Where are we?

August
- City Council Meeting with 90 day directive

September
- Feedback from community & City
- Draft Blueprint

October
- Feedback from community & City
- Build Belt Line Plan based on Blueprint

November
- Present at City Council Work Session

Dec-Jan
- Operationalizing Blueprint
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*
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."
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
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

Step 1: What kind of engagement process do we need?
Step 2: Who do we need to engage?
Step 3: How should we engage?
Step 4: How will we measure successful engagement?
Step 5: 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*?
**Step 1: What kind of engagement process do we need?**

**Define the Impact**

<table>
<thead>
<tr>
<th>Level of Engagement</th>
<th>Initiative Indicators for Engagement Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate</td>
<td>Would not interrupt service for extended period</td>
</tr>
<tr>
<td>Consult</td>
<td>Would not cause a significant change</td>
</tr>
<tr>
<td>Involve</td>
<td>Would fundamentally change</td>
</tr>
<tr>
<td>Collaborate</td>
<td>Not a capital maintenance or operations project</td>
</tr>
</tbody>
</table>

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

Data & Evaluation

Example Planning Questions

- What demographic data will be collected?
- 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?
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
Thank You