

HOUSING & NEIGHBORHOODS  
Community Engagement Division

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# What is Community Engagement?

The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.



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# Why is Community Engagement Important?

- **Decision Making** – Community Engagement leads to better decisions, decisions that are more trusted and credible and supports increased citizen influence in decision making.
- **Community and Democracy** – Community Engagement builds strong communities with a greater sense of connection, belonging, and ownership. It improves citizens' understanding of issues, builds citizen confidence and strengthens our democracy.
- **City Building** – Community Engagement plays a major role in building a great city, creates efficient, realistic plans and improves project outcomes, fosters innovation and civic pride.



# Community Engagement Values

- Collaboration
- Responsiveness
- Stewardship





# Division of Community Engagement

- A service unit of the Housing and Neighborhoods Department
- Engaging and valuing the various voices and perspectives in the community.
- While many of our programs are neighborhood based, we continuously seek opportunities to reach and serve the community.



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# Current Engagement Activities

## **Raleigh Neighborhood Registry:**

- Established in 2002 to get residents involved in decisions affecting their neighborhoods.
- Currently, over 350 neighborhood-based organizations geographically disbursed throughout the City.
- Organizations on the Neighborhood Registry receive:
  - City assistance with neighborhood events, festivals, activities and neighborhood cleanups
  - Eligibility to apply for Neighborhood Improvement Funds for neighborhood projects and programs



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# Current Engagement Activities

## Digital Engagement:

- Virtual Raleigh Neighborhood College
- Virtual Citizens Leadership Academy
- Virtual Professional Development Learning with Youth
- Public Input – using online tool to get input (i.e. surveys)
- Virtual Hurricane Readiness and Financial Literacy Series with Hispanic and Latino population
- Annual Raleigh Neighborhood Exchange (cancelled due to COVID-19)



# Engagement Principles:

The Community Engagement Division currently leverages assets, resources, and techniques to build and strengthen connections among all residents through neighborhood-based organizations, volunteerism, and youth engagement.





# What is IAP2?

International Association for Public Participation (IAP2) is an international association of members who promote and improve the practice of public participation and engagement.

IAP2 views public participation as any process that involves the public in problem solving or decision-making and uses public input to make decisions.



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# Why IAP2?

## This Model:

- Focuses on the *process* to make a decision ...
- That process makes decisions more informed...
- A more informed decision is a better decision...
- A more informed decision can lead to a stronger neighborhood, community, and City.

# 3 Pillars for Effective Public Participation



IAP2 Spectrum of  
Public Participation

A framework designed to assist with the selection of the level of participation that defines the public's role in any public participation process.



IAP2 Core Values

The Core Values define the expectations and aspirations of the public participation process.



IAP2 Code of Ethics

A set of principles that enhance the integrity of the public participation process & speaks to the actions of practitioners.



# IAP2 Public Participation Spectrum

|                           | INFORM   | CONSULT  | INVOLVE  | COLLABORATE  | EMPOWER   |
|---------------------------|--|--|--|--|---|
| PUBLIC PARTICIPATION GOAL | To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions. | To obtain public feedback on analysis, alternatives and/or decision.   | To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.  | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.                            | To place final decision-making in the hands of the public.  |
| PROMISE TO THE PUBLIC     | We will keep you informed.   | We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.          | We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for direct advice and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible. | We will implement what you decide.  |
| EXAMPLE TOOLS             | <ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Websites</li> <li>• Open houses</li> </ul>                                 | <ul style="list-style-type: none"> <li>• Public comment</li> <li>• Focus groups</li> <li>• Surveys</li> <li>• Public meetings</li> </ul> | <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberate polling</li> </ul>  | <ul style="list-style-type: none"> <li>• Citizen Advisory committees</li> <li>• Consensus building</li> <li>• Participatory</li> <li>• Decision-making</li> </ul>                | <ul style="list-style-type: none"> <li>• Citizen juries</li> <li>• Ballots</li> <li>• Delegated</li> <li>• Decisions</li> </ul> |



# IAP2 Code of Ethics

## 1. PURPOSE

We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

## 2. ROLE OF PRACTITIONER

We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

## 3. TRUST

We will undertake and encourage actions that build trust and credibility for the process among all the participants.

## 4. DEFINING THE PUBLIC'S ROLE

We will carefully consider and accurately portray the public's role in the decision-making process.

## 5. OPENNESS

We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

## 6. ACCESS TO THE PROCESS

We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

## 7. RESPECT FOR COMMUNITIES

We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."

## 8. ADVOCACY

We will advocate for the public participation process and will not advocate for interest, party or project outcome.

## 9. COMMITMENTS

We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

## 10. SUPPORT OF THE PRACTICE

We will mentor new practitioners in the field and education decision-makers and the public about the value and use of public participation.





# Next Steps

The Community Engagement Division is seeking guidance in creating a principle-based engagement strategy that will advance communications and create opportunities for the community to weigh in on community issues.

THANK YOU!

