

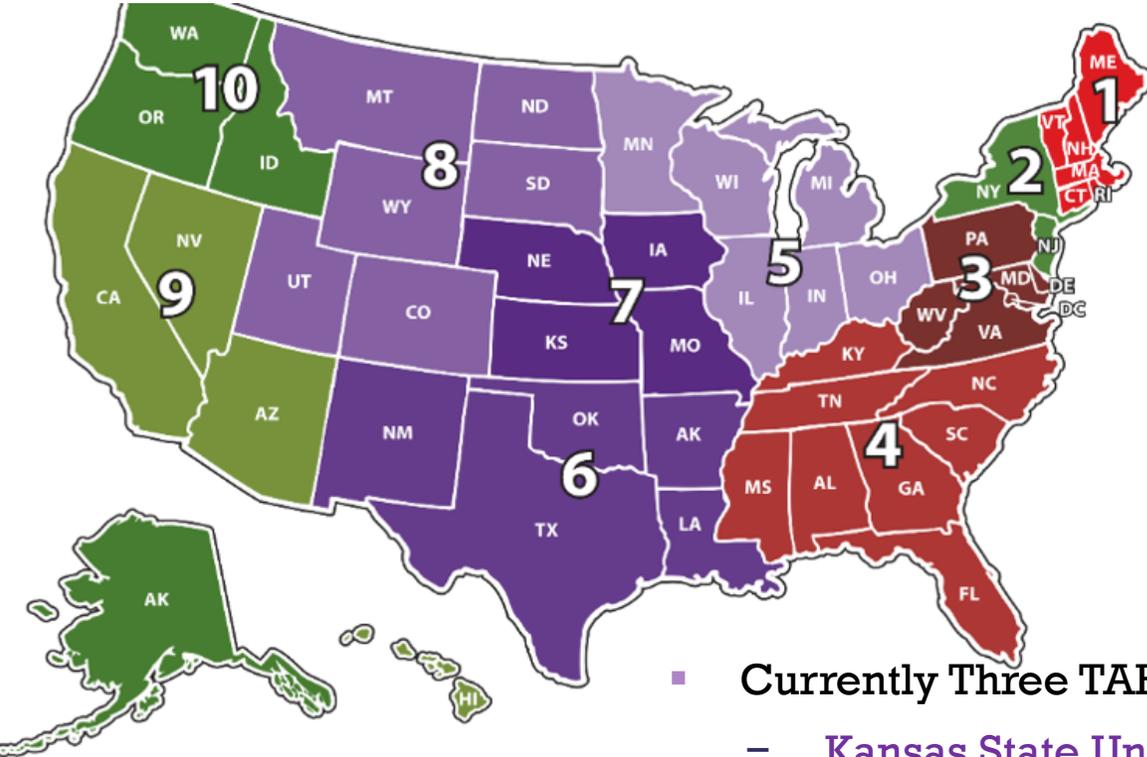
COMMUNITY ENGAGEMENT AND BUILDING PARTNERSHIPS

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Maggie Egbarts Belanger
Regional Services Coordinator, KSU TAB



TECHNICAL ASSISTANCE TO BROWNFIELD (TAB) COMMUNITIES



- Assist communities and tribes with the brownfields redevelopment process
- A national program funded by U.S. EPA grant
- Services provided are **FREE** and tailored to specific needs
- Planning, environmental & economic development expertise
- Webinars, workshop, E-Tools (e.g., BiT, TAB EZ) & online resources

- Currently Three TAB service providers
 - **Kansas State University** assists communities in EPA Regions 5, 6, 7 & 8
 - **Center for Creative Land Recycling (CCLR)** assists in EPA Regions 2, 9, and 10
 - **New Jersey Institute of Technology (NJIT)** assists in EPA Regions 1, 3, and 4
 - University of Connecticut
 - The West Virginia University Research Corporation
 - The International City/County Management Association



KSU TAB SERVICES MAY INCLUDE

- Help identifying and inventorying brownfields
- Strategic planning and redevelopment visioning
- Economic feasibility and sustainability analysis
- Educational workshops
- Community outreach and input
- Help identify funding sources
- Review of U.S. EPA Brownfields grant applications
- Help finding and evaluating environmental consultants
- Review of plans and technical reports
- Fact sheets and information
- E-Tools and other assistance, as needed and agreed upon



COMMUNITY INVOLVEMENT

Key Questions for Community Engagement

- **Who** is the community?
- **Why** should you engage with community members?
- **How** do you begin engaging with your community?
- **What** do you want to learn from the community?
- **How** do you entice stakeholders to attend meetings and stay?
- **Which** community engagement method(s) best fit with your goals and/or the community group?
- **How** do you keep the community involved throughout implementation of your project(s).



Photo: Stephanie Watts. 2016.

Who is the Community?



Photo: Blake Belanger. 2017.

- Local non-profits, community groups (e.g., garden club), neighborhood organizations
- Local leadership (e.g., elected officials – mayor, town manager, county commissioner)
- Church groups, youth organizations
- Local planners
- Regional Planning Commission
- Economic Development interests, business representatives
- Community Development Corporations
- Financial Institutions
- All interested residents/citizens

Why should you engage community members?

Successful Community
Involvement

=

Information/Education
+ Dialogue



*Informed Community
participating in the
decision-making process*



Sustainable Revitalization



Photo by Christian Gray 2016

- A revitalization project often is dependent upon community acceptance
- Elected officials and business representatives may not fully understand community interests
- Avoid potential construction delays, loss of dollars, law suits, negative media coverage
- Avoid non-sustainable project
- Key factor when applying for federal funds

Community Engagement Outline

For Brownfield Redevelopment

Revised April 29, 2021 bb

	Initiate		Plan	Realize		
	Inform residents and stakeholders of opportunities and potential changes	Consult with community members to identify collective values and priorities	Produce & share a common understanding for redevelopment potential	Integrate stakeholder input specific to vision plans and design alternatives	Collaborate through active partnerships with clear missions	Nurture & reinforce commitment to implementation
Intent	Communicate existing conditions, opportunities, constraints, and obstacles relating to a potential redevelopment	Identify collective values through participatory processes	Produce professional planning and design alternatives and share them with the public (typically with consultants)	Collect community feedback and revise planning and design proposals to reflect community input	Establish active partnerships charged with specific tasks with emphasis on resource-sharing and decision-making	Support the community in making final decisions and allocate resources for implementation
Outcomes	An informed public and access to resources from participating community members and stakeholders	Leaders and professionals who are informed about the communities they seek to serve	Redevelopment plans that comply with regulations, provide easier access to funding, and propose sustainable and resilient design	Democratic and inclusive redevelopment decisions guided by local expertise	A diverse team of contributors satisfying people's desire to contribute to their community	Experience implementation successes and engender a sense of ownership for community members and stakeholders
Process	Through equitable outreach methods that will connect with all of those affected by the redevelopment	Through equitable in-person and online community information collection and analysis aimed at understanding community values.	Through a partnership between local experts and external consultants (if needed), develop visionary plans and designs founded on community input that demonstrate the potential for redevelopment	Through appropriate and equitable feedback collection methods, ask citizens and stakeholders for their insights about redevelopment alternatives. After feedback is collected and analyzed, revise planning and design documents to integrate community input.	Through engaged organizations and citizens dedicating themselves to a specific task or dimension of the redevelopment	Through collaboratively organized and communicated updates, reports, and events that showcase transparency and progress
Example Methods	<ul style="list-style-type: none"> • Websites • Social media campaigns • Emails • Mailers • Public meetings • Info tables at public events • Presentations to existing organizations • Door-to-door canvassing • Newspaper, TV, and radio ads 	<ul style="list-style-type: none"> • Questionnaires/surveys • Town hall meetings • Focus groups • Individual interviews • Theming exercises • Visual preference workshops • Data analysis 	<p>Produce</p> <ul style="list-style-type: none"> • Redevelopment planning and design options • Pro/con analysis • Professional reports <p>Share</p> <ul style="list-style-type: none"> • Public presentations/open houses • Live webinars • Interactive websites • Social media 	<ul style="list-style-type: none"> • Online surveys • Design charrettes • Public planning workshops • Prioritization exercises • Public exhibits • Open houses • Live webinars • Temporary installations • Data analysis • Professional document revisions 	<ul style="list-style-type: none"> • Goal-oriented task forces • Citizen advisory committees • Partnerships with local, state, federal, university, and/or non-profit organizations 	<ul style="list-style-type: none"> • Ground-staking events • Monitoring and communicating progress • Transparency of resource allocation • Public events celebrating successes

Belanger, Blake. 2021. Community Engagement Outline. Adapted from Dialogue by Design Handbook, IAP2 Federation Spectrum of Engagement, Sarkissian and Wenman 2010, and Wates 2014.



How to engage the Community?

Increasing Stakeholder
Participation

- Inform
 - Flyers, new articles, publish meeting notes, social media
- Solicit Input
 - E-Surveys, mail-in Surveys (aging populations), phone survey, meetings with key community representatives
- Participatory Planning
 - Public meetings, charrettes, visioning workshops



Photo by Jesse Benedick 2017

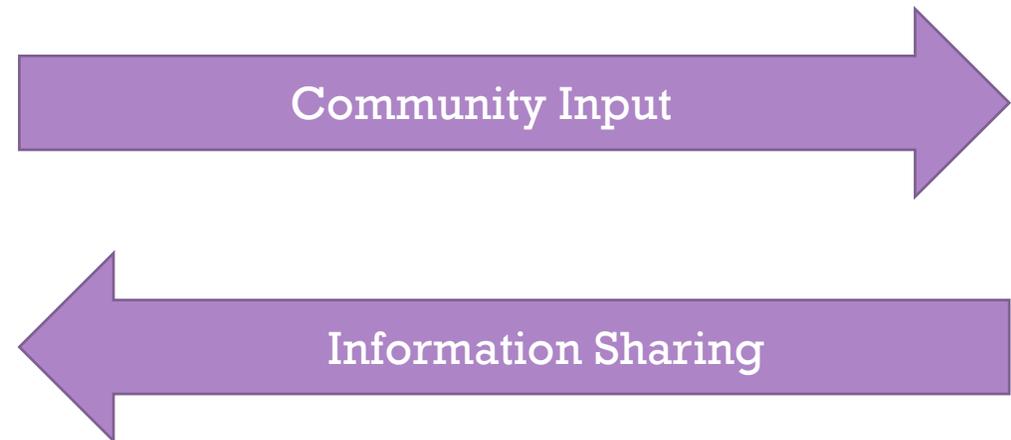


Photo by Maggie Egberts 2019



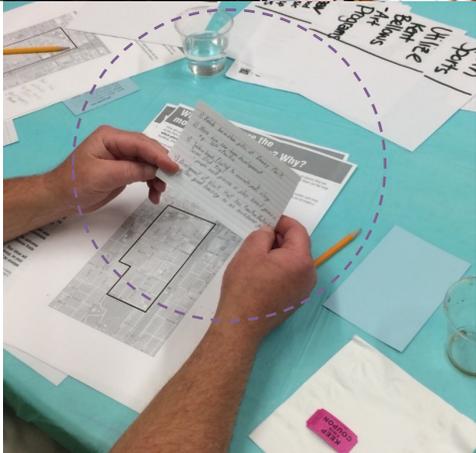
What do you want to learn from the Community?

- Engagement with community is a two-way street – to inform and gather input
- Synergies and partnerships being to form
- Input received may help inform redevelopment goals



How to get Stakeholders Interested & Feel Comfortable?

- Frame the topic
- Have key stakeholders encourage participation
- Make it easy to attend (venue, child care, translation)
- Good signage
- Attractive flyers/invites
- Site visits, if feasible and safe
- Provide Refreshments
- Greet people at the door with a warm welcoming smile
- Make it interactive
- Start with an ice-breaker
- Provide facilitators to encourage participation and prevent grandstanding
- Provide opportunities to give input in a variety of ways (e.g., note cards or questionnaires)



Photos by K-State faculty and students 2016 - 2018

How do you help people feel comfortable?



- Prioritization Exercises
 - Visible voting techniques may bias individual choices and/or cause some to feel persuaded or pressured
 - Consider using anonymous voting methods, such as coin jars or ballot voting

Photos by Blake Belanger 2018 (top) and 2016

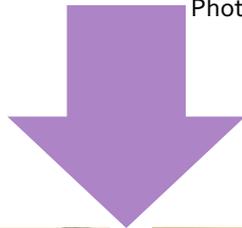
Photos by Howard Hahn 2015

Engagement Methods to Fit Your Community

- Administer a questionnaire (paper or online)
- Establish focus groups (interviewing key constituents and/or stakeholder)
- Facilitate public information gathering and planning workshops
- Facilitate a one to three-day design charrette
- Form action-oriented task forces (e.g., Strategic Doing)
- Stakeholder Forum for transition from planning to implementation
- Many other methods to consider – tailor to fit your community needs.
- **TAB** can assist



Photo by Blake Belanger 2017



Photos by K-State faculty and students 2018

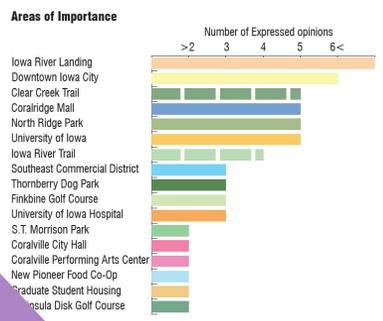
Engagement Methods to Fit Your Community

Mapping activity provides the information to prepare a map of collective participant values

Which places are most important to you? Why?
 Circle the places that are most important to you and add notes explaining why.



9 | Critical Maps
Important Places Found in the Coralville, IA Area
 Iowa River Landing is an important place for local residents
W2_Cross01_WorkshopResults.PDF



Amount of people who found each place important

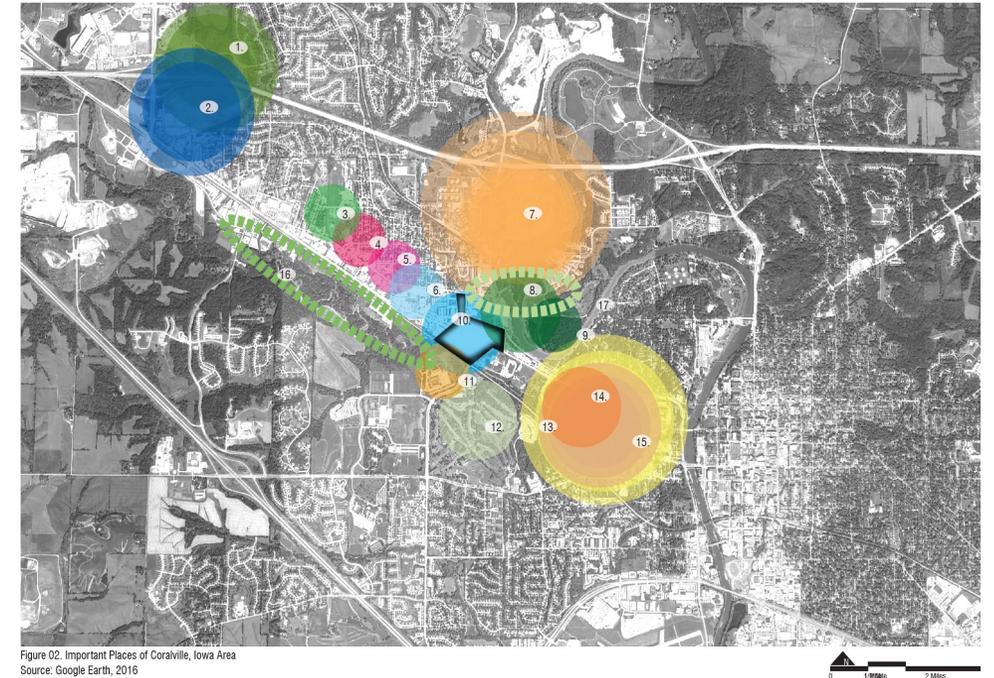
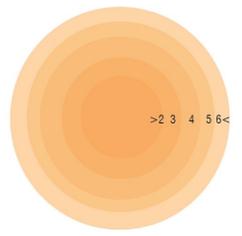


Figure 02. Important Places of Coralville, Iowa Area
 Source: Google Earth, 2016

Re-Imagining the Southeast Commercial District
 Public Planning Workshop | May 24, 2018

Logos for CORALVILLE, KANSAS STATE UNIVERSITY, TAB, and AMPLITUDE.

Maps by K-State faculty and students 2018

How to keep the Community Involved

- Provide project updates and request feedback
- Communicate - be transparent and honest
- Make sure you address concerns brought forward
- Celebrate milestones
- Involve the community in a part(s) of the project
- Site visits to show progress, if feasible and safe



Photo by Blake Belanger 2019

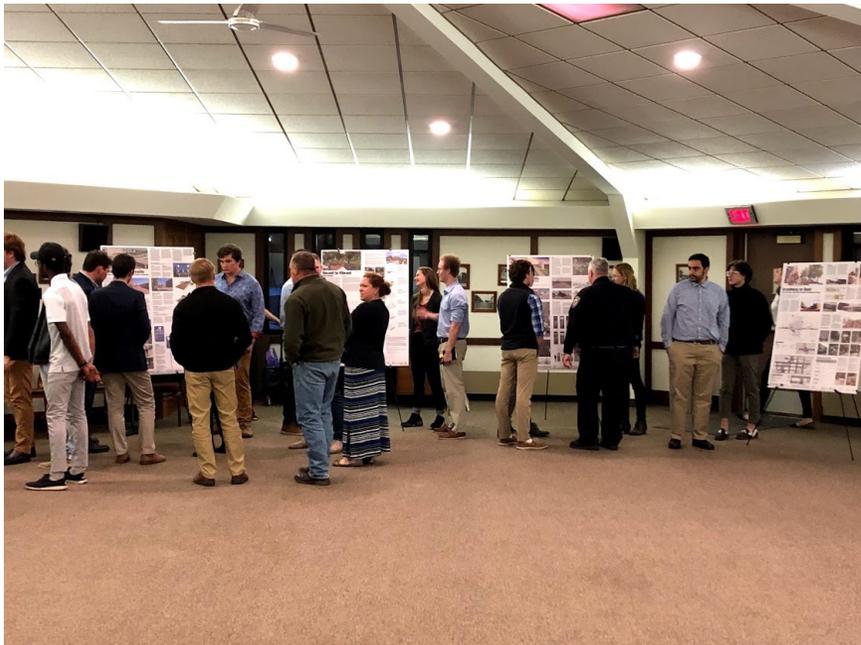


Photo by Maggie Egberts 2019

Building Partnerships

- Identify potential stakeholders
- Determine interest and level of involvement for potential stakeholders
- Understand when and how to engage stakeholders
- What do they bring to the table?



Effective Community
Engagement



Partnerships



Successful
Redevelopment

THANK YOU PLEASE CONTACT US

Maggie Egbarts Belanger
Regional Service Coordinator
Ph: 785-532-0782(o)
785-230-6825(m)
maggiejessie@ksu.edu

Jennifer Clancey
KSU TAB Coordinator EPA
Region 7
Ph: 319-270-3394
jmclancey@ksu.edu

Sabine Martin
CTOR Solutions, KSU TAB
Partner
Ph: 785-587-0136
smartin@ctorsolutions.com

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