

ENVIRONMENTAL LEADERSHIP TRAINING



Unit 2: From Planning to Action

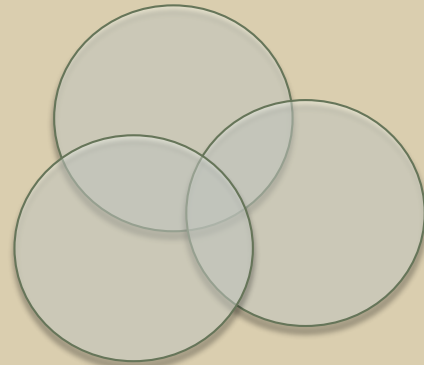


Get Organized

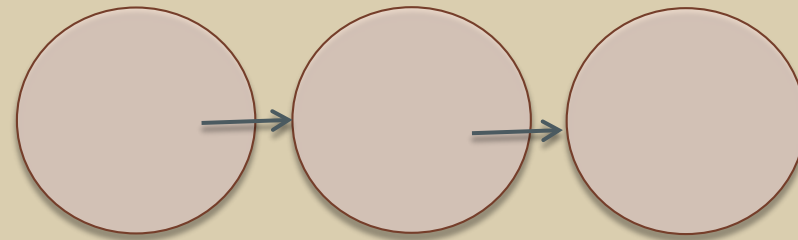
Step: Identify a group to lead the effort

- Who should be involved?
 - ▣ Existing groups plus other views
- Why? The team:

Helps coordinate and collaborate...



...rather than persuade and convince.



Step: Identify a group to lead the effort

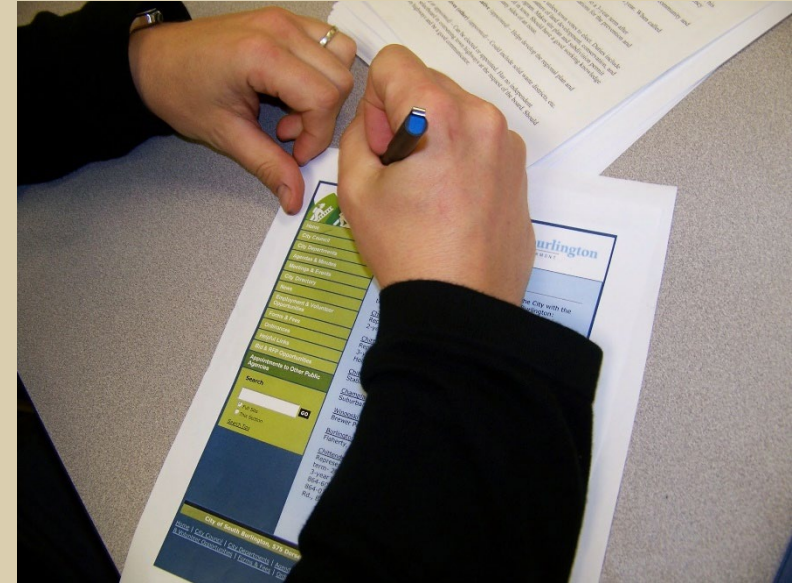
- ❑ Assess community readiness
- ❑ Identify the vision
- ❑ Involve a *variety* of community members



Step: Assess community readiness

Things to look at:

- ▣ Community interest and mood
- ▣ Community capital, strengths, and capacity
- ▣ Communication culture, connection, trust



TIP

Take notes on the brainstorm for later reference

TIP

Check your assessment with other community members, and broaden core team if needed.

Step: Identify need to be addressed, and natural resources vision you seek

- What is the **need**?
- What is your (broad) **vision** for success?



TIP The town plan is a good resource.

TIP Summarize answers and use for sharing the ideas or as the basis for a later grant application.

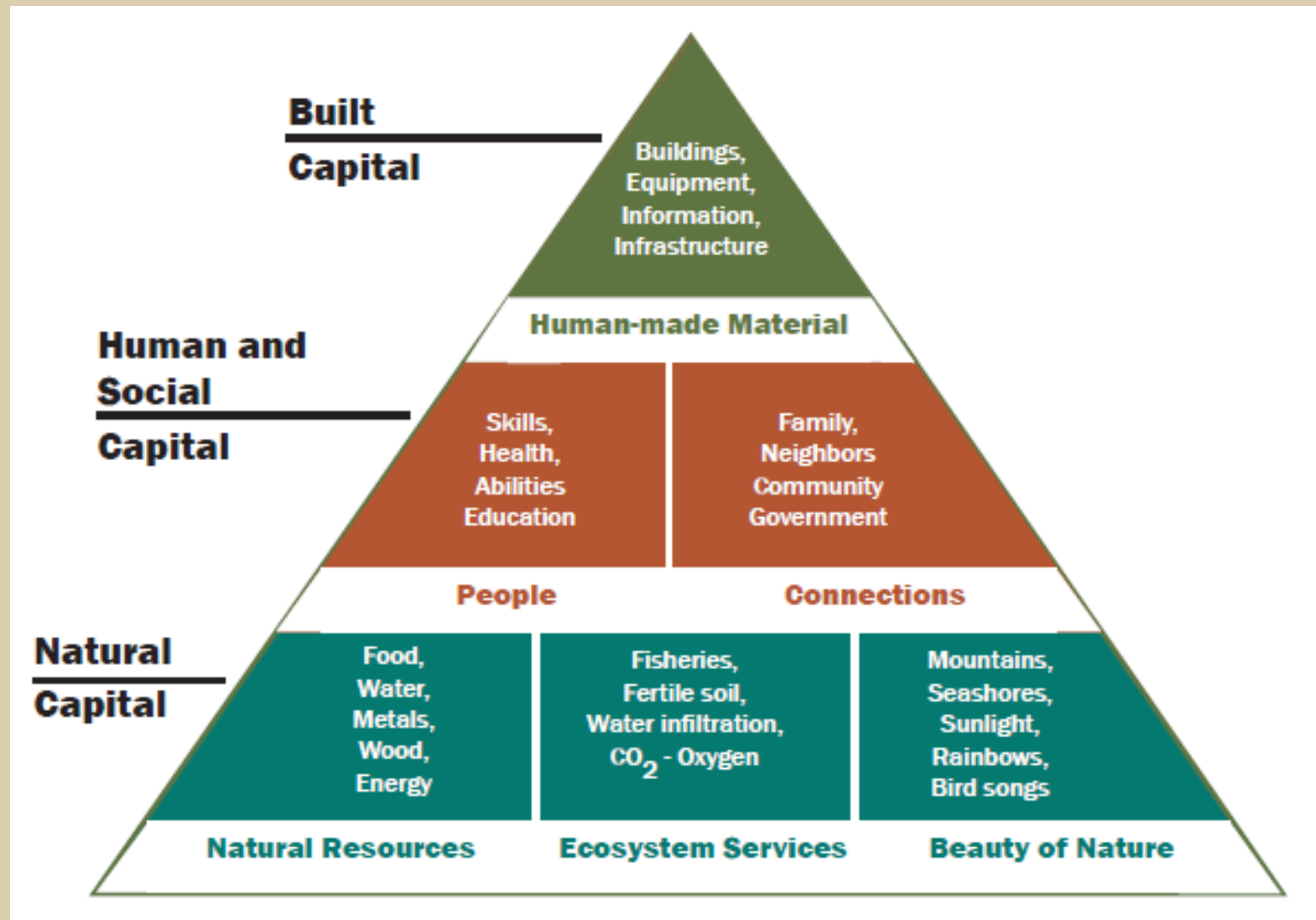
Step: Sketch out a roadmap



**LEARN
MORE**

- Community Heart & Soul Field Guide – Step 2
- Vermont Planning Manual

'It's pretty clear what we need – why go through all these organizing steps?'



Getting Organized: Recap

What	How	Timeline?
1. Identify the team	<ul style="list-style-type: none">- Existing groups- Variety of viewpoints	
2. Assess community readiness	<ul style="list-style-type: none">- Brainstorm- Get feedback	<ul style="list-style-type: none">- First meeting (brainstorm)- Revise at 2nd meeting after getting feedback
3. ID needs, vision, network	<ul style="list-style-type: none">- Brainstorm- Get feedback	Same as above
4. Roadmap	<ul style="list-style-type: none">- Plan for next steps considering readiness, needs	Second or third meeting of team



Questions?



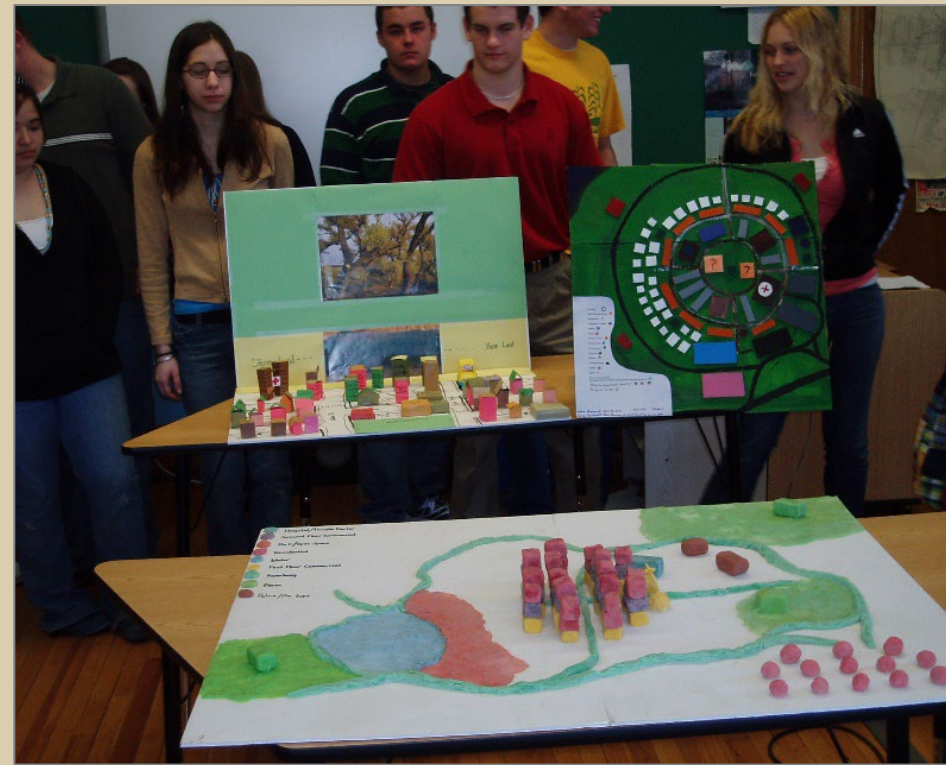


Essential skills - Communication and Participation

Connecting, not just informing



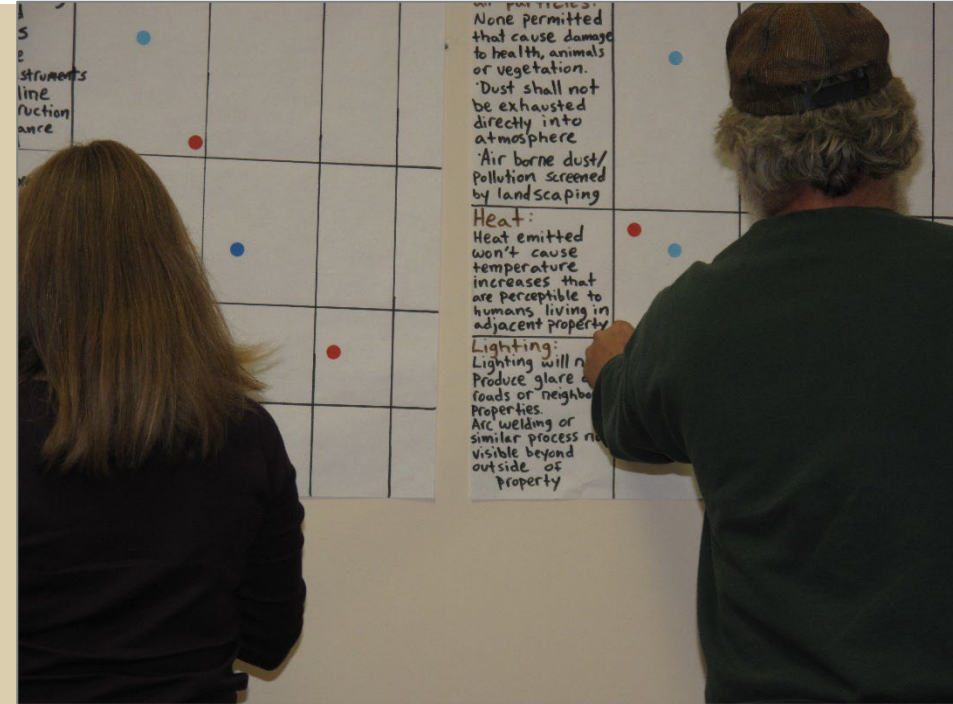
What's required



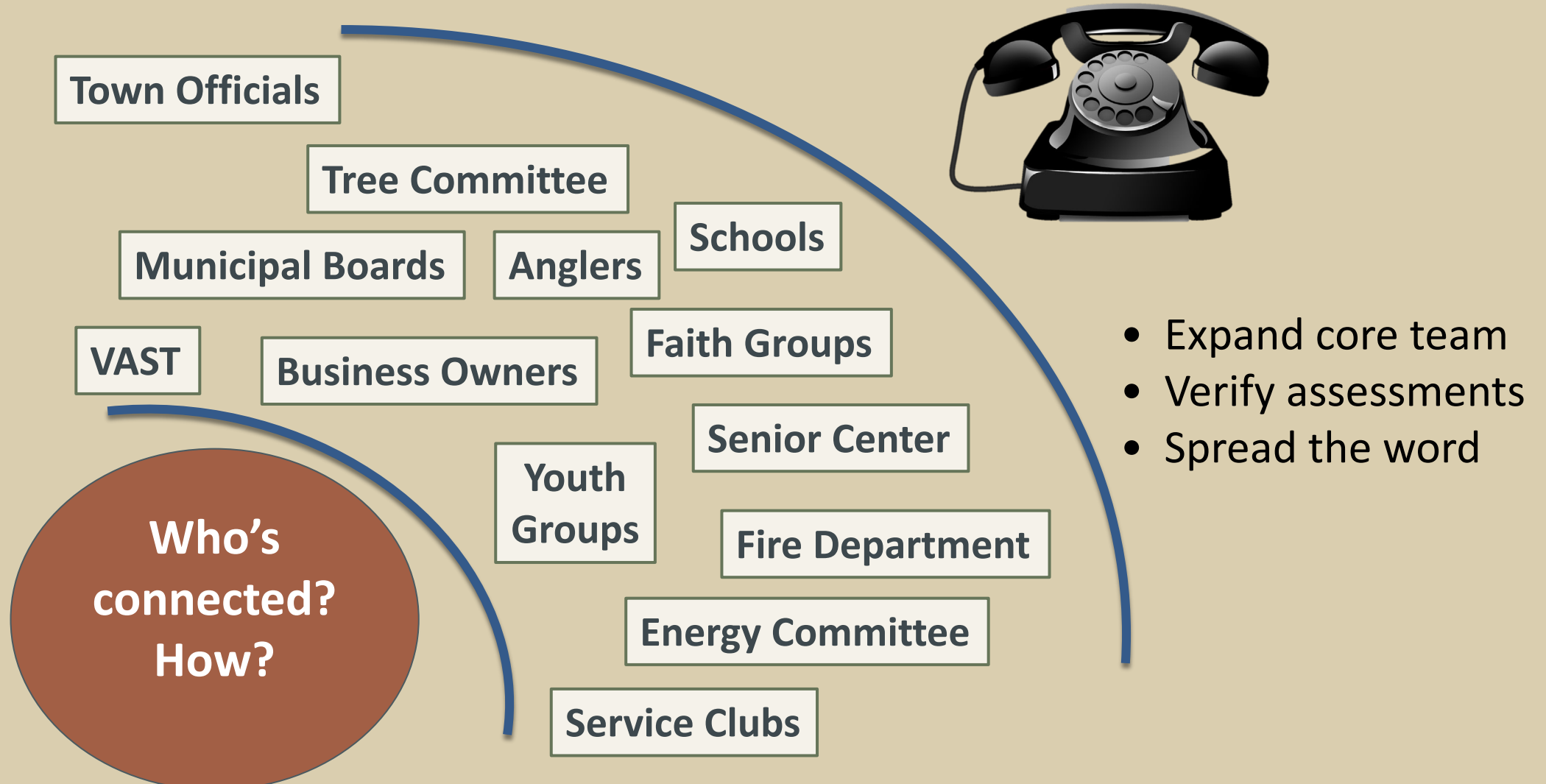
What's needed

Participation doesn't happen just once

- Generate new, more, and better ideas
- Build community understanding and support
- A way to engage and involve people
- Build trust and credibility



What does your community network look like?



What makes people want to engage?

They want to...

- Make a difference
- Know their efforts won't be wasted
- Be part of a successful enterprise
- See concrete results
- Build relationships
- Learn and be challenged



Does your town provide these opportunities?

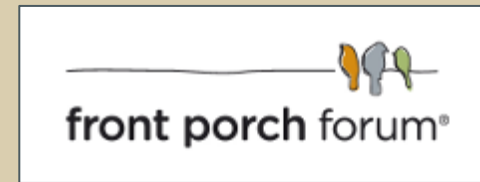
Start with a celebration

- Guided tours or outings
- Walks and talks
- Events (food!)
- Photo contests
- It's ok to have fun!



Ways to get the word out and gather input

- Web, email
- Social media
- “Old” media
- Webinars
- Focus groups and surveys
- Talking to people
- Hands on activities, like mapping



**LEARN
MORE**

Vermont Planning Manual

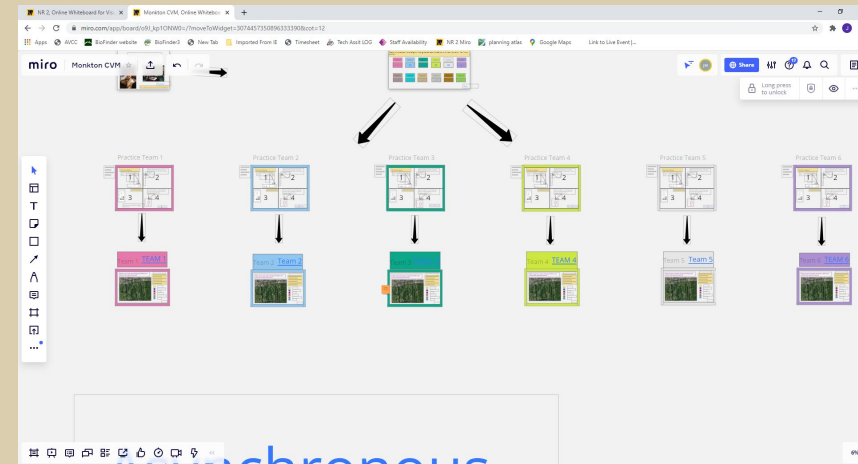
Meet people where they are

- “Dump and Donuts”
- General store or gas station at 6am
- Farmers Markets
- Existing meetings and events, including working with town boards



New Tools to reach People

- Using the best of online tools to move forward



From Pizza Party To Art Contest, Bolton Innovates To Involve Residents In Town Planning

By AMY KOLB NOYES • JAN 9, 2016

PROGRAM
VPR News



Share



Tweet



Bolton Planning Commissioner Deb Shelby (left) and Assistant Town Clerk Carol Devlin take a look at a town map where residents, including elementary school students, have posted planning priorities and comments.

AMY KOLB NOYES / VPR



"BOULDERS AND BEARS" BY JULIE LONGSTRETH,

Example: how participation affects success

A success story

Town
Plan
Update

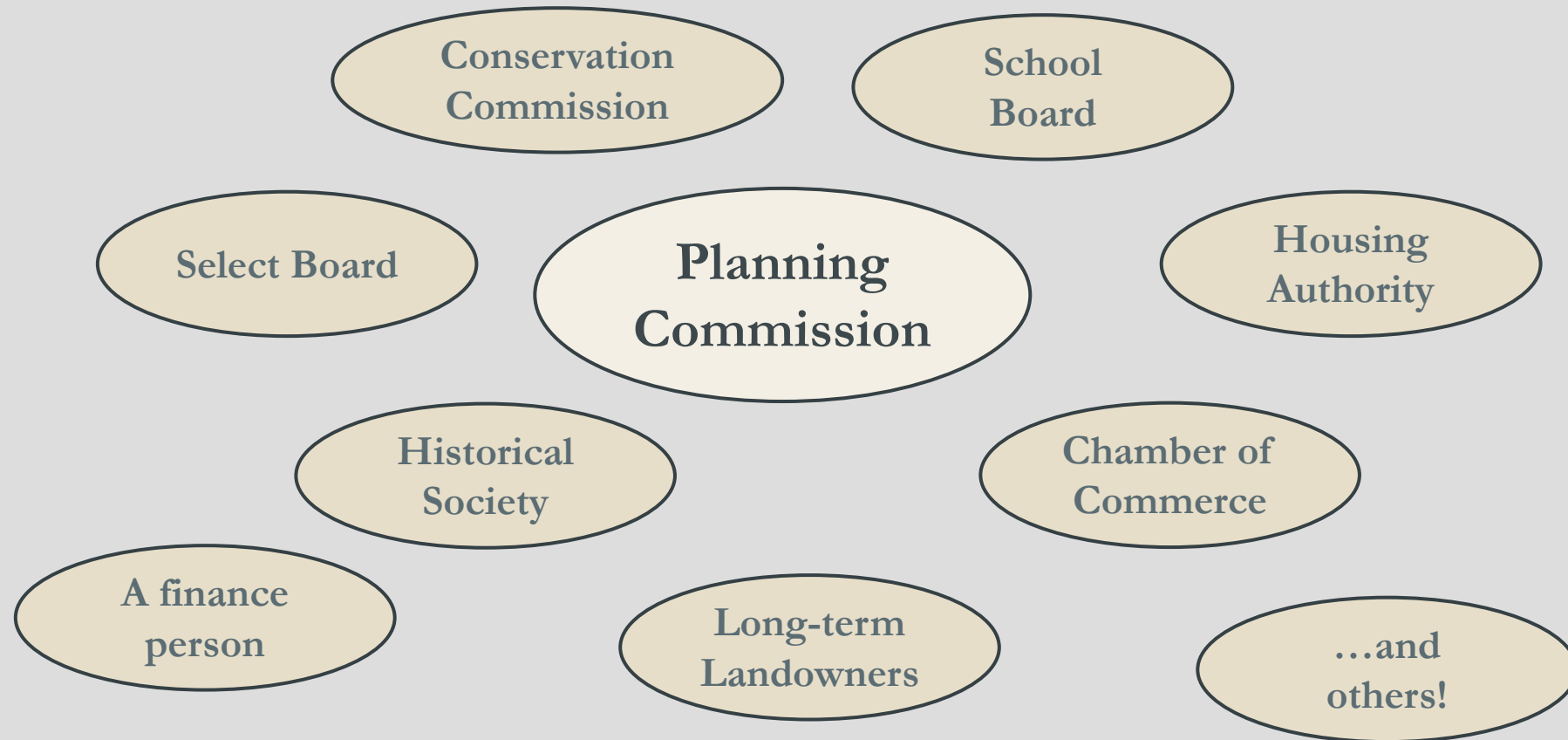


Zoning
Update
???

Hartford

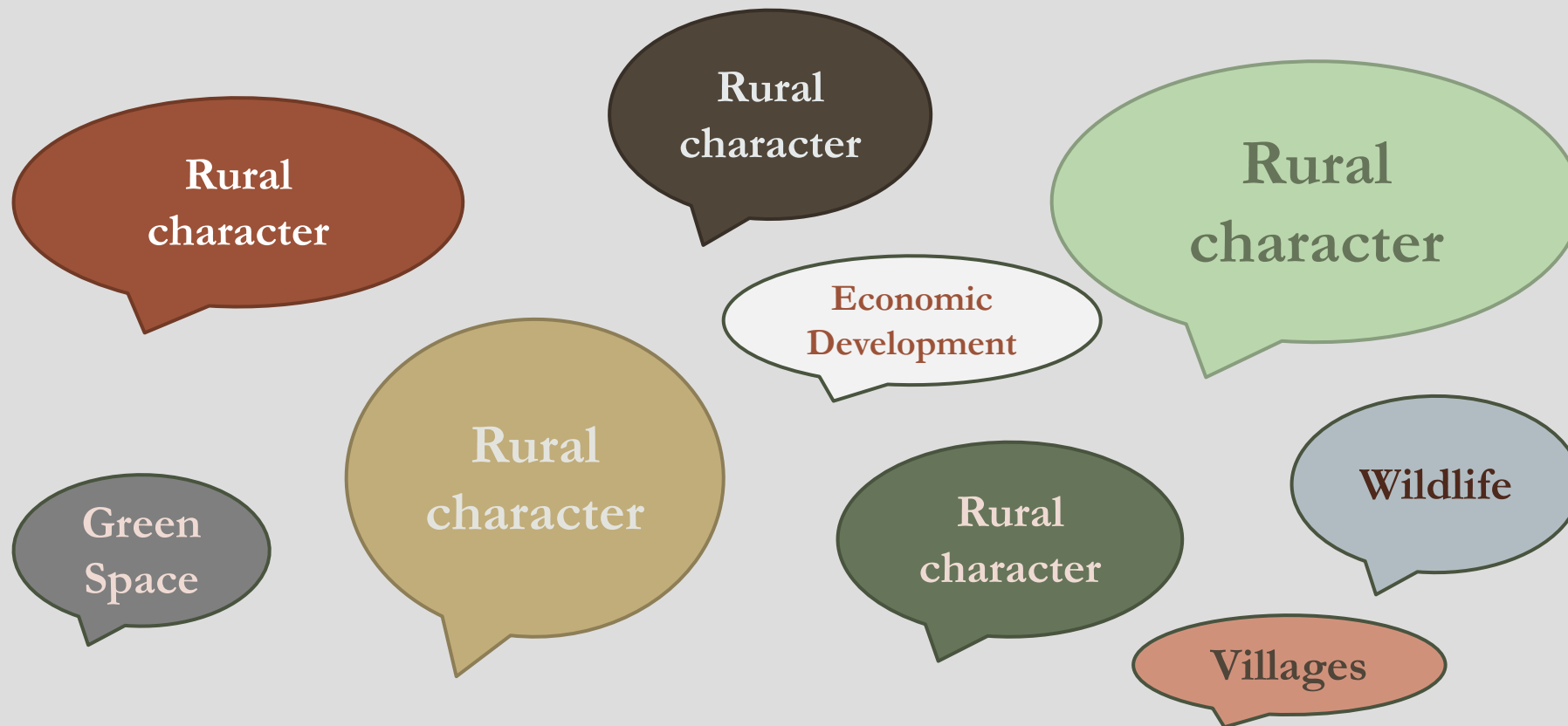
Example: how participation affects success: HARTFORD Setting Up for Success

In Hartford, every Master Plan has its own Steering Committee.



Example: how participation affects success: HARTFORD **Community Visioning**

Visioning sessions were held in 5 different parts of the town.



Public follow-up sessions focused on specific topics.

Questions?

