Inclusive Outreach and Public Engagement (IOPE)

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Iowa City, Iowa

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Who are we?

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Consultant

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Introductions

- Name, department, and role

- What experience and resources do you bring about community engagement?

- What do you hope to leave with?

Objectives

Participants will:

- Gain a deeper understanding of inclusive community engagement

- Learn about promising principles and practices

- Assess their community engagement readiness

- Become familiar with planning for engagement success
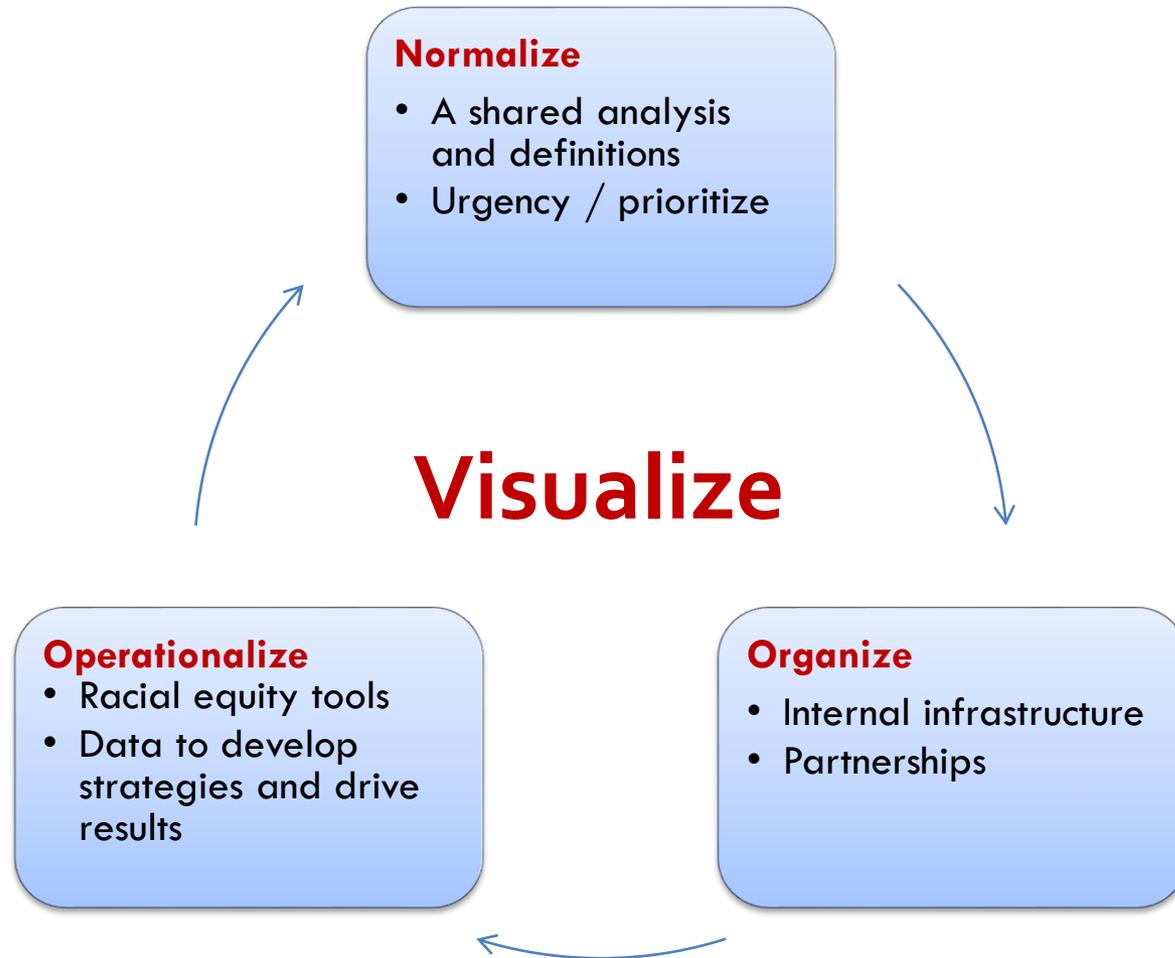
Refresher

National best practice

Normalize
- A shared analysis and definitions
- Urgency / prioritize

Visualize

Organize
- Internal infrastructure
- Partnerships

Operationalize
- Racial equity tools
- Data to develop strategies and drive results

Why GARE leads with race

- Racial inequities deep and pervasive

- Racial anxiety on the rise – race is often an elephant in the room

- Learning an institutional and structural approach can be used with other areas of marginalization

- Specificity matters

Race focused, but not exclusive
always bring an "intersectional" analysis

Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...

Education

Jobs

Housing

Criminal Justice

Arts and Culture

Health

Environment

Equitable Development

Racial equity means:

- "Closing the gaps" so that race does not predict one's success, while also **improving outcomes for all**

- To do so, have to:
  - ✓ Target strategies to focus improvements for those worse off
  - ✓ Move beyond "services" and focus on changing policies, institutions and structures

Explicit bias

Expressed directly

Aware of bias / operates consciously

Example – Sign in the window of an apartment building – "whites only"
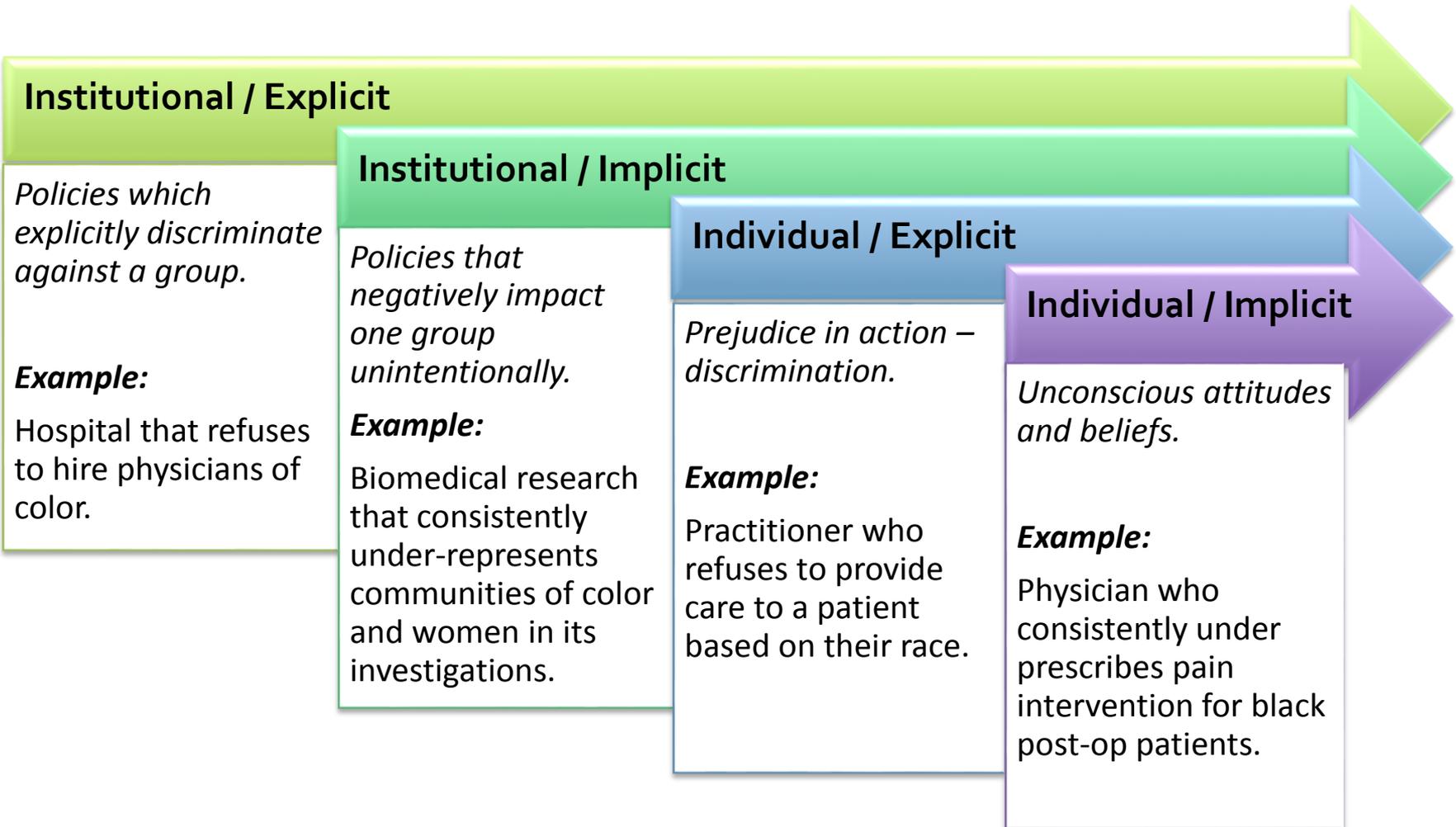
Implicit bias

Expressed indirectly

Unaware of bias / operates sub-consciously

Example – a property manager doing more criminal background checks on African Americans than whites.

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Medical Examples

Institutional / Explicit

Policies which explicitly discriminate against a group.

Example:

Hospital that refuses to hire physicians of color.

Institutional / Implicit

Policies that negatively impact one group unintentionally.

Example:

Biomedical research that consistently under-represents communities of color and women in its investigations.

Individual / Explicit

Prejudice in action – discrimination.

Example:

Practitioner who refuses to provide care to a patient based on their race.

Individual / Implicit

Unconscious attitudes and beliefs.

Example:

Physician who consistently under prescribes pain intervention for black post-op patients.

Individual racism:

- Bigotry or discrimination by an individual based on race.

Institutional racism:

- Policies, practices and procedures that work better for white people than for people of color, often unintentionally or inadvertently.

Structural racism:

- A history and current reality of institutional racism across all institutions, combining to create a system that negatively impacts communities of color.

individual

institutional

structural
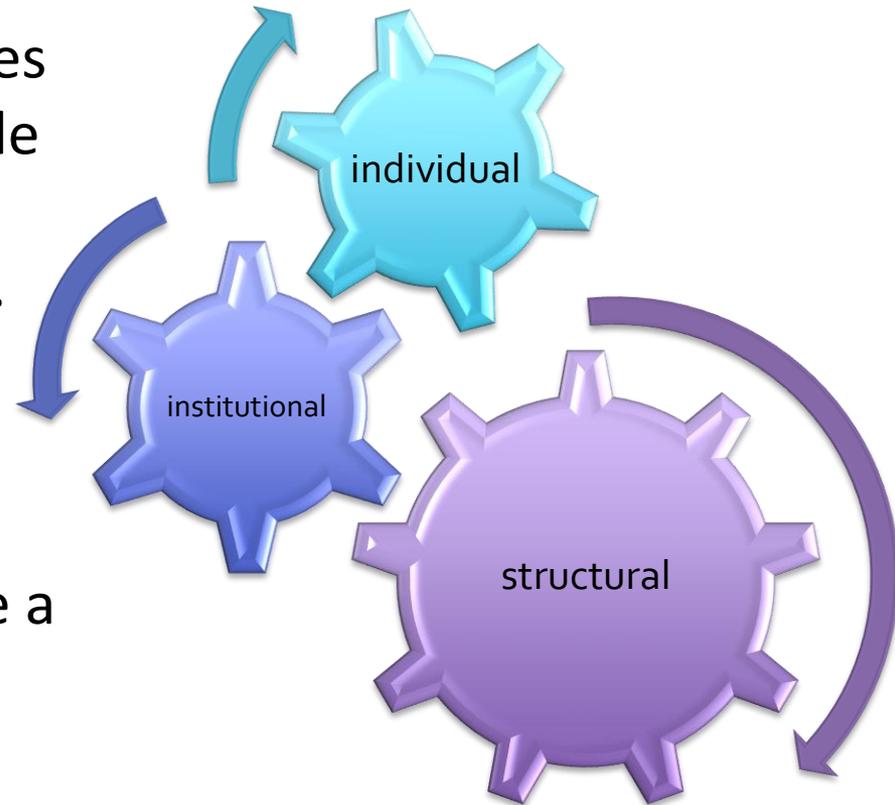
Laying it on the Line

1. Development of public policy should always include public engagement.

2. If including historically underrepresented community members requires more financial and time resources, we should decrease our resources for traditionally represented communities.

3. My jurisdiction does a good job of engaging the full racial and ethnic diversity of our communities on a routine basis.

Where to begin?

- Are we ready ready to hear the message of community? And respond?

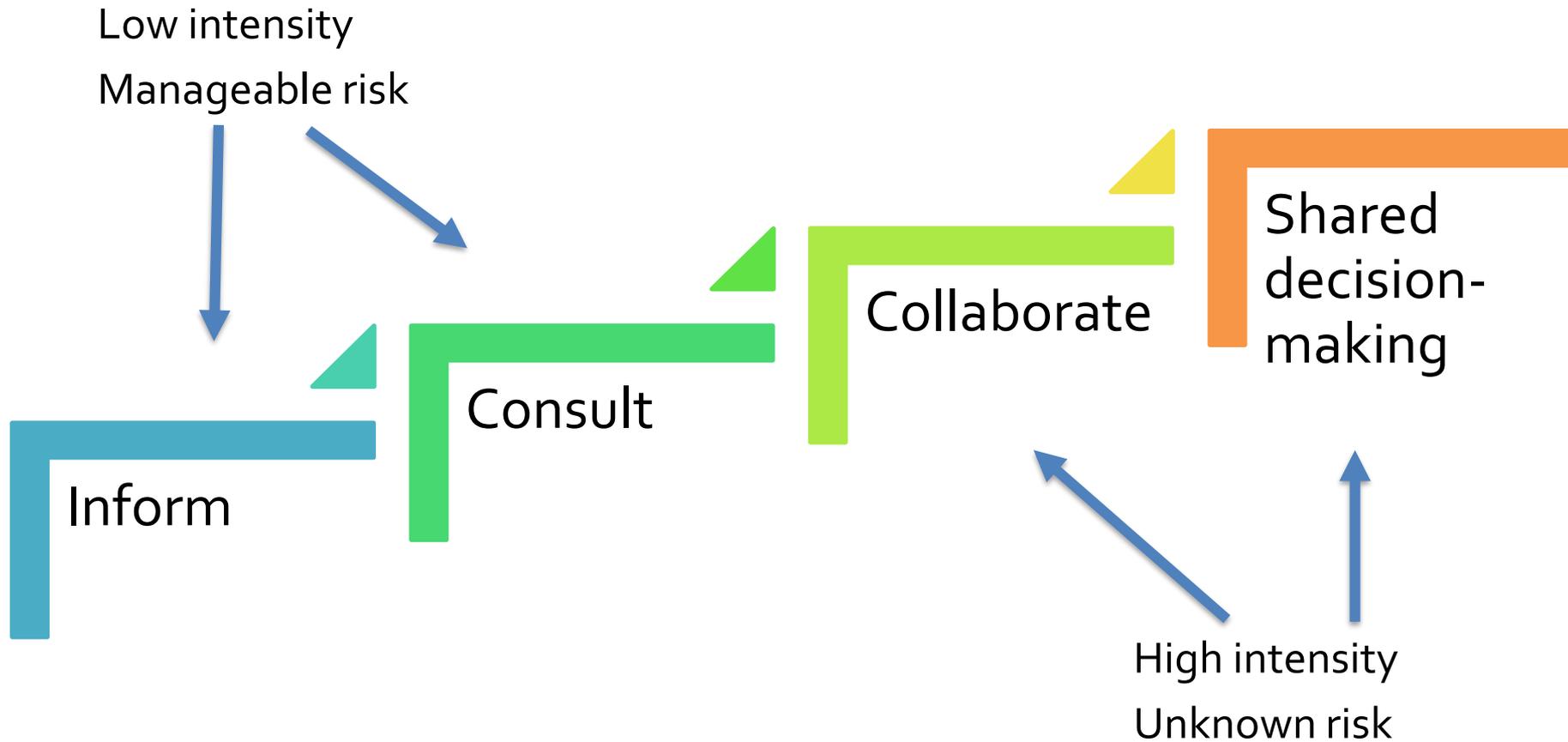- Ultimately effective community engagement is about *shifting power* – are you ready?

A Continuum of Engagement
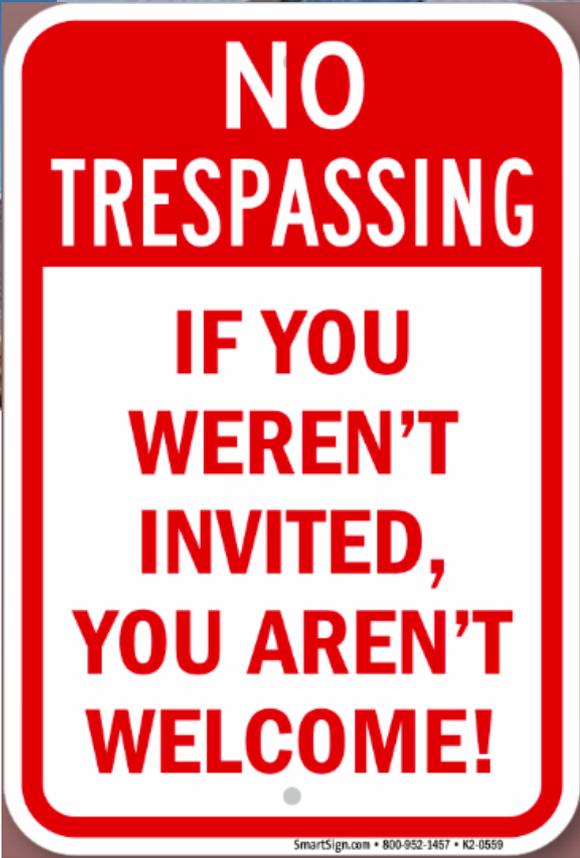
Low intensity

Manageable risk

Inform

Consult

Collaborate

Shared decision-making

High intensity

Unknown risk

We have to understand the system we want to deconstr[uct]

Departmental Silos

NO TRESPASSING IF YOU WEREN'T INVITED, YOU AREN'T WELCOME!

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[Bureauc]racy Fortresses

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….and the system we want to create.

Governm... ...ople, for the peop... ...earth

Gove... ...rks for E...

City of Seattle IOPE Guide

5. PUBLIC ENGAGEMENT MATRIX

Type of Engagement	Goal of Participation	Tools/Activities	Inclusive Engagement Techniques	Indicators/Evaluation
INFORM (required for all types of engagement)	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. *Message to the Public:* To keep everyone informed.	- *Fact Sheets* - *Brochures* - *Websites* - *Open Houses* - *Exhibits/displays* (in public areas) - *Newsletters* (mailed/online) - *Newspaper articles*	Translation of all key documents. Interpretation at events.	
CONSULT	Gather information and ask for advice from citizens to better inform the City's work on the project. *Message to the Public:* Will keep everyone informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	- *Focus groups* - *Surveys, interviews, and questionnaires* - *Public Meetings* - *door-to-door* - *Workshops and working sessions* - *Deliberative polling* - *Internet* (interactive techniques)	Translation of all key documents. Interpretation at events. Provision of Childcare. Culturally appropriate food. Individual meetings with community leaders.	

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Type of Engagement	Goal of Participation	Tools/Activities	Inclusive Engagement Techniques	Indicators/Evaluation
COLLABORATE	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. *Message to the Public:* 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.	- *Citizen Advisory Committee/ Liaison Groups* - *Visioning* - *Consensus building* - *Participatory decision-making* - *Charrettes* - *Implementation Committee*	Translation of all key documents. Interpretation at events. Provision of Childcare. Culturally appropriate food. Individual meetings with community leaders.	
SHARED DECISION-MAKING	Decision-makers delegate decision-making power to stakeholders or give them a formal role in making final recommendations to be acted upon. *Message to the Public:* Will implement what the public decides.	- *Citizen juries* - *Ballots* - *Delegated decisions to specific representative citizen body or to voters*	Translation of all key documents. Interpretation at events. Provision of Childcare. Culturally appropriate food. Individual meetings with community leaders.	

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Reflections

When do you use these engagement modes in your work?

- Inform?

- Consult?

- Collaboration?

- Shared decision-making?

What stands in the way of using some of these engagement modes?
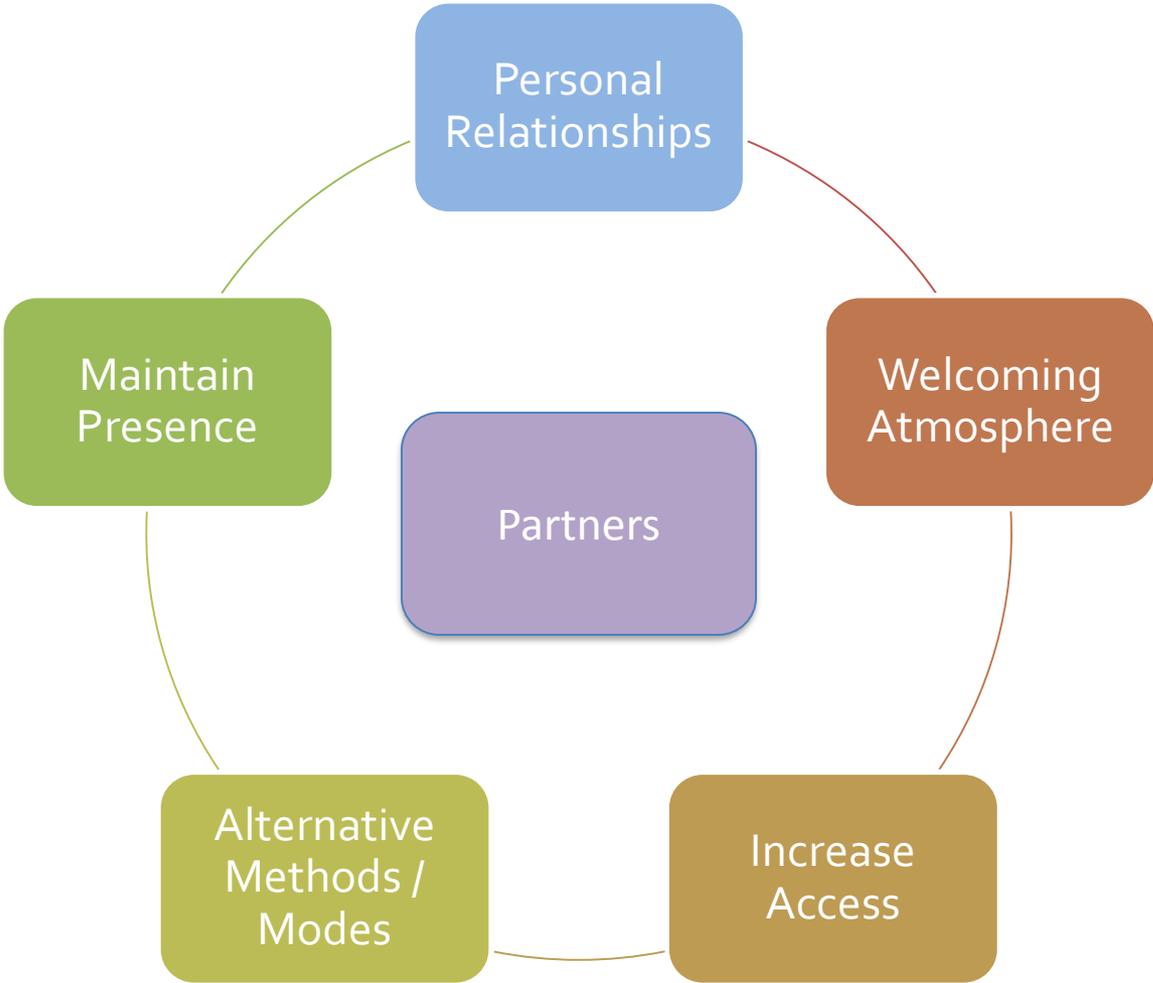
Strategies for Inclusive Engagement

6 community engagement strategies

Personal Relationships

Welcoming Atmosphere

Increase Access

Alternative Methods / Modes

Maintain Presence

Partners

Six Strategies for Inclusive Engagement

Build personal relationships with marginalized 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?*

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

Increase access

- *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?*

Develop alternative methods for engagement

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

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Six Strategies for Inclusive Engagement

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?*

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?*

Inventory of Community Engagement Capacity

- Do employees reside in / know people who live in communities most burdened by racial disparities?

- Are there departments in your locality that have strong relationships with partner organizations / resident associations or institutions that represent or serve marginalized communities?

- Who are your trusted community partners? How do you nurture and replenish these relationships?

Case Study: Seattle Public Outreach and Engagement Liaisons

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.
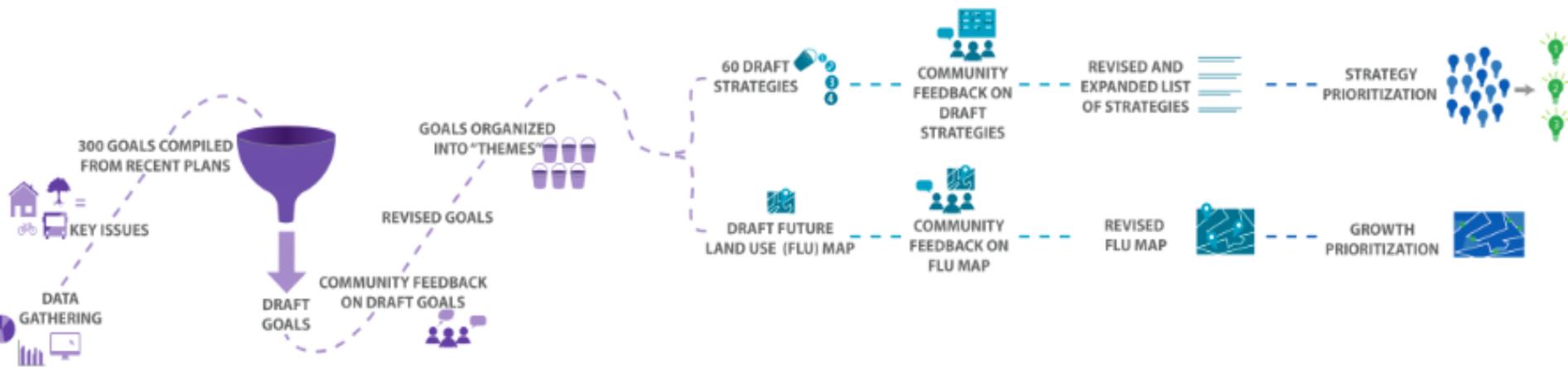- POELs are contractors who are compensated for their work.
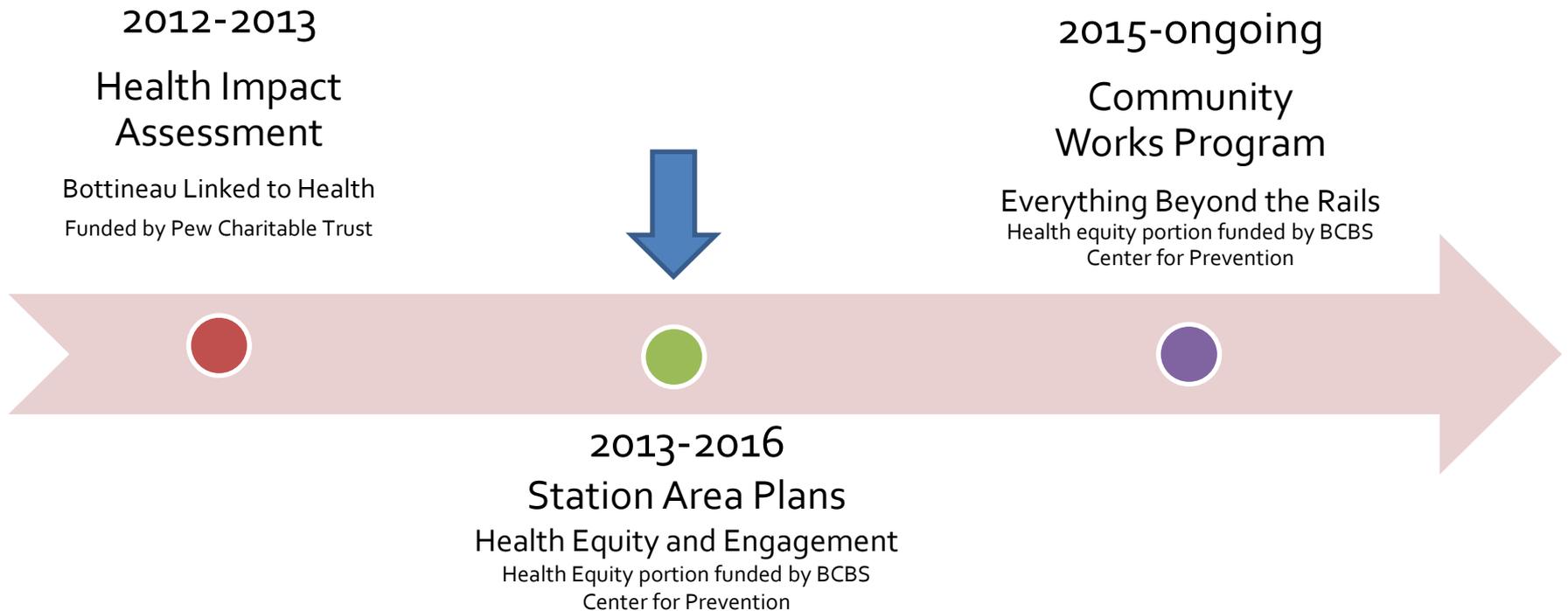
City of Madison Comprehensive Plan

Case Study: Hennepin County Blue Line Extension

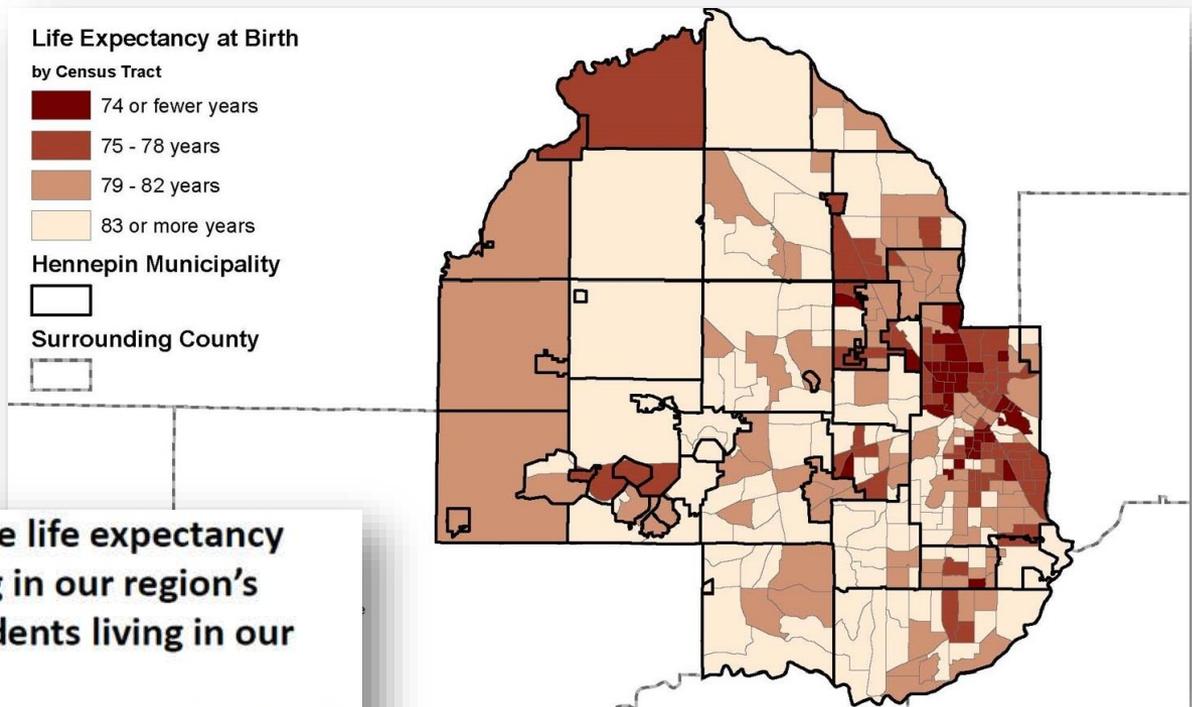## METRO Blue Line extension (Bottineau LRT)

- 13 miles with 11 new LRT stations
- Serving north Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park
- 27,000 riders est. daily by 2030
- One-seat Blue Line ride to MSP Airport, Mall of America
- Connections to METRO Green Line, Northstar, bus services

Health Equity Progression

2012-2013

Health Impact
Assessment

Bottineau Linked to Health

Funded by Pew Charitable Trust

2015-ongoing

Community
Works Program

Everything Beyond the Rails
Health equity portion funded by BCBS
Center for Prevention

2013-2016
Station Area Plans
Health Equity and Engagement
Health Equity portion funded by BCBS
Center for Prevention

Snapshot of health in Hennepin County

Life Expectancy at Birth
by Census Tract

- 74 or fewer years
- 75 - 78 years
- 79 - 82 years
- 83 or more years

Hennepin Municipality

Surrounding County

- An 8 year difference in average life expectancy exists between residents living in our region's highest income areas and residents living in our region's lowest income areas.
- Overall, poorer health outcomes were tied to both poverty and lower levels of education.
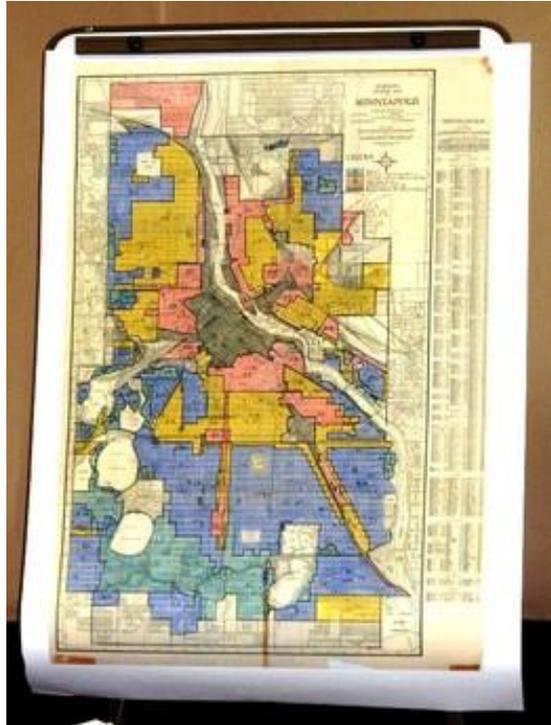- Average life expectancy varied widely by race, from 83 years for Asians to 61.5 years for American Indians.

Legacy of Redlining

- Redlining took place from the 30's – late 60's
- Communities redlined declined socially and economically
- Areas disinvested in match areas with high infant mortality now (MDH)

Three Level Approach

Baseline Communication Strategy
- Public Relations Lead
- Project Website
- E-blasts and Newsletters
- Flier/Poster Distribution

Formal Public Participation Process
- Entry Point for All
- Charrettes
- Online Input Gathering
- Public Meetings, Community Working Groups

Targeted Strategy
- Population focused
- Culturally specific
- Focused on populations impacted by health inequities
- Flexible and adaptive

Community Participation Pyramid

Fewer People

More People

Leadership

Involving

Consulting

Informing

Ownership: join neighborhood board, meet w/electeds, carry work, etc.

Community Voice: committees, workgroups, developing community positions, decision-making, etc.

Inviting opinions: surveys, focus groups, neighborhood meetings, & Public Hearings

One-way: presentations, newsletters, fact sheets, Q&A sessions, etc.

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Phase I & II: Engagement Totals

Pyramid diagram from top to bottom:
- Leadership
- Involving
- Consulting
- Informing
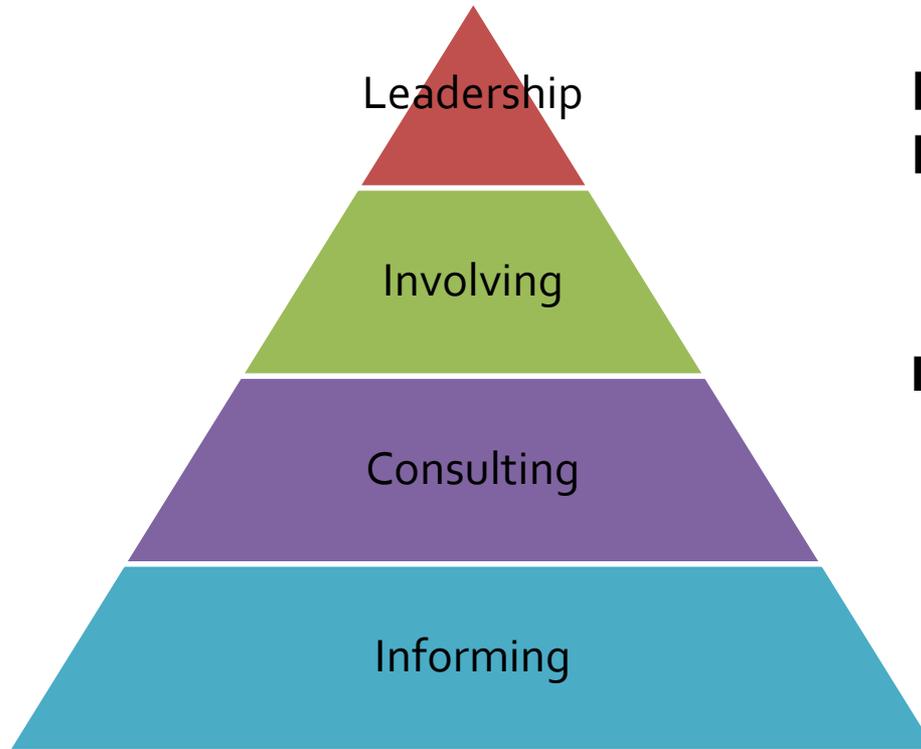
People of Color Engaged:

80%+

Inviting opinions:

900+

One-way Communication:

1600+

Engagement Activities

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Quotes from Phase II Mid-term

"...the idea of developing an African Market has been brought up several times in many settings for several years. To see it included in the plans and have community members see it in plan renderings is a testament to what lending your voice to process can yield."

What's the capacity needed to succeed?

Systems (like Government) & Institutions

Individuals, Organizations & Communities
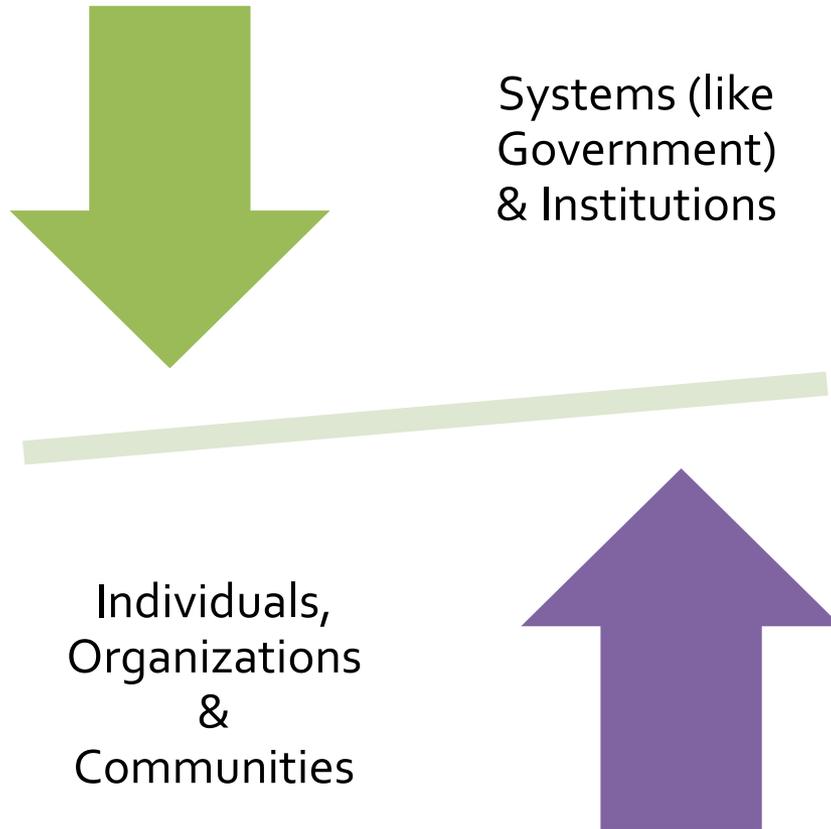
ALL LEVELS NEED:
- Information
- Shared analysis or agreement of the problem
- Shared agreement about goals and indicators of progress towards racial equity
- Accountability mechanism to each other and their stakeholders

Scenario

Engagement Reflections

- Each city, each community is different
- Relationship building starts before the project
- Maintaining relationships is a long-term effort
- Timelines can be difficult
- Managing expectations is important for all parties

Community engagement opportunities in your work

Community Engagement Institutional Readiness Assessment

A Principled Approach

- Build relationships and participation of underserved communities

- Enhance information gathering through *an exchange* vs. "collecting" it

- Encourage organizational change that responds to community insight and allows for shared power

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Five "R's" of Inclusive Engagement

Be…
- Relational
- Respectful
- Receptive
- Responsive
- Real

Tariq Saqqaf, City of Madison Neighborhood Resources Coordinator

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