A Seat at the Picnic Table: Community Engagement for Parks

2019 Greenway Symposium
Agenda

• What is Community Engagement?
• Spectrum of Participation
• How You Engage Your Community
• Guiding Values and Key Practices
• Project Profile and Community Profile
• One-on-One Discussion
• Poll
• Small Group Discussion
What is Community Engagement?

Including community members in the activities of an organization or project
SUCCESSFUL COMMUNITY ENGAGEMENT LEADS TO

- Increased backing for plans and projects
- Pride of ownership
- Trust formation
- Better projects
- Long-term cost savings
# Spectrum of Participation

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<th>Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
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<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution</td>
<td>To place final decision making in the hands of the public</td>
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| Promise | “We will keep you informed.” | “We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.” | “We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.” | “We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.” | “We will implement what you decide.” |

International Association for Public Participation (IAP2) Spectrum of Public Participation
How You Engage Your Community

Increasing Impact on the Decision

Inform | Consult | Involve | Collaborate | Empower

No Community Engagement

53% | 50% | 45% | 39% | 24% | 5%
Guiding Values and Key Practices

Guiding Values
• Meet people where they are
• Be inclusive and accommodating
• Target communications, but also use multiple methods
• Be transparent & responsive about your process and what you heard

Key Practices
• Coordinate & engage with other partners & projects
• Check with experts using the parks daily
• Know the community
• Set expectations with the project team
• Cultivate local Advisors & Champions
• Engage at all levels, matching outreach to impact
• Establish enduring relationships
• Evaluate success
Project Profile

- Destinations
- Location Options
- Economic Potential
- Equity Impact
- Conservation Opportunities
- Special Opportunities
- Types of Park Use
- Operations & Maintenance Considerations
- Volunteer Opportunities
- Programming Options
- Alternative Resources

Community Profile

- What does success look like?
- What concerns do you have?
- What role would you like to play?
- What will excite and concern people the most about the project?
- Who are influential individuals or organizations?
- Who are predictable participants and who has been left out?
- Describe successful and unsuccessful local engagement efforts.
- Where do people gather?
- What are your communication methods?
- What else is happening in your community during this project timeframe?
- What are your community’s priorities?
One-on-One Discussion

What community engagement issues are you grappling with currently in your work?

What new insights can you offer to address it?
Poll

Describe the culture of engagement in your community with one word.

Text ELIZABETHSIM551 to 22333 to join the poll.
Describe the culture of engagement in your community with one word.
Small Group Discussion

What have been the biggest barriers to engaging your community?

What are the biggest benefits you’ve seen from engaging your community?

What is one thing you can do right away to build a culture of engagement in your community?
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