2-24-2017

ASERT Framework: The Little Creek/ Pretty Lake Demonstration Project

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ASERT Framework:

The Little Creek/ Pretty Lake Demonstration Project

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Presentation to the Hampton Roads Adaptation Forum

February 24, 2017

What is ASERT?

- Action-Oriented Stakeholder Engagement for a Resilient Tomorrow (ASERT)

- Structured participatory approach for effectively engaging stakeholders in co-creating knowledge and identifying actions and priorities to address local issues
  - Emphasis on feasible actions

- Incorporates key principles from public participation and community resilience literature
  1) Inclusive process that engages stakeholders across multiple social dimensions
  2) Strong emphasis on education and on surfacing local context and knowledge
  3) Integration of social and cultural factors
  4) Explicit consideration of change mechanisms

ASERT Participatory Processes

- Guided by the principles of Structured Public Involvement (SPI)
    - Integrates provision of relevant and accessible information with dialogic group methods, visual representation technologies, and decision support modeling tools

- Uses multiple participatory techniques
    - Participatory mapping
    - Audience response system (ARS or clickers)
    - Facilitated discussion in two-way dialog

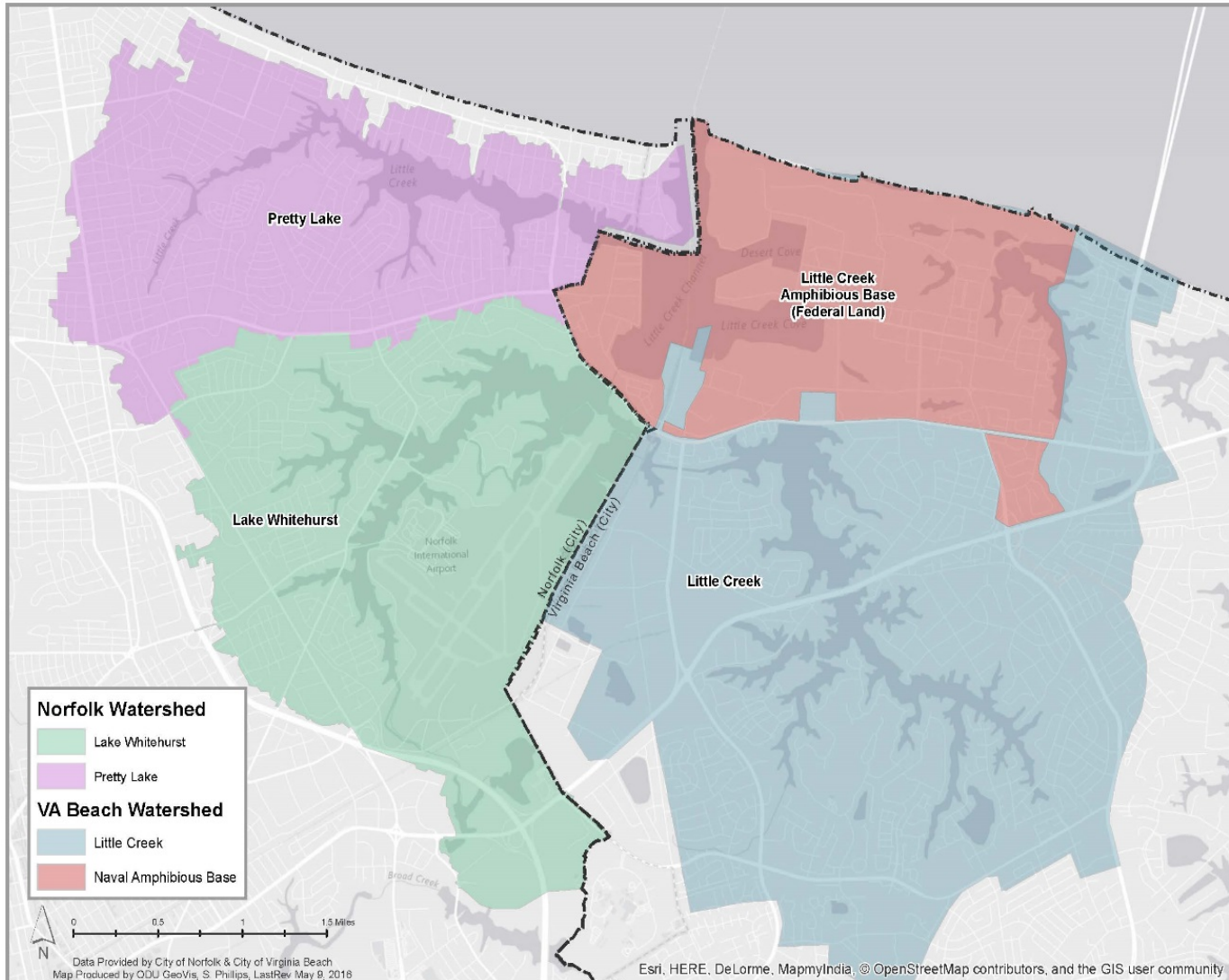# Little Creek/Pretty Lake Demonstration Project

- **Purpose?** Apply ASERT framework in Little Creek/Pretty Lake neighborhood.

- **Approach?** Stakeholder (residents) focus group that includes two-way dialogue; acknowledges local concerns and resistance; educates about adaptation strategies; and generates action-relevant knowledge.

  Four focus groups between March and July 2016 in neutral locations (community centers, public libraries) in Virginia Beach and Norfolk

- **End product?** Demonstration of a field-tested and application-ready stakeholder engagement framework that can be incorporated into planning and policy making processes.

Project team: Wie Yusuf, Michelle Covi, Carol Considine, Burton St. John III, J. Gail Nicula
Graduate Students: Pragati Rawat and Kaitlin Giles

Map of demonstration project area that includes multiple watersheds in two cities (Norfolk and Virginia Beach), and a federal military facility (Little Creek Naval Amphibious Base)

ASERT in Application

Participatory mapping/ **weTable** to visualize and identify community assets and challenges, and impacts of SLR

→

Facilitated Discussion and identification of adaptation actions, barriers and support needs

→

Prioritization of resilience actions using **ARS**

weTable Participatory Mapping

- weTable to visualize impacts of SLR and identify community assets and challenges
- Uses Wii technology to create interactive table top
  - Project map onto tabletop surface
  - Participants interact with maps using light pen
- Two primary questions
  1) Looking at this map, tell us what assets are in your community

  Show map overlay of flooding projections
  2) Now, tell us what kinds of challenges you see

Credit: Texas Sea Grant

Facilitated Discussion

- Discussion of three questions:
  1) How do we adapt to protect these assets or address these challenges?
  2) Why do we need to do this?
  3) What is preventing us from doing this?

Prioritization Activity using ARS

- Each participant given a clicker and asked to provide direct input on two questions:

  1) **Select the top 3 adaptation actions most feasible for improving your community's resilience to SLR and/or flooding**

     9 options including: floodplain policy and management, storm surge barriers, natural solutions

  2) **Select the top 3 actions that would help YOU adapt**

     10 options including: talking to public officials about allocating resources for adaptation, talking to family and friends about how to adapt, learning more about what my city is doing

- Participants able to see, instantaneously, the results of the prioritization activity

Assessment of ASERT Effectiveness

■ Conducted survey at conclusion of focus group to solicit feedback on ASERT effectiveness:

❖ Inclusion or access to justice

❖ Process quality or procedural justice

❖ Quality of information generated

❖ Efficiency

❖ Enabling action

Summary of ASERT Effectiveness

Inclusion or Access to Justice

- 43 participants from Virginia Beach and Norfolk, including those with military affiliation
- Diverse group of participants in terms of race, gender, age, level of engagement in the community

Process Quality or Procedural Justice

- 90% of participants were satisfied with the overall participatory and engagement process
- 87% of participants rated the participatory mapping exercise as moderately or extremely easy to use

Quality of Information Generated

- 82% of participants rated the quality of the information generated during discussion as very good or excellent
- 89% rated the discussion as moderately or extremely useful for generating knowledge about adaptation
- 82% rated the discussion as moderately or extremely useful for facilitating community-wide discussion

Efficiency

- 83% of participants rated the focus group as moderately or extremely valuable relative to the time committed

Enabling Action

- 81% of participants were moderately or extremely likely to take adaptation action
- 71% were moderately or extremely likely to support their community's adaptation efforts
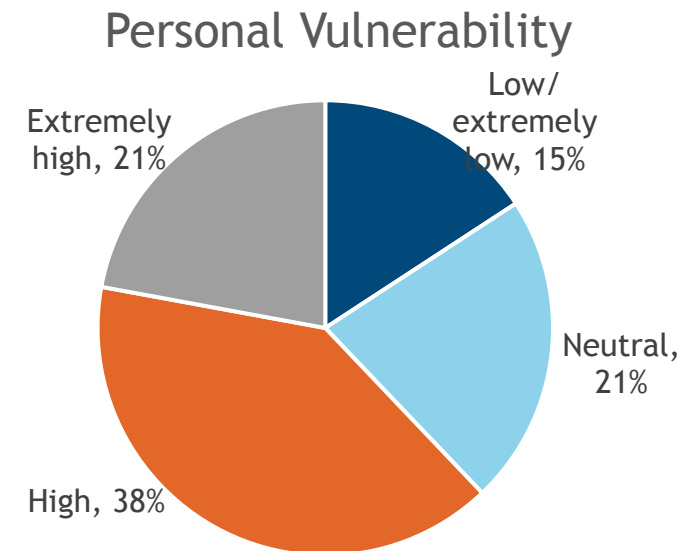
Inclusion

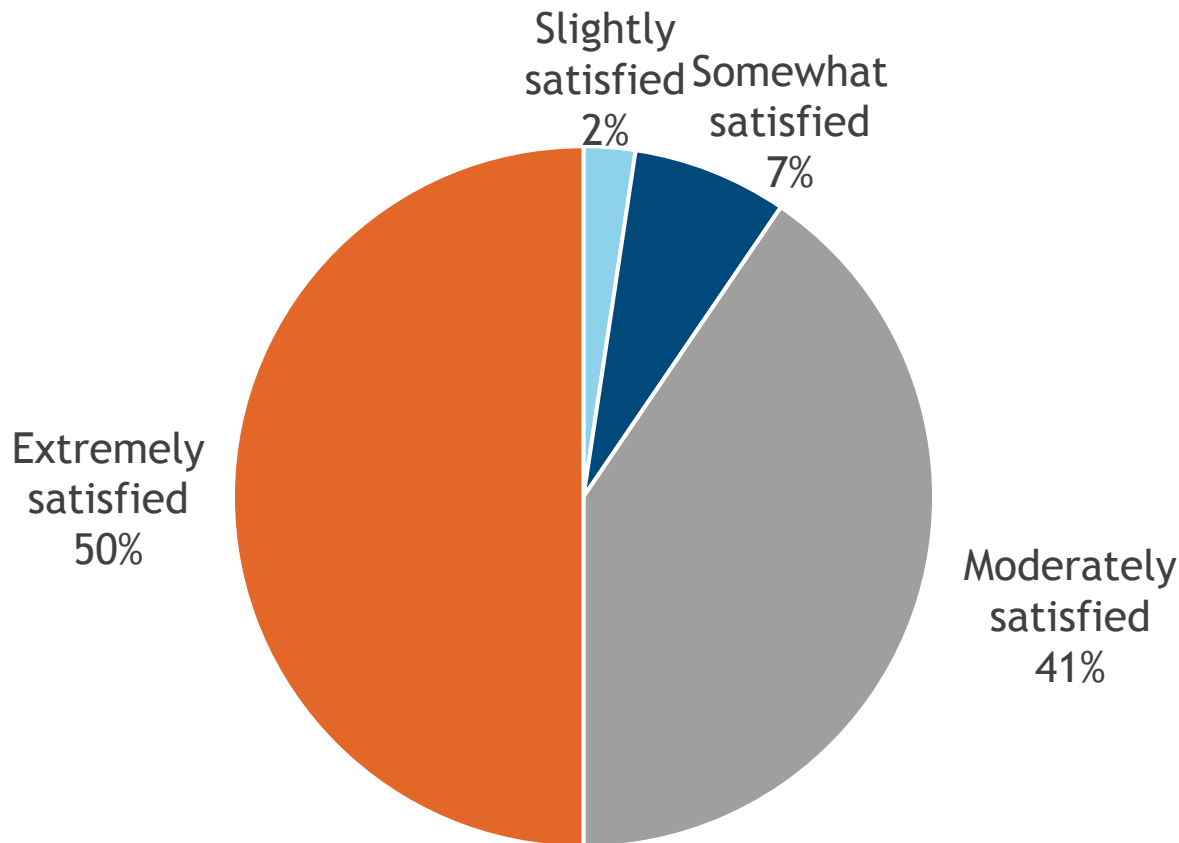- **45 participants from Norfolk and Virginia Beach Military affiliation**
  - Active Duty (7.5%)
  - Reservist/veteran (30%)
  - Spouse or family member of active duty or reservist/veteran (20%)
  - No military affiliation (42.5%)

- **Diverse participants**
  - Engagement in the community
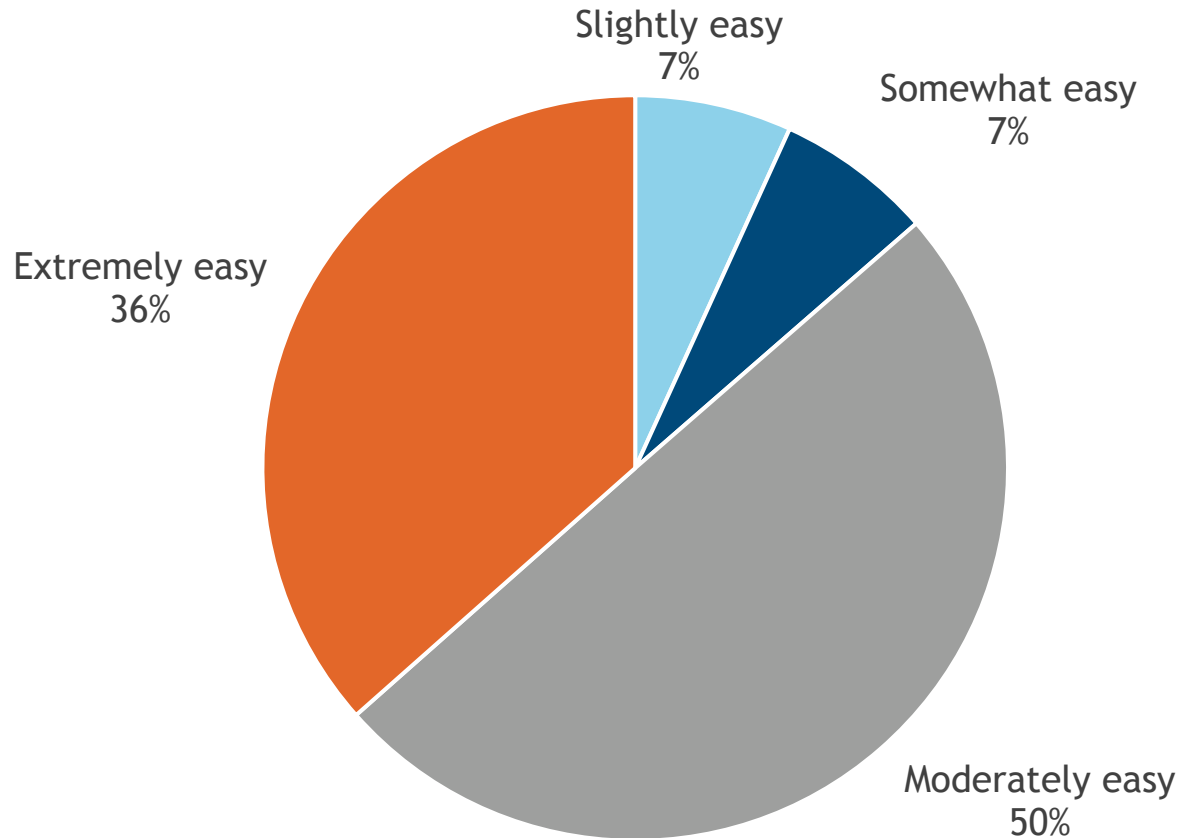 - Personal vulnerability to flooding

Personal Vulnerability

Low/extremely low, 15%

Neutral, 21%

High, 38%

Extremely high, 21%

Process Quality – Overall Satisfaction

Slightly satisfied 2%

Somewhat satisfied 7%

Extremely satisfied 50%
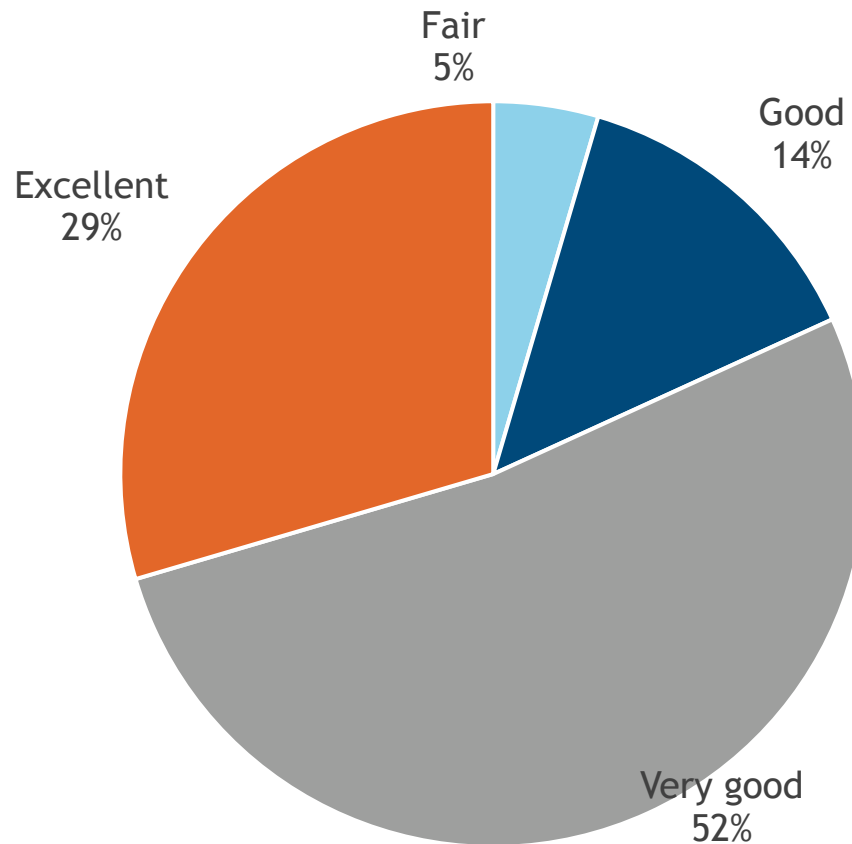
Moderately satisfied 41%

Question:
How satisfied were you with the overall participatory and engagement process today?

Process Quality – weTable Ease of Use

Question:
How easy was it to use the weTable?

Information Quality – Facilitated Discussion

Question:
How would you rate the quality of the information generated during the facilitated focus group discussion?
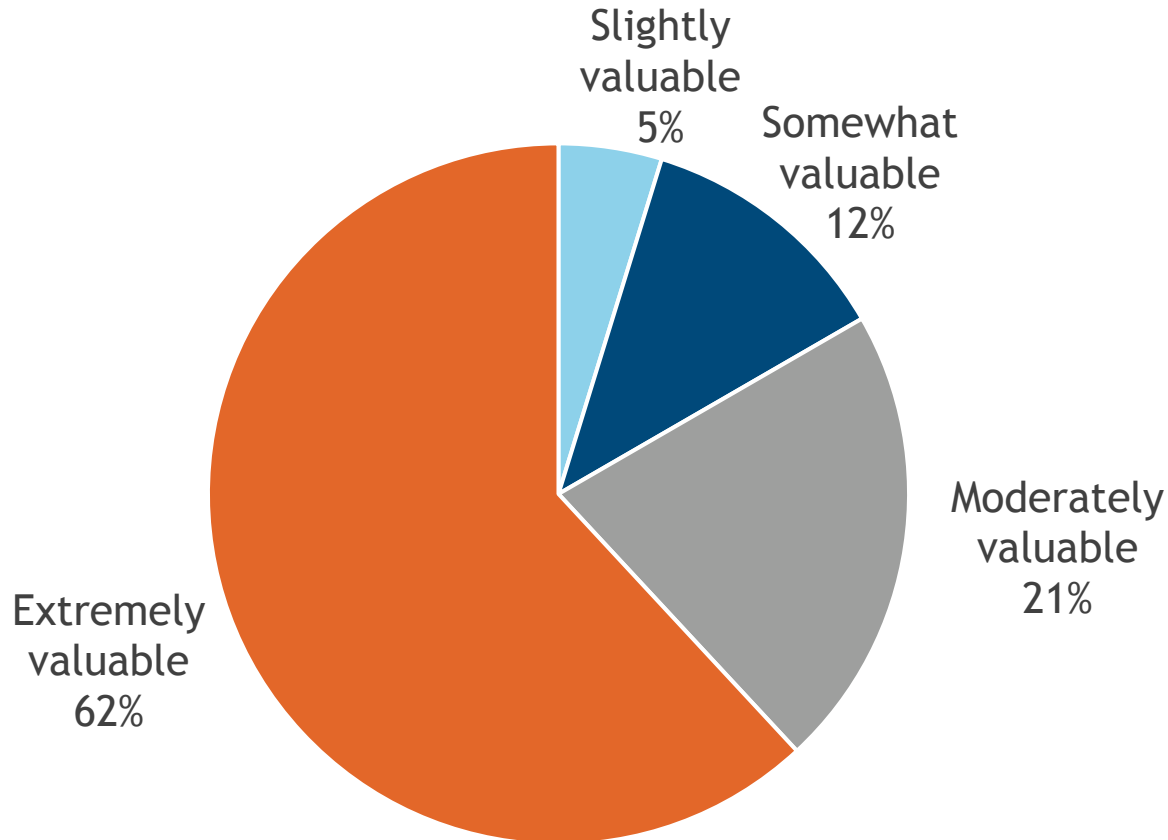
Quality of Information

Usefulness of Facilitated Discussion	Avg Score
Generating useful knowledge about adaptation to flooding and SLR	4.311
Facilitating community-wide discussion about SLR and flooding	4.363

Usefulness of weTable Participatory Mapping Exercise	Avg Score
Highlighting community assets	4.395
Identifying community challenges associated with SLR and flooding	4.311
Facilitating community-wide discussion about SLR and flooding	4.578

Average score ranges from low of 1 (Not at all useful) to 5 (Extremely useful)
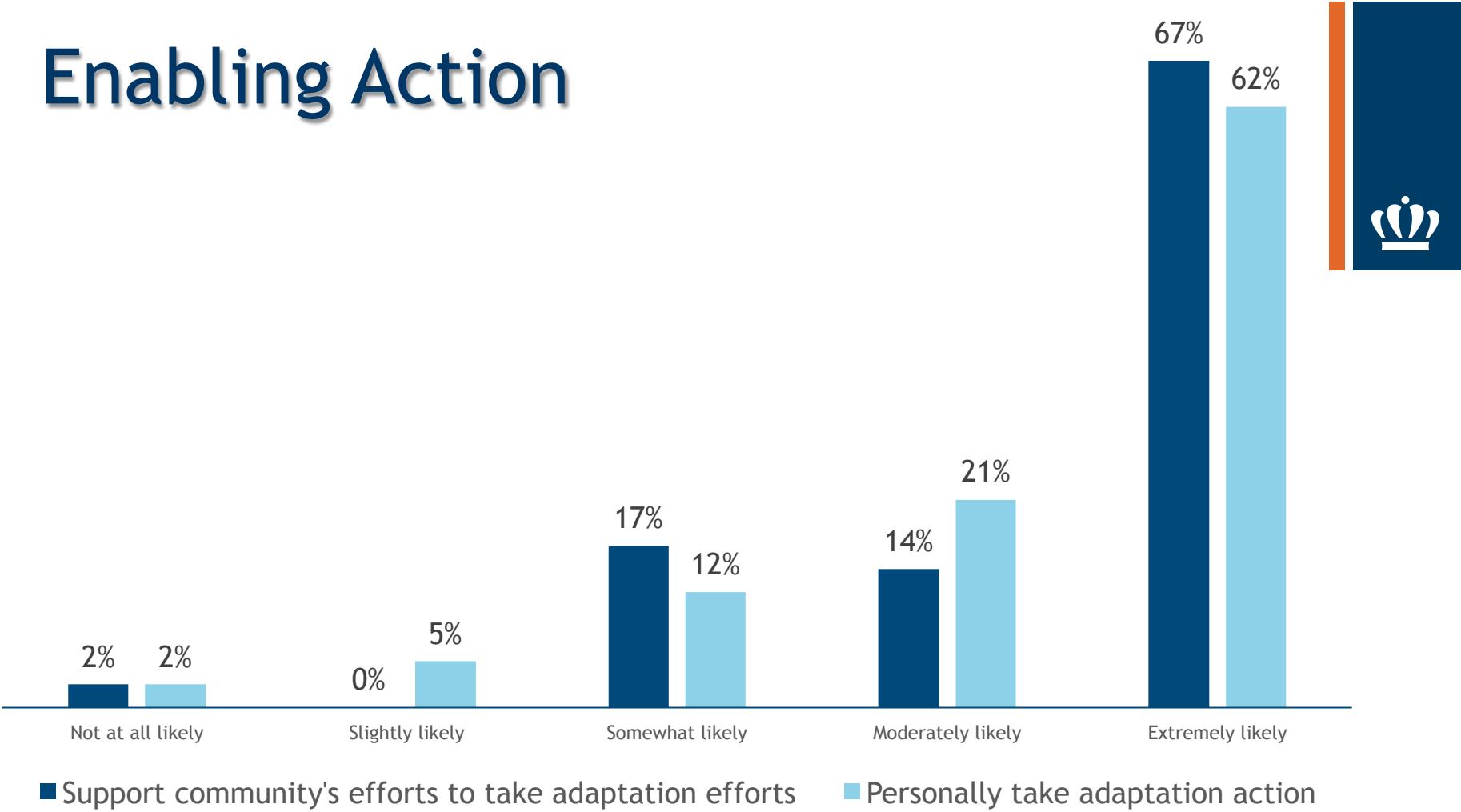
Efficiency

Question:
How would you rate the value of participating in tonight's event relative to the time you committed?

Enabling Action

Question:
As a result of attending this event, how likely would you be to take adaptation action?
As a result of attending this event, how likely would you be to support your community's efforts to take adaptation action?

Conclusions

- ASERT found to be effective as a stakeholder engagement framework that is inclusive and efficient, easy for participants, generates high quality information, and enables action

- Demonstrated ASERT as a field-tested and application-ready stakeholder engagement framework that can be incorporated into planning and policy making processes

- We offer use of ASERT to meet your stakeholder engagement needs