

Bay Area Planning Directors Association Fall 2013 Meeting

November 1, 2013
8:30am to 1:30pm

Nile Hall, Preservation Park
668 13th Street, Oakland

Effective Community Engagement

Agenda

8:30am **Registration / Continental Breakfast**

9:00am **Welcome and Opening Remarks**

Laurel Prevetti · BAPDA Chair; Planning Official, City of San José

- Framing the importance of clear and accurate communication
- Identifying the spectrum of social media
- Matching the engagement tool with the desired outcome
- Helping planners become more effective in meaningful community engagement

9:15am **Designing and Conducting Successful Community Engagements**

Dr. Shawn Spano · Communication Studies Professor, SJSU; Professional Facilitator

- What should planners think about when designing a public workshop?
- How to establish an effective agenda and meeting format?
- How to frame specific discussion questions?
- How best to deal with hostility?

10:00am **Break**

10:15am **Effective Engagement by Planners and City Councils**

Moderator Miriam Chion · Planning & Research Director, Association of Bay Area Governments

Belia Ramos Bennett · Councilmember, City of American Canyon

Brent Cooper · Community Development Director, City of American Canyon

Anu Natarajan · Vice Mayor, City of Fremont

- How do planning staff and elected officials jointly engage in their communities?
- How can the collaborative effort produce a more dynamic engagement?
- What are the appropriate strategies for community involvement?
- What techniques and insights into community engagement are useful?

11:15am

Social Media and Online Engagement Tools Panel

Moderator Charlie KNOX · Principal, The Planning Center | DC&E

Cheryl Golden · Communications Manager, City of Fremont

Joanna Jansen · Principal, The Planning Center | DC&E

Mike Moore · Director of Planning and Building, City of Mill Valley

- Discussing the use of social media for planning
- Describing the tools and how they were used
- Evaluating the value (or not) of the tool in the planning effort
- Measuring the success of the tool
- Examining what considerations were made for mobile devices, tablets, and computers
- Selecting the appropriate social media tool
- Overcoming institutional obstacles, such as getting approval and acceptance
- Considering what could be done differently the next time

12:15pm

Lunch / Networking