



# From Chaos to Collaboration: Making Tough Decisions Together

October 29, 2010  
De Anza College, Cupertino, California



## **Inspiring visions of public engagement (9:00 - 9:45) Conference Room B**

Find out how two cities are incorporating the vision of sustainable community networks into the infrastructure of local government. Cupertino Director of Parks and Recreation Mark Linder and San Francisco city administrator Daniel Homsey share the impact of their block leader programs and neighborhood empowerment networks in their communities.

## **What brings you? (9:45 - 10:00) Conference Room B**

Working with others you will articulate and focus your hopes and intentions so you can clearly identify and search out the ideas, answers and resources you need to achieve your vision.

## **Moving from Challenge to Opportunity in Public Engagement (10:00 - 10:30) Conference Room B**

First, you will hear from long time civic leaders Jim Keene of Palo Alto, Mark Linder of Cupertino, and Ed Everett of Redwood City as they share the challenges they have faced as community leaders and the opportunities they discovered to engage their communities and create better solutions.

## **Break (10:30 – 10:45) Conference Room A**

## **Moving from Challenge to Opportunity in Public Engagement, cont'd (11:00 - 11:30)**

Then, you will work in small groups to explore the obstacles and challenges related to your goals, and explore how to flip them into opportunities. You will begin a personal roadmap to keep track of helpful tools, methods, people and ideas gained during the day and your next steps.

## **Public Engagement: What Makes It the Real Thing? (11:30 - 12:00)**

What is called "public participation" can be anything from an angry town meeting to a fully collaborative problem-solving process that draws in a whole community. What is it that makes the difference? What truly taps the public's wisdom and earns the public's trust?

## **Lunch (12:00 – 1:00) Conference Room A**

### **AFTERNOON BREAKOUT SESSIONS**

#### **Purpose Decides Process: Tools & Options for Public Engagement (1:00 - 2:20) Conference Room B**

Once you have a commitment to use a public process, the trick is to find or create just the right process to realize the goal. In this session we dig down to design—when, who, how many, doing what, for how long, to arrive where?

#### **Online Tools of Public Engagement (2:30 - 3:50) Conference Room B**

Learn when and how to incorporate online tools into your public engagement game plan as we review a few case studies. Understand the promises and limitations of different tools for online PE and the importance of managing expectations, setting realistic goals and measuring your progress. The goal of this session is to give you a framework for evaluating your online public engagement options and making smart choices.

#### **Building Sustainable Community Networks: Collaboration & Partnerships (1:00 - 2:20) Fireside Room**

Learn how to use public engagement to build ongoing community networks that can respond to a range of issues and become the foundation for civic participation. This interactive workshop addresses broad stakeholder participation, long term community visions, conflict situations and responding to crisis by exploring various methods and strategies for ongoing public engagement.

#### **Making Tough Decisions: Budget, Planning & Land Use (2:30 - 3:50) Fireside Room**

Address the tough issues you face in your community with leaders who can shed light on the process. Learn various entry points and options for public engagement to successfully Make Tough Decisions... Together. Topics include broad stakeholder participation, leveraging community resources, managing conflict and incorporating online technologies.

## **Emergent Topics (1:00 - 2:20 and 2:30 - 3:50) – Conference Room A**

If you want to tap the wisdom of those at the conference for your particular situation and it doesn't seem to fit with the afternoon's break-out topics, skilled facilitators and peers will assist you in identifying what could be your next steps towards success.

## **Closing (4:00 - 4:30) Conference Room B**

We end the day by capping off personal action plans, pointing out additional resources and looking at "where do we go from here?"