



Public Engagement Plan

Purpose, Program, and Outcomes

*Presented to the Greater Hill District Master
Plan Steering Committee on 27 April 2021
by Sophia Robison, Neighborhood Planner*

Agenda

Time	Activity
1 minute	What is the Public Engagement Guide?
10 minutes	Overview of the Public Engagement Plan
2 minutes	Goals of engagement
2 minutes	Engagement tools
30 minutes	Hill District Public Engagement Plan (draft)
10 minutes	Next Steps

Public Engagement Guide

- Developed starting in Fall 2018 in partnership with a Public Engagement Working Group composed of local public engagement experts and community groups.
- The Guide outlines a framework for how the City conducts engagement efforts for all long-range planning & policy projects. **The Guide requires that staff create Public Engagement Plans at the outset of projects.**
- A Public Engagement Toolkit describes 40+ engagement techniques including the resources needed.

More information: pittsburghpa.gov/dcp/EngagePGH



Public Engagement Plan



Public Engagement Plan

A Public Engagement Plan (PEP) is a living document that establishes the engagement approach for a project, sets expectations with the public for engagements, and hosts records of all engagements throughout a project.

There are three sections:

1. Project overview
2. Explanation of the public engagement process
3. Accountability and evaluation metrics.

The PEP will be uploaded to the project website and EngagePGH once completed and will be updated as the project progresses.

Public Engagement Plan

Section 1: Project Overview

- Overview of a project for the general public.
- Simple, understandable language.
- Explains why the public should invest their time in the project.

See PEG pgs. 47, 48

Section 1. Project Overview	
Introduction	State briefly what the project is and why the community is/will be invested in the project outcomes. • The purpose is to have simple language that can be shared broadly. • This should be brief, clear and explain why the public should invest their time in the project. It should include all information relevant to potential Steering Committee members.
Project Area & Demographics	Gather background information about the affected population you intend to reach (ex. population, race, income, language or dialect spoken, customs, historical or geographic data, relevant data reports, etc.) • For example, see the Comprehensive Plan State of the City report (2020). • What other research will you need to better know and understand the relevant public? How will you identify community strengths and assets? Include a map or representation of the affected geography.
Project Goals & Outcomes	Explain what you hope to achieve by completing this project. • What is your main purpose for involving community members? • What are the key issues that the project will address? • How have you addressed the equity implications of your project (pages 22-23)?
Project Timeline	Complete a table timeline for your project. • Example timeline can be found in the Appendix on page 52.
Project Resources	Outline your resources for the overall project. • Provide broad terms such as funding sources, overall budget for engagement, food and advertising, and capacity being dedicated.
Previous Planning	List previous planning or policy created on this topic and how it is related to this project.
Concurrent Efforts & Coordination	Discuss what concurrent planning or policy is underway across the City that may impact your project. Consider what impact it may have on your process, or your outcomes.
Decision-Making Process	What decisions will be made as a result of this process, who decides them, and how does the engagement fit into the overall decision-making process? • Do you have representation from affected communities in decisions? • What decisions need to be made after the engagement and how will the community be involved in that process? • How will the affected community be informed of final decisions?

Public Engagement Plan

Section 2: Public Engagement Process

- Describes intention for public engagements.
- Explains how the approach responds to the Public Engagement Principles.
- Describes any steering or advisory committees.

See PEG pgs. 47, 49

Section 2. Public Engagement Process	
Stakeholder & Issues Assessment	Identify key stakeholders using the Stakeholder and Issues Assessment Worksheet (pg. 53). • Who is affected by, involved in, or has interest in the project issues? • What steps will you take to ensure impacted communities that were not historically included in the decision-making process are included?
Project Team & Steering Committee(s)	List all members of the project team and their contact information. Explain how the Steering Committee is chosen; list all members and their affiliations. • What stakeholder type are they and are there any conflicts of interest?
Public Engagement Overview & Tools	Briefly describe how you intend to engage the public about your project. Explain in detail each engagement opportunity, where it falls in the Public Engagement Spectrum, and what engagement tools will be used. • Use the worksheet for Assessing Public Impact and the following one-pager on Determining the Level of Engagement (pg. 56-57) • Use Engagement Process Table to map out your engagements (pg. 58-59). • To choose engagement tools, refer to the Public Engagement Toolkit (separate Appendix document). • Why, and with what frequency/geography will each tool be used? • Who are the key audiences for each intended engagement? • Do you or others in the project team have appropriate partnerships or contacts to initiate and support the determined level of engagement?
Communications Strategy	Identify a plan identity and name. Explain your Communications Strategy (pg. 58-59). • Consider how you will use various communication tools and why. • Consider the Logistics of Community Engagement (pg. 60). Apply accessibility considerations (per p.60) • Use communications tools such as comment cards (pg. 61) and a project website (pg. 62-63) • Establish consistent messaging (including branding) from the outset
Public Engagement Principles	How does your chosen engagement process realize the City's Public Engagement Principles (pg. 34)? • Are there trust issues among members of the public or a community that may prevent or make difficult full engagement? • How will you address the differences among affected communities? • Is there community and public support for your project?

Public Engagement Plan

Section 3: Accountability & Evaluation

- Describes how engagement will be tracked and reported during and upon completion of the planning process.
- Describes how you will evaluate success of the project in terms of the engagement process and outcomes.
- Document all engagements.

See PEG pgs. 47, 50

Section 3. Accountability & Evaluation	
Feedback Loop	What is in place to inform the community of benchmarks or progress about the project during the process, and after completion? • How will you recognize the contribution of community members? • Will there be opportunities for formal project/program updates and feedback (ex. meetings, website updates, phone calls, emails)? • Who will inform the community on impacts of final decisions? After each engagement, complete the following: • Engagement Log (pg. 64) • Engagement Report (pg. 65)
Evaluation & Monitoring of Success	Determine how you will evaluate the success of your project both in terms of process and outcomes. Use Exit Surveys (ex. Engagement Survey, pg. 66, and Demographic Survey, pg. 67) at large public meetings to assess the impact of engagement. Summarize Exit Surveys after each phase of engagement into short reports uploaded to the project website that cover the following: • Were you able to successfully reach the intended audience? See sample sign in sheets on pages 68-69. • Did people receive necessary information to make a relevant response? • Was the right type or level of engagement chosen? • Was feedback from the community positive or negative? • Did the community feel like they received proper feedback on the results of previous engagements? • How does the project outcome reflect the specific feedback and insight you received through the engagement process? • Did attendees indicate they want to be part of a similar process again? Why? • How can you adapt going forward to make the process better, more inclusive, and more impactful?

Public Engagement Plan

DCP will co-create the following elements of the PEP with the Steering Committee:

- Goals of public engagement – Tonight
- Public engagement tools – Tonight
- Review goals and tools – Next Month
- Communications strategy –Next Month
- Draft PEP – Next Month
- Confirm PEP – June



Goals of Public Engagement

Goals for Engagement

It's important to distinguish between goals in the plan that we'll set in later in the planning process and goals for engagement:

- Goals in the plan are long-term outcomes the plan will achieve by implementing programs, policies, and projects. (E.g., Streets, sidewalks, plazas, and parks are designed to create a pleasant and engaging public realm.)
- Goals for engagement are the benefits that engagement efforts will have both for the engaged and for the project. (E.g., Educate and empower attendees of an event).



Public Engagement Tools

Levels of Engagement

INCREASING IMPACT ON DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC ENGAGEMENT GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

- **These levels are cumulative** – if you engage at a "collaborate" level, you must also "inform", "consult", and "involve".
- **The goal is not to have the "highest" level of engagement**, but to instead choose the appropriate level of engagement for a project following thorough analysis of stakeholders and context, and then transparently and clearly communicating with the participating public what they can expect when engaging in this project.

Public Engagement Plan

Co-Creation Process

- **April 2021** – Steering Committee will begin to develop engagement goals and identify how engagement activities from the toolkit could achieve the goals.
- Steering Committee will establish a Public Engagement sub-committee.
- **May 2021** – Staff present the full outline of the Public Engagement Plan and its content including engagement goals and activities, summary of Steering Committee member commitments around engagement and communicating with their organizations/groups.
- **June 2021** – Steering Committee reviews and make comments on draft Public Engagement Plan before it goes into use. Can updated as needed at later points.

Section 1. Project Overview

Introduction, Project Area, Demographics

- The City of Pittsburgh is working with the Greater Hill District community to update and adopt a 10-year plan with a shared vision for the future and the projects and programs necessary to make that vision a reality.
- Once adopted by the City Planning Commission, the Greater Hill District Master Plan will become City policy and guide public and private investments in the area.
- The plan area generally includes the neighborhoods of Crawford Roberts(Lower Hill), Bedford Dwellings, Middle Hill, Terrace Village, and the Upper Hill.
- Demographics will be included in the Background Report.

Section 1. Project Overview

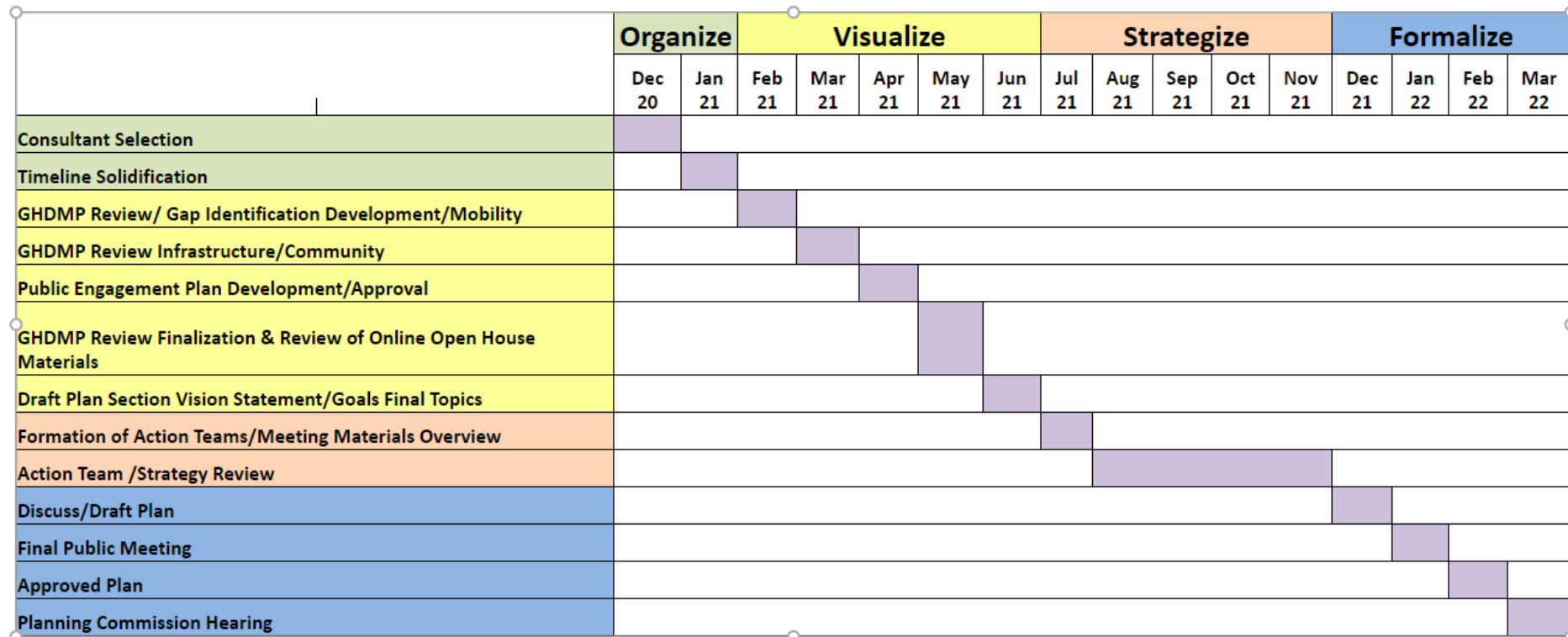
Project Timeline



Section 1. Project Overview

Project Timeline

Greater Hill District Master Plan Timeline



Section 1. Project Overview

Project Timeline

Action Team Timeline (Projected August-November 2021)	
Action Team Meeting 1	RESEARCH. Understanding the baseline for issues to appropriately develop proposals, identify existing conditions. Bring in experts to augment level of conversation Host a Public meeting to ask "Do we understand the Goals, and problems, correctly?" Report to the steering committee
Action Team Meeting 2-3	PROPOSAL DEVELOPMENT. Engage in conversation around how we can address the strengths, weaknesses opportunities, and threats outlined in the research phase. Host a public meeting to ask "Are our proposals adequately addressing issues?" Report to the steering committee
Action Team Meeting 4(-5?)	VETTING & FINALIZING. Work through the draft of the Action Teams section of the Neighborhood Plan and final proposals. Heavy emphasis on Steering Committee and Action Team members conducting small external engagements.

Section 1. Project Overview

Project Resources

- This project will require significant resources in terms of staff capacity & community support and resources & budget.
- This project includes a Project Manager and Supervising Planner at City Planning working with a large team of staff from many departments. Additionally, consultant teams (EcoNorthwest) have been hired to provide data and analysis as needed.
- The team members are outlined in Section 2: Project Team & Steering Committee.

Section 1. Project Overview

Decision Making Process

- The Steering Committee is structured to involve stakeholder groups from the Greater Hill District community most likely to be impacted by the outcomes of the plan.
- At the end of the planning process, the City Planning Commission will hold a public hearing as part of the adoption process.
- The community will be informed of the approval of the plan through the Steering Committee, social media, the City website, EngagePGH, press releases, and newsletter..... What's missing?

Section 2. Engagement Process

Project Team & Steering Committee

- The Steering Committee is an advisory group that will meet monthly and guide plan development to ensure that all stakeholders in the Hill District are represented.
- Committee members will review the work of the Action Teams, support plan adoption, and make a commitment to working toward implementation.
- The committee is expected to participate in the full planning process, represent their organization and themselves, and report back to the community.
- The full Steering Committee charter and rules of engagement as presented at the November 2020 meeting will be included in this section.

Section 2. Engagement Process

Communications Strategy

Target Audiences

- Greater Hill District Residents
- Academic Institutions: students, faculty, staff
- Cultural Institutions: employees, visitors
- Businesses: employees, patrons
- Partner Organizations
- Government Agencies
- Adjacent Neighborhoods
- All other Pittsburghers
- Consultants
- Department of City Planning Colleagues

Section 2. Engagement Process

Communications Strategy

- **Methods:** Facebook, Instagram, Twitter, NextDoor, Project Website, EngagePGH, Flyers, Mailings, Email, City OCA E-Newsletter, Medium (blog).
- **Used For:** Events, community building, coverage, photo sharing, engagement/conversation, notice of events & meetings, sharing documents and presentations.
- **Project Milestones to Communicate:** Project start date, surveys, community meetings, action team meetings, public unveiling, commission dates, etc.

Section 2. Engagement Process

Communications Strategy

We need your Input

- **Hill District Residents:** Reached by a variety of sources, including community organizations, neighborhood groups and associations, public agencies, elected officials, businesses, other organizations and institutions.
- **Neighborhood Associations:** Not all neighborhood associations, organizations use social media, and so City may need to push digital interaction or another in those areas.
- **General Comments:** Many organizations that are similar stakeholder types communicate very differently. It might be helpful to consult how others similar to your organization responded and see if you have any gaps. For example, how far in advance should public meetings be advertised? When should you be reporting after the event.

Section 2. Engagement Process

Communications Strategy

Input from Steering Committee Members CONTINUED

- **Flyers:** While often considered a staple of engagement, public agencies and resident organizations are the only respondents to select this. Resident organizations did not indicate using flyers for public meetings throughout the Oakland Plan (only for comment periods and Planning Commission meetings).
- **Employees:** Few responses talked about sharing information with employees for their personal participation. This may be a gap.
- **Hard-to-Reach Audiences:** Many respondents said this was not relevant to the groups they represented, while others mentioned specific staff at their organization dedicated to this outreach.

Section 3. Accountability & Evaluation

- After all engagements, meeting notes will be uploaded to the City website and/or EngagePgh.
- For all surveys and worksheets collected at public meetings, one- to two-page reports and exact responses (anonymized) will be provided on the website and/or EngagePGH.
- A standard evaluation form will be used at the end of each engagement in order to demonstrate success of process and outcomes.
- Each engagement will be summarized with an engagement report (PEG, pg. 67) and added to an engagement log (PEG, pg. 66).

*GHDMP Engagement Report and Log are available on the Steering Committee EngagePGH Page

Public Engagement Plan

Next Steps

- Creation Public Engagement sub-committee – Meet in 2 weeks?
- Co-Create Goals for Review at next Steering committee meeting
- Circle back on Action Teams as we get closer to those.
- Living document that can and will be updated as needed.
- Homework – Communications Strategy Review and Survey



Activity: Hard to Reach Groups

Hard to Reach Groups

The adopted Public Engagement Guide asks planners to develop activities that engage those who have traditionally been harder to reach and, therefore, are at risk of being left out. They are distinguished by characteristics including:

- Race
- Income
- Immigration
- Religion
- Nonconforming gender
- Ability (e.g., physical or mental)
- Access to housing
- Language
- Age (e.g., youths and the elderly)
- Employment status

Underreppresented Groups in the Hill?

- Children and Youth
- Faith Based Communities (Religion)
- People with disabilities
- Returning Citizens
- Low-Income residents
- Residents and their decedents displaced by urban renewal
- Access to housing
- Language
- Small Business Owners

Group Activity Prompt

- Public engagement activities should recognize the intersection between a topic in the planning process and the lived experience of those with these characteristics.
- The prompts on your table connect a topic to a hard to reach group. Select one to focus on first.
- Your goal is to create an engagement that can be conducted with your audience in less than four hours. Use the worksheet on your table and your toolkit flashcards to select a type of engagement activity you think best suits the prompt you've chosen.
- Develop the activity including how you would advertise it, how it would be managed, and what questions you would ask or information you would be seeking. Are there potential pitfalls to avoid that you can identify?

Group Activity Report Out

- Which prompt did you choose and why?
- What engagement activity did you choose and why?
- How would you advertise the activity?
- What are your goals for input?
- What are some potential pitfalls of your approach?
- What surprises came out of your discussion?



Equity, Diversity, and Inclusion Efforts

Definitions

- “**Diversity** is an inclusive concept which encompasses, but is not limited to, race, ethnicity, class, gender, age, sexuality, ability, educational attainment, spiritual beliefs, creed, culture, tribal affiliation, nationality, immigration status, political beliefs, and veteran status.” (APA)
- “**Equity** is when everyone has access to the opportunities necessary to satisfy their essential needs, advance their wellbeing and achieve their full potential.” (Pittsburgh Public Engagement Guide)

Inclusive Planning

Inclusive planning incorporates these two concepts into the planning by (Planetizen):

1. “Involving a fair representation of citizens providing meaningful and educated input and
2. Where planners advocate for greater equity in public policies that address the multiple objectives of urban planning including sustainable development, housing, transportation, economic development, and environmental justice.”

Additional Efforts

- The Public Engagement Plan we are creating together seeks to include the full diversity of those living, working, and studying in the Hill District.
- All online and in-person engagement activities will use anonymous surveys to track who's being included. **We need you to let us know if we are asking the right questions.**
- Where we see gaps between who makes up the Hill District and who we're engaging, we'll make course corrections.