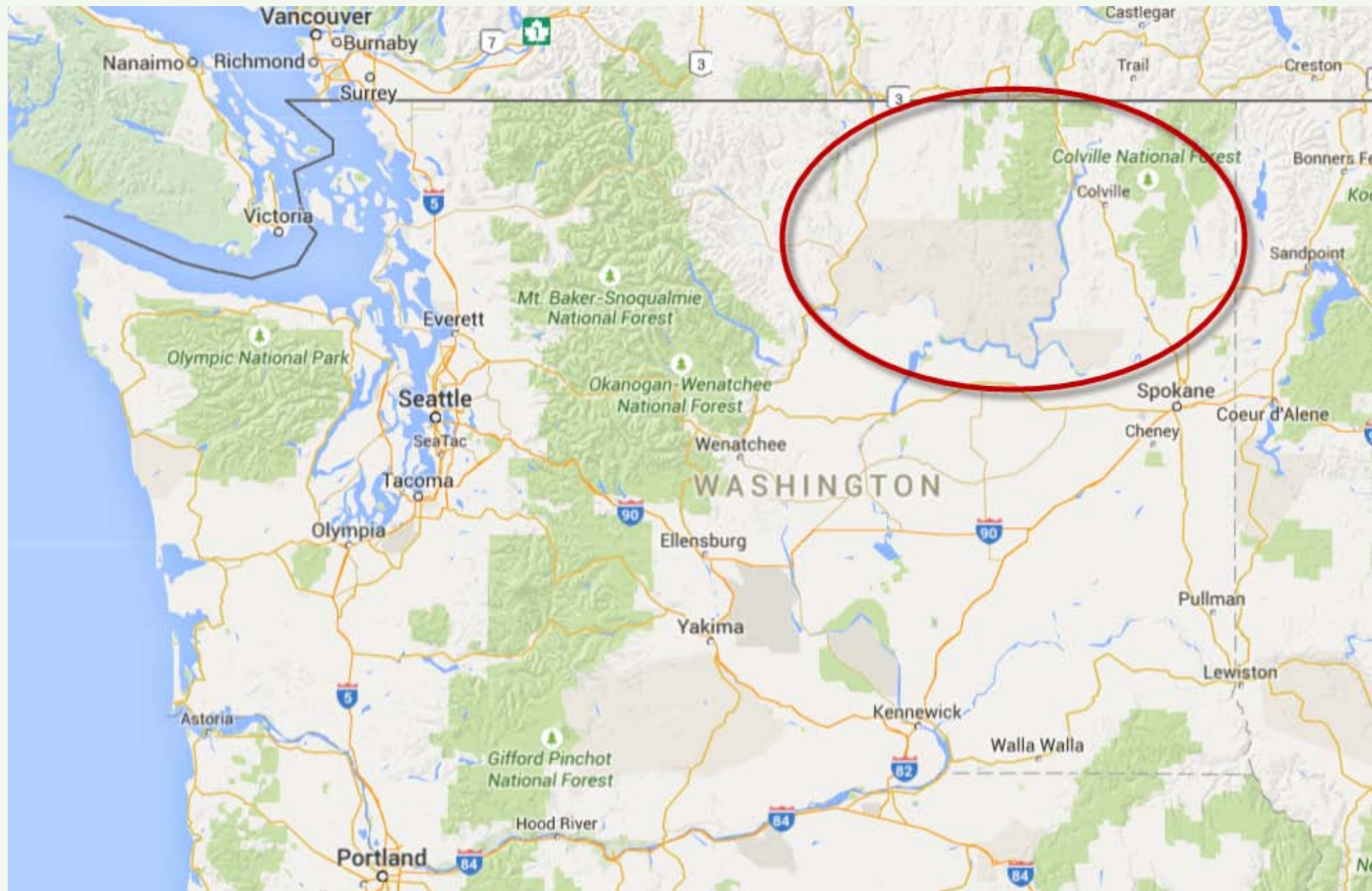
- Meet with Site team and management to discuss the meeting
- Provide the community with feedback to help them strengthen any future remote meetings

## **Distribute meeting follow-up materials:**

- Share meeting summary/materials
- Send thank you email/or phone calls

# Hybrid Meetings Guide

## *Case Study*



# Will a hybrid meeting work?

- Who will be in person?
- Who will be remote?
- Are there other advantages?

# What we know about the community

- Community preferences
- Long term trust
- Staff capacity

# Planning

- All the planning for the in-person meetings

## **PLUS...**

- Planning specific to the online side of things
  - Internet access in remote locations
  - Could this build capacity in underserved communities?
  - Do the “remote” experts have the technology?

# Technical Capacity

- HQ support (for the team) – do we need it?
- “Hot spot” – who knew?
- Guidance for remote participants
- What if the technology fails?



# The Team

- Team lead – coordinator in chief
- Facilitator – CIC facilitates the meetings
- Technology facilitator – capacity building
- Technical support – on site or back at the office?
- General support – intern opportunity

# Key Process Steps

- Is the team on board?
- Is the community on board?
- Work with the remote experts
- All the ordinary steps for in person meetings
- Prepare to fail (gracefully)

# Long Distance Engagement Tools<sup>1</sup>

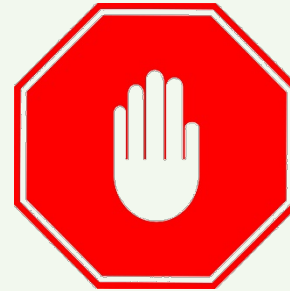
Conference Call Tools	Document Sharing Tools	Scheduling Tools	Social Networks	Survey Tools	Online Meeting Tools
Avaya Phone Conferencing	OneDrive	EventBrite	Facebook	Survey Monkey	Adobe Connect
Reservationless Plus	SharePoint	Outlook Calendar	Twitter	Polls in Adobe Connect	Ready Conference
Personal Audio Conferencing	Outlook (email)		SharePoint Newsfeed		WebEx <sup>2</sup>

<sup>1</sup> EPA has terms of service agreements for a variety of web-based tools. The most up to date list of EPA's terms of service agreements is here: <http://www2.epa.gov/webguide/terms-service-agreements> (this link is currently only available to EPA staff)

<sup>2</sup> EPA does not have a terms of service with the free version of the WebEx tool, therefore EPA staff should not use the free version of the WebEx tool. However, some offices may have a paid version of the WebEx tool that they may use and EPA staff should check with their contracting officer if they are interested in using WebEx.

# Long Distance Engagement Tools

## Tools Checkpoint! Ask Yourself:



- **Can I use it?**
  - Only if EPA owns licenses and/or has a terms of service (TOS). If you don't know, ask.
- **Am I complying with applicable laws?**
  - If you want to do a survey of the public, you have to check with the Information Collection Request (ICR) folks.
  - If you want more than individual opinions, you need to check with the Federal Advisory Committee Act (FACA) folks.
  - If you're creating a record, definitely check with the Records folks.
  - For any streaming efforts, are you Americans with Disabilities Act (ADA)/508 compliant? If you don't know, ask.

# Closing Thoughts & Information

# Closing Thoughts & Information

- **Plan for Rolling Out the Long Distance Engagement Guide**
  - We want your feedback! What's missing?
- **Resources within EPA & EPA Contacts**
  - [Web Council Members and Other Key Web Contacts](#)



# Final Questions & Answers



- **Keep in mind:**
  - *How might you apply this long distance engagement thinking to your work?*
  - *How would the application of this long distance engagement guide work in a particular situation or case?*