Local Infrastructure Hub: Module 2: Engaging the Community

February 14, 2023
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

- Understand community demographics
- Build durable community relationships
- Support community wants and needs
- Use community-preferred engagement techniques
- Document and share community’s impact on decisions
- Involve broad representation of community

Promising Practices for Meaningful Public Involvement in Transportation Decision-Making

October 2022
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
How to use the community engagement workbook – an exclusive NLC bootcamp participant resource

The following exercises will help you create a community engagement plan to include in the grant application and begin your engagement process even before you submit the grant, thereby ensuring the grant proposal is grounded in the voices of those impacted by the problem you are addressing.
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

DISCRETIONARY GRANT PROGRAM FOR CHARGING AND FUELING INFRASTRUCTURE

THE WORKSHEETS

Enter your responses to the questions and prompts in the Community Engagement Workbook in the fields below. This completed worksheet will form your community engagement plan and with some minor edits can be included in your grant application.
How to use the community engagement workbook – an exclusive NLC bootcamp participant resource

### STEP 4: ESTABLISHING A CORE TEAM

<table>
<thead>
<tr>
<th>Full name</th>
<th>Value add to the community engagement plan</th>
<th>Specific tasks and time commitment requested</th>
<th>Are they a member of a disadvantaged group and/or do they serve community members who are? If yes, indicate the group(s).</th>
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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
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<th>Our E-Mobility Equity Pillars</th>
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<tr>
<td><strong>AQUIRE TOKENIZING</strong> <strong>DIVERSITY AND INCLUSION</strong></td>
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<td>Inclusion of diverse communities requires understanding how to empower community members and not viewing them as a category.</td>
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<td><strong>MAKE SPACE AT THE TABLE FOR ALL VOICES</strong></td>
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<td>Communities that are impacted or affected by the project must be included in its development and implementation from start to finish.</td>
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<td><strong>FIND BRIDGES IN THE COMMUNITY</strong></td>
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<td>Recognize the limitations of your organization's expertise. Work alongside established experts with existing relationships in the area.</td>
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<td><strong>RECOGNIZE COMMUNICATION CHANNELS</strong></td>
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<td>Residents want to receive information from individuals representative of their communities who are knowledgeable about the topic.</td>
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<td><strong>REFINE CULTURALLY RELEVANT &amp; SENSITIVE CONTENT</strong></td>
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<td>In order to convey messages effectively, it is critical to understand the culturally relevant messages and themes in multiple modes and languages.</td>
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<td><strong>ALIGN YOUR SOLUTIONS WITH REAL COMMUNITY NEEDS</strong></td>
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<td>In order to provide solutions that feel truly meaningful, you need to understand community mobility NEEDS and PAIN POINTS, and then respond to them.</td>
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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.
EXPRESSED COMMUNITY CONCERNS

- 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)

TRANSPORTATION & MOBILITY LANDSCAPE

- Clean, Multimodal Transportation
The Nation's Largest Network of Diverse EV Drivers & Enthusiasts - Members/Chapters
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)