Engaging Community

Satya Rhodes-Conway
Mayors Innovation Project
December 13 2014
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