



THE IMPORTANCE OF LISTENING

PRESENTED BY: MASSACHUSETTS MUNICIPAL ASSOCIATION

WEBINAR 4, ENSURING SUCCESS WEBINARS

MUNICIPAL VULNERABILITY PREPAREDNESS
PROGRAM TOOL BOX

JANUARY 8, 2018



MUNICIPAL VULNERABILITY PREPAREDNESS (MVP)



State and local partnership grant to build resiliency to climate change

1. Engage Community

2. Identify CC impacts and hazards

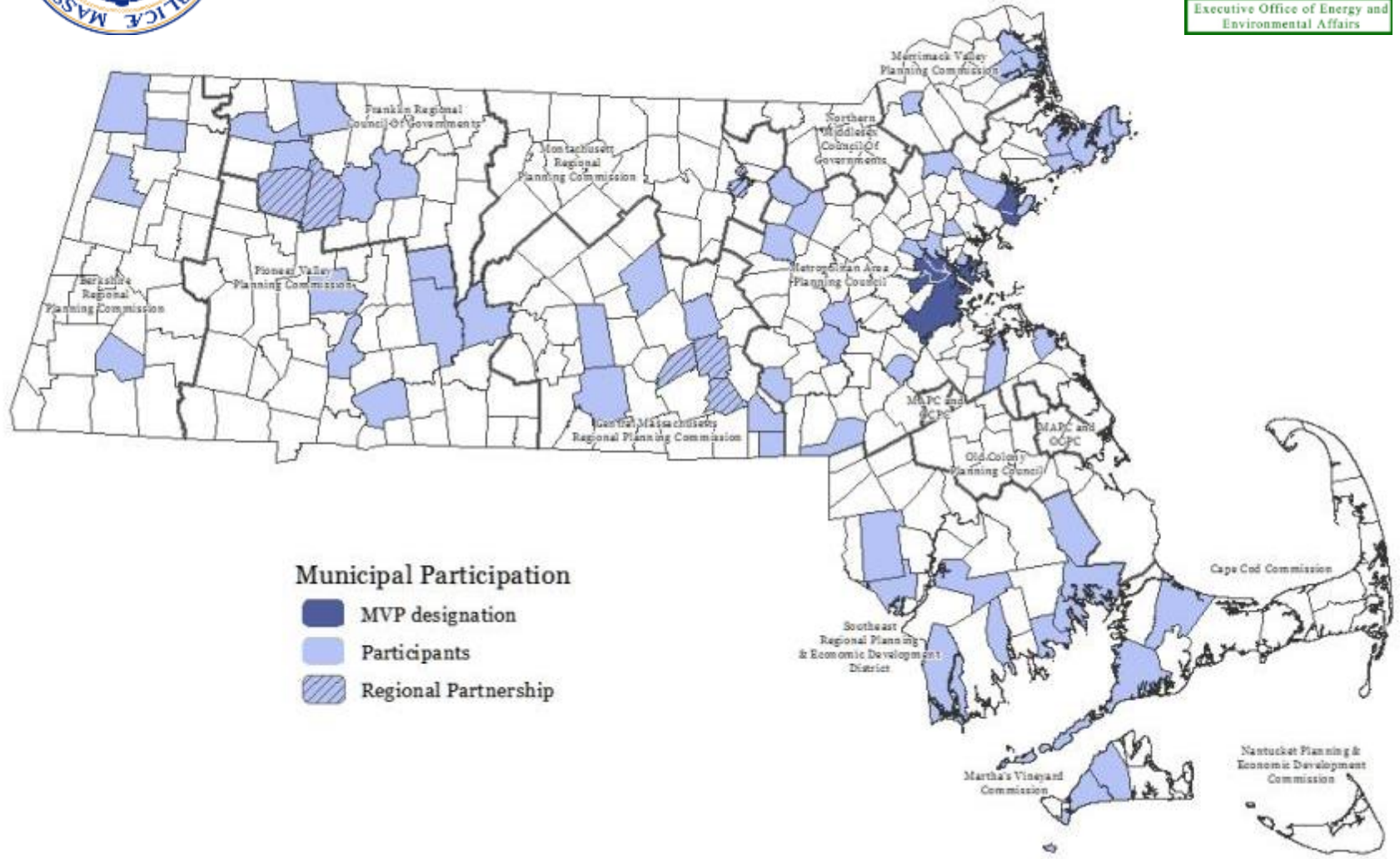
3. Complete assessment of vulnerabilities & strengths

4. Develop and prioritize actions

5. Take Action



MVP PROGRAM 2017-2018





MVP PROGRAM ENSURING SUCCESS WEBINARS



Working with MVP Service Providers

- EEA and TNC

Advancing Social Equity in Climate Adaptation Planning

- MAPC

Alternatives for engaging your community

- December 18, 2017
- RTWN
- Other than acting as service provider, how can you help the CRB process?

The Importance of Listening

- January 8, 2018
- MMC
- Why honest engagement with constituents and stakeholders is critical to project success

Bylaw Review

- January 22, 2018
- Mass Audubon
- The impact of local bylaws and regulation on nature based solutions

Nature Based Solutions

- February 5, 2018
- TNC
- Cost effective, long term solutions that leverage natural assets of your municipality

Characterizing coastal flood hazards and increasing resilience

- February 26, 2018
- CZM
- How to characterize future potential coastal flood risk, identify vulnerabilities and advance community action



LEARN MORE



A screenshot of the Mass.gov website. The top navigation bar includes "Select Language", "State Organizations", and "Log In to...". Below this is the "Mass.gov" logo and a search bar with the text "Search Mass.gov" and a "SEARCH" button. The main navigation menu consists of "LIVING", "WORKING", "LEARNING", "VISITING & EXPLORING", and "YOUR GOVERNMENT". The main content area features a large blue banner with the text "Municipal Vulnerability Preparedness Program" and a sub-headline: "Learn about the Municipal Vulnerability Preparedness Program that helps support cities and towns develop resiliency plans." A "TELL US WHAT YOU THINK" button is located at the bottom right of the banner.

<https://www.mass.gov/municipal-vulnerability-preparedness-program>

Katie Theoharides – kathleen.theoharides@state.ma.us

Jenny Norwood – jennifer.norwood@state.ma.us

PRESENTERS

Moderator:

VICTORIA SCLAFANI
Legislative Analyst
Massachusetts Municipal Association



PRESENTERS

Presenter:

CATHERINE ROLLINS DENISI

Policy Director

City of Everett



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Presenter:

JENNIFER RAITT

Director of Planning and Community Development
Town of Arlington



INTRODUCTION

Why is honest engagement with constituents and stakeholders is critical to project success?

NUTS AND BOLTS

Who to Invite

- How do you identify key stakeholders?
- Why is inclusion important?
- What is the best way to get the word out?
- How do you ensure that vulnerable populations are included?

NUTS AND BOLTS

Level Setting

- How do you set ground rules, goals and expectations?

NUTS AND BOLTS

Encouraging Participation

- How do you get attendees involved in the conversation?
- What is the best way to prompt questions and comments?

NUTS AND BOLTS

Effective Moderation

- How do you manage time?
- How do you manage conflict?
- How do you keep the conversation moving?

RESOURCES

National League of Cities and EcoAmerica

Communications guidance for municipal officials on climate change:

- **Let's Talk Communities & Climate:**

<http://www.nlc.org/sites/default/files/2017-08/ecoAmerica%20Lets%20Talk%20Communities%20and%20Climate%20NLC%208.2.pdf>

- **15 Steps to Create Effective Climate Communications:**

<http://nlc.org/sites/default/files/2017-08/ecoAmerica%2015%20steps%20NLC%20new.pdf>

- **Let's Talks Climate: Messages to Motivate Americans:**

<https://ecoamerica.org/wp-content/uploads/2015/11/eA-lets-talk-climate.pdf>



RESOURCES

Community Engagement

- The Aspen Institute: Civic Engagement:
<https://www.aspeninstitute.org/tag/civic-engagement/>
- By the People, a project of PBS NewsHour with Jim Leher:
https://www.pbs.org/newshour/spc/btp/articles/about_engagement.htmlhttps://www.pbs.org/newshour/spc/btp/articles/about_engagement.html
- Fund for the City of New York Center on Government Performance: <https://www.fcny.org/fcny/cgp/><https://www.fcny.org/fcny/cgp/>

RESOURCES

Community Engagement

- **Building an Effective Community Engagement Strategy, ICMA:**
https://icma.org/sites/default/files/308886_17-186%20Building%20an%20Effective%20Community%20Inforgraphic_proof2.pdf
- **Performance Information for the Public, ICMA:**
<https://icma.org/sites/default/files/Checklist-Performance%20info%20for%20the%20public.pdf>
- **A Civic Calling, *The Advocate*:**
https://www.mma.org/sites/default/files/resources/civic_calling_adv_26-1_0.pdf

RESOURCES

Community Engagement



CHECKLIST: Performance Information for the Public

Reporting performance information to the public can be scary. Here are tips for reducing the fear factor and putting that information into perspective.

- Share your goals: The purpose of performance measurement is to see how you are doing and to improve. Making the data public helps reinforce adopted goals and increase your engagement with the community.
- Share your timeline: Clarify that the performance information establishes a baseline for improving both the measurement process itself and the quality of local services.
- Limit what you report: Focus on your key messages and the strategic measures that you want people to remember such as the length of time it takes to resolve a code violation complaint, or how residents rate solid waste services.
- Report is based on something: The community vision, council goal-setting, feedback from a resident survey, specific complaints about a particular service.
- Post frequently: Some monthly or quarterly postings can both increase the timeliness of the information and limit the amount of staff time required to sift through and manually post the primary source material.
- Use visuals to supplement it: Here are some [great examples](#) from jurisdictions that have earned ICMA Certificates in Performance Management.
- Provide context: The public will understand its significance. Consider carefully how the reader/viewer will know whether performance is good or poor, improving or declining, or on a par with similar jurisdictions.

CLIMATE CHANGE DATA SOURCES

Supporting science to build case for resiliency, provided by webinar participants

- The American Meteorological Society is based in Boston for Climate facts
- In response to climate deniers , 97% of climate scientists agree humans are causing global warming <https://www.skepticalscience.com/argument.php>
- I suggest the IPCC for climate science – unimpeachable
- The 2017 National Climate Assessment is a tremendous resource



QUESTIONS?

PRESENTERS:

CATHERINE ROLLINS DENISI
CITY OF EVERETT

JENNIFER RAITT
TOWN OF ARLINGTON

MODERATOR:

VICTORIA SCLAFANI
MASSACHUSETTS MUNICIPAL ASSOCIATION

PRESENTER CONTACT INFORMATION

PRESENTER:

Catherine Rollins Denisi
Policy Director
City of Everett
Catherine.Denisi@ci.everett.ma.us

PRESENTER:

Jennifer Raitt
Director of Planning and
Community Development
Town of Arlington
jraitt@town.arlington.ma.us

MODERATOR:

Victoria Sclafani
Legislative Analyst
Massachusetts Municipal Assoc.

617-426-7272 ext. 161
vsclafani@mma.org