

**NDRC Innovative and Inclusive Citizen
Engagement
Webinar Transcript
Thursday, October 30, 2014
3:00-4:30pm EDT**

Jessica: Good afternoon. My name is Jessica and I will be your conference operator. At this time I'd like to welcome everyone to the Innovative and Inclusive Citizen Engagement Webinar. All lines have been placed in a listen only mode. Later we will conduct an interactive question and answer session. If you would like to ask a question during that time simply press star then the number one on your telephone keypad. You will hear a tone acknowledging your request and a prompter recording your name. If you would like to withdraw your question, press star and the number two. Thank you. I would now like to conference over to Kathy Kaminski. Ma'am you may begin.

Kathy Kaminski: Thank you Jessica. This is Kathy Kaminski with TDA. We are a HUD technical assistance provider. I'm just here as the webinar hostess today. So I'm going to go through some technical instructions, and then hand it off to our speakers. Please turn off your cellphones and close the email and give your undivided attention to our great speakers that we have today. If you're having any issues, technical problems, please call George Martin at the number on the screen, or you can send me a chat message. On the right side of your screen, you'll see a chat box, and you can send a message to the hostess if you have questions or you're having issue. Everyone is going to be mute during the call. You can ask questions in one of two ways. You can use the Q&A tool in your WebEx screen right now; on the lower-right-hand corner, you'll see Q&A. Please send your questions all. I'll panel it. As Jessica mentioned, you can ask a question verbally on the conference call as well. Please feel free to write in questions any time throughout the presentation, and the speakers will pause at various points to answer those questions or pause at the end.

Here's a screenshot to show exactly where the Q&A tool is. If you can't find it, the little triangle next to the Q&A will expand or minimize that window, so if it's minimized, just click on the triangle, and it will open the Q&A tool. As Jessica mentioned if you want to ask your question verbally press star, one on your telephone keypad, and you'll be added to the queue, and if your question is answered before your turn, press star-two to delete them. All of the questions are going to be answered verbally today. Please let us know if you need a written response. We may not be able to get to all questions, but they'll try to answer the most common questions first. Just a reminder, this is not a general NOFA Q&A, so we welcome questions that are relevant to today's presentation. If you have any additional unanswered or private questions, please send them to the email: Resilient Recovery@HUD.gov on your screen. I'm going to turn it over to Lynsey Johnson from HUD to begin the presentation.

Lynsey Johnson: Thanks Kathy. Thanks every one for joining us today. So today is really the first in the series of nine topical webinars that are going to run concurrently with the National Disaster Resiliency Competition project application. This is really an opportunity to learn about nine key components to climate resiliency planning and projects. And so I do want to make sure that you're aware that we will not be answering any Notice of Funding Availability questions for the NDRC. This is solely an opportunity for you to start brainstorming different ways to start the climate resiliency discussion within your communities and states. And so this is an opportunity for you to just learn about best practices tools and topics. So as a reminder, no NOFA questions will be answered during this presentation. If you do have NOFA questions for the NDRC, please send them to: ResilientRecovery@HUD.gov.

Today we're really fortunate to have two outstanding presenters with us. Sarita Turner is a Senior Associate with PolicyLink and Jim Murley who is the Executive Director of the South Florida Regional Planning Council. Sarita is a Senior Associate and has over twenty years of experience working in nonprofit sector bringing attention to resources and causes that address the impact of institutionalized racism and disinvestment of people in neighborhoods. Sarita has worked in various organizational types of positions including: direct services, policy advocacy, community organizing and development and philanthropy. Jim currently holds the position of Executive Director of the South Florida Regional Planning Council. In his current capacity, he's helped lead the effort for seven counties in Southeast Florida to develop a regional prosperity plan. He serves on the Broward County Climate Change Task Force and is a contributing author for two chapters in the forthcoming National Climate Assessment: Southeastern United States Region and Coastal Zone Development. He was recently named to the South Florida 100 by *Sun-Sentinel* newspaper top provide weekly input on regional issues impacting Miami, Dade, Broward, and Palm-Beach County. He's a graduate of the Leadership Florida and a Fellow in the National Academy for Public Administration. So today both presenters are going to give you an overview of citizen participation and why engagement is important for the climate resilience planning process. Sarita will talk a little bit about some strategies for success and Jim will have the opportunity to discuss about his specific examples and experiences with the climate-resilience-planning process. And then at the end, we'll have time to do some question and answer with you. So right now, I'm going to turn it over to Sarita and have her give you a good overview of citizen participation.

Sarita Turner: Thanks you Lynsey. Policy Link really appreciates the opportunity to weigh in on this conversation and share whatever learning that we can to help the different units of government, folks who are going to be working on resiliency efforts and partnership with communities be successful. So we really like to approach the topic of engagement around a question: engagement for what? So that really is the context—we're going to have this conversation, and I'd like to have a dialogue with you about it. just tell you a little bit about Policy Link. Founded in 1999, Policy Link connects the work of people on the ground to the creation of sustainable communities of opportunity that allow all to participate and prosper. We are guided by the belief that those closest to the nation's challenges are central to finding solutions.

And so we rely on the wisdom and voices of those communities to really help shape the strategies of what will work in communities to ensure that all folks have the opportunity to participate and prosper. Just because this webinar is about engagement, I want to, out of the gate, introduce you to a publication that we developed in partnership with our role as a sustainable communities, capacity-building provider. We produce this publication in partnership with the Kirwan Institute at Ohio State University. We have over the past four or so years just really been extremely lucky to have been a capacity building provider with the grantees of the sustainable communities initiative and work with them around. Some of the engagement strategies about which we're going to talk today. We'll also talk about some of them in terms of examples of how they employed some of the strategies. So I just wanted to encourage everybody to log onto our website and download the guide. It is free and available for your use. So I just want to kind of take us back to those of you who were able to participate on the webinar last week with Lynsey. You will have reviewed what the NOFA says about consultation and appendix one of the NOFA gives you a summary of what that means. So I am going to be focusing primarily on the citizen participation and engagement pieces. My friend Jim Murley is going to take on the lion's share of sharing about participation and consultation efforts related to other disaster-affected units of government. We're going to really focus in my conversation about reaching disinvested communities, high-poverty communities, and non-English speaking communities, etc.

And so the other things that I wanted to point to that you had an opportunity to review if you were on the webinar last week: Lynsey kind of reviewed these bullet points of strategies that need to be present in engagement activities in order for them to be effective, regional collaboration, cross-disciplinary collaboration, engagement and outreach especially with vulnerable populations and persons with limited English speaking. I just mentioned that. We're going to talk about that. Key partnerships with stakeholders and really ensuring that you're working with a broad set of organizations that represent the communities you want to reach out to.

So I think first, we should really talk about how are we defining success around engagement and participation? Are we really okay with checking off a box and saying we had a couple of public meetings, and we got some input, and so now we can check the box off and stamp approved on our engagement and participation strategies, or are we committed to really conducting meaningful engagement to ensure that planning efforts result in true community benefits. And so I think in order to really say how important is engagement, why shouldn't we just check off the box? Why isn't it okay just to have meetings and inform people about plans, and let them know what we're doing, and get a little feedback from them? It's to really understand the critical nature of engagement and community involvement and inclusiveness.

So when we don't have folks who are closest to the problems helping us shape the strategies we need in order to address issues and solve these challenges, we usually wind up with unintended consequences. No planner sat around in a room dreaming up, or creating these communities or neighborhoods that you see right here. This happened

because we had unintended consequences. That happens when we don't understand the context or the deep needs of the communities for whom we are planning. So a part of that is really understanding the history of past planning and development, so that we can make sure that when we show up to communities, we are taking into consideration what has happened here before. I hear often we are met with attitudes and anger. And so what we need to understand is that folks are angry, but they're not angry at us. They are angry at things that have happened to their communities in the name of progress. And so we can't take it personally and to recognize that there were past injustices, and then help folks think about how we can work together to make processes result in different outcomes moving forward.

So inclusive planning really does result in tremendous benefits. It means that the folks who are closest to the problem are seen as experts on what works in their communities, and they are engaged and included in, not just giving feedback, but in setting out the strategies of the plan in the first place. So they're engaged early on. They're asked what their thoughts are, what their needs are, and how do we solve some of the challenges in your communities. How do we make sure that your community, not only is saved if there is a disaster, or knows how to respond if there is a disaster, but actually has the resources in order to do so and that we do the community development and community-building work moving forward that helps sustain those practices. So I like using this continuum of engagement that King County came up with: what are the different ways that we engage communities when we're involved in planning and development processes and really what is the goal of where we should get? Are we merely informing? Are we merely consulting? Are we engaging in dialogue? Are we working together with community, and are we comfortable with community actually directing action, which means that we are working under the advisement of community, and we understand their expertise and wisdom, and we are taking their feedback and their guidance, and we're then translating those into the technical strategies that wind up in the plan, and then we're also including them in the implementation of how that plan moves forward, so that we don't have missteps in implementation.

So I want to just quickly review some strategies for success. Logistics of community meetings are critical, when the meetings take place, where they take place. I know these slides are going to be available to you later, so we're not going to go through every single word that's on the slide, but some of the thing that aren't there that I want to point out is that if you are going into limited-English-language communities, you need to have translated materials, translators should be available. No matter what community we're going into we must, must, must not use industry jargon. I have to remind myself of this all of the time. We know what we mean when we say resilient, sustainability, TLD, etc., but the communities to whom we're talking for the most part don't know what those words mean especially in the context that we're using them. Another strategy for success is there must be reciprocity. We can't take all of the resources and have those to fund our operation and then expect communities to participate without having resources to support their efforts as well.

The most successful engagement strategies what we have seen--and the Twin Cities is one of them--through the sustainable communities initiative is that in the budget for the grant that was submitted, there was a significant line item for subgrants to be made to community organizations to help do the outreach and engagement in their own community. And then we show up as a resource to a community meeting that the community organization is hosting and has pulled together. Those are the most successful strategies we've seen work in the Twin Cities, in the Bay Area, and in Puget Sound. Also really thinking about how is the decision making and the guidance process for your planning going to work. Who are the people who will really sit at the table and really make the recommendations to the board that will formally adopt the strategies? Does that include people who are from the communities who are the most vulnerable and most impacted? So this is just a diagram of the Puget Sounds consortia that they put together to guide their plan process for their sustainable communities initiative plan. As you can see, they had an equity network steering committee that was right in the formal structure of their planning process. Another critical strategy for success is the data. We have to have data that really tells us the real picture about what is going on and how we need to target resources and strategies in order to solve the real problems. Having data that's just segregated by race and mapped geographically amongst other things is critical. Poverty and poor infrastructure equals vulnerable communities. Vulnerable communities equal vulnerable cities. Vulnerable cities equal vulnerable regions, then states, and then our country.

So you get the picture. If we don't have good data we really can't make good data-driven decisions that tell us the real story about how to direct the resources. So I just want to also then provide a resource for you around data, Policy Link just released a National Equity Atlas. We had the great opportunity to model the development of this atlas with my good friend Jim Murley who's going to be talking after me in Southeast Florida where we developed some regional equity profiles to do exactly what I just talked about in terms of mapping data by race, geography, and overlaying it with a lot of other indicators including demographic changes. We're also doing some work in New Orleans and in the Houston region as well.

So I want to wrap up now because I know my time is getting short just kind of to reiterate with you what the strategies for success are. The community leads we support. We show up at a meeting that the community has helped organize because that's when the residents will really show up is when some trusted leader or organization in their community have invited them to a conversation. We show up to support. We show reciprocity by sharing resources, doing capacity building. Where we're going to hire staff, we go to the impacted community first to see if there is an opportunity to hire there, and if capacity building is needed to make a hire, we should invest in that.

We must understand historical context. When folks are angry or upset, we can't take it personally. It's not us who they're made at. It is what we represent and that that conflict actually is a great opportunity for relationship building. So let's not be defensive. We have to have inclusive governance and shared decision making. How many of us like to go to a meeting where we're just told what's going to happen. We get kind of lip service

around what our input is and our ideas are. We don't really feel like we have shared in making decisions and moving strategies forward especially that are about our own communities. Finally ask for help if you need it. You're not expected to know everything. You're not community organizers or community leaders for the most part. There may be some on this webinar, and then you can help the rest of us learn how to do that work really well and how to support it.

So I'm going to stop there and turn it over to my friend Jim Murley in South Florida.

Jim Murley: Thank you Sarita. Lynsey do you want me to go next?

Lynsey Johnson: Yes, please.

Jim Murley: Why don't you go back over the introduction? Yeah, thanks. People can get an image of our region. My perspective will be that of a regional planning council who was fortunate to receive a HUD Sustainable Communities grant in the first round. We went forward with that grant to do a regional plan that included our regional council to the north. There you can see outlined in red dashes. It's a major part of this effort that we did in the Sustainable Communities Program. We included a heavy emphasis on climate resilience. We actually said to ourselves in the time we were putting together our application, we'll probably get hit by a hurricane sometime during the process. We saw that hurricane, Hurricane Sandy. It went by. It did cause some damage, but it went on to write another story in another region. In the work that that area that you see exists seven counties, and we've planned out for fifty years, so our short-term planning phase was 750. There are about 100 cities there so, a population of about six-million. So it makes it larger than thirty states, so that I guess is the purpose for scaling this back up and down, it might be helpful to look at this as a small state process or scale it back down to county and city. My presentation is primarily from the regional perspective.

We produce a lot of infographics to help communicate to a very diverse population. The most important number that we had to talk about with our participants was that we expected another three million in that region. What we had to do was to figure out how to plan for them. There was an overall goal for a prosperous region but with a great understanding of the fact that they could be in an area of vulnerability due to storms or other climate conditions. That was a big part of a more comprehensive view of how we would plan for the region.

We deployed a number of ideas and approaches that I'm sure have been used by those of you who are in attendance and others. It's the social media. I'll show the website later on. We had a Facebook and Twitter. I'll mention later how we did some scenario development for the region. We had a app on our website that allowed the people who interacted to do individual scenario planning, which we were able to accumulate and add to the information that we were using for the large regional scenario planning.

We have some unique populations in our region just like I'm sure you all do from where you live and work especially in Southeast Florida. We have a large concentration of

Haitians who have come here from our island neighbor to the south. One of the bias as part of the 750 process was special outreach to those communities. They in turn asked us to have a summit just for their community where we can have Creole translators. We can focus in on their issues and in their community. So that ended up to be a successful approach that we hadn't actually planned at the beginning, but as we got into the process and recognized the importance of reaching those communities, we developed new techniques as we went along.

So I mentioned scenario planning. For a large geographic region like this, which is heavily impacted by the ocean to the east and the Everglades, a freshwater wetlands just to the west, we had different options at which we could look. From the standpoint of resilience planning, these are scenarios based on our fifty-year outlook, which took us out to 2060. I'll talk more about our climate work in Southeast Florida, but the maps that you see there are based on a two foot rise in sea level at 2060 and title impacts. So large as you can see in shades of blue, a lot of that is the Everglades National Park are projected to be heavily and significantly impacted. If you could scale these down and look at them at a level where you could see neighborhoods, you would also see areas that are going to be vulnerable to that sea level rise. So that scenario about climate and other related impacts is woven into the broad view of transportation, housing, recreation, and economic development. It wasn't handled separately. It was an integral part of how we looked at the region in the future.

At the end of the three-year plan process, we--with the assistance of the Southeast Florida Partnership, a group that's brought together the guide in the overall process--we focused on six major areas with which we'd go forward as our focus areas for this large region. It has a lot of other planning going on, but these would be the six areas that we thought over the next fifty years, we could make the biggest difference. Climate preparedness and resilience are right in the middle of those issues along with the others that I'm sure are familiar to you in various planning process and various levels of state and regional and local.

So at this point, I'm transitioning into what our region has as a very unique partnership of dealing with clients. It's sort of contrasted with the sustainable communities approach, which has the benefit of HUD funding and giving us direction from the national level. Our climate work started at the local level. We had no federal grants. We had no real funding. It was a locally driven process to allow our local governments to work with the emerging amount of information that was coming out of different levels of government, universities needed to get a better handle about what that meant for their region. In that context we thought about it at the local level, the regional level, the four counties that make up the compact, the regional climate action plan was prepared. We've invented that as you can see from these concentric circles in the 750 plan.

So the compact is very unique. Again it was created by counties that are part of our council, but they took it upon themselves to create this agreement among themselves. Their elected leaders, you can see four them pictured there. That's a bipartisan group. They are focused on doing things that will help them at the local government level and

pointing out the things they need to our State Capital in Tallahassee and Washington. Very data oriented having information on governments, so they can do their work. Providing consensus information from our science community on what would be sea level rise projections and ranges and sea level rise and other climate impacts that the local governments can use. We also have annual summits, which focus a lot of the work at a large annual meeting.

This sort of is a little bit more information on the makeup of the compact. We're supported by not for profits like the nature conservancy also our regional water management district and supported by a national not for profit, the Institute for Sustainable Communities and The Kresge Foundation that is unfortunately not on this slide, but they should be. They've been very supportive. We have a lot of-- It's really a local government focus with assistance provided from the regional agencies and federal government agencies, NOAA, EPA, Corps of Engineers. Of course HUD. We had tremendous help from all of our federal partners.

Part of the effort within the region--even though we have a multi-county contract, we also have activities going on at the county level. Our largest county Miami-Dade County has decided to focus in on specific things that they've felt they can do at the county level by ordinance. In addition to a task force, the county moved ahead with required consideration of any expenditure of county funds. When they bring that down to the county commission--We have an elected mayor, so when the mayor brings fourth a request to spend county money, he or his staff must demonstrate how that proposal has been considered in the context of sea rise and other climate conditions.

The work of the compact in the individual counties include a lot of activities working with United States Geological Survey doing work on our groundwater planning, and a lot of activities that will assist the local government. I want to focus on one because I think it relates to HUD's evolution and working in this resilience area and something that we decided to implement this summer with the assistance of the Dutch Consulate and the British Consulate. It mirrors some of the work that happened in the Mid-Atlantic Area after Hurricane Sandy where there were design complications that occurred. We kind of pushed that down to our regional level with much fewer resources, but with a lot of volunteer time we conducted something we called the resilient redesign activity. If you go onto the next slide, I'll take you through that.

Oh well, I hope you guys can see it. I'm looking at it on its side. I'm sorry about that. It's a technical problem. I don't know if you guys, Lynsey, if you guys can fix that, but hopefully the next slide.

Lynsey Johnson: Okay, sorry about that. I'm not sure what happened with these slides here, Jim.

Jim Murley: Yeah, I don't either. I'm looking at them.

Lynsey Johnson: Sideways.

Jim Murley: Yeah. Okay well folks I'm sorry. You'll be able to hopefully look at them, and I'll walk you through them quickly, so that we can get to questions. In summary we picked three areas around our region as pilot areas and looked at them in regards to how they might be affected by sea-level rise or storm surge or significant tides. With the help of some volunteer time organized through the Dutch Consulate, and a lot of it local experts--we did our inventories. We did some great mapping. We've worked with the local community.

Let me just try to cut through this. The slides demonstrate how an area will be affected by our projected sea-level rise. Team focus. You'll be able to see that when you can read it and how we've involved all of the infected players. The inundation that actually could occur can be significant.

Lynsey Johnson: I'm playing around. I'm trying to figure this out.

Jim Murley: Thank you. Apologies to the team. We were all rushing to get to this point. In this kind of a design charade and hopefully, Lynsey, you can flip it we came up with some really creative ideas that are not ready to be implemented. They're not ready to add to anybody's comp plan, but they really have opened up a lot of minds in Southeast Florida to new ways of perhaps being able to live with the changing climate that we foresee in the next fifty years. One of the keys to this that we really-- It was shared with us by the experts who we had who came from the Netherlands was to not assume that there isn't going to be the opportunity to create value in these areas as you undertake activities to make them adaptive to climate change. It's not a complete retreat scenario even though some of the areas are going to be heavily impacted. But you can redesign these areas, so that they have continued viability and economic use, which produces tax revenues, which will be available to the community to pursue additional adaptation work for a climate. Really I think these pictures, this very compressed process where we showed it to elected officials. They started thinking about this whole issue differently. They had seen the climate impact and all of the discussion and debate about it is it's something that really worried them. And then of course, if it's something that doesn't have a solution paired with it, they just as soon not put it on their agenda. But as we started talking about solutions that had these kinds of outcomes, we found a lot more folks in the private sector and the public sector willing to come to other additional forums and venues and talk about it.

So we're in the process of using this designed approach, adding it to a lot of other work that we've done both through the 750 process and the local climate compact work and expanding the areas that will be doing the design work, looking for new partners, and providing the outcome to people who can use that in their work.

This one is only a teaser to get you to go to the climate website for the SoutheastFloridaClimateCompact.org. You can see that at the very bottom left. There's a host of good publications that you could download that'll do a lot better job summarizing what I've been trying to share with you.

The last very specific thing to Southeast Florida that I wanted to briefly cover is that our compact worked in coordinated fashion in our state capital and amended out state-planning law. We had mandatory local planning in Florida and added a voluntary provision called adaptation to action areas. It allows communities in our region and other parts of Florida to evaluate the impacts from flooding, the high-tide events--you'll see the information there and sea-level rise, and decide if their Con Plans might be a place to add a provision to allow them to designate areas along their coast and even inland for adaptation action areas. This process is just now begun really to be piloted. We have received a grant from NOAA through the Coastal Zone Management Program. We're in the process of doing a guidebook, which I'm sure that is available when it's completed by the end of this year. I think adaptation action areas, they might be called something different in another state, but it allows you to focus on some of the most vulnerable areas. It's not meant to necessarily be a regulatory overlay. It's a way of focusing activity, investment, infrastructure, timing, and investment to make certain areas more adaptive to the impacts of climate change.

All of the information about which I've talked when we finish the 750 plan we decided that we wouldn't print an actual document. It's embedded in a website 750Report.org. You can feel free to go there and click away and find the information. Between that and our climate compacts website, I think you'll find a great deal of information I hope will be of help to you. Lynsey, I'm going to stop there.

Lynsey Johnson: Great! Thank you so much Jim. I'm really sorry about those slides, too. We will have those fixed when they are posted to the website. So I apologize for that. One of the things that I want to talk briefly about is both Sarita and Jim identified and talked about communities that we know where they're located, but a lot of times those that are affected in disaster are the homeless population that aren't often easily found. The Special Needs Assistance Program Office, which is the homeless office program at HUD encourages you to ensure that you're planning for needs of persons who were homeless before the disaster occurred, and who may have special needs. As challenging as the daily obstacles facing homeless populations are, they are exponentially increased during and after a major disaster. While individuals and families with resources are often able to be planned and implementing measure to evacuate from harm's way and to recover quickly from a disaster, not everyone in our communities can do this. Persons experiencing homelessness have little or no resources to evacuate or shelter in place, stockpile foods, or store medications. These challenges are multiplied once the disaster has occurred and resources may not be focused on their needs. This is why HUD is encouraging you to collaborate with the homeless program in your communities and use NDRC as a resource to assist these populations.

This specific slide lists the three programs that you may want to reach out to during your planning efforts. Again, this is just some additional tips, tools, and suggestions. The three programs are the Continuum of Care Program (CoC), the Emergency Solutions Grant (ESG) as well as the Housing Opportunities for Persons with HIV and AIDS program

(HOPWA). So we just want to make sure that you don't forget about those populations in your planning processes.

I'm going to turn it back to Sarita now so that she can give you some resources and places as you begin your citizen participation and planning efforts.

Sarita Turner: Thank you Lynsey. I forgot I had put myself on mute. I was just talking away. Thank you very much, and thank you for reminding us about folks who can't house themselves and who often are only visible when they seem to be a source of irritation for us and that we need to ensure that we continue to think about all of the different life experiences that cause people to wind up in situations like homeless. And so your drawing our attention to that issue really was a great parlay into me talking about our Equitable Development Toolkit that is on the Policy Link website. Every single one of you who applies for this resiliency grant and is successful, and all of you who apply who may not be successful--I hope that doesn't happen, but if you don't, and if you don't apply at all--you are going to continue to do community development, statewide planning, municipal development work. We need to ensure that we are considering equity concerns into all aspects of the planning and development work so that we don't wind up with homeless populations or we don't further exacerbate the problem of homelessness, the challenges around low income folks who can't afford decent affordable housing, folks who need job training, workforce development strategies, etc. So PolicyLink has developed an equitable development toolkit. It's on our website. We have 25 tools and more on the way. So after you check out the equity atlas, be sure to go on and check out the Equitable Development Toolkit. We have land use and environment tools, health in place tools, affordable housing, economic opportunity, and coming soon we have urban parks and greening, climate change advocacy and foreclosed property tools.

So now, I get to do our great commercial. Thank you, Lynsey, for providing me a platform to do that. Policy Link every three to four years hosts an Equity Summit. This will be our fifth annual summit. Over the past years that we have hosted the summit, it has continually grown and become more popular. And so we are very excited to announce that our next equity summit will be in October of 2015, so you have about a year to plan to get there. You can best believe that you will all be probably in the throws of moving forward some of the strategies and further refining for your phase two process. Will it be done by then, Lynsey, the phase two?

Lynsey Johnson: Phase two might be done by that point.

Sarita Turner: Okay. Well those of you who will have made it into phase two and will be thinking about how to roll out your strategies, we will have a track at the summit that will address many of the issues--within multiple tracks--but certainly we will have a track at the summit that will address those issue. So I just want to put out a save-the-date for you for our next Equity Summit in Los Angeles, California.

Lynsey Johnson: Thank you, Sarita. The contact information for today's presenters, I appreciate you guys so much taking time to talk with us today. What we're going to do

right now is we'll turn it over to questions and answers through the chat function. Once we exhaust all of those, we'll turn it over to the phone. So just like I said earlier, we will have these slides, and a recording of this presentation will be posted to the HUD website, our webinar website within the next week, and the slides will be corrected at that point also. So the first question that we have. I actually might tackle it really quick. We had a question as to how this information is related to Appendix I in the application for the NDRC in the appendices. I just wanted to make sure that I highlighted that the tools and suggestions and strategies that our presenters gave us today are really just some ideas on how you guys can start the process for the NDRC consultation and citizen participation process. It's not the definitive word in any singular approach. The NDRC, HUD isn't endorsing any one singular approach. We're just trying to give you some ideas on how to start out tackling this very large project. And then as always, the NOFA, if you ever have questions, the NOFA is going to prevail--the language of the NOFA will prevail.

The next question that we have for our presenters is: What types of unexpected processes or events that might have come up during the planning process, and were you flexible in addressing them? I know Jim had made mention about the Haitian community and making sure you included them. Did you find out any other populations that you didn't necessarily anticipate, and how did you deal with that?

Jim Murley: Let me take a first shot at that. Southeast Florida obviously has multiple Hispanic communities. We're probably well known for the Cuban-American community that's here, and we reached out to them, but in many case because Miami-Dade County a minority-majority county, their representatives were in leadership positions. But we have communities from South-American and Central-American countries, from island nations. They all have slightly different cultures. We did our best to try to make sure that those folks were connected to our information. We really did have to rely on social media because with millions of people you kind of hope to get out really in an individual fashion. We did a lot of outreach to chambers of commerce that represented those specific communities, ethnic communities, which we wanted to be sure at least had that information available to them.

Lynsey Johnson: Great! Thank you very much. Sarita, do you have any ideas or have you seen how communities handle just sometime the unexpected in the planning process?

Sarita Turner: Sure. I cannot think of one grantee with whom we worked--and there were many--during the phases of the sustainable communities' process. I'm assuming that this question is around engagement. In the engagement process phases of their grant that did not run into unexpected challenges. In several situations, folks were not prepared to go out into the communities and find that communities really were not interested in talking to them. And so they had to back track and figure out who just goes about their regular daily life, and who's not involved in this work is really interested in planning and zoning and land-use planning processes. So folks had to really backtrack and figure out how to talk about their work and what they needed from communities but from the perspective of why it would be important and beneficial to community members to participate. So that was one aha moment for many grantees.

Other aha moments were really around the fact that even when they felt like they got the messaging right, people didn't necessarily feel that there was going to be any benefit for them. They didn't trust the process. I don't think that they were prepared for a lot of the mistrust. And so it kind of goes back to the comments that I made in the presentation about knowing the historical context of the communities into which you're going and what has happened in those communities. Whether you feel it's perceived or real, it is real to them, and so connecting with folks around that is really critical and important and not trying to ignore it or right it off, or expecting them to get over it. If they feel that they've been devastated, they have been. We need to meet them where they are. So there's a variety like a list of things that could go on. Those are two big things that came up like messaging, and not messaging to you to get you to do what I want you to do, but messaging and communicating in a way that creates the opportunity for a relationship and a reciprocally rewarding opportunity.

That's the other thing I think I want to mention is that many grantees in the second round of the SCI grants HUD actually gave bonus points for folks who committed additional dollars. There were dollars required for community engagement, but who committed additional dollars for engagement and did thing like sub-grant to community organizations, etc. I think in the first grant round in 2010, folks were surprised that the community organizations felt like they needed some resources and support to be at the table, which made sense to them after they thought about it, but they didn't really think about it upfront, so then people had to think about how to do budget revisions and how to meet that need not having included it in their budgets in the first place.

Lynsey Johnson: Great! Thank you so much. So Jessica, let's turn it over to see if there are any questions from the phones.

Jessica: If you would like to participate in the interactive question and answer session, please press star and then the number on your telephone keypad. Your will hear a tone is now linking your request and a proctor record you name. If no name was recorded, then your line will be removed, and the question will not be taken. We'll pause for just a moment. There are no audio questions at this time.

Lynsey Johnson: Thank you. Well, I want to thank both Sarita and Jim for taking time out today to talk with us and giving your best practices, ideas, and thoughts about effective and innovative citizen participation, so thank you guys so much. As a reminder, we're going to be having standing webinars for the next several Thursdays at 3:00 p.m. EST on climate resilience. Next week we have two actually live webinars next week. Next week, Tuesday, November 4th, we'll be having a webinar on: Equity and Equitable Outcomes at 3:00 p.m. EST. As well as we will have another NDRC specific technical webinar on Thursday, November 6th at 3:00 p.m., which is a question and answer I believe on the NOFA itself. So please make sure to join us for both of those events next week. A reminder email will be sent out to everyone on Monday. But again, thanks so much for your participation and attentiveness, and thank you presenters for joining us today.

Sarita Turner: Thank you.

Jim Murley: Thank you.

Lynsey Johnson: Great! Thanks everyone.

Sarita Turner: Bye.

Lynsey Johnson: Bye.

Jessica: This does conclude today's conference. Thank you for your participation. You may not disconnect.

[End of Audio]