



Local Infrastructure Hub: Module 2: Engaging the Community

February 14, 2023



Introduction

Your hosts today



Ben Stone
Senior Advisor,
Bloomberg Center
for Public
Innovation @ JHU

- Experienced advisor on community revitalization, community-engaged art, and infrastructure planning and design
- Formerly Director at Smart Growth America and Transportation for America, and Executive Director at Station North Arts District in Baltimore
- Master in City Planning from MIT



Dr. Shelley Francis
Co-founder and
Director,
EVHybridNoire

- Co-Founder and Managing Partner of EVNoire to enhance electrification strategies across the country
- Serves as a Board Director for the Electric Auto Association, a National 501c3 advocacy group
- Lead organizer of the Drive The Future-Series, the largest and most diverse electric Vehicle event in the country



Keiona Miller
Course Deliverer
and 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

Expected learning outcomes for this module

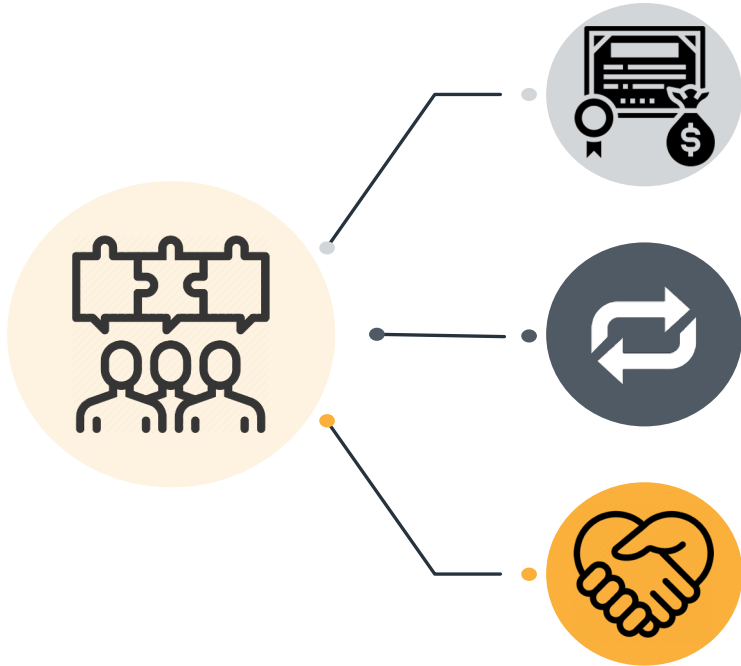
Upon successful completion of this module, city teams will be able to:

- ✓ Develop a connection to community engagement and the grant
- ✓ Draft a community engagement and advocacy strategy aligned to grant context and equity considerations
- ✓ Coordinate community engagement strategies for pre- and post-project grant development



Creating a Community Engagement Plan for Your Application & Beyond

Why are we focusing on community engagement?



To help you win grant money

- Community engagement is a critical piece of all Bipartisan Infrastructure Law funding, including the Charging and Fueling Grant

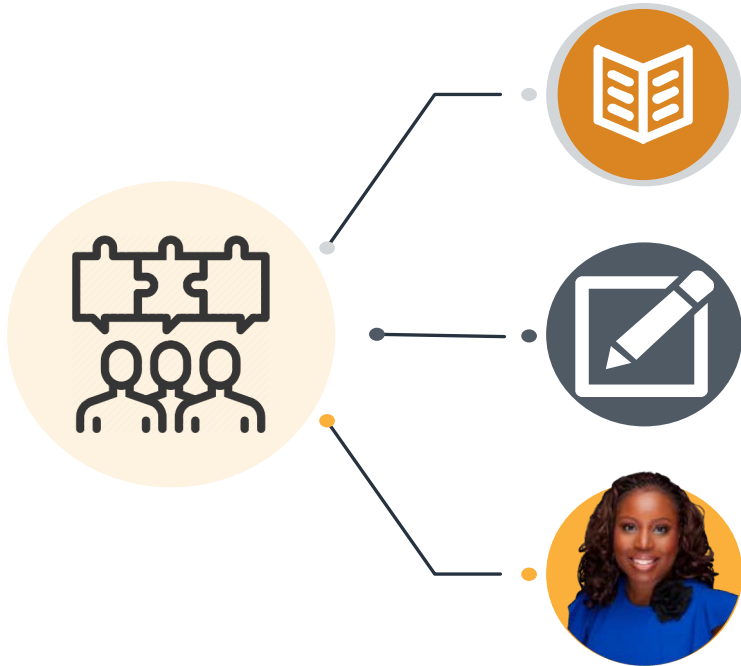
To develop a replicable process for future applications

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

To establish long-term relationships with communities

- Developing relationships with community stakeholders will lay the foundation for a long-term trust-based relationship to develop projects and programs with greater impact

How are we focusing on community engagement?



Community Engagement Basics

- We'll cover community engagement basics in today's peer learning session
- We'll dive deeper in the upcoming coaching session and office hours

Community Engagement Workbook

- The community engagement workbook will create a community engagement plan for you to include in your grant application
- We'll walk through the workbook today

Expert Guest Speaker

- Dr. Francis will discuss community engagement strategies specific to EV charging projects



Community Engagement Scoring Criteria & Application Questions



Selection criteria

The NOFO has not been released yet, so at this time, we don't know...



Selection criteria



Features of meaningful public involvement





Community Engagement Overview

Roadmap to Develop a Community Engagement Plan

Step 1

IDENTIFY THE PROPOSED PROJECT AND PROJECT TEAM BY

- Developing a project brief
- Asset mapping
- Selecting project and community engagement lead(s)
- Establishing a core team
- Naming entry points for community engagement on the project

Step 2

ESTABLISH COMMUNITY ENGAGEMENT SMARTIE GOALS

- Create SMARTIE goals

Step 3

SELECT AND PLAN ENGAGEMENT TECHNIQUES

- Select engagement techniques
- Plan engagement techniques

Step 4

ESTABLISH A COMMUNICATIONS PLAN

- Identifying what talking points need to be prepared
- Developing communication plans for each engagement technique

Step 5

PUT IT ALL TOGETHER

- Using a Community Engagement Activity Checklist

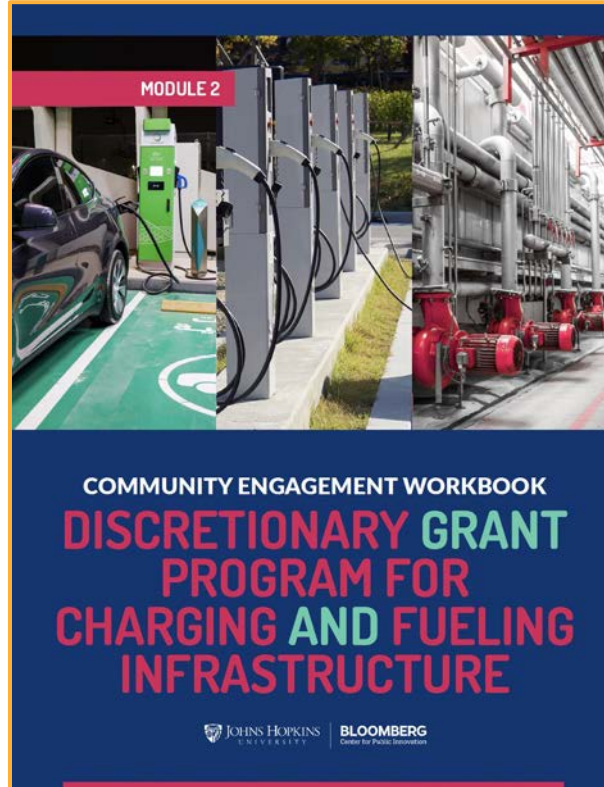
Tips:

- **Use** a range of engagement strategies to ensure that you reach as much of your community as possible;
- **Focus** on the most excluded and/or disadvantaged members of your community;
- **Allow** for multiple input points from the community throughout the planning, design, and implementation processes rather than just a single large public meeting to gather input;
- **Include** an explanation of how community input will be used to direct and shape the project; and
- **Include** an evaluation component to ensure that your team is achieving the level and range of input desired.

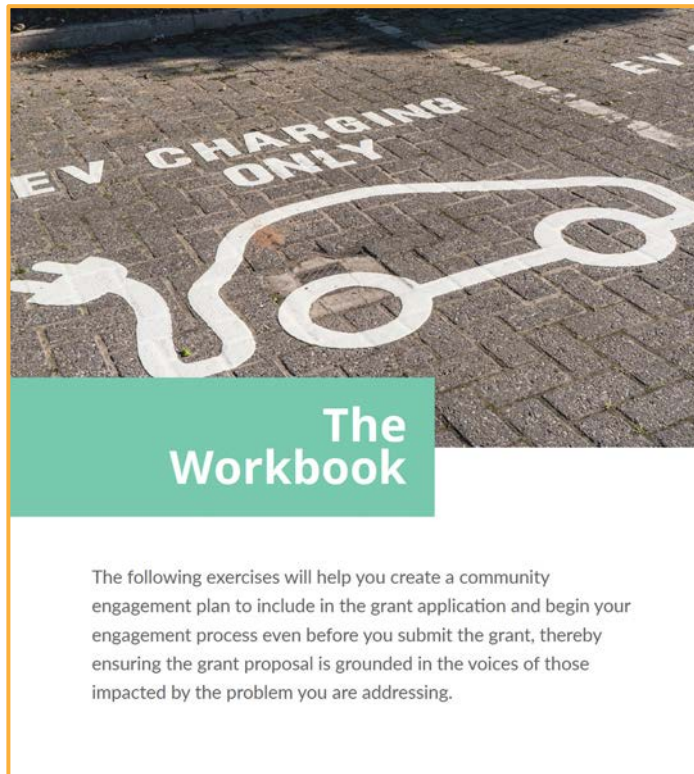


Community Engagement Workbook

How to use the community engagement workbook – an exclusive NLC bootcamp participant resource



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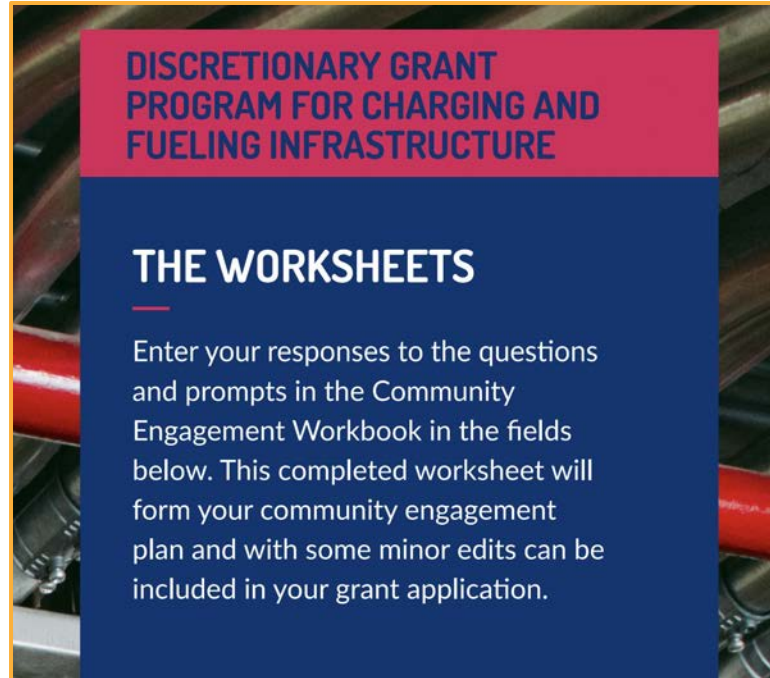


Start worksheet 1 now



Start worksheet 2 now

How to use the community engagement workbook – an exclusive NLC bootcamp participant resource



How to use the community engagement workbook – an exclusive NLC bootcamp participant resource

STEP 4: ESTABLISHING A CORE TEAM

Your core team:

Full name	Value add to the community engagement plan	Specific tasks and time commitment requested	Are they a member of a disadvantaged group and/or do they serve community members who are? If yes, indicate the group(s).

Explain how the core team is representative of the target community.

How to use the community engagement workbook – an exclusive NLC bootcamp participant resource

APPENDIX B

HOSTING YOUR KICKOFF MEETING

APPENDIX D

ESTABLISHING A CONTINUOUS IMPROVEMENT PROCESS



Dr. Shelley Francis
EVHybridNoire



Inequities in E-Mobility



Lack of
Representation



Lack of Culturally
Relevant Education
and Outreach



Lack of Trust and
Community
Engagement



Lack of EV Adoption in
Diverse Communities:
Gaps in ownership along
gender, racial/cultural,
rural/urban lines

Benefits of E-Mobility

DECREASED AIR POLLUTION

In 2018, Black individuals were 42 percent more likely than White individuals to have asthma in the U.S. (ALA).

REDUCTION IN CARBON EMISSIONS

BIPOC and LMI communities are more subject to lethal heat waves, extreme weather events, environmental degradation, and labor market shifts as a result of climate change.

DECREASED TRANSPORTATION COST BURDEN

EVs cost on average around 40 percent less to maintain compared to ICE vehicles (OSTI).

REVERSING PAST INEQUITIES

Clean, safe, affordable transportation in communities of color can begin to address inequities related to job attainment, economic mobility, and health outcomes.

ECONOMIC DEVELOPMENT

Projections demonstrate that consistent investment in the next 15 years in e-mobility would translate to a net + 2 million jobs in the United States (2035 Report).

Our E-Mobility Equity Model



Representation &
Messenger Matters



Landscape
assessments reveal
community pain points



Ideas and solutions co-
created alongside the
community



Safe, inclusive multimodal
transportation systems that
work for the people that
utilize them

Our E-Mobility Equity Pillars

AVOID TOKENIZING DIVERSITY AND INCLUSION

01

BE INCLUSIVE OF DIVERSE COMMUNITIES

Inclusion of diverse communities requires understanding how to empower community members and not viewing them as a category.

MAKE SPACE AT THE TABLE FOR ALL VOICES

02

PRIORITIZE AFFECTED COMMUNITIES

Communities that are impacted or affected by the project must be included in its development and implementation from **start to finish**.

FIND BRIDGES IN THE COMMUNITY

03

WORK ALONGSIDE LOCAL ORGANIZATIONS

Recognize the limitations of your organization's expertise. Work alongside established experts with existing relationships in the area.

RECOGNIZE COMMUNICATION CHANNELS

04

IDENTIFY RELEVANT MESSENGERS

Residents want to receive information from individuals representative of their communities who are knowledgeable about the topic.

REFINE CULTURALLY RELEVANT & SENSITIVE CONTENT

05

IDENTIFY RELEVANT MESSAGES

In order to convey messages effectively, it is critical to understand the culturally relevant messages and themes in multiple modes and languages.

ALIGN YOUR SOLUTIONS WITH REAL COMMUNITY NEEDS

06

CHAMPION RELEVANT SOLUTIONS

In order to provide solutions that feel truly meaningful, you need to understand community mobility **NEEDS** and **PAIN POINTS**, and then respond to them.

Engaging Diverse & Underrepresented Communities

 **WIN-WIN
Situation**

Any project should be executed **not to** the community, but **WITH** the community as **PARTNERS**

Those who are closest to the problem are closest to the **solution.**



EVHYBRIDNOIRE
ELECTRIFYING, ENGAGING & EDUCATING DIVERSE COMMUNITIES THROUGH MOBILITY

TRANSPORTATION & MOBILITY LANDSCAPE



Health Concerns
(i.e. Asthma, Cancer, Heart Attacks, Stroke, Respiratory diseases)



Educational Outcomes
(i.e. Truancy/Tardiness, Test Scores, Access, Exposure to pollution)



Rising Expenses
(i.e. Cost of gas/ transportation, cost of groceries, cost of housing)



Safety
(i.e. Generally, safety walking, biking, or driving, speed limits, children playing)



Representation
(i.e. Feeling heard and represented, feeling seen in marketing & messaging)



Climate / Environmental
(i.e. Concern around natural disasters, changes in weather, insurance, extreme events)

EXPRESSED COMMUNITY CONCERNS

EVHYBRIDNOIRE
ELECTRIFYING, ENGAGING & EDUCATING DIVERSE COMMUNITIES THROUGH MOBILITY

CLEAN, MULTIMODAL TRANSPORTATION

EVHYBRIDNOIRE

ELECTRIFYING, ENGAGING & EDUCATING DIVERSE COMMUNITIES THROUGH MOBILITY

The Nation's Largest Network of Diverse EV Drivers & Enthusiasts - Members/Chapters



Los Angeles



Chicago



Atlanta



Washington DC



Tools and Templates



Tools & Templates for Module 2: Engaging the Community

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

- [Cities of Service's Citizen Engagement Techniques](#)
- [EVHybridNoire](#)
- [The Community Engagement Spectrum](#)
- [Michigan State University: Guidebook to Community Engagement](#)
- [Depaul University: What is Asset Based Community Development \(ABCD\)](#)

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