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# INCORPORATING COMMUNITY INPUT

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NE Grant Writing Workshop

Kearney, NE

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# COMMUNITY INVOLVEMENT

## Threshold – Assessment Grant

- ❖ Provide information that demonstrates how you intend to inform and involve the community and other stakeholders in the planning, implementation, and other brownfield assessment activities described in your application.

## Threshold – Cleanup

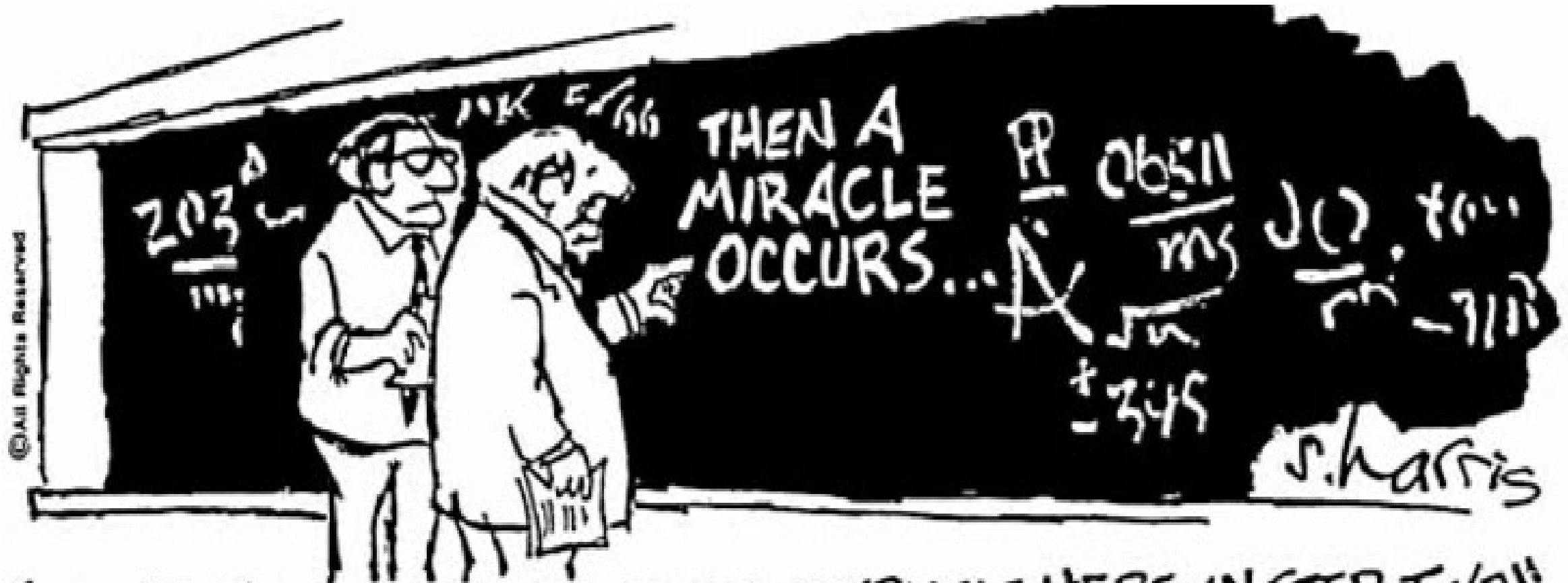
- ❖ Community Notification; public meeting

## Project Involvement

- ❖ Identify the local organizations/entities/groups that will be involved in, and will provide assistance/information to you to assist in, the performance of the project. This includes community-based organizations and/or community liaisons representing residents directly affected by the project work in the target areas.
- ❖ Project involvement may be provided by a broad and diverse group of entities including, but not limited to, community-based organizations (e.g., neighborhood groups, citizen groups, business organizations, etc.), as well as community liaisons, property owners, lenders, developers, cities/towns within a regional organization's target area, entities that are a part of a formal partnership agreement (e.g., through an MOA), and the general public.

## Incorporating Community Input

- ❖ Discuss your plan to communicate project progress to the local community, the local organizations/entities/groups that will be involved in the project, and residents/groups in (or in closest proximity to) the target areas, including the frequency and by what method(s) you will use (including methods that offer an alternative to in-person community engagement in the event of social distancing or other restrictions as a result of COVID-19) and how input will be solicited, considered, and responded to.



I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO!"

# COMMUNITY INVOLVEMENT

- Who is the Community?
- Why do it?
- Successful Involvement Techniques



# WHO IS THE COMMUNITY?

- Elected Officials
- Citizens
- Adjacent property owners
- Nearby residents
- Business Representatives
- Neighborhood Organizations
- Local churches, youth organizations, garden clubs, etc.



# IDENTIFY STAKEHOLDERS

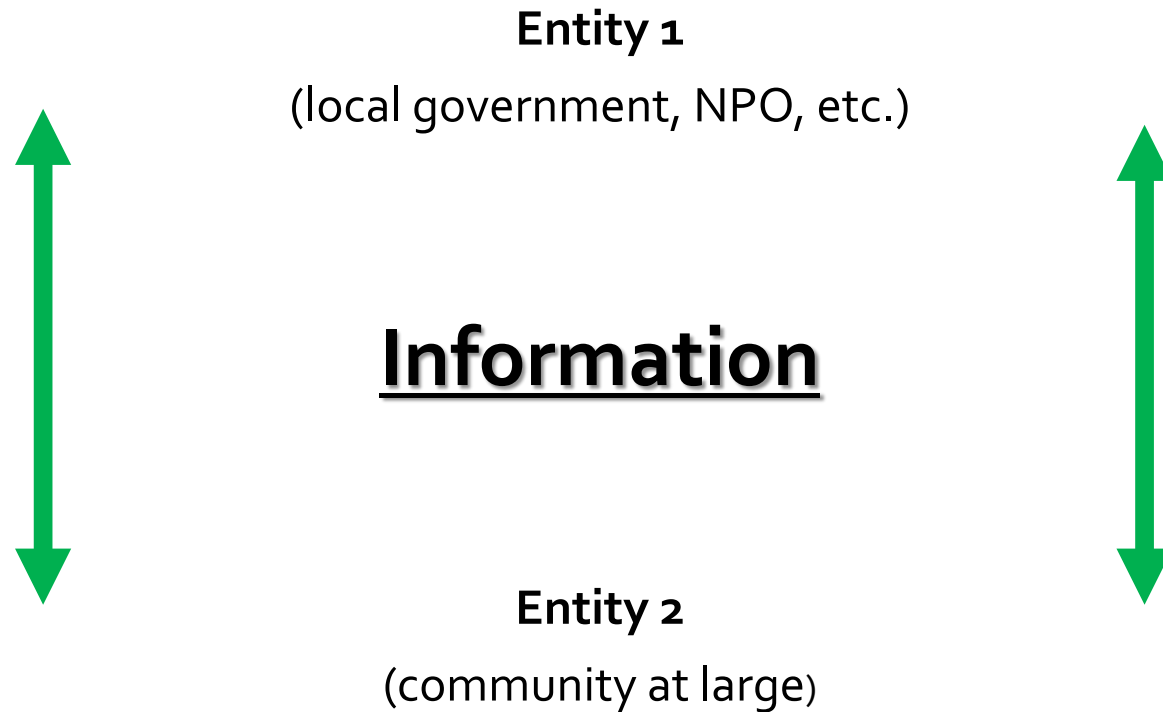
- Local non-profits, community groups, church groups
- Community Development Corporations
- Local leadership – mayor, town manager, county commissioner
- Local planners
- Regional Planning Commission
- Economic Development interests
- Financial Institutions
- All interested residents



# WHY BOTHER?

- A revitalization project often is dependent upon community acceptance
- Avoid non-sustainable project
- Elected officials and business representatives may not fully understand community interests
- Avoid potential construction delays, loss of \$, law suits, negative media coverage
- No EPA BF funds without community involvement

# COMMUNICATION





# COMMUNITY ENGAGEMENT

## IAP2's Public Participation Spectrum



### Inform

#### Public participation goal

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

### Consult

To obtain public feedback on analysis, alternatives and/or decisions.

### Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

### Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

### Empower

To place final decision-making in the hands of the public.

#### Promise to the public

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 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 look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

#### Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory Committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision

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<http://www.iap2.org>

# INCORPORATE COMMUNITY INPUT

- Form an Advisory Committee with project partners
- Communicate project progress
- Help disseminate material via social media, newsletters and other events
- Solicit public input in a meaningful way

## **For Assessment Activities:**

- Develop vision for specific site/target area reuse
- Engage neighborhood in planning (visioning, design charrettes)
- Communicate assessment results and public health risks to public

## **For Cleanup Activities:**

- Refine vision for specific site reuse (add details if they don't exist)
- Engage neighborhood in specific decisions (e.g. parking, lighting, aesthetics, noise mitigation)

# COMMUNITY ENGAGEMENT

## Virtual

- Social Media
- QR Codes
- Email updates
- Blogs/webpage
- Zoom meetings

## Non-Virtual

- Local TV, radio
- Newspaper
- Flyers/Doorhangers
- Phone calls/conference calls
- In-person meetings



<https://groundworkusa.org/remote-engagement-in-the-age-of-covid-19/>

# COMMUNITY OUTREACH EVENTS

- Community Day/Fair
- Bus Tours
- Walking Tours
- Open House
- Public Meetings
- Workshops/Seminars
- Reuse Planning



# EQUITABLE COMMUNITY INVOLVEMENT

Include all members of the community, regardless of:

- Ability (ADA accessibility, hearing impaired, etc.)
- Age (not everyone is on social media!)
- Culture
- Income
- Language



# SENSITIVE POPULATIONS

- Children
- Elderly
- Minorities
- Women of child bearing age



# COMMUNITY ENGAGEMENT

- Early and often
- Elaborate on tried and true methods of connecting with your community members; what have you done, what will you do, how will you do it
- Partnerships

# IF YOU FEED THEM, THEY WILL COME





# COMMUNITY ENGAGEMENT ACTIVITIES



**KANSAS STATE UNIVERSITY**

Potential Reuse Options of the old Simplicity Building - Community Input Survey

The property at 209 S Oak Street could be redeveloped into many different uses. Indicate your **top 3** priority uses for this property.

Grocery	Sports Complex
Fitness	Commercial
Offices	Light Industrial
Cafe/Restaurant	Community Center/Multi-Use Space
Museum	Apartments
Hotel	Affordable Housing
Child-focused Space	Independent Living Senior Housing

Scenario Three: Mixed Use (commercial, residential, recreation)

3A Mixed use structure using existing facade

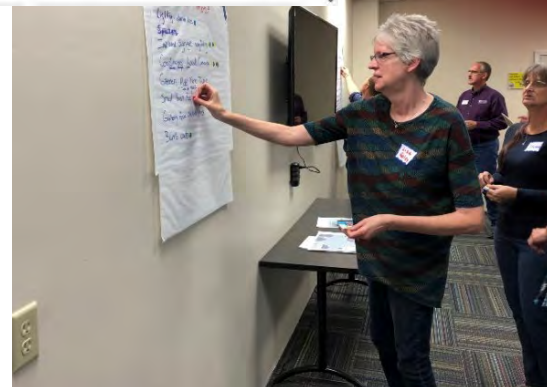
3B Mixed use with additional residential infill and recreation development

3C Post-industrial mixed use example

3D New construction mixed use example

Local mixed use examples

- Mixed-use concept envisions two- or three-story building facing Durand and McBride featuring first floor commercial use with residential units above.
- Reuse of existing Building 4 brick facade for mixed-use development with surrounding open space. (3a)
- Mixed-use with additional infill housing and recreation facilities. (3b)



**Like Most**

- Lighting - w/buried lines
- Speakers
- Improved Signage
- Wayfinding
- Coordinated Look/Consistent
- Greenery - Add more trees
- Small Town Feel
- Gathering Area outside Rex
- Bump outs

# Reuse Planning – Norfolk, NE



**Norfolk as a Regional Destination**  
Oscar Hernandez, McKayla Lynch, and Caleb Payne



**The Riparian District: Honoring the role of the Elkhorn River in the history of Norfolk, the Riparian District is a regional destination live-work-play community**  
Victoria Brenneis, Sam Coup, and Katherine Herrera

# Redevelopment Planning - Examples

**Potential Redevelopment Scenario #1: Leelanau County Resort Center**  
County-wide focused redevelopment.

**Map Labels:** Lime Lake, Lime Lake Road, King's Challenge Golf Course, Little Traverse Lake, Sugar Leaf Mountain, HWY 22, Old Sugar Leaf Golf Course, Townline Road, County Road 651, Equestrian.

**Left Column Labels:** Golf Course, Residential, Maint. Shop, Summer Recreation/Extreme Sports, Bunkhouse/Kitchenettes, Equestrian Training & Camp.

**Right Column Labels:** Winter Recreation & Trails, Ridge Line Visitor Condos, Main Lodge, Condos & Retail, Golf Course, Control Tower & Aviation Homes/Rental.

The scenario plan and concept sketches are based on public input, are intended to be flexible, and provide a tool for continued dialog.

**Sketches:** Main Lodge & Condos, Retail & Spa Center, Bunkhouse/Kitchenettes, Control Tower & Air Strip.

recreation four seasons jobs agricultural heritage green construction local economy  
Technical Assistance to Brownfields Communities Program at Kansas State University. Summary of Leelanau County Visioning Session August 2009



**Map Labels:** Ave. K, Airport Dr., N 13th St, E. Locust S., main entry, restrooms, Interpretation & Event Station, poles, Sculpture, stage, raised mound, bleachers, ramp, Parking, Open Event Space, pathways.

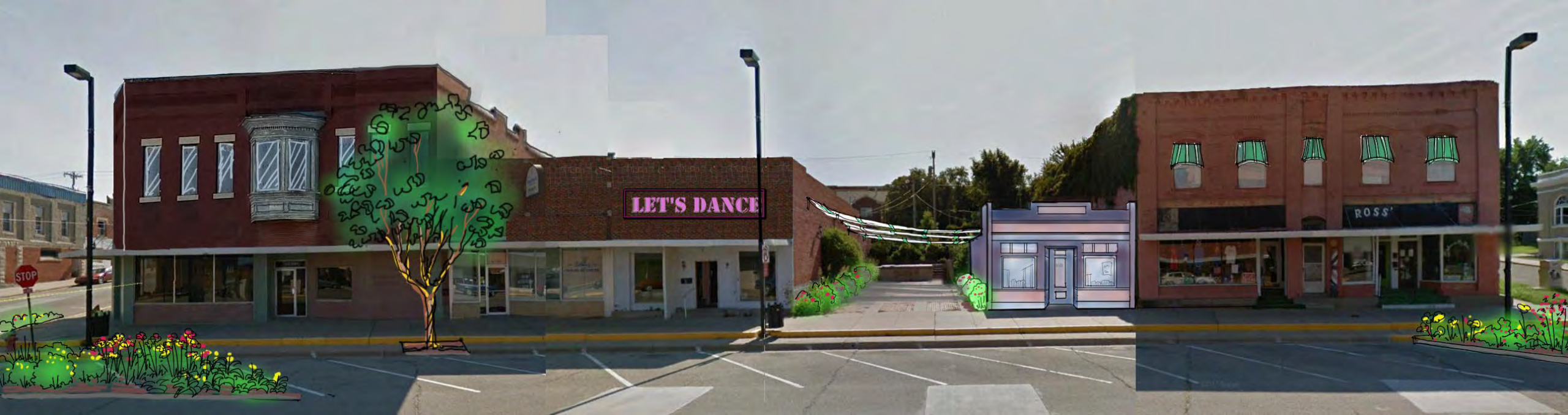
**Text:** Pow Wow - Community Green

North  
No Scale



**Curb plantings frame mural  
Façade renovation & extension**

**Median & curb extension  
plantings**



**Façade renovation**

**Facia signage**

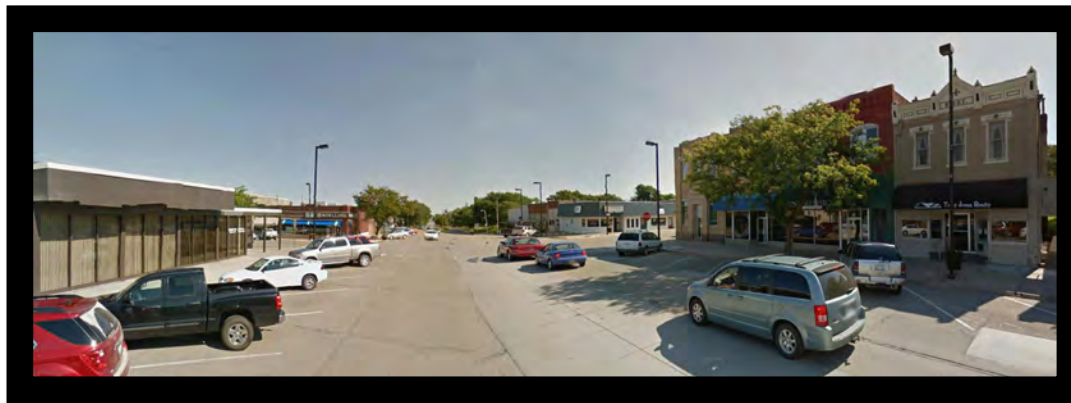
**Curb extension/  
Parklet plantings**

**In-fill renovation      2<sup>nd</sup> floor awnings  
Public use space & overhead canopy**





**Window vinyl**  
**Awning signage**  
**Foundation planters**



**Median,**  
**sidewalk tree,**  
**curb extension**  
**plantings**

# CONTACT INFO

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