

# Communicating Flood Awareness *Strategies for Success: Public Meetings*



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# *Strategies for Success* Planning Public Meetings



- **Public Engagement:**  
*Weather It Together*
- **Process and Purpose**
  - Meeting Planning
  - Meeting Facilitation
  - Meeting Follow-Up
  - Best Practices
- **Question & Answer**

# Communicating Flood Awareness

## *Public Engagement: Weather It Together*





# Public Engagement: Weather It Together Approach

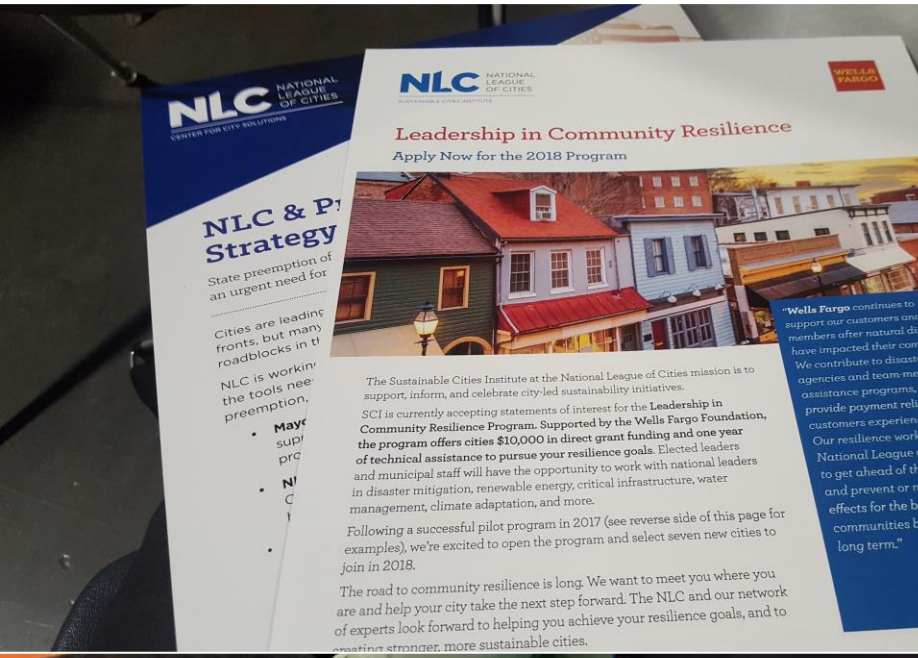


1. Create Partnerships
2. Market the Brand
3. Engage & Empower Officials
4. Invite Experts
5. State the Facts / Tell the Story
6. Promote Solutions
7. Make Friends with Media
8. Communicate Consensus

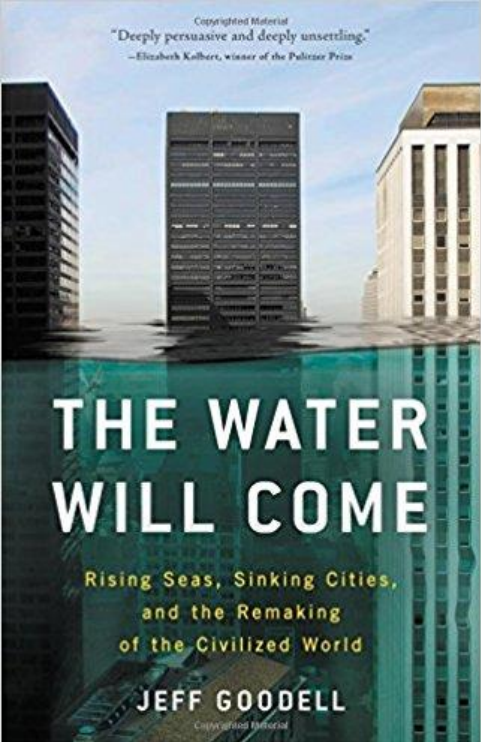


# Create Partnerships Citizens & Experts

*Weather It Together* is a public/private partnership to address the impacts of Climate Change and Sea Level Rise on historic and cultural resources in Annapolis, the Chesapeake Bay and the nation.



# Invite Experts Annapolis Prepares for Rising Seas





# Invite Experts *Federal, State & Local*

*“The council will provide analysis of data, identification of vulnerabilities, prioritization of solution sets with primary goal of minimizing negative impact to the daily operations of USNA. This plan, developed in coordination with City of Annapolis... will plan for the impacts of sea level rise on the Naval Academy through 2100.”*



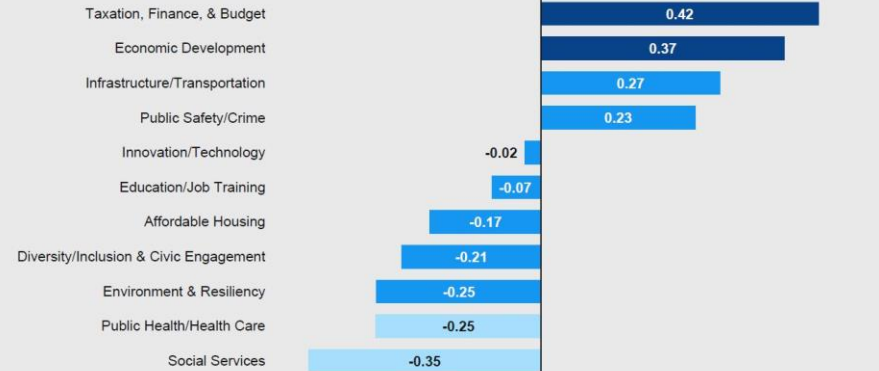


# Engage & Empower Public Officials Priorities



Which of the following represent the most and least important issues your city/county must prioritize to be successful in the future?

All Respondents

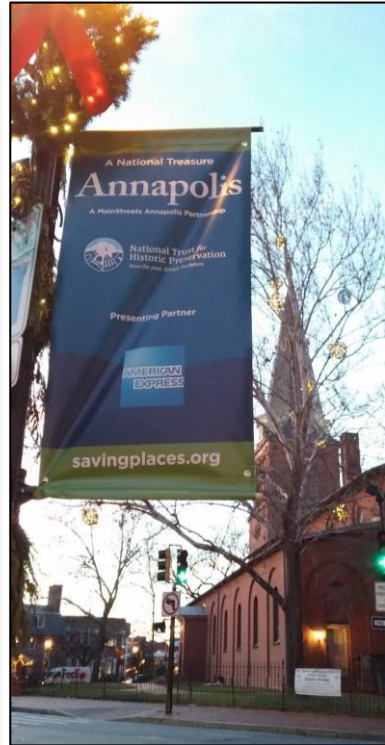
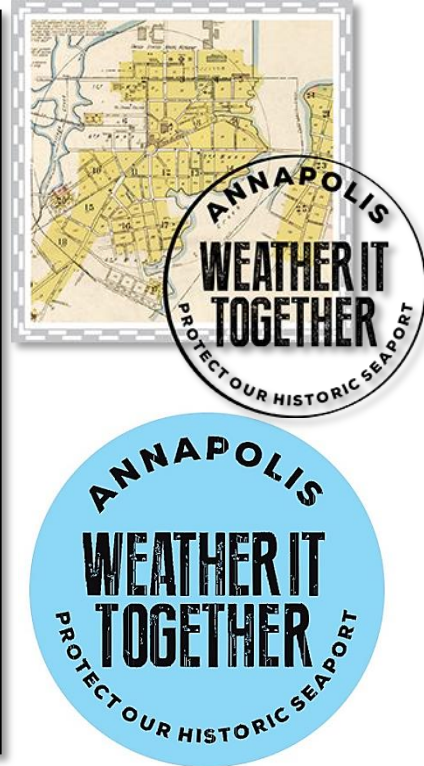


Numbers represent 'max-diff' scores weighted by the number of times each option was shown; n=101

# *Engage & Empower Public Officials*



# Market the Brand The Tagline



# Market the Brand *Familiarity Matters*



# State the Facts/Tell the Story *Sea Level Rise & Tidal Flooding*



# Promote Solutions FEMA Hazard Mitigation Planning



## Integrating Historic Property and Cultural Resource Considerations Into Hazard Mitigation Planning

State and Local Mitigation Planning How-To Guide

FEMA 386-6 / May 2005

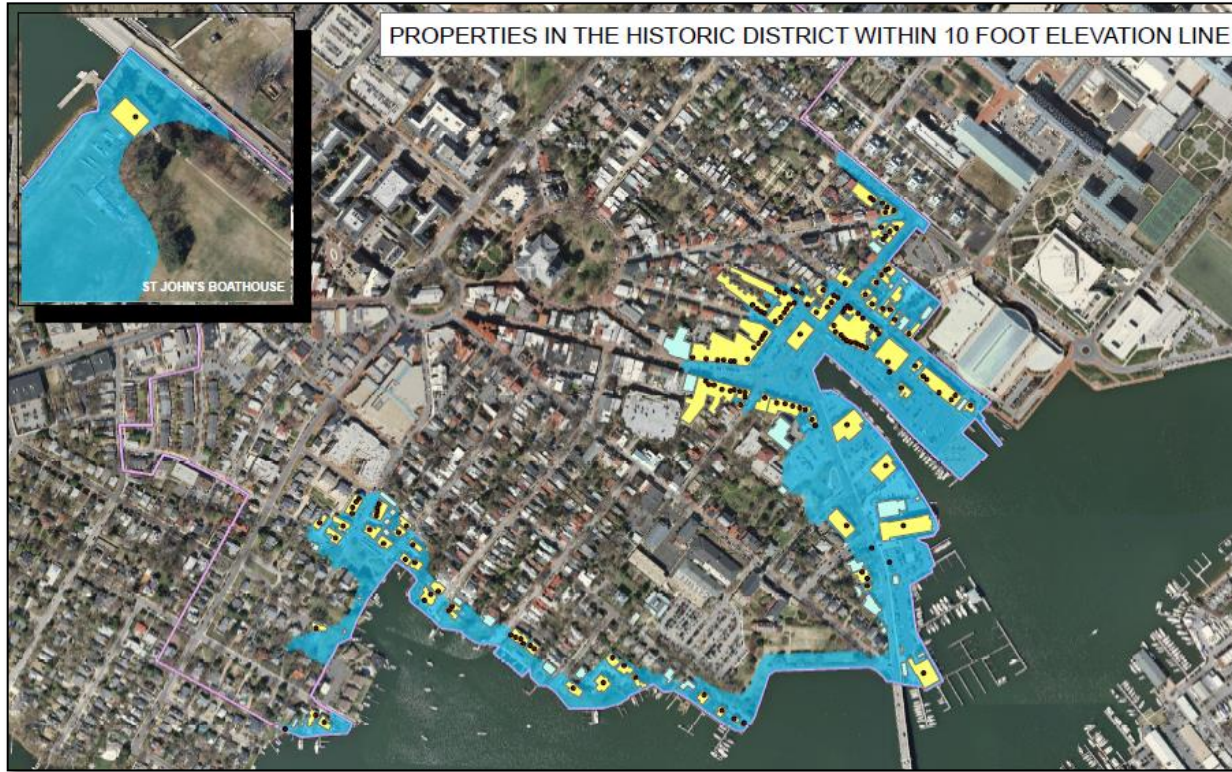


*Hazard mitigation planning is the process of determining how to reduce or eliminate the loss of life and property damage resulting from natural and manmade hazards.*

1. Organizing your efforts to develop a mitigation plan;
2. Identifying hazards and assessing losses to your community;
3. Setting mitigation priorities and goals and writing the plan;
4. Implementing the mitigation plan, including project funding.



# Promote Solutions *Identify & Map the Floodplain Study Area*



# Promote Solutions Landmark at Risk Story Map

## Landmark at Risk: Protecting the Historic Seaport of Annapolis, Maryland

Michael Baker INTERNATIONAL

Landmark at Risk | A Strategic Approach | Weather It Together | Adapting a Landmark | **Get Involved** | Contact Us | History Above Water

**Get Involved in the Resilience Efforts**

**Give Us Your Feedback - Take the Survey!**

**Share Your Annapolis Flooding Photos**

Help the City of Annapolis increase public awareness of the risks due to flooding. Upload your photos of localized flooding so others can visualize flood impacts on our historic city.


Cover Image: kintehaley.org

**Annapolis in the News**

**Annapolis Events Calendar**

### Share Your Annapolis Flooding Photos

[+ Share Your Photos Here](#)



**Dock Street Sept 2016**

**Ego Alley Ducks Swimming under...**

**Compromise St**

**Flooding Compromise St**

**City Dock Flooding**

**Dock Street Flooding**

POWERED BY **esri**

USDA FSA | VITA | Esri | HERE | Garmin | IPC



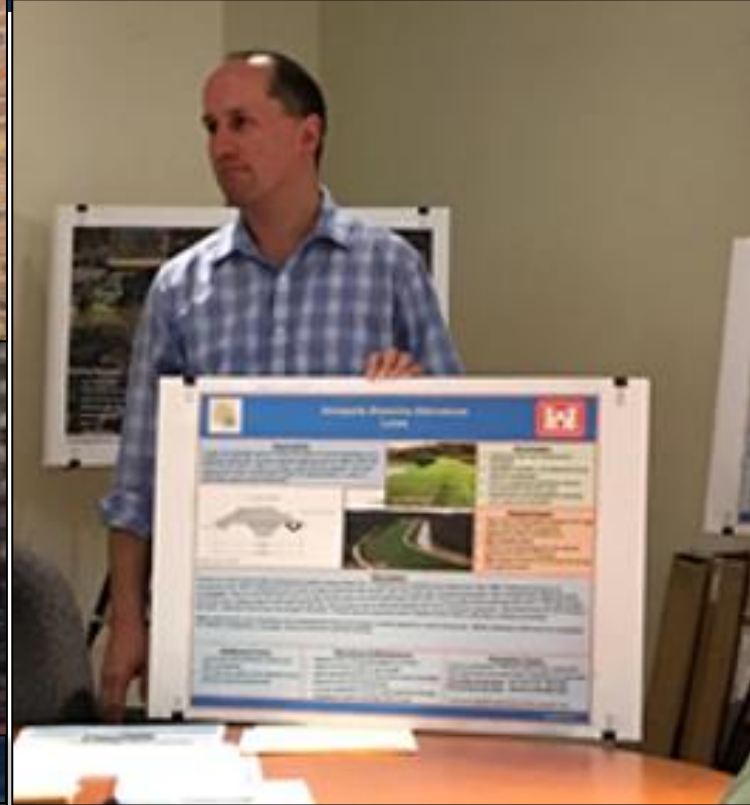
# Promote Solutions Adaptation Alternatives



Storefront Vestibule -CMU



Door & Window Dams






# Make Friends with the Media

HOME
SEARCH


## Capital Gazette

THURSDAY, FEB. 4, 2016
POPULAR E-EDITION CALENDAR OBITUARIES PUBLIC NOTICES CLASSIFIED REAL ESTATE JOBS
50°

### \$1M budgeted to fight city flooding



A brown taxi cab drives through a flooded Congress Street on Wednesday evening downtown Annapolis. (By Matthew Cole, Staff / Baltimore Sun Media Group)



By Chase Cook - Contact Reporter  
ccook@capitalgazette.com

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Annapolis brings in the state money, but not as much as they hoped.

JANUARY 31, 2016

It's hard to find, but it's in the budget: \$1.3 million from Maryland taxpayers for Annapolis.

**A9**  
MONDAY  
February 1, 2016

# The Capital Opinion

A CAPITAL-GAZETTE  
NEWSPAPER  
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## Rising sea level a concern for Annapolis

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hose who've read James Michener's novel "Chesapeake" can't forget the final pages, in which an Atlantic storm summary erases the fictional Devon Island, not just the setting of much of the 1978 historical epic, but in many ways its central character. This epitomizes the sobering truth that for all of humanity's endless schemes and ambitions, we must

the most important long-term effect of climate change, and that the Rubicon has been crossed: "If the world went 100 percent solar today, we would still have sea-level rise," he told the Capital Gazette editorial board Thursday. "(But if we don't slow the warming, the sea will rise quicker."

Englander thinks low-lying parts of Annapolis — that would include City Dock, the Naval Academy and much of

al would give the city a badly need \$1 million for flood mitigation.

Given the possible scope of the problem, this may seem minor. But it's at least a start toward what Englander calls "intelligent adaptation." And since government isn't flawless at planning decades ahead, much of the adaptation will ultimately have to be done on a case-by-case basis by individuals working through a free-market system, which

*Do we still believe in the future?*

In 1953, Bernard Baruch, an adviser to presidents Woodrow Wilson, Franklin D. Roosevelt and Harry Truman, made remarks on CBS Radio during a program called "Why I Still Believe in the Future." As we observe the anger and frustration of people in our country, and indeed around the world, I can't help but reflect on the optimism those words

## Rising sea levels prompt search for solution

'People will have to decide what to protect'

By CHRISTINA JEDRA  
[cjedra@capitalgazette.com](mailto:cjedra@capitalgazette.com)

After a lecture about rising sea levels by oceanographer John Englander Saturday afternoon, attendees were left asking: Now what?

"We know this is going to happen," said Mary Carol Shannahan of Talbot County. "What will we do to be ready?"

Englander's presentation to over 500

people at St. John's College, a part of the city's Weather It Together initiative, was a call to action in the face of flooding the speaker said is both inevitable and permanent.

Parts of Annapolis could be covered in more than 6 feet of water in the next century, he said, and the city should prepare by elevating buildings or moving them away from the shoreline.

"Plan for the first 3 feet of sea level rise as soon as possible," Englander said. "You can run, or you can preserve this place."

Englander is a consultant and the author of "High Tide on Main Street: Rising Sea

Level and the Coming Coastal Crisis." He said similar difficulties are coming in other coastal communities, and will be much more dire in some — Miami, for instance.

Attendees were invited to brainstorm on solutions.

Should a sea wall be installed to block off the bay? one audience member asked.

"It would be the biggest engineering project in the world to date," Englander said.

He said that while slowing climate change should be a goal, handling the effects of the global warming already in

See **RISING**, page B2



# Communicate Consensus Community Value





# Communicating Flood Awareness

## *Public Meetings: The Process & Purpose*



# *Public Engagement: It's a Process with a Purpose*

We are not just facilitating  
a single meeting...

We are setting the stage  
for a series of community  
building interactions.





# Characteristics of a Public Meeting

## What makes for a productive meeting?

- Food
- Introductions
- Right People Attending
- No Distractions
- Meeting Materials
- Agenda & Process
- Specific Purpose
- Next Steps
- Measurable Outcomes

## What makes for an unproductive meeting?



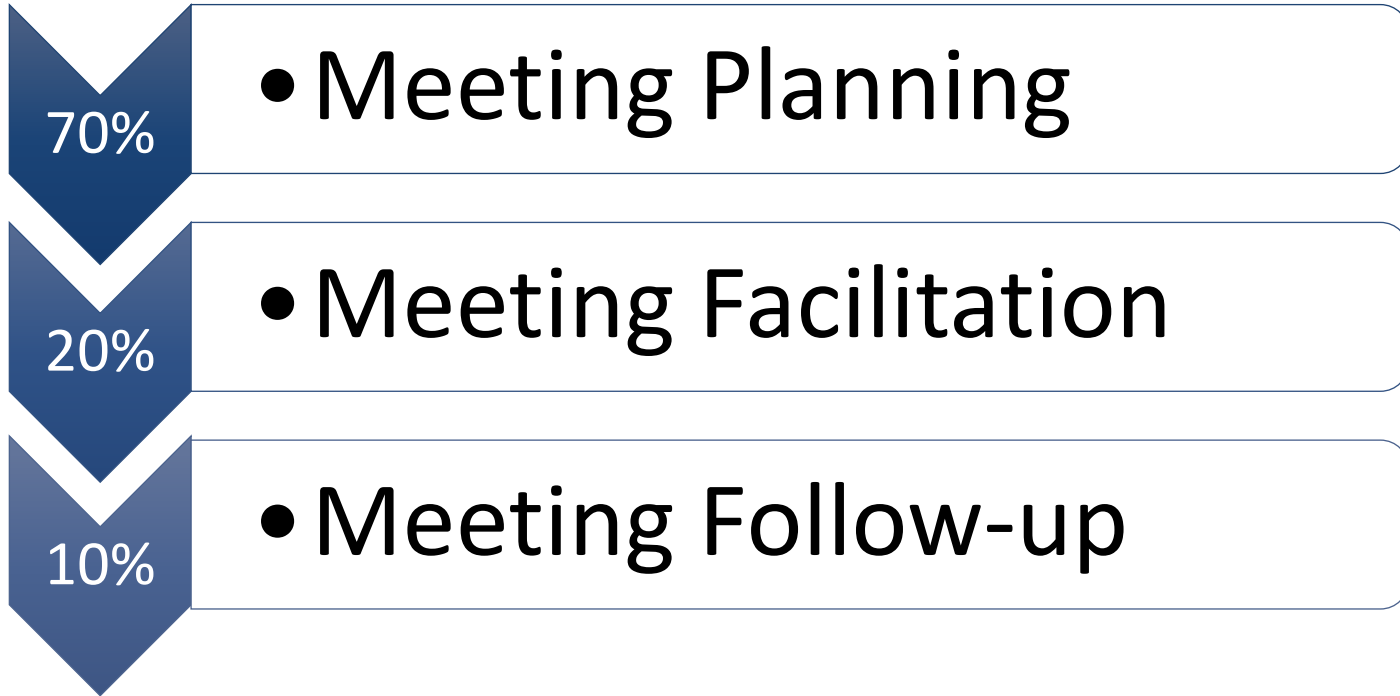
# *Public Meeting Planning*



- **Pre-meeting** (all the preparation)
- **In meeting** (facilitating a successful meeting)
- **Post meeting** (follow-up and next steps)



# *Public Meeting Planning*



# Public Meeting Planning

- What is the next meeting you are planning?
- What do you anticipate to be your greatest challenge?



*"Let's never forget that the public's desire for transparency has to be balanced by our need for concealment."*

# ***Public Meeting Planning*** *What is the Purpose?*

## **Short-Term**

- **Share Information**
- **Build Consensus**
- **Seek Input**
- **Make a Decision**

## **Long-Term**

- **Spur changes to code / guidelines?**
- **Encourage elected officials buy-in?**
- **Increase properties under NFIP?**
- **Community resilience?**



# *Public Meeting Planning* Identify Objectives

- In your next meeting, what do you want to accomplish?
- Use action words.
- Quantify.
- Differentiate Outputs (short-term), Outcomes (mid-term), and Impacts (long-term)



# *Public Meeting Planning* Who Needs to Be There?

- Identify stakeholders
- Ensure everyone has a role
- Tell them their role
- Purpose affects who's invited



# Public Meeting Planning Agenda & Process



- Remember meeting purpose
- Specify objectives
- Select topics that move toward objectives
- Involve others
- Vary facilitation techniques
- Allow sufficient time for topics



# *Public Meeting Agenda Define the Process*

Determine length of meeting based on process/topics:

- Identify relevant information
- Identify/agree on assumptions
- Identify/agree on interests
- Craft a solution taking into account information, assumptions & interests



# Public Meeting Planning *Pre-calls*

- Share the agenda
- Begin building relationships
- Address questions & identify “elephants in the room”
- Set the tone



# *Public Meeting Planning* Rehearsing



- Confirm team roles
- Focus comments on delivery, not slides
- Nail the open and close
- Work on transitions
- “Storify” whenever possible
- Prepare for Q&A



# Public Meeting Planning Logistics

- What / Where is Venue? Is it accessible?
- Where is Parking? Alternative transportation?
- What is Technology (A/V) set-up? What is lighting in venue?
- What supplies are needed & is there adequate space for break outs / flip charts / posting?



# *Public Meeting Facilitation Relationship Building*

Establish your meeting mindset as building a relationship:

- You are a facilitator, not a dictator
- Use examples and analogies
- Ask specific questions
- Listen
- Engage your partners
- Manage Q&A



# *Public Meeting Facilitation* Body & Voice

- Greet people as they arrive!
- Make direct eye contact
- Use gentle, calm gestures
- Have a confident stance
- Put personal technology (laptops, mobile phones) away
- Use physical proximity to address problems





# Public Meeting Facilitation *The Open*

- Start with “WIFM?”
- Set the stage on purpose, process, objectives & outcomes
- Address “elephants” in the room
- Dive in!



# Public Meeting Facilitation 4 Ways to Answer a Question

Respond	2-3 Sentences Avoid acronyms, jargon or technical speak
Refer	To another source To a written document To an online resource
Deflect	Delay for another time Take off-line
Redirect	Bridge to your message

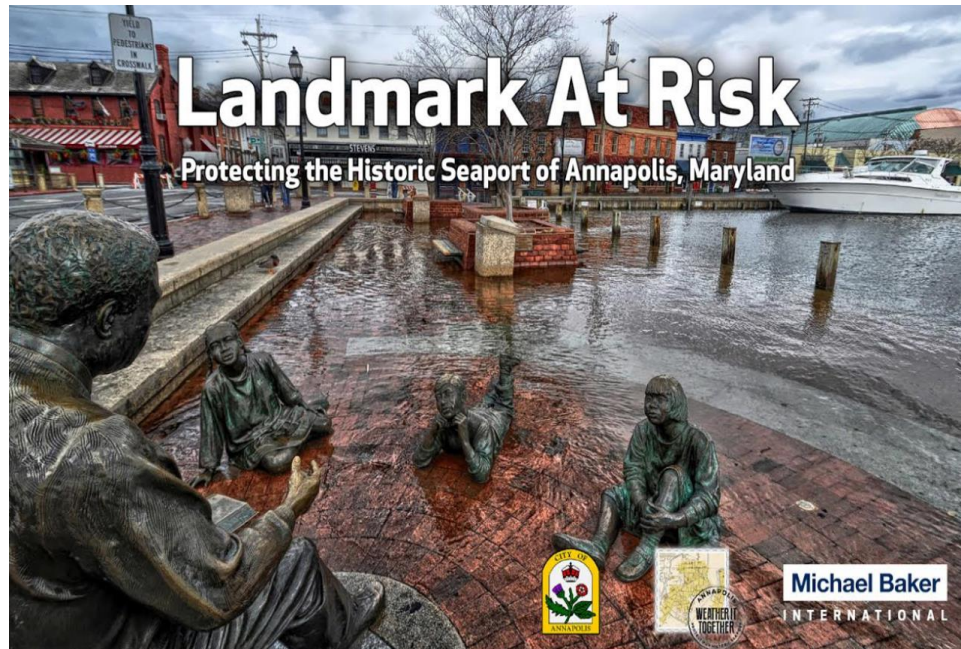
# *Public Meeting Facilitation Close Strong*

- Provide a succinctly stated summary / recap
- “Flag” key points
- Outline action items and next steps





# Public Meeting Best Practice Graphics & Technology



# Public Meeting Best Practice Verbatim Scribing





# *Public Meeting Best Practice Site Visit / Tour*





# *Public Meeting Best Practice* Branding & Tag Lines

BOSTON

LIVING WITH  
**WATER**

**FLOOD  
PREVENTION:**

**ROOM FOR THE RIVER**

**Resilient  
New Orleans**

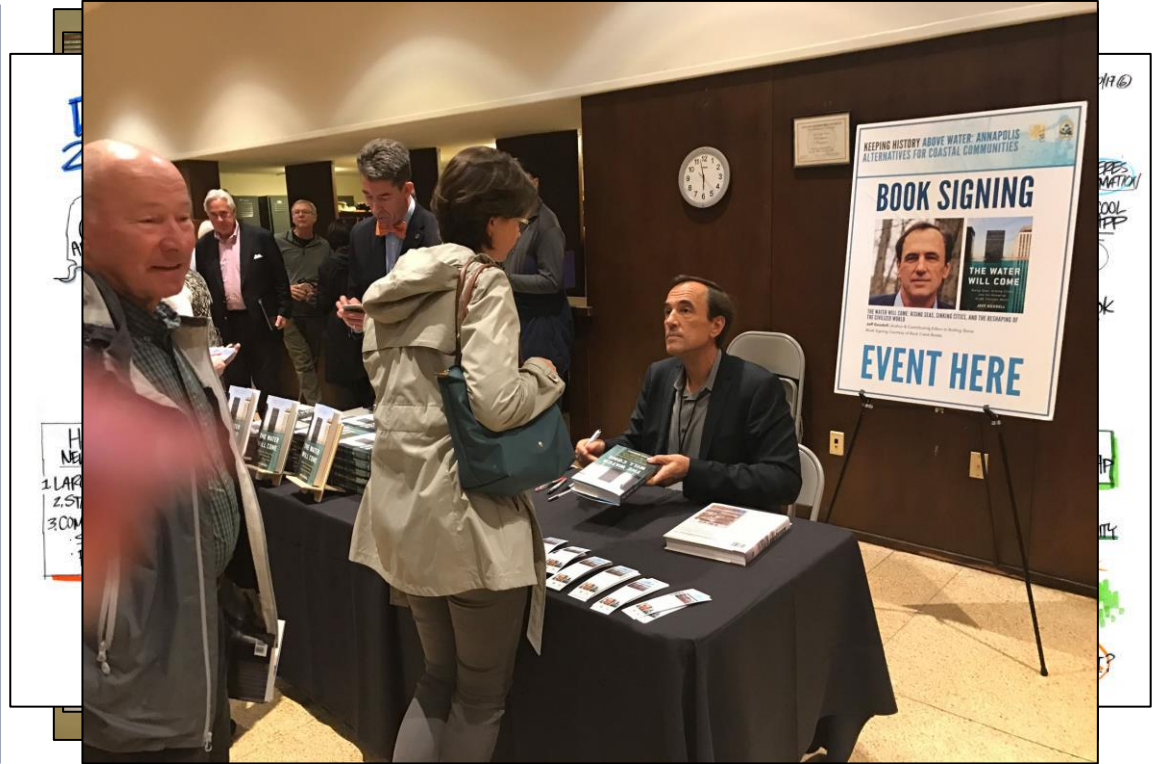
Strategic actions to shape our future city

# *Public Best Practice Break Outs*



# Public Meeting Best Practice *Feel Good, Fun & Educational*

Awards  
Exhibits  
Posters  
Graphic Wall  
Video  
Color Guard  
Performance  
Book Signing





# *Public Meeting Follow-up Keep Conversation Going*

A meeting ends, but the process doesn't:

- Communicate and distribute action items and the list of participants
- Provide meeting minutes or summary
- Provide a point of contact
- Conduct calls and send thank you notes



# *Public Meeting Follow-up Post Mortem or hotwash*

- What went well / what didn't? Why?
- What can we learn from participant comments / questions?
- Were the meeting objectives met?
- How do we incorporate what we've learned?



# *Not So Best Practice*



What's wrong  
with this  
meeting?



