

CITY OF ANN ARBOR COMMUNITY ENGAGEMENT TOOLKIT



Community Engagement Toolkit

Introduction

- Most, if not all, city projects/policies/programs impact residents
- Engage with the community early and often
 - Provide open lines of communication
 - Gather input from those affected by the outcome
 - Establish credibility and trust
- The Community Engagement Toolkit provides a standard approach across the organization
 - A guide for all staff
 - Consistency

4 Steps to Community Engagement

Follow these steps:

Project/Policy/Plan is Assigned to You.



Step 1 – Prepare to Meet With Your Internal Team.

Step 2 – Develop Your Community Engagement Action Plan.

Step 3 – Refine Key Stakeholders List and Define Roles.

Step 4 – (Post Engagement) Analyze and Record Engagement Outcomes.



Step 1 – Prepare to Meet with your Internal Team

- What other city departments, if any, will be involved with or impacted by this project/policy/program?
- Who has helpful expertise in any aspect of the project/policy/program?
- Who may support or oppose the project/policy/program?

Step 2 – Develop your Community Engagement Action Plan

- Identify the anticipated level of community impact/interest (Note: this could change and should be reevaluated throughout the process)
 - High impact/interest – Citywide
 - High impact/interest – Local area/neighborhood
 - Low impact/interest – Citywide
 - Low impact/interest – Local area/neighborhood

*Example of on-street neighborhood meeting for a high impact – local area project.
Traffic Calming Program.*




Step 2 – Develop your Community Engagement Action Plan

- Potential divisive issues?
- Other efforts that coincide or conflict?
- Communities that have done similar work?
- Who is affected?
- What equity topics are impacted?
- Who may have concerns?
- What is the community need?
- Timeframe for completion and implementation?
- Key questions/issues to be addressed/answered?

Step 2 – Develop your Community Engagement Action Plan

- Engagement strategy resources. Including but not limited to:
 - Meeting display cases at City Hall
 - Online calendar (a2gov.org/calendar)
 - Council/administrator communications
 - Press Release
 - City website
 - Email distribution
 - Social media
 - Direct Mail/Flier Distribution

*Example of public meeting notice posting.
2018 Transportation Commission meeting calendar.*



CITY OF ANN ARBOR
MEETING NOTICE

Transportation Commission

All Meetings Will be Held in **Council Chambers, 2nd Floor** of the Guy C. Larcom Jr. City Hall Building, 301 E. Huron St. at **7:00 p.m.**

January 18, 2018	May 9, 2018	September 12, 2018
February 14, 2018	June 20, 2018	October 17, 2018
March 21, 2018	July 18, 2018	November 14, 2018
April 18, 2018	August 15, 2018	December 19, 2018

Kayla Coleman
Systems Planning Unit
301 E. Huron St.
(734)794-6430 x 43728
Posted: January 19, 2018

Persons with disabilities are encouraged to participate in public meetings. Accommodations, including sign language interpreters, may be arranged by contacting the City Clerk's office at 734.794.6140; via email to: cityclerk@a2gov.org; or by written request addressed and mailed or delivered to:
City Clerk's Office
301 E. Huron St.
Ann Arbor, MI 48104

Requests need to be received at least 2 business days in advance of the meeting.

Step 2 – Develop your Community Engagement Action Plan

- Engagement strategy resources. Including but not limited to:
 - Public Meeting
 - Focus Group
 - Advisory Committee
 - Community Workshop
 - Interviews
 - A2 Open City Hall
 - Boards/Commissions – presentation and/or working session
 - Lecture/Forum Series
 - CTN
 - Feedback Forms

*Example of pop-up style community workshop.
Downtown Street Design Manual.*



Step 3 – Refine Stakeholder List and Define Roles

- Who should be involved?
- What is their role?
- What is their purpose?
- Inclusivity



*Example of neighborhood workshop meeting.
Traffic Calming Program.*

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EXECUTE COMMUNITY ENGAGEMENT STRATEGY

Step 4 – Analyze and Record Engagement Outcomes

- Bring your internal team together to reflect on the process. Consider the following:
 - Effectiveness of the strategies used
 - The impact key stakeholders made
 - Participation rates
 - Lessons learned



*Example walking tour.
Downtown Alleys Program.*



QUESTIONS