TRACK: COMMUNITY ENGAGEMENT & COMMUNICATION

THIS SESSION:
CULTIVATING LEADERSHIP: BUILDING SOCIAL CAPITAL IN YOUR COMMUNITY
Speakers

– Paul Markowitz –
Community Energy Program Manager,
Efficiency Vermont

– James Gruber –
Core Faculty, Department of Environmental Studies,
Antioch University New England
Focus of this Session

Approaches for building social capital and adaptive leadership at the local level.

6/1/14

Local Solutions Conference - Community Engagement: Gruber & Markowitz
Following Sessions for this Track

**Today...**
- 3:15 Collaborating for Resilience: Reaching the Most Vulnerable Populations

**Tomorrow...**
- 8:30 Reaching Beyond the Usual Suspect
- 10:15 Getting the Message Out
- 2:15 Motivating Community Behavior
During this Session We will...

• Why Involve the Public- NRC Research

• Basic Points About Stakeholder Involvement

• Role of Stakeholders in the National Climate Assessment - Adaptation Process

• Successful Approaches & Examples for Engaging Stakeholders and the Community
Challenges of Involving Numerous Stakeholders and the Public
Why involve stakeholders and the public?

• What are the goals of public participation and involvement?
Goals of Public Participation

• Key Concepts from the National Research Council (NRC) 2008 Report: “Public Participation in Environmental Assessment and Decision Making”
Goals of participation

• Improve quality
• Improve legitimacy
• Improve capacity of environmental assessment and decisions
• Drawing on local knowledge to improve decision making.

• By a public process that...
  - Identifies values, interests, and concerns of all who are interested in or might be affected by the process or decisions
  - Uses the best available knowledge
  - Incorporates new information, methods, and concerns
Improve Legitimacy

• By fostering legitimate and equitable decision making by...
  – A process that is seen by the interested and affected parties as fair and competent
  – A process that follows the governing laws and regulations
Improve Capacity

• By increasing resilience, adaptive capacity, and social capital by...
  – Engaging the public with vetted data on severe weather trends and best available climate change science
  – Fostering inter-town/region/watershed-wide understanding, trust, and collaboration to increase resilience to stormwater risks
  – Developing widely shared understanding of the issues and decision challenges
Stakeholder Involvement Tips

• Think expansively about what a stakeholder is
• Involve them early and often – key to stakeholder ownership/buy-in
• Be clear about role of stakeholders at onset
• Explore multiple pathways for stakeholder involvement
• Give feedback to stakeholders on how their input has been used
• Match stakeholder engagement method with informational needs
• Be clear on what you want to get out of the process and get the right stakeholder mix
Stakeholder Involvement Tips

• “Collaborative leadership” and effective “stakeholder involvement” are closely linked
  – Open yourself up to letting go of full control of decisions/outcomes
  – Trusting the process will lead to better results
  – It’s okay not to know where your process is going
  – Explore personally what it means to be a collaborative leader
Identifying Risks and Opportunities

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Planning, Assessing, and Selecting Options
Implementation

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Monitor and Evaluate

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Revise Strategy and Research and Share Lessons Learned
Successful Approaches and Examples for Engaging Stakeholders and the Community.
Q and A
Thank You

Paul and Jim