



# GREENWAYS FOR PITTSBURGH COMMUNITY ENGAGEMENT TOOLKIT





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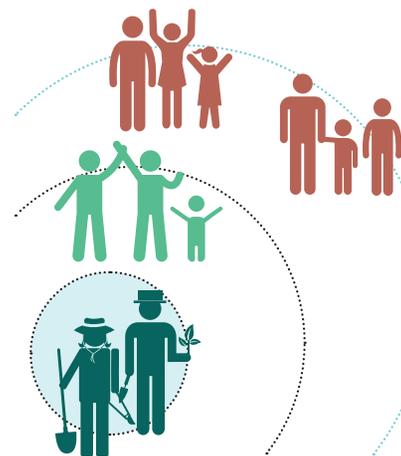
## WHY COMMUNITY ENGAGEMENT IS IMPORTANT

engagement methods

how to keep stewards engaged

## COMMUNITY MEETING RESOURCES

agendas, presentation, and activities



### Who is involved?

#### Greenway Users

Visits greenway and attends engagement events.

#### Supporters & Participants

Participates in stewardship.

#### Core Stewardship Group

Leads stewardship activities and community engagement.



**Greenways for Pittsburgh** is a program of the Department of City Planning that helps communities designate and steward the City's greenways to become assets for their neighborhood and the City. This Toolkit was created by evolveEA and consultants as a part of the Greenways for Pittsburgh 2.0 program, along with a Policy Guide and a Resource Guide.



# ENGAGEMENT METHODS

While meetings can be very effective to engage your community, there are many other ways to attract the attention of your neighbors and build capacity. The key to community engagement is to pursue a wide variety of methods and means to engage individuals of all types and interests.

There are many different ways to engage your community and build capacity, including:

<b>SCAVENGER HUNTS</b>	Organize a scavenger hunt that encourages participants to explore and learn about the greenway. Highlight recent projects and sites of interest.
<b>TOURS</b>	Host an official tour or hike of the greenway. Consider having a local student, child, or expert lead portions of the tour.
<b>COMMUNITY DINNER</b>	Host a community potluck in the greenway, where each individual brings a separate dish. Set up a long table at a point of interest in the greenway.
<b>GAMES</b>	Host a day of free games in the greenway, including cornhole, horseshoe, hide and go seek, and other games.
<b>COMPETITION</b>	Host a competition in the greenway, such as a race, obstacle course, climbing wall, or other activity. This can act as a fundraising opportunity.
<b>TRAINING/EDUCATION</b>	Provide free classes, using the greenway as your classroom. Teach about invasive species removal, habitat restoration, and other topics.
<b>STEWARDS SYMPOSIUM</b>	Attend the City's annual Stewards Symposium to recruit potential stewards. Promote the event and encourage community members to attend.
<b>GREENWAY PARTY</b>	Host a party in the greenway featuring entertainment, food, and beverages. Celebrate the greenway's birthday or another milestone!
<b>WORKING GROUP</b>	Have an issue your greenway is trying to solve? Convene a working group of community members and local experts to research and resolve the issue.
<b>VOLUNTEER EVENTS</b>	Host a one-day volunteer blitz to recruit new stewards. This could be a litter clean up, planting day, bench construction day, or other activity.
<b>CITIZEN SCIENCE</b>	Work with local schools and community members to conduct citizen science experiments. Measure air quality, water quality, or other metrics.
<b>ART INSTALLATIONS</b>	Commission an artist to create a piece for or inspired by the greenway or encourage community members to contribute pieces to a new exhibition.

## ENGAGEMENT TIPS

keep the momentum going

be creative and do something unique

appeal to a variety of ages, backgrounds, and locations

have FUN!

include community members in event planning

work with partners and/or other stewardship groups

follow-up with attendees to keep them engaged

# HOW TO KEEP STEWARDS ENGAGED

Recruiting individuals to participate in stewardship activities can be a difficult task. Potential stewards have work, often times have families, as well as other commitments, and stewarding a greenway can be a time intensive activity (depending on the greenway). It is important to keep your stewards engaged once they become involved.

After recruiting new stewards, keep them engaged by considering:

## 1. INCENTIVES

Incentivize participation in greenway stewardship activities by offering a reward for seasoned greenway stewards. Offer stewards who have donated 20+ hours of time a special greenway hat, badge, or other item. Partner with local businesses and provide stewards with gift cards to restaurants in their community.

## 2. RECOGNITION

Do not forget to thank your stewards for donating their time and participating. Recognize their efforts by listing their names on a greenway website, on a sign at the greenway entry, and/or on the back of greenway t-shirts. Consider hosting an informal awards ceremony, and award each steward with a superlative title (example: “most enthusiastic” or “worker bee”).

## 3. CELEBRATIONS & COMMUNITY BUILDING

It is important to periodically celebrate your Greenway Stewardship Group’s achievements. Consider hosting a party or event just for stewards. These events show stewards that they are appreciated and can help build a sense of community within your group.

## 4. GROWING YOUR GROUP

Encourage your greenway stewards to reach out to their friends, family, co-workers, classmates, and others to participate in the Greenways Stewardship Group. Word of mouth is often the most successful kind of outreach. Hearing about the activities performed and the benefits of participating from a trusted individual is often very convincing.

### STEWARDSHIP GROUP TIPS

don't forget to say "thank you!"

assign tasks based on interest and skill level

have a plan for task implementation ahead of time

be patient

come prepared with all required tools

take breaks, stay hydrated, and bring snacks

do not push yourself (or others) past their physical limits

# COMMUNITY MEETINGS

There are several ways to engage your community. The most traditional and direct way is to host a community meeting; a forum for highly interactive discussions, exercises, and feedback. The greenways process requires at least three community meetings, however, Greenway Stewardship Groups are encouraged to host more if desired.

When planning a community meeting, make sure to consider:

## 1. DATE & TIME

Choose a day that does not have any other conflicting events, such as community celebrations, meetings for other non-profits, major sporting events, etc. Typically weekdays are best for community meetings and weekends are best for other types of engagement. Choose a time that does not conflict with the work and school day (a 6 or 7pm start is recommended).

## 2. LOCATION

Choose a location for your meeting that is in the community, is easy to navigate to, has ample parking, and is an inviting and neutral location for all individuals in your community. Make sure the location has plenty of tables and seating, and encourages small and large group dialogue. Community centers, churches, and schools are often good locations for community meetings.

## 3. SUPPORT & INCENTIVES

Provide support for those with families and busy workdays. Offer free on-site childcare, dinner, and/or a raffle to provide support and encourage attendance. Community members do not have to attend your meeting, so providing support in these ways shows them that their time and effort is appreciated.

## 4. EXTENSIVE AND INCLUSIVE OUTREACH

Make sure to get the word out about your meeting! Use a diversity of methods including going door-to-door, social media, flyers at local businesses, posters at community anchors, etc. Also, make sure you are reaching all groups of individuals within your community. It is important to keep this process all inclusive, and extensive and thoughtful outreach is the key to this. For more information about Outreach and Marketing, see page xxxx.

### COMMUNITY MEETING TIPS

value all opinions,  
independent of  
tenure

make sure that  
every voice is heard

introduce yourself  
and learn about your  
neighbors

include a  
variety of  
speakers

include interactive  
games and  
activities

create a handout  
summary for  
attendees to take  
home

collect contact  
information to  
keep attendees in  
the loop

# COMMUNITY MEETING AGENDAS

Each required community meeting has an explicit goal related to informing, engaging, activating, or building consensus among community members. The suggested agendas present activities and information in support of these goals.



**GOAL** ENGAGE  
INFORM  
CONSENSUS

**Inform the community about greenways and come to a consensus of whether to pursue designation. Engage them to brainstorm the initial greenway goals and vision.**



**GOAL** ENGAGE  
INFORM  
CONSENSUS

**Engage the community in the prioritization of uses and elements. Inform them of where the greenway is in the process. Come to a consensus regarding critical issues in the Designation Plan.**



**GOAL** INFORM  
ACTIVATE  
CONSENSUS

**Inform the community of where the greenway is in the process. Come to a consensus regarding project prioritization. Activate attendees to steward the greenway.**



## MEETING ONE

**WHEN?** Following application approval by the Greenways Program Manager (GPM).

**WHO?** The meeting should be hosted by the Greenways Stewardship Group, in partnership with the GPM.

**PRIOR TO THE MEETING:** Confirm a date, time, and location. Conduct outreach to advertise the meeting. Notify adjacent neighborhood groups and Greenway Partners about the meeting.

### AGENDA:

#### 1. Icebreaker activity and introductions

*Icebreakers help attendees warm-up to the group and helps them get to know each other.*

#### 2. Greenway fundamentals presentation

*This presentation gives an overview of what a greenway is, types of greenways, and a history of the program.*

#### 3. Community values assessment

*Reference existing plans and studies to determine if the establishment of a greenway aligns with the community's goals. Discuss the results of this analysis with the community.*

#### 4. Greenways show and tell exercise

*Facilitate an activity where community members share existing knowledge of the greenway and where existing elements are located.*

#### 5. Greenway Resource Guide and process

*Present the Resource Guide and describe the greenway designation and stewardship process.*

#### 6. Greenway visioning exercise

*Facilitate an activity where community members develop a vision and goals for the greenway.*

#### 7. Greenway pros and cons

*Facilitate a discussion of the pros and cons of establishing a greenway in your community. Record attendees' responses and come to a consensus regarding whether to move forward in the process.*



## OBJECTIVES



At the conclusion of this meeting, the community will:

1. Understand what a greenway is, what the benefits of a greenway are, what uses a greenway can have, and what elements may be constructed in a greenway.
2. Understand how the greenway aligns or does not align with their existing community plan and studies, if either exists.
3. Understand where their proposed greenway is located and what the five steps are to designate and maintain an official greenway.



## TOOLKIT RESOURCES

See the following pages for related resources.

1. Nametags and Sign-in sheet
2. Fundamentals presentation
3. Greenways show and tell exercise
4. Visioning exercise
5. Resource Guide



## NAMETAGS AND SIGN-IN SHEET

Using nametags at every meeting helps attendees get to know one another. Have attendees fill out a sign-in sheet so that you can keep them in the loop for future engagement.

**WHEN TO USE THIS EXERCISE:** Bring a sign-in sheet and blank nametags to every meeting.

**WHAT IS NEEDED:** Sign-in sheet, print the Greenway Nametags onto Avery brand adhesive nametag stickers (#5395), markers, and pens

**HOW IT WORKS:** Set up a table to the entrance of the building. Station a steward at the table, who will be in charge of signing in attendees and giving them a nametag to fill out.

**HOW TO PRODUCTIVELY USE THE RESULTS:** Use the attendee information to contact individuals about upcoming meetings and events, and to thank them for attending your meeting.



# GREENWAY FUNDAMENTALS PRESENTATION

The first community meeting requires that the Greenway Fundamentals Presentation is given to the community. This presentation is attached to the Toolkit and is in PowerPoint format. While the Greenways Program Manager is capable of giving this presentation, it is highly recommended that the Greenway Stewardship Group gives the presentation.

**GREENWAY FUNDAMENTALS PRESENTATION**  
GREENWAYS FOR PITTSBURGH PRESENTATION DATE LOCATION

**A GREENWAY IS...**  
A Greenway is defined as a permanently conserved, primarily passive open space that is stewarded primarily by the community and serves to benefit adjacent neighborhoods and the general public.  
Greenways for Pittsburgh 2.0 Definition (January 2017)

**GREENWAY TYPOLOGIES**  
Conservation Greenway  
Passive Greenway  
Temporary Greenway  
Active Site  
Located in Blue Sky Corridor

**GREENWAY TYPOLOGIES**  
Conservation Greenway  
All Pittsburgh greenways promote conservation, but some serve only that purpose.  
Conservation greenways contain ecologically sensitive lands such as:  
• Steep slopes  
• Landslide prone slopes  
• Undeveloped hilltops  
• Streamwater and floodways  
Conservation greenways also feature:  
• Ecological preservation  
• Stewardship management

**GREENWAYS FOR PITTSBURGH v1 (1980)**  
The Greenways for Pittsburgh program was established in 1980 to designate steeply sloped, unbuildable land for the purpose of protecting hillsides and preserving passive open space.

**GREENWAYS FOR PITTSBURGH 2.0 (2017)**  
During the creation of Pittsburgh's Open Space Plan (2013), public input from across the city indicated that communities wanted more greenways to improve access to trails and natural areas, and to connect parks and other open spaces into a network of open spaces.  
The Greenways 2.0 program is a "refresh" of the program and describes the process, policies, and stewardship guidelines for greenways. The new program encourages stewardship, improves the quality, connectivity, and accessibility of greenways, and helps the city reach its ambitious sustainability goals with regards to conservation and green infrastructure.

**EXISTING GREENWAYS**  
The City strongly recommends that existing Greenways complete some of the requirements outlined in the five phase designation process as a way to find answers for these and other questions.

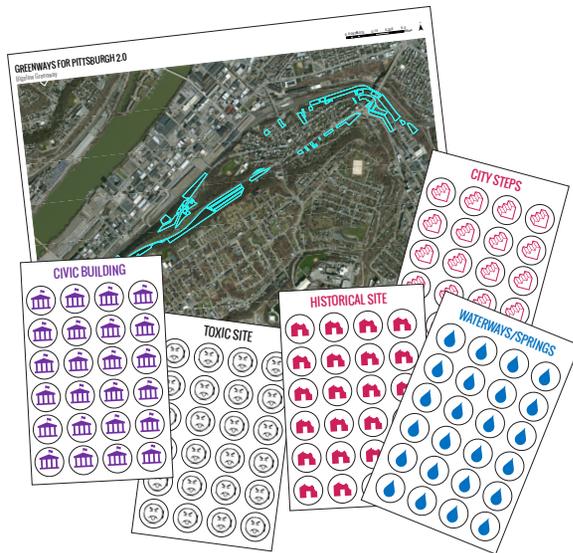
**NEW GREENWAYS**  
New greenways are required to go through the entirety of the greenway process. Visit the Greenways website and read the Resource Guide for more information.

**WHO IS INVOLVED?**  
Greenways Advisory Panel (GAP) Individuals from the City who advise the Greenways Program Manager on their behalf to individual greenways.  
Greenways Program Manager (GPM) The GPM is the designated contact for the Greenways Program. They provide oversight of the program and are available to answer questions and guide you through the process.  
Greenway Stewardship Group (GSG) Every greenway has a Greenway Stewardship Group (GSG). The GSG is responsible for maintaining and operating the greenway, including stewardship, trail work, and implementing ongoing projects.  
Stewardship Partner (SP) These partners have demonstrated ongoing stewardship of greenways and are able to help coordinate work with GSGs.

**GREENWAY PROCESS**  
PHASES  
1. IDENTIFICATION  
2. DESIGNATION  
3. IMPLEMENTATION PLAN  
4. PROJECTS  
5. STewardSHIP

**NEXT STEPS!**  
(What are the next steps for your greenway?)

**QUESTIONS?**  
Contact: Name, Email Address  
Visit the Greenways Website: <http://pittsburgh.gov/gap/greenways>



## GREENWAYS SHOW AND TELL

Use this activity to gather and document existing knowledge about the greenway, and to map existing greenway elements and features.

**WHAT IS NEEDED:** Ask the Greenways Program Manager to print several large (18" x 24") maps of the proposed greenway area (or existing greenway area), print the Greenway Show and tell stickers onto Aver brand 3/4" round stickers (#5408), markers, post-it notes

**HOW IT WORKS:** Ask attendees to work in small groups (2 - 5 people per group). Give each group one map, post-it notes, markers, and a set of Show and Tell stickers. Ask the groups to place the stickers on the map in locations where existing greenway elements or points of interest can be found. They may also place stickers on the map where they hope to see elements in the future (these should be labeled as such). Attendees may also use the markers and post-it notes to write notes and comments on the map.

**HOW TO PRODUCTIVELY USE THE RESULTS:** Following the meeting, photograph and document the results of this exercise. Refer to these maps when creating the Designation and Implementation Plans. Take into account information that you did not previously know about the greenway, and follow up with the attendees about the information if needed.



## GREENWAY VISIONING

Use this activity to gather thoughts and opinions about the overarching vision and goals for the greenway.

**WHAT IS NEEDED:** Print several copies of the Greenway Visioning paper, markers, pens

**HOW IT WORKS:** Ask attendees to think about the overarching vision and goals for the greenway. Have them record their thoughts on the provided papers. Ask 5-10 minutes, ask for a few volunteers to share what they wrote.

**HOW TO PRODUCTIVELY USE THE RESULTS:** Record the results of this exercise in Word or Excel. Scan the results and create a tally for common words or themes. Narrow this list down to the top 3 to 5 themes. Consider using [wordle.net](http://wordle.net) to create a visualization that gives prominence to the most commonly used words or phrases. Consider the most commonly used themes when articulating the greenway vision and goals for the Designation Plan.



## MEETING TWO

**WHEN?** Concurrent to the development of the Preliminary Designation Plan.

**WHO?** The meeting should be hosted by the Greenways Stewardship Group, in partnership with the GPM.

**PRIOR TO THE MEETING:** Confirm a date, time, and location. Conduct outreach to advertise the meeting. Notify property owners adjacent to the greenway about the proposed greenway and the meeting. Work with the GPM to brief the appropriate City Council members about the proposed greenway and meeting.

### AGENDA:

#### 1. Icebreaker activity and introductions

*Icebreakers help attendees warm-up to the group and helps them get to know each other.*

#### 2. Greenway process review

*Give a review of the greenway process and where the proposed greenway currently is in that process.*

#### 3. Presentation of the Preliminary Designation Plan and maps

*Present the Preliminary Designation Plan and maps and facilitate a discussion. Record attendees' responses and come to a consensus regarding critical issues.*

#### 4. Greenway uses and elements prioritization activity

*Facilitate an activity where community members prioritize uses and elements that they would like to see in the greenway.*

#### 5. Next steps

*Share next steps in the process and how the community can participate in it.*



## OBJECTIVES



At the conclusion of this meeting, the community will:

1. Understand what uses a greenway can have and what elements may be constructed in a greenway.
2. Understand the proposed designation plan, and how they can contribute to it.



## TOOLKIT RESOURCES

See the following pages for related resources.

1. Nametags and Sign-in sheet
2. Preliminary Designation Plan Template
3. Uses and elements exercise
4. Resource Guide



## GREENWAY USES AND ELEMENTS

Use this activity to gather thoughts and opinions about the proposed greenway uses, and elements to include in the Implementation Plan.

**WHAT IS NEEDED:** Print several copies of the Uses and Elements Prioritization Card Deck and cut the print-outs so that it produces 8 cards per sheet, markers, pens

**HOW IT WORKS:** Ask attendees to work in small groups (2 - 5 people per group). Provide each group with a set of cards, markers, and pens. Ask them to work together to select three uses and five elements they would most like to see in the greenway. Encourage them to create their own ideas on the blank cards. After 10 - 15 minutes, ask each group to share which cards they have prioritized.

**HOW TO PRODUCTIVELY USE THE RESULTS:** Record the results of this exercise in Word or Excel. Scan the results and create a tally for each use and element, determine what the top 3 - 5 are in each category. Consider the most commonly selected uses and elements when creating the Designation Plan and Implementation Plan.



## MEETING THREE

**WHEN?** After the greenway has been designated and current to developing the Implementation Plan.

**WHO?** The meeting should be hosted by the Greenways Stewardship Group, in partnership with the GPM and Greenway Partners (if needed).

**PRIOR TO THE MEETING:** Confirm a date, time, and location. Conduct outreach to advertise the meeting. Engage Greenway Partners who will assist with the Implementation Plan (if needed). Ensure they are core participants in the meeting.

### AGENDA:

#### 1. Icebreaker activity and introductions

*Icebreakers help attendees warm-up to the group and helps them get to know each other.*

#### 2. Greenway process review

*Give a review of the greenway process and where the proposed greenway currently is in that process.*

#### 3. Presentation of the Final Designation Plan and maps

*Present the Final Designation Plan and maps and facilitate a discussion. Record attendees' responses and come to a consensus regarding critical issues.*

#### 4. Greenway planning exercise

*Facilitate an activity where community members participate in and provide feedback regarding the overall greenway vision, greenway elements/projects, timeline for completion, and other aspects of the Implementation Plan.*

#### 5. Stewardship activation

*Describe the roles and responsibilities of stewards. Recruit community members to participate in stewardship activities, including project construction, maintenance activities, monitoring activities, and management activities.*



## OBJECTIVES

INFORM  
ACTIVATE  
CONSENSUS

At the conclusion of this meeting, the community will:

1. Understand the Greenways Designation Plan.
2. Provide feedback on potential projects and timeline.
3. Sign up to participate in stewardship activities.



## TOOLKIT RESOURCES

See the following pages for related resources.

1. Nametags and sign-in sheet
2. Implementation Plan Template
3. Greenway planning exercise template
4. Resource Guide



## GREENWAY PLANNING EXERCISE

**Use this activity to collect feedback about the proposed Implementation Plan.**

**WHAT IS NEEDED:** Print several copies of the Greenway Planning Feedback sheet, markers, post-its, pens

**HOW IT WORKS:** Following a presentation of the Implementation Plan, set up several copies of the plan at tables around the room. Consider designating each table as a unique portion of the plan (for example: one table for the vision and goals, one table for the greenway elements, etc.). Station members of the GSG and Greenway Partners at each table. Provide each attendee with a Feedback sheet. Encourage attendees to visit the tables to learn more about the plan. Ask them to fill out the provided sheet, and provide feedback on post-it notes.

**HOW TO PRODUCTIVELY USE THE RESULTS:** Record the results of the Feedback sheets and post-it notes. Use this feedback to inform revisions to the Implementation Plan.

**GREENWAYS FOR PITTSBURGH**  
COMMUNITY ENGAGEMENT TOOLKIT



For more information please visit the Greenways for Pittsburgh website at <www.>  
or contact the Greenways Program Manager at 412-