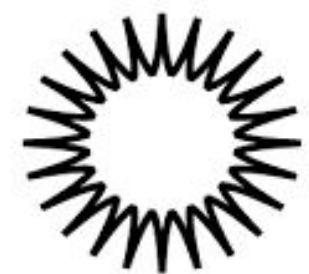


# ■ Human-Centered Community Engagement

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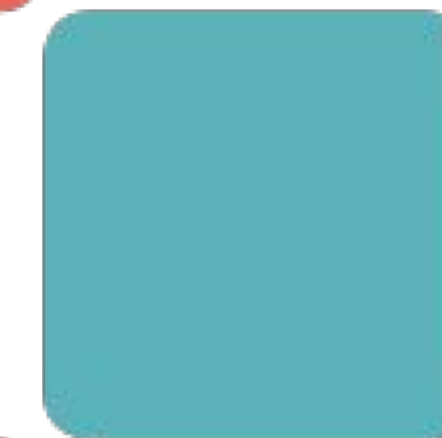
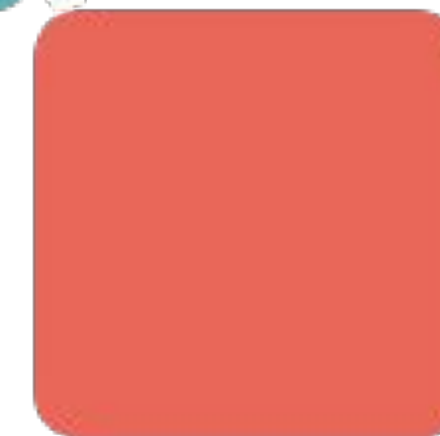
Judi Brown, Co-Founder & Chief Impact Officer  
Leah Tremblay-Adams, Communications Associate  
July 25, 2018

FOR:




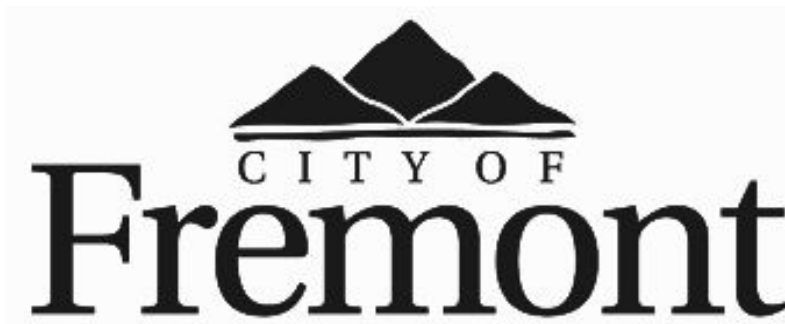
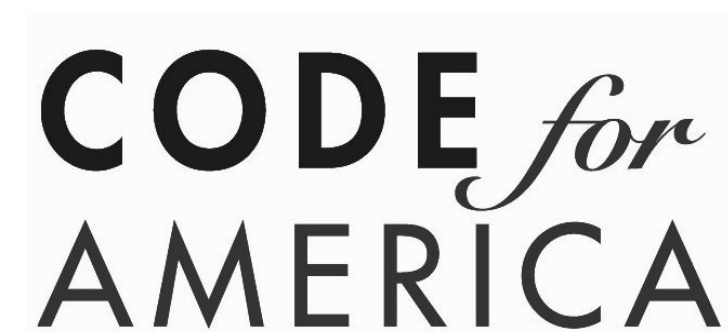
**SPUR**

Transit + Design Workshops



 **CivicMakers**

 **CivicMakers** is a strategic consulting firm specializing in innovation and engagement for the public sector.



## ■ Our Focus Areas



**Improve Programs  
& Services**



**Increase Engagement**



**Build Capacity**

# ■ Today's Agenda

- Community Engagement Fundamentals
- Human-Centered Community Engagement
- Engagement Challenge Statement
- Stakeholder Identification
- Engagement Brief
- Group Reflection



# Community Engagement Fundamentals



# What is community engagement?

# ■ What is Community Engagement?

- *"Community engagement is the process of people being involved in their community, working with each other, or with government or other organisations, to **make decisions** or **solve problems** together."*

- Engage2Act



# ■ Terminology

- **Civic Engagement** - *involving oneself in local civic or political life, e.g., volunteering*
- **Public Outreach** - *one-way communication / info sharing*
- **Engagement / Participation / Consultation** - *any process that involves the public in problem solving or decision making and uses public input to make decisions*
- **Sustained Public Problem Solving** - *collaborative planning, implementation, monitoring, and/or assessment*

# ■ Community Engagement Key Players



**"THIN"**

Increasing Impact on the Decision

**"THICK"**

**PUBLIC  
PARTICIPATION  
GOAL**

**PROMISE TO  
THE PUBLIC**

| INFORM  | CONSULT   | INVOLVE  | COLLABORATE  | EMPOWER   |
|---|---|--|--|---|
| To provide the public with balanced and objective <b>information</b> to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public <b>feedback</b> on analysis, alternatives and/or decisions   | To work directly with the public throughout the process to ensure that public concerns and aspirations are <b>consistently understood and considered.</b>  | To <b>partner</b> with the public in each aspect of the decision including the development of alternatives and the <b>identification of the preferred solution.</b>              | To place <b>final decision making</b> in the hands of the public. |
| We will keep you <b>informed.</b>   | We will keep you informed, <b>listen to and acknowledge concerns</b> and aspirations, and provide feedback on how public input influenced the decision. | We will work with you to <b>ensure that your concerns and aspirations are directly reflected</b> in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for advice and innovation in formulating solutions and <b>incorporate your advice and recommendations into the decisions</b> to the maximum extent possible. | We will <b>implement what you decide.</b>                         |



# Human-Centered Community Engagement



## ■ Human-Centered Design

- An approach to design that involves human input throughout the entire process.
  - Collaborative problem solving
  - Multi-stakeholder engagement
  - Creative experimentation
  - Design *with* not *for* the end user

## ■ Public Sector Context

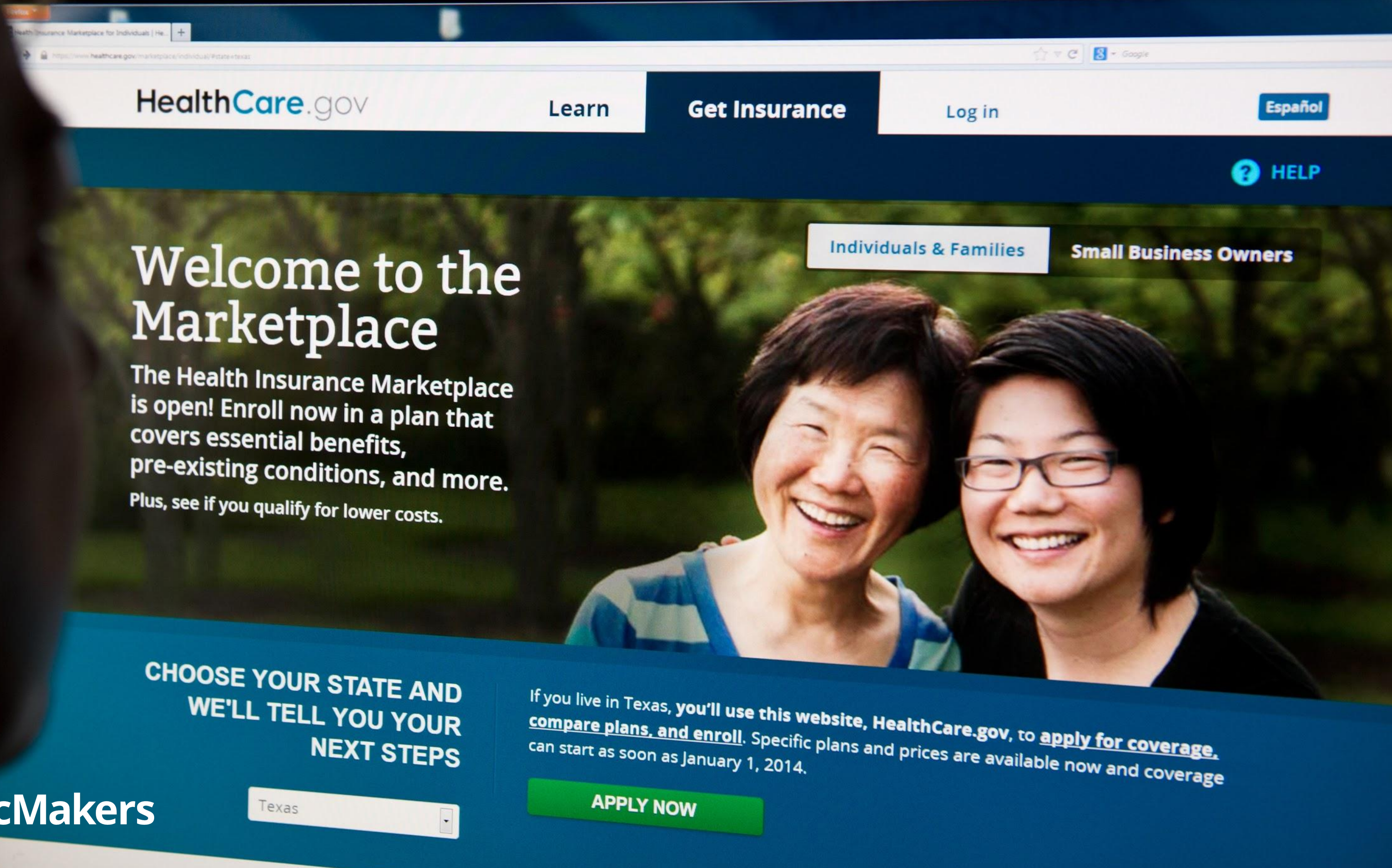
- Greater Complexity and Constraints
- Larger Systems
- Organizational Hierarchies
- Higher Stakes
- Triple Bottom-line

And...simply put, *government can not choose its customers*



**What happens when we don't use  
Human-Centered Design?**





HealthCare.gov

Learn

Get Insurance

Log in

Español

HELP

# Welcome to the Marketplace

The Health Insurance Marketplace is open! Enroll now in a plan that covers essential benefits, pre-existing conditions, and more. Plus, see if you qualify for lower costs.

Individuals & Families

Small Business Owners

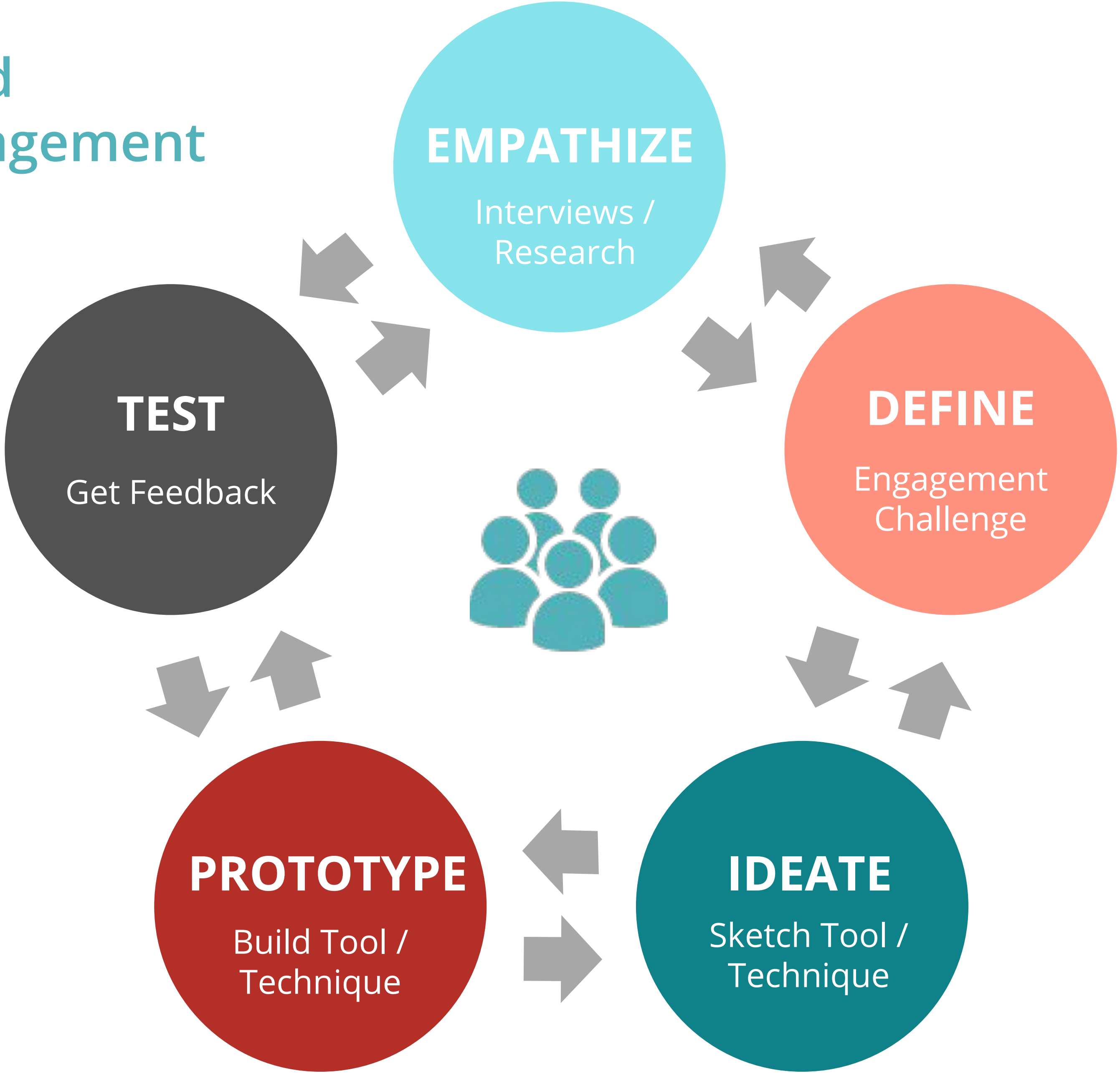
CHOOSE YOUR STATE AND  
WE'LL TELL YOU YOUR  
NEXT STEPS

Texas

If you live in Texas, you'll use this website, HealthCare.gov, to apply for coverage, compare plans, and enroll. Specific plans and prices are available now and coverage can start as soon as January 1, 2014.

APPLY NOW

# Human-Centered Community Engagement



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**TEST**

Get Feedback

**EMPATHIZE**

Interviews

**DEFINE**

Engagement Goals

**PROTOTYPE**

Build Tool/  
Technique

**IDEATE**

Sketch Tool/  
Technique

## ■ Opportunities to co-create

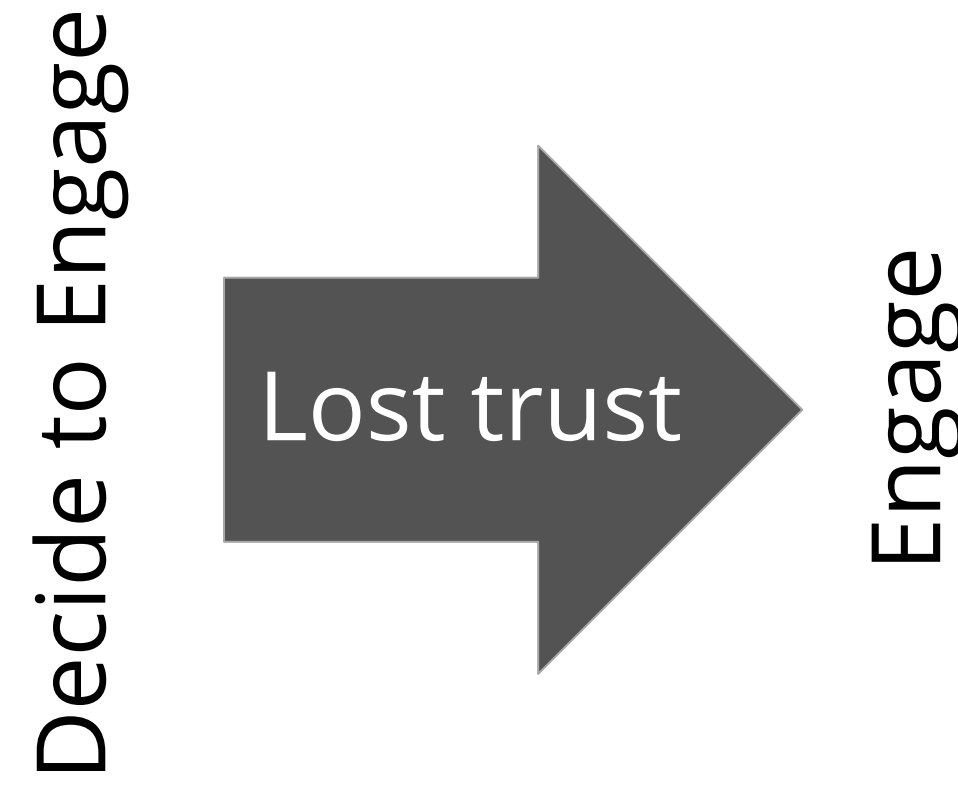
- Print collateral
- Online forms, websites, etc.
- Language & messaging
- Event design
- Campaign design
- Community Engagement Strategy

**“THIN”**

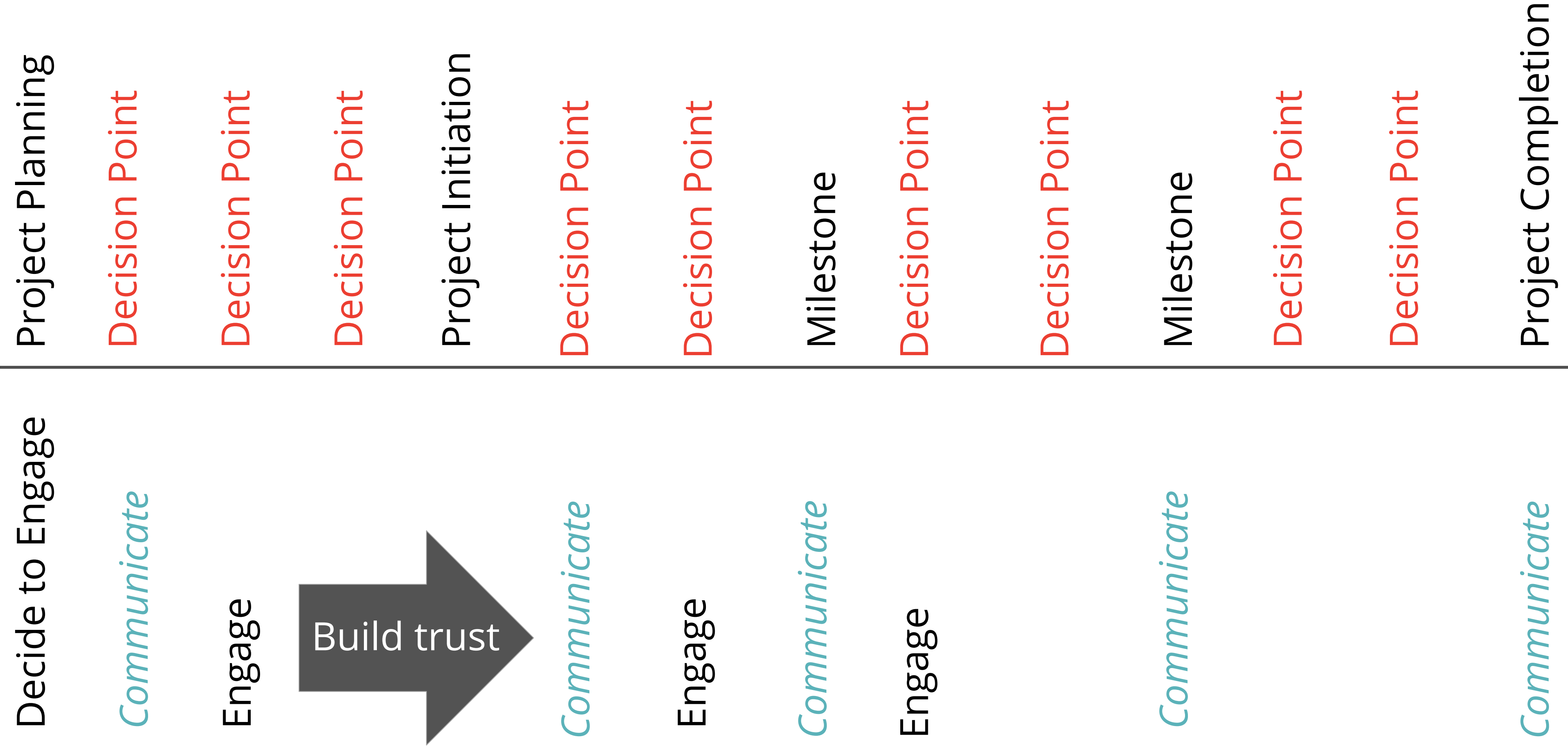


**“THICK”**

# ■ Traditional Engagement Timeline

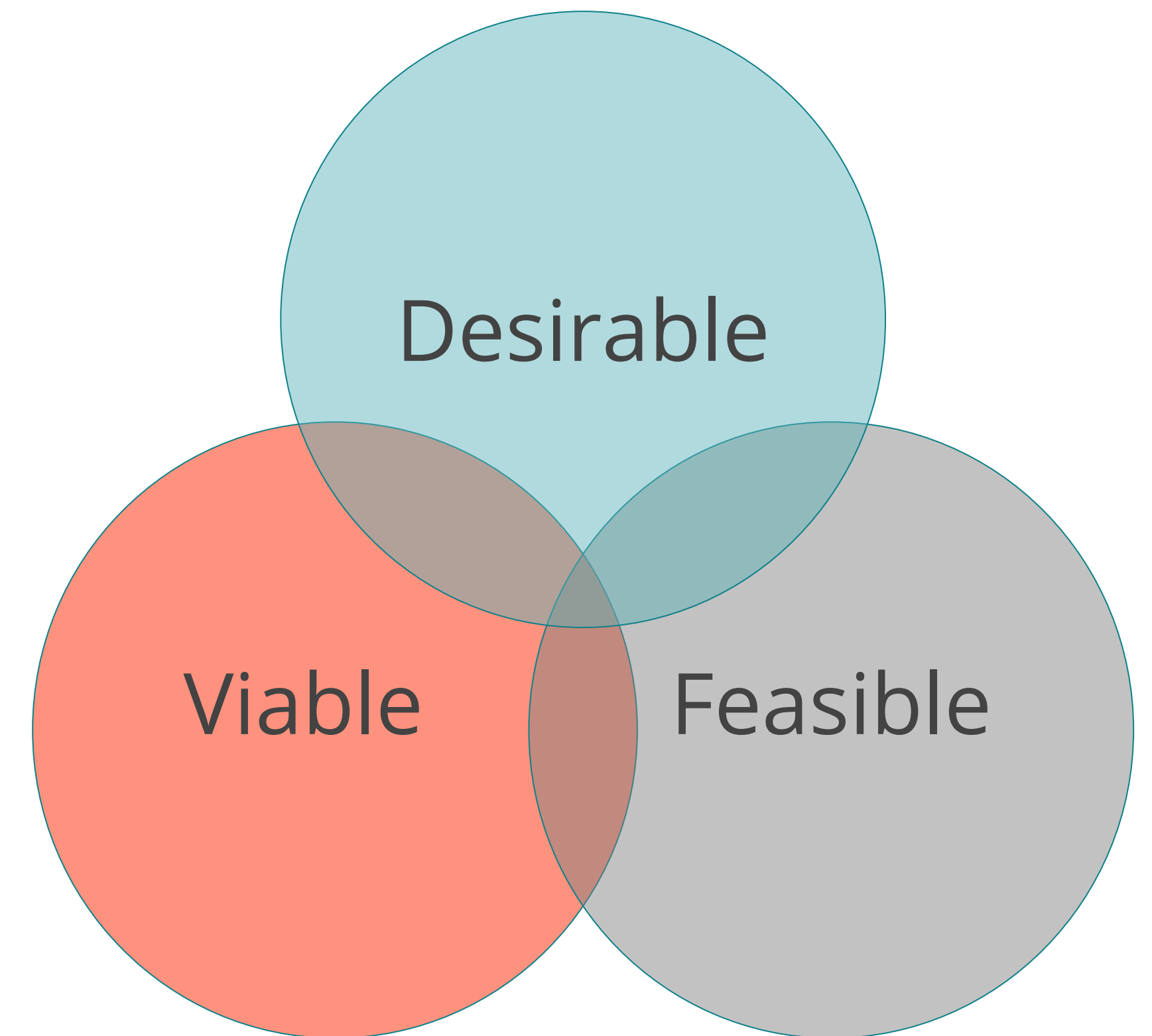


# ■ Human-centered Engagement Timeline



## ■ Community Engagement is Public Sector R&D!

- **Desirable**: do people want it?
- **Viable**: can we fund it?
- **Feasible**: can we build it?



# ■ Inclusivity & Diversity

- Accessibility (languages, physical ability)
- Technology access (only 65% of the population has a smartphone)
- Meeting locations/times/transportation/childcare
- Cultural barriers
- Community partnerships
- Design **with**, not for!

# ■ Human-Centered Community Engagement

***Ask people how they want to engage & design with them!***

- Builds **ownership** and **trust**
- Minimizes **assumptions**
- Produces more **sustainable and equitable** outcomes
- Fosters **creativity**, collaboration, & continual improvement
- Saves **time & resources**

# Case Study

## City and County of San Francisco Public Voice San Francisco

Collaborated with City departments and community organizations to develop a new program that allows City staff to easily connect to a diverse group of community members in order to test and provide input on City services.





# Planning for Community Engagement



# ■ Planning for Community Engagement

- Issue/Opportunity/Decision you are facing
- Decision Maker(s)
- Potential Impacts
- Stakeholders
- Engagement Goal(s) & Promise to the Public

What is your  
engagement  
challenge?

# Engagement **brief**

**CHALLENGE STATEMENT:** \_\_\_\_\_

**DECISION MAKER(S):** \_\_\_\_\_

**STAKEHOLDERS:** See Stakeholder Identification Map \_\_\_\_\_

## **LEVEL OF ENGAGEMENT & PROMISE:**

☐

Inform

We will keep you informed.

☐

Consult

We will keep you informed, listen and acknowledge your concerns and provide feedback on how your input is used.

☐

Involve

We will work with you to ensure your concerns and issues are directly reflected in the alternatives developed provide feedback on how public input influenced the decision.

☐

Collaborate

We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions as much as possible.

☐

Empower

We will implement what you decide.

## ■ Challenge Statement Examples

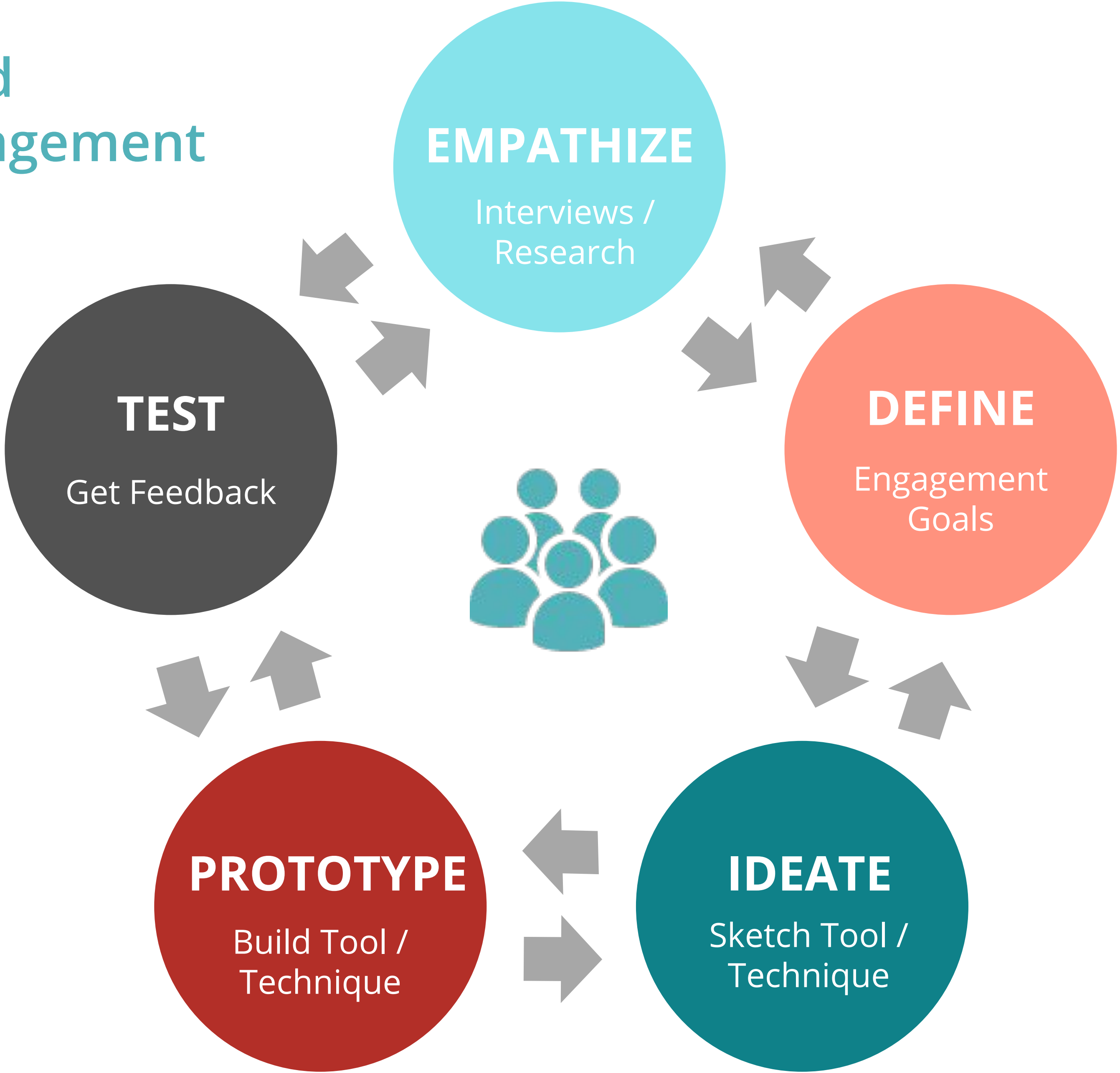
**Too Broad:** *The City of Walnut Creek seeks to engage the community to get input on bicycle infrastructure.*

**More Focused:** *The City of Walnut Creek seeks **diverse input** on a proposed **protected bikeway** on **Lincoln Ave.** within the **next 6 months** to further their **2011 Bicycle Plan**.*

**Discuss your challenge statement with the person sitting next to you and verify:**

**Who? What? Where?  
When? Why? How?**

# Human-Centered Community Engagement





# **Stakeholder Identification & Gaps Analysis**



Who is “the  
community?”

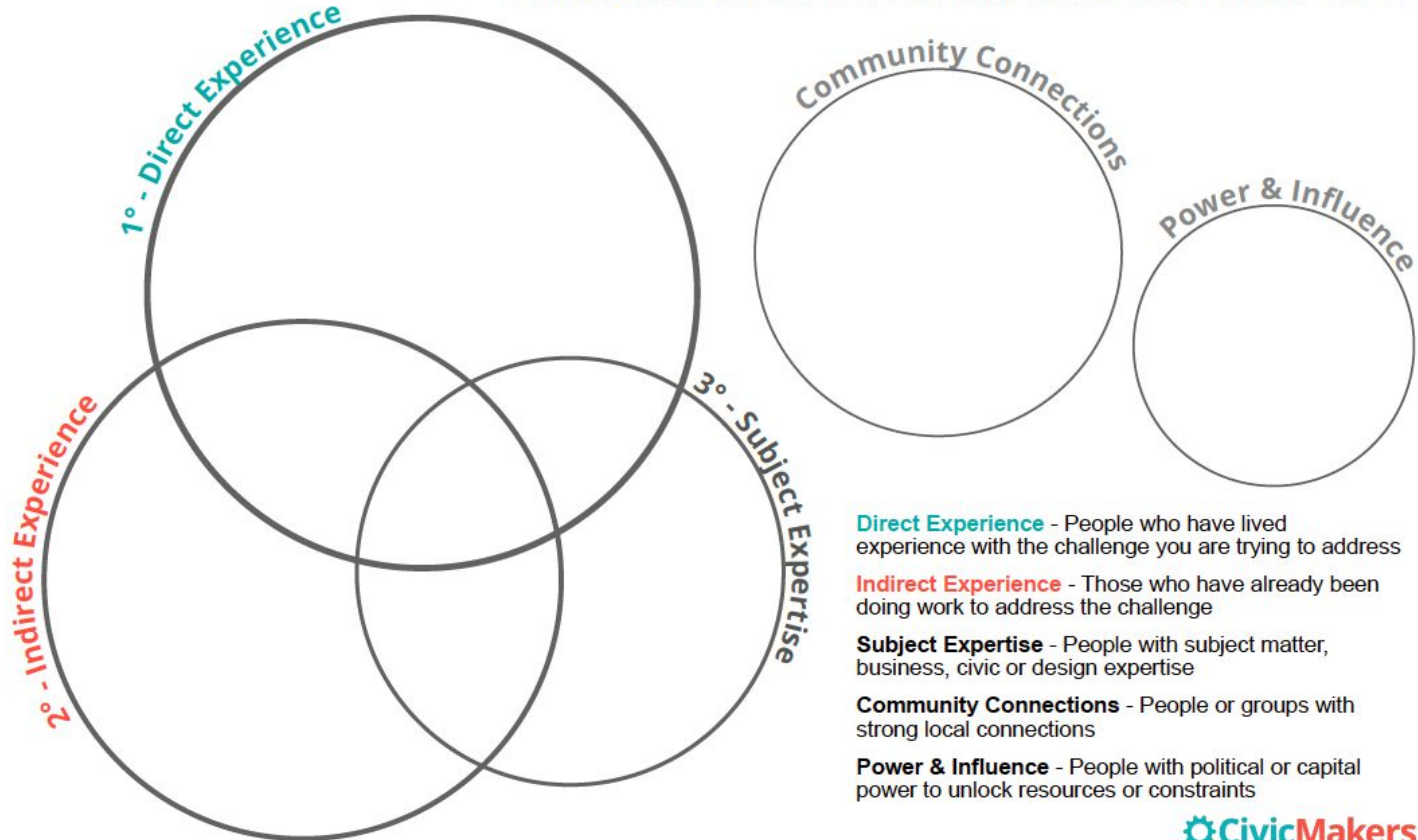
## ■ Who is “the community”?

Any individual or group of individuals, organization or political entity who will be impacted by or who has an interest in the outcome of a public process or decision.



# Mind the Stakeholder Gaps!

# Stakeholder Identification Exercise



# Engagement **brief**

**CHALLENGE STATEMENT:** \_\_\_\_\_

**DECISION MAKER(S):** \_\_\_\_\_

**STAKEHOLDERS:** See Stakeholder Identification Map \_\_\_\_\_

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Share your stakeholder exercise with your partner and discuss any gaps...

Who is most likely to be **concerned** if not involved?

Who is least involved but most **impacted**?

Who is **not represented** by organized groups?

Who has been historically **left out** of similar processes?

# Engagement **brief**

**CHALLENGE STATEMENT:** \_\_\_\_\_

**DECISION MAKER(S):** \_\_\_\_\_

**STAKEHOLDERS:** See Stakeholder Identification Map

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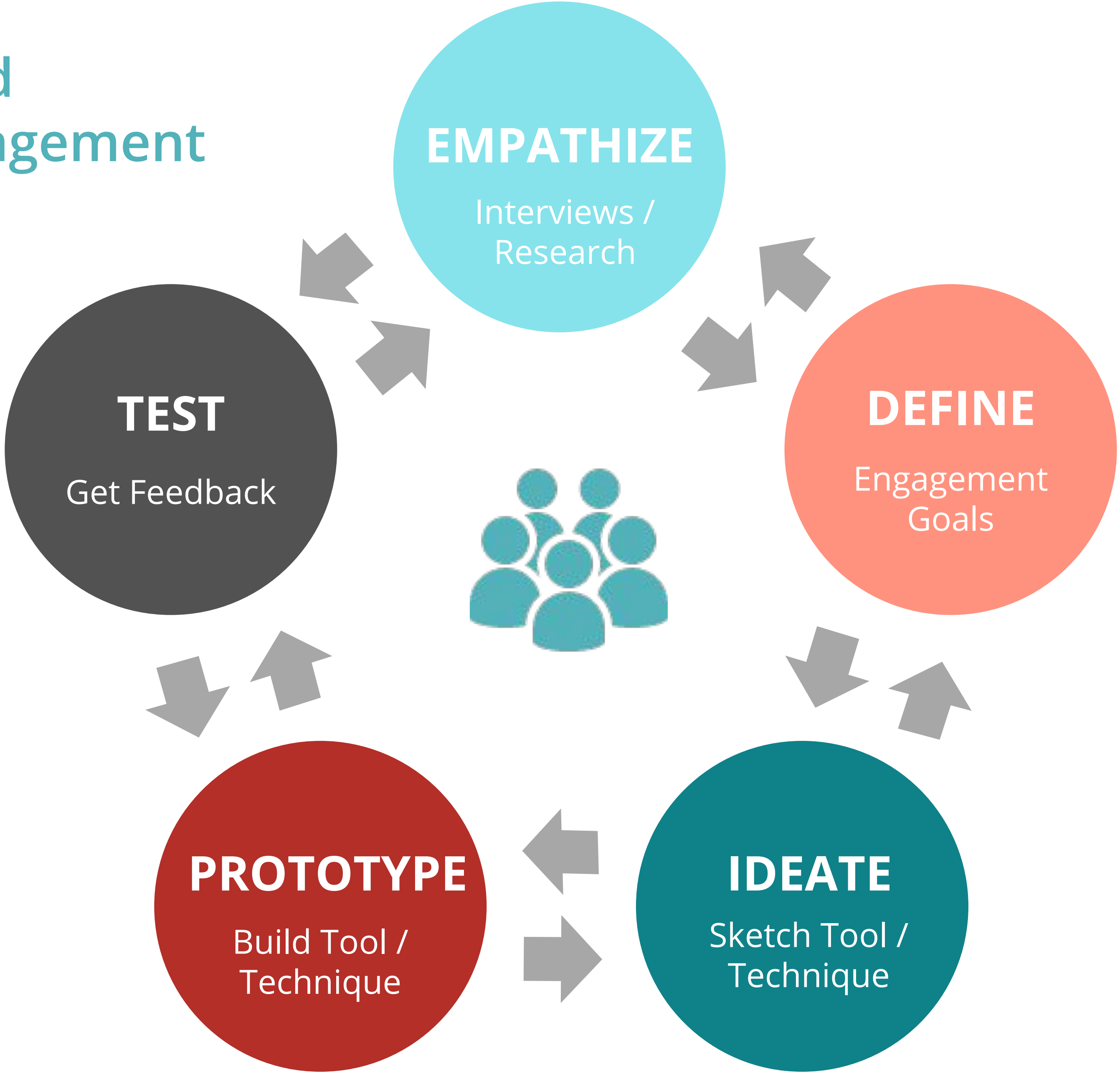
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Discuss with your partner why you chose the level of engagement...

What is your engagement **goal**?  
How will you keep your  
**promise**?

# Human-Centered Community Engagement



# Let's Collaborate!

[judi@civickmakers.com](mailto:judi@civickmakers.com)

[civickmakers.com/newsletter](https://civickmakers.com/newsletter)



**Improve Programs  
& Services**



**Increase Engagement**



**Build Capacity**