

# Advancing Racial Equity

Inclusive Community Engagement Strategies  
Invest Health

*Glenn Harris, President*  
*September 29, 2016*

# Objectives

Participants will:

- Gain a deeper understanding of inclusive community engagement
- Learn about some promising practice
- Workshop possible strategies

# Laying it on the Line

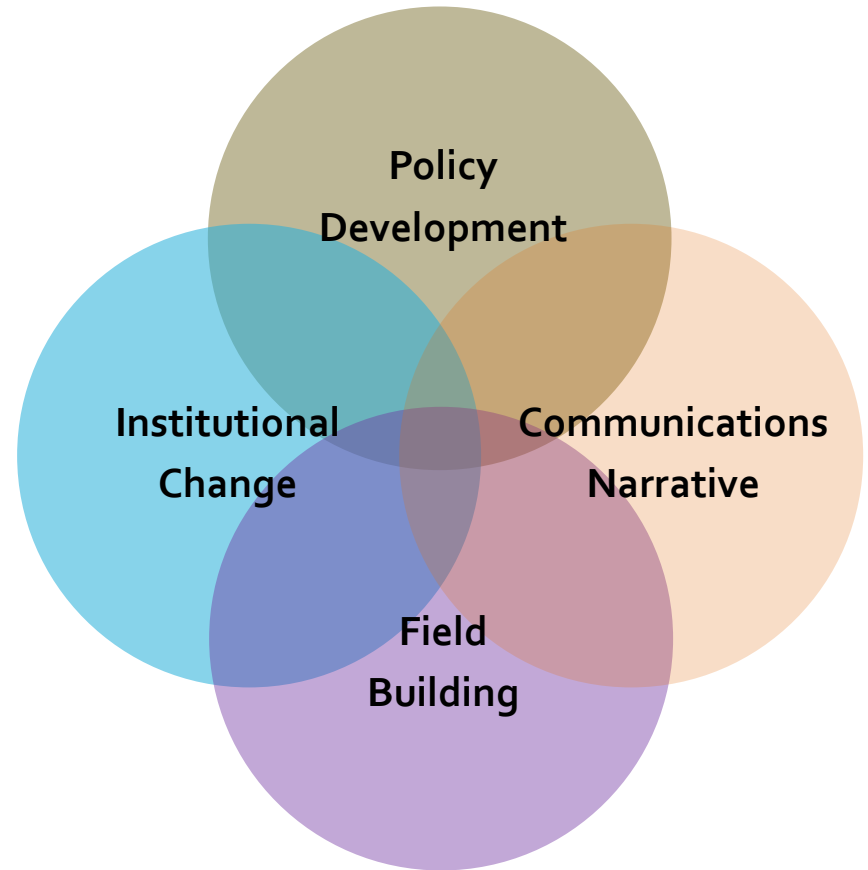
1. People who attend public meetings are the ones who care most about the issues.
2. I feel competent in my interactions with other cultures.
3. If we know that including historically underrepresented community members requires more financial and time resources, then we should decrease our resources for traditionally represented communities.



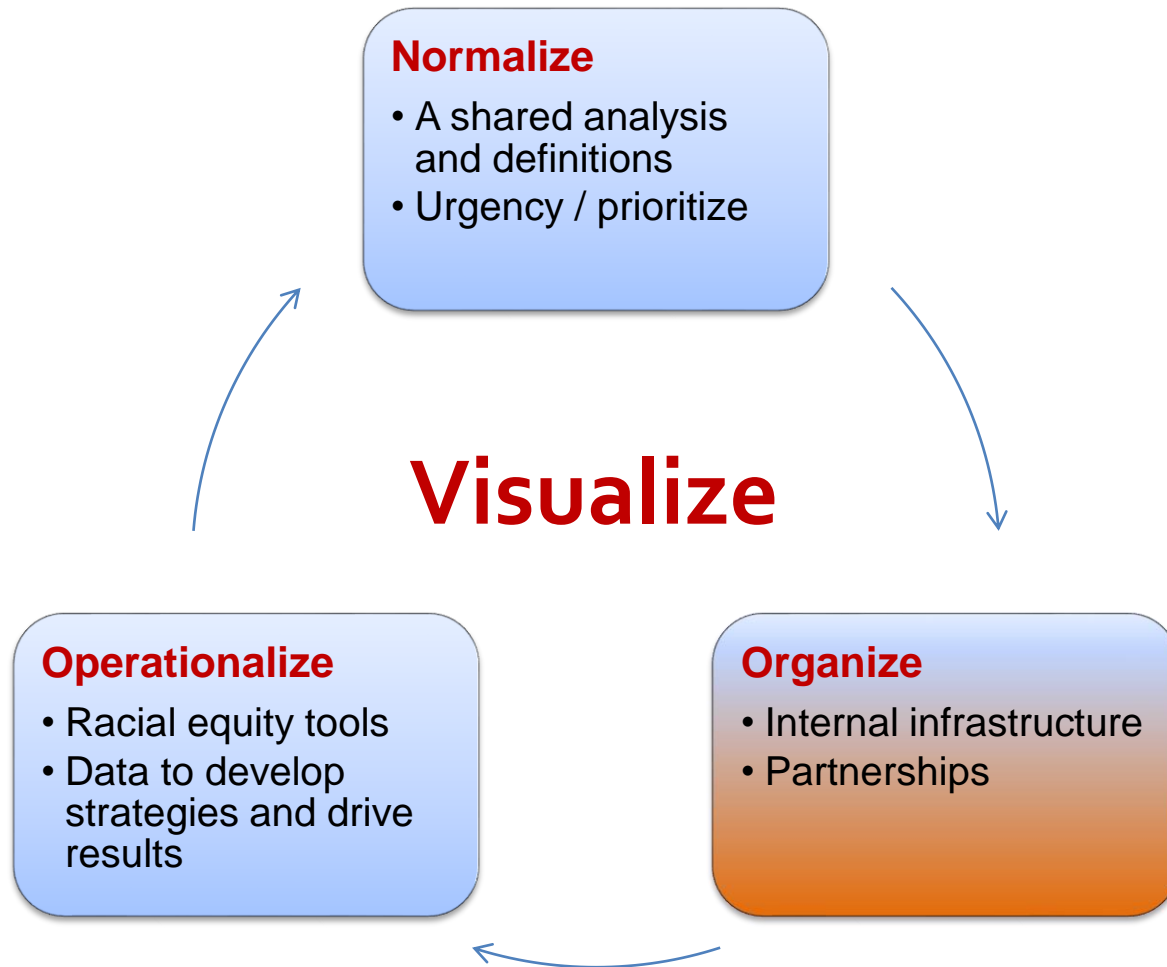
# Center for Social Inclusion

CSI **catalyzes** communities, government, and other institutions to **dismantle structural racial inequity** and **create equitable outcomes for all**.

We craft and apply strategies and tools to transform our nation's policies and practices, in order to achieve racial equity.



# National best practice



# Cultural Competency

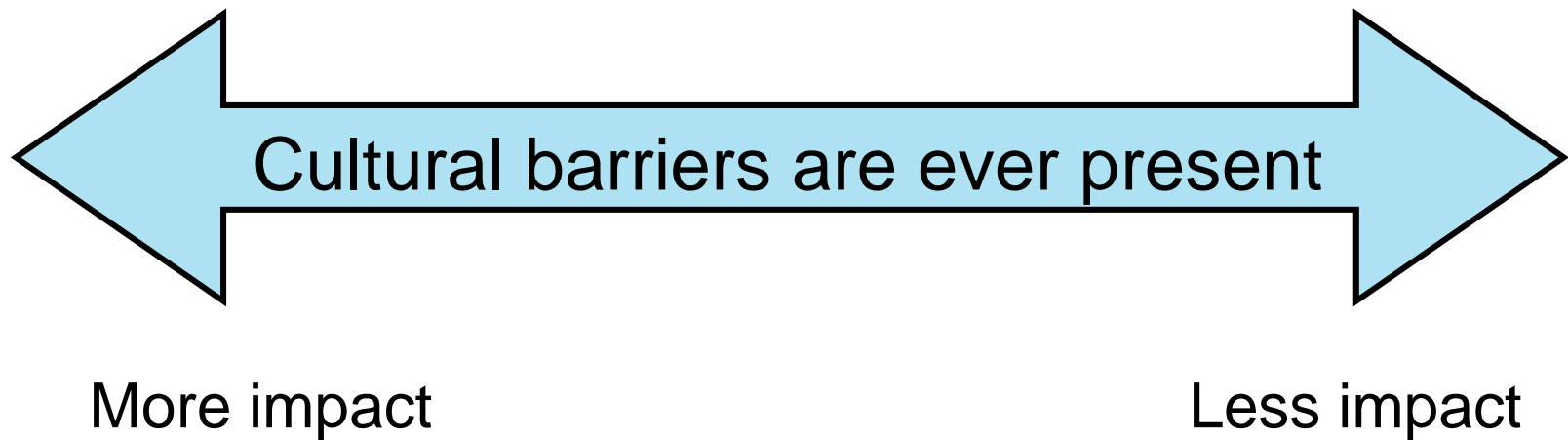


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# Cultural Barriers



# Cultural Competency Continuum



# Where to begin

- Do we all have the same definition for outreach and engagement? And Goal?
- Are we ready ready to hear the message of community? And respond?
- Ultimately effective community engagement is about *shifting power* – are you ready?

# Continuum of Engagement

# A Continuum of Engagement

We have to understand the system we want to deconstruct and the system we want to create.

- Inform
- Consult
- Collaborate
- Shared Decision Making



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# 5. PUBLIC ENGAGEMENT MATRIX

Type of Engagement	Goal of Participation	Tools/Activities	Inclusive Engagement Techniques	Indicators/Evaluation
<p><b>INFORM</b> (required for all types of engagement)</p>	<p>Educate the public about the rationale for the project or decision; how it fits with City goals and policies; issues being considered, areas of choice or where public input is needed.</p> <p><i>Message to the Public:</i> To keep everyone informed.</p>	<ul style="list-style-type: none"> <li>- <i>Fact Sheets</i></li> <li>- <i>Brochures</i></li> <li>- <i>Websites</i></li> <li>- <i>Open Houses</i></li> <li>- <i>Exhibits/displays (in public areas)</i></li> <li>- <i>Newsletters (mailed/online)</i></li> <li>- <i>Newspaper articles</i></li> </ul>	<p>Translation of all key documents.</p> <p>Interpretation at events.</p>	
<p><b>CONSULT</b></p>	<p>Gather information and ask for advice from citizens to better inform the City's work on the project.</p> <p><i>Message to the Public:</i> Will keep everyone informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.</p>	<ul style="list-style-type: none"> <li>- <i>Focus groups</i></li> <li>- <i>Surveys, interviews, and questionnaires</i></li> <li>- <i>Public Meetings</i></li> <li>- <i>door-to-door</i></li> <li>- <i>Workshops and working sessions</i></li> <li>- <i>Deliberative polling</i></li> <li>- <i>Internet (interactive techniques)</i></li> </ul>	<p>Translation of all key documents.</p> <p>Interpretation at events.</p> <p>Provision of Childcare.</p> <p>Culturally appropriate food.</p> <p>Individual meetings with community leaders.</p>	

Type of Engagement	Goal of Participation	Tools/Activities	Inclusive Engagement Techniques	Indicators/Evaluation
<b>COLLABORATE</b>	<p>Create a partnership with the public (key stakeholder groups) to work along with the City in identifying problems, generating solutions, getting reactions to recommendations and proposed direction.</p> <p><i>Message to the Public:</i> Will work with the public to ensure that their concerns and issues are directly reflected in the alternatives developed and show how public input influenced the decision.</p>	<ul style="list-style-type: none"> <li>- <i>Citizen Advisory Committee/ Liaison Groups</i></li> <li>- <i>Visioning</i></li> <li>- <i>Consensus building</i></li> <li>- <i>Participatory decision-making</i></li> <li>- <i>Charrettes</i></li> <li>- <i>Implementation Committee</i></li> </ul>	<p>Translation of all key documents.</p> <p>Interpretation at events.</p> <p>Provision of Childcare.</p> <p>Culturally appropriate food.</p> <p>Individual meetings with community leaders.</p>	
<b>SHARED DECISION-MAKING</b>	<p>Decision-makers delegate decision-making power to stakeholders or give them a formal role in making final recommendations to be acted upon.</p> <p><i>Message to the Public:</i> Will implement what the public decides.</p>	<ul style="list-style-type: none"> <li>- <i>Citizen juries</i></li> <li>- <i>Ballots</i></li> <li>- <i>Delegated decisions to specific representative citizen body or to voters</i></li> </ul>	<p>Translation of all key documents.</p> <p>Interpretation at events.</p> <p>Provision of Childcare.</p> <p>Culturally appropriate food.</p> <p>Individual meetings with community leaders.</p>	

# Strategies for Inclusive Engagement



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# Six Strategies for Inclusive Engagement

## 1. Build personal relationships with target population

- *Are there key individuals or constituents you already have or should be building a relationship with?*
- *Are there venues for you to attend or explore to find out who are natural community leaders?*

## 2. Create a welcoming atmosphere

- *Does your process reflect, honor, and welcome community?*
- *Do the venues you choose invite participation and engagement?*



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# Six Strategies for Inclusive Engagement

## 3. Increase accessibility

- *Are there issues/barriers (language, location, time, transportation, childcare, food, incentives, power dynamics, etc.) that should be considered throughout the whole process?*
- *Can you increase the level of input from community?*

## 4. Develop alternative methods for engagement

- *Q1 Do you have non-traditional methods of outreach to get people involved?*
- *Q2 Do you offer multiple ways for contributing input and feedback?*





# Six Strategies for Inclusive Engagement

## 5. Maintain a presence within the community

- *Are there community driven events that you can participate in and that people will already be gathering for?*
- *Do community members see you out in the community?*

## 6. Partner with diverse organizations and agencies

- *Are there organizations that currently have relationships with your target populations that you can connect with (remember to consider power dynamics)?*
- *Have any agencies or organizations successfully implemented similar programs or initiatives (perhaps on a smaller scale or in another community) that you can solicit advice from?*



# Six Strategies for Inclusive Engagement

- 1. Build personal relationships with target population**
- 2. Create a welcoming atmosphere**
- 3. Increase accessibility**
- 4. Develop alternative methods for engagement**
- 5. Maintain a presence within the community**
- 6. Partner with diverse organizations and agencies**



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# Case Study: Seattle POEL

Equitable outreach and engagement is conducted in a culturally-specific manner allowing comfort and familiarity while navigating city processes.

- POELs are expert "bridge-builders" who are members of their cultural community.
- POELs are contractors who are compensated for their work.



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# Case Study: Minneapolis - Bossen Field

## Project overview

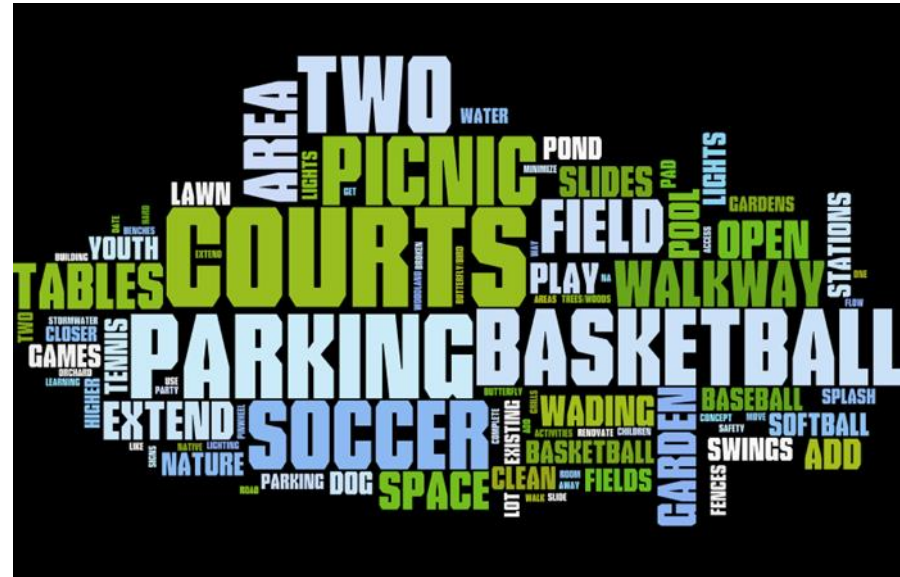
- City-wide athletic complex and neighborhood park
- Demographics and usage
- Timeline and funding



# Community engagement

## How was community engaged?

- ✓ Surveys – online and paper
- ✓ Door knocking
- ✓ Intercept events
- ✓ Focus groups
- ✓ Public meetings
- ✓ Language translation / interpretation
- ✓ Partnering with community



## Common themes identified?

## Who benefits from proposed plan?

## Addressing potential negative impacts on communities of color



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# Community engagement

## Athletics users

Concept B was strongly preferred.

Thought on location was “where it impacted people less.”



## Local neighbors

Concept C was strongly preferred.

Location of open field space close to residents was key. Ease of access, visibility, safety.



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# Solution – new design

- Picnic shelters/picnic area
- Extended walkways- corridors for connection
- Additional parking for athletic users
- Open field space - proximity to apartment buildings
- Location of pinwheel further from dense housing
- Two basketball courts





# How did equity inform the project?

## Project scope and charge

- ✓ Balance neighborhood and citywide needs

## Additional preplanning

- ✓ Racial equity consultation- training for project staff
- ✓ Implementation of racial equity toolkit
- ✓ Development of targeted engagement tools to reach different user groups

## Outreach and engagement

- ✓ Authentic engagement and relationship building
- ✓ Analysis of qualitative and quantitative feedback

## Process

- ✓ Racial Equity lens at important decision points
- ✓ Weighing desires of different user groups and finding solutions that benefit all park users

## Holding ourselves accountable

- ✓ Evaluating impacts over time
- ✓ Incorporating lessons learned into future projects

# Resources

## INCLUSIVE OUTREACH AND PUBLIC ENGAGEMENT GUIDE

*"The Race and Social Justice Initiative is not a single project, but an ongoing commitment to a new way of doing business, of working to overcome institutional racism and create the kind of community where equity in opportunity exists for everyone."*

– Mayor Mike McGinn



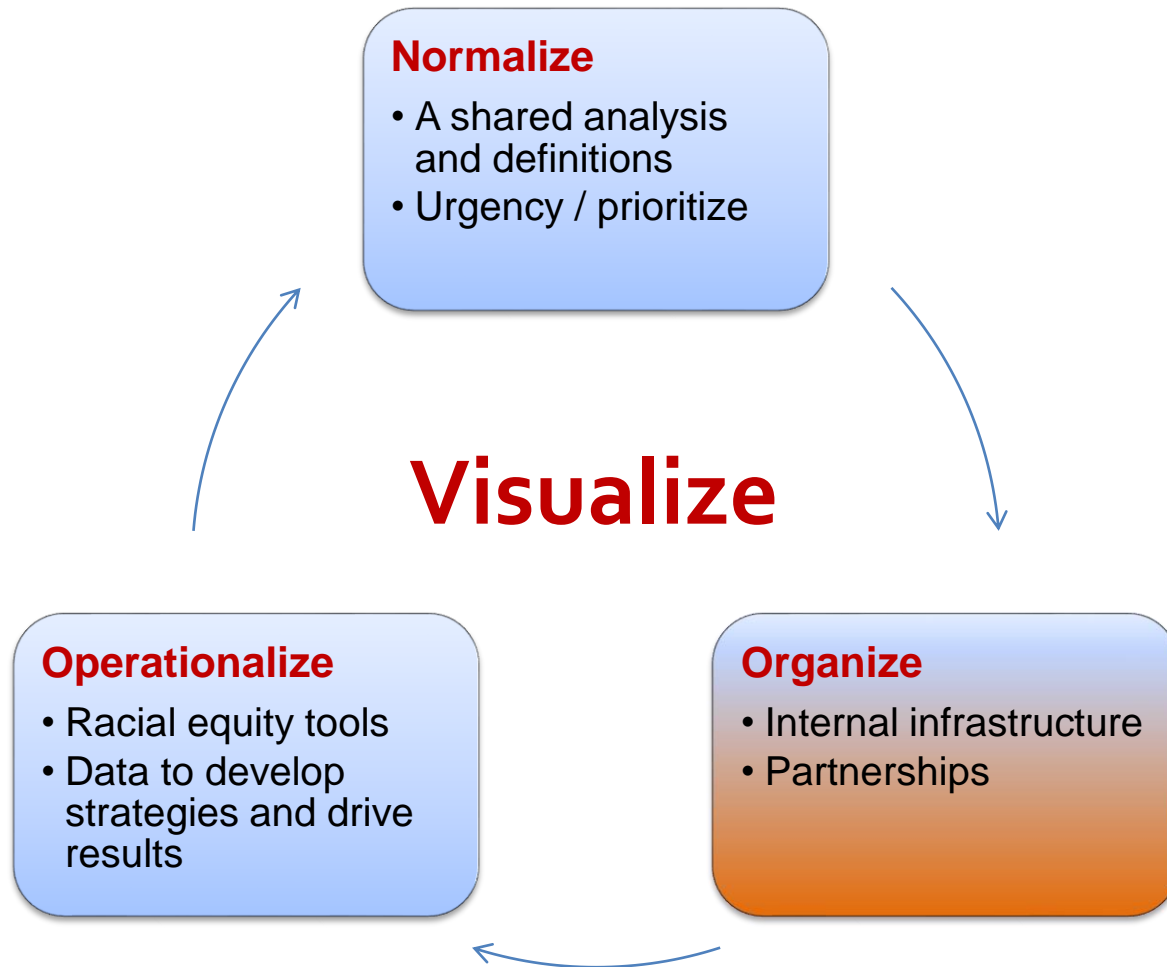
**ADVANCE OPPORTUNITY.  
ACHIEVE EQUITY.**

April 2009 (Rev. 01/11/12)

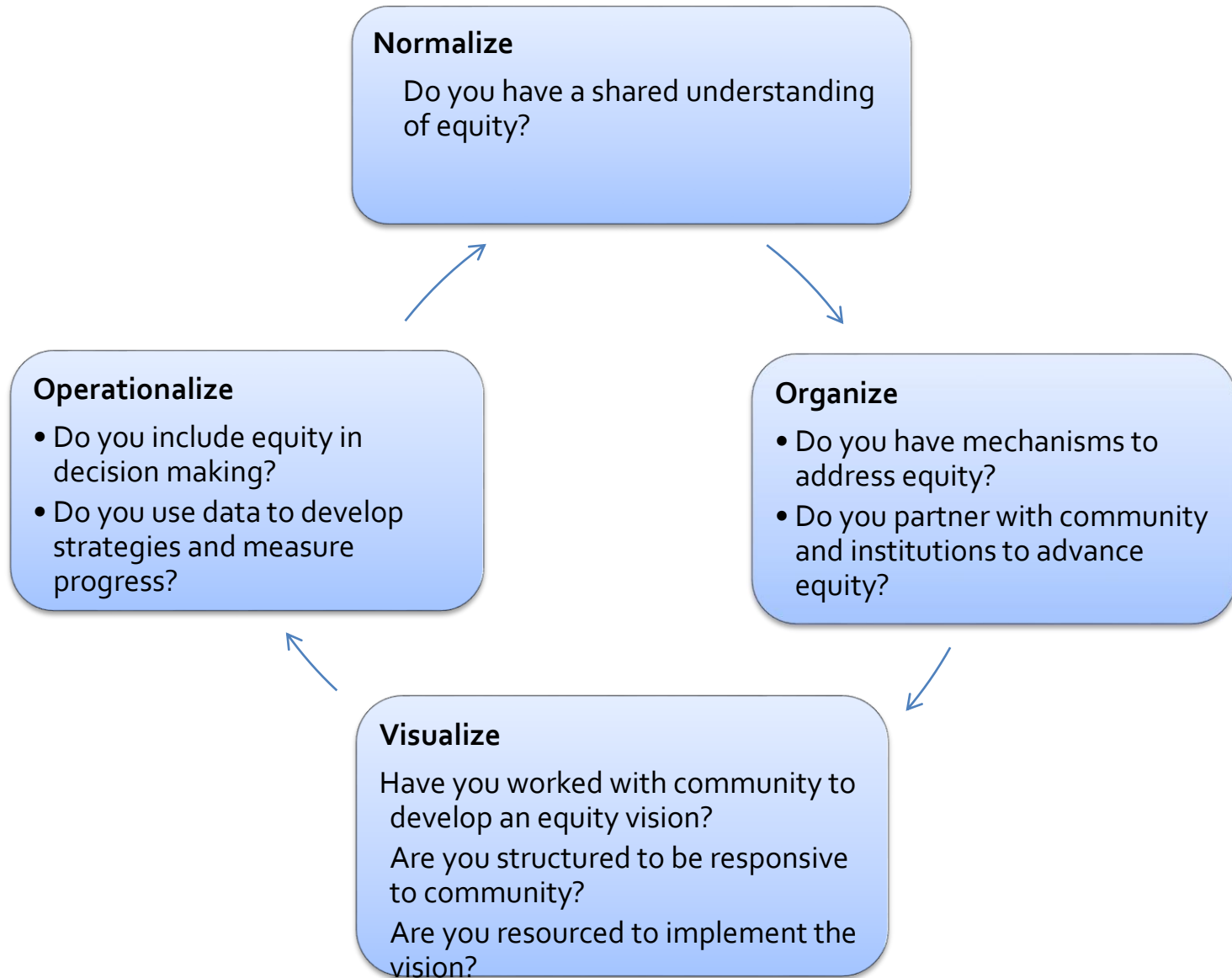
Seattle Office for Civil Rights, 810 Third Avenue, Suite 750, Seattle, WA 98104, (206) 233-5199  
seattle.gov/rsji

- IOPE Toolkit
- Racial Equity Tool

# National best practice



# Assessing organization



# Arc of learning

- Change leadership and institutional change
- Developing a Racial Equity plan
- Communication strategies in talking about race and equity
- Inside - outside strategies and collective impact
- Use of Racial Equity tools
- Measurement and accountability with an equity lens

# Contact information

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[www.racialequityalliance.org](http://www.racialequityalliance.org)



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