

Public Engagement Working Group (PEWG)

Meeting #1

Department of City Planning

October 10, 2018



Agenda – What are we covering?

- Welcome & Overview (5- 10 min)
- Public Engagement Strategy Overview (15 min)
- Public Participation Panel recap / discussion (10 min)
- Experiences with Public Engagement (25 min)
- Guiding Principles for Public Engagement (40 min)
- Report out (10 min)
- Recap / Next Steps (5 min)

What has gone on in the past & what can we influence?

- City Planning efforts
 - Comprehensive Planning
 - Neighborhood Planning
 - Long range Planning (Open Space / Corridor Plans)



What has gone on in the past & what can we influence?

- Deliberative Democracy events
 - Affordable Housing Task Force
 - Capital Budgeting



POTHoles & PIEROGIES DINNER AND A DISCUSSION OF THE 2019 CAPITAL BUDGET

STREETS – BRIDGES – PARKS – PLAYGROUNDS – BALLFIELDS –
STREETLIGHTS – FIRE STATIONS – RECREATION AND SENIOR
CENTERS – AFFORDABLE HOUSING – SIDEWALKS – VEHICLES –
COMPREHENSIVE PLANNING – TRASH CANS – POOLS – TECHNOLOGY
– POLICE STATIONS – MAJOR DEVELOPMENT PROJECTS – FIRE
TRUCKS – TRAFFIC CALMING – CONDEMNED PROPERTIES – SLOPE
FAILURE – EMS STATIONS – ADA ACCESSIBILITY – WORKFORCE
DEVELOPMENT – GREEN INFRASTRUCTURE

THE MAYOR'S OFFICE OF MANAGEMENT AND BUDGET • OFFICE OF
COMMUNITY AFFAIRS • DEPARTMENT OF PUBLIC WORKS • URBAN
REDEVELOPMENT AUTHORITY • DEPARTMENT OF CITY PLANNING •
DEPARTMENT OF MOBILITY AND INFRASTRUCTURE • 311 • CITY COUNCIL
BUDGET OFFICE • DEPARTMENT OF PERMITS, LICENSES AND
INSPECTIONS • DEPARTMENT OF INNOVATION AND PERFORMANCE •
PUBLIC SAFETY • CITIPARKS

WEDNESDAY 06.13.18

6:00PM – 8:30PM

LAWRENCEVILLE

GOODWILL OF SOUTHWESTERN PA
ROBERT S. FOLTZ BUILDING
118 52ND STREET
PITTSBURGH, PA 15201



WEDNESDAY 06.20.18

6:00PM – 8:30PM

MOUNT WASHINGTON

HEALTHY ACTIVE LIVING CENTER
122 VIRGINIA AVE
PITTSBURGH, PA 15211

Childcare and Interpretive Services are available through registration

REGISTRATION:
pittsburghpa.gov/omb/cip

Questions? cip@pittsburghpa.gov

What has gone on in the past & what can we influence?

- Other City-wide aspirational initiatives
 - Welcoming Pittsburgh
 - My Brother's Keeper



What aren't we influencing?

- Implementation / Construction Projects
 - Need is to inform/influence, not design
- Development Review Projects
 - Registered Community Organizations (RCO's)

Purpose – Why a Public Engagement Strategy?

- A Public Engagement Strategy outlines how to involve the public in planning processes. It describes goals and objectives, and identifies specific approaches and tools.
- Planning for public engagement is a crucial step in ensuring that engagement efforts are effective. The planning process helps:
 - Refine goals
 - Identify the community's needs
 - Determine key audiences

How are people going to use it?

Residents: Allow residents and community members to hold DCP accountable to public engagement standards

City: Structure how we in the Department of City Planning and other government agencies carry out public engagement



Content of Public Engagement Strategy

- Create city-wide guiding principles for engagement
- Establish standards for public engagement for long-range planning efforts and other city programs
- Assemble public participation tools and techniques
- Reach target audiences and other underrepresented populations
- Identify key participants and their roles

Composition of the PEWG

- **Creation:** Focus on diverse and broad range of stakeholders
- **Selection process:** Open call (70 applicants, 20 chosen), invited representatives from different constituencies (20 invited).



Expectations of the PEWG

- Attend Panel on Public Engagement and subsequent working group meetings.
- Engage in conversation about the success of various public engagement processes and how they can be improved.
- Recommend ways to make improve civic engagement processes to foster success for both the city and community members.
- Assist the Department of City Planning in the creation of the Public Engagement Strategy

Example: King County, WA

- The process should reach beyond those who have a history of active **participation** in planning to engage a broad range of constituencies within the **community**. This will require new **tools** and venues for soliciting input, as well as clear and accessible **communication** and **education** throughout the process, so that all members of the public are able to make informed choices.
- The process should seek to narrow areas of disagreement and to define “**common ground**” as the basis for moving forward.
- The process should go beyond mere “**participation**” to encourage citizens and civic leaders to “take **ownership**” of the plan through active support and involvement in implementation.

Example: Denver, CO

- Neighborhood Planning Initiative identified public engagement standards, including:
 - Requirement to publish an engagement report after every engagement activity and at the end of an entire process. Report must highlight in the below table which engagement tools were used and explain why.

PUBLIC ENGAGEMENT

traditional	targeted	innovative	online
PUBLIC MEETINGS	PIGGYBACK ON OTHER EVENTS	CELEBRATIONS & RESOURCE FAIRS	ONLINE EQUIVALENT
STEERING COMMITTEES	FOCUS GROUPS	POP-UP EVENTS	INTERACTIVE TOOLS
NEWSLETTERS & INFOBLASTS	REVIEW DRAFTS	CHARRETTES	WEBSITE
PLANNING BOARD & COUNCIL	FIELD OFFICE	DEMONSTRATION PROJECTS	SOCIAL MEDIA



INTENTIONAL

VALUE 1

The planning process will be clear and participants will know what to expect.

- **Focused.** The planning process will target issues most relevant for the community, and that can be effectively addressed through neighborhood planning.
- **Streamlined.** NPI will follow the same multi-phased model for each planning process as defined by the NPI Strategic Plan.
- **Innovative.** NPI will develop customized, unique, and creative recommendations for each planning area.
- **Informed.** NPI will use relevant data and analysis for informed decision making.
- **Multi-Departmental.** City agencies will coordinate with each other and the public in developing each plan.



EQUITABLE

VALUE 2

The planning process will treat neighborhoods fairly and promote balanced, equitable outcomes.

- **100% Coverage.** By obtaining 100% coverage of the city with area plans, NPI will provide the same policy foundation for the entire city.
- **Inclusive.** The process will include diverse perspectives and provide multiple ways to be involved.
- **Transparent.** Information will be transparent and available. Draft materials will be created throughout the process. Stakeholders will have an opportunity to inform content as it is developed. Area plan phasing will provide the community with advance notice of upcoming planning efforts.



MEASURABLE

VALUE 3

The planning process will make use of data to inform decisions and track implementation progress.

- **Data-Informed.** Indicators of planning need will be used to inform the order in which plans will be undertaken. Decisions will be supported by data and analysis throughout each planning process. Information will be transparent and available.
- **Implementation Metrics.** Wherever possible, plan recommendations will be tied to metrics to help track progress toward implementation.

PUBLIC ENGAGEMENT &

The community is a driving force in each step of the NPI planning process. Effective outreach uses diverse methods to reach people in order to get the word out about an event, provide updates, or to gain specific feedback. There are many tools and approaches for public engagement, but not all of them are effective in all situations. In identifying an effective public engagement strategy, it's important to consider the stakeholders and to anticipate their needs. It's equally important to recognize that people want to engage in the process in different ways and at varying levels of detail. Successful outreach provides multiple ways to be involved, enabling people to participate in the way that works best for them. The NPI planning process will use the general outreach framework presented here as a starting point, but will also customize outreach by creating a unique community engagement strategy for each plan area.

COMMUNICATIONS OVERVIEW



Traditional.

→ PUBLIC MEETINGS

Public meetings are held at key points throughout the planning process to solicit input, feedback, and guidance from the general public. Each meeting typically combines a presentation with one or more structured exercises, often conducted in small groups.

→ STEERING COMMITTEES

A steering committee is a small group of participants (about 15) selected by city councilmembers who represent diverse interests including but not limited to residential, business, non-profit, and underserved populations. The steering committee will meet regularly throughout the planning process to guide all aspects of plan development.

→ NEWSLETTERS & INFO-BLASTS

Updates on the planning process are provided in newsletters, including the Denver Community Planning and Development newsletter, Council Office newsletters, or Registered Neighborhood Organization newsletters. Updates and meeting announcements are also provided via e-mail to people who provide an e-mail address for that purpose.

Targeted.

→ PIGGYBACK ON OTHER EVENTS

Attend meetings organized by others to reach people who are already involved in other aspects of the community. Work with established groups and get on meeting agendas for business organizations, parent/teacher organizations, etc.

→ FOCUS GROUPS

Focus groups are a useful way to collect detailed input from a small group of people.

→ REVIEW DRAFTS

Review drafts are preliminary drafts of either the full plan or specific plan chapters. Open comment periods allow for detailed input on material before it is finalized.

→ FIELD OFFICE/OFFICE HOURS

Holding office hours in the community gives people an opportunity to have direct one-on-one access to the planning team. A field office expands upon this idea by establishing a presence in the community for an extended period of time, such as several days or weeks.

Innovative.

→ CELEBRATIONS & RESOURCE FAIRS

These are dual-purpose public meetings where the meeting objective is paired with an entertaining or educational component. Resource fairs are proposed as part of the NPI planning process to help connect people to agencies and programs to address their needs and concerns outside of the area planning process.

→ POP-UP EVENTS

These involve setting up a station in a public place, such as at a farmers' market or outside of a store, and talking to people who pass by. Pop-up events are a good way to increase awareness of the planning process and reach people who may not otherwise participate.

→ CHARRETTES

Typically used to address design issues, charrettes are intensive multi-day work sessions that are useful for accomplishing a lot of work in a short amount of time.

→ DEMONSTRATION PROJECTS

These are temporary installations that are useful for testing ideas or demonstrating the potential of a changed condition. They are typically used late in the planning process, when recommendations or alternatives are known.

Online.

→ ONLINE EQUIVALENT

For each public meeting, NPI will strive to have an "online equivalent". This is a way for people who did not attend the meeting to review materials and provide input that is comparable to what was provided by meeting attendees.

→ INTERACTIVE TOOLS

These include online surveys, polls, map-based commenting tools, and similar services. Interactive tools differ from the "online equivalent" in that interactive tools aren't necessarily tied to replicating a public meeting and may be employed at any point in the planning process. Use of these tools will be identified as part of the customized engagement strategy for each area plan.

→ WEBSITE

NPI will have a central information portal/hub for the entire initiative, as well as pages for individual planning processes that are completed or underway.

→ SOCIAL MEDIA

Sites like Twitter and Facebook are another way to establish the online presence of NPI and individual area plans. They are an especially good way to announce events and increase awareness of the planning process.



Example: Austin, TX

- **Open to All:** Participation in the development of the comprehensive plan is open and inclusive of all of Austin and its extraterritorial jurisdiction. Participation is encouraged across geographic, demographic, financial, and other lines. Because different people have different experiences, preferences, constraints and capacities to participate, being open to all requires having multiple ways to participate.
- **Community Engagement:** Beyond staff and the consultant reaching out, talking with, and listening to the community, the community engages with itself, across the traditional lines that divide Austin. This happens across the process, but also within specific events (e.g., the community forum series).

Example: Austin, TX (cont.)

- **Transparency:** Participants see their input reflected in the outcomes from meetings and events and see how those outcomes shape and influence the plan.
- **Fun:** The planning process need not be dry one. In fact, it can be enjoyable and even entertaining. By creating opportunities for the community to have fun together, the planning team will inspire trust, ownership, and commitment to the process. Appealing venues, music, visuals, energetic activities, concurrent youth events, and the opportunity to meet new “neighbors” are among the way that fun will be interjected into activities.

Example: Austin, TX (cont.)

- **Engaging Underrepresented Groups:** For traditionally hard-to-reach groups (e.g., younger citizens, families with children, renters, Spanish speakers, and residents who hold more than one job and having little free time) a concerted effort will be made to take participation opportunities directly to them—where they live, work, and gather. Among planning activities are community forums held at varied times and in geographically dispersed locations, the use of social media, leveraging the relationships of community leaders and institutional partners to reach targeted populations, and periodic focus groups.
- **Enthusiastic and Vibrant:** The process welcome and encourages enthusiasm, as a foundation for becoming an increasingly vibrant city.

Example: Austin, TX (cont.)

- These previous guiding philosophies were translated in to the following objectives:
 - Build understanding of the project and credibility for the process
 - Provide numerous and varied opportunities for public participation and input
 - Understand the needs and interests of the City's diverse constituency
 - Carefully consider input and show a clear connection between input and outcomes

Example: Place It! (James Rojas)

Added after PEWG Meeting #1 by request of PEWG member.

- Use transformative engagement to spur self-determination
 - Understand communities of color: social cohesion, belonging, aspirations create people-based planning, not design-based (middle class)
 - Tools of inclusion include: (1) the city as a visual, spatial, emotional experience, (2) no maps, numbers or words, (3) humanize planning – shifting the tools to shift the outcome and power!
 - Humanize the planning meetings: safe and comfortable space, collaborative not competitive environment, meet POCs where they are physically, socially, mentally. Heal the community: struggle, pain and aspirations.
 - Planner's opportunities and goals: build relationships, listen & learn, change attitudes, reframe planning, change outcomes, collaborate, capture every whisper
 - Community of color's opportunities and goals: enhance social bonds, build planning capacity, apply local knowledge, nurture a planning agenda, develop leadership, motivate, create an enduring & a healing community

Discuss Public Engagement Panel

Panelist

- Patrice Carroll (Seattle, WA)
- Matt Dugan (Austin, TX)
- Julia Lindgren (New York City)
- Gabo Halil (New York City)
- James Rojas (San Francisco, CA)

The panel was attended by 99 people, 56 of whom completed an exit survey.

Results of the Exit Survey

At the beginning of the Public Engagement Panel, each attendee was given an exit survey asking general information and some feedback on the event. The panel was attended by 99 people, 58 of whom completed an exit survey. The goal in publishing this information is to increase transparency and help us evaluate engagement initiatives. In addition, the full results of the exit survey are available in the form of an Excel file on the City's Comprehensive Plan website.

Common themes in comments

- Support narrative based and people based city planning
- Desire for intentional and sustained engagement throughout process
- Engage and gain trust of disenfranchised communities
- Increase transparency around planning processes and engagements
- Humanize planning through fun and creative engagements that emphasize story-telling

I live in...

23%

South Side

58%

East End

13%

North Side

6%

West End

I work in...

13%

South Side

78%

7%

North Side

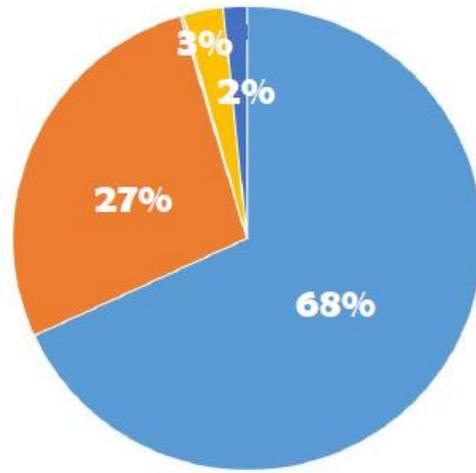
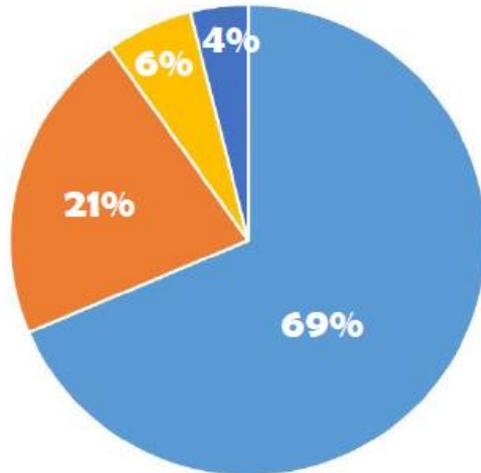
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West End

Panel Attendees

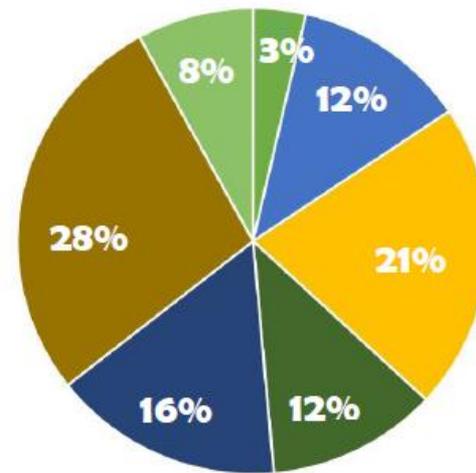
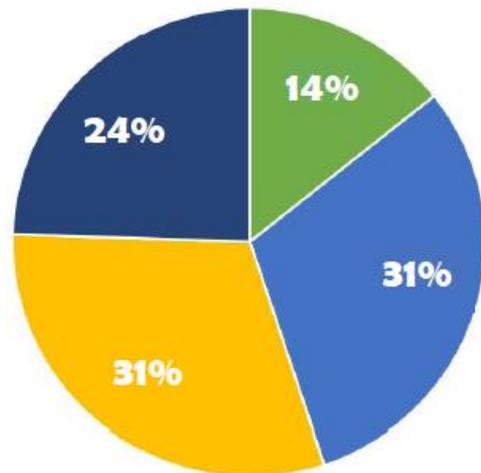
City of Pittsburgh

Racial Makeup



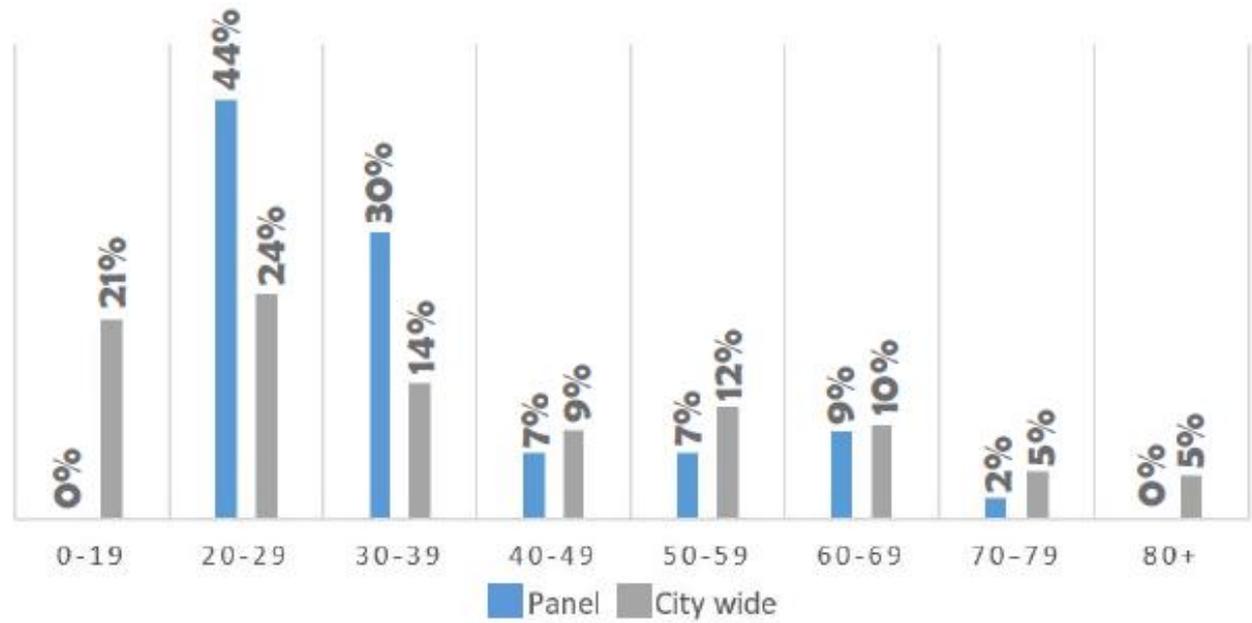
White African American Native American Asian Multi-Racial

Educational Attainment

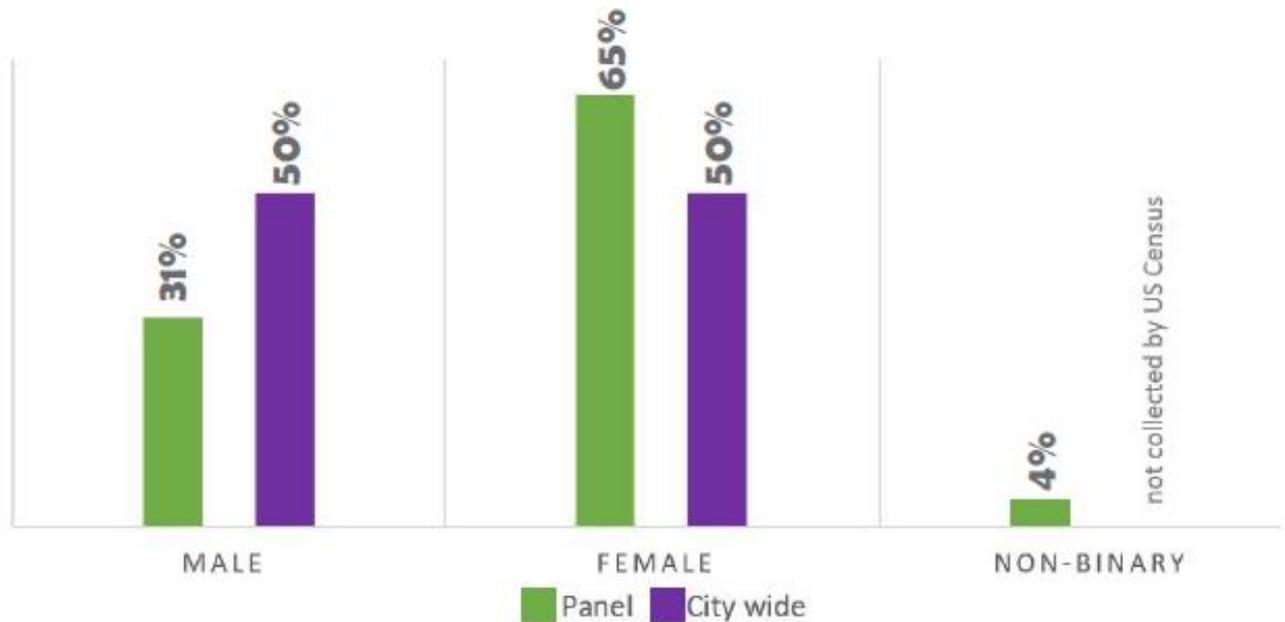


Doctorate Masters Bachelors Associates or Professional Some College High School or GED

Age Distribution



Gender Distribution



What were your thoughts on the panel and how is the panel relevant to Pittsburgh's context?

Describe your experience with community engagement in Pittsburgh in the past – what worked well and what didn't?

Guiding Principles Exercise

10 minutes → Choose the words with which you most identify positive engagement. If there's a word missing, add it on a blank card.

15 minutes → As a group, put all chosen words into five categories and choose one word to represent each category.

10 minutes → Turn your five categories into values statements by adding a verb before and a phrase afterwards.

End product: each group will produce five statements which represent guiding principles for public engagement.

Next Steps



PEWVG Schedule

- Meeting 2: Review a content outline
 - Wednesday, November 7th, from 6-8pm
- Meeting 3: Examine engagement tools
 - Wednesday, December 5th, from 6-8pm
- Meeting 4: Review first draft
 - *Wednesday, January 16th, from 6-8pm*

Thank you!