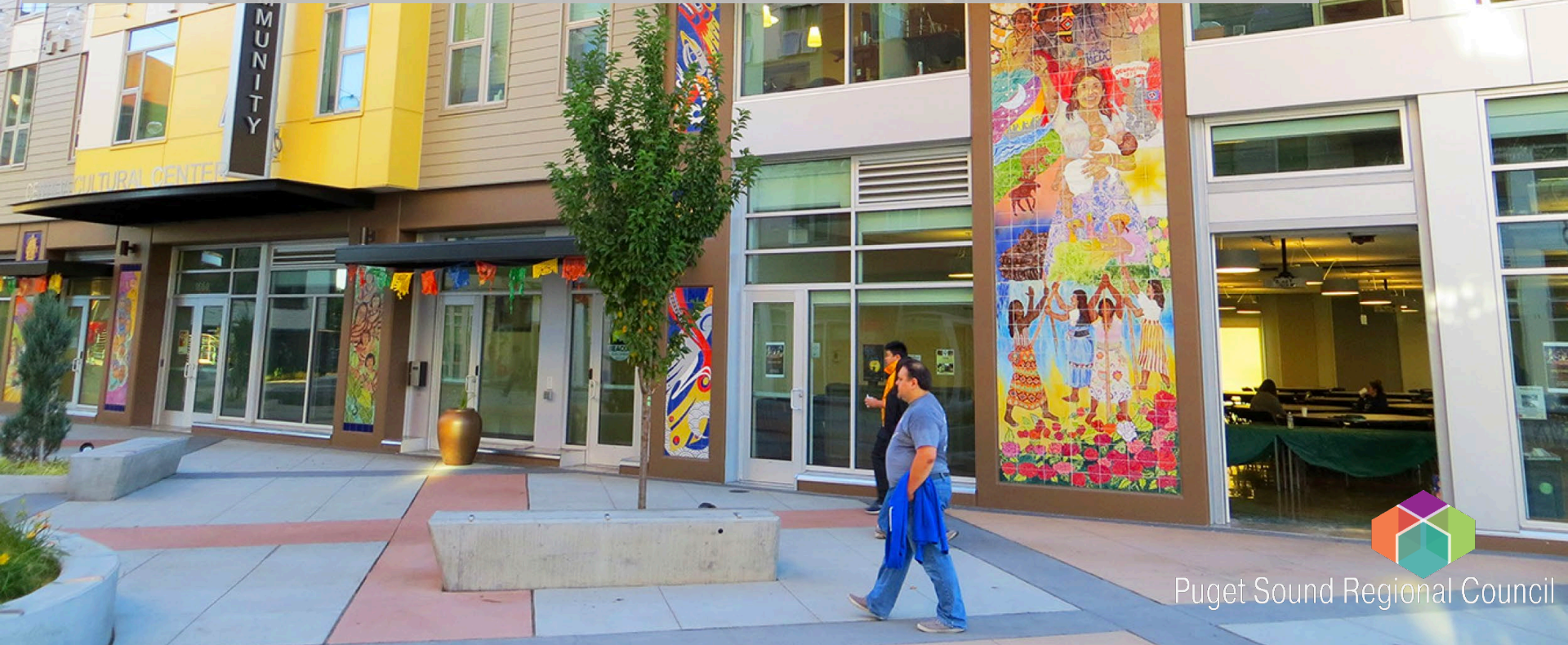


# Equitable Engagement Guidance

Equity Advisory Committee  
March 3, 2022





# Overview

- Engagement at PSRC
- Support for Local Jurisdictions
- Equitable Engagement Guidance

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# Regional Equity Strategy



## Capacity Building

Learning Opportunities  
Prioritizing Equity  
Inclusive Procurement  
Hiring and Retention



## Community Engagement

Equity Advisory Committee  
Support Anti-Displacement Orgs  
**Inclusive Engagement**



## Data and Research

Equity Analyses  
Equity Tracker  
Existing Conditions Report  
Data & Analysis



## Best Practices

Equity Impact Tool  
Equity Planning Resources



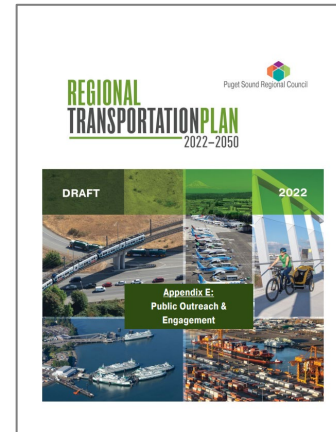
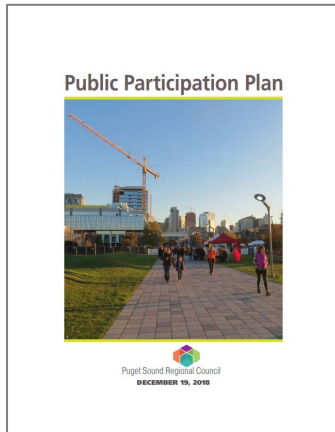
# Inclusive Engagement at PSRC

## Engagement on PSRC's work

Public Participation Plan

Project specific engagement strategies

Ongoing outreach methods: blog posts, social media



# Expanding Outreach Methods



**Survey**



**Online Engagement  
Platform**



**Virtual Outreach  
Meetings**



**Focus Groups**



**Working with  
partners**



**Social Media**



**Traditional Outreach  
Methods**



# Supporting Planning at Local Jurisdictions

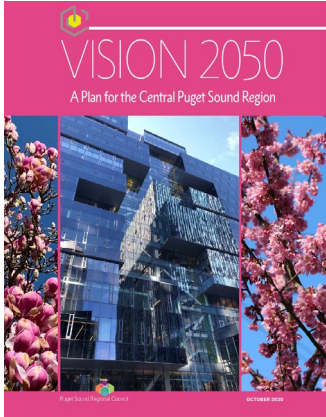


- **State law requires PSRC to review and certify local comprehensive plans**
- **The 86 counties, cities and towns are starting this process or will start soon**
- **PSRC provides resources to assist local jurisdictions**

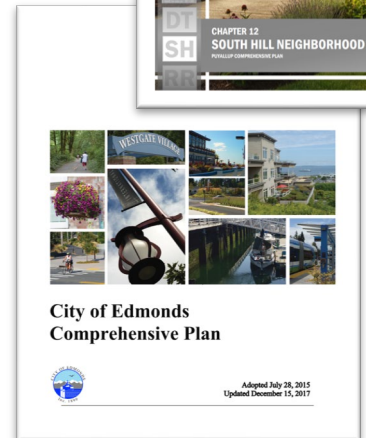
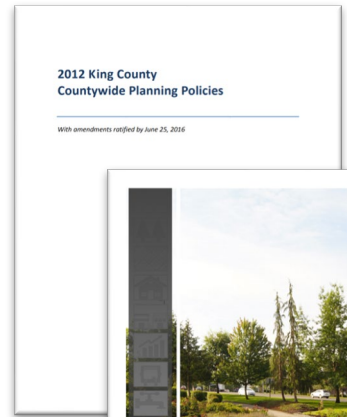
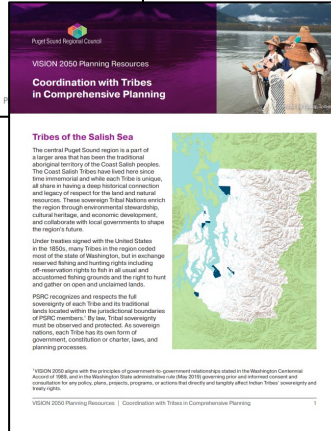




# Plan Review Process



**VISION 2050 PLANNING RESOURCES**  
Plan Review Manual  
May 2021



# Equitable Engagement Guidance

## Four Considerations:

- Identify communities most impacted
- Strategy and process development
- Establish meaningful relationships
- Go where communities are





# Equitable Engagement Guidance

## Identify communities most impacted

Examples and resources:

- Community profiles
- Opportunity and Displacement Risk Mapping

## Strategy and process development

Examples and resources:

- Determine level of influence
- Communication to decision makers



# Equitable Engagement Guidance

## Establish meaningful relationships

Examples and resources:

- Community advisory committees
- Compensation

## Go where communities are

Examples and resources:

- Accessibility of public meetings
- Multiple participation methods
- Tailored outreach communications and strategies



# Committee Feedback



**Are we covering the right topics in the guidance document?**

**Are there other priorities for PSRC's outreach and engagement?**



# Thank You!

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