Themes and indicated actions from initial interviews with Coastside community members
• We help communities listen together and learn together to address shared goals

• Specialize in non-partisan education and engagement efforts that
  o are inclusive of the whole community
  o enhance informed participation
  o lead to more sustained engagement

• Help communities navigate complex multi-dimensional issues that involve multiple agencies, multiple programs and include roles for the community
The Assignment

“Identify community information needs and community engagement opportunities around multiple planning issues facing the Midcoast and Coastside.”
OUR PRACTICES

More inclusive, informed and sustained engagement:

- Start with the community’s perspectives – how they see and talk about the issues
- Attend to the information needs of people new to planning topics as well those who are more familiar
- Work with partners to help community learn together about complex situations and options
<table>
<thead>
<tr>
<th>WHO IS INVOLVED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PHASE ONE</strong></td>
</tr>
<tr>
<td>Interviewed 18 local leaders with extensive experience and knowledge of Coastside communities</td>
</tr>
<tr>
<td><strong>PHASE TWO</strong></td>
</tr>
<tr>
<td>Work with a network of partners to improve outreach, education and communication to Coastside community</td>
</tr>
</tbody>
</table>
NEXT STEPS TOGETHER

- **Share**
  - preliminary findings from Phase 1 initial interviews conducted by Common Knowledge

- **Discuss**
  - community audiences and education focus

- **Develop**
  - strategies for collaborating on Phase Two outreach and education
INTERVIEWS COVERED:

- Connection to Coastside
- What you value about the community
- Priority issues
- Community challenges
- What’s working well
- Information channels
- Information needs
PRELIMINARY FINDINGS
COMMUNITY VALUES

- Natural beauty, beaches and the environment
- Welcoming, friendly neighbors
- Help each other, especially in times of need
- Outdoor recreation
- Diverse occupations and interests
PRIORITY ISSUES

- Transportation/mobility
- Safety, emergency services
- Housing
- Jobs/economy
- Education
- Access to health services
- Environmental sustainability
- Recreation/coastal access
CHALLENGES FACING THE MIDCOAST

• Multiple **overlapping jurisdictions** with diffused responsibilities; limited resident understanding of governance structures

• No central body or place for sustained discussion of **complex issues**

• A culture of where residents appear to organize politically to be **against something** more than for something

• All planning needs to work within constraints of **Local Coastal Program**; resources required from multiple agencies

• **Distance** to services
COMMUNITY STRENGTHS
WE HEARD IN INTERVIEWS

• A culture of people helping each other, especially in times of need

• Shared values and interests around the environment, safety, increased mobility, family-friendly, outdoor recreation, multi-generational

• Multiple examples of local initiative and desire to be “hands-on” in improving Midcoast quality of life
COMMUNITY STRENGTHS WE HEARD IN INTERVIEWS

• An appetite to better understand needs of the complete community, explore **shared priorities** and **engage in dialogue** about how to collaborate

• **Offers of help** to extend the conversation outward during the next phase of the project
HOPES FOR THE FUTURE

- Desire for community gathering places and spaces
- Community-serving businesses and services
- Keep the Coastline accessible
- Want to be able to plan for the future together
- More innovation and collaboration
INFORMATION CHANNELS

SOCIAL
- Word of mouth
- Nextdoor
- Facebook
- Brews & Views

LOCAL MEDIA
- HMB Review
- Coastside Buzz
- KHMB Radio

NEWSLETTERS
- City of HMB
- School District
- Chamber of Commerce
- Granada Gazette

AGENCIES/BOARDS
- MCC Website
- Harbor District
- Coastside CERT
- Sheriff’s Activity League
INFORMATION NEEDS

- Local govt, their district(s), services & decision making
- Who lives, works and visits on the Coastside
- Transportation context
- Geography, land use
- Actions people can take to help address community needs
COMMUNITY AUDIENCES & EDUCATION
COMMUNITY AUDIENCES

People familiar with local policy issues

People who care about the community and are less familiar with local policy process
AUDIENCES IDENTIFIED IN INTERVIEWS

• Less engaged residents
• Parents and families
• Younger residents
• Older residents
• Spanish-speaking community members
• Local business owners and employees
COMMUNITY PARTNERS IDENTIFIED IN INTERVIEWS

• Local businesses
• Nonprofits
• Social service organizations
• HMB library
• Senior organizations
• Schools
• Parent groups
• Faith-based organizations
• Housing communities
• Recreational and environmental groups
MOBILITY EDUCATION OPPORTUNITIES

- Develop communication strategies for new and familiar audiences
- Show interrelationship of transportation projects
- Connect projects to other community needs
- Identify roles for community
ROLES FOR MCC

Link to Local Networks
Ask your networks to help increase participation and enhance accessibility

Information Channel
Post information on website, including introductory level

Co-Convenor
Help plan and host inclusive community educational event(s)