

Name:

Community Space:

Co-connector (if you have one):

## **Zoning Redesign Community Engagement Network Your Engagement Worksheet**

This worksheet aims to help you create a concrete plan for how (and when) you will engage your community. It covers five main areas, pulling guidance from the [MAPC \(Metropolitan Area Planning Council\) Community Engagement Guide](#) and building equitable and inclusive approaches into each. Each section will highlight (a) what is already expected of, or committed by, city staff and you as a network member, and (b) what is up to you to determine in your engagement plan.

This is meant as a guide and not as an exhaustive list of ideas or frameworks - use what is helpful for you!

### **Worksheet Sections**

- 1. Purpose of Engagement** (p.2)
- 2. Stakeholders (Who do you want to engage?)** (p.3)
- 3. Resources & Scale of Engagement** (p.4)
- 4. Approaches** (p.5)
- 5. Messaging / Communications** (p.8)

# 1. Purpose of Engagement

City's Purpose	Your Purpose
<ul style="list-style-type: none"><li>- Raise community awareness of this effort</li><li>- Collect community feedback from a wide range of community members + to do so equitably and inclusively</li><li>- Present to ZAP the breadth of the variety of opinions on possible zoning updates for village centers (considering 2021 engagement, economic feasibility, and MBTA communities) for them to consider</li></ul>	<ul style="list-style-type: none"><li>- Inform your community space of the engagement effort in the late summer / fall</li><li>- Engage at least 5 individuals from your community space in the late summer / fall</li></ul>

**Are there additional purposes for you?** For example, are there skills that you want to develop or strengthen in this project? Are there community relationships you want to build or neighbors you want to meet? Are there elements about urban planning or zoning that you want to better understand?

*\*This question is for you to consider in your own civic leadership development. No requirements from the city end - just something for you to keep in your back pocket and reflect on throughout the process!*

## 2. Who do you want to engage?

### The City wants to engage:

All residents (homeowners & renters), workers, and students of Newton.

Equitably. Whose voices are harder to access (due to material & historical reasons)? This includes, but is not limited to, younger people, BIPOC (Black, Indigenous & People of Color), people with disabilities, LGBTQ+ community, renters, lower-income folks and older adults.

**Make a specific stakeholder list:** It's good to come up with more names than your targeted attendance, in anticipation of some folks not being available (or bowing out at the last minute), not being interested, or you can't get a hold of them.

**Who's missing?** Begin with people you already know, then work your way out to include people in your community space who you don't know as well. Some suggested ways to do this:

- Ask the people you already know, "Who else do you think would be interested in this?" Get their name and contact information, or ask this person to introduce you two.
- Think of any community groups or organizations who may have access to people you want to engage. Reach out to a staff person or volunteer there to see if there's opportunity for collaboration. (City staff would be happy to help facilitate this!)
- Gauge people's interest at upcoming gatherings. If they're interested, mark down their name and contact information for you to follow up with.

**Working With a Team:** We encourage you to find a buddy (or two or more) to help you out with this project. Mark who you think may have interest in this on your list and reach out to them!

*\*You do not need to reach out to this list until we're closer to the late summer/ early fall, unless it's to try to find a project buddy.*

**Stakeholder List Ideas** (If your goal is to engage 5 people, try to identify 10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### 3. Resources & Scale

#### Scale

##### City's Scale of Engagement:

City staff aim to engage community members from all over the city. For example, they engaged almost 2,000 people for the first phase of engagement

##### Your Scale

You aim to engage at least 5 people from your community space

**Do you want to change your scale?** This is a helpful spot to consider your own capacity for the next six months. If you think you'll have less capacity, stick with the goal of 5 people. If you have moderate or large capacity, you can challenge yourself with bigger goals in terms of range (more than 5 people) or depth (accessing harder-to-reach voices).

#### Resources

##### City Resources

- Staff are creating feedback tools for you to use to collect people's opinions. Staff aim for these to be available:
    - > Online (virtual)
    - > In-person (physical version)
    - > Library installation (for you to bring your group there for discussion & feedback)
  - Staff will synthesize the feedback
- Outreach material
  - Translation & interpretation
  - Accessibility resources
  - Zoom support
  - Feedback on your engagement plan
  - Printers :)
  - Maps + demographics

**Which city resources do you want to access? Check the boxes above that you're interested in.**

**What resources do you have in addition to the city's?**

## 4. Approach

**City of Newton's Approaches** for Phase II of village center zoning engagement

- Facilitating the network and collaborating with community members on engaging their community spaces

- Engagement installation at the Newton Free Public Library (with an event)
- On-the-spot surveying
- Possible focus groups for equitable engagement

**What approach will you take to engage the people in your community space?**

**Here are some approaches to consider, based on the community space or possible situation.** Circle the ones that you're most interested in and/or write out your own approaches that you think would be great for your community space at the bottom.

**Remember these two things:**

1. You ultimately only need to pick one of these! These are all just \*options\* to consider.
2. The mechanism to collect feedback will not be finalized until July. However, you can still prepare because regardless of the specifics, your engagement interaction will look like the following (and can be carried out in all of the example approaches provided here):

### ***With a group of people***

1. You gather a group of people (various ways listed below)
2. You facilitate a discussion about the zoning updates, explaining the proposals and possibly highlight the pros and cons for each.
3. You encourage each person to share their questions and thoughts in the discussion, and ultimately have them 'submit' their own opinions\*

### ***With an individual, either through a phone call or while tabling:***

1. You ask someone if they will give feedback on zoning update proposals in the city
2. You facilitate a discussion with this person, explaining what the zoning update proposals are. See what questions or initial reactions and thoughts they have
3. Have the person 'submit' their own opinions\*.

*\*You are not responsible for directly collecting someone's opinion, nor interpreting it. People will 'submit' their opinions through something like a survey*

<p><b>If you are engaging your neighborhood block(s) and want to engage neighbors you do not know or don't know well</b></p>	<p><b>Go door knocking.</b></p> <p>You can ask city staff for help on how to do this (they have experience and can offer concrete tactics.) This is also a great activity to invite neighbors and friends to participate in and split up the number of doors/apartment complexes to knock on.</p>
	<p><b>Host a table near a busy store, laundromat, etc., in your neighborhood.</b></p> <p>We don't encourage tabling near a T-station or a grocery store - people are often in 'business' mode or on a mission to get that groceries done or to make it to the train on time and therefore, are less inclined to pause, learn what the engagement is about and then give their feedback.</p>
	<p><b>Host an outdoor block party, potluck, coffee hour, etc.</b></p> <p>Leave flyers for the block party and/or go door knocking to raise awareness of the block party. Invite neighbors to help you put it on, bring food, or facilitate games for children.</p>

<p><b>If you are engaging a group that meets regularly (monthly, weekly, etc.)</b></p>	<p><b>Ask if you can use one of the meetings during the engagement phase solely to get feedback.</b></p> <p>This approach does one of the best jobs in 'meeting people where they're at' because people are already showing up to the space as a regular commitment.</p> <p>If it's a large group of people who meet regularly, host breakout rooms and find volunteer facilitators for each breakout room so as to encourage better discussion and participation.</p>
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<p><b>If people in your community space enjoy field trips, museums, or are tired of meeting on Zoom and want to spend more time together in person:</b></p>	<p><b>Do a field trip to the library installation.</b></p> <p>The room will have everything you need to carry out the engagement. And will have historical and current information to peruse and consider in one's feedback.</p>
	<p><b>Host an in-person, outdoor gathering.</b></p> <p>If people are tired of Zoom meetings and want to spend more time together in person, host a gathering, like a coffee hour, picnic, or a gathering at a playground for your children to play at while you engage folks.</p>

<p><b>If you know of any events taking place from August through early October that will attract people from your community space</b></p> <p>Event examples include village days, celebrations or holidays, concerts, etc.</p>	<p><b>Host a table at the event.</b></p> <p>Get permission from the event organizer to table there and determine what resources they can provide (table, chairs, etc.) versus what you need to get from city staff or elsewhere.</p> <p>Talk with city staff about specific tactics to engage people on-the-spot, such as ways to set up your table, approach people with aggressive kindness :), encourage people that their opinions are important and deserve to be considered, and more. This was one of the most successful ways that the City of Newton team engaged people who don't usually show up to city meetings - and, to put a cherry on top, is a wonderful way to meet new people</p>
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<p><b>If people in your community space find virtual meetings to be the most accessible and/or if they will be traveling a lot during the late summer/fall</b></p>	<p><b>Host a zoom meeting and use the virtual tool to gather feedback there.</b></p>
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<p><b>If you want to engage voices who are harder to reach (such as low-income individuals, renters, BIPOC, LGBTQ+, people with disabilities, younger people, and more)</b></p>	<p>Form a subcommittee with city staff and others who are interested to come up with specific strategies. For example, renters are much harder to reach because the landlord is often the only contact, or people are only allowed to enter the apartment complex if they live there (thus making it hard or impossible to door-knock or leave flyers for people.) *Tell city staff that you are interested in this.*</p>
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**What other approaches do you think would be best for your community space?**

**List here any worries, concerns, or barriers that you think may come up for the approaches you're most interested in. (We can troubleshoot these in the coming months!)**

## 5. Messaging

### The city will...

- Describe purpose of engagement & the impact of one's feedback in it's messaging
- Provide flyers, 'business cards,' social media posts, email language. Can do so in any language. See below for examples.



From left to right: storefront flier, front and back of the 'business card,' social media posts

What do you think is the best way to tailor the city's message to the community space you want to engage? Some questions to consider:

- What do you think is in it for the people in your community space? Why should they care?
- Which of the city's messaging materials are best for your community?

You may have the best answers for this question in June or July.