

# Equitable Engagement for Comprehensive Plans

Passport to 2044

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Puget Sound Regional Council

# Equitable Engagement Considerations

## Four Considerations:

- Identify communities most impacted
- Develop the right engagement strategy
- Establish meaningful relationships
- Make engagement easy



# Identify communities most impacted

## Why Does This Matter?

- Planning practices disproportionately impact communities based on geography, race, ability, and economic conditions.
- Impacted communities are often excluded from planning processes or have their input minimized.
- To prioritize input of those most affected by planning decisions, it is critical to identify *who* and *where* those communities are.



# Identify communities most impacted

## Resources/Strategies to Identify Impacted Communities

- **PSRC Community Profiles**: Use to better understand the socioeconomic composition of your jurisdiction
- **Government Alliance on Race and Equity (GARE) Racial Equity Toolkit Assessment Worksheet**: Use to further identify the racial demographics of your area
- **PSRC Opportunity and Displacement Risk Mapping**: Use to identify most impacted segments of your population



# Identify communities most impacted

## Questions to Consider

- Do the populations you typically conduct outreach with reflect the diversity of the communities you serve?
- Are there areas in your jurisdiction at higher risk of displacement?
- Could planning decisions on growth and infrastructure exacerbate the displacement risk and, who would be most impacted?



# Develop The Right Engagement Strategy

## Why Does This Matter?

- Developing an effective process requires understanding the best fit for the unique aspects of the project.
- The appropriate level of engagement for the project is based on the desired level of influence.
- Developing a strategy lays a foundation for the work that will be done so you can dedicate the appropriate resources.



# Develop The Right Engagement Strategy



## Resources/Approach for an Effective Engagement Strategy

- Engagement spectrums:
  - Use to communicate expectations about the purpose of the process
  - International Association of Public Participation (IAP2): [Public Participation Spectrum](#)
  - Metropolitan Area Planning Council, Boston: [Community Engagement Recipe Book](#)
- Communication to decisionmakers:
  - Develop clear documents and presentations that share engagement results
  - Invite community members to public meetings to share their view
  - Invite decisionmakers to community events



# Develop The Right Engagement Strategy

## Questions to Consider

- What level of decision-making are you planning and able to provide to the public?
- What are key milestones for decision-making in your update process?
- How much will this cost, including any compensation for participants?





# Establish Meaningful Relationships

## Why Does This Matter?

- Establishing relationships with communities impacted by planning decisions ensures their voices are integral to future planning processes.
- Building a foundation of trust and collaboration with communities prior to seeking input improves likelihood of successful engagement.
- Including these voices could lead to stronger outcomes for all community members and more buy-in across the board.



# Establish Meaningful Relationships

## Strategies to Establish Meaningful Relationships

- Community Advisory Committees:
  - Standing committees composed of individuals who can speak to their community's needs, challenges, and opportunities can help create meaningful, long-term relationships between local governments and communities.
  - PSRC's [Equity Advisory Committee](#)
  - MRSC's [Advisory Boards and Commissions](#)



# Establish Meaningful Relationships



## Questions to Consider

- In what ways are you dedicating funding and staff time towards establishing relationships with community groups?
- How are you valuing people's time, effort, and expertise?
- In what ways are you working to build trust within impacted communities?



# Make Engagement EASY!

## Why Does This Matter?

- Impacted communities are often not given a voice in planning decisions.
- Events are often held in inaccessible places or during times that are unavailable to large groups of people, particularly ones that already face participation barriers.
- Going where historically impacted communities are, providing accommodations to ensure events are successful, and providing multiple ways to participate help ensure an equitable public engagement process.



# Make Engagement EASY!

## Strategies to make engagement easy

- **Make public meetings accessible**
  - Choose meeting locations, times, and venues that make them as accessible as possible to as many people as possible. Provide multiple meeting options that cover different times, locations, etc.
  - Mobility For All has an [Inclusive Planning Toolkit](#)
- **Tailor outreach to preferences of identified communities**
  - Ensure materials are available in different languages, communicate using mediums preferred by communities, and utilize a mix of marketing resources.



# Make Engagement EASY!

## Strategies to make engagement easy

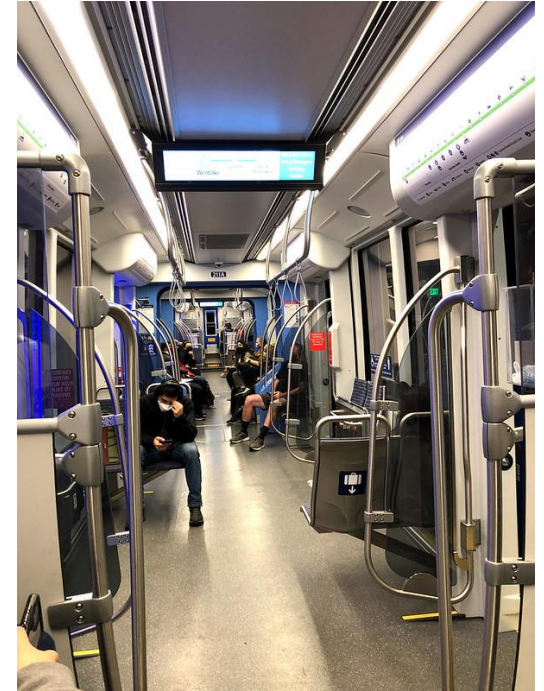
- Provide multiple ways to participate
  - Social, economic, and cultural conditions, and differences in ability, influence how people prefer to interact with others.
  - Provide different engagement options, including meetings, in-person and online open houses, focus groups, surveys, etc.



# Make Engagement EASY!

## Strategies to make engagement easy

- Compensation policies
  - Value the time and effort engagement requires by compensating individuals for their active participation.
  - [PSRC's Compensation Policy](#) includes surveys, focus groups, working groups, committees, and interviews with individuals and Community Based Organizations.



# Make Engagement EASY!



## Questions to Consider

- Are you providing information and marketing materials in multiple languages and through a diverse array of sources?
- Are you holding meetings/open houses in different locations and at different times?
- Are you providing amenities, like childcare, at public meetings?
- Are you facilitating different methods of providing input, to account for social, economic, and cultural differences?





# Thank You!

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