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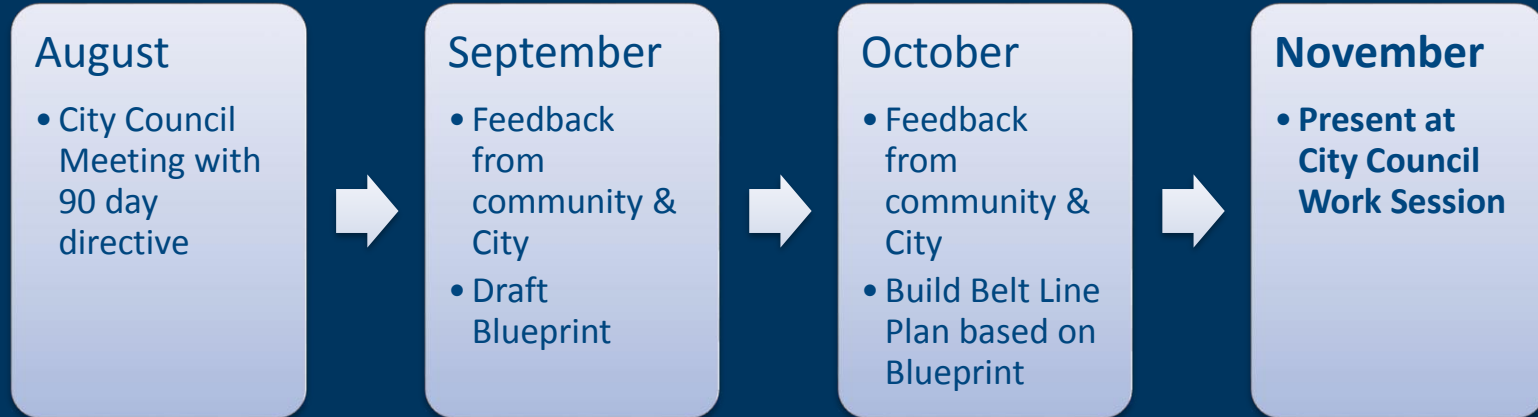
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CITY OF DURHAM

# Equitable Community Engagement

Blueprint & Belt Line | November 2018

# Where are we?



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# Our Goals

## Short-Term Goal:

*“Create an engagement plan that will allow the City to create a racial equity plan regarding the **Belt Line**.”*

- City Council’s August 6 Directive

## Long-Term Goal:

Create a **blueprint\*** for equitable engagement that can be replicated across City projects.

*\*a working document*



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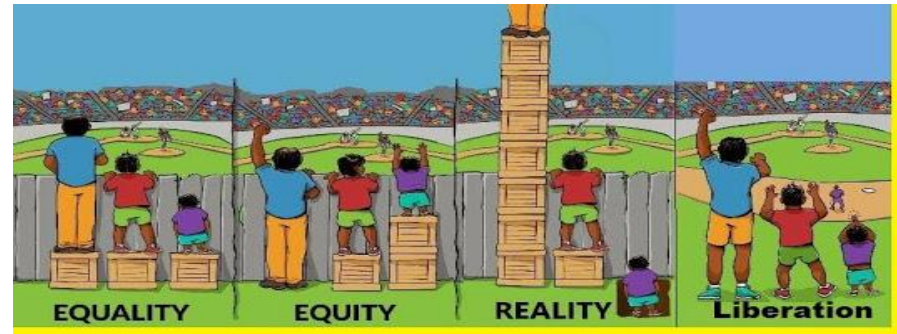
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# What is Equity?

"Regions are equitable when **all residents**, regardless of their race/ethnicity, nativity, neighborhood of residence, or other characteristics, **are fully able to participate** in the region's economic vitality, contribute to the region's readiness for the future, and connect to those region's assets and resources. Even further, those in leadership positions *ask who needs to be at the table* in each discussion and ensures they are invited."



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# Principles of Community Engagement

- Right to be involved
- Contribution will be thoughtfully considered
- Recognize the needs of all
- Seek out involvement
- Participants design participation
- Adequate information
- Known effect of participation

- *Minneapolis, MN: Core Principles of Community Engagement*



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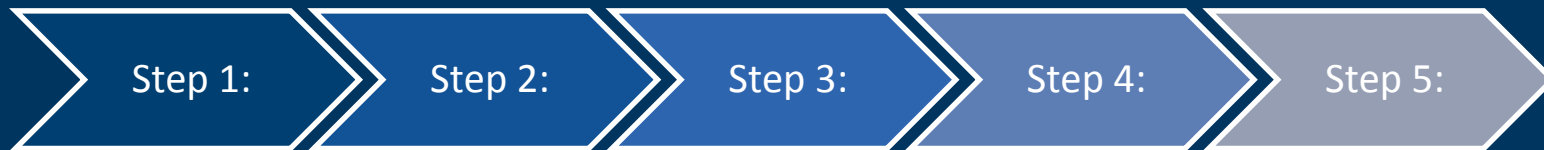
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# Important Notes for Equitable Engagement

- Collect *baseline data*.
- Use *data* to craft and evaluate strategies to focus on underrepresented groups
- Center *race* in any equitable engagement
  - Also measure *age, gender, disability, sexual orientation, renter/owner, income, educational level, and language*
- *History matters*. Understand previous government impacts. (e.g. redlining)
- *Be flexible*. There will be shifts to the process.
- Establish *accountability groups* consisting of underrepresented groups.

# Equitable Community Engagement Blueprint



- What kind of engagement *process* do we need?
- *Who* do we need to engage?
- *How* should we engage?
- How will we *measure* successful engagement?
- How will we build for the *long-term*?

*Step 1: What kind of engagement process do we need?*

# Be Transparent

## Example Planning Questions

- What *decisions* have already been made? How?
- Who has already been part of the discussions?
- Where is there still *room to influence* the project?
- What is the *timeline*?
- What is the *funding*?



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*Step 1: What kind of engagement process do we need?*

# Define the Impact

Level of Engagement	Initiative Indicators for Engagement Level
Communicate	Would not interrupt service for extended period
Consult	Would not cause a significant change
Involve	Would fundamentally change
Collaborate	Not a capital maintenance or operations project

*- Engage Arlington*

*Step 2: Who do we need to engage?*

# Engagement Audience

## Example Planning Questions

- What are the demographics of residents who will most likely be *adversely impacted*?
- Which groups of people are historically *less likely to participate* in engagement?

*Step 2: Who do we need to engage?*

# Community Partners

## Example Planning Questions

- Who are the *trusted groups / leaders* that work with impacted populations in this area?
- Are there community led *projects or activities* in the area?
- What *non-people assets* in the area may assist with engagement? (e.g. parks, grocery stores, bus stops)
- What *resources* are necessary to support the community partner?



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*Step 2: Who do we need to engage?*

# Government Departments

## Example Planning Questions

- What City departments should we *coordinate with*?
  - What other feedback do we expect?
- What does the City *already know*?
  - Community concerns?
  - Community history?
  - Information collected from departments?

*Step 3: How should we engage?*

# Barriers & Opportunities

## Example Planning Questions

- What barriers might *prevent certain populations* from participating?
  - How can we overcome?
  - What engagement method might be best?
  - Additional resources we need to be accessible?
- What *opportunities* exist within the community to help overcome barriers?



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*Step 4: How will we measure successful engagement?*

# Data & Evaluation

## Example Planning Questions

- What *demographic data* will be collect?
- What *benchmarks* are we comparing demographic data to?
- How will we *evaluate success*?
- How will we decide to *shift our methods* if we are not reaching the most impacted and most often underrepresented?

*Step 5: How will we build for the long-term?*

# Grow Community Capacity

## Example Planning Questions

- How will we *share information* about local groups for people to get involved with?
- How will we *provide training* opportunities for existing and potential leaders?
- How will we *connect* groups to resources and grant opportunities?



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*Step 5: How will we build for the long-term?*

# Continuous Engagement

## Example Planning Questions

- How will we ensure those engaged *know the impact* they had on the process?
- How will we *maintain relationships* with residents and groups?
- How will we support community groups *after the project* is over?



# Engagement Blueprint: Key Takeaways

- Use *data* to measure who is involved
- Partner with trusted *community-rooted* organizations
- *Coordinate* departmental engagement
- Strategize for *continuous* engagement

# Engagement Blueprint: Next Steps

1. Adopt key components of equitable community engagement
  - a) Principles of Community Engagement
  - b) Definition of Equity (*center race*)
  - c) Data standards and benchmarks
2. Expand Blueprint
3. Develop Blueprint implementation strategy

# Belt Line Equitable Engagement Plan



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# Belt Line Equitable Engagement Plan

## Trail-Specific Engagement Objectives

- Define how Trail begins and ends
- Discuss how Trail engages with South Ellerbe Stormwater project
- Identify locally significant / noteworthy features along Trail corridor that may be preserved
- Prioritize future construction of Trail Essentials and Park Amenities

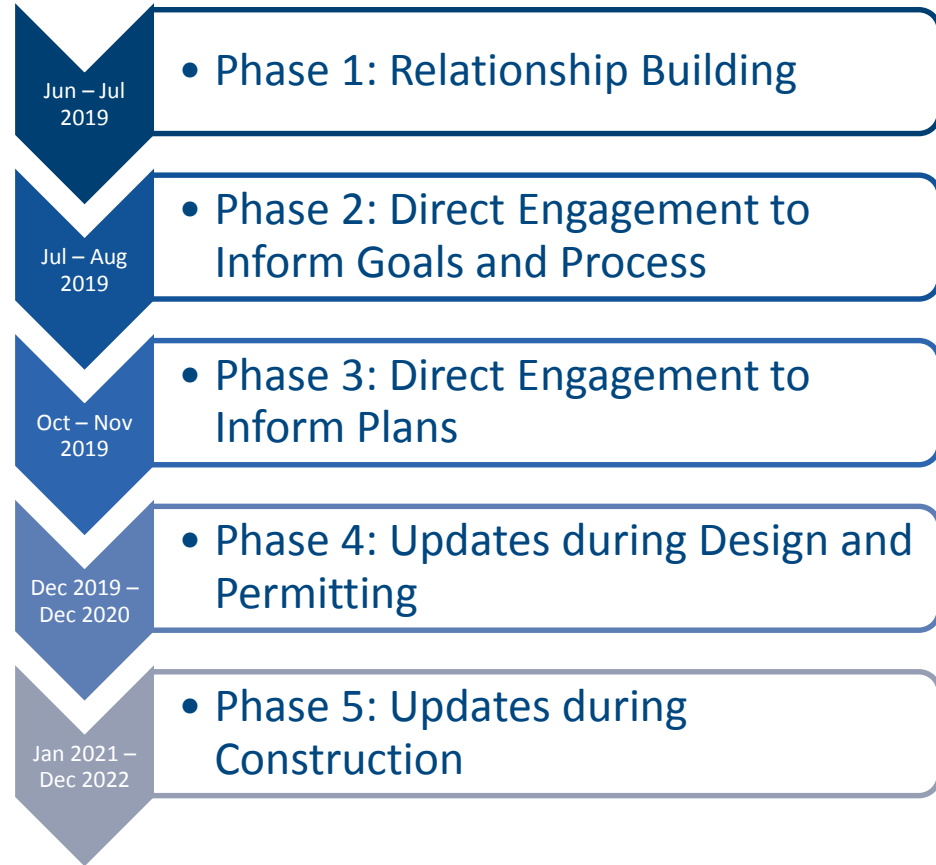
## Equitable Development Engagement Objectives

- Prioritize opportunities:
  - Workforce development
  - Small business development
  - Affordable housing
  - Health
- Identify opportunities within the Comprehensive Plan
- Identify additional areas of interest

# Belt Line Equitable Engagement Plan

## Timeline

- Based on existing RFLOI for design consultant
- Engagement on equitable development and Trail design



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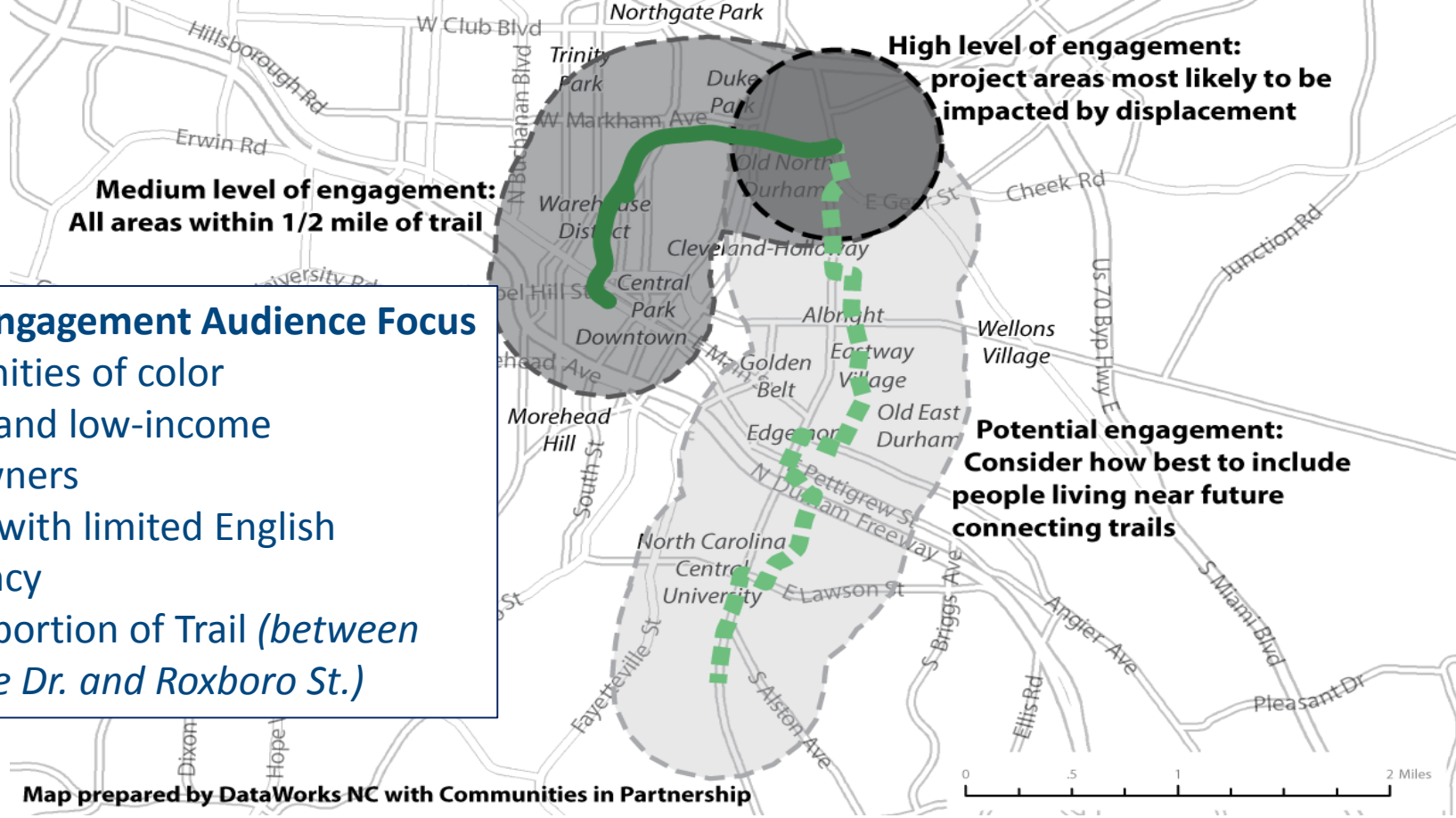
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### Belt Line: Engagement Audience Focus

- Communities of color
- Renters and low-income homeowners
- Persons with limited English proficiency
- Eastern portion of Trail (*between Avondale Dr. and Roxboro St.*)

Map prepared by DataWorks NC with Communities in Partnership



# Belt Line Equitable Engagement Plan

## Community Partners

- Select community partners:
  - Rooted in the community
  - Led by (or primarily serve) priority populations
- Identify resources to fund partners

## Government Partners\*

- Public Works
- Parks & Recreation
- General Services
- Community Development
- Equal Opportunity / Equity Assurance
- Transportation
- Office of Economic and Workforce Development
- Planning

*\*This list is not inclusive of all applicable initiatives and requires further development.*



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# Belt Line Equitable Engagement Plan

## Barriers

Fund resources to overcome barriers:

- Parking/Transit
- Childcare
- Translation/Interpretation
- Food and Refreshment
- Bandwidth

## Methods

- Build in partnership with community partners and consultant
- Focus on going to where priority residents reside (*direct engagement*)
- Partner with businesses and organizations in Avondale area



# Belt Line Equitable Engagement Plan

## Data & Evaluation

Collect and analyze demographic data

## Continuous Engagement & Capacity

Develop a plan for continuous engagement

Belt Line  
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# Belt Line Engagement: Next Steps

## City Council

- Receive the Engagement Plan
- Provide directives on next steps
- Determine funding

# Thank You



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