



Embedding Equity into the Community Engagement Cycle

Triangle Associates

American Planning Association WA Conference

October 13, 2022

Agenda

Icebreaker and Introductions
9 – 9:15

Annalise Ritter

Intro to Triangle, Community
Engagement, and the Community
Engagement Cycle
9:15 – 9:40

Triangle Team

Community Engagement Cycle
Breakout Groups
9:40 – 10:10

All

Wrap up + Walk Around
10:10 – 10:15

All

Who is Triangle?

Triangle Associates is a neutral, third-party facilitation and public outreach firm involved in environmental decision-making processes.

Our **mission** is to foster equitable and informed environmental decision making. Our **vision** is a sustainable planet with engaged communities and leaders.

Our **approach** to community engagement includes disrupting traditional methods of community engagement to create processes and spaces to empower communities to take active roles in decisions that impact their lives and shape their environments.



Icebreaker

What are important elements of community engagement?

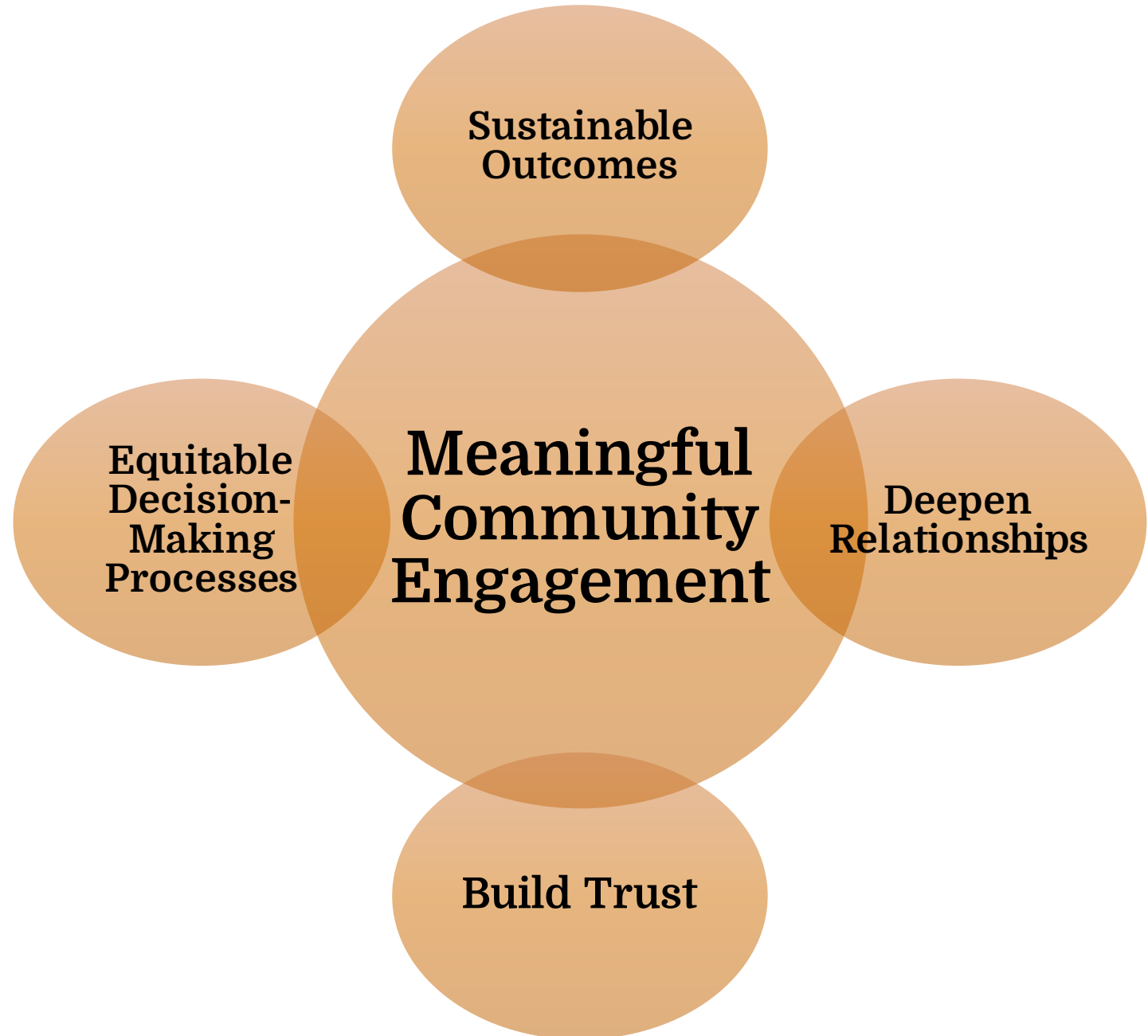


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www.menti.com and enter the code we'll provide.

Community Engagement Defined



Benefits of Community Engagement



Creates higher quality solutions; better conflict management and resolutions

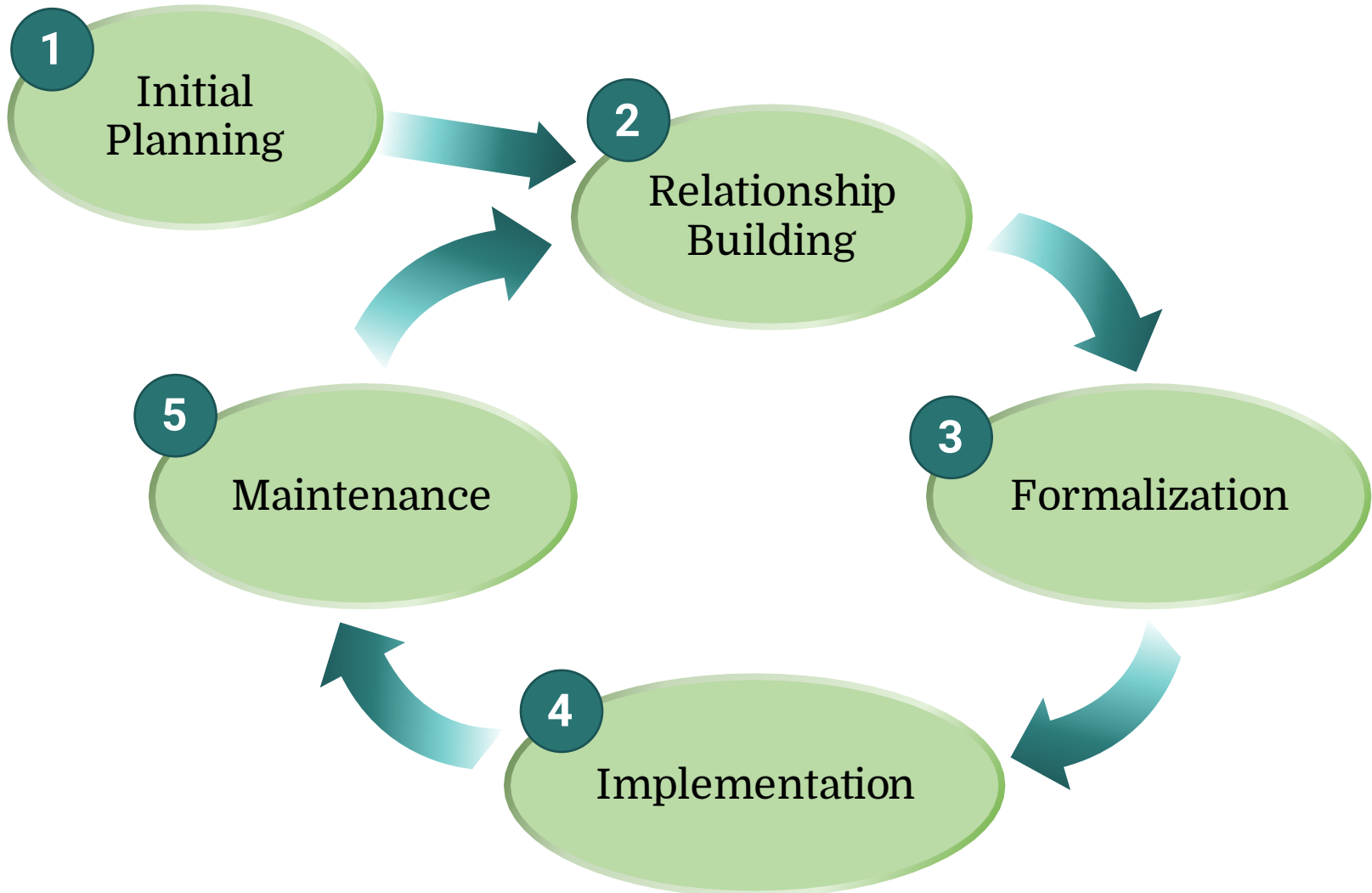


Informs policy-making at the local level; improving the targeting and effectiveness of services



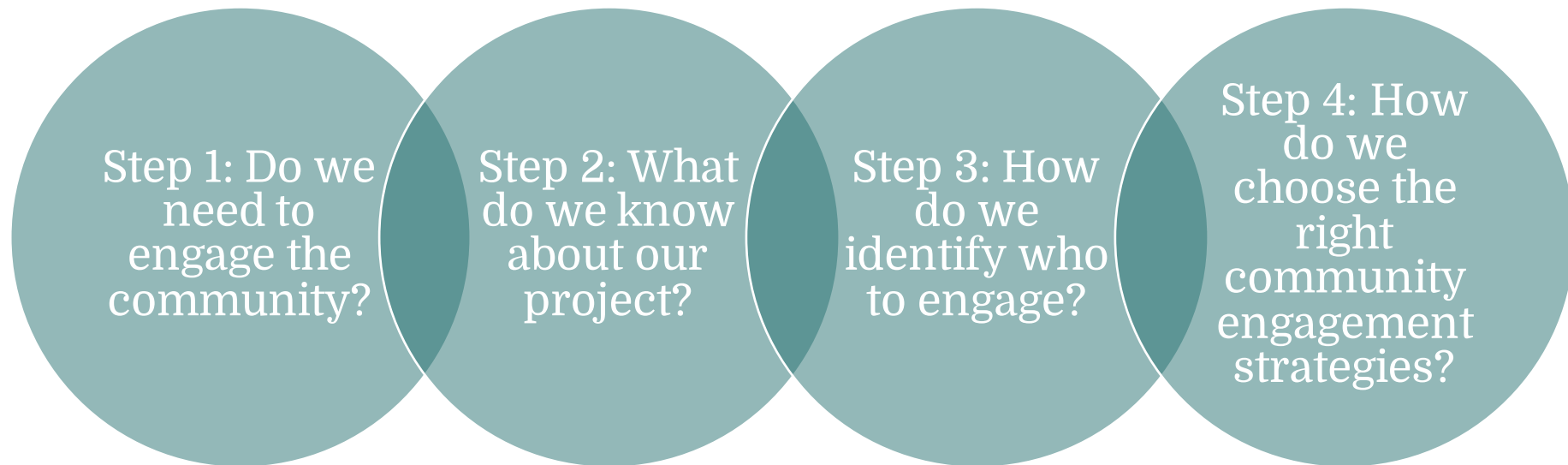
Helps to build community ownership; involving those who might not be normally included, building community spirit and cooperation and empowering individuals

Community Engagement Cycle



1. Initial Planning

- In this phase, we aim to define **engagement purpose, engagement objectives** and establish principles to guide how we're going to engage with the community in an **authentic and meaningful way** using the following steps:



1. Initial Planning – Harbor Island Community Involvement Plan

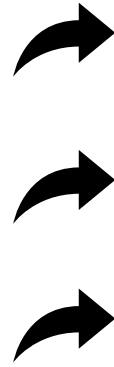
Best Practices

- Open Communication
- Ongoing Processes
- Early Engagement
- Strong Presence in the Community
- Clear Roles and Responsibilities for all Stakeholders

WHO



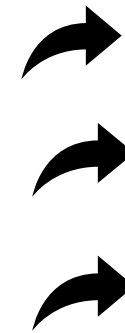
- Key stakeholders and partners
- Community members and community groups
- Community members and partners



WHAT



- Design, planning, and co-creation
- Trust building and presences in community
- Identify community needs and priorities



HOW



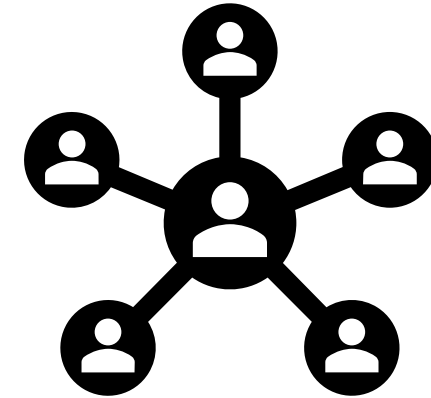
- Consultation and participatory planning
- Information sharing and outreach
- Community interviews and focus groups

Barriers

- Lack of Trust in Government
- Inconsistent Messaging
- Lack of Contextual Understanding
- Unclear Goals and Responsibilities
- Lack of Resources
- Engagement with Inappropriate Actors

2. Relationship Building

In this phase, we aim to create **meaningful relationships** between the people who are working on the project and the people who are impacted by the project

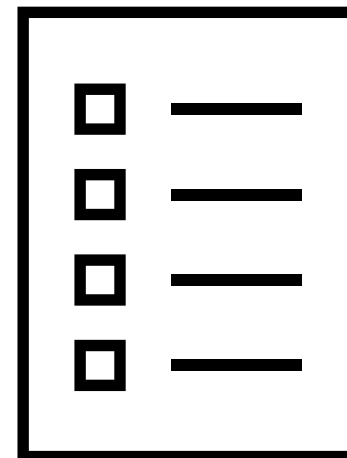
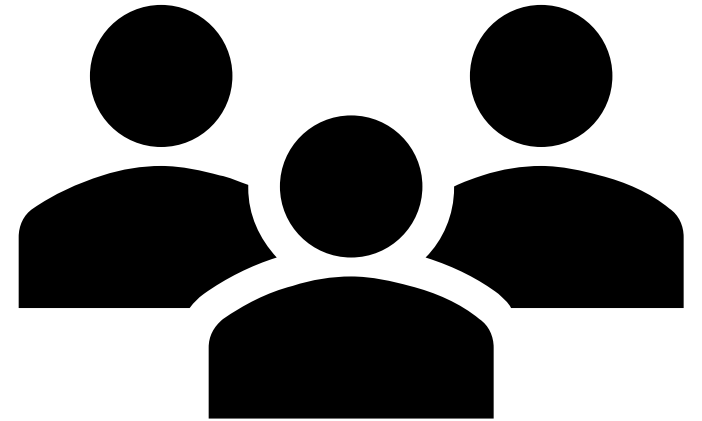


2. Relationship Building – Tax Structure Work Group



3. Formalization

In this phase, we understand the goal of the project and the purpose of the outreach. We've begun developing relationships with stakeholders, and now we are starting to establish norms, expectations, and processes.



3. Formalization

Puget Sound Energy Clean Energy Implementation Plan

Equity Advisory Group

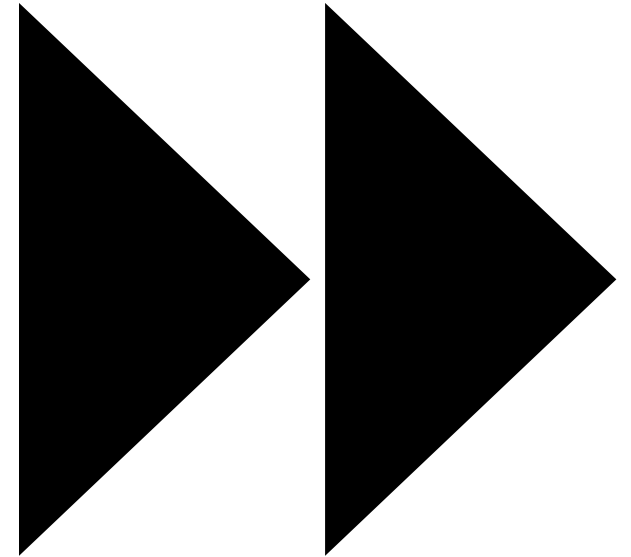
- 2021 (*Inaugural Year*)
 - Recruited members for the group
 - Drafted and adopted charter with Advisory Group members
 - Worked to define purpose and scope of Advisory Group
- 2022
 - Cohort #2
 - Approving Governance and bylaws
 - Beginning long-term planning

Integrated Resource Plan Stakeholder Group

- Reviewing IRP stakeholder engagement plan
- Collecting feedback from stakeholders before and after meetings
- Conducted stakeholder survey
- Working with client to understand role and purpose of stakeholder group

4. Implementation

In the implementation phase, roles, expectations, processes and norms are established. It is clear to the project team and to stakeholders how and why their feedback is being used and how it will impact the work.



4. Implementation

Clear Purpose

- Implementing transportation electrification programs for single family, multi-family, workplace, and public.
- Project team has identified what feedback they need from stakeholders to inform the programs.
- List of potential stakeholders is reviewed and evaluated to ensure all groups are being reached.

Clear Process

- There is a discrete engagement cycle with roles and responsibilities for engagement, which focuses on building and maintaining relationships with stakeholders.
- There is a process built in to identify gaps in engagement.
- Stakeholders understand how their feedback will be used and why they are part of the process.

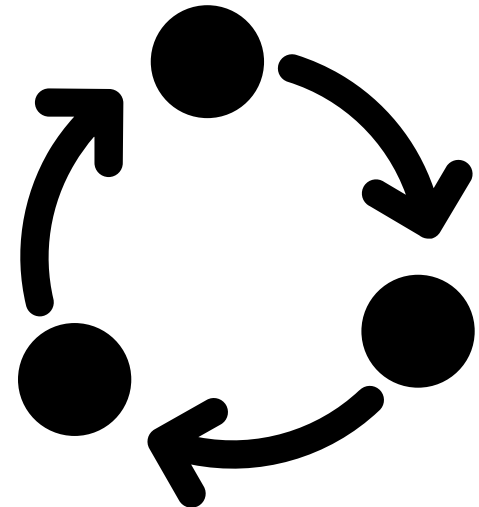
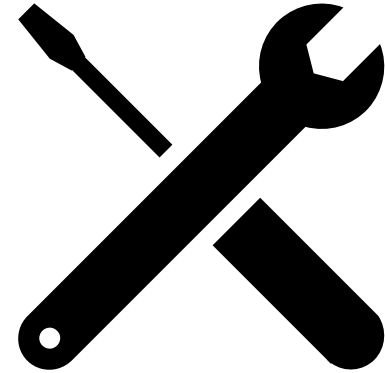
Clear Outcome + Next Steps

- There is a timeline for implementing the feedback into the programs.
- There is a clear feedback loop with stakeholders and how to stay engaged.

5. Maintenance

In the **Maintenance** phase, we strive to **sustain** new and existing relationships, adapt to the group's changing needs, and help the group **work through conflict**.

Strategies for maintaining relationships will vary depending on the context, needs, budget, and resources available.



5. Maintenance

Portland Harbor Superfund



Collaborative Group



Steering Committee



Working Groups



Community Coffee Chats



There are 5 breakout groups, 1 for each stage of the community engagement cycle. Think through which stage of the community engagement cycle your project is in, or which stage you had questions about and head to that breakout group.

There will be an opportunity to switch groups halfway through.

Breakout Groups

Are there any community engagement strategies you want feedback on?

Do you need to brainstorm community engagement plans for your project?



Closing

Contact Information

Alyssa Bonini

abonini@triangleassociates.com

Riham Hashi

rhashi@triangleassociates.com

Pauline Mogilevsky

pmogilevsky@triangleassociates.com

Annalise Ritter

aritter@triangleassociates.com

Claire Wendle

cwendle@triangleassociates.com