LOCAL INFRASTRUCTURE HUB

COMMUNITY ENGAGEMENT WORKBOOK

JOHNS HOPKINS UNIVERSITY | BLOOMBERG Center for Public Innovation

INTRODUCTION

"This Bipartisan Infrastructure Law will rebuild America's roads, bridges, and rails; expand access to clean drinking water; ensure every American has access to high-speed internet; tackle the climate crisis; advance environmental justice; and invest in communities that have too often been left behind. The legislation will help ease inflationary pressures and strengthen supply chains by making long-overdue improvements for our nation's ports, airports, rails, and roads. It will drive the creation of good-paying union jobs and grow the economy sustainably and equitably so that everyone gets ahead for decades to come."

– The White House
www.whitehouse.gov/bipartisan-infrastructure-law

The Bloomberg Center for Public Innovation at Johns Hopkins University, along with our partners at National League of Cities and Delivery Associates, are proud to offer this community engagement workbook to support cities applying for Federal Bipartisan Infrastructure Funding and striving to reach the highest community engagement score possible. This workbook is designed to guide local government applicants to produce an effective and winning community engagement strategy, built on best practices and tailored to the requirements of Federal Bipartisan Infrastructure Funding. Completing this workbook provides local governments with a community engagement plan that can be included directly in grant applications.

For additional assistance with completing this workbook and creating a community engagement plan, please join upcoming coaching sessions or office hours. Visit the 🚀 **Local Infrastructure Hub** website for more information.

This workbook and the Local Infrastructure Hub were made possible by **Bloomberg Philanthropies.**

DEVELOPED AND REVISED BY:

This grant workbook series has been developed by the staff of the Civic Engagement Practice in the Bloomberg Center for Public Innovation at Johns Hopkins University.

TRACY M. COLUNGA
Civic Engagement Director
Bloomberg Center for
Public Innovation

NIKOLA PAVELIĆ
Senior Advisor,
Civic Engagement
Bloomberg Center for
Public Innovation

BEN STONE
Senior Advisor,
Civic Engagement
Bloomberg Center for
Public Innovation

Before You Begin

In order to help the Local Infrastructure Hub team continue to improve and streamline future workbooks, please complete this 📣 **pre-assessment survey**.
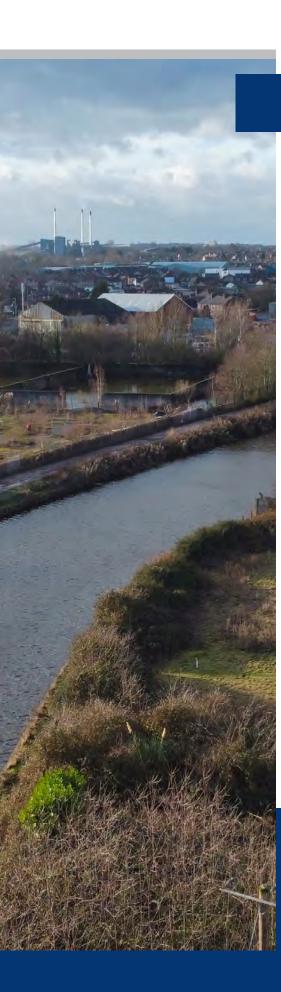
STEP 1

DEVELOPING A PROJECT BRIEF

It is important to ensure that all community engagement activities are grounded in a mutually-agreed upon project brief, so that all team members, members of the public, and all elements of the grant proposal are on the same page.

Your project brief should contain at least the following headings:

✓ **Key information about the proposed project:**

✓ **Key information about the grant:**
- Eligible activities that the grant can fund.
- Community engagement requirements (this language is included in this workbook and can be found in the NOFO).

✓ **An explanation of why city leadership has identified this grant opportunity and what benefits it will provide residents:**
- Does this grant fund activities that build on other recent city efforts?

✓ **An explanation of the benefit to residents.**

✓ **A list of secured and potential project partners and funders.**

✓ **Key milestones and timeline.**

✓ **Projected project budget** (include a line item for community engagement).

✓ **Community engagement entry points for this project.**

✓ **A list of project aspects that cannot change or be altered (meaning these aspects cannot be influenced by the community and stakeholders):**
- For Implementation grants, link to the Action Plan's activities to show the list of possible projects that the grant could fund.

ASSET MAPPING

Now that you have a project brief that provides some parameters for your project proposal, you're ready to start mapping all of the assets that can help you both win funding for the project and implement the grant if/when you're successful in securing funding. Asset mapping is the first step towards an Asset Based Community Development (ABCD) approach to the project. While the traditional approach is to identify a community's needs, deficiencies, and problems, ABCD allows you to discover a community's capacities and assets, and pair these with the funding you will hopefully soon acquire to solve problems and produce an equitable project.

Start by confirming the community boundaries you established in Step 1.

Next, list assets within your project boundaries in each of the following categories, with special emphasis on the people and organizations that are already working on your challenge, such as:

Individuals
Residents with relevant skills or connections, community organizers, trusted cultural leaders, etc.

Associations
Neighborhood associations, main street organizations, clubs, cultural districts, etc.

Institutions
Universities, hospitals, schools, religious institutions, etc.

Economic and Business Assets
Business associations, business owners, BIDs, etc.

Natural Resources
Parks, bodies of water, topography, etc.

NAMING ENTRY POINTS FOR COMMUNITY ENGAGEMENT ON THE PROJECT

Before you bring the community engagement core group together, it is important to identify each step of the project where you will want to engage community members. Ideally, you will want to engage community members during each step, though there may be some steps already set in stone due to previous decisions or policies/statutes which do not allow flexibility.

Possible project steps during which community members should be engaged include:

Identifying and scoping the problem(s): This includes selecting the locations for charging infrastructure and determining ownership of these sites.

Identifying, selecting, and scoping solution(s): This could include brainstorming with the local utility and deciding on the appropriate types of charging and fueling infrastructure.

Designing the selected solution(s)

Implementing solution(s): Largely focused on installation of charging infrastructure.

Assessing and communicating solution(s) impact: Community members will be helpful in collecting qualitative data about user experience with the new infrastructure.

SELECTING YOUR ENGAGEMENT TECHNIQUES

To begin the process of selecting your engagement techniques, familiarize yourself and your core team with the wide range of possible techniques. Your city may already have a list of preferred techniques, but we recommend exploring new ways to connect with community members, especially the techniques we've profiled on the 🚀 **Cities of Service's Engagement Techniques webpage**

Click each link below for more information and to download a guide for each technique.

🚀 ### Card Sorting

Card Sorting is a technique to help cities understand how citizens view various aspects of a service or initiative. The city provides citizens with a set of cards containing images or words that represent different steps or facets of the service or initiative. The citizens then sort the cards in order of importance or into logical groups.

🚀 ### Expectation Mapping

Expectation Mapping gathers impressions about a service or initiative from participants to identify and reconcile differences between their expectations and service delivery.

🚀 ### How Might We

"How Might We" is a brainstorming exercise that cities can use to gather ideas and feedback from citizens. In this exercise, citizens review existing city or partner data about other citizens' firsthand experiences and then brainstorm possible improvements to a service by responding to a series of creative questions.

🚀 ### Mobile Ethnography

Mobile Ethnography captures the firsthand experiences of citizens with a particular city service through the use of mobile phones, cameras, or audio recorders.

🚀 ### Prototype

A prototype is a model used for demonstration and testing. Cities can use prototypes to get citizen feedback and test ideas. The city uses citizen input to create a new service or initiative (the prototype) and allows citizens to interact with it. Citizen feedback is used to refine the prototype, and the process is repeated.

WORKSHEET 1

STEP 1: DEVELOPING A PROJECT BRIEF

Your project brief:

WORKSHEET 2

STEP 2: ASSET MAPPING

Review your list of assets to determine who/what is missing.
Work with your core team (next step) and the assets you've listed to
find additional assets to fill in the gaps.

Asset category	Organization name (if applicable)	Individual contact name	How are they an asset? What skills or connections can they bring to your project? Are they already working on the challenge?
Individuals			
Individuals			
Individuals			
Associations			
Associations			
Associations			
Institutions			
Institutions			
Institutions			
Economic and business assets			
Economic and business assets			
Economic and business assets			
Natural resources			
Natural resources			
Natural resources			
Add more rows as needed			

WORKSHEET 3

STEP 3: NAMING ENTRY POINTS FOR COMMUNITY ENGAGEMENT ON THE PROJECT

Explain which of your project phases will involve a community engagement component and why.

STEP 4A: SELECTING YOUR ENGAGEMENT TECHNIQUES

List your community engagement techniques:

*

*

*

*

*

STEP 4B: PLANNING THE ENGAGEMENT TECHNIQUE(S)

Complete the 🚀 **Engagement Technique Planning Template** for each engagement technique you've decided to use.

Put each engagement technique name under the month it is to be implemented in the calendar below:

January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

POST-FUNDING

—

After you've received funding for your project, we recommend using the full Community Engagement Workbook to finalize your community engagement planning, leadership, and implementation. The full workbook, which contains several additional sections, templates for meetings, and other useful resources, may be found by clicking this link:

🚀 **Cities of Service's Engagement Techniques webpage**