

# Community Engagement Process



	Prepare	Initiate		Plan		Realize		Monitor
	<b>Listen &amp; Research</b> to learn about the important themes, narratives, and context	<b>Inform</b> residents and stakeholders of opportunities and potential changes	<b>Consult</b> with community members to identify collective values and priorities	<b>Produce &amp; Share</b> a common understanding for redevelopment potential	<b>Integrate</b> stakeholder input specific to vision plans and design alternatives	<b>Collaborate</b> through active partnerships with clear missions	<b>Nurture &amp; Reinforce</b> commitment to implementation	<b>Maintain</b> relationships with communities and monitor their progress
Intent	Gain awareness of community history, current conversations, and previous planning efforts before engaging a wider audience	Communicate existing conditions, opportunities, constraints, and obstacles relating to a potential redevelopment	Identify collective values through participatory processes	Produce professional planning and design alternatives and share them with the public (typically with consultants)	Collect community feedback and revise planning and design proposals to reflect community input	Establish active partnerships charged with specific tasks with emphasis on resource-sharing and decision-making	Support the community in making final decisions and allocate resources for implementation	Remain available as a steadfast and supportive resource
Outcomes	Knowledgeable facilitators and consultants with baseline understanding of community conditions	An informed public and access to resources from participating community members and stakeholders	Leaders and professionals who are informed about the communities they seek to serve	Redevelopment plans that comply with regulations, provide easier access to funding, and propose sustainable and resilient design	Democratic and inclusive redevelopment decisions guided by local expertise	A diverse team of contributors satisfying people’s desire to contribute to their community	Experience implementation successes and engender a sense of ownership for community members and stakeholders	Strengthened community capacity for decision-making with greater understanding of ongoing change
Process	Through direct conversations with community members and leaders, expressing their experiences, memories, and aspirations. Research existing planning documents and historical materials.	Through equitable outreach methods that will connect with all of those affected by the redevelopment	Through equitable in-person and online community information collection and analysis aimed at understanding community values.	Through a partnership between local experts and external consultants (if needed), develop visionary plans and designs founded on community input that demonstrate the potential for redevelopment	Through appropriate and equitable collection methods, ask citizens and stakeholders for their feedback and revise planning and design documents to integrate community input.	Through engaged organizations and citizens dedicating themselves to a specific task or dimension of the redevelopment	Through collaboratively organized and communicated updates, reports, and events that showcase transparency and progress	Regularly check in with community collaborators about progress, challenges, and additional assistance needed. Recognize when it is time to step away.
Example Methods	<ul style="list-style-type: none"><li>• In-person or online meetings with project partners</li><li>• Community observation</li><li>• Visiting community events</li><li>• Researching community social media posts and discussions</li></ul>	<ul style="list-style-type: none"><li>• Websites</li><li>• Social media campaigns</li><li>• Emails</li><li>• Mailers</li><li>• Public meetings</li><li>• Info tables at public events</li><li>• Presentations to existing organizations</li><li>• Door-to-door canvassing</li><li>• Newspaper, TV, and radio ads</li></ul>	<ul style="list-style-type: none"><li>• Questionnaires/surveys</li><li>• Town hall meetings</li><li>• Focus groups</li><li>• Individual interviews</li><li>• Theming exercises</li><li>• Visual preference workshops</li><li>• Data analysis</li></ul>	<b>Produce</b> <ul style="list-style-type: none"><li>• Redevelopment planning and design options</li><li>• Pro/con analysis</li><li>• Professional reports</li></ul> <b>Share</b> <ul style="list-style-type: none"><li>• Public presentations/open houses</li><li>• Live webinars</li><li>• Interactive websites</li><li>• Social media</li></ul>	<ul style="list-style-type: none"><li>• Online surveys</li><li>• Design charrettes</li><li>• Public planning workshops</li><li>• Prioritization exercises</li><li>• Public exhibits</li><li>• Open houses</li><li>• Live webinars</li><li>• Temporary installations</li><li>• Data analysis</li><li>• Professional document revisions</li></ul>	<ul style="list-style-type: none"><li>• Goal-oriented task forces</li><li>• Citizen advisory committees</li><li>• Partnerships with local, state, federal, university, and/or non-profit organizations</li></ul>	<ul style="list-style-type: none"><li>• Ground-staking events</li><li>• Monitoring and communicating progress</li><li>• Transparency of resource allocation</li><li>• Public events celebrating successes</li></ul>	<ul style="list-style-type: none"><li>• Scheduled meetings with community leaders</li><li>• Spontaneous community emails, calls, or visits</li><li>• Monitoring news and social media</li></ul>

Initiate		Plan		Realize	
<b>Inform</b> residents and stakeholders of opportunities and potential changes	<b>Consult</b> with community members to identify collective values and priorities	<b>Generate &amp; share</b> a common understanding for redevelopment potential	<b>Integrate</b> stakeholder input into vision plans and design alternatives	<b>Collaborate</b> through active partnerships with clear missions	<b>Nurture &amp; reinforce</b> commitment to implementation