



Local Infrastructure Hub: Module 1: Setting the Table & Engaging the Community: BRIC

September 21, 2022



Introduction

Local Infrastructure Hub Overview

Information Track

All Cities



- Host high quality information and tools to elevate mayoral and city leader ambition and understand how they can leverage upcoming federal funding
- Share key funding guidance, policy and innovation expertise and compliance information; featuring policy experts and administration representatives

Grant Application Bootcamps

Small & Medium Cities



- Offer technical assistance to support city readiness across the grant application lifecycle
- Support cities in navigating the grant application process and strengthening applications, through peer learning, office hours, and coaching opportunities

- Support and elevate city activity around applications and funding focused on local progress and IJA implementation
- Amplify stories through earned media (local, regional, national) and digital channels to build momentum



Storytelling

Your hosts today



Tracy M. Colunga, Civic Engagement Director, **BCPI**

- Joined the Bloomberg Center for Public Innovation after a sixteen-year career in city government. She and her team led the development of the Language Access Policy, African American Cultural Center, Latino Cultural Center, Safe Long Beach Violence Prevention Plan, My Brother's Keeper, and Airport Customer Experience.
- She has focused her career around community engagement.
- Master's degree from UCLA Luskin School of Public Affairs
- Lecturer at California State University Long Beach School of Social Work



Keiona Miller
Facilitator, **NLC**

- Instructor and Director at Jackson State University for 14 years
- Served as Corporate Trainer at WorldCom for 7 Years
- Langevin Trained Trainer
- M.A. in History from Jackson State University

Bootcamp Structure

Modules	Descriptions	Outputs
0 Predevelopment	Smaller towns and cities with less federal grants experience will develop a basic understanding of the federal grants process and are prepared to attend Modules 1-8.	N/A
1 Setting the Table & Engaging the Community	Cities will be oriented to the funding program and understand how to develop a robust asset map tailored to their community and to the grant context. Cities will also be able to draft Community Engagement and Advocacy Strategies and understand the audience for advocacy and project strategies.	Community Engagement Strategy aligned to grant context
2 Federal Administration Priorities & Incorporating Data	Cities will understand application data requirements ; general data principles and uses; how to apply data tools to assess local framework and to support a transformational agenda. Cities will also be able to incorporate climate, equity, and training and workforce development into their grant applications and demonstrate that they are willing to raise their ambitions in these priority areas.	Data Strategy aligned to grant context and a plan for incorporating administration priorities into their grant application
3 Demystifying Capital Stacks and Budgeting	Cities will understand the basics of capital stacks and funding structures for projects; possible matching grant requirements and allowable uses; and will be able to apply this understanding towards developing a draft project budget with matching sources and potential new sources of funding	Draft budget for grant application
4 Writing a Strong Narrative & Packaging Submission	Cities will understand the best practices for narratives and will be able to produce a compelling grant narrative consistent with the funding opportunity requirements; be able to package a full grant application package and develop a plan to advance the request with key officials	Draft grant narrative and full grant application package validated by a city's chief executive
5 Post Submission: Long Term Capacity Building	Cities will be able to develop plans to successfully administer the grant and will understand how best to (re)-organize local institutional processes which position the community to compete for outside investment	Draft plan for grant administration

Bootcamp Offerings

Over the next two years, there will be at least 30 bootcamps offered through the Local Infrastructure Hub to support small and midsize cities develop grant applications for programs available as part of the Bipartisan Infrastructure Law. The initial bootcamp offerings will consist of the following grant opportunities:

Launching September 2022			On hold to align with application schedules	
<p>Building Resilient Infrastructure and Communities</p>	<p>Flood Mitigation Assistance</p>	<p>Strengthening Mobility and Revolutionizing Transportation Grants</p>	<p>Energy Efficiency and Conservation Block Grants</p>	<p>Charging and Fueling Infrastructure Grants</p>
<p>\$2.295 billion available in FY22 to support communities as they undertake hazard mitigation projects, reducing the risks they face from disasters and natural hazards.</p>	<p>\$800 million available in FY22 to support communities with projects that reduce or eliminate the risk of repetitive flood damage to buildings insured by the National Flood Insurance Program.</p>	<p>\$100 million available in FY22 to support communities on demonstration projects focused on advanced smart community technologies and systems in order to improve transportation efficiency and safety.</p>	<p>\$550 million available to support strategies to reduce fossil fuel emissions, reduce total energy use, and improve efficiency of transportation, buildings, and other appropriate sectors.</p> <p><i>NOFO release anticipated in Winter 2022</i></p>	<p>\$2.5 billion available to support communities to address EV charging needs for passenger vehicles and light duty trucks.</p> <p><i>NOFO release anticipated in Spring 2023</i></p>

If you are not in the right bootcamp, please contact BRICbootcamp@nlc.org

What your participation will look like

City leadership will engage in the bootcamp to varying degrees depending on role.

				
Title	MAYOR	GRANT LEAD	COMMUNITY ENGAGEMENT LEAD	FINANCE LEAD
Engagement Description	Participates in selective modules to spearhead goals and advocacy, review the impact story of draft applications, and implement long term capacity building measures (i.e. Modules 1, 4, & 5)	Participates in all modules and is the primary point of contact for each participating city team	Participates in selective modules to help design community engagement strategies (i.e. Module 1)	Participates in budget and capital stacks specific modules (i.e. Module 3)
Level of Effort	~ 3 hours per program	~ 2.5 - 10 hours per month (depending on engagement with optional office hours & additional resources)	~ 4 - 10 hours per program	~ 2 - 6 hours per program

* This table is designed to represent city leadership that will likely participate in the Readiness program and is not intended to be representative of all staff who may be engaged throughout the process. For example we recognize some cities will have City Managers as the executive leader. For some cities, these leaders may have multiple roles.

Expected learning outcomes for this module

Upon successful completion of this module, city teams will be able to:

- ✓ Identify how the grant relates to the Mayor's ambitions and priorities for the city
- ✓ Understand the grant scoring criteria and specific connection to community engagement
- ✓ Identify key assets in their communities to form the basis of a draft community engagement and advocacy strategy aligned to grant context and equity considerations

Where we are and where we're going

Pre Development



Setting the Table & Engaging the Community

Participants will learn to develop an asset map and draft effective community engagement & advocacy strategies

Incorporating Data & Fed. Administration Priorities

Demystifying Capital Stacks and Budgeting

Writing a Strong Narrative & Packaging Submission

Post Submission: Long Term Capacity Building

Sept 12 - 16

Sept 19 - 30

Oct 3 - 14

Oct. 17 - 28

Oct. 31 - Nov. 11

Nov. 14 - 25



Grants Overview

BRIC Overview

Building Resilient Infrastructure and Communities (BRIC) supports states, local communities, tribes and territories as they undertake **hazard mitigation projects**, reducing the risks they face from disasters and natural hazards. The program aims to categorically **shift the federal focus away from reactive disaster spending** and toward research-supported, **proactive investment in community resilience**.



ELIGIBILITY

- **Eligible applicants:** States, U.S. territories, federally recognized tribal governments, and the District of Columbia;
- **Eligible subapplicants:** Local governments, tribal governments, state agencies and tribal agencies.
 - **Subapplicants must submit their applications to their state/territory/tribal applicant agency.**



TIMELINE

The BRIC Notice of Funding Opportunity (NOFO) was released on August 16th with a deadline for state applicants of January 27th, 2023. **Deadlines for subapplicants varies by state with some states requiring additional pre-applications as early as this week (Virginia - 9/15, California - 9/16, Indiana - 9/16).**

Fundable Activities



Capability and Capacity Building

These activities **enhance the knowledge, skill, and expertise** of the current workforce to expand or improve the administration of mitigation assistance. This includes activities in the following sub-categories: **building codes activities, partnerships, project scoping, hazard mitigation planning and planning-related activities among others.**



Hazard Mitigation Projects

Cost-effective projects designed to **increase resilience and public safety; reduce injuries and loss of life; and reduce damage and destruction** to property, critical services, facilities, and infrastructure (including natural systems) from a multitude of natural hazards and the effects of climate change.

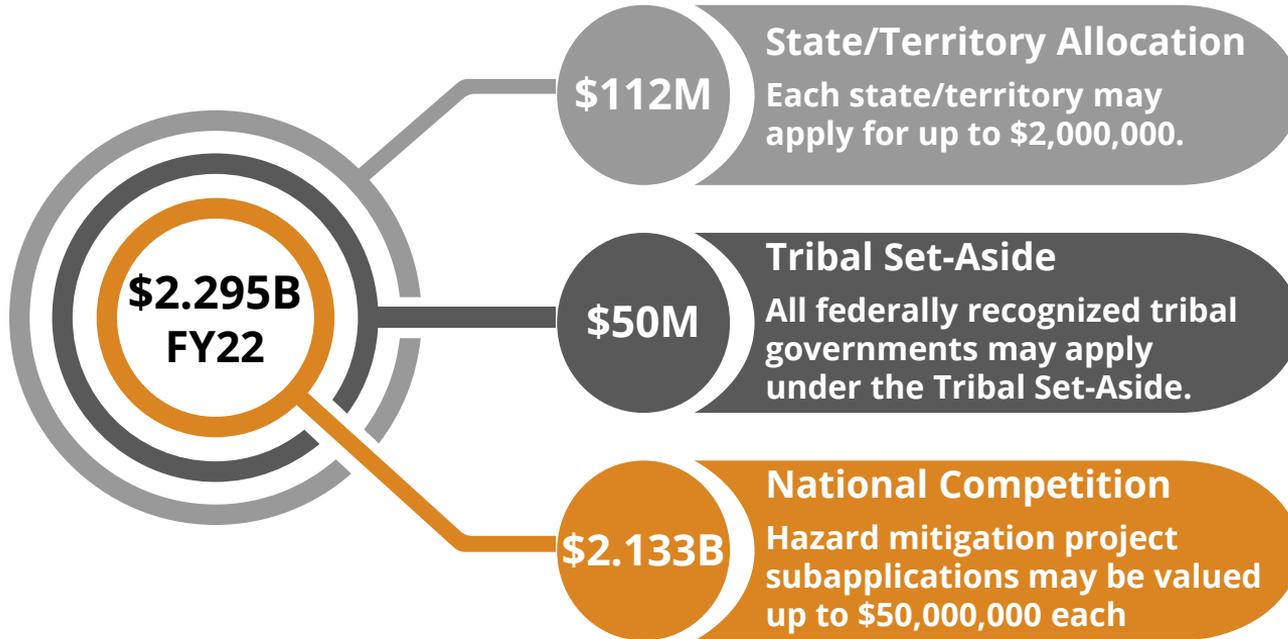


Management Costs

Financial assistance to reimburse the recipient and subrecipient for **eligible and reasonable indirect costs, direct administrative costs, and other administrative expenses** associated with a specific mitigation measure or project.

Available Funding

BRIC grants are nationally competitive and offered on an annual application cycle.



Cost Share or Match Requirements

- **Cost share is required** for all subapplications funded under BRIC.
- Generally, the cost share for BRIC is **75% federal & 25% non-federal**.
- **Economically Disadvantaged Rural Communities** are eligible for an increase in cost share up to **90% federal & 10% non-federal**

Uses of Available Funding

State/Territory Allocation (\$112M)



Capability
and Capacity
Building



Hazard
Mitigation
Projects



Management
Costs

Tribal Set- Aside (\$50M)



Capability
and Capacity
Building



Hazard
Mitigation
Projects



Management
Costs

National Competition (\$2.133B)



Hazard
Mitigation
Projects



Management
Costs

*Capability and Capacity
Building activities are not
funded as part of the
National Competition.*

Select BRIC Requirements

The following plans and analysis are required for any city applying for BRIC funding.

Hazard Mitigation Plan

- A FEMA-approved **Hazard Mitigation Plan is required** to receive grant funding
- Subapplicants **do not require** a Hazard Mitigation Plan for the following Capability and Capacity Building Activity types: (1) hazard mitigation planning and planning-related activities, (2) partnerships, and (3) building codes activities;
- **Check if your city has an approved plan** or will have one by the application deadline. A spreadsheet with data on public bodies that have Hazard Mitigation Plans can be found at: www.fema.gov/openfema-data-page/hazard-mitigation-plan-statuses

Benefit-Cost Analysis

- A **Benefit-Cost Analysis (BCA) is a required component** of a BRIC subapplication and a FEMA-approved BCA must be attached as documentation, as applicable.
- Capability and Capacity Building activity and management costs subapplications **do not require** a BCA.
- FEMA's BCA Toolkit is available on the FEMA website at: www.fema.gov/benefit-cost-analysis

Additional requirements for all applicants and sub-applicants can be found in the [BRIC NOFO](#).

How can your city start preparing to apply?



[Contact your appropriate state](#), tribe or territory (applicant level) Hazard Mitigation Office.

Ask about **priorities, deadlines** and **requirements** for a subapplication.



Identify **Members of Congress** or other relevant **political officials** that may be willing to **champion your project**.



Check the [Benefit Cost Analysis \(BCA\)](#) tool.

Have at least one staff member complete [FEMA's BCA tool training](#).



Request a **Building Code Effectiveness Grading Schedule (BCEGS)** Survey

→ Having a higher BCEGS rating will lead to additional points on BRIC applications.



Consider applying for [technical assistance](#) provided by FEMA (requests will start being accepted around Sept. 30).



Collect existing **surveys, products, or related data** from any kind of public engagement activities that can demonstrate **citizens' needs and priorities**.

Next steps: Applying to Your State

Contact your appropriate state, tribe or territory (applicant level) [Hazard Mitigation Officer](#) to ask about their priorities, requirements and deadlines. **Pay special attention to pre application deadlines.**

Start working on your state Pre- Application Questionnaire (*Letter of Intent, Notice of Interest*)

While information requested by each state may vary, below are some responses you might start collecting in order to submit the your pre- application:

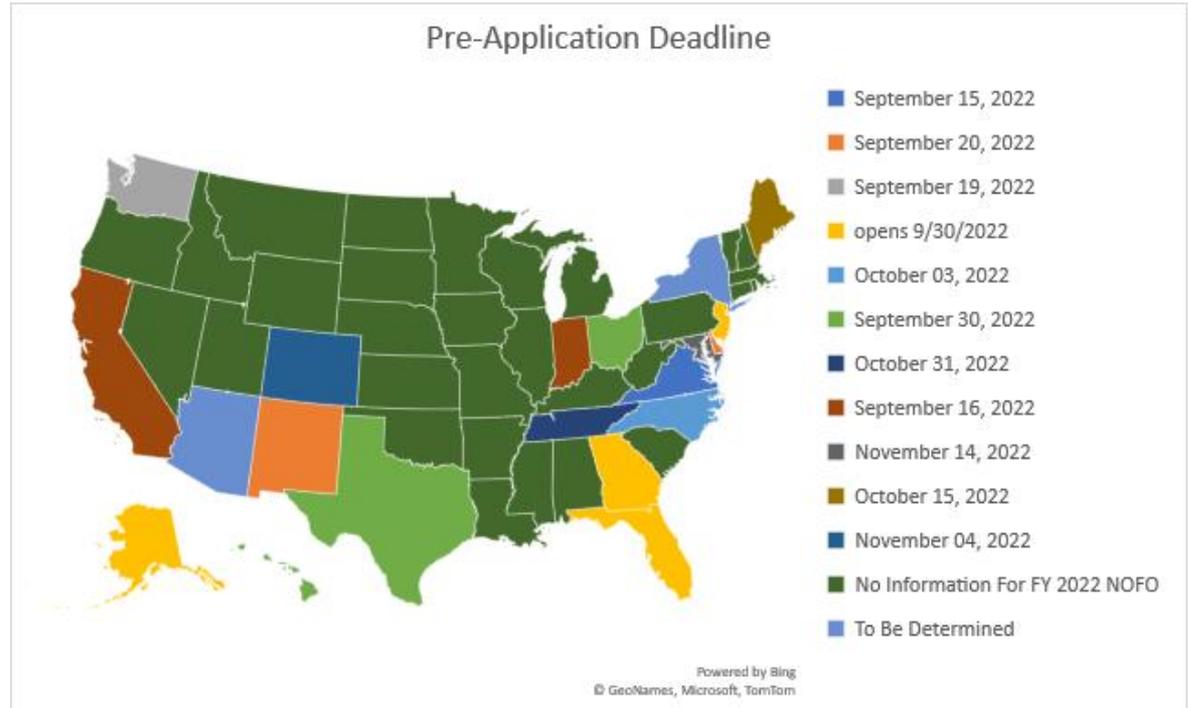
- Do you have a FEMA approved local hazard mitigation plan and date of the plan approval and expiration.
- Have you registered for a FEMA GO account?
- Does your community have a Title VI plan?
- Is your community considered a small impoverished community?
- Brief synopsis of the proposed project, with project location and duration.
- Problem statement and specific hazard it is aiming to mitigate.
- Proposed Project Total Cost;
- Do you studies documenting the extent and severity of the hazard?

Next steps: Applying to Your State

Upcoming pre-application state deadlines:

9/20: Delaware, New Mexico

9/30: Hawaii, Ohio, Texas



Evaluation Criteria

**Technical
Evaluation Criteria**

Understanding the Scoring Criteria - BRIC

Technical Evaluation Criteria (Page 1 of 3)

Criteria	Details	Points	Covered in Module
Infrastructure Project	Explain how the project mitigates natural hazard risk to critical physical structures, facilities, and systems that provide support to a community, its population, and its economy.	20 points	Mod 4: Writing a Strong Narrative & Packaging Submission
Incorporation of Nature-Based Solutions for Hazard Mitigation	Indicate and describe how the project incorporates one or more nature-based solution: <ul style="list-style-type: none"> • Sustainable environmental management practices that restore, mimic, and/or enhance nature and natural systems or processes. • Support natural hazard risk mitigation as well as economic, environmental, and social resilience efforts. 	10 points	Mod 4: Writing a Strong Narrative & Packaging Submission
Applicant has Mandatory Tribal-, Territory-, or State-Wide Building Code Adoption Requirement	Must have adopted mandatory tribal-, territory-, or state-wide building codes based on versions listed below of both the International Building Code (IBC) and the International Residential Code (IRC) model codes published by the International Code Council (ICC).	10 points or 20 points	Mod 1: Setting the Table & Engaging the Community

Understanding the Scoring Criteria - BRIC

Technical Evaluation Criteria (Page 2 of 3)

Criteria	Details	Points	Covered in Module
Subapplicant has Building Code Effectiveness Grading Schedule Rating of 1 to 5	<ul style="list-style-type: none"> For subapplicants only A subapplicant at the local level (including those located in territories) must have a BCEGS rating between 1 and 5 (considered by FEMA as a disaster-resistant code) when the application is submitted A state or territory acting as a subapplicant must: <ul style="list-style-type: none"> Have a class ranking between 1 and 5 on both the Commercial and Residential BCEGS State Averages as indicated in the 2020 State Averages as published on ISO's website at https://www.isomitigation.com/bcegs/facts-and-figures/; or Submit a BCEGS score provided by ISO (for territories and the District of Columbia) 	20 points	Mod 1: Setting the Table & Engaging the Community
Subapplication Generated from a Previous Qualifying Award	<p>Must demonstrate the subapplication was generated from one of the following programs:</p> <ul style="list-style-type: none"> FEMA HMA Project Scoping award Any other federal grant award; or The subapplicant is a past recipient of BRIC non-financial Direct Technical Assistance The subapplication must provide documentation to support this criterion 	10 points	Mod 4: Writing a Strong Narrative & Packaging Submission

Understanding the Scoring Criteria - BRIC

Technical Evaluation Criteria (Page 3 of 3)

Criteria	Details	Points	Covered in Module
Increased Non-Federal Cost Share	<ul style="list-style-type: none"> Must demonstrate that it can provide a non-federal cost share of at least 30% (or, for Economically Disadvantaged Rural Communities as defined in 42 U.S.C. § 5133(a) as small impoverished communities, a non-federal cost share of at least 12%). To receive the full points, the federal share requested can be no more than 70% (or 88% for qualified EDRCs). 	5 points	Mod 3: Demystifying Capital Stacks and Budgeting
Designation as and/or Disadvantaged, including EDRC and Federally Recognized Tribal Governments	Must document their designation as an EDRC (as referenced in 42 U.S.C. § 5133(a) as a small impoverished community) or a community with a Centers for Disease Control and Prevention (CDC) Social Vulnerability Index (SVI) of .8 or higher.	15 points or 30 points	Mod 4: Writing a Strong Narrative & Packaging Submission

Evaluation Criteria

**Qualitative
Evaluation Criteria**

Understanding the Scoring Criteria – BRIC

Qualitative Evaluation Criteria (Page 1 of 3)

Topic	Criteria	Points	Covered in Module
Risk Reduction/ Resilience Effectiveness	Details how the project will effectively reduce risk and increase resilience (including the benefits quantified in the BCA), realize ancillary benefits, and leverage innovation.	35 points	Mod 2: Federal Administration Priorities and Incorporating Data
Climate Change and Other Future Conditions	<ul style="list-style-type: none">• Describes how the project will enhance climate adaptation and resilience• Details how the project is being responsive to the effects of climate change (such as sea level rise) and/or other future conditions (population/demographic/land use, etc.).• Cites data sources, assumptions, and models.	20 points	Mod 2: Federal Administration Priorities and Incorporating Data

Understanding the Scoring Criteria - BRIC

Qualitative Evaluation Criteria (Page 2 of 3)

Topic	Criteria	Points	Covered in Module
Implementation Measures	<ul style="list-style-type: none"> • Describes how the costs and schedule will be managed, how the project will be successfully implemented, and how innovative techniques to facilitate implementation will be incorporated. • Identifies sufficient technical and managerial staff and resources to successfully implement this project. • Describe whether and how the project will incorporate strong labor standards to ensure high-quality work, avert disruptive and costly delays, and promote efficiency. 	15 points	Modules 2, 3 and 4
Population Impacted	<ul style="list-style-type: none"> • Demonstrates community-wide benefits and identifies the proportion of the population that will be impacted, including a description of the disadvantaged communities as referenced in EO 14008. • Describes how the project was selected and designed to maximize positive impacts and minimize negative impacts to any disadvantaged populations. • Demonstrates how disadvantaged communities as referenced in EO 14008 are benefited. 	25 points	Mod 2: Federal Administration Priorities and Incorporating Data

Understanding the Scoring Criteria – BRIC

Qualitative Evaluation Criteria (Page 3 of 3)

Topic	Criteria	Points	Covered in Module
Community Engagement and Other Outreach Activities	<ul style="list-style-type: none"> • Describes outreach strategy and supporting activities appropriate to the project and the community that advance mitigation. • Outlines the types of community planning processes leveraged. • Describes how input from a diverse range of stakeholders, including overburdened and underserved communities, was gathered and incorporated into project conception and design. • Outlines how such community planning and stakeholder input will continue to be used to help direct project execution. 	5 points	Mod 1: Setting the Table & Engaging the Community
Leveraging Partners	<p>Incorporates partnerships (e.g., state, Tribal, private, local community, etc.) that will ensure the project meets community needs:</p> <ul style="list-style-type: none"> • Including overburdened and underserved populations <p>Shows the outcome of those partnerships. For example, leveraging resources such as:</p> <ul style="list-style-type: none"> • Financial, material, and educational resources • Coordinating multijurisdictional projects • Heightened focus on equity related issues • Etc. 	15 points	Mod 1: Setting the Table & Engaging the Community

Mayoral Perspectives: BRIC

We will take 5 minutes to hear from Mayors participating in today's session.

Discussion Prompts- Please respond to the Zoom poll on your screen

- How does this grant connect to your priorities as mayor?
- How does this grant connect to your city's challenges?
- Have you previously applied for a BRIC grant or other grant from FEMA? If so, what insights do you have from these past application experiences?
- How has your city pursued community engagement around resilience topics to date?

Grant Overview: Checking for Understanding of BRIC

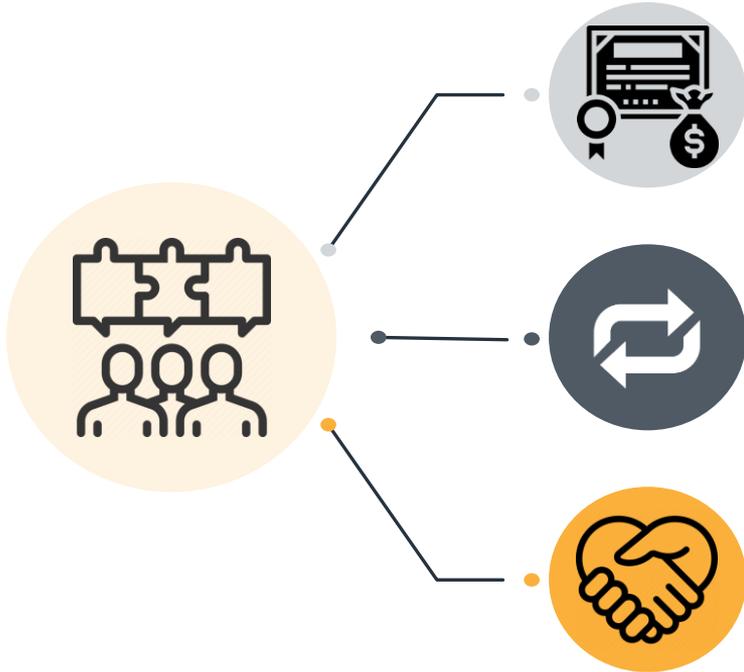
Exit Ticket: Answer the following questions on the Zoom poll to assess your understanding of the content.

- Please list the types of activities that you are eligible to apply for under BRIC.
- Describe the most important thing you learned from the grant overview.
- What is one topic that you would like to review further?



Community Asset Mapping

Why focus on community engagement?



Improves likelihood of winning grant money

- Community engagement is a core element of scoring utilized by FEMA and DOT to select between competitive applications
- Engaging the community informs applications with key local context that improve the quality of proposed projects

Develops a replicable process for future applications

- Developing a community asset map and plan establishes a process that can be repeated in future applications and future city projects and plans

Establishes long-term relationships with communities

- Involving community groups in grant project development lays the foundation for a long-term trust-based relationship

Declaration of Service - The value of community engagement - [link](#) for Mayors to sign

Asset Mapping provides a foundation for a strong application

Qualitative Evaluation Criteria	Details	Points
Community Engagement and Other Outreach Activities	<ul style="list-style-type: none">• Describes outreach strategy and supporting activities appropriate to the project and the community that advance mitigation.• Outlines the types of community planning processes leveraged.• Describes how input from a diverse range of stakeholders, including overburdened and underserved communities, was gathered and incorporated into project conception and design.• Outlines how such community planning and stakeholder input will continue to be used to help direct project execution.	5 points

Engaging community members to identify and map assets is a foundational part of a community engagement strategy

What is a Community Asset Map? How will this inform the project brief?

Community Asset Maps

- An identification and analysis of the key actors, structures, and resources in a community.
- Categories
 - People (including underserved communities and socially vulnerable populations)
 - Structures (including facilities, lifelines, and critical infrastructure)
 - Systems (including networks and capabilities)
 - Natural, historic, and cultural resources
 - Activities that have value to the community

Project Brief

- Providing an overall view and inventory of these resources present in a community provides an important input for the project brief, which calls for:
 - Defining community boundaries
 - Defining the goal of community engagement
 - Identifying the future you seek in your community
 - Understanding the problem
 - Creating a vision statement

Identifying your community's assets: People

Considerations

- Identify areas of **high population density** and **populations with unique vulnerability**
- Consider **demographics of projected population growth** to predict potential vulnerability
- Identify locations that provide **health or social services** that are critical to disaster recovery
 - Hospitals, dependent care facilities, oxygen delivery, accessible transportation

Tools and Resources

- [U.S. Census](#)
 - [American Community Survey](#)
- [PolicyMap](#)
- [EJScreen](#)
- [Climate and Economic Justice Screening Tool](#)
- [Social Explorer](#)- *more information in Module 2*

Identifying your community's assets: Systems and Lifelines

Considerations

- Identify the key systems that make up your **community's lifelines**, including but not limited to:
 - Safety and Security
 - Health and Medical
 - Energy
 - Communications
 - Transportation
 - Education
- Identify the key **economic sectors and employers** that make up your community's lifelines and economic system
 - Differentiate between essential services (e.g. health care, child care, grocery stores, etc.) and non-essential economic drivers

Tools and Resources

- [FEMA's Community Lifelines Toolkit](#)
- [U.S. Bureau of Labor Statistics: Economy at a Glance](#)
- [U.S. Cluster Mapping Project](#)
- Existing emergency preparedness plans that are on file with these organizations

Identifying your community's assets: Structures

Considerations

- Identify the **locations and characteristics** (e.g. age, construction type, condition, use) of the following structures and areas in the built environment:
 - *Existing structures*: commercial, industrial, residential buildings
 - *Infrastructure/critical facilities*: transportation, power, communication, water, waste water systems, hospitals
 - *Future development*: areas planned/zoned for future development

Tools and Resources

- Past and current FEMA-approved Hazard Mitigation Plans for your city
- Past and current community economic development plans
- Past and current public or private assessments (e.g. insurance records, tax records, land valuations, zoning/permitting, etc.)
- [FEMA's Risk Rating 2.0 State Profiles](#)

Identifying your community's assets: Natural, Historic, and Cultural Resources

Considerations

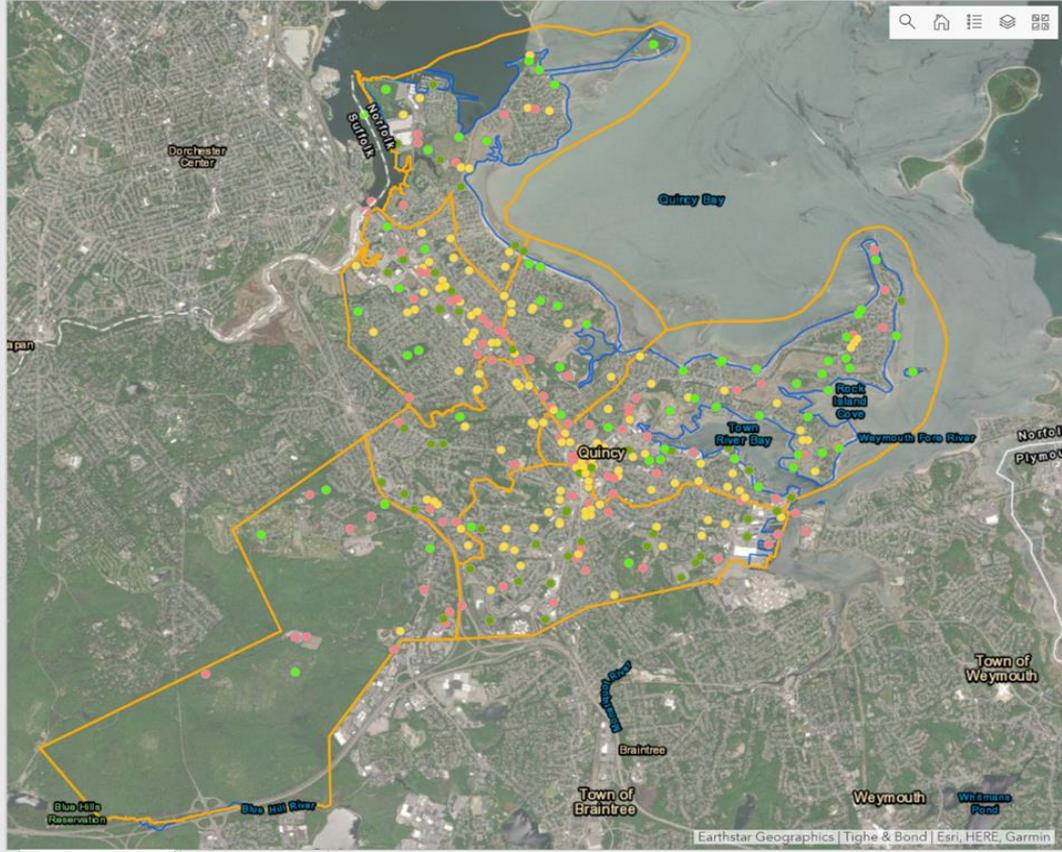
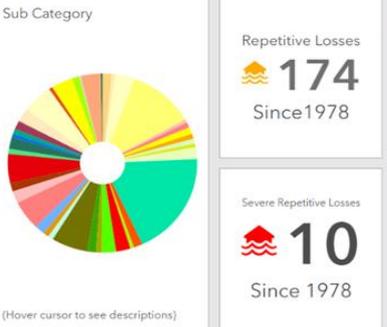
- Identify naturally occurring areas/aspects of the environment that can provide **protective functions**
- Identify critical **habitat areas** (e.g. flora, fauna) that require protection
- Identify key **cultural and/or historic resources**, such as museums, monuments, other places with significant community value

Tools and Resources

- [NOAA sea level rise mapping and scenario tool](#)
- Global Information Systems tools such as [ArcGIS](#)

Example: Quincy, Massachusetts

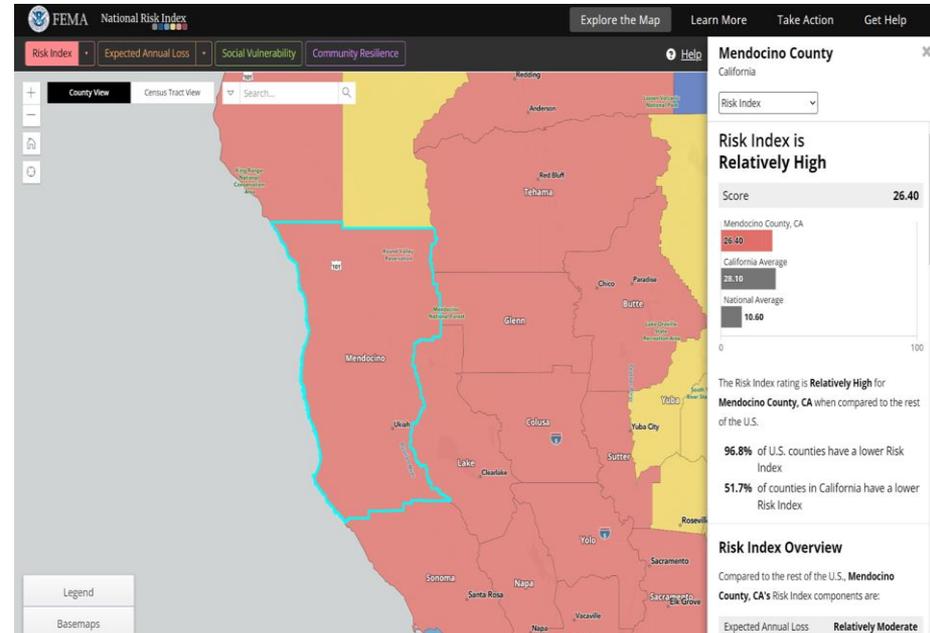
- Quincy identified 325 community assets critical to the character and function of the city.
- Each asset pertains to a particular category: societal, infrastructure, planning, economy.
- The city used additional base maps from FEMA and the National Oceanic and Atmospheric Administration to assess flood and sea level rise risks in specific locations throughout the city.
- The map forms the basis for the city's hazard mitigation plan.



- 1000 Southern Artery Complex Assisted Living - Elder Housing
- AAA Quincy Insurance
- Abigail Adams Cairn Historic
- Adams Birthplaces Historic
- Adams Montessori School
- Adams National Historic Site Historic
- Adams National Park Peacefield Historic
- Adams Office Building Historic
- Adams Shore Library Library
- Algonquin Gas Pipeline Power Utilities
- Algonquin Gas Pipeline Power Utilities
- Allerton Playground Environmental
- Alliance Health Marina Bay Medical Facility
- Amelio Della Chiesa Early Childhood Center Child Care
- American Towing Towing Services
- Arbella Insurance Employer

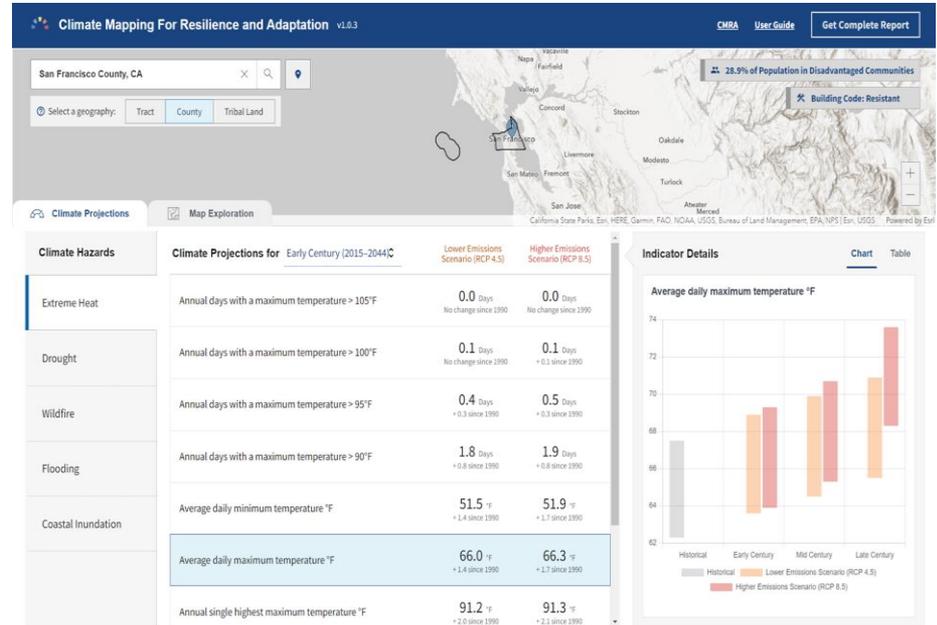
Tool Spotlight: FEMA's National Risk Index

- Interactive mapping tool that visualizes potential impacts of 18 types of natural hazards in specific areas (counties, Census tracts)
- Provides insights into expected annual losses on property and other assets in a particular area
- Integrates social vulnerability and community resilience into risk and recovery scoring
- Can help inform hazard mitigation plans, community engagement, and updating emergency operations plans



Tool Spotlight: Climate Mapping for Resilience and Adaptation Assessment

- Climate Mapping for Resilience and Adaptation (CMRA) integrates information from across the federal government to help people consider their local exposure to climate-related hazards.
- The CMRA Assessment Tool provides information on past, present, and future climate conditions.
- Local officials can consult it to understand exposure in an area to plan for resilience needs and infrastructure in a community.



Constructing your community's asset map



Step 1: Define Community Boundaries

What streets or landmarks are your boundaries?



Step 2: Identify and Involve Partners

Involve partners with different community networks and knowledge.



Step 3: What Assets to Include and How to Obtain this Information

Identify the kind of assets you want to identify.



Step 4: List the Assets of Group

Identify all groups such as associations, organizations, and institutions, and list peoples.



Step 5: List the Assets of the Community

Identify key stakeholders in your community and their available resources.



Step 6: List Assets of the City Government and Department

Identify your policies, practices, and programs (traditional and non-traditional).

Asset Map Handout

1

Define Community Boundaries

What streets or landmarks are your boundaries?

Prepare to Assess

- Why assess?
- Who will be involved?
- How will you conduct your assessment?
- Where to start?

Generate Questions

- List questions to guide your assessment
- What do you want to know?

Gather your Data

- Allow the data to tell the community's story
- What areas are in great need based on the data
- What additional data do I need to consider [to get](#) a bigger picture

Share the Results

- Raise community awareness
- Feedback from the community
- Ways to identify resources from the community

Identify and Involve Partners

Involve partners with different community networks and knowledge.

2

What does the assessment tell us?

- What is the data saying?
- What process(es) will you use?
- Common themes/barriers
- Ask: *Who is benefiting? Who is burdened? Who is missing?*
- Don't Assume – Validate



Community Asset Mapping: Checking for Understanding

Exit Ticket: Answer the following questions on the Zoom poll to assess your understanding of the content.

- Please identify the key categories for community asset mapping.
- Describe the most important thing you learned from the community asset mapping overview.
- What is one topic that you would like to review further?



Community Engagement

Community Engagement Scoring Criteria- BRIC

Qualitative Evaluation Criteria

Topic	Criteria	Points
Population Impacted	<ul style="list-style-type: none">• Demonstrates community-wide benefits and identifies the proportion of the population that will be impacted, including a description of the disadvantaged communities as referenced in EO 14008.• Describes how the project was selected and designed to maximize positive impacts and minimize negative impacts to any disadvantaged populations.• Demonstrates how disadvantaged communities as referenced in EO 14008 are benefited.	25 points
Community Engagement and Other Outreach Activities	<ul style="list-style-type: none">• Describes outreach strategy and supporting activities appropriate to the project and the community that advance mitigation.• Outlines the types of community planning processes leveraged.• Describes how input from a diverse range of stakeholders, including overburdened and underserved communities, was gathered and incorporated into project conception and design.• Outlines how such community planning and stakeholder input will continue to be used to help direct project execution.	5 points

Goals of a Community Engagement Plan

- Capture the **community's values and priorities** for proposed projects;
- Demonstrate deep outreach to and **activation of disadvantaged communities**;
- Showcase the **engagement techniques used** to drive community planning processes and community-wide benefits of the project;
- Highlight **how input was gathered** from a diverse range of stakeholders, incorporated into project design, and will continue to be used to help direct project execution;
- Highlight **practices put in place** to manage conflict, sustain ongoing communication with stakeholders and continuously assess the engagement activities for diversity, inclusion, and equity;
- Name **partnerships** that will ensure the project meets community needs, including those of overburdened and underserved populations, and show the outcome of those partnerships.

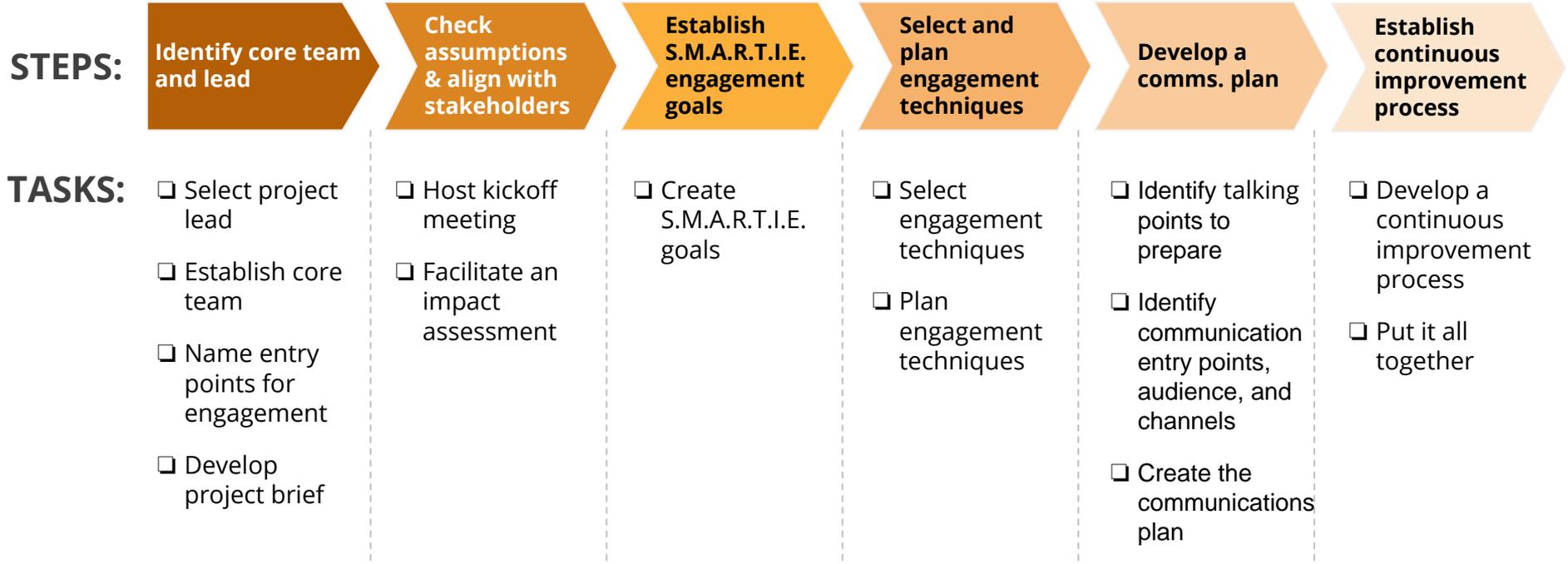
Community Engagement Poll: Checking for Understanding

Pre-test: Answer the following question to assess your past community engagement efforts

Which techniques does your city currently use for community engagement?

- A. City council meeting
- B. Community meetings
- C. Social media campaigns
- D. Community surveys
- E. Community canvassing
- F. Focus groups
- G. Targeted outreach
- H. Other Strategies

Roadmap to Develop a Community Engagement Plan



The BCPI team has developed a workbook to guide you through the process of creating a community engagement plan.

Identifying a project lead and core engagement team



Step 1:

Selecting a project lead and the community engagement lead



Step 2:

Establishing a core team



Step 3:

Naming entry points for community engagement for the project



Step 4:

Developing a project brief

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process

Checking assumptions & aligning with key stakeholders

Hosting a kickoff meeting

Now is time to schedule meetings with the community engagement core team. The immediate goals for the core group are as follows:



Gain alignment on the project and where community engagement will be planned.



Understand who is going to be impacted by this project and who will impact the project the most.



Make a list of stakeholders the community engagement plan will involve.



Agree on meeting frequency, duration, and next meeting's agenda.

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process

Establishing community engagement S.M.A.R.T.I.E. goals

Specific

Specific indicators that provide sufficient details around what will be done, with whom, by when.

Measurable

Measurable indicators that track progress toward a goal with a numeric component, such as a number or percent, and an identified data source.

Achievable

Achievable indicators that are realistic with ambitious aims.

Time-Bound

Time-Bound deadlines which are necessary to stay on track.

Inclusive

Inclusive indicators incorporate the perspectives of traditionally marginalized groups.

Equity-Informed

Equity-Informed indicators provide the framework for measuring inequities and identification of disparities within populations and systems.

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process

Select and plan engagement techniques



Step 1:

Selecting the engagement technique(s)



Step 2:

Planning the engagement technique(s)

Resources: [Cities of Service Citizen Engagement Techniques](#) and [Queensland Government Community Engagement Techniques](#)

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process

Develop a communications plan



Step 1:

Identifying what talking points need to be prepared



Step 2:

Identifying communication entry points, audience, and channels



Step 3:

Creating a communications plan

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process

Establishing continuous improvement process

A continuous improvement process will help the core team assess:

- who is being reached
- what their experience has been to adjust the outreach
- how future engagement techniques are designed
- if accommodations are working
- where improvements are needed
- what incentives bring out the most participation of diverse stakeholders

Tips

- The core team should identify one or more members who will be responsible for collecting, analyzing and providing finding summaries to the team and ensuring the insights are turned into action.
- Both the participant evaluation and demographic collection forms should be offered electronically and in print. They should be anonymous and collected at the end of the engagement activity.



Community Engagement: Checking for Understanding

Post-Test: Fill in the table below to plan your city's engagement efforts

Month	Engagement Technique
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	



Breakout Groups

Breakout Groups: Planning your Community Engagement Strategy

Locate the workbook in Canvas in your course readings to follow along

- In breakouts with your teams, you will complete the first part of the Community Engagement Workbook. While you will complete your engagement strategy offline, we will use this time to familiarize ourselves with the workbook.
- **5 minutes:** Turn to page 7, and select a project lead, community engagement lead, and core team.
- **15 minutes:**
 - Continue on page 9 and read through the high-level overview of the project lifespan and assess what step your team is currently on.
 - Once you have determined this step, answer the accompanying questions outlined in the workbook.
- These initial pieces will serve as inputs for your Project Brief, which you will develop further during your coaching sessions.

Breakout Groups: Find Your Room

Group A: If you were invited to Module 0 **or** represent a city with less than 10,000 residents

Room 1

Alabama
Florida
Georgia
Kentucky
Maryland
North Carolina
South Carolina
Tennessee
Virginia

Room 2

Connecticut
Maine
New Jersey
New York
Ohio
Pennsylvania
Vermont

Room 3

Arkansas
Kansas
Louisiana
Mississippi
Oklahoma
Texas

Room 4

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Nebraska
North Dakota

Room 5

Alaska
Arizona
California
Colorado
Idaho
New Mexico
Oregon
Utah
Washington

Group B: If you were **NOT** invited to Module 0 **or** represent a city with more than 10,000 residents

Room 6

Connecticut
Florida
Georgia
Maryland
Massachusetts
New Jersey
New York
North Carolina
Pennsylvania
Puerto Rico
Virginia

Room 7

Alabama
Arkansas
Indiana
Iowa
Kentucky
Louisiana
Michigan
Minnesota
Mississippi
Ohio
Tennessee

Room 8

Alaska
Arizona
California
Colorado
Idaho
Kansas
Montana
Nebraska
New Mexico
Oregon
Texas
Utah
Washington

Identifying a project lead and core engagement team



Step 1:

Selecting a project lead and the community engagement lead



Step 2:

Establishing a core team



Step 3:

Naming entry points for community engagement for the project



Step 4:

Developing a project brief

Identify core team and lead

Check assumptions & align with stakeholders

Establish S.M.A.R.T.I.E. engagement goals

Select and plan engagement techniques

Develop a comms. plan

Establish continuous improvement process



Coaching and Office Hours

Coaching Sessions: Putting it all together

- Using the responses you completed during your breakout sessions, continue to engage your team to **develop a draft project brief** ahead of your coaching session.
 - *Timeframe:* You can expect to spend **12-15** hours working on this step.
 - *Tip:* The Community Engagement Workbook outlines the entire process for developing your strategy.
 - *Attach:* Once your community engagement strategy is complete, you can attach it to the grant application with the [Declaration of Service](#) signed by the Mayor.
- During your coaching session, you will be able to work with subject matter experts on specific questions you have on your project brief and overall community engagement strategy.

To deepen learning on this subject, Coaching, Office Hours, and Toolkits for this grant are available to all cities in the program



Peer Learning

Interactive sessions featuring **subject matter experts** on the policy and grant approach; followed by smaller **cohort sessions*** for peer discussions



Coaching

Smaller, cohort-based sessions to continue to build on **specific application questions** identified in the peer learning session



Office Hours

Support in the form of **designated time slots** with content experts to address specific questions



Tools and Templates

The following resources can help **strengthen core components** of your grant application

Support During this Bootcamp

You have multiple resources you can reach out to for support during this Program.

Navigator



Bootcamp Facilitator



Questions for Navigators can be raised in **onboarding sessions or bi-monthly check-ins** and/or **via email or phone**. The following are types of questions that can be raised with Navigators:

- A city has an **administrative question** about the bootcamp including questions regarding:
 - Timelines
 - Attendance
 - Participation expectations, and/or
 - Future program offerings
 - Certificates

You should have received initial registration emails from your assigned Navigator (either bootcampnavigator1@nlc.org or bootcampnavigator2@nlc.org)

Questions for bootcamp facilitators should be raised during **office hours**. The following are types of questions that could be raised in this setting:

- A city has a question about **content covered** in that week's peer learning or coaching sessions
- A city has a **technical question** about their grant application
- A city has a question about the **Canvas course**

We recommend that cities **hold questions** until the subject is covered in a relevant module. Many questions may be addressed in the learning sessions. Additionally, by holding the question, this ensures that cities will have **access to the appropriate subject matter expert** in office hours. Should a question fall **outside the scope of the curriculum**, cities may raise the question with bootcamp facilitators via email at BRICbootcamp@nlc.org.

Coaching and Office Hours help build forward from the peer learning session



Coaching

Smaller sessions to work on **specific application questions** as peers

Who will you engage with?

Jo- Anne Henry, Jim Brooks, Mike Bartlett, Nancy Lim, Anthony Santiago, Patrick Hain, Denise Belser, Lauren Lowery, Jenn Steinfeld, Lauren Boswell - *National League of Cities*

How will you engage?

Coaching sessions will be held on **September 27th from 1:30-2:30pm EST**
You will receive a separate calendar invite for the coaching session.



Office Hours

Support in the form of **designated time slots** with content experts to address specific questions

Who will you engage with?

Carolyn Berndt and Yucel Ors - *National League of Cities*

How will you engage?

Participants will be able to **register for office hours** through Canvas. Reserved time slots will be **15-minutes in length**, but may be extended pending availability and demand. Office hours will be offered on **September 29 from 1:30-5:30pm EST**.



Q&A and Exit Survey

Evaluation

- Click [here](#) to share your feedback [***NLC to add survey link***]



Tools and Templates



Tools and Templates for BRIC

The following resources can help **strengthen core components** of your grant application

- [FEMA Hazard Mitigation Planning Resource](#)
- [FEMA Webinars](#)
- [FEMA BRIC: Technical Criteria](#)
- [FEMA BRIC: Building Community Resilience](#)
- [Benefit Cost Analysis Toolkit](#)
- [FEMA BRIC: Resilience Analysis Planning Tool](#)
- [FEMA: Local Mitigation Planning Policy Guide](#)
- [The FEMA National Risk Index](#)



Tools & Templates for Module 1: Setting the Table & Engaging the Community

The following resources can help **strengthen core components** of your grant application

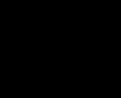
- [The Community Engagement Spectrum](#)
- [Michigan State University: Guidebook to Community Engagement](#)
- [DePaul University: What is Asset Based Community Development \(ABCD\)](#)
- Long Beach
 - [City of Long Beach African American Cultural Center Community Visioning Process](#)
 - [City of Long Beach Latino Cultural Center City Council Presentation](#)
 - [Safe Long Beach Violence Prevention Plan](#)
- South Bend, Indiana
 - [City of South Bend Love Your Block](#)
 - [Tend the Bend Neighborhood Clean-Up Grant Trailer](#)
 - [IGNITE \(LYB 2.0\)](#)
 - [Build South Bend Economic development model](#)

Thank you!

For questions, please contact your navigator, the office hours and/or coaching lead, or email localinfrastructurehub@nlc.org

For general information, please visit www.localinfrastructurehub.org





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