

Engaging Community

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How do we go beyond the
“three minutes at a public
hearing” model?

- Commitment
- Access
- Culturally appropriate engagement
- Language
- Timing
- Make it easy (food, childcare, transportation)
- Engage partners
- Be creative
- Build community capacity
- Follow through
- And more....

Seattle WA

- Public Outreach and Engagement Liaisons
- “expert bridge-builders”
- part of their respective community's cultures
- fluent in their respective languages
- Community work
- Translation at meetings
- Accountability

Portland OR

- 2012 Portland Plan
- Community Involvement Committee
- materials in multiple languages and formats
- accessible to people unfamiliar with government and planning processes
- built relationships with community based organizations
- provided them with modest funding to help conduct outreach
- resulted in more, and more culturally-appropriate, outreach

Grand Rapids MI

- developed a board game for residents to play that helped them learn about and give input on the new zoning code

Hampton VA

- Engaged residents in the city budget
 - social media
 - e-newsletters
 - neighborhood organizations
 - local cable interviews
 - paid ads
 - fliers
 - public meetings.

Baltimore MD

- Employs Comprehensive Planners
- assigned to geographic sections (planning districts) of the city
- Work on comprehensive plan
- develop neighborhood plans in collaboration with community stakeholders and agency representatives
- coordinate appropriate community review of development proposals
- help develop a capital budget and six-year capital improvement program

Boston MA

- Dudley Street Neighborhood Initiative
- Nonprofit community based planning and organizing entity
- Neighborhood led
- Engages a diverse, multicultural and multigenerational cross-section of the Roxbury/North Dorchester neighborhoods
- Impressive level of community engagement
- implemented many neighborhood-changing projects

Make it Authentic