Exploring Together: Navigating Hybrid Engagement

Shared practices, tools, and policies

Sept 29 2021
NOTIFICATION OF RECORDING

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WELCOME
Let's get oriented!

Start muted
Name yourself
Use the chat!
Change your view
Agenda

• Welcome
• About the Hybrid Initiative Project
• Amy Livingston, CDM Smith: Hybrid Learnings
• Collaborative Event Design
Project Partners

Town of Dedham
Leon Goodwin
Town Manager
Town of Dedham, MA

Sarah MacDonald
Selectboard Member
Town of Dedham, MA

Amanda Smith
Public Information Officer
Town of Dedham, MA

Town of Randolph
Michelle Tyler
Planning Director
Town of Randolph, MA

City of Framingham
Alaa Abusalah
Citizen Participation Officer
City of Framingham, MA
Project Partner: Amy Livingston

Infrastructure Public Involvement Discipline Leader
CDM Smith
MAPC's Community Engagement Division

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Group Agreements

- Use “I” statements
- Take Space, Make Space
- Use accessible language
- Lean into edges
- Accept and expect lack of closure
- Listen for understanding
- Active Participation
Hybrid Initiative: June – December 2021

- **Project Kick-Off**: Initial discussion with partners /Interviews
- **Focus Groups**: IT, Cable Access, K-12 Teachers/ Universities
- **Workshop #1 Navigating Hybrid Engagement**: 8.18.21
- **Workshop #2 Facilitation & Meeting Design**: 9.29.21
- **Workshop #3 Technology**: 10.20.21
- **Workshop #4 Policy**: 11.17.21
- **Online Hybrid Engagement Toolkit**
What is a hybrid meeting?

- Facilitation is in-person and virtual
- Event/meeting happens during one date/time
- Event involves two-way communication
- Attendees can participate fully remote or in-person
What we won't be focusing on

- Asynchronous communication (any exchange that doesn’t happen in real time)
- Multi-layered engagement
- Online-only open houses, digital surveying, pre-recorded meetings and posted meetings etc.
- One-way communication
What does success look like?

- Informing?
- Collecting information?
- Decision-making?

Who are you engaging?
- How could they be impacted?
- What is their level of influence?
- What are their needs?

What do you have?
- What is the key information?
- What are stakeholders self-interest?
- How will they best engage with information?

What do you need?

Purpose

Stakeholders

Approach

Communications

Resources

HYBRID?

HOW?
Elements of Hybrid Meeting Design

- In-Person Set Up
- Virtual Set Up
- Staffing
- Participants

What is the agenda and/or structure?

What is the pre-work, in-event work and post-work?
You are about to host....

A town budget Q&A Session
### The Details:

- 50 participants (remote & in person)
- Presenters & moderators in person
- One large conference room
- One webcam
- Built-in sound system
In Person Set Up: What else do you need?
Virtual Set Up: What do you need?
Virtual & In Person Set Up:

**PRE-EVENT**
- Setting up early (both settings)
- Testing audio/video (both ways)
- Agenda: what activities are you setting up for?

**DURING EVENT**
- How do things need to adjust based on the agenda/activities

**POST-EVENT**
- Reminder to include breakdown time!
The Staffing: What are the roles?

- Liaison
- In Person Facilitator(s)
- Virtual Facilitator(s)
- In Person Set Up
- Virtual Set Up & Tech Support

MAPC
Staffing:

**PRE-EVENT**
- Information in advance (agendas, emails)
- **Run through**
- Decide on mode of communication (text, in meeting chat, slack, etc.)
- Access to virtual or in person setting

**DURING EVENT**
- Ongoing communication

**POST-EVENT**
- Post-event debrief
The Participants

• Can participants see & hear each other?
• How are participants identified?
• How can participants access materials?
• How are you orienting participants to the space & process?
• How are you including all sets of participants?
• How are you preparing staff to best participate?
The Event Day: The Set Up

- 4:30pm – On Site Staff Arrive
- 4:30 - 5:30pm – In Person & Virtual Set Up
  - Set up physical space
  - Open zoom line
  - Test out audio & visuals
- 5:30pm – 6:00pm – In Person Participants Mingle Time
  - Participants sign in when entering
  - Oriented to the space/run of show/receive an agenda
  - Decision to be made: Do you also let remote participants in early to mingle with each other?
The Event Day: The Set Up

• 6:00pm – 6:10pm  Welcome, Introduction & Agenda
  • Walk through participants through process of day (verbally & in chat)
  • In person participants: see zoom participants projected
  • Zoom participants: in person participants & speaker spotlighted

• 6:10 – 6:40pm – Presentation
  • Speaker presents budget, using microphone
  • In person participants: budget PPT projected onto screen
  • Remote participants: budget PPT screen-shared & speaker spotlighted, remote participants muted

• 6:40pm – 7:20pm – Q&A Session
  • Process for hand-raising & question asking
  • Muting & unmuting

• 7:20 – 7:30 – Closing
Workshop #3 Technology  
Wednesday, October 20  
1 p.m. - 2:30 p.m.

Workshop #4 Policy  
Wednesday, November 17  
1 p.m. - 2:30 p.m.

Fill out the Survey!

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