

Public Engagement Working  
Group (PEWG)  
Meeting #2  
Department of City Planning  
November 7, 2018



# Why are we here?

- Review Engagement Tools & Best Practices
- Create Framework for Public Engagement for City
  - Comprehensive Plan
  - Neighborhood Planning
  - Equity & Sustainability Initiatives
  - Other long-range or aspirational planning

# Working Group Overview / Schedule

- **Public Participation Panel (9/13)**
  - Place It! (LA), Seattle DCP, Hester Street Collaborative (NYC), Austin DCP
- **Meeting 1: Introduction & Vision (10/10)**
  - Review / Feedback on Panel
  - Discussion on Past Engagements in Pittsburgh
  - Creation of Guiding Principles
- **Meeting 2: Outlining the Public Engagement Strategy**
  - **WE ARE HERE!**
- **Meeting 3: Examine engagement tools (12/5)**
- **Meeting 4: Review first draft (1/30)**
- **Spring 2019: Public Process to Review draft**

# What's the purpose of tonight?

- Confirm the work of Meeting #1 (Principles for Public Engagement)
- Discuss the Outline of the Public Engagement Strategy (the product)
- Create and Identify Guidelines that achieve the Principles
- Discuss opportunities for public input

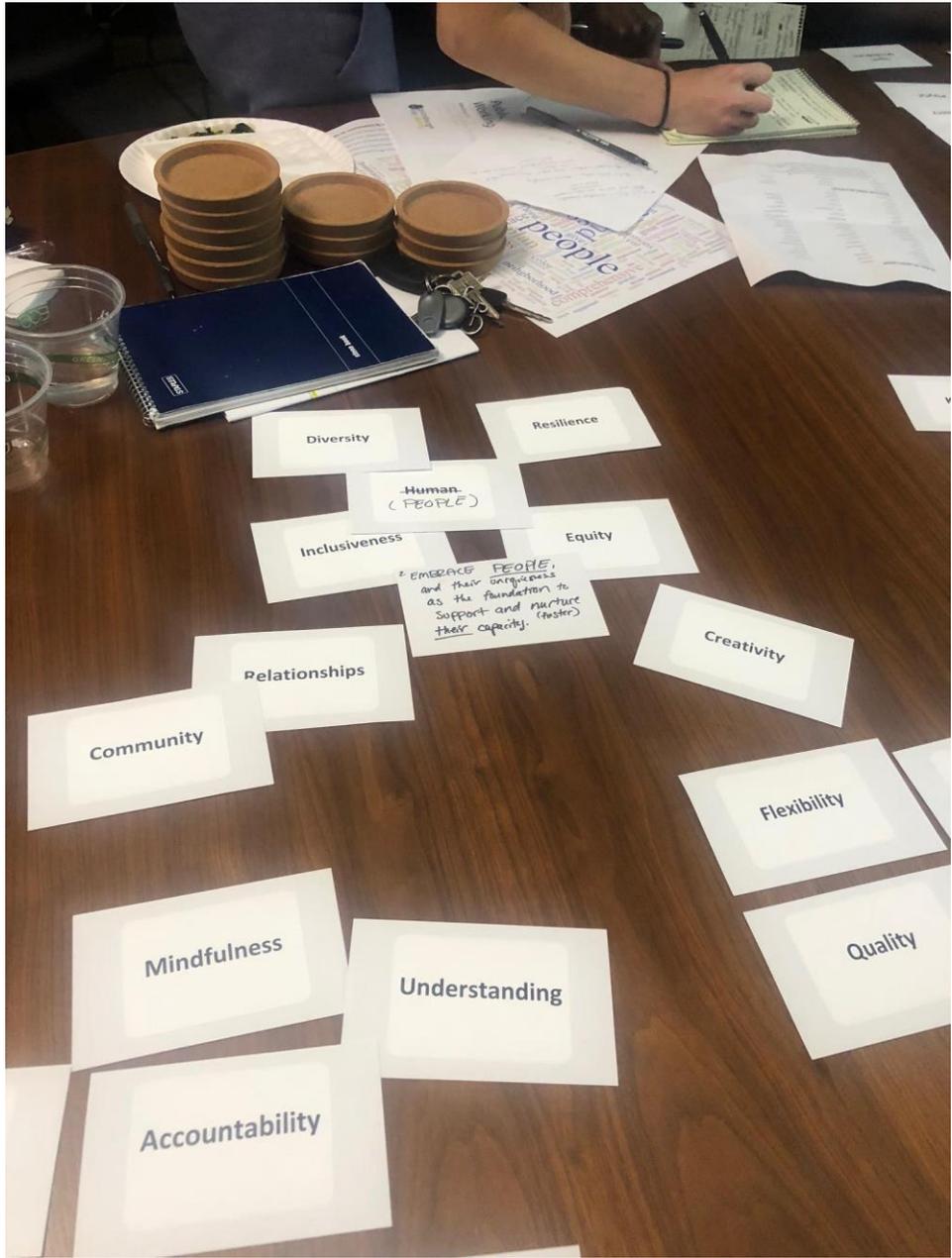
# Agenda - How are we going to do that?

- Principles Review (15 min)
- Discussion (20 min)
- Public Engagement Strategy Outline (10 min)
- Breakout Sessions – Developing Guidelines (35 min)
- Outside Engagement – Meeting in a box (20 min)
- Next Steps (5 min)

# Principles Exercise

- 5 Breakout Groups
- Total of **22 Principles** collected
- Ex: **"Create a fun, collaborative process by highlighting the uniqueness of communities and the residents."**







## Post-Meeting Survey

PEWG Members felt the following about the previous meeting:

- Very productive breakout sessions
- Agree with the principles created
- Comfortable with the role of the working group



# Consolidated Principles

1. Value human relationships with the community to foster respect and build trust.
2. Acknowledge legacies of injustice to build a new foundation based on trust.
3. Listen with empathy and mindfulness.

# Consolidated Principles Continued

4. Let it be a fun, collaborative process by highlighting the uniqueness of communities and their residents.
5. Center equity and fairness, always.
6. Build credibility through transparency to ensure legitimate process.

**Share Your  
Thoughts**

# Question

- What are some public meetings you've attended that did or didn't achieve these principles?
- Why and how did that help or detract from the meeting?

# Public Engagement Strategy Outline

## I. Intro

- Why a public engagement strategy?
- When and where this public strategy applies?
- Who will use it

## II. Summary of the Working Group Process

## III. Principles

## IV. Guidelines (practices that reflect principles)

## V. Tools

- Resources, Techniques, and Methods

# Public Engagement Strategy Outline

## Introduction

- Why a public engagement strategy, when does it apply, who will use it?

## The Working Group

## Principles

## Guidelines

- Practices that reflect our principles

## Tools

- Specific techniques and methods

## Appendix

- Resources for internal use

# How it will be used

## Internally

- Primarily useful for City Planning
- Also helpful for Mayor's Office and Authorities for large scale visioning
- Provides consistent principles and guidelines
- Easy to access tool-kit for planners

## The General Public

- Establishes overarching principles developed in collaboration with the Working Group
- Sets clear expectations
- Helps with accountability

# More Specifics...

## Principles

- Reflect shared values between the city and residents
- Ex. VALUE HUMAN RELATIONSHIPS WITH THE COMMUNITY TO FOSTER RESPECT AND BUILD TRUST.

## Guidelines

- Practices that reflect our principles, for example:
  - *Involve existing community organizations and groups.*
  - *Involve people early enough in the process to make a difference.*

## Tools

- Specific techniques and methods, for example:
  - *Deliberative Democracy, World Café, etc.*

## Appendix

- Resources for internal use- child care providers, caterers, phone numbers, etc.

# Breakout Session

TODAY: Brainstorm **GUIDELINES/PRACTICES** that reflect our **PRINCIPLES**.

Next Time: Dive deeper into the outline, and the tools section.

Choose which principle you're most interested in and go to that group.

Let it be a fun, collaborative process by highlighting the uniqueness of communities and their residents.

## What guidelines would achieve this principle?

These can be concrete standards or more broad practices. Think about what questions the meeting organizer should be able to answer with regards to the principle of letting it be a fun, collaborative process.

Example 1. Provide opportunities that are social and enjoyable so people want to participate.

- Can you provide food at this meeting?
- What opportunities are there for youth to participate?
- How can you remove jargon from your presentation?

Example 2. Find ways for people to participate in a simple and enjoyable way without major responsibilities, long-term commitments or protracted debates. Consider engagement ideas that build social connections & draw people to the engagement activity.

What do fun & collaborative mean?

How do we find the uniqueness of a community?

What are your group's proposed guidelines?



20 min

10 min

# Meeting-In-A-Box

## An Opportunity for Public Input

- Each member of the Working Group will be given the option to take a box and complete it over the next six weeks.
- What is it? An opportunity to get additional feedback from residents.
- Designed to allow PEWG members to meet with their community at a convenient time to provide feedback on how the City should conduct engagements.
  - Question: Identify how you currently interact with your community and how you want to interact with your community.
  - Goal: Identify avenues for improvement in engagement and ways to make the process accessible, transparent and equitable in order to inform the final Strategy.
  - Designed for 5-30 people and takes about one hour.
  - Everything you need, except tape, is in the box!

# Meeting-In-A-Box

- Who do I invite? Neighbors, members of your place of worship, coworkers, or friends who live in Pittsburgh... anybody! You can also take the activity to a pre-existing community meeting if they have time in their agenda.
- What's my role as a PEWG member? It is your responsibility to facilitate the conversation and ensure everyone feels as though they have an opportunity to share their thoughts.
  - Emphasize that this activity will inform the City's work around creating best practices for public engagement.
  - Comments on more specific topics are incredibly valuable, and you should help attendees think about how they want to be engaged by the City on these topics of interest. For example: the City needs to have more handicap buildings; for this activity, that can be channeled into the idea that the City should hold public meetings in ADA accessible locations.

# Meeting-In-A-Box

Step 1. See guide pg 3.

- Greeting and Introduction
- What is the Public Engagement Strategy?
- Why are we here today?

## Conducting Your Meeting

### 1) Greeting and Introduction

Greet all your guests and thank them for attending the meeting. Introduce yourself as a member of the Public Engagement Working Group and allow others to introduce themselves.

Once you have finished introductions, please read the following:

#### **What is the Public Engagement Strategy?**

*In summer 2018, Pittsburgh's Department of City Planning invited applicants to participate in a Public Engagement Working Group (PEWG), a group of approximately 40 members of the Pittsburgh community intended to review and renew the approach to public engagement in the City's long-range planning processes. The group will help shape the Public Engagement Strategy for the City's Comprehensive Plan, which will build on past efforts including the OnePGH/ Resilience Strategy and the p4 Principles to shape policy and practice for the City's sustainable growth to 2030 and beyond.*

*The Public Engagement Strategy will outline the framework for how the City conducts engagement efforts throughout the next phases of the Comprehensive Planning process, and will also establish guidelines for improving the approach to engagement more broadly. This will require engaging a broad range of constituencies in the community, including those not historically engaged throughout this process. The PEWG will build on a multitude of efforts by the City and Civic sector to improve public engagement across a broad and diverse cross section of the Pittsburgh community, including neighborhood planning, Deliberative Democracy forums, and equity and sustainability initiatives.*

*The City is working with the PEWG to establish the framework and principles for the Public Engagement Strategy, learning from local practices and emerging paradigms for engagement. The Public Engagement Strategy process will include four key meetings and one public panel that focuses on best practices and innovation for public engagement. When it is presented to the public in 2019, it will include guiding principles and values for engagement, specific standards and guidelines for achieving those principles, and an engagement toolkit and resource guide for use by City staff and community members.*

#### **Why are we here today?**

*Today, we'd like to hear your thoughts on the same questions being asked of the Public Engagement Working Group. How are you currently interacting with your community and the City? What's working, and what's not working? What can we do better? And what are services the City can provide during public meetings and engagements to make it easier for you to participate and feel your voice is being heard?*

# Meeting-In-A-Box

Step 2. Activity: see guide pg 4.

- Break out into 4 groups, assign each group a different color sticky note
- Each group spends 15 minutes brainstorming ways they would like to be engaged – be creative!
- After 15 minutes, each group spends five minutes at every other station, providing comments on other people's answers.
- Take photos of each report form.
- Have everyone come back together and have a discussion about what they wrote and what kinds of comments they left. The report form with an orange heading is extra and can be used by the facilitator to keep track of final comments.
- Thank everyone for attending. Encourage them to fill out the one page survey and let them know that if they leave their email address they'll receive an update in 2019 about how their feedback was used!

## 2) Brainstorming Activity

Give participants an overview of what they will be expected to do over the next 35-40 minutes. Read the instructions and ensure that everyone understands the expectations for the activity.

1. Participants will be broken up into 4 groups (you can assign individuals to groups as they arrive or after the welcome and introductions).
2. Each group is provided with a set of sticky notes, each of a different color.
3. On a table or a wall, each group spends 15 minutes brainstorming ways that they would like to be engaged by filling out the report form that matches the color of their sticky notes (an example of the report form for the blue sticky note group is on the right). Participants should be as creative as possible and not feel constrained to any specific type of answer. Words, pictures, flowcharts, etc. are all acceptable ideas. Participants can indicate an existing engagement method as good or bad by marking a (+) or (-) sign on their sticky note.
4. After the time period is up, the groups rotate around the room, bringing their color set of sticky notes with them.
5. Participants will have 20 minutes to comment on other groups' work. The facilitator will mark each 5 minute time interval and invite participants to move to the next report form at that time. It's important that participants use their original color sticky note so we can see how ideas from certain groups travelled around the room.
6. Take photographs of each report form. You will submit these photos along with the completed Report Forms to the Department of City Planning.

How do you interact with your community?
Who?
What?
When?
Where?
Why?
How?

## 3) Closing the Meeting

Once you have completed the activity, invite all participants to return to the large group. Have each group report out their ideas and the comments from others. Use this time to synthesize the ideas that the participants have come up with on the final, orange Report Form.

Thank everyone for attending and encourage them to fill out a brief survey before they leave. Let everyone know that if they leave their contact information on the sign in sheet or survey, they will receive an email in 2019 about how their input was used by the City.

# How do you interact with your community?

Who?

Follow-up  
Follow-through

CAPACITY-BUILDING  
STEWARDSHIP

What?

Nurture Collaboration  
thru Creativity.

Reconcile  
legacies of injustice &  
of  
build a new foundation  
based on trust.

When?

Where?

Listen with empathy  
and mindfulness.  
Value human  
relationships with  
the community to  
foster respect.

Center equity &  
fairness always.  
[by practicing inclusive  
democratic representat  
& capacity building

Why?

create a fun,  
collaborative process  
by highlighting the  
uniqueness of comm.  
and individuals.

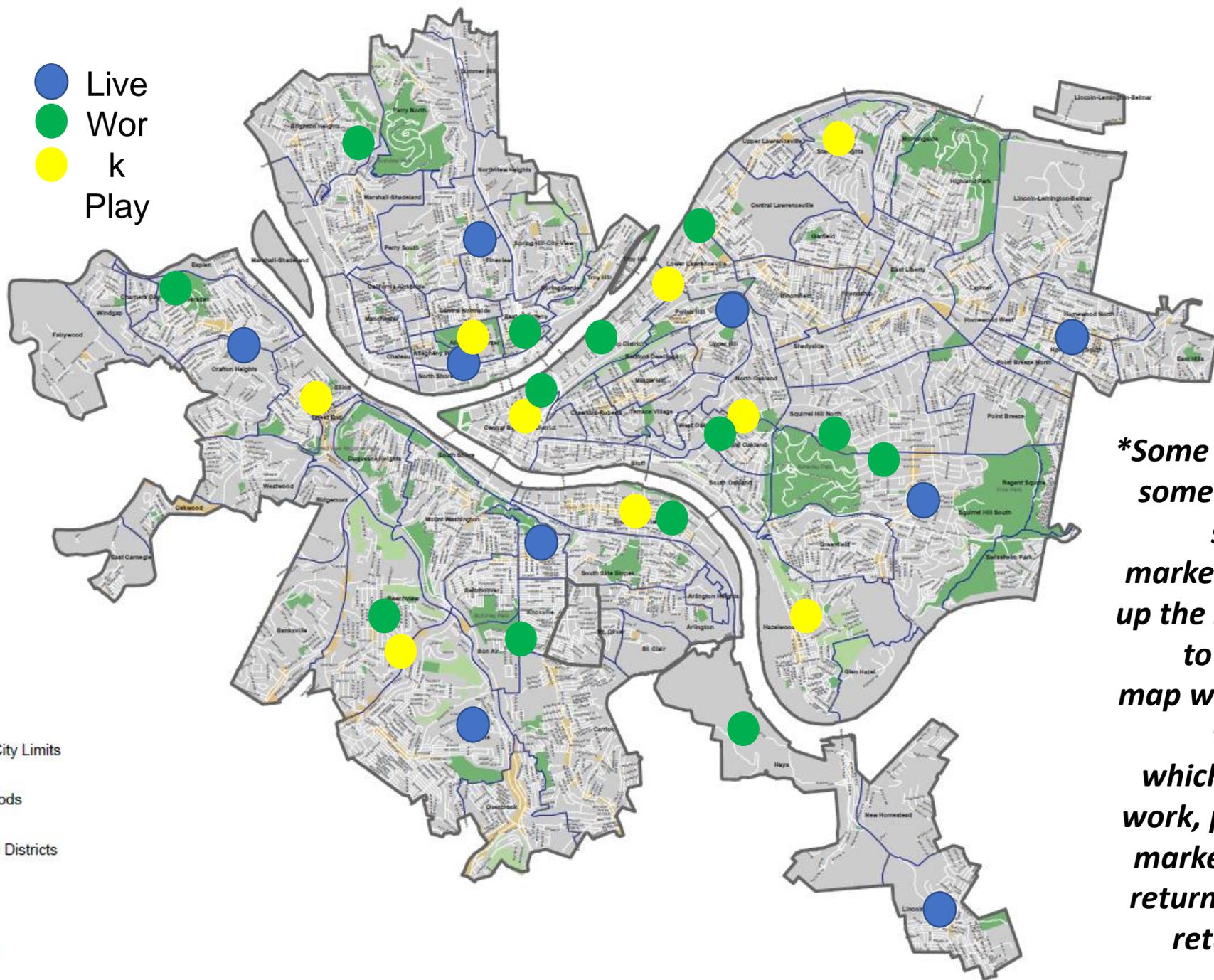
• presence  
city  
• partnerships comm.  
• community-led initiatives

How?

Build credibility  
with community  
through transparency  
to ensure legitimate  
process.

ACKNOWLEDGEMENT

- Live
- Work
- Play



***\*Some of you have dots, some have stars, and some have markers. When you set up the room, you'll need to mark on the map which colors to use to indicate which category (live, work, play). If you have markers, please try to return them when you return your box!***

**Legend**

- Pittsburgh City Limits
- Neighborhoods
- Commercial Districts
- Parks
- Greenways

# Meeting-In-A-Box

- When you're done, **take pictures of everything** and put it all back in the box. Please try to collect pens/markers and any remaining sticky notes. There's a **checklist on the top of the box**, so when you put everything back together, you can make sure you have everything.
- **Return to DCP by Friday, December 14th**, or at the next PEWG meeting on December 5th. This way, the results can be incorporated into the draft strategy we'll present at the 4th meeting on January 30th, 2019.

## PEWG Meeting-in-a-Box:

- Meeting in a Box Guide
- Sign in Sheet
- Pens/Pencils
- Sticky Notes (4 colors)
- Engagement Strategy Fact Sheet
- Report Forms (5)
- City of Pittsburgh Map (1)
- Colored Dots (3 colors)

### When completed, please return to:

200 Ross Street, 4<sup>th</sup> Floor  
Pittsburgh, PA 15219

# Next Steps

- **Meeting 3: Examine engagement tools**
  - Wednesday, December 5th, from 6-8pm
- **Meeting 4: Review first draft**
  - Wednesday, January 30th, from 6-8pm
- **Spring 2019: Public Process to Review draft**

# Public Engagement Working Group Website

<http://pittsburghpa.gov/dcp/application>

**Find...** meeting minutes, presentation, post-meeting survey link, other information.

Questions? Contact Drew McCray  
([andrew.mccray@pittsburghpa.gov](mailto:andrew.mccray@pittsburghpa.gov))

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LOONEY TUNES



*"That's all Folks!"*