



Your Comprehensive Guide to NAVIGATING PUBLIC ENGAGEMENT IN 2020



FROM RRM DESIGN GROUP

UNIFI IS RRM'S APPROACH TO EFFECTIVE COMMUNITY ENGAGEMENT

RRM's Unifi approach outlines a variety of digital and face-to-face interactions and merges the gathered input into clear and actionable results. Communication in our modern era has become increasingly distant, making effective and thorough engagement with communities and stakeholders more challenging. The times of only holding in-person town hall meetings and discussions are being transformed by the demand for a more robust methodology – a cross-platform approach that gives agencies the ability to listen, offer remote participation, and catalog feedback from a wide variety of voices.

UPDATED FOR COVID-19

At RRM, we've developed a virtual engagement processes with aims to continue conducting engagement as seamlessly as possible for our clients. Early on, we recognized that the outbreak of COVID-19 demonstrated the need for more robust and innovative systems of engagement. We anticipate that the upward trend of "remote engagement" will continue beyond the lifespan of the pandemic, so we've quickly adapted and trained our team to be experts in engagement strategies for the virtual world.

CONSIDERATIONS BEFORE UTILIZATION

Without a doubt, the tools listed in the following pages are high-engagement, low-cost methods of creating remote events. This approach requires mindful planning and preparation that needs to be done beforehand. Some considerations:

- *Test everything, then test again – Be prepared for disruptions, either by participants or due to technology.*
- *Understand the technology – Try out any form of new technology before you use it in a public setting.*
- *Consider your audience – How much interaction is required? Is your audience tech-savvy enough to use these tools?*
- *Prepare supplemental materials – Make sure any supplemental documents or materials are prepared beforehand.*



Section One:
CHOOSING THE APPROPRIATE TYPE OF VIDEO ENGAGEMENT



Section Two:
RECOMMENDED VIDEO ENGAGEMENT TOOLS



Section Three:
SUPPLEMENTAL ONLINE ENGAGEMENT TOOLS



Section Four:
OVERVIEW OF RRM'S CONVENTIONAL ENGAGEMENT TOOLS

ONLINE ENGAGEMENT DECISION CHART

Use this chart to help decide which online communications tool to use for your public or private meeting.

TYPE OF COMMUNICATION	OPTIMAL ENGAGEMENT TOOLS	SUPPLEMENTAL MARKETING
<p>ONE-WAY, PUBLIC COMMUNICATION</p> 	<p>1. Zoom Webinar</p> <ul style="list-style-type: none"> • Audience can post questions in chat section that can be addressed in the meeting • Meeting host is entirely in control, nobody else can control meeting • Can obtain information from attendees via pre-meeting surveys <p>2. Pre-Recorded Video:</p> <ul style="list-style-type: none"> • Can post on webpages, YouTube and social media • Alleviates live technical difficulties and individuals can watch on own time <p>3. YouTube Live:</p> <ul style="list-style-type: none"> • Easily accessible by the public, automatically saves to be watched later 	<ul style="list-style-type: none"> • Project or Event Webpage • Social Media Advertising • Live or Post-Meeting Surveys
<p>PRIMARILY ONE-WAY, PUBLIC COMMUNICATION WITH SOME ENGAGEMENT</p> 	<p>1. Zoom Meeting</p> <ul style="list-style-type: none"> • Meeting hosts are entirely in control and can mute/un-mute all or specific attendees to prevent attendees from interrupting the meeting • Audience can post questions in the chat section or raise their hands to ask questions in the meeting <p>1. Zoom Webinar</p> <ul style="list-style-type: none"> • Meeting host and presenters are entirely in control, nobody else can interrupt the meeting • Audience can post questions in chat section that can be addressed in the meeting • Can obtain information from attendees via pre-meeting surveys 	<ul style="list-style-type: none"> • Live or Post-Meeting Surveys • Project or Event Webpage • Social Media Advertising • Share supplemental documents or materials
<p>TWO-WAY, PRIVATE COMMUNICATION, DISCUSSION-BASED</p> 	<p>1. Zoom Meeting</p> <ul style="list-style-type: none"> • Meeting host can un-mute all meeting participants for group conversations • Can break off into sub-meetings for further discussions 	<ul style="list-style-type: none"> • Live or Post-Meeting Surveys • Share supplemental documents or materials

VIDEO-CONFERENCING

Recommended Technology: Zoom – web-conference meetings with multiple individuals that can be accessed via computer or mobile device.

Pros: Ideal platform for hosting discussion based meetings (two-sided engagement); free to access; can share screen easily; can call into meetings; can be one-sided if needed by muting participants and limiting chat features; ability to record meetings; meetings are password protected for enhanced privacy

Cons: Need a strong wifi connection in order to effectively meet with video, individuals may talk over each other if they are not muted.

LIVE STREAMING

Recommended Technology: Zoom Webinar– web-based meeting that separates out presenters and audience members

Pros: Ideal platform for hosting meetings where audience members do not to be as involved or; free to access; RSVP capabilities that allow teams to collect information prior to meetings; ability to record meetings; meetings are password protected for enhanced privacy

Cons: Need a strong wifi connection in order to effectively meet with video, individuals may talk over each other if they are not muted.



Additional Technology: YouTube Live – a video based communication tool to reach audience in near-real time (generally experiencing a few second delay.) Audience can ask or post questions in the public chat section that can be addressed by the host in real time. After live-streaming, the video can be saved, edited, and replayed like any other typical YouTube video. Hosted publicly on YouTube so it can easily be accessed by the via a hyperlink. Video analytics are available after presenting to assess user engagement and activity.

Pros: Allows for the host to have full control of the presentation while granting engagement through the chat feature, easily shared through a link on a website that many individuals are familiar and comfortable with, can embed in a webpage, video can automatically save once completed

Cons: Can buffer if the internet connection is poor, cannot screenshare so materials must be accessed in a different way, cannot use a smartphone to record unless following is greater than 1,000

PRE-RECORDED VIDEO

Recording of a presentation on webcam, digital camera, or phone that can be combined with a presentation document and/or additional video to show both the presentation materials and the speaker(s). RRM professionals can edit the video so it is seamless and upload it onto a preferred platform (Social media, YouTube, Vimeo, etc.). Furthermore, it can be embedded or shared easily.

Pros: Displays the speaker as well as the presentation (more tailored), posted so audience can view at any time, alleviates buffering or other technical difficulties than can occur in real time

Cons: A bit more involved than just speaking to a webcam - takes a bit more preparation, only one-way communication (no interaction with the audience in real time)

SURVEYS

Survey Monkey:

Survey platform that can create a wide range of survey types. Can be distributed via email, embedded in a website, or even shared on social platforms. Great for surveys before or after events to build consensus and make decisions. Strong analytics support.

Learn more: <https://www.surveymonkey.com/>

Typeform:

Survey platform that can create incredibly engaging experiences. Easily distributed via email or shared on social platforms. Great for surveys containing graphics, plans, images, and videos.

Learn More: <https://www.typeform.com/>

Sli.do:

Survey platform that allows audience to respond in real time during a meeting or event and view responses from other audience members. Audience accesses survey online or on a mobile device via an access code or a QR code. Moderator can ask questions to get real time sentiment or surveys can be kept open for longer durations of time

Learn More: <https://www.sli.do/>

Other Recommended Technologies:

Zoom Polling: Zoom is a video and screen sharing solution that offers the ability to poll users during sessions. Poll results are limited to the current audience that is watching the video feed. Zoom polling is only available with the Pro package and above.

Learn More: <https://zoom.us/meetings>

Google Forms: Survey platform by Google that can create simple and easy surveys. Free to create with Google account. Easily distributed via email or shared on social platforms. Great for surveys before or after events to build consensus and make decisions.

Learn More: www.google.com/forms/about/

Microsoft Forms: Survey platform by Microsoft that can create simple and easy surveys. Free to create with Microsoft account. Easily distributed via email and responses upload directly into an Excel document. Great for surveys before or after events to build consensus and make decisions.

Learn More: support.office.com/en-us/forms

SOCIAL MEDIA ADVERTISING

Targeted advertising to reach specific audiences on Facebook, Instagram, and LinkedIn. Can target by location, interests, job title, and educational background among many other factors.

PROJECT OR MEETING WEBPAGES

Marketing can create unique landing pages or where specific content (videos, surveys, images, PDFs) can be displayed. These pages can be highly branded and customized depending on the project.

Example Page: View a sample project page here: <https://www.rrmdesign.com/chalfant-ranch-example/>

THE TRADITIONAL WAYS STILL WORK, EXCEPT IN CASE OF PANDEMICS

RRM still believes in the effectiveness of face-to-face interactions...after COVID-19 has been resolved.

We'll come to you

Engage a broad cross-section of residents by reaching out to them where they already meet and at places they already are.

- Pop-up events
- Farmer's markets
- Places of worship
- Service organization meetings
- Youth sport events



Enable others

Utilizing community ambassadors fosters grassroots feedback and extends the reach and depth of community rapport.

- Outreach toolkits



Bring people together for a conversation

Events that bring the community together enable a discussion among those with a variety of perspectives.

- Community workshops
- Open houses
- Walking tours
- Youth outreach

Formal processes

Check-ins with decision-makers throughout the process reduce the potential for surprises in the end and promote a smooth public review and adoption process.

- Stakeholder interviews
- Project committees
- Decision-makers check-ins
- Public hearings

Participate from anywhere

Disseminate information and allow people to access info and provide input on their own time.

- Social media
- Project websites
- Newsletters
- Surveys
- Mobile applications





PARTNER WITH RRM TO BRING UNIFI INTO YOUR NEXT PROJECT

Bring Unifi, our in-house system of effective community engagement, into your next project. For more information, please reach out to your RRM point-of-contact or email us at info@rrmdesign.com with a short description of your desired support and we will connect you with the right person on our team.

[LEARN MORE AT RRMDESIGN.COM](https://www.rrmdesign.com)

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