



Blueprint Learning Network

Making it Real: Public Engagement, Environmental Justice and Blueprint Planning Peer-to-Peer Exchange

I. Overview

Thank you for contributing to the Peer-to-Peer Exchange session. This discussion session will focus on strategies for public engagement: building relationships with elected officials, utilizing newly-compiled data to support your outreach efforts, and broadening your constituencies for full support. Participants will break up into groups based on one of the three topics and will come up with workable strategies towards public engagement that they can use in their respective regions.

II. Objectives of Peer-to-Peer Exchange

1. Fully engage in an exchange of information about different aspects of advancing the public in Regional Blueprint Planning efforts.
2. Develop a list of key strategies (prioritized) for achieving long term engagement of the public (media, target populations, elected officials).
3. Ascertain new knowledge, information or resources that will be of assistance in the implementation of Regional Blueprint Planning efforts.

III. Time & Date of Session

The Peer-to-Peer Exchange will take place from 11:15 am – 12:30 pm on Day 1. To allow participants the flexibility to explore more than one topic, we have split the discussions into two 35-minute pieces:

11:15 - 11:50 am – Round 1

11:55 - 12:30 pm – Round 2

As the discussion sessions will continue to the beginning of lunch, there will be no report-back.

The breakout sessions will take place in Nile Hall, Robinson Classroom A and Robinson Classroom B. Please refer to the enclosed map for location of Robinson Classrooms.

Breakout Groups

I. Using Data to Define Regional Issues

Moderated by Trish Kelly, CCRL and Mike McCoy, UC Davis (Robinson Classroom A)

Possible Discussion Questions:

- How can data be used to showcase key regional issues?
- How can data be used to mobilize target populations?
- What are some of the lessons that can be learned from regions that have crafted regional indicator reports?

II. Engaging Local Elected Officials

Moderated by Bob Leiter and Coleen Clementson, SANDAG (Nile Hall)

Possible Discussion Questions:

- What are some proven strategies for engaging elected officials in the implementation of long range/comprehensive planning? (e.g. San Diego RCP Process)
- What are the pitfalls/challenges that regional planners can expect to face when engaging stakeholders in the public planning process?

III. Public Engagement through Targeted Strategies

Moderated by Andy Pendoley, MIG (Robinson Classroom B)

Possible Discussion Questions:

- How do you know you have achieved success with public engagement? (examples of successful cases and shortcomings)
- What are the steps for building a public engagement process for your target audience? (e.g. polling, consensus building, adoption of blueprints by local jurisdictions.)