

TARGETING YOUR OUTREACH

EFFECTIVE PUBLIC PARTICIPATION. SELECTING TOOLS AND STRATEGIES.



Oregon and Washington APA Conference
Cascadia Collaborative: Bridging to the Future
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Thank you for inviting us




ENVIRONMENTAL SERVICES
CITY OF PORTLAND
working for clean rivers

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20 Years. Time to celebrate!



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Questions, questions, questions

Why do people get involved?

Do people really want to be involved?

How can I reach new people?

What do they know that I don't?


IS IT WORTH IT TO DO A MAILER?

Do people still read *The Paper*?

How much is too much, or not enough?

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People want to be engaged



Interested in becoming even more involved:

- Young people, 18-34
- Men and women under 45
- Rural areas

Pueden escucharme ahora?



"I don't know how to get involved"

- 25-34 year olds
- Hispanics
- Rural women
- Lower income
- High school educated

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I'm the decider . . . right?

Decision makers should:

- 15%** Keep you informed, but it is their job to decide what is best for our communities
- 53%** Listen and respond to concerns, and incorporate the public's advice when feasible
- 28%** Listen to and carry out what the public recommends




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Targeting your outreach

Know the community you need to reach

- Understanding motivations
- Honing messages
- Customizing tools



Ages and stages

Our attitudes and viewpoints change as we age.
So do our motivations and interests.


Motivation	Age Group	Percentage
Challenging Times	18 to 24 year olds	20%
Make a Difference	25 to 34 year olds	17%
Responsibility	35 to 44 year olds	23%
Frustration	45 to 59 year olds	30%
	18 to 24 year olds	33%
	25 to 34 year olds	27%
	35 to 44 year olds	31%
	45 to 59 year olds	35%

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Understanding external motivations

Why do people get involved?

Motivation	Percentage
To Improve Quality of Life (40%)	
Democrats:	59%
Rural Women:	53%
City Residents:	49%
Women Under 45:	49%
Multnomah County:	46%
College Grads:	45%
Project is Near Home (20%)	
25 to 34 year olds:	28%
Under 45 Men:	26%
Pierce County:	25%
Republicans:	25%
Idaho Residents:	24%
Rural Women:	24%
Project Impacts Finances (22%)	
Republicans:	35%
High School Grads:	29%
45 to 59 year olds:	26%
Metro Portland Men:	26%
Rural Residents:	26%
Project Impacts Work (7%)	
18 to 24 year olds:	14%
Men Under 45:	14%
Metro Portland Men:	12%



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A message needs a place to go

Direct Mail	60%
women / middle income / more rural than urban	
Newspaper	57%
Idaho/mixed races/Democrats/rural women/women over 45	
TV	56%
women / seniors / eastern rural region	
Email	39%
under 35 / men / more urban and suburban than rural	
Fairs or Flyers	34%
people already involved / women	
Social Media	18%
under 35 / men / more urban and suburban than rural	

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Involvement can happen online

83% of those surveyed have internet access at home


- 83% in rural areas**
- 77% of non-whites**
- 69% of high school graduates**
- 68% of those with a HH income of \$25-35,000/year**
- 68% of those 60+ years old**

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Effective outreach


Customizing your approach leads to better results and efficient use of resources

- Understand your community
- Customize messages to motivations
- Use the appropriate tool to reach your audience




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A local case study... Tabor to the River (T2R) Program



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Integrating grey/green infrastructure, community partnerships and watershed health in Portland, OR



....and why we're doing social research as a part of our infrastructure implementation

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1400 acre urbanized area:

- Plant 3500 street trees
- Add 500-600 sustainable stormwater facilities
- Repair or replace 81,000 feet of sewer pipe
- Remove invasive plants
- Encourage community action on private property
- Community education and develop partnerships

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T2R Program Mission

Integrate watershed approach into a system capacity and pipe rehabilitation project

Implement solutions to address multiple objectives of watershed health

- Improved water quality and hydrology
- Sewer system improvements
- Healthy native vegetation

Develop a replicable framework inclusive of education

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T2R Program Background



Why the T2R basin?

- Combined sewer system
- Sewer backups
- Flooding
- Structurally deficient pipes
- Water pollution

Why an integrated approach?

- Changing city culture
- City effort to control stormwater on-site
- History of successful pilot projects
- Bureau managers initiated integrated approach

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Green streets save \$ and add value



Proved green streets are cost-effective and deliver multiple benefits

- Grey solution = \$144 M
- Green solution = \$65 M

... important part of the community discussion, but not the only piece...

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TAVOR to the RIVER

BROOKLYN CREEK BASIN PROGRAM
partnerships for green, green stormwater, and watershed improvements

Integrated grey/green/ watershed community approach







Since 2009: 137 green streets built, 100 more in design, 450 trees planted and 20 private property facilities completed

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How did we get here?






- Worked one-on-one with neighbors
- Visible and well-signed pilot projects
- Proved infrastructure worked through monitoring
- Built with grant funding
- Volunteer property owners
- Signage
- Outreach and education to community leaders, managers
- Consistent messaging on river health

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Why social infrastructure in a stormwater program?

- Adjacent property owners are ultimately the stewards of green infrastructure
- People are a part of the green infrastructure system
- Municipalities can not do it all

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Outreach strategy



- Prepare long-term evaluation methodology
- Assess baseline community knowledge and best ways to engage in program
- Create opportunities for all learning styles
- Foster partnerships: residents - agencies - academia - business - community - organizations
- Involve community in long-term stewardship of project infrastructure

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Evaluation



Preliminary:

- Focus groups
- Tracked conversation topics
- Inventoried outcomes of previous projects
- Outreach report and maps

Current:

- Survey I complete
- Survey II analysis

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PSU partnership and research

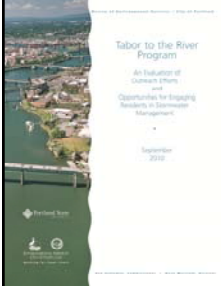


- Long-term program evaluation partnership
- Research assistant cost-sharing program
- Coursework incorporates T2R Program as case study
- Student assistance with mapping, event implementation



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SE Portland neighborhood survey



- Mailed out to residents in May 2009
- Sent to over 2500 households in target and control areas
- Background information on T2R and stormwater projects provided
- Prizes included gift cards and tour of the "Eastside Big Pipe"

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SE Portland neighborhood survey



- Section A: Information Sources
- Section B: Perceptions of the Neighborhood and Resident Involvement
- Section C: Focusing on Stormwater Management Strategies

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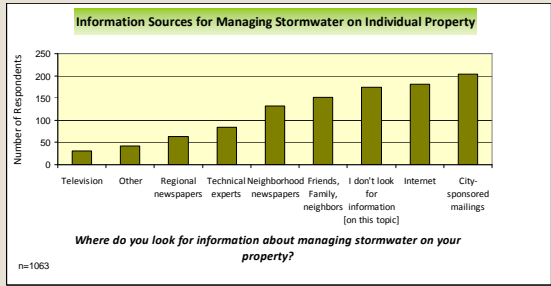
What we learned




- Outreach efforts are successful!
- Extensive variation in perceptions and neighborhood involvement
- Information alone may not be enough
- Familiarity with neighbors and involvement in community projects tied to interest in managing stormwater facilities
- Opportunities to engage communities first, and environmental issues second

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Results: Information Sources

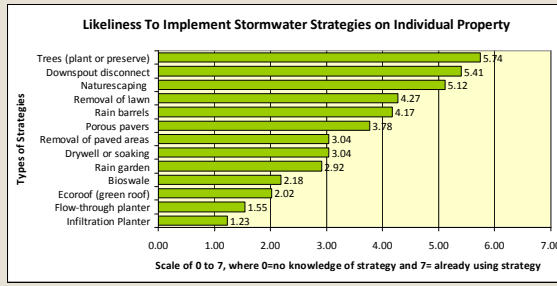


Information Source	Number of Respondents
Television	~30
Other	~40
Regional newspapers	~60
Technical experts	~80
Neighborhood newspapers	~120
Friends, Family, neighbors	~140
I don't look for information [on this topic]	~160
Internet	~180
City-sponsored mailings	~210

n=1063

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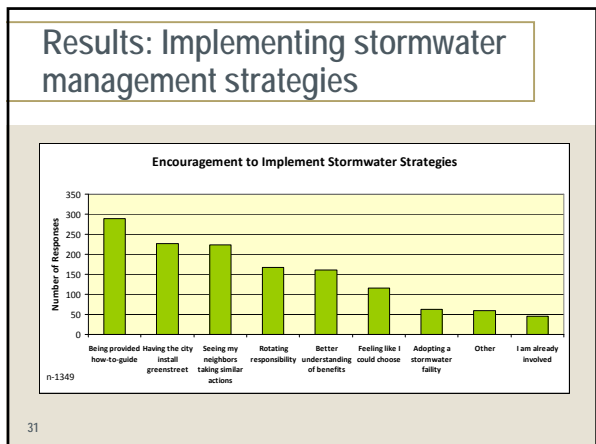
Results: Likelihood to implement



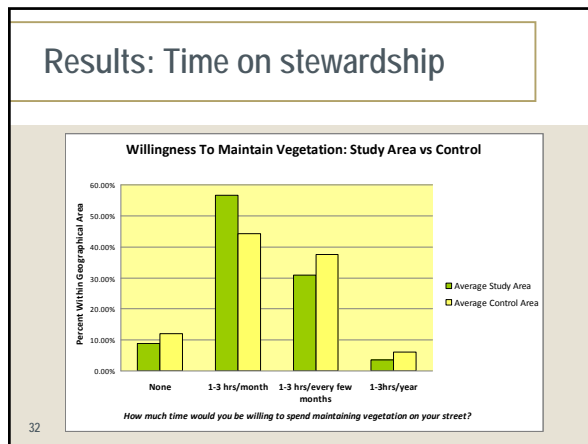
Types of Strategies	Scale (0-7)
Trees (plant or preserve)	5.74
Downspout disconnect	5.41
Naturescaping	5.12
Removal of lawn	4.27
Rain barrels	4.17
Porous pavers	3.78
Removal of paved areas	3.04
Drywell or soaking	3.04
Rain garden	2.92
Bioswale	2.18
Ecoroof (green roof)	2.02
Flow-through planter	1.55
Infiltration Planter	1.23

Scale of 0 to 7, where 0=no knowledge of strategy and 7= already using strategy

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Consistent presence in local media

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Outreach leads to action

Division Street Fair

"My wife reads your ads in the SE Examiner every month. We recently built a rain garden on our property after reading your tips and resources for stormwater management."

SE Area Resident

Richmond Neighborhood News

"Many of our neighbors have done their part to help the Willamette River by disconnecting their downspouts... It is time for homeowners to take the next step. [We can] by planting native plants in rain gardens around our homes..."

Richmond Neighbor

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Key Messages

- Know your audience - groundtruth community as you do for design
- Education is a key component of green infrastructure projects
- Create opportunities for all learning styles
- Help build social infrastructure as a part of green infrastructure
- Involve community in long-term stewardship

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Key findings and linkages



- People want to be involved
- Public process matters
- Tailor key messages
- Find the right delivery tool
- Adapt to the situation

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Thank you

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