

A black and white photograph of a woman with long dark hair, wearing glasses and large white headphones. She is sitting at a white desk, looking at a laptop and typing on the keyboard. The background is a bright window with a view of a city skyline. A yellow horizontal banner is overlaid across the middle of the image, containing white text.

# Engaging the Public in Central Oregon During COVID-19

# Why We're Here



The COVID-19 pandemic has caused the world to change fast.

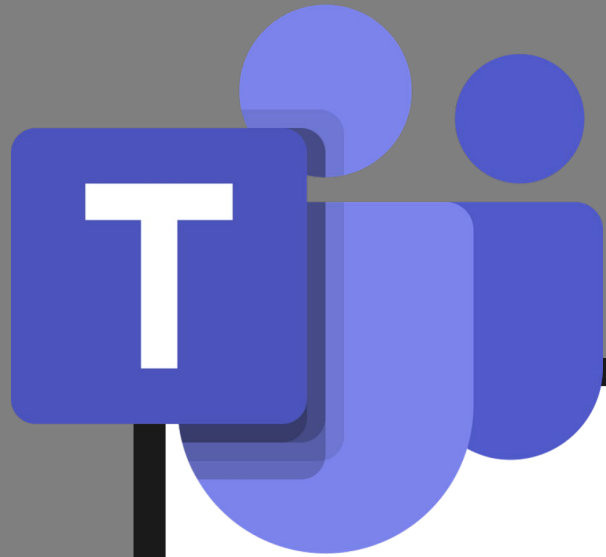


People are more open to engagement techniques they may have dismissed before.



This creates opportunities to reach more people than we would have through typical methods.

# For Example: Today's Meeting!



## Software

- Microsoft Teams (other options include: Zoom, GoToWebinar/GoToMeeting)

## Logistics

- Video
- Screen sharing
- Discussion via verbal conversation – mute/unmute
- Discussion via chat
- Meeting facilitator, technology coordinator, note taker, speaker

# “Sign In” Sheet and PDH Credits



Please post your name and email in the chat box.



Indicate if you'd like to receive a form for PDH credits.



If you are unable to access the chat box but need a form, send Amy Donald an email: [adonald@Kittelson.com](mailto:adonald@Kittelson.com)

# Finding the Chat Box

MB

AD

BG

WW

Click  
this  
icon

35:37



## Meeting chat

Marc Butorac and 4 others joined the meeting.

bgale@bendoregon.gov joined the meeting.

Wende Wilber joined the meeting.

Amy Donald 8:43 AM 4 +1  
Test 1

8:43 AM 4  
Test 2

B bgale@bendoreg... 8:44 AM 4  
test 3

# Questions & Discussion

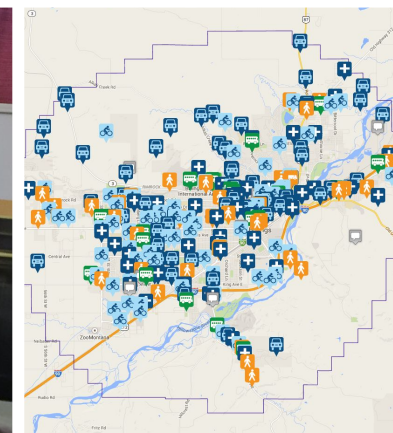
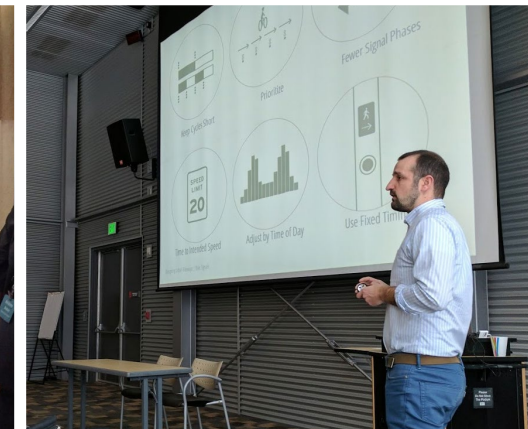
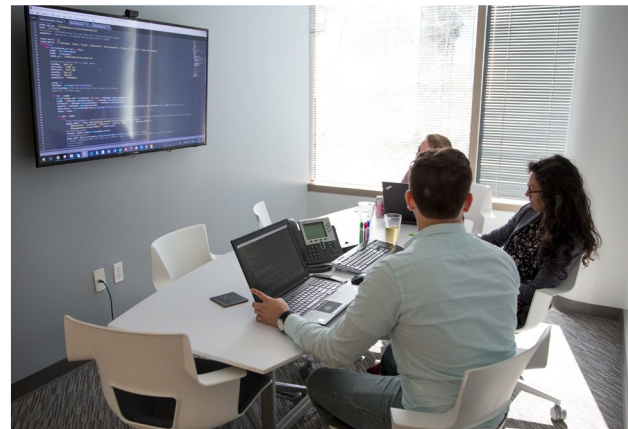
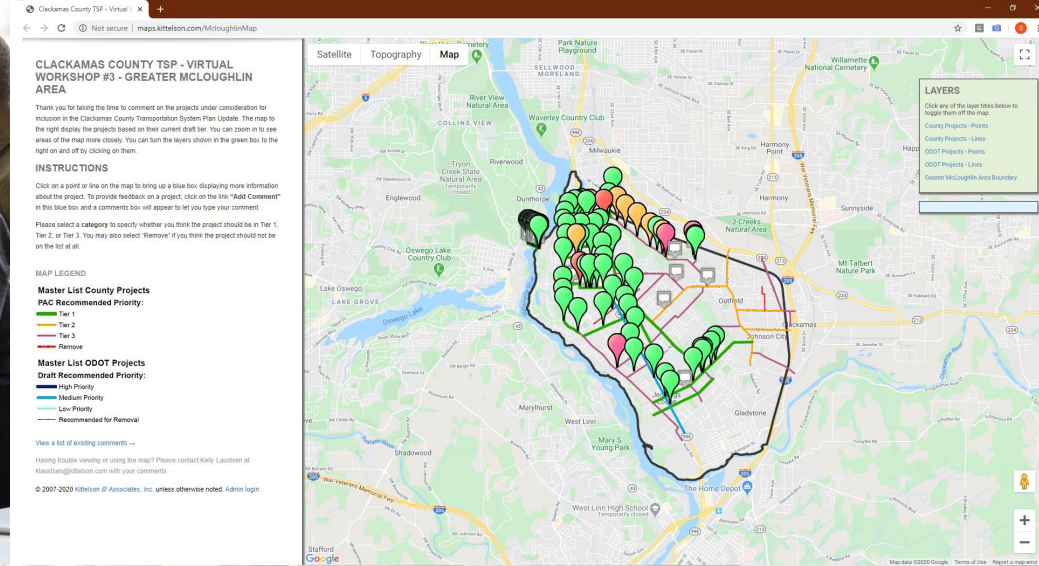
Use the chat box to post your questions throughout the presentation – we'll field them at the end.

Want to share verbally? Submit request in the chat box and we'll call on you to unmute.



# Industry of Adaptation

- Opportunity to get creative
- Evolution of Engineering/ Planning

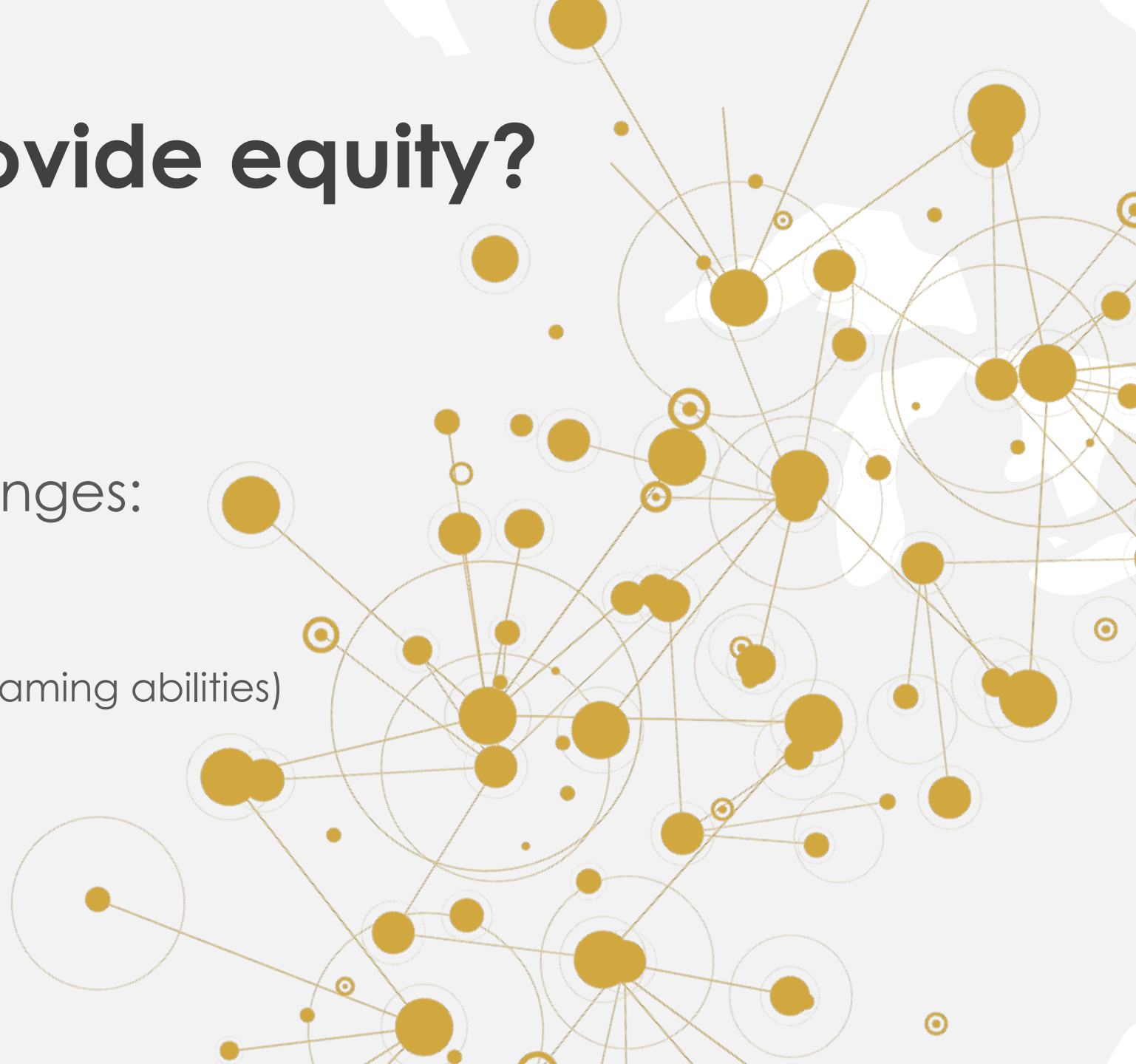


# How do we provide equity?

Different communities,  
different problems

Central Oregon Challenges:

- Remote locations
- Reaching rural areas
- Infrastructure (i.e. internet, streaming abilities)
- Summer approaches...





# What We'll Cover Today

Explore ways to engage the public that utilize visual tools

Go beyond “poster boards and easels” to communicate

Learn from the City of Bend on the current approach to maintaining public engagement during the public process

Share ideas/strategies that participants have seen and used over the past few weeks in Central Oregon

# Who is Trying to be Reached/Engaged?

## Broad Audience

**PRIOR APPROACH:**  
newsletters/mailer

**NEW APPROACH:**  
social media, blogs,  
email list, website  
database

## Targeted Outreach

**PRIOR APPROACH:**  
brick & mortar public  
meeting, community  
workshops

**NEW APPROACH:**  
Prior approach with  
visual tools, online  
tools (*more shown  
today*)

## Community Decision Making

**PRIOR APPROACH:**  
In person meetings,  
traditional process

**NEW APPROACH:**  
Virtual tools, varies  
based on community  
(*more shown today*)

# Current Tools

# Who We'll Hear From



**Steve Rhyne**

*Visual Communication Specialist  
Kittelson & Associates*



**BreAnne Gale**

*Senior Planner  
City of Bend*

# Virtual Open House – Steve Rhyne



**City of Bend**  
**VIRTUAL PUBLIC MEETINGS**

April 17th, 2020  
BreAnne Gale, Senior Planner  
City of Bend, Growth Management Department



*“Due to public health concerns, this meeting will be **held entirely via remote conference**. Please do not plan to attend this meeting in-person.”*

**“Members of the public will be able view and listen to the meeting live via the internet and by phone.”**

“Limited seating is available to maintain social distancing due to COVID-19 concerns. The public is encouraged to watch on-line at . . .”



## Virtual Public Meetings Are Unique

- Legal/procedural requirements for motions and votes
- Large number of active participants in discussions and deliberations
- Requirement and desire to have public input and comments

## Platform Needs + Considerations

- “Attendee experience” for both the public and decision makers
- Organizer permission settings and security
- Longer term solution (ideally)



# FINDING THE RIGHT PLATFORM



Webex Meetings



There is no perfect tool!

	A	B	C	D	E	F
	Meeting	Requirements	Teams	Teams Live Events	WebEx	ZOOM
1	Council Meeting					
2		Stream to the public (one-way)	Not without 3rd party tool such as livestream	Yes	Yes	Must join but can force all to be muted
3		Dial in number to listen	Dial in is 2 way - no listen mode only	Yes	Yes	Yes
4		Show all councilors (7) - desirable feature, not required	4 participant window split with auto switching based on audio	Only 1 video or content at a time	Yes, Active speaker layout, Full-screen, grid-view (up to 25 people)	Yes, many video participants can be shown
5		back and forth discussion between councilors	Yes	Audio yes but video must be switch by moderator between each councilor (co-host)	Yes, Active speaker layout, Full-screen, grid-view (up to 25 people)	Yes, many video participants can be shown
6		Share Content	Yes	Yes	Yes	Yes
7		Polling of councilors/commissioners	Unlimited	4 hour limit	Yes	24 hours
8		Length of meeting (4 hours OK for interim, but often go longer)	Yes	Must have Microsoft account (personal or enterprise) to co-host/present - license not required	Yes	24 hours
9		External (applicant) presentation/sharing				Yes
10						
11		Large number of viewers (unknown)	up to 250 current, 10,000 by end of May.	10,000	Up to 1000 concurrent users in a single meeting (including 100 video devices); 3000 for events; 100,000 Webcast capacity	Yes (varies by price)
12	Advisory Committees					
13		30+ participants (members+staff) (video and audio)	up to 250	25 participant max	Up to 1000 concurrent users in a single meeting (including 100 video devices); 3000 for events; 100,000 Webcast capacity	Up to 300 based on licenses
14		Stream to the public (one-way)	Not without 3rd party tool such as livestream and conf. call	Yes	Internal and External - Stream to IBM, Facebook live, possibly others. Closed Captioning available via 3rd parties. Media viewer window available for American Sign Language interpreter.	Must join but can force all to be muted
15		Dial in number to listen	Dial in is 2 way - no listen mode only	Yes	Yes	Yes
16		Share Content	Yes	Only 1 video or content at a time	Yes	Yes
17		number of live viewers (250 min)	up to 250 current, 10,000 by end of May.	10,000	100,000 webcast capacity	Yes (varies by price)
18		Length of meeting (3 hours OK for interim, but often go longer)	Unlimited	4 hour limit	24 hours	24 hours
19	All Meetings	Security	Encryption in traffic and at rest. O365 identity protected	Encryption in traffic and at rest. O365 identity protected	End-to-End encryption	Security concerns from recent breaches
20		Cost	Licensed by O365	Licensed by O365	Licensed Webex Enterprise	\$99.95-349.95/month depending on meeting size
21		IT Supportability	Supported by IT End user training materials	Supported by IT End user training materials	Training for IT support staff and users would be required	Training for IT support staff and users would be required
22		Call fully implement within 2 weeks	Already implemented	Already implemented	Partially implemented - Licensing is in place, need to complete portal setup and integration.	
23		Platform Requirements	Mac/Win10 clients mobile clients web based	Mac/Win10 clients mobile clients web based	Mac/Win10 clients mobile clients web based	Mac/Win10 clients Mobile clients Web based (chrome recommended)

# WHAT WE CHOOSE + WHY



## URBAN DESIGN FRAMEWORK



- Provides a simple and clear vision for public



# KEY TAKEAWAYS + TIPS: Meeting Set Up



## Meeting Process and Procedures (“Flow”)

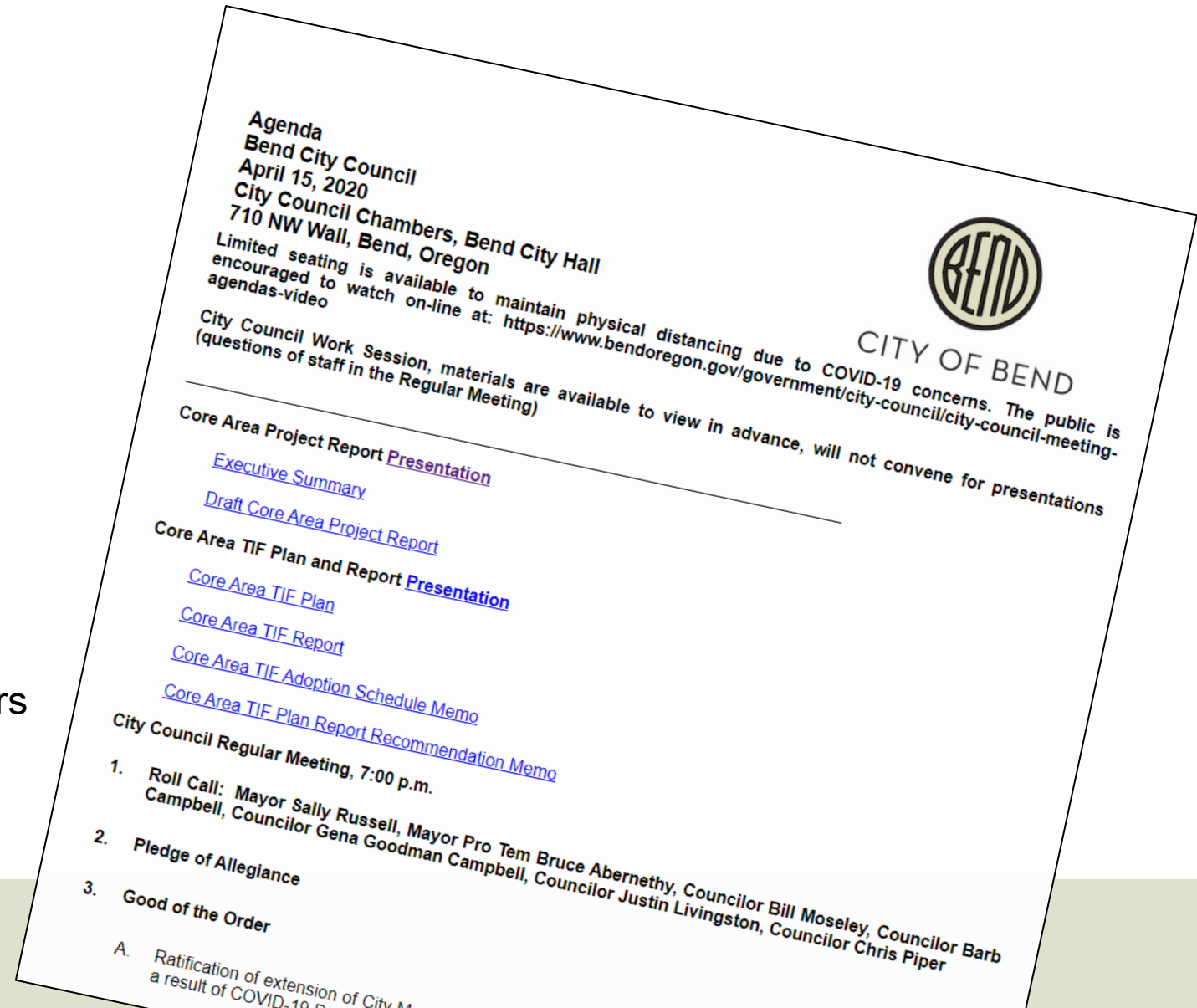
- Is as important as the tool you choose
- SOPs (for both staff and councilors)
- Removing participants
- Closed session
- Practice, IT support, and back-up plan

## Establish How the Public Will Participate

- Handling public comments
- Call-in listening
- ADA and reasonable accommodations

## Create Visual Meeting Structure

- Views for agenda item under discussion
- Presentations and cameras on for speakers
- Voting



# KEY TAKEAWAYS + TIPS: Video Conference Settings



The Salt Lake Tribune

Hackers hijack Aimee Winder Newton's virtual town hall with pornography and racial slurs

**Michigan City Council Meeting Disrupted by 'Zoom Bombs'**

*A video meeting of the Grosse Ile Township board of trustees was cut short Monday after multiple people made inappropriate racially or sexually charged remarks during the public comment period.*

**After Utah children 'Zoom-bombed' with porn, here's how to secure your Zoom meetings**

## Video Controls

- Set your elected officials as co-hosts
- Limit number of staff on video
- Don't give public video capabilities

## Screen Sharing

- Hosts and Co-Hosts only
- Consider pre-loading staff and external presentations

## Chat functions

- Not recommended for public or elected officials
- Can be useful for staff



## LESSONS LEARNED

- Many online platforms can work – none are perfect.
- Meeting procedures are equally as important as the online platform.
- Develop SOPs for different meetings types – run test meetings!
- Need to continue finding ways to engage public while balancing security risks. Think creatively about how to enable public comment and participation.



**City of Bend**  
**VIRTUAL PUBLIC MEETINGS**

April 17th, 2020  
BreAnne Gale, Senior Planner  
City of Bend, Growth Management Department



# Open Discussion: Turn On Video!



# PDH Credits



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