

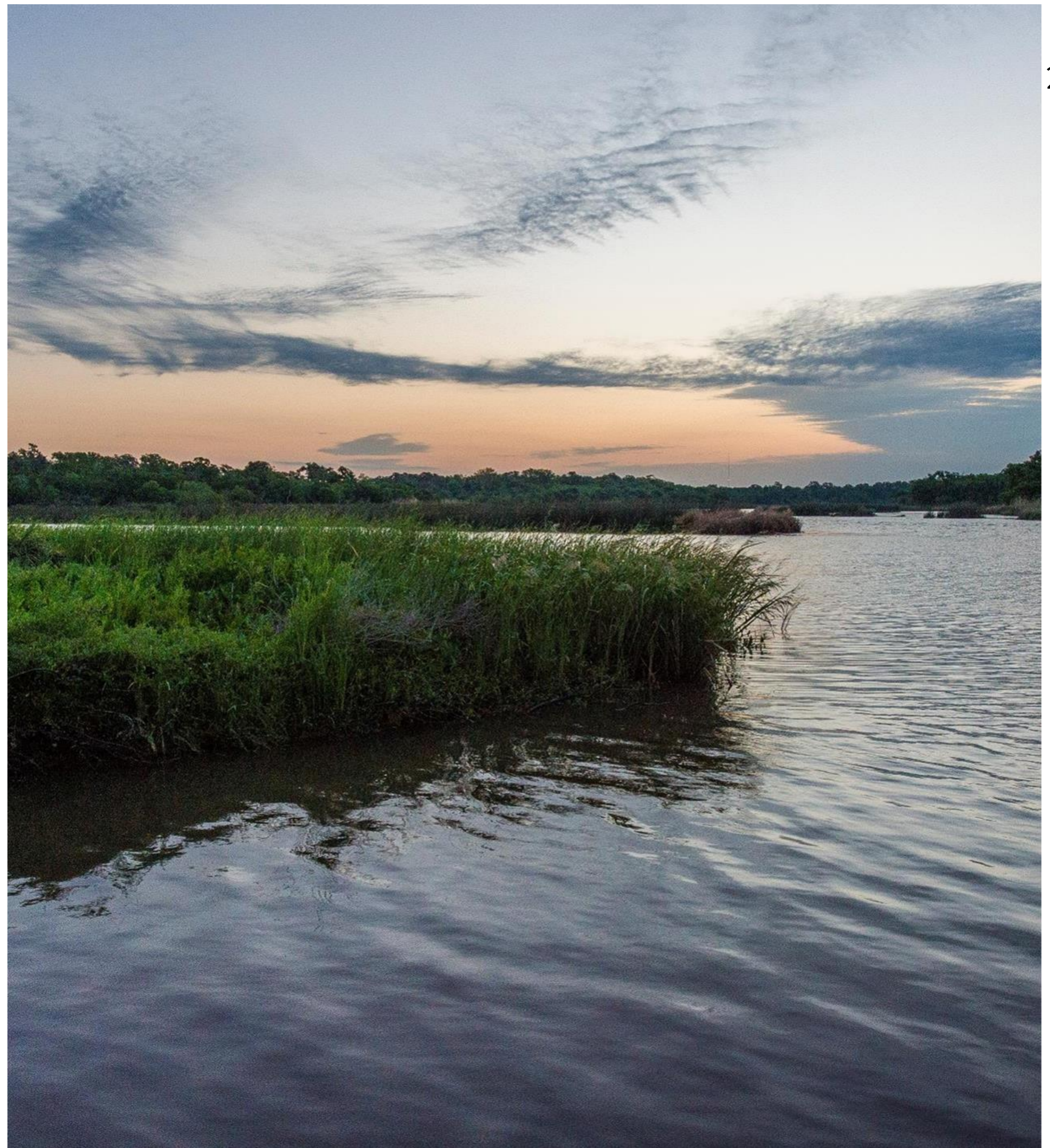
# Engagement for Greenprinting

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**Greenprint Community of Practice**  
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# Agenda

1. Why is engagement important?
2. Designing engagement
3. Centering equity
4. Overall recommendations



**Why is engagement  
important?**

# Why engagement?

- Overall: Make your greenprint better
- **Understand needs** of users/potential users
- **Increase relevance** and sensitivity; do not assume you know what's needed
- Incorporate the **best data and analytical approaches**
- Ensure that process and products address **equity and environmental justice**
- Build **relationships** and partnerships
- Reflect and respect **community voices**



# Designing Engagement

# Key questions

1. Who should be engaged? And why?
2. What questions will engagement answer?
3. What decisions will be made or informed?
4. When will engagement take place?
5. What approaches will be used?
6. What is the engagement context/history?
7. What are the biggest challenges anticipated?

**What other key questions are there?** (chime in or add to the chat)



# Potential groups to engage

- Conservation organizations/practitioners
- Local governments and planners
- Natural resource agencies
- Public infrastructure agencies
- Environmental justice groups and NGOs
- Public health sector
- Funders
- Tribal groups and Indigenous communities
- Infrastructure and environmental consultants
- Developers
- Elected officials



# Scales of engagement

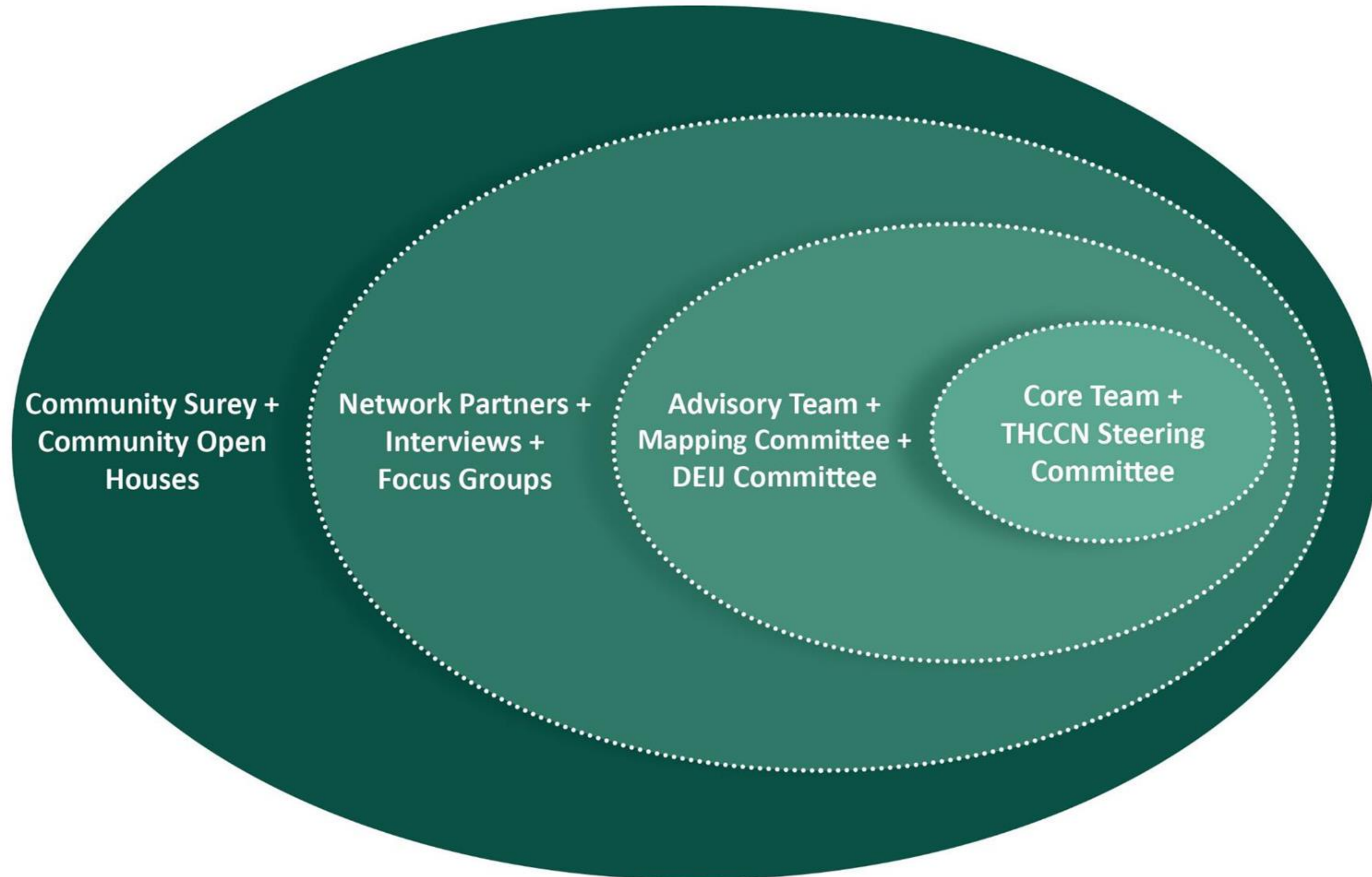
- Core partners
- Steering/advisory team
- Technical/data team
- Elected officials/agency decision-makers
- Interest groups/additional partners
- Community/general public

Note: Community groups may already be doing extremely important work.





# Engagement outreach example from Texas Hill Country Natural Infrastructure Plan




# Key questions for different groups

Users	Decision-makers	Other Partners
<ul style="list-style-type: none"> <li>● Who are the target users for the greenprint?</li> <li>● What decisions do users need to make and how will the greenprint support them in making those decisions?</li> <li>● Who should be involved in design?</li> <li>● How will users be engaged in different aspects of the process and implementation?</li> </ul>	<ul style="list-style-type: none"> <li>● How will project leadership and partner groups be organized?</li> <li>● Who will have the power to make decisions about which aspects of greenprint development?</li> <li>● What will the process be for reaching consensus if consensus is necessary?</li> <li>● What will represent an adequate level of agreement?</li> </ul>	<ul style="list-style-type: none"> <li>● Whose perspectives should inform the greenprint?</li> <li>● Who needs to understand and be supportive of the greenprint?</li> <li>● What are barriers to participation?</li> <li>● Does engagement need to be equity-driven?</li> <li>● What engagement approaches will be used?</li> </ul>

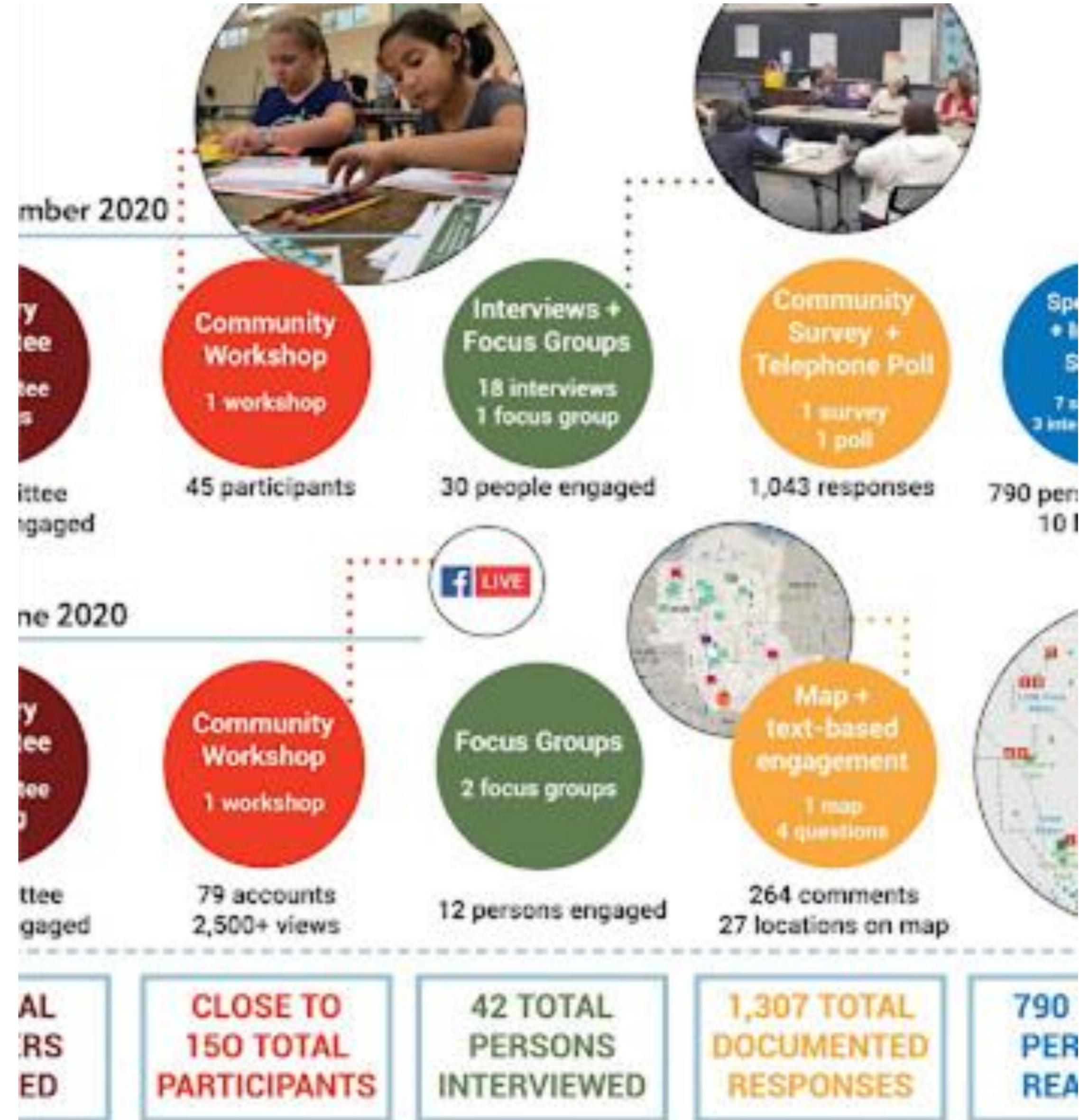
# IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

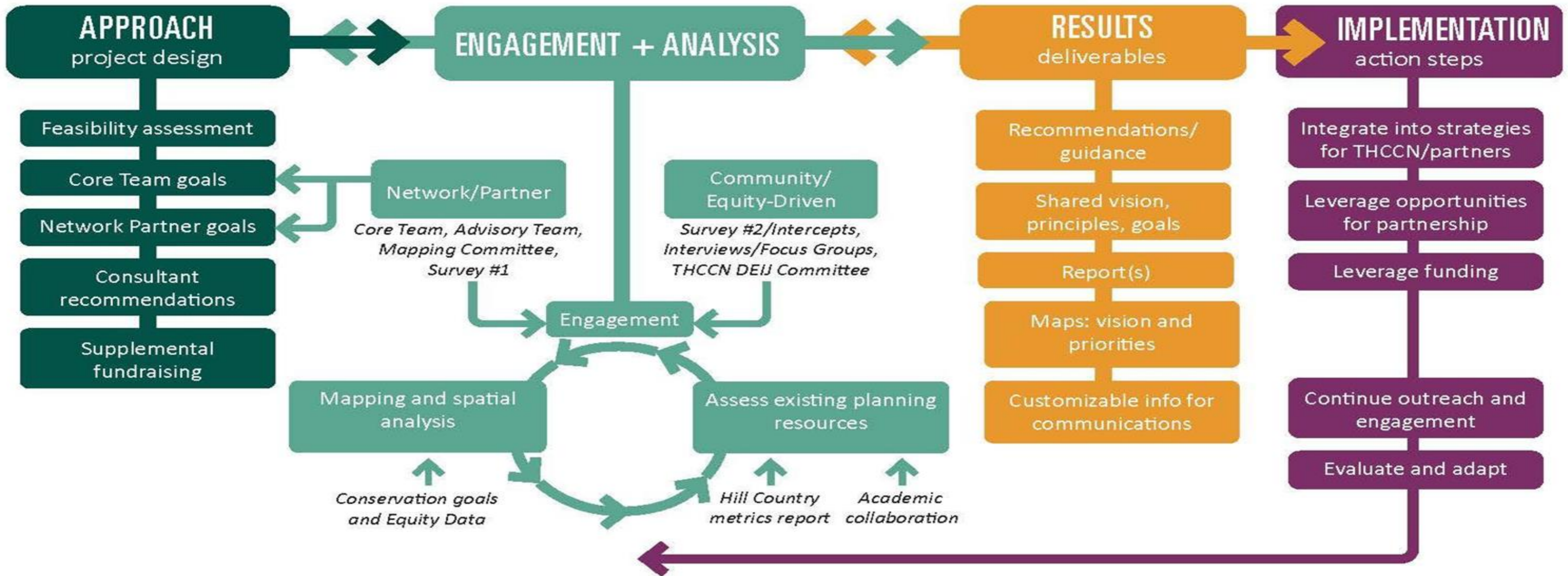
INCREASING IMPACT ON THE DECISION 					
	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	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.
<b>PROMISE TO THE PUBLIC</b>	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.

# Engagement tactics

- Advisory group meetings
- Meetings with technical/scientific experts
- Open community/public meetings
- Open houses
- Interviews and focus groups
- Online surveys or telephone polling
- Webinars
- Speak-outs/tabling and intercept surveys
- Engagement focused on youth, arts, or health
- Community science/data gathering



# Texas Hill Country process design example



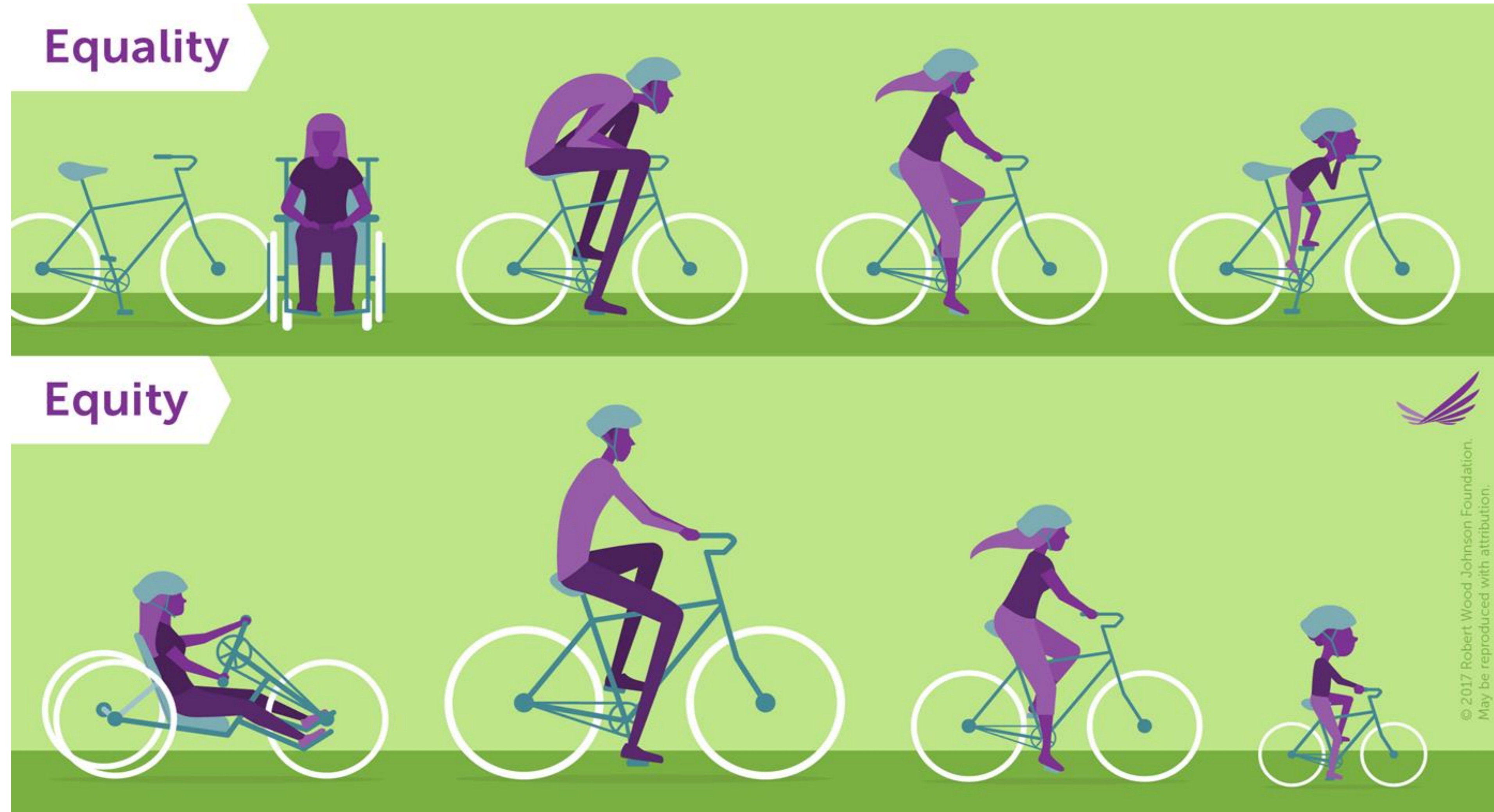
# Centering Equity

# Equity definition

- **Equity means everyone has access to resources needed to thrive**
- Addressing discrimination and disinvestment that are the root causes of disparities
- Working to eliminate barriers and provide increased support to those who have been most disadvantaged



# Difference between Equality and Equity





# Diversity

- **Diversity is a measure of similarities or differences**
- Can refer to many kinds of group identities (racial, ethnic, cultural, socioeconomic, age, dis/ability, gender/sexuality, immigration status, language)
- Need to understand ways communities are diverse and how the group identities involved affect equity
- Be specific about the types of diversity you are addressing



**Diversity → Inclusion → Equity → Justice**

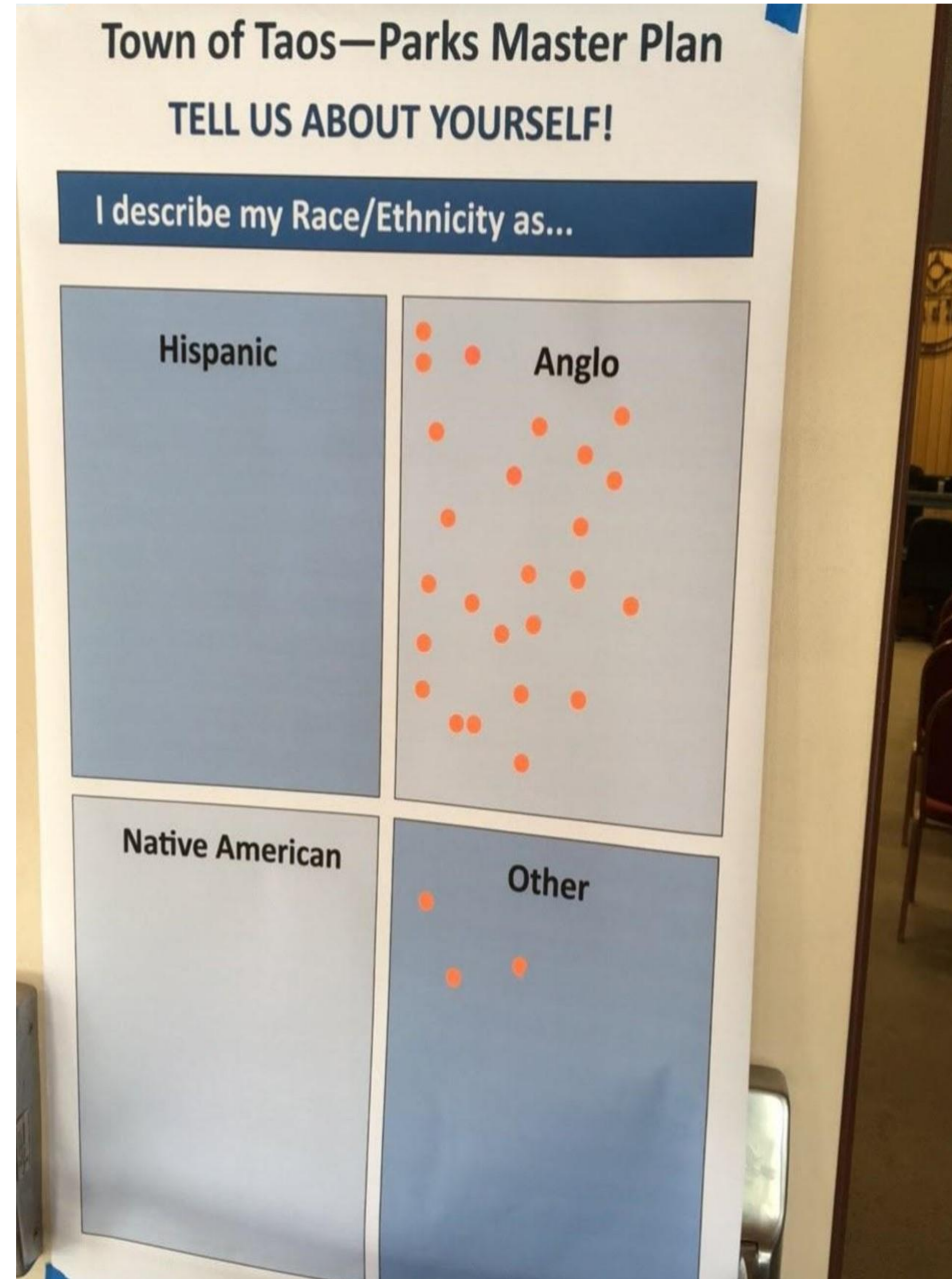
# Why equity-driven engagement?

“Many groups of people have faced historic and ongoing marginalization due to their race, ethnicity, religion, gender identity, sexual orientation, disability, socioeconomic background, citizenship status, or other identities and lived experiences....Engagement processes that fail to address these barriers and systemic inequities may cause more harm than good—reinforcing power imbalances, leading to poorer-quality decisions that do not serve the community’s needs and decreasing their trust in institutions.”

*From Beyond Inclusion, Equity in Public Engagement*

# Equity-Driven Engagement

- Understand and confront structural inequities
- Address barriers to participation for underrepresented and marginalized groups
- Focus on environmental justice and health inequity
- Incorporate Indigenous/Tribal engagement



# Principles of equity-driven engagement

- **Transparency and accountability** are critical
- Approach engagement with **empathy and humility**
- Identify and **reduce barriers to participation**
- Acknowledge our own **implicit biases**
- **Share decision-making and leadership**
- **Coalition-building**, collaboration, and partnerships are key
- Acknowledge the **inequities that conservation has and can create**
- Evaluate and be **willing to change course**

# Potential Barriers

- Participant identities and lived experiences
- Physical accessibility
- Geographical accessibility
- Financial accessibility
- Time constraints, lack of flexibility
- Cultural diversity
- Gender inclusivity
- Language and communication
- Technical accessibility
- Outreach channels and lack of awareness
- Sense of belonging, capacity, and confidence
- Health and wellness
- Data security and ownership
- Real or perceived issues with safety and security





# Equity-driven approaches

- Keep meetings short and provide food and childcare (or activities for kids)
- Use a variety of approaches—not just meetings (interviews, focus groups, speak-outs, surveys, polling)
- Use creative locations for outreach (go to where people are)
- Translate materials, use translators/language justice advocates for outreach
- Pay community organizers and other local workers
- Use arts and cultural engagement strategies
- Involve young people in the process—surveys, interviews
- Engage through community-generated data
- Social media outreach
- Celebrate and make events fun







# Before you begin equity-driven engagement

- Look inside your own organization for issues with equity, inclusion, and bias
- Understand local demographics and focus on specific types of inequity and diversity
  - Who has been most excluded in the past?
  - Who is facing the biggest socioeconomic or health inequities?
- Identify partners with strong community ties
- Don't underestimate time and cost required

**Start with relationships. Remember that trust is difficult to build and easy to lose.**



# Overall recommendations

- Design overall process very carefully
- Be clear about decision-making process and realistic about areas for reaching consensus
- Use participants' time efficiently and help everyone make positive contributions
- Ensure that engagement is centered on answering actionable questions
- Understand equity-related barriers to participation and use alternative outreach strategies

