TARGETING YOUR OUTREACH
EFFECTIVE PUBLIC PARTICIPATION. SELECTING TOOLS AND STRATEGIES.

20 Years. Time to celebrate!

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?

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
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

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.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Challenging Times  18 to 24 year olds</th>
<th>Make a Difference 25 to 34 year olds</th>
<th>Responsibility 35 to 44 year olds</th>
<th>Frustration 45 to 59 year olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>33%</td>
<td>27%</td>
<td>31%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Understanding external motivations

Why do people get involved?

<table>
<thead>
<tr>
<th>To Improve Quality of Life (40%)</th>
<th>Project Impacts Finances (22%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats: 59%</td>
<td>Republicans: 35%</td>
</tr>
<tr>
<td>Rural Women: 53%</td>
<td>High School Grads: 29%</td>
</tr>
<tr>
<td>City Residents: 49%</td>
<td>45 to 59 year olds: 26%</td>
</tr>
<tr>
<td>Women Under 45: 49%</td>
<td>Metro Portland Men: 26%</td>
</tr>
<tr>
<td>Multnomah County: 46%</td>
<td>Rural Residents: 26%</td>
</tr>
</tbody>
</table>

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
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

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

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

Tabor to the River
BROOKLYN CREEK BASIN PROGRAM
partnerships for more green, drinkable, and resilient improvements

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

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

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
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…

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

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

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 cannot do it all

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

Evaluation

Preliminary:
– Focus groups
– Tracked conversation topics
– Inventoried outcomes of previous projects
– Outreach report and maps

Current:
– Survey I complete
– Survey II analysis
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

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”

SE Portland neighborhood survey

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

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

Results: Information Sources

Results: Likeliness to implement
Results: Implementing stormwater management strategies

Encouragement to Implement Stormwater Strategies

Consistent presence in local media

Outreach leads to action

Key Messages

PSU acknowledgements

PSU acknowledgements

Results: Time on stewardship

Willingness To Maintain Vegetation: Study Area vs Control

How much time would you be willing to spend maintaining vegetation on your street?

PSU acknowledgements

Thank you to

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Erica Timm
Key findings and linkages

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

Thank you

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