



**Community Engagement
Process Development**
Planning for a More Equitable Raleigh

How Proactive Engagement Can Change Your Community

Community Forum | October 25, 2019 | 12:00 pm - 1:30 pm

Walnut Creek Wetlands Center | 950 Peterson Street, Raleigh NC 27610

Why Are We Here?

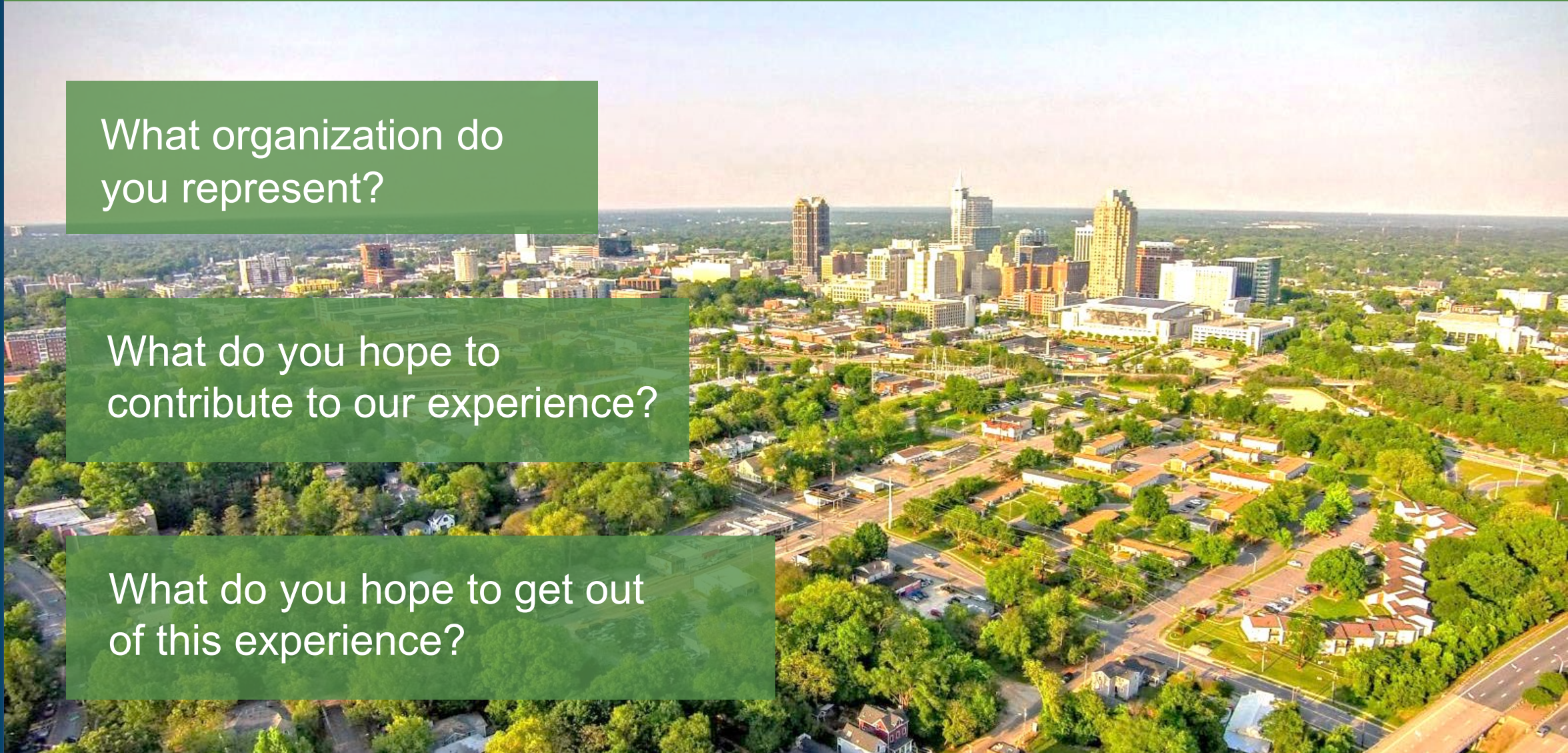


Who is in the Room?

What organization do you represent?

What do you hope to contribute to our experience?

What do you hope to get out of this experience?



Current State of Municipal Public Engagement



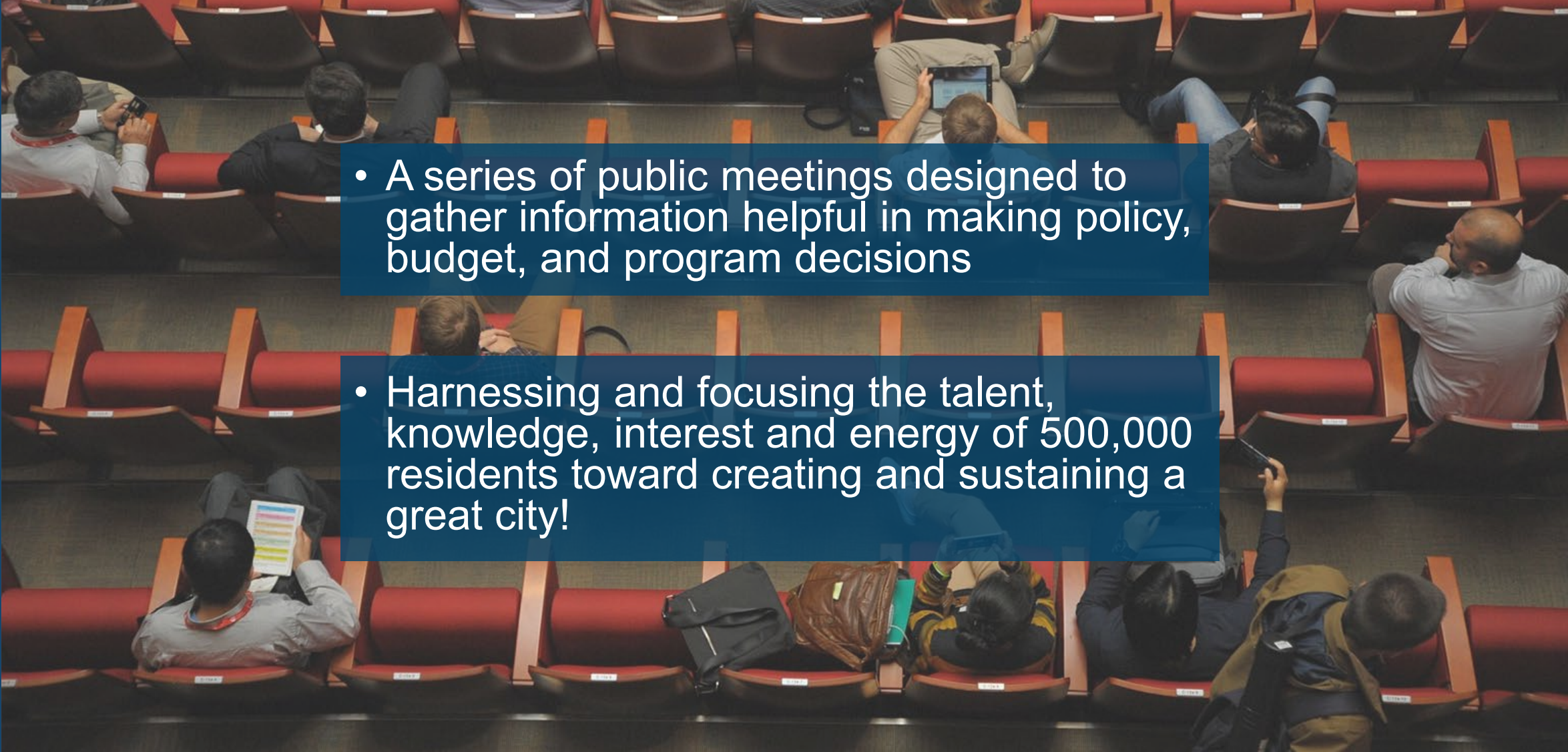
NC STATE
UNIVERSITY

Milton “Mickey” Fearn

Professor of the Practice

North Carolina State University

Community Engagement

- 
- A series of public meetings designed to gather information helpful in making policy, budget, and program decisions
 - Harnessing and focusing the talent, knowledge, interest and energy of 500,000 residents toward creating and sustaining a great city!

The Public Engagement Continuum



- Customer Service: The thousands of transactions that occur everyday between direct service employees and citizens



- Boards, Commissions
- Service Learning

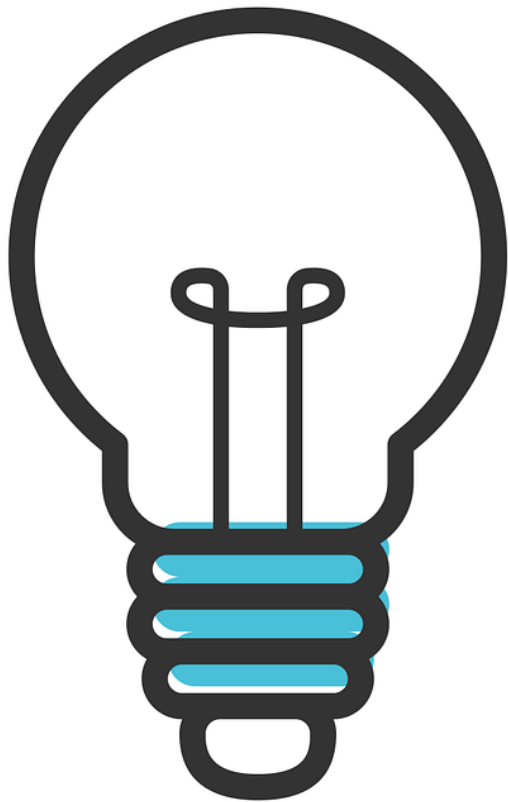


- Task Forces
- Voluntarism



- When citizens initiate a process because they feel they need to be heard

The Public Engagement Continuum



- We want citizens to contribute their thoughts and original ideas
- We have ideas that we want citizens to help us refine
- We have important information we need to communicate to citizens face to face
- We are afraid of the political consequences of a particular situation so we either check in with citizens to be sure we are on firm ground or ask them to make the decision

Engagement Assumptions

- There is a certain of disengagement that should be expected and is therefore acceptable
- All citizens are free to engage. If they elect not to engage, they should be expected to live with the consequences of their disengagement
- The myth that engagement is a free choice



Why People Don't Engage

- Apathy
- Helplessness
- Things are good
- No urgency
- The ineffectiveness or perceived impotency of public process
- Logistics



Why People Don't Engage



- The “black hole” – no closure
- Not welcomed
- Not acknowledged
- Inviting them for the wrong reason
- Not interested in vision
- Can’t find their “power” in the event or issue
- No relevancy or intimacy with the issue of the conveners
- Can’t find meaning in the content or process
- Memory of previous engagements



Raleigh

The problem is...

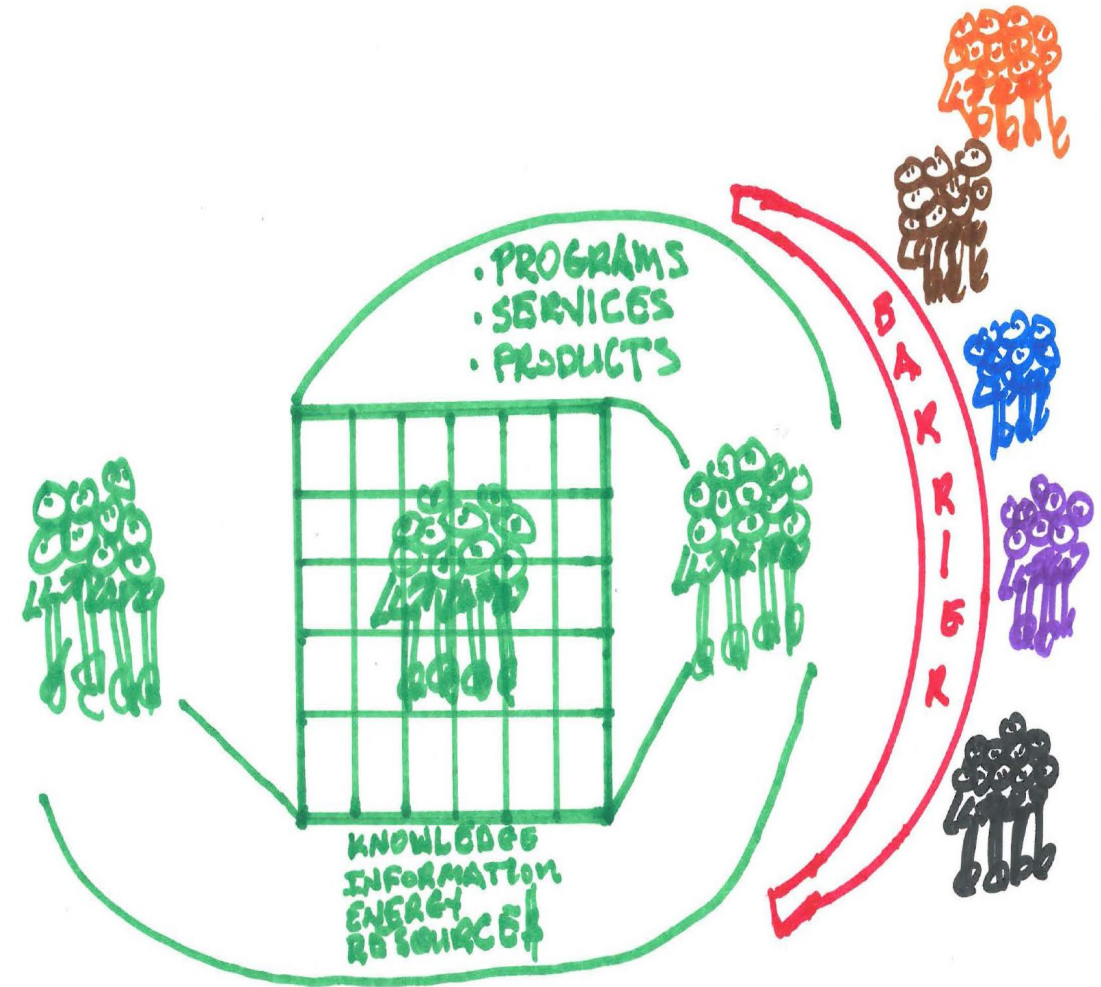


...there's a small group of people who do everything.

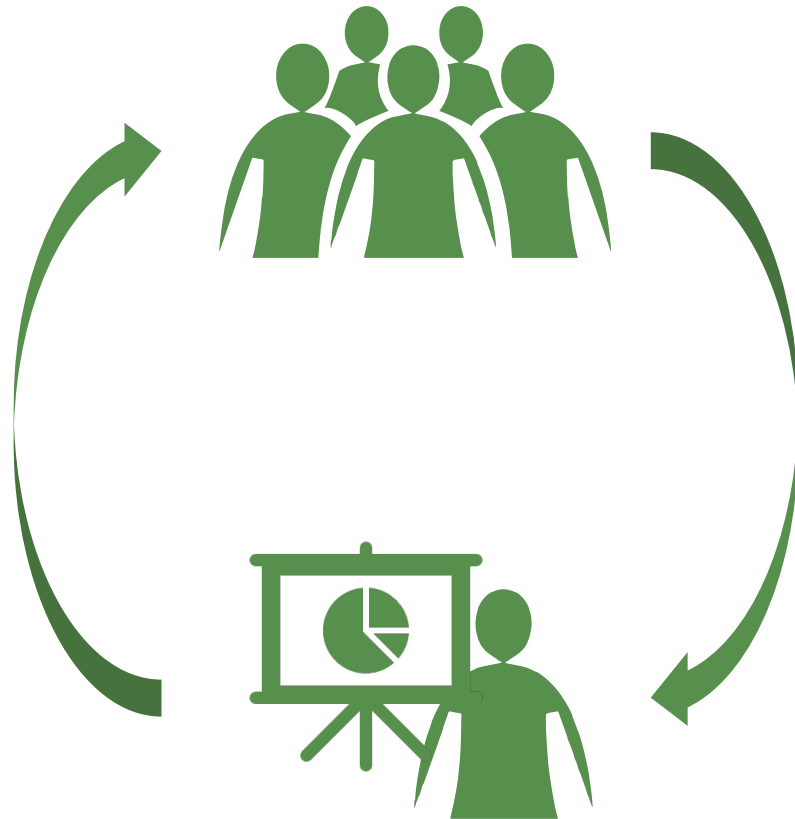
The Homogenization of Diversity!

“Socially homogenous memberships inevitably results in movements that reflect the practices, lifestyles, language, thought processes, and values that will be an extension of the culture of that group.” Failure to recognize, take responsibility, and learn from the cultures and conditions they created.

- Rose (Stories of Inclusion)



The “Green People” Model



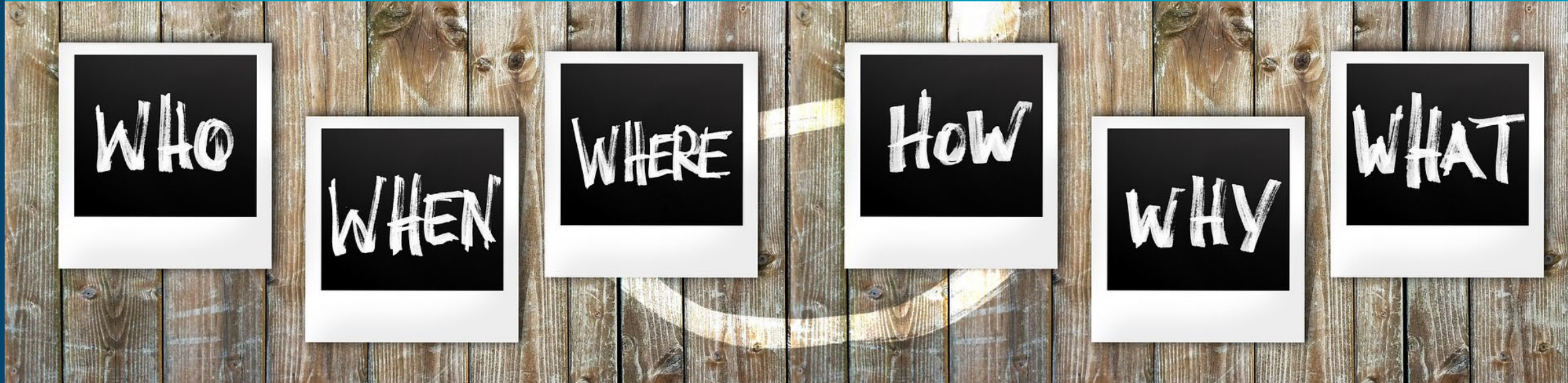
- If green, adult, homeowners are the only residents attending public meetings, and
- If only green public administrators and elected officials are making decisions about transforming that input into policy, budget, and programs and services...
- It is inevitable that those decisions, services and programs will serve green people
- Systems are created to serve the people who created the systems

Inclusionary Engagement



- Raleigh is committed to designing and conducting inclusionary public engagement in which all residents have the opportunity to engaged in budget and policy making, budget decisions, and in the design, delivery, and evaluation of programs and services.
- Raleigh is committed to understanding how race, culture, ethnicity, and socio-economic status impact community engagement and civic stewardship.

How do we know we are successful?



- What is the metric that tells us that our current community engagement policies, and activities are successful?
- How do we inspire residents to engage?
- How do we get citizens to acknowledge the importance of community engagement?

Small Group Discussions

Please work with your table to answer the questions below:

What factors discourage your constituents from engaging?

What actions should the City of Raleigh take to ensure inclusionary community engagement, inspire residents to engage, and to encourage residents to become civic stewards?

How do race, cultural, ethnic, socio-economic status and other factors impact residents' inclination to engage?

Next Steps



Where do we go from here?



How can we keep you engaged?

Closing Remarks

Please take our online survey:
publicinput.com/CEPDStudy