Local Infrastructure Hub: Module 2: Engaging the Community

February 13, 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

Antonius Northern
Inclusion Project
Manager,
City of South Bend

- Community engagement expert
- Business-minded community advocate
- Graduate of Indiana University Bloomington
- Former Executive Director of nPOWER South Bend, a nonprofit dedicated to assisting youth to become entrepreneurs and revitalize St Joseph County's economy

Andrea Goldwater
Facilitator,
NLC

- Corporate Trainer, Intrepa, Inc.
- IT Consultant, 21st Century Academy
- Assistant Director, Office of Charter Schools, Ball State University
- Director of Operations, K12 Inc.
- Director of Operations and Americorps Program, PLA

Bootcamp Structure

Modules	Descriptions	Outputs
1 **Setting the Table**	Cities will be **oriented to the funding program** and understand how to navigate the Learning Management System.	N/A
2 **Engaging the Community**	Cities will **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
3 **Federal Administration Policies, Case Studies, and Examples**	Cities will 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. Cities will be presented with project examples from other cities.	Plan for incorporating administration priorities into the grant application
4 **Data Driven Decision Making, Writing, and Telling Your Story**	Cities will **understand application data requirements**; understand the **best practices for drafting narratives and gathering the full grant application package;** and develop a plan to advance the request with key officials.	Data Strategy aligned to grant context and Federal Administration Priorities
5 **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 applying this understanding towards **developing a draft project budget** with matching sources and potential new sources of funding	Draft budget for grant application
6 *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

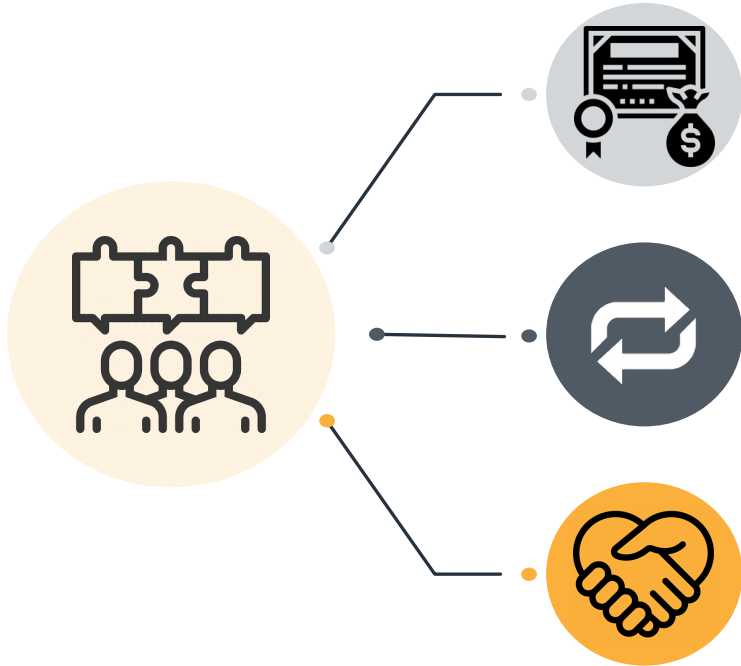# Expected learning outcomes for this module

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

✓ Understand the grant scoring criteria and specific connection to community engagement

✓ 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 EECBG application & beyond

Why are we focusing on community engagement?

To help you win grant money

- Community engagement is an essential part of your project and your grant application
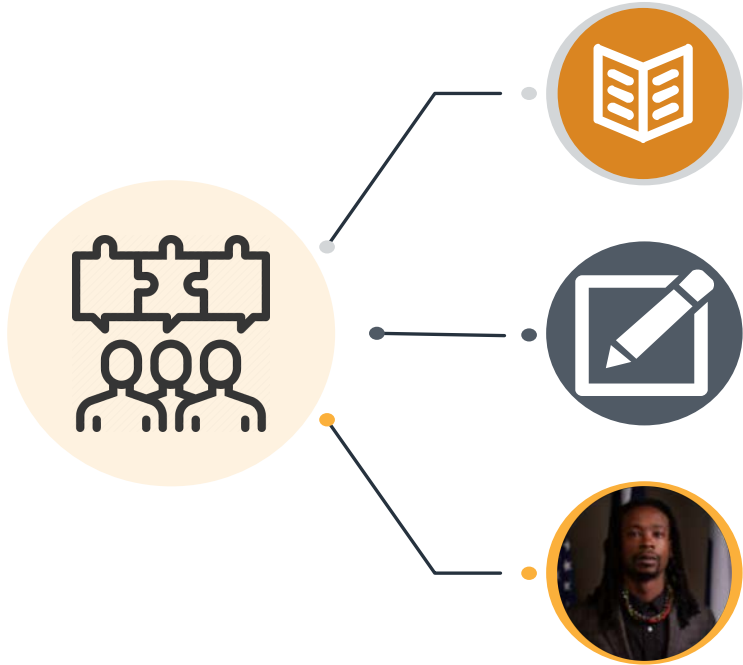
To develop a replicable process for future applications

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

To establish long-term relationships with communities

- Developing relationships with community stakeholders now will help 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?

By explaining some community engagement basics

- We'll cover some community engagement basics in today's peer learning session

- We'll dive deeper in the upcoming coaching session and office hours

By providing a workbook for you to complete

- Our community engagement workbook will create a community engagement plan for you to include in your grant application

- We'll walk through the workbook today

By featuring an expert guest speaker

- Antonius Northern will discuss his own community engagement journey in South Bend and provide some guidance on how you can get started

Community engagement scoring criteria & application questions

Community engagement questions in the application

- **Are you planning to partner with other organizations including utilities, energy industry and financial companies, community-based organizations, labor unions, and other non-profit organizations for your project?**
  - **Yes**
    - **Please list your partners**
  - **No**

- **Have you engaged local stakeholders (such as utilities, energy industry and financial companies, community-based organizations, labor unions, and other non-profit organizations) in the development of your plan and/or how you intend to use your EECBG Program allocation?**
  - **Yes**
  - **No**

  Found on page 2 of the Energy Efficiency and Conservation Strategy (EECS)

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

Our main advice:

- **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.

How to use the community engagement workbook

How to use the community engagement workbook

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

Start worksheet 1 now

Start worksheet 2 now

How to use the community engagement workbook

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 SS4A grant application.

How to use the community engagement workbook

STEP 4: ESTABLISHING A CORE TEAM

Your core team:

Full name	Value add to the community engage-ment 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

APPENDIX B

HOSTING YOUR KICKOFF MEETING

APPENDIX D

ESTABLISHING A CONTINUOUS IMPROVEMENT PROCESS

Antonius Northern
Inclusion Project Manager,
City of South Bend

Tools and Templates

Tools & Templates for Module 2: Engaging the Community

The following resources can help **strengthen core components** of your grant application
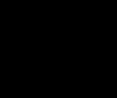
- Cities of Service's Citizen Engagement Techniques
- The Community Engagement Spectrum
- Michigan State University: Guidebook to Community Engagement
- Depaul University: What is Asset Based Community Development (ABCD)

Thank you!

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

For general information, please visit www.localinfrastructurehub.org

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