Hybrid Engagements – The Next Frontier

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01 Foundations of Successful Engagement

02 Challenges & Opportunities of Hybrid Engagements

03 Best Practices & Lessons Learned: Hybrid Engagements

Presentation Overview
Principles of Engagement

Effective engagement of all types demonstrate:

- **TRANSPARENCY**
  Communications are open.

- **INTERACTION**
  People feel more connected when they interact with others.

- **TIMELINESS**
  Sharing information & soliciting input at the appropriate time.

- **THOUGHTFULNESS**
  Information or feedback is not solicited when unnecessary.

- **CUSTOMIZATION**
  Understand the audience. What is important to them?

- **ACCESSIBILITY**
  Where and how does the audience get information? What are their limitations?

- **INCLUSIVITY**
  Is everyone at the table who should be?
Types of Engagement
## Types of Engagement

### Opportunities

**In-person**
- Focused environment
- Less multi-tasking
- Build trust more easily through eye-contact and body language
- Hands-on activities

**Virtual**
- Broader reach
- No travel/transportation barriers
- Accommodate overlapping schedules/childcare needs
- Tools for engaging remote activities
- Safer during public health crisis

**Hybrid**
- Broader reach
- People participate how they are comfortable/it is convenient
- Lessen travel burden
- Creative tools for facilitation

### Challenges

**In-person**
- Travel/transportation barriers
- Timing & scheduling conflicts
- Weather dependent
- Public health concerns
- Childcare considerations
- Facility and equipment rentals

**Virtual**
- Keeping audience engaged
- Harder to build rapport/handle conflicts
- Access to technology/familiarity
- Internet access/bandwidth
- Visual & auditory requirements
- Additional planning & coordination

**Hybrid**
- Multiple audiences
- Additional staff support
- Scheduling/timing
- Access to engagements (physical & remote)
- Technical familiarity
- Additional planning & coordination
Hybrid Engagement Opportunities

Multiple Ways to Participate

Ease of Access for Participants
Virtual + Hybrid Engagement Challenges

Accessibility

- Visual or auditory disabilities requirements (ADA Compliance or Section 508 compliance)
- Language(s) (LEP)
- Ease of understanding
- Computer/ Internet access
- Technical experience
Virtual + Hybrid Engagement Challenges

**Audience Distractions**
Participants online may have other windows open or distractions in their physical environments (i.e., children or pets)

**Unfamiliar Tools**
Even if you have used a platform or tool before, it could have changed

**Facilitation**
It may be more difficult to determine the breaks in conversation or read body language

**Managing Conflicts**
Building trust and carefully interjecting can more difficult virtually
Hybrid Engagement Challenges

- Agenda/Facilitation Plan
- Multiple Audiences
- Consistent Messaging
Best Practices & Lessons Learned: HYBRID engagement
What is the purpose of the engagement?

Think BIG Picture

- What are you trying to accomplish?
Who is the Audience?

- How does the community get their information?
- What type of engagement has worked in the past?
- Are there any large events or happenings that should be considered?
- Are there any nuances that should be known to avoid any cultural missteps?
- Is there a large presence of residents who speak a language other than English?
Additional Factors

Budget

Schedule
## Types of Hybrid Engagement

<table>
<thead>
<tr>
<th>Type</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Live In-person/Live Virtual</td>
<td>Both engagements are live and happening simultaneously</td>
</tr>
<tr>
<td>Asynchronous Live In-person/Live Virtual</td>
<td>Both engagements are live, but happen at different times</td>
</tr>
<tr>
<td>Asynchronous Live In-person/On-Demand Virtual</td>
<td>In-person engagement is live, but there is a virtual component that is available to access on the participant’s schedule</td>
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A Deeper Dive: Hybrid Engagement

Hybrid Engagement

- In-person
- Staffing
- Venue
- Travel
- Virtual
- Platform
- Staffing
- Access
Hybrid Engagement Best Practices

Set the goals.
Determine Level of Engagement

Choose the platform.
Create a plan for the virtual component

Select the venue.
Create a plan for the in-person component

Set the agenda.
Create a facilitation plan that serves both audiences and identifies clear roles
Hybrid Engagement Best Practices

Create materials.
Webpage, presentation, videos, polls, etc.

Ensure accessibility.
Make sure materials are accessible to participants

Market it.
Invite participants and get the word out

Practice it.
Conduct a practice run to ensure all components work seamlessly
Hybrid Engagement Best Practices

Set-up in-person.

Connect virtual materials.
Make virtual materials live or live connection

Engage the audience.
Share recordings & materials promptly
Lessons Learned: Plan the Plan

Have a very detailed meeting facilitation plan

- Key parties meet to understand priorities & potential conflict
- Develop a very detailed agenda with times, persons responsible, etc.
Lessons Learned: Bridge the Gap

Have a Virtual Meeting Liaison

• Liaison is in-person but also on the online platform
• Coordinate the engagement of those online
• Ensure online meeting participants are not having challenges (may consider having a staff person who is only remote)
• Consider a Note Taker with live notetaking for all participants to view (can be remote or in-person)
Lessons Learned: Get Visual

Get creative with your Audio/Visual Equipment

- Display what’s happening in the room in the virtual meeting
- Consider multiple cameras and screens
  - At least one camera for in-person
  - 2nd camera on microphone or speaker
Lessons Learned: Get Visual

- Do you have extra TV screens you could project those people online?
- Platforms are now offering creative ways to show everyone together
Lessons Learned: Equal Footing

Don’t limit online participants to the Chat Box

- Include questions & comments from those in-person & online
- Consider speakers so those online can be heard by all
- Avoid discussions in-person away from a microphone

- If using breakout rooms, use them online
- Brainstorming? Include a whiteboard online that displays in person
- Polling? Use a phone-based poll like Poll Everywhere
Lessons Learned: Practice the Tech

“I do Zoom Calls all the time, I don’t need to practice”

Replicate the exact situation

Practice ALL components
Contact

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