
COASTSIDE COMMUNITY ENGAGEMENT



Themes and indicated actions from initial interviews with Coastside community members

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**

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

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

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

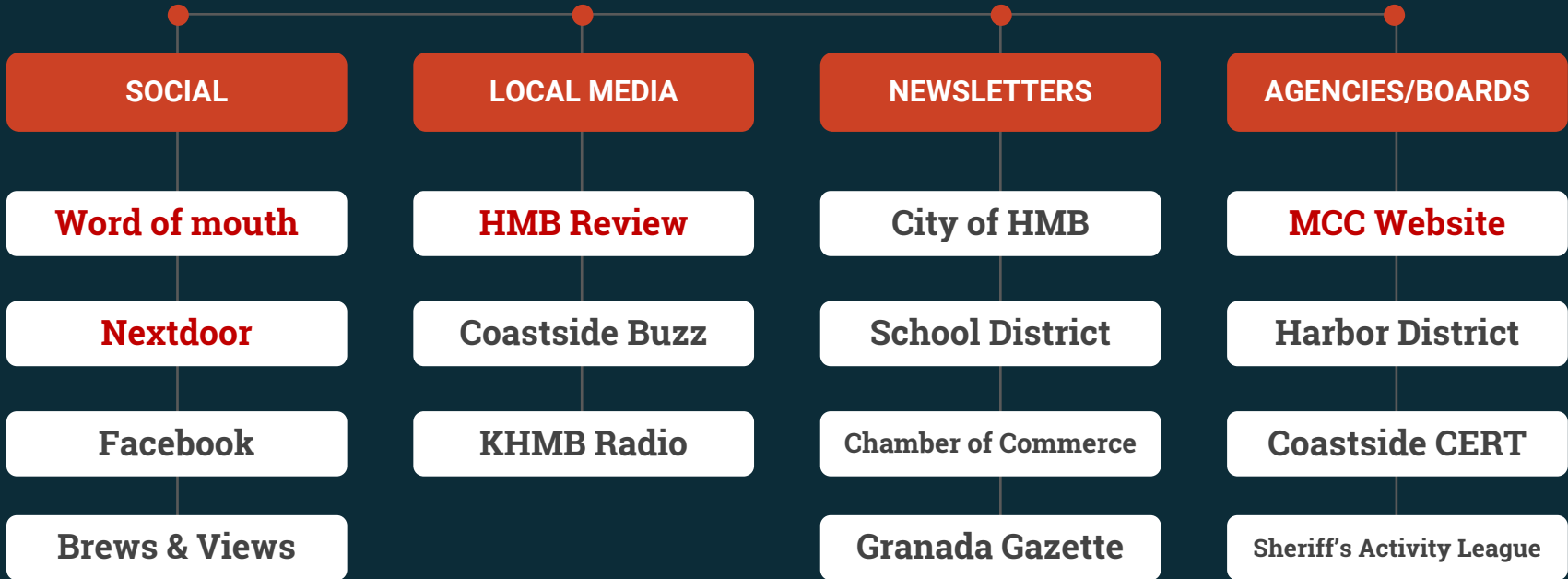
- An appetite to better understand needs of the complete community, explore **shared priorities** and **engage in dialogue** about how to collaborate
- **Offers of help** to extend the conversation outward during the next phase of the project

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



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)