

190329B

Community Engagement Toolkit

Gainesville.
Citizen centered
People empowered

Purpose of this presentation

- Establish a definition of community engagement
- Discuss continuum of engagement
- Establish 3 methods for focusing engagement:
 - a) Core values
 - b) Questions to define purpose and scope
 - c) Cost / benefit analysis

Community Engagement

Any method used to inclusively and equitably gather information and collaborate with community members to build relationships and improve local decision-making processes.

Continuum of Engagement

What:	Giving information / Outreach		Getting information		Collaborating / Empowering
	➔		➔		➔
How:	Inform / Educate	Consult	Discuss / Debate	Participate	Partner / Collaborate
	➔		➔		➔
Why:	A more informed community		Better understanding		Trust, relationships and community empowerment
	➔		➔		➔
Example:	Flyer, Channel 12, Twitter / Facebook posts, Open House		Surveys, Polls, Workshops		Advisory Boards, Community planning

Examples of Single-Issue Engagement

- 311GNV
- Right of way vacation
- Affordable housing
- Census
- ADUs
- Neighborhood notification
- Urban forest
- GNV150
- Koppers
- Youth out-of-school time
- Downtown development

- Clarence R. Kelly Center
- Way-finding
- “The slab”
- Incentives and Recommendations Report
- Food insecurity
- CRA

How might we prioritize and focus our engagement so that we're maximizing our impact?

3 Steps to Prioritize and Focus Engagement

1

Core Values

List of 8 values for engagement to ensure that engagement builds trust and mutual understanding.

2

Purpose & Scope Questions

8 questions designed to improve focus around:

- Who to engage
- What influence they might have
- How to ensure effective engagement

3

Cost / Benefit Analysis

Consideration of potential outcomes weighed against consideration of resources required to conduct an engagement effort.

8 Core Values for Community Engagement

Adapted from the IAP2

1. We seek to ensure that individuals and groups most affected by a decision will be involved in the decision-making process.
2. We seek to ensure that the public's contributions will influence the decision.
3. We strive to make sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. We seek out and facilitate the involvement of those potentially affected by or interested in a decision.
5. We seek input from participants in designing how they participate.
6. We will provide participants with the information they need to participate in a meaningful way.
7. We will communicate to participants how their input affected the decision.
8. We will continuously improve our awareness of power, history and culture so that we can respect the diverse histories, experiences and needs of local residents.

Defining the Purpose of Engagement

1. Who are the stakeholders we need to engage?
2. Which decisions can community members influence?
3. How do we understand/explain the needs of everyone involved?
4. How are we ensuring an inclusive and equitable engagement effort?
5. How will communities design how they participate?
6. How will we provide clear and meaningful information?
7. What is the history of the issue we are seeking feedback about?
8. How will we share our decisions with the community?

When TO Engage

- We are genuinely curious about community's perspectives
- There is a real potential for community perspectives to impact decision-making
- When community members would benefit from being more informed
- When decisions being made truly matter to communities

Adapted from Elodie Jacquet of
the Morris J. Wosk Centre for
Dialogue

When **NOT** to Engage

When there is:

- A lack of clarity in decision-maker needs / intentions
- A low probability of impact on decisions
- A risk of adding to public mistrust by over-promising

Adapted from Elodie Jacquet of
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Costs vs. Benefits of Engagement

Kind of Engagement	Giving information / Outreach / Communications	Getting information	Collaborating / Empowering
Level of Staff Time / Intensity	Low additional resource intensity	Medium...	High...
Resource Intensity	Low additional resource intensity	Medium...	High...
Relationship Impact	Low potential for additional relationship-building	Medium...	High...
Community Empowerment Impact	Low potential for additional empowerment impact	Medium...	High...

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Examples of Ongoing Collaborative Engagement

Neighborhood Planning Partnership

Ongoing collaboration between DoD, local neighborhoods and SI

Designed to increase local knowledge about planning and development, and to increase staff knowledge about neighborhoods.

Youth Advisory Board

A policy and programming body comprised of youth members

Designed to increase youth access to leadership opportunities and decision-making, and to increase staff and Commission understanding of youth priorities.

Single-Issue Engagement vs. Ongoing Collaborative Engagement—Outcomes

Ongoing Neighborhood Planning Partnership—Outcomes

- The community is more informed
- Community members understand how and why decisions are made
- Community members have a greater understanding of local development processes and how they can influence those processes
- We have a wider network of people to reach out to when we seek input on single-issues (e.g., ADUs)
- We can emphasize equity in our engagement efforts by reaching out to communities facing more development pressures
- We have built mutually-beneficial relationships with community members

Single Engagement Around ADUs—Outcomes

- We know more about preferences for ADUs
- More community members feel that we have asked for their perspectives

NEXT STEPS

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