



# COASTSIDE COMMUNITY ENGAGEMENT



Themes and indicated actions from initial interviews with Coastside community members

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# ABOUT COMMON KNOWLEDGE

- We help communities **listen together** and **learn together** to address shared goals
- Specialize in non-partisan education and engagement efforts that
  - are **inclusive** of the whole community
  - enhance **informed** participation
  - lead to more **sustained** engagement
- Help communities navigate complex multi-dimensional issues that involve multiple **agencies**, multiple **programs** and include roles for the **community**

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# THE ASSIGNMENT

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Identify **community information needs** and **community engagement opportunities** around multiple planning issues facing the Midcoast and Coastside

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# 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

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# WHO IS INVOLVED

## PHASE ONE

Interviewed **18 local leaders** with extensive experience and knowledge of Coastside communities

## PHASE TWO

Work with a **network of partners** to improve outreach, education and communication to Coastside community

# 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

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# INTERVIEWS COVERED:

- Connection to Coastside
- What you value about the community
- Priority issues
- Community challenges
- What's working well
- Information channels
- Information needs





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# PRELIMINARY FINDINGS



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# 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





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## PRIORITY ISSUES

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

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## 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

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## 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

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## 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

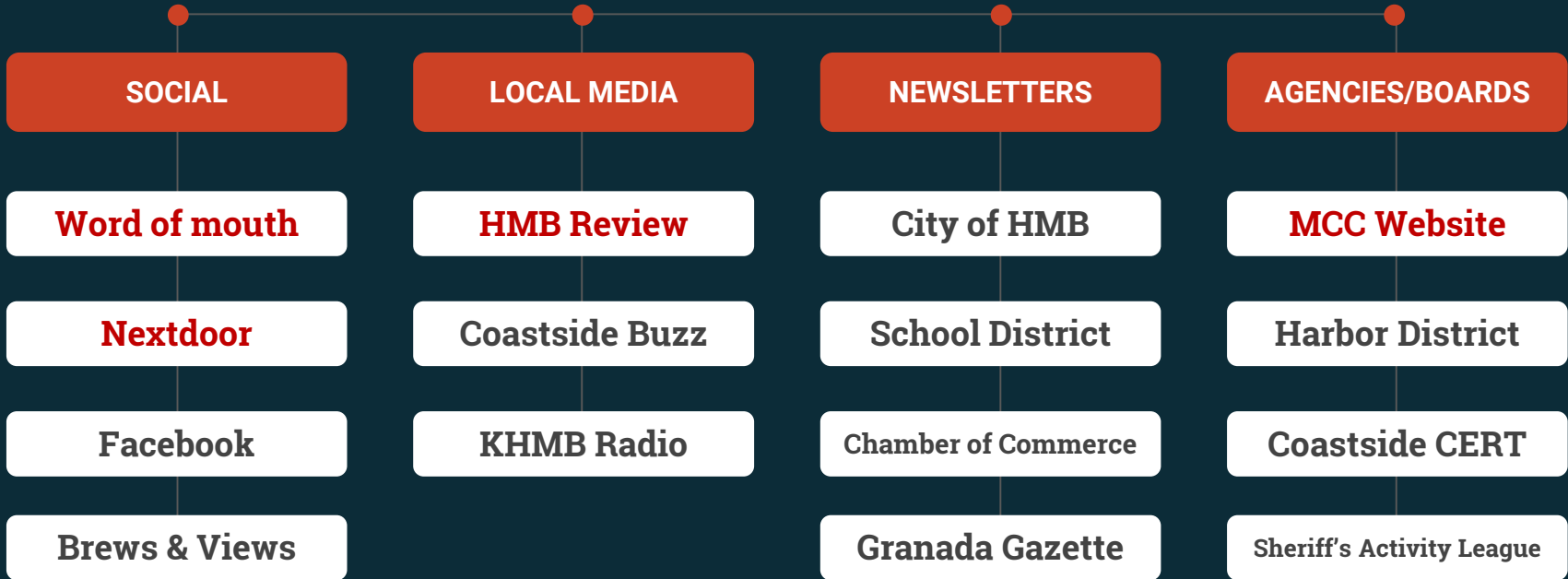
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# HOPES FOR THE FUTURE

- 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



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# 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





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# COMMUNITY AUDIENCES & EDUCATION



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# COMMUNITY AUDIENCES



People  
**familiar** with  
local policy  
issues



People who **care about  
the community**  
and are less familiar with  
local policy process

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## **AUDIENCES IDENTIFIED IN INTERVIEWS**

- Less engaged residents
- Parents and families
- Younger residents
- Older residents
- Spanish-speaking community members
- Local business owners and employees

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# 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

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# 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



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# 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)