



# Community Engagement Overview and Update

# Why is Community Engagement Important?

- Establishes credibility and trust
- Provides valuable information
- Develops more effective solutions
- Supports social equity principles
- Fosters community cohesiveness



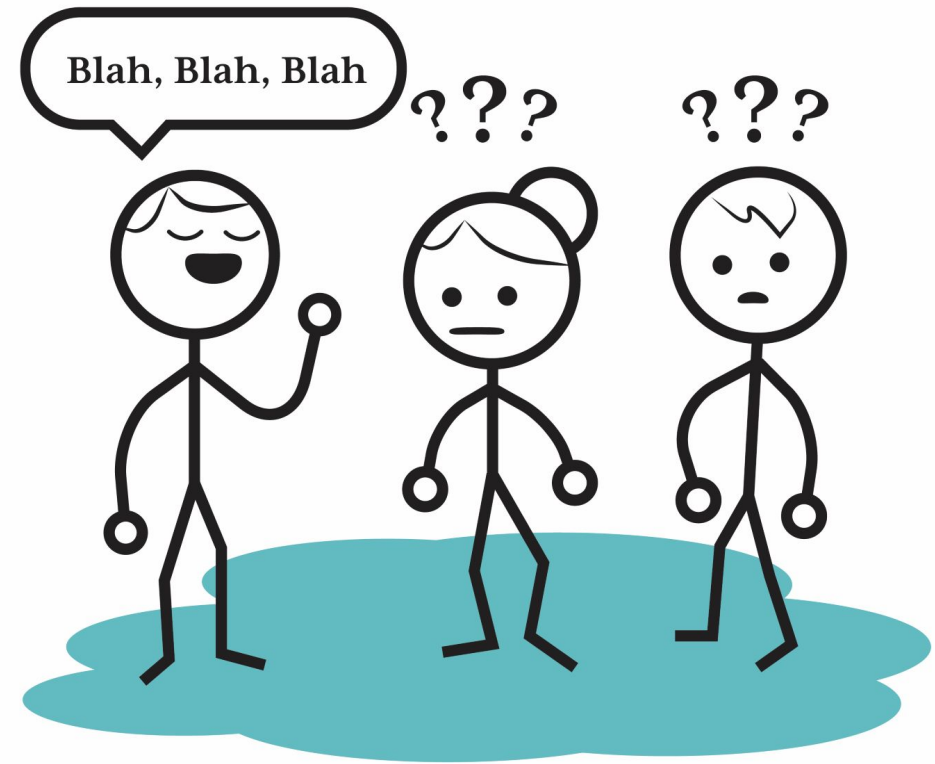
*Engagement at Ann Arbor Green Fair*

# Engagement Process Example: Center of the City Task Force



# What does a Community Engagement Specialist do?

- Bridge the human perspective and technical perspective



*Graphic credit: Bob Cameron*

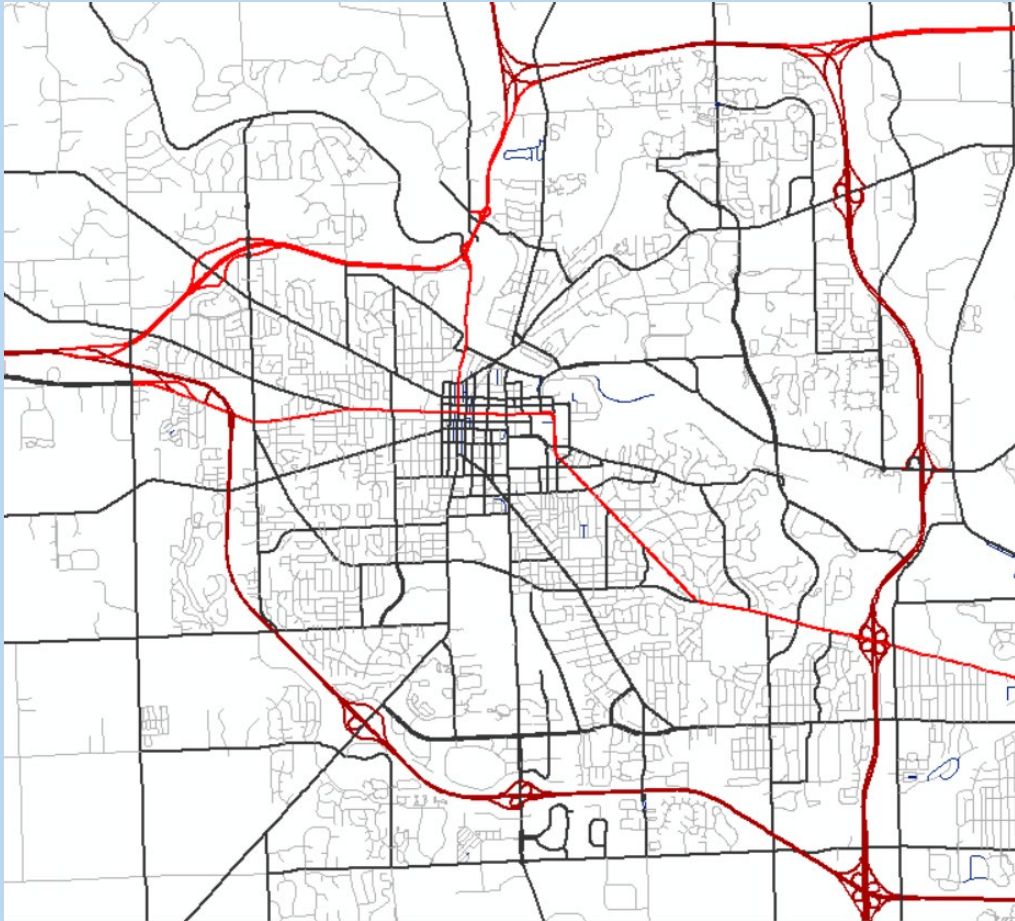
# What does a Community Engagement Specialist do?

- The Community Engagement Toolkit: Plan effective engagement
- Provide engagement support to staff across the organization
- Project management and engagement lead

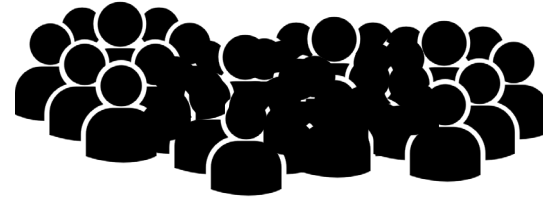


*Ron Swanson from TV Show: Parks and Recreation*

# What does engagement in Ann Arbor look like?



Population: 119,000



City Employees: 758



Communications  
Employees: 16



Community Engagement  
Specialists: 3

# International Association of Public Participation (IAP2)

- National and Regional Conferences
- Webinars
- Mentorship Program
- Board Meetings
  - Kayla Coleman – Midwest Chapter Board Member
- Peer Network



## ***Mission:***

*IAP2 USA leads, advances and advocates for best practices in public participation.*

## ***Vision:***

*We envision a country where public participation is deeply embedded and widely applied, and where equitable, efficient, and informed decision-making processes improve the quality of our democracy.*

# IAP2: National Conference - Goals

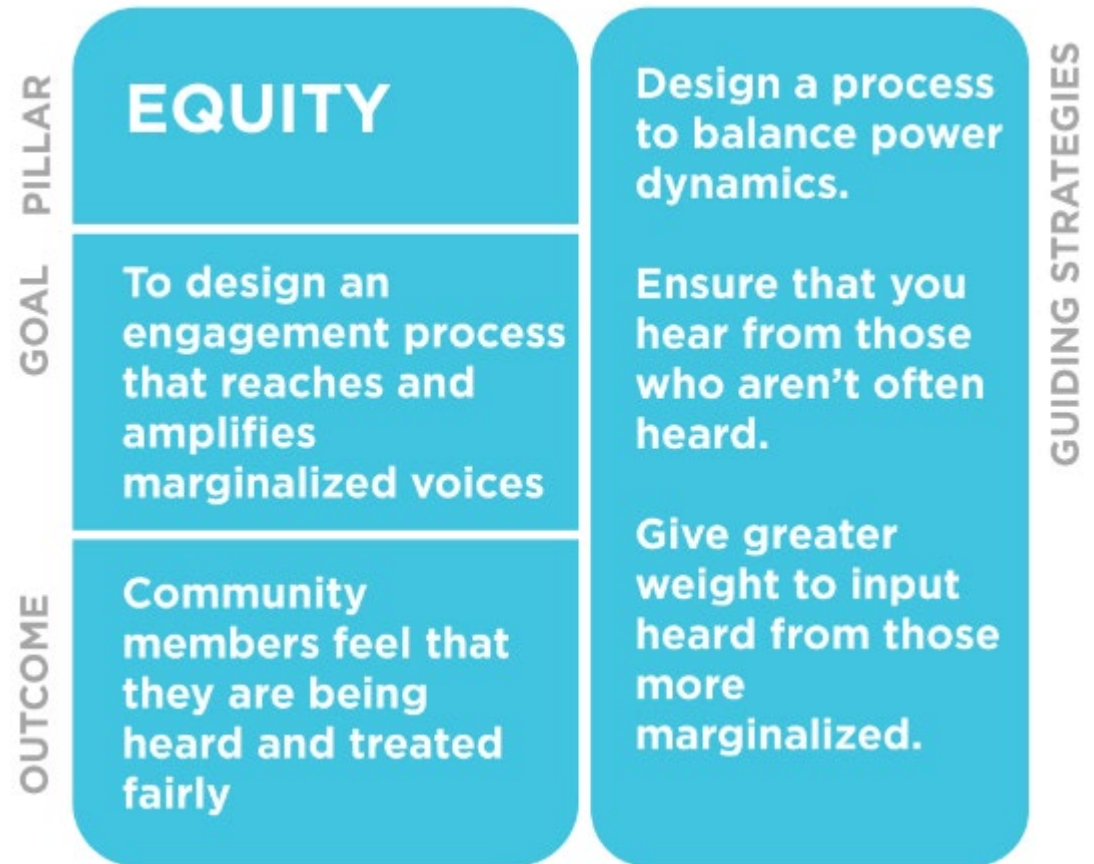
- Better manage public participation processes
- Build and maintain trust with the community
- Emphasize inclusivity and equity in our public engagement strategies
- Use digital engagement to gather meaningful participation
- Strengthen skills as a meeting facilitator





# IAP2: National Conference - Highlights

- Public engagement policy
- Inclusive engagement
- Online engagement
- Leveraging neighborhood association volunteers
- Stakeholder mapping
- Annual community engagement roadmap



# Urban Sustainability Directors Network (USDN)

- Workshop: Improving Equitable Mobility through Electrification
- Peer Learning Exchange: BlueLA/Low-income Electric Vehicle (EV) Carsharing



## ***Mission:***

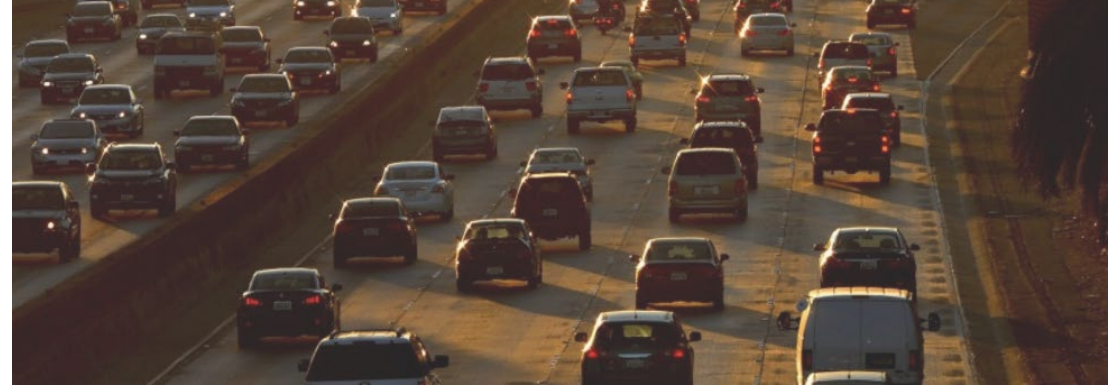
*Connecting local government practitioners to accelerate urban sustainability in U.S. and Canadian communities.*

## ***Vision:***

*USDN governments are leading the way to a sustainable, low-carbon future by developing, adopting, and sharing practices that create equitable and prosperous communities and a healthy environment.*

# USDN Workshop: Improving Equitable Mobility Through Electrification - Goals

- Advance vehicle electrification
- Create safe, clean, affordable, and accessible transportation systems
- Prioritize the mobility needs of people of color, low-income residents, and people with disabilities

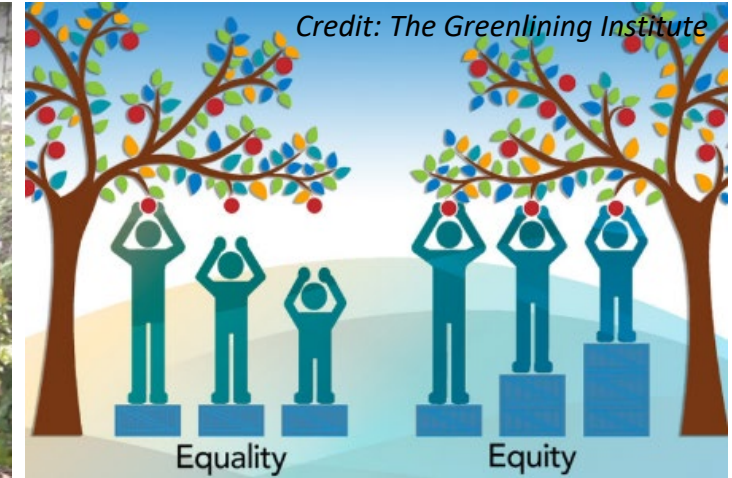


# Workshop: Improving Equitable Mobility Through Electrification - Highlights

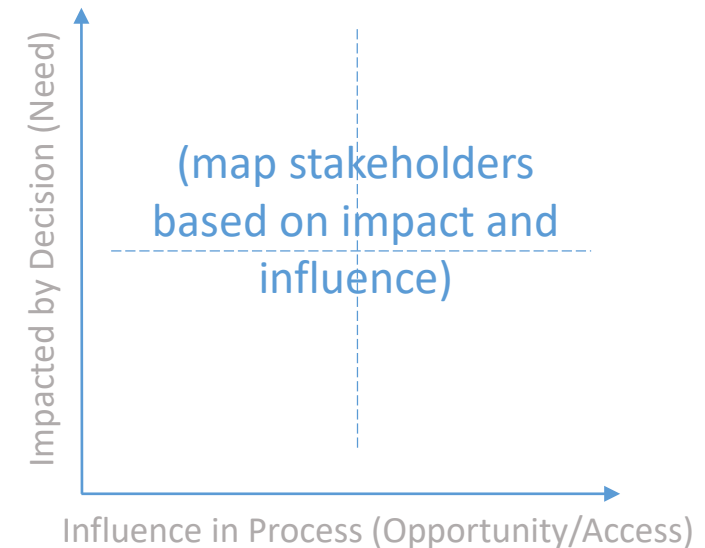
- Making equity real in mobility
- “Cultural Brokers” build partnerships with members of the community that can help reach multicultural segments of the population



Photo Credit: The Greenlining Institute



Stakeholder Power Analysis



# USDN Peer Learning Exchange: BlueLA/Low-income Electric Vehicle (EV) Carsharing - Goals

- Build connections among peer communities working on EV carshare
- Share progress and challenges toward EV expansion
- Case Study: BlueLA



# USDN Peer Learning Exchange: BlueLA/Low-income Electric Vehicle (EV) Carsharing - Highlights

- Logistics and challenges in the siting, approval and installation process for charging stations
- BlueLA program participant panel discussion
- Innovative engagement ideas
- WaiveCar



# USDN Peer Learning Exchange: BlueLA/Low-income Electric Vehicle (EV) Carsharing



Photo Credit: USDN



Photo Credit: USDN

# USDN Peer Learning Exchange: BlueLA/Low-income Electric Vehicle (EV) Carsharing



Photo Credit: USDN



Photo Credit: USDN



# Bringing it home: What's new in Ann Arbor?

- Engage with people where they are: Pop-up meetings, festivals and special events
- Inclusive engagement formats: Open-house, online, meeting time and day, Kids box
- Learn from existing participation: Demographic survey
- Focus on underrepresented community groups: Stakeholder list expansion



*Kids Corner  
Earhart Lane Configuration*

# Bringing it home: What's new in Ann Arbor?

- Project scope element: Community engagement
- “Ann Arbor standard” of engagement
- Flexibility: Adjust project schedules; listen to what we hear and adapt
- Transportation impact on equity
- Improved collaboration: Community Engagement, Communications, Sustainability



*Walking Tour  
The Treeline: Allen Creek Urban Trail Master Plan project*



*Pop-up community workshop  
Downtown Street Design Manual*



*On-street neighborhood meeting  
Scio Church Traffic Calming*



*Open House  
Scio Church and Seventh Street*

Kayla Coleman, Community Engagement Specialist

734.794.6430 x43728

[kcoleman@a2gov.org](mailto:kcoleman@a2gov.org)