



## **Equitable Engagement**

February 17, 2021

Kayla Coleman, Community Engagement Specialist
Systems Planning Unit

## Tonight's focus:

THE BASICS

What is Community Engagement? Equity? Equitable Engagement?

**CURRENT STATE** 

Where are we now?

**FUTURE WORK** 

Where could we be doing better?

YOUR ROLE

How can you help? Transportation Commission role.

Q&A

**Discussion** 

## But first, WHY ARE WE TALKING ABOUT EQUITY?

## What is community engagement?





Engagement at Ann Arbor Green Fair

### But, Have we provided a transparent and inclusive

decision making process?



## Who should be engaged?



### or affected by the outcome



Bluett Traffic Calming Workshop

N. Maple Crosswalk Public Meeting

### But, Have we provided the resources and support that

everyone needs to engage?



## What is Equity?



**Robert Wood Johnson Foundation** 



# EVERYONE has a role to play.

### Learn from existing participation: Demographic survey



### DEMOGRAPHIC SURVEY (OPTIONAL)

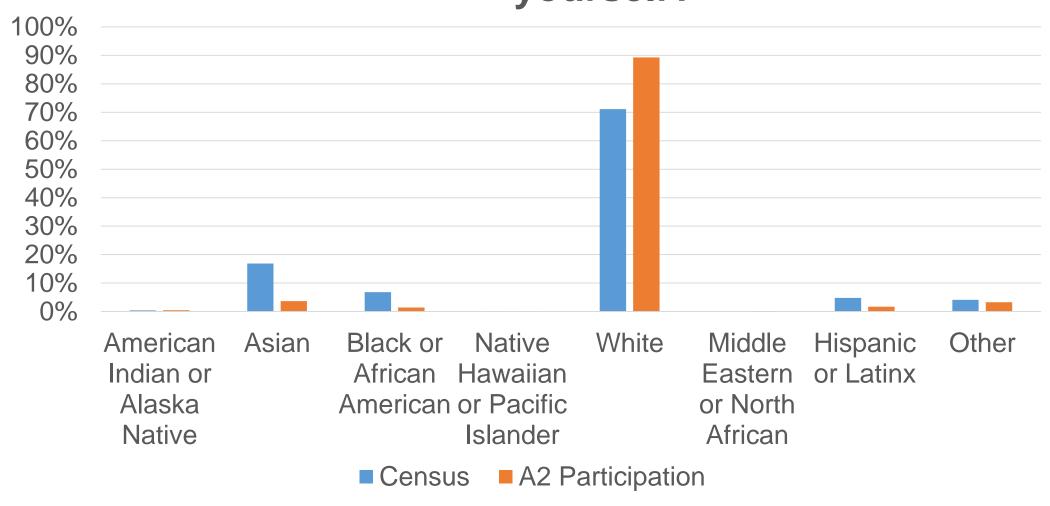
Thank you for participating with the City of Ann Arbor. The city is trying to gain a better understanding of who we are reaching to find ways we can continuously improve public engagement efforts and support inclusivity. To help us gain this understanding, please complete this brief, anonymous survey. This survey is completely voluntary; you are not required to fill it out.

- 1. Do you live in Ann Arbor?
  - Yes
  - b. No
- 2. Do you work in Ann Arbor
  - Yes
  - b. No
  - c. Retired
- 3. Age:
  - a. Under 15 years
  - b. 15-19 years
  - c. 20-29 years
  - d. 30-39 years
  - e. 40-49 years
  - f. 50-59 years
  - g. 60-69 years
  - h. 70 years or older
- 4. Which identifiers would you use to describe yourself?
  - a. American Indian or Alaska Native
  - b. Asian
  - c. Asian Indian
  - d. Black or African-American
  - e. Chamorro
  - f. Chinese
  - g. Filipino
  - h. Japanese

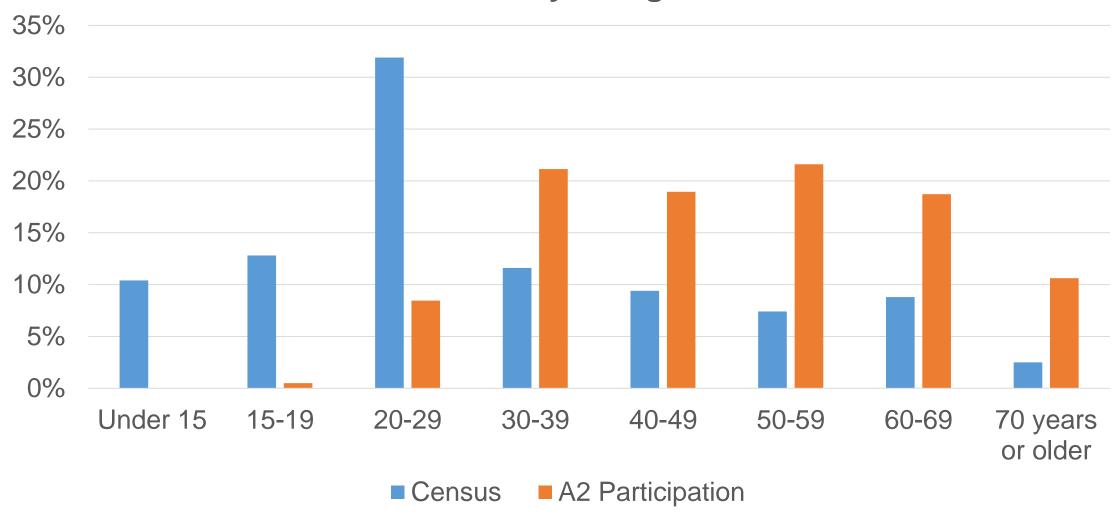
	i. Korean
	j. Native Hawaiian or Pacific Islander
	k. Samoan
	I. White
	m. Middle Eastern or North African
	n. Hispanic or Latinx
	o. Other or Multiracial
5.	What is your gender identity?
	a. Woman/girl
	b. Man/boy
	c. Transgender Woman/girl
	d. Transgender Man/boy
	e. Gender non-conforming or non-binary
	f. Other
6.	Which best describes your household income last y
	a. Less than \$24,999
	b. \$25,000 - \$34,999
	c. \$35,000 - \$49,999
	d. \$50,000 - \$74,999
	e. \$75,000 - \$99,999
	f. \$100,000-\$149,999
	g. \$150,000-\$199,000
	h. \$200,000 or more
7.	Do you rent or own your primary residence?
	a. Rent
	b. Own
	c. Other
8.	What would make it easier for you to engage with

Page 1 of 2

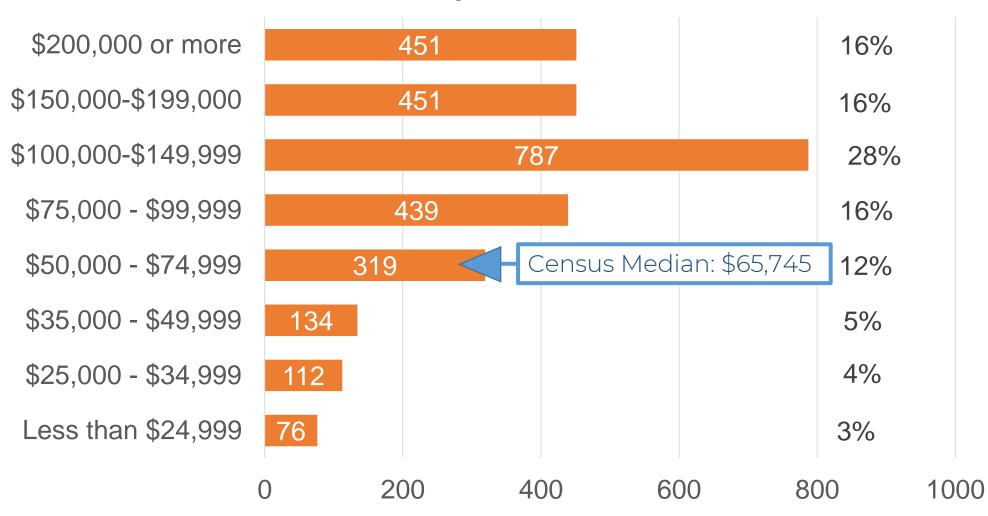
## Which identifiers would you use to describe yourself?



### What is your age?

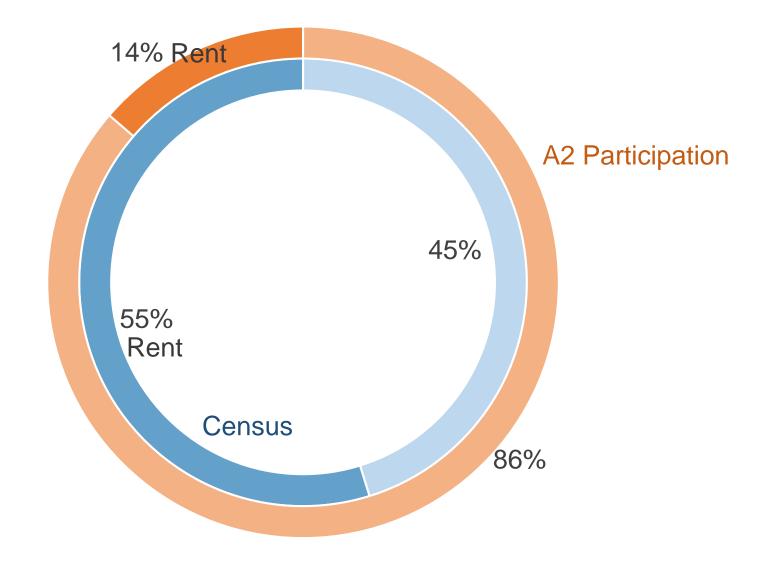


## Which best describes your household income last year?

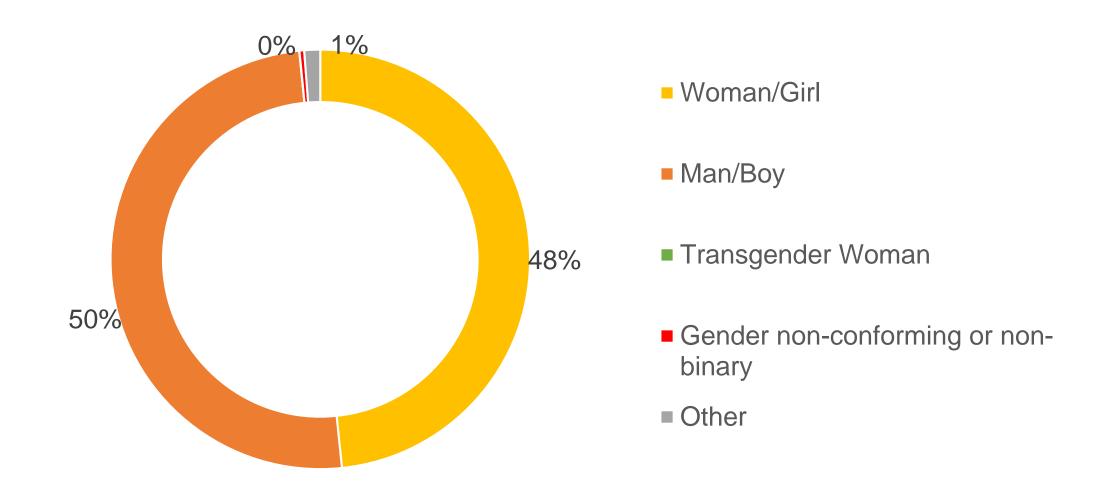


### **Cumulative Data**

### Do you rent or own?



### What is your gender identity?



# So, what is equitable community engagement?

### **Engagement Formats & Techniques**





Open House
Scio Church and 7th Street



Pop-up Community Workshop

Downtown Street Design Manual

On-street Neighborhood Meeting
Scio Church Traffic Calming

### **Engagement Formats & Techniques**



1 INFO

**→** SIGN IN

@ HELP

Q





zoom

Bandemer Park/Barton Nature Area Poll

1. Do you support the City and County continuing to pursue the pedestrian underpass project?

Strongly support

Support

Neutral

Oppose

oppose

Enter your Email Address

Subscribe

Learn More

Open Topics

Closed Topics





A2 Fix It

Submit

**Internal Process & Resources** 

# The City of Ann Arbor Community Engagement Toolkit



### **Training & Education**



### How can we improve?

## Internal consistency & expectations





### DEMOGRAPHIC SURVEY (OPTIONAL)

Page 1 of 2

Thank you for participating with the City of Ann Arbor. The city is trying to gain a better understanding of who we are reaching to find ways we can continuously improve public engagement efforts and support inclusivity. To help us gain this understanding, please complete this brief, anonymous survey. This survey is completely voluntary; you are not required to fill it out.

- 1. Do you live in Ann Arbor?
- a. Yes
- 2. Do you work in Ann Arbor
  - a. Yes b. No
- c. Retired
- Age:
- b. 15-19 years
- c. 20-29 years
   d. 30-39 years
- e. 40-49 years f. 50-59 years
- g. 60-69 years
- h. 70 years or older
- 4. Which identifiers would you use to describe yourself?
  - a. American Indian or Alaska Native
- b. Asian c. Asian Indian
- d Black or African-American



Provide basic needs for participation











**Build Relationships** 



More resources





### 2018 Public Engagement Road Map

The Public Engagement Roadmap includes key engagement iniatives, timelines and the level of engagement as identified in the City's engagement framework. For information on engagement initiatives visit victoria.ca/haveyoursay.

### **Communicate**



Nine Transportation Neighbourhood Projects (Local and major street rehabilitation)

- > All Year
- > Consult ← Inform

Ship Point Master Plan

> May

> Inform



Participatory Budgeting

> January

Development Summit

> Summer

> Consult

> Empower

### > January to April > Consult

Create Victoria:

Art in Public

Places Policy

Update

April

Consult

Improvements to Topaz

Park: Feedback



Douglas Street Priority Bus Lanes

- > January to October
- > Inform

Neighbourhood Planning: Fernwood, Jubilee (north and south) and Oak Bay Avenue

> Spring to Winter

> Collaborate ←→ Inform

Village, North Park, and Rockland



Market Rental Revitalization Strategy

- > Winter to Spring
- > Consult



Vic West Neighbourhood Plan > Winter and Spring

Wharf, Humboldt and Cook

functional designs (Active

Transportation Network)

February to April

> Consult ←→ Inform

> Consult ←→ Inform

- > Winter
- > Consult ← Inform



> Consult

Early Engagement on 2019 Financial Plan

Spring

Improvements to

Summit Park

Crystal Pool and Wellness

> March to June

Centre Replacement Project

> March Consult

Consult



- > Spring
- > Inform



> Spring

**Public Engagement Summit** 

> February > Consult

> Consult

Create Victoria:

Music City Strategy



### Gonzales Neighbourhood Plan



### Inclusionary Housing Strategy

- Spring and Summer
- > Consult



### Climate Leadership Strategy

- Spring and Summer
- > Consult



Harbour Pathway Plan Update > Fall

- > Spring



### Fairfield Local Area Plan

- > Consult ←→ Inform



Conceptual Designs for Vancouver, 5th/Graham, Harbour and Beacon Hill connector - early engagement for 2019 projects

- (Active Transportation Network) > Summer to Fall
- > Consult



Centennial Square Action Plan

Summer to Fall > Consult



Structural Upgrades > Summer to Fall

- > Inform



Downtown Public Realm Conceptual Design for Government Street > August to December

> Consult

### Election > October > Empower



pilots on Haultain, Kimta and Richardson (Active Transportation Network)

- > Consult



Conceptual designs for

- > Fall



2019 Financial Plan > Late Fall to Winter



Engage and



> Consult

## How can we improve?



## How can we improve?

### **Equity Focused Engagement Strategy**

- Internal project team
- External Steering Committee
- What does Equity and Equitable Engagement mean in Ann Arbor?
- What metrics will we evaluate?

### **Look to Other Cities**



Neighborhood and Community Relations Department

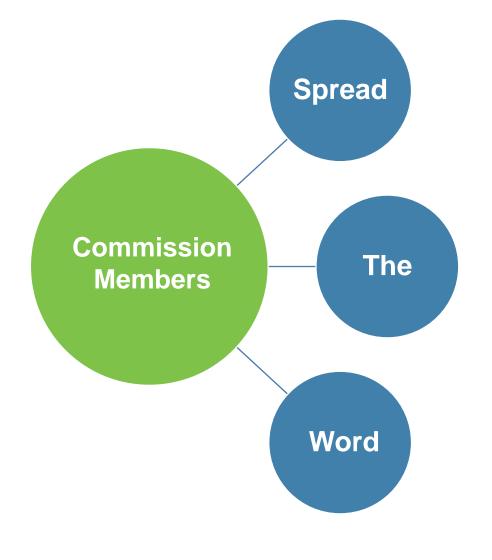


- Equitable Engagement Blueprint
- Engagement Dashboard

# Transportation Commission Role in Engagement











# What are your ideas for more equitable engagement?

Kayla Coleman, Community Engagement Specialist 734.794.6430 x43728 kcoleman@a2gov.org