



# Community Workshop

Saturday, February 22, 2020 | 11am – 1pm  
Walnut Creek Wetlands Center

# AGENDA

I.

## Welcome & Introductions

### 1. WELCOME - KRISTIN (5 MINS)

- Community Workshop Purpose

### 2. PRESENTATION - SIMONE (10-15 MINS)

- CEPD Project Overview
- Phase I Outreach
- Community Workshop Goals
- Group Exercise Instructions

II.

## Group Activities

### 3. SMALL GROUP EXERCISE (60 MINS)

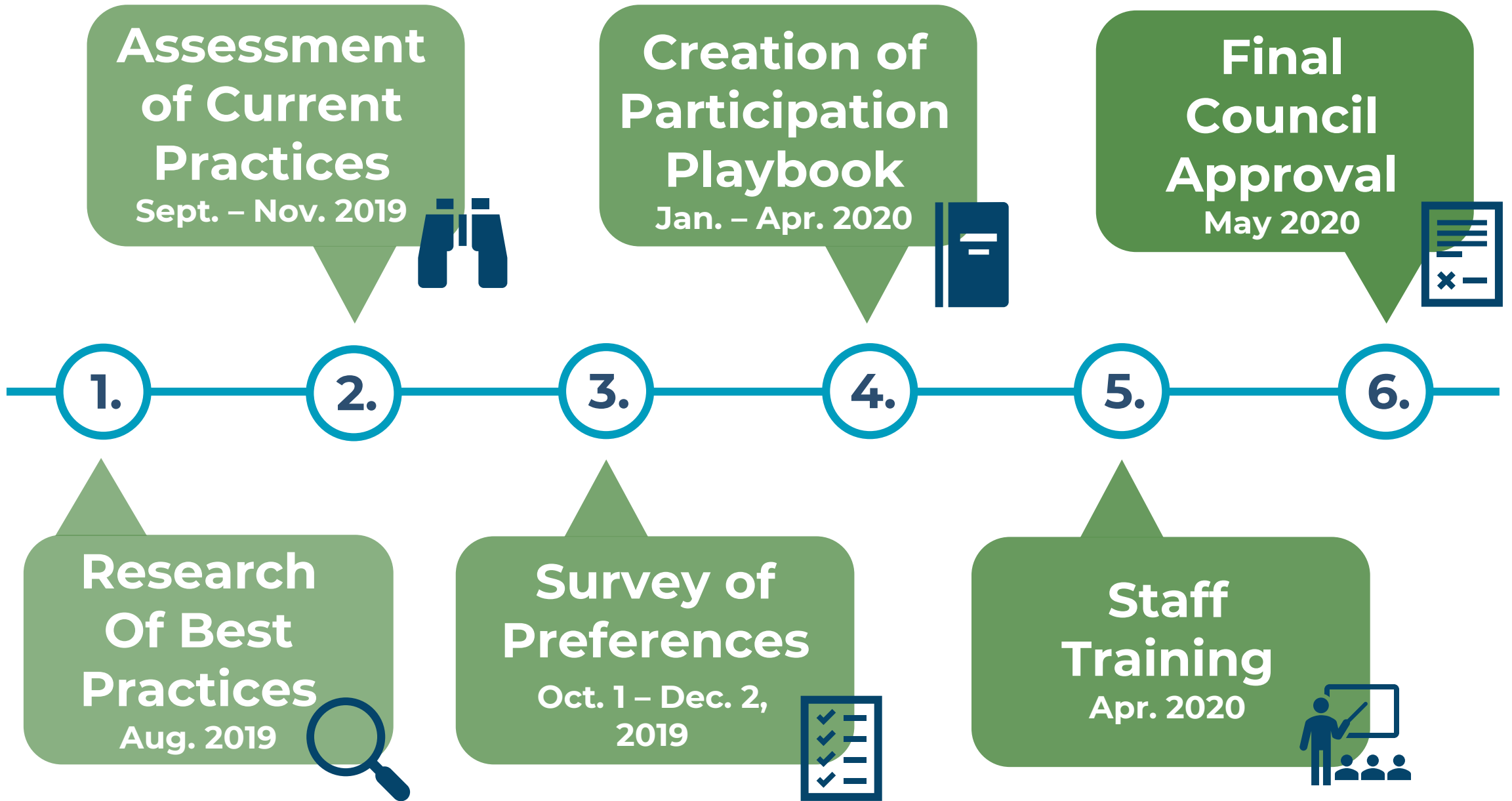
### 4. LARGE GROUP DISCUSSION (30-45 MINS)



# Project Purpose

A photograph of four diverse individuals (two men and two women) standing in a grassy park area. They are all smiling and holding up large, colorful speech bubbles. From left to right: a man with glasses in a blue and white checkered shirt holds a blue speech bubble; a woman in a striped shirt holds a pink speech bubble; a woman with curly hair in a white shirt holds a teal speech bubble; and a man in a brown shirt holds an orange speech bubble. The background shows a clear sky and some distant buildings.

Create an equitable and comprehensive public engagement process for the City of Raleigh Planning Department.





**22 Participants from 15  
Organizations at  
Community Forum**



**77 surveys and 400 flyers  
distributed at Pop-Up  
Events**



**6 Community  
Conversations with  
41 participants**



**9 CACs distributed survey  
and 2 CAC presentations**

## **Community Engagement Process Development**

# **Phase I Outreach Highlights**

**48 apartment complexes  
distributed the survey**



**48-second promo video  
shared on RTN & social  
media**



**18,900 people  
reached through  
social media**



**1,786 GovDelivery  
e-mails opened & 127  
unique clicks**



# Phase I Outreach Highlights

## PARTICIPANTS

825

## RESPONSES

9,185

## COMMENTS

520

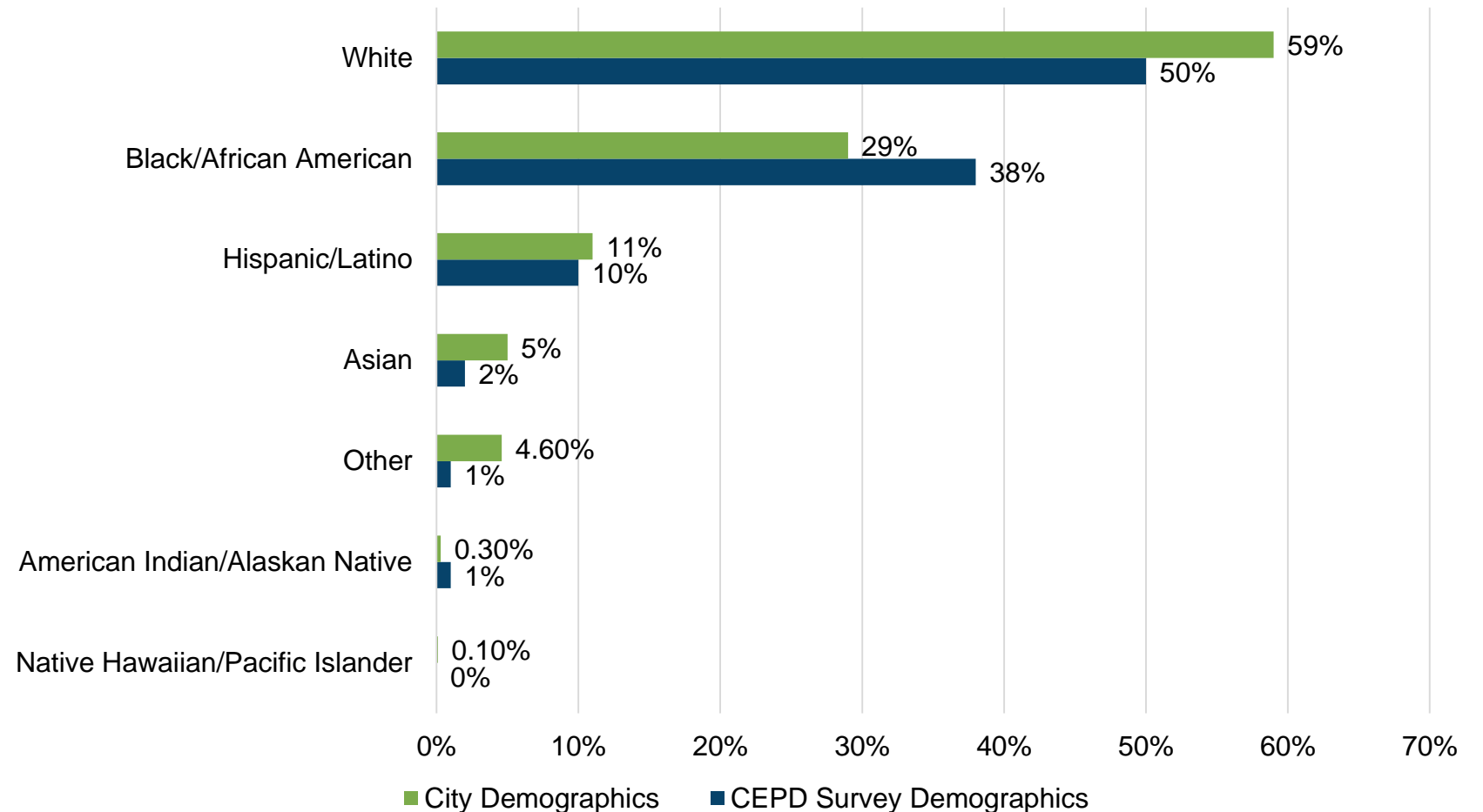
## SUBSCRIBERS

203

## VIEWS

2,047

CEPD Survey Demographics Compared to City of Raleigh Demographics - Race



# What We Heard

## BARRIERS TO ENGAGEMENT:

- Lack of trust & transparency
- Did not feel input would be valued
- Not aware of outreach activities
- Meeting times & locations
- Information not easy to understand
- Not sure where to find information
- Do not feel knowledgeable enough to contribute

## RESIDENTS WOULD BE MORE LIKELY TO PARTICIPATE IF...

- Free parking/transportation
- Refreshments/a full meal
- Child-care
- Meetings streamed online
- Reports on the public feedback
- Better outreach for project awareness
- Multiple meetings/locations





## WORKSHOP GOALS

- Identify any additional barriers to engagement experienced by your community
- Develop strategies that will overcome these barriers



# Small Group Activity Instructions

## **SMALL GROUP DISCUSSION**

We'll start off with a general question to get the ball rolling! (5 mins)

## **CARD-STORMING ACTIVITY**

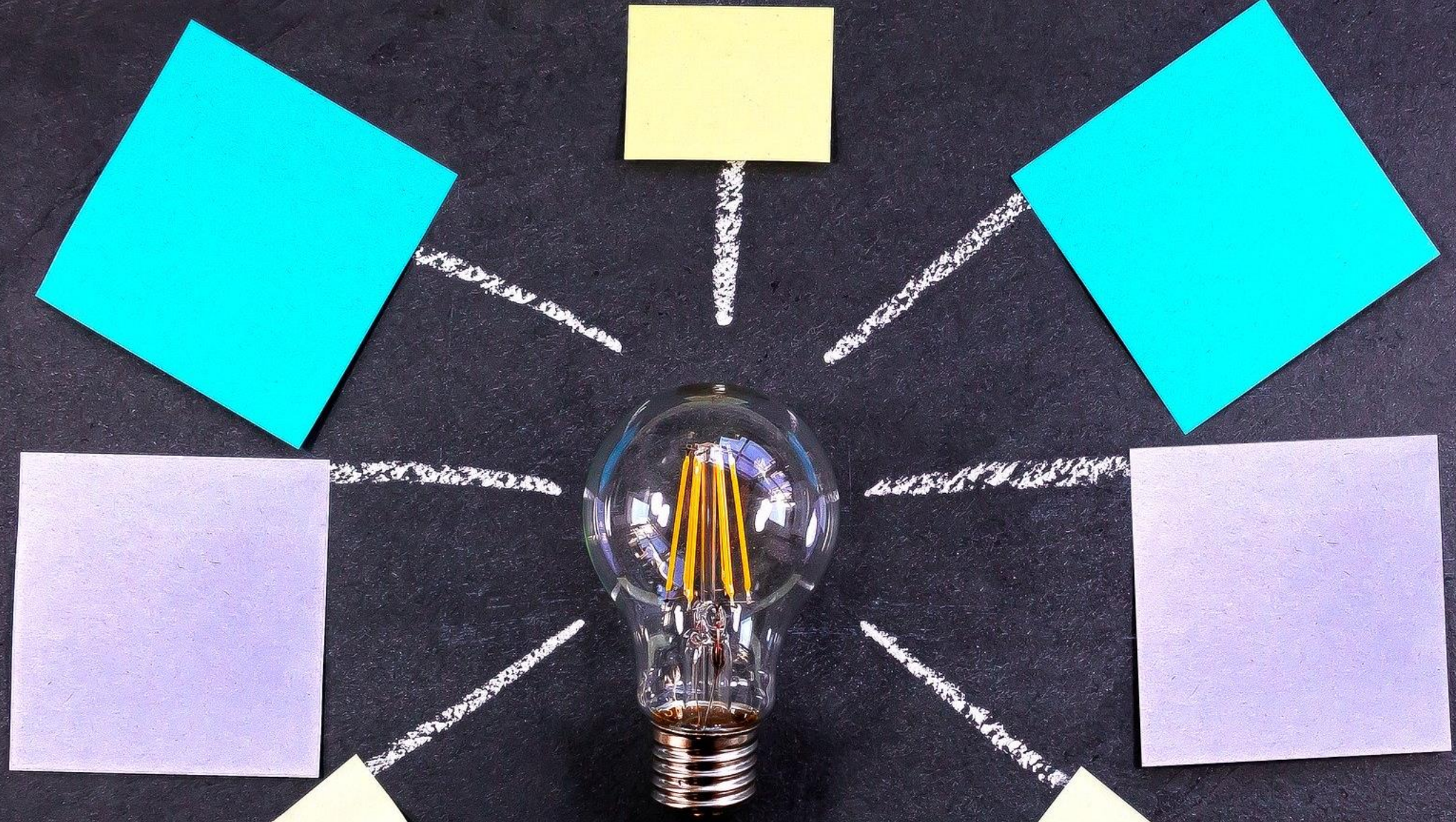
1. Select a participant leader for your group
  2. Individually write down your answers to Question 1
  3. Share your answers with the group and as a group, choose your top 3-5 ideas
  4. Participant leader - post ideas to the wall
  5. Repeat steps 2-4 for Questions 2 & 3
- (20 minutes for each question)

# Large Group Discussion

## CARD-STORMING ACTIVITY (cont.)

1. Participant leaders will share out their top ideas for Question 1 & clarify any idea to the group
2. As a large group, we'll move similar ideas together to create categories
3. We'll name the categories (2-3 words)
4. Discussion of findings & any surprises?
5. Repeat for Questions 2 & 3





**Group Discussion**



# Next Steps



✓  
Your ideas  
will be  
included in  
the Public  
Participation  
Playbook

## Project Next Steps:

- Playbook Development
- Playbook Review & Comment in mid-March
- Staff Training in late April

