

City of Grand Rapids / Community Engagement Framework

Overview

Inform on Community Engagement Framework

Provide update on engagement efforts:

- Commission Night Out
- Commission Enhanced Pilot
- Right of Way process improvement

Why create a Community Engagement Framework?

Provide standardization and consistency

Identify shared values, practices, and pathways

Communicate values, practices, and pathways to the public

Expectation: staff will implement the framework to reflect department's initiatives, capacity, and services.

What's in the Framework?

Process Map:

- Visual tool to describe the life cycle of engagement
- Designed to explain process to community and to track progress for work group

Guidebook

- Overview of values and life cycle of engagement
- Focuses on tips and considerations
- Designed for reminders / abbreviated approach

Manual

- Deep dive into life cycle, values, and practices
- Enhancement of tips and considerations
- Supplemental tools

Process of Design and Testing

Inform and Involve

- Neighborhood Associations
- KConnect Community Engagement Workgroup
- Interested community members
- Community meetings
- Neighborhood Summit
- Community Relations Commission

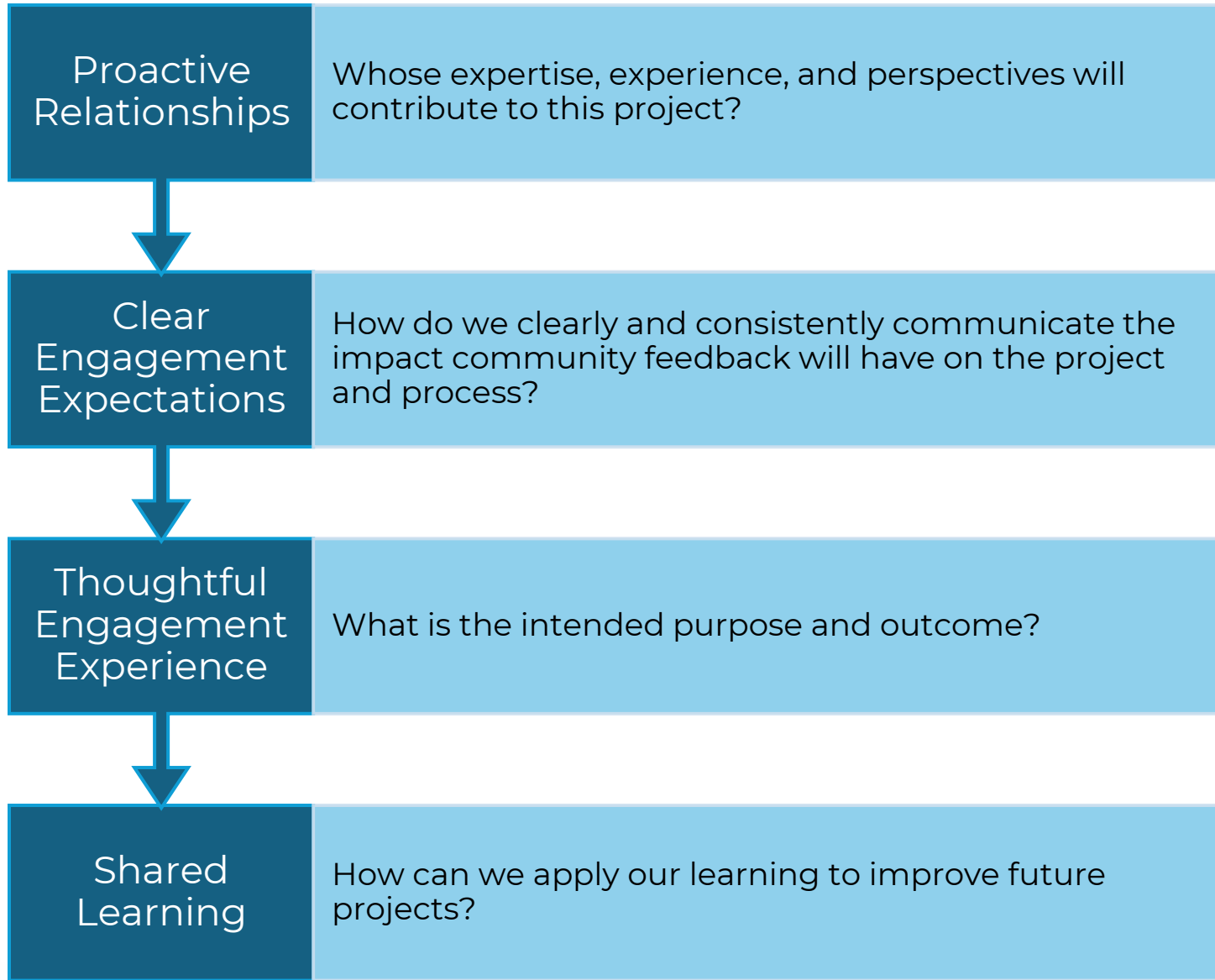
Involve and Test

- Executive Leadership and Directors
- Community Engagement Collective
- Identified Values Leads
 - Continuous Improvement and Innovation
 - Organizational Development
 - Equity
 - Performance Management & Reporting

Scan the Field

- International Association of Public Participation
- Transforming Local Government
- Community-Based Research Paradigms
- Case Studies

The Process and Guided Questions



Threshold of Engagement

Inform

- Goal: Provide education or information
- Feedback will have low impact on decision-making.
- Examples:
 - Emerging Developers
 - Property Tax Seminar
 - Commission Night Out
 - Planned Infrastructure

Involve

- Goal: Request input or feedback which will have moderate impact on decision-making
- Examples:
 - Deer Management
 - GRFD Strategic Planning
 - Upcoming Zoning Ordinance
 - Upcoming Food Scrap Initiative

Co-Create

- Goal: Share decision-making and collaborate with community partners on both process and effort.
- Examples:
 - Community Master Plan
 - Neighborhood Summit
 - CAAP

Determining Threshold

Audience and Purpose

- Who is the intended audience?
- What is the purpose for public participation?

Capacity and Resources

- Does the impacted audience have interest and availability?
- Does staff have the capacity and resources?

Timeline

- Is the timeline flexible?
- Can it be adjusted based off what was learned during public participation?

Knowledge

- What information is needed by the group to make a decision?
- How will that information impact the process or the effort?
- Are there technical requirements that need to be prioritized?

Policy

- Are there policies that direct the impact of feedback on decision-making?

Next Steps

Enhance Engage GR—public participation platform.

Design and implement trainings.

Finalize tool kit to implement framework.

Prioritize areas to assess consistency with the framework.

Commission Night Out

Pre-pandemic:

- Was conducted predominately open house style.
- Paused through the COVID-19 pandemic.

Post-pandemic

- Initially, resumed with our previous practice.
- Evolved to include more targeted engagement activities.
- Very successful as an engagement event.

The Future

- Enhanced Engagement has now outgrown the current CNO model.
- Shift to Service Delivery model w/ enhanced inform sessions as needed.
 - *Testing that starting with Construction Kickoff currently envisioned for March CNO.*
- Conduct engagements independently on larger initiatives and programs.

Commission Enhanced Pilot

Pilot will run until the end of FY:

- Ward 1 – Jan & April
- Ward 2 – Feb & May
- Ward 3 – March & June

Consist of:

- Ward Newsletter
- Ward Vlogs

Future Discussion:

- Will collect feedback (Commission and Community)
- Budget Development
- Evolution and refinement

Right of Way Engagement Improvements

Construction Period Engagement (Inform)

- Right information, at the right time, to the right people
- Better tools to help people adapt to short and long-term impacts
- Real-time communication pathways when changes happen

Design Period Engagement (Involve)

- Clear expectations around purpose of engagement
- Better tools to communicate the expected outcomes of the investment
- Better tools to help people adapt to short and long-term impacts
- Keeping community informed on timing of the project and aware of the scope and features of the project

Additional Staff Support

- 1 Planning; 2 Economic Development

Discussion