Strategies for Meaningful Community Engagement

fresc best practices from the field
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FRESC: Good Jobs, Strong Communities
About FRESC

- Gates Cherokee Legacy
- Denver Housing Authority Lincoln/La Alma (now called Mariposa) Master Plan
- DRCOG Sustainable Communities Initiative
Benefits of Community Engagement

1. Legitimacy and Increased support for plans and projects.
2. Community ownership of the project.
3. Creating new resources that the community will actually use.
4. Healing of historic racial and economic disparities.
5. Better projects.
6. Reduction in long term costs.
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Non-traditional stakeholders

1. Disability organizations
2. Labor unions and community workforce providers
3. Schools or children’s centers
4. Faith communities
5. Groups with focus on specific racial or ethnic groups
Strategies for Meaningful Community Engagement

1. Listen
2. Work through existing networks
3. Reduce barriers by providing translation and child care
4. Incentivize wherever possible (including your own staff)

Make a targeted outreach plan
Strategies for Meaningful Community Engagement

1. Hold listening sessions (and really listen) - often we aren’t speaking the same language!
2. Do walking tours
3. Use social media, pictures, videos, models and art
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1. Chose politically neutral sites for meetings
2. Try to make meetings participatory and active
3. Try to engage through story-telling, drawings, pictures or maps with sticky notes

Go where people are
Strategies for Meaningful Community Engagement

1. Use professional, independent facilitators
2. Use language people understand
3. Make sure people understand what’s at stake

Make the process accessible AND meaningful
1. Don’t forget the socio-economic impacts of land use
2. Make sure people know HOW their input will or won’t be used
3. Set aside resources to be shaped and decided on by community members
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a pdf of our best practices can be found on our web-site
Title here: picture slide
Fonts:
Compacta BT (Roman)
Verdana
Colors:,,, Blue,
Graphics