Getting to Decision Makers: Making Your Voice Heard

Participate in a public meeting:
- Public Comments can happen for items not on the agenda, in consent agenda, as part of the business of the meeting, or for closed sessions
- Be prepared - read all meeting information and materials, become familiar with all sides of the issue, practice your speech.
- The decision makers need your input! Do not shy away from making public comments.

Presentation Tips:
- What is your key point? Start with that and build a case - understand the facts - organize your speech with an introduction, body and conclusion.
- Get their attention and use facts/anecdotal information
- Focus on issues - not personalities
- Delivery includes tone of voice, eye contact, etc.

Fact vs Fiction: Know your source
- Research your topic and find the facts - who are your sources?
- Be careful with NextDoor - people tend to use the app and rely on the information shared.
- Read the Staff Report - fact filled non biased information - this will help your case
- Misinformation - sharing of inaccurate and misleading information- unintentional way
- Disinformation - deliberate spread with intent to confuse ON PURPOSE
- AI can also be a problem - it doesn't mean false but it does produce vast quantities of info quickly
- Don't pass on info if you have any doubts
- https://www.politifact.com/ PolitiFact is a good place to do research
- Social media - double check any stories to see if it's in the news also
- Be media literate

Listening Skills:
- Be intent to listen to what they have to say, be open, seek to connect and not to persuade
- Human needs include physical and emotional safety, autonomy, understanding, meaning and connection
- Don't seek to win - let go of trying to change someone's mind - understanding the other person is key
- Conflict isn't bad
- What is our common ground? What do we agree with?
- LAPPCC - Listen, acknowledge to connect, pivot, perspective, close with connection
- Listen Deeply