New Ways to Connect:
Taking the Pulse, Eliminating the Rumors
Setting the Context
$2 Million Grant For Enhancing 970 Acres

- 2 Years to Select Projects and Implement Actions
- Non-Native Plant and Tree Control
- Social Trail Removal
- Spans 3 Counties
- Habitat for 20 Special Status Species
- 17 Million Visitors Annually
Setting the Context
Regional Actions & Issues = Local Consequences

- Angel Island
- San Bruno Mountain
- GGNRA Eucalyptus Removal
- San Francisco Natural Areas
- Dogtown & Bolinas
- Pesticide Use
- Distrust of Government
Setting the Context
Highly Politicized Planning and Litigious Environment

• Well-Organized Interest Groups
• Influential & Affluent Spokespersons
• Congressional Connections
• Lawsuits
• Drawn-out Planning Processes
Setting the Context
Understanding Failures, Building From Successes

Oakwood Valley
eucalyptus removal: 2000-1
The Media Mix

Two steps forward, three steps back...

The Other Coast By Adrian Raeside

I may be late for the save the trees protest, but at least I'm here.

I wonder how it's gone so far?

I'd say it could have been better.

Would you like to see the Other Coast cartoon in your local paper? Write the Editor!

off the mark

by Mark Parisi

www.offthemark.com

WOW... HE GAVE HIS LIFE TO SAVE OTHERS...
New Ways to Connect:
Formalizing A Social Science Dimension – Why?

• Acknowledging Value for Success
• Gathering Statistics Vs Rumors
• Understanding Visitor & Community Issues Beyond Traditional Public Meetings
• Building Broader Public Awareness & Support
• Measuring the Pulse of Public Understanding and Concern
• Adapting to Public Concerns
• Ensuring Relevancy
Preparing a Community Engagement Strategy
Understanding & Identifying Your Constituency

- Internal & External Stakeholders
- Demographics
- Issues & Concerns
- Uses & Interests
- Communication Pathways
Preparing a Community Engagement Strategy

Essential Ingredients

• Articulated Goals
• Understanding of Audience
• Defined Approach
• Relevant Vocabulary
• Simplified Message
• Tools For Delivery
• Evaluation & Assessment
Preparing a Community Engagement Strategy
Defining an Approach

• On-site staff presence
• Interactive sessions
• Community walks
• Educational opportunities
• Public meetings
• Newsletters
• Press Releases
• On-site postings & signage
Case Study
Public Information Coordinators

- Selection
- Training
- Scheduling
- Reporting
Public Information Coordinators
Selection and Training

• Former Volunteers, Interns & Local Community Members
• Confident, Communicative & Conflict Resolution
• Training – Q & As
Public Information Coordinators
Scheduling and Reporting

• Frequency and Location
• Tracking Public Comment
• Communicating Results
**Public Information Coordinators**
**Surveying the Reaction**

---

**Visitor Contact Sheet**

<table>
<thead>
<tr>
<th>Location:</th>
<th>________________</th>
</tr>
</thead>
</table>

**Sub-sample** - Note if characteristic applies to any person(s) in group. See lower right for definitions and codes.

<table>
<thead>
<tr>
<th>Time</th>
<th>#Male</th>
<th>#Female</th>
<th>Kids</th>
<th>Older (65+)</th>
<th>Mobility Assist</th>
<th>Other (describe in comments)</th>
<th>Activity*</th>
<th>Local/Non</th>
<th>Reaction**</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total**

---

* J = Jogger  W = Walker  H = Hiker  DW = Dog Walker
* A = Angler  BG = Beach Goer  BW = Birder  C= Cyclist  IL = Illicit
* C = In Car  V = Just Out for View  N=Neighbor (rec'd mail?)

3+: Y = More than 3 in the group (Spreadsheet autocalc)
Kids: Y = Children/Youth under 18 in group; U = Uncertain
Older: Y = Senior adults 65+ in group; U = Uncertain
Mobility: Y = Assistive device (e.g., cane, walker, wheechr);
Other Y = Use Comments to record by line number.

** + = Positive  - = Negative  O = Neutral**
Public Information Coordinators
Invasive Non-Native Plant Control – Marin County

Pampas grass, eupatorium & eucalyptus removal
Public Information Coordinators
Invasive Non-Native Plant Control – San Francisco County

Mattress wire weed and tree removal
### Public Information Coordinators
#### 2006 Results – By the Numbers

<table>
<thead>
<tr>
<th>Project</th>
<th>Pos</th>
<th>Neg</th>
<th>Neutral</th>
<th>Visitor contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Valley</td>
<td>86.3%</td>
<td>4.9%</td>
<td>8.9%</td>
<td>576</td>
</tr>
<tr>
<td>Presidio Bluffs</td>
<td>49.3%</td>
<td>2.5%</td>
<td>48.2%</td>
<td>1399</td>
</tr>
<tr>
<td>Pirates Cove</td>
<td>54.8%</td>
<td>0.7%</td>
<td>44.5%</td>
<td>222</td>
</tr>
<tr>
<td>Lands End</td>
<td>76.0%</td>
<td>2.5%</td>
<td>21.5%</td>
<td>2322</td>
</tr>
<tr>
<td>Average</td>
<td>66.6%</td>
<td>2.6%</td>
<td>30.8%</td>
<td></td>
</tr>
<tr>
<td><strong>Total Visitor Contacts</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>4519</strong></td>
</tr>
</tbody>
</table>
Public Information Coordinators
Mission Blue Butterfly Enhancement – Marin Headlands
Public Information Coordinators
Wetland Creation & Invasive Plant Control – Mori Point
Public Information Coordinators
Environmental Remediation & Trail Closures - Presidio
## Public Information Coordinators
### 2007 Results – By the Numbers

<table>
<thead>
<tr>
<th>Project</th>
<th>Pos</th>
<th>Neg</th>
<th>Neutral</th>
<th>Visitor contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Marin</td>
<td>99.0%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>344</td>
</tr>
<tr>
<td>Presidio Bluffs</td>
<td>74.5%</td>
<td>3.7%</td>
<td>21.9%</td>
<td>857</td>
</tr>
<tr>
<td>Mori Point</td>
<td>69.3%</td>
<td>2.5%</td>
<td>28.1%</td>
<td>199</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>80.9%</strong></td>
<td><strong>2.4%</strong></td>
<td><strong>16.7%</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Total Visitor Contacts</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>1400</strong></td>
</tr>
</tbody>
</table>
Peaks and Valleys
- 25% in First 14 Days
- Negative Sentiment Peaked
  - Weekend Access Curtailed
  - Re-routing Underway But Incomplete
  - Equipment Noise Detracted from Experience
Public Information Coordinators –
Lessons Learned

• Sincerity
• Listening Speaks Volumes
• Trust your intuition
• Don’t Assume
• Do your homework
• Keep the message current & relevant
• Keep it simple, clear & concise
Public Information Coordinators
Results: What Happened

- Community Awareness
- Continued Project Feedback Loop
  - Community Sentiment
  - Community Policing
- Increased Community Support
  - Evidence of Support
  - Trail Opening/Milestone
- Volunteer Recruitment
Public Information Coordinators
Results: What Did Not Happen

- Projects Were Not Stopped
- No Negative Media
- Minimal Negative Publicity
- No Calls To Leadership
  - Park
  - Congressional
Lessons Learned
Standardizing and Simplifying Information

- Simple Consistent Text
- Focus on Outcomes
- Vocabulary with Audience in Mind
- Standard Appearance
Lessons Learned
Standardizing and Simplifying Information
Lessons Learned
Continued Evaluation and Assessment

• Adaptively managing feedback
• Continued communication with key staff and stakeholders
• Reporting statistics – support/concerns
• Post project summary and evaluation
Lessons Learned
When to Develop a Community Engagement Strategy

- Visibility
- Past or Adjacent Controversy
- New Activity
- Engaged or Interested Public
- Changed Access and Use
- Scale
- Opportunity for Initiating Stewardship
- New location for Park Management
- Concerned User Groups
Lessons Learned
Successful Community Engagement Is ...

Vs.

off the mark
by Mark Parisi
www.offthemark.com

WOW... HE GAVE HIS LIFE TO SAVE OTHERS...
Building Public Engagement Into Every Invasive Plant Control Project – Why?

BECAUSE IT ENSURES...

- Continued advocacy and stewardship
- Adequate funding and resources
- Sufficient support for projects
- No negative effects on other park projects
- Supportive public policy and changes in mainstream practices
- We remain relevant, and hence thrive