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A Demonstration Project of the Action-Oriented Stakeholder Engagement for a Resilient Tomorrow (ASERT) Framework: Efficacy

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

Key principles:

- ❖ Stakeholders from across multiple social dimensions and across the whole-of-community;
- ❖ Emphasis on surfacing local context and knowledge;
- ❖ Integration of social and cultural factors;
- ❖ Explicit consideration of change mechanisms

Application of ASERT

Participatory mapping (weTable) to identify assets/challenges, and visualize risks/vulnerability

Facilitated discussion of adaptation actions, barriers, support needs

Prioritization of adaptation actions (using Audience Response System)

- ❖ 90-minute stakeholder focus groups
- ❖ 4 sessions in March-May 2016
- ❖ 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



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Little Creek/Pretty Lake Demonstration Project

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

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

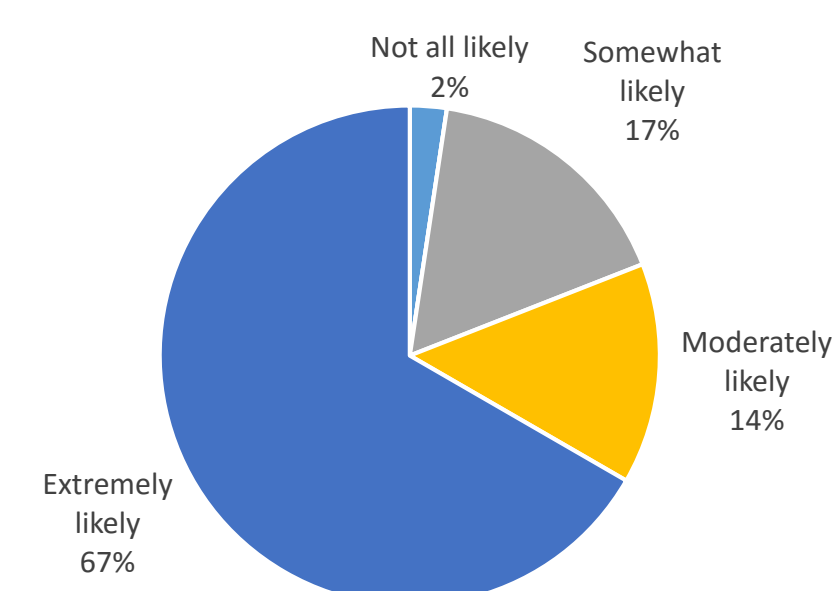
Benefits? Deliberative and participative techniques help inclusive mix of stakeholders understand the problem and identify actions/solutions, while being sensitive to social, cultural, and community factors.

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

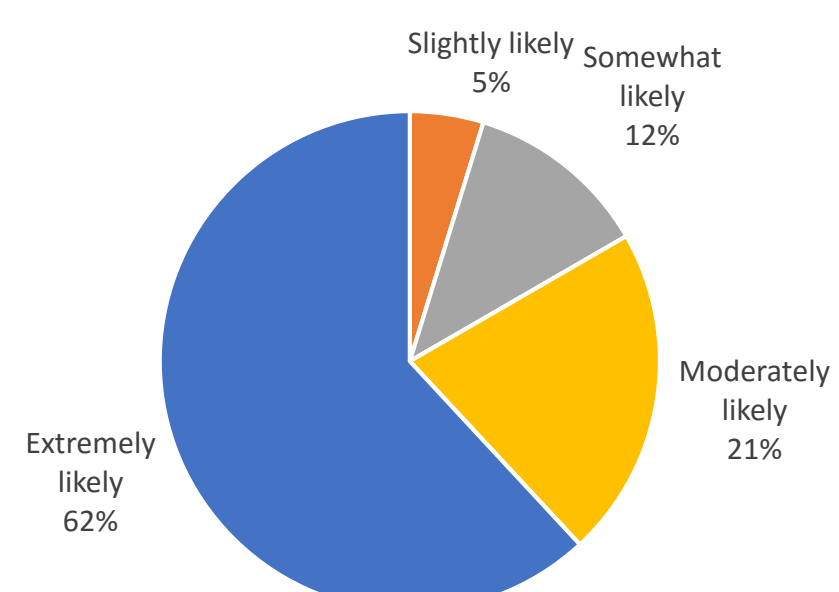
ASERT Effectiveness

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

- ❖ Process quality
- ❖ Access
- ❖ Information quality
- ❖ Efficiency
- ❖ Enabling action



Satisfaction with overall participatory and engagement process



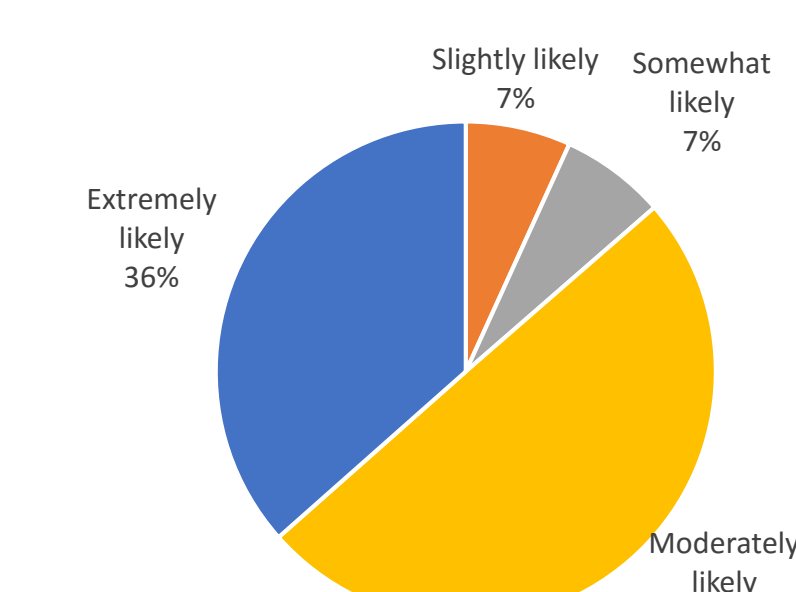
Value of participating relative to the time committed

Usefulness of weTable Participatory Mapping Exercise	Average Score
Visualizing the problem of sea level rise and flooding (N=44)	4.568
Highlighting community assets (N=43)	4.395
Identifying community challenges associated with sea level rise and flooding (N=45)	4.311
Understanding the severity of the problem of sea level rise and flooding (N=42)	4.500
Facilitating community-wide discussion about sea level rise and flooding (N=45)	4.578

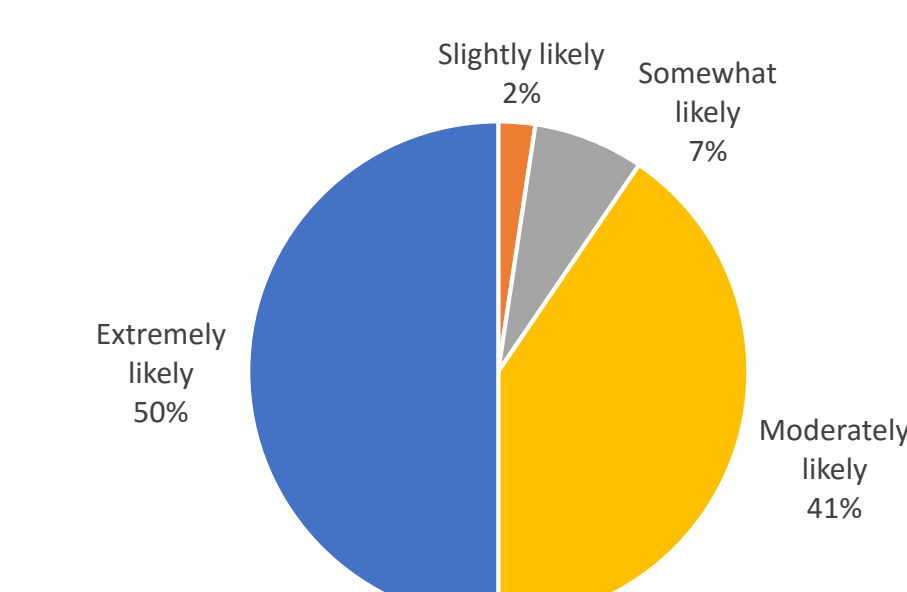
Average score ranges from low of 1 (Not at all useful) to 5 (Extremely useful)

Usefulness of Facilitated Discussion	Average Score
Generating dialogue about adaptation to flooding and sea level rise (N=45)	4.378
Generating useful knowledge about adaptation to flooding and sea level rise (N=45)	4.311
Engaging me in dialogue with others adaptation to flooding and sea level rise (N=19)	4.211
Engaging me in creating knowledge about adaptation to flooding and sea level rise (N=15)	4.200
Facilitating community-wide discussion about sea level rise and flooding (N=44)	4.363

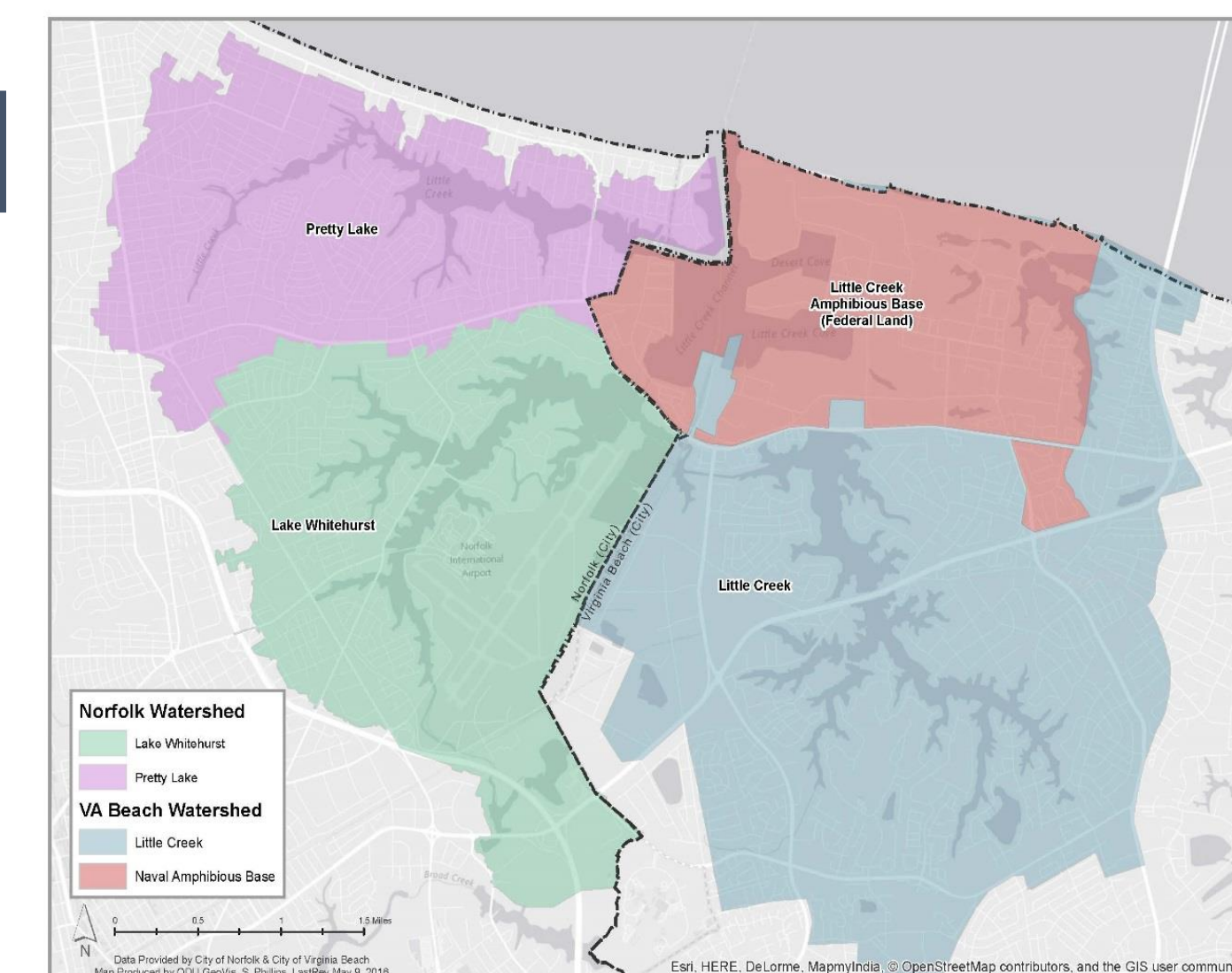
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weTable ease of use

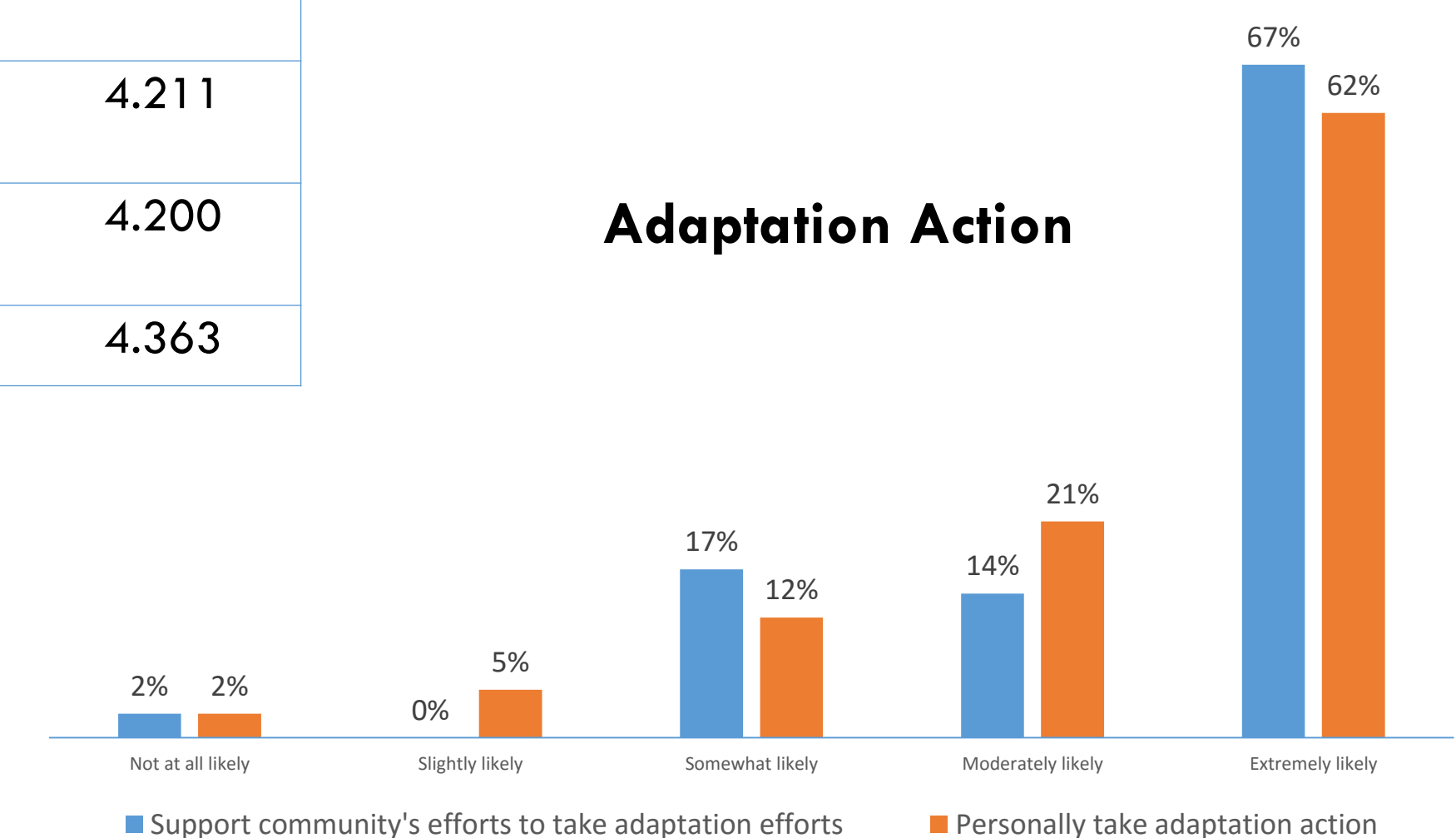


Quality of information generated



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).

Adaptation 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?