



Remarks on Community Engagement

Urban Waters National Training Workshop

July 2016

Our Mission



To help neighborhood residents create healthy and sustainable places of choice and opportunity – good places to live, work, raise children, and conduct business

Investors

Companies
Philanthropy
Banks
Government

Grants
Loans
Equity
Technical Assistance

LISC

**Local Community
Development
Organizations** ★

Capital

Great Places to Live

Healthy Neighborhoods

Health Clinics

Homes

Schools

Jobs



Increasing Level of Engagement

	Inform	Consult	Involve	Collaborate	Co-Lead
Objective of the Approach	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, or solutions	To gather feedback from targeted stakeholders on the project's goals, processes, shared metrics, or strategies for change	To work directly with stakeholders continuously to ensure that concerns are consistently understood and considered	To partner with stakeholders in each aspect of the decision including the development of alternatives and priorities	To place final decision-making in the hands of stakeholders so that they drive decisions and implementation of the work
Examples	<ul style="list-style-type: none"> Email newsletters Send press releases announcing progress milestones 	<ul style="list-style-type: none"> Ask for input on initiative strategies Invite to small group or individual presentations about initiative 	<ul style="list-style-type: none"> Invite to join Working Groups or an advisory body for the initiative Partner in policy advocacy 	<ul style="list-style-type: none"> Appoint to a leadership role on a Working Group to help shape strategies 	<ul style="list-style-type: none"> Invite to join the Steering Committee and/or similar body with decision making power in the initiative

Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2

What makes community engagement “authentic”?

- **Definition of Authentic:** (adjective) worthy of acceptance or belief as conforming to or based on fact (Merriam-Webster)
- **LISC Perspective**
 - Identifies and relies on the expertise and execution of local nonprofits serving neighborhood residents
 - Intentional focus on racial and economic equity
 - Residents have influence and ownership over outcomes
 - Continual, long-term
 - Not one-size-fits all



Why?

- **Lasting impact of project or initiative is dependent upon comprehensive community engagement**
 - Builds TRUST and creates stewards, advocates
- **Empowers local residents and organizations to be at the center of transforming their neighborhood**



What we have learned

- Importance of local nonprofits on the ground
- Multiple methods of engagement are key
- Meeting fatigue is real
- Acknowledge people's time
- Don't keep asking the same questions / know what engagement has occurred before
- There is no single “community” opinion or view
- People change their minds and that's OK
- Importance of engaging with youth
- Childcare and interpreters are a must



11th Street Bridge Park



<http://www.bridgepark.org/>

Community-Driven Design

- **Goals**

- Create a Healthy Community
- Restore the Health of the Anacostia River
- Connect Washington DC Communities
- Become an Anchor for Economic Opportunity

- **Programming on Park**

- **Design Oversight Committee**



Bridge Park Equitable Development Plan (EDP)

- **Equitable Development Task Force formed in Fall 2014**
 - Baseline Data
 - 3 areas of focus: Affordable Housing, Workforce Development, Small Business
- **Year-long EDP Process**
 - Brainstorming Session in February 2015
 - Community Stakeholder Meeting in May 2015
 - Public Meetings in June and October 2015
 - Report Released in November 2015



Images courtesy of Becky Harlan Photography

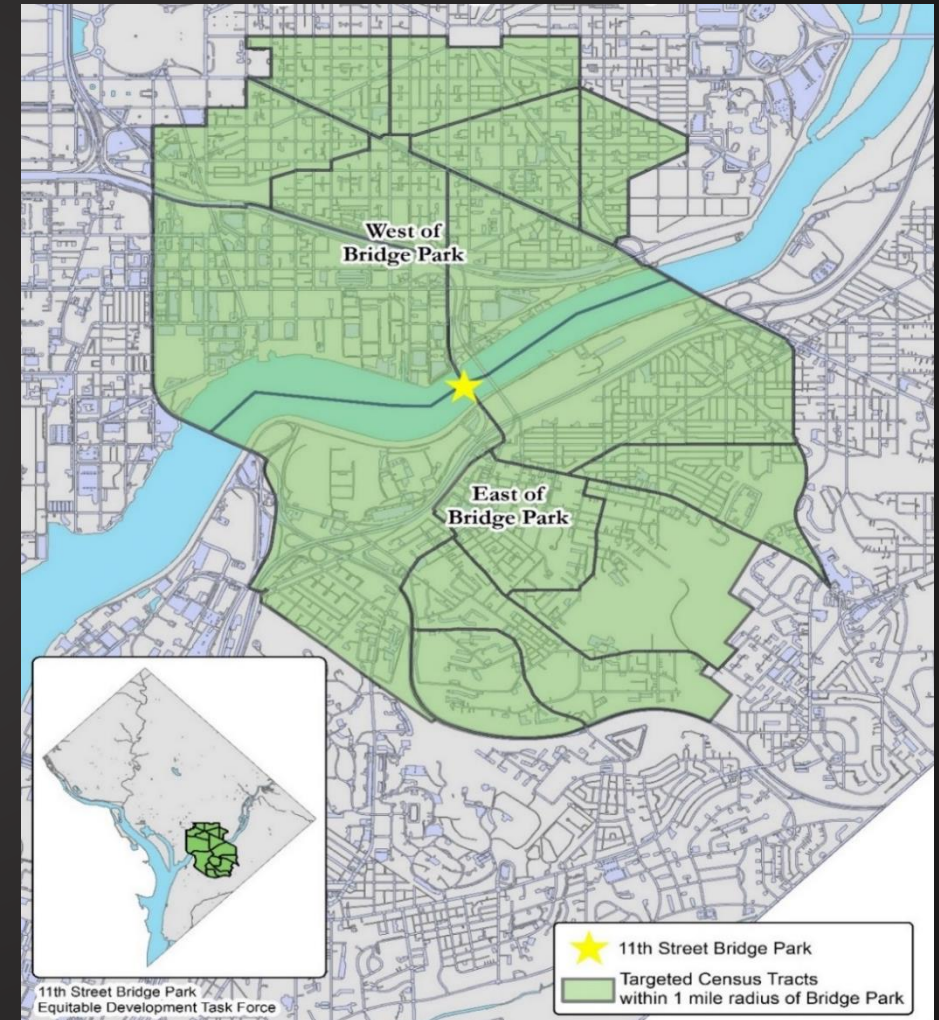
Bridge Park Equitable Development Plan (EDP)

- **19 Actionable Recommendations**

- Affordable Housing
- Workforce Development
- Small Business

- **Example Recommendations**

- East of the River Homebuyers Club
- Community Land Trust
- Community Workforce Agreement
- Kiosk-Based Café on Bridge Park



Some Bridge Park Highlights To Date

- **Implementing EDP**
- **Urban Gardens**
 - Over 100 raised urban garden beds with communities of faith and UDC
- **Creative Placemaking**
 - Arts Task Force
 - Film Series
 - Lantern Walk
 - Partnership with DCPS High Schools
- **Anacostia River Festival**



Elevating Equity

LISC
Washington, DC

- \$50 million LISC DC initiative
- Neighborhoods within a 1-mile radius of the future 11th Street Bridge Park
- Focus on LISC's 5 pillars of Community Development
 - Expanding Investment in the Production and Preservation of Affordable Housing
 - Increasing Family Income and Wealth
 - Stimulating Economic Development
 - Improving Access to Quality Education
 - Supporting Healthy Environments and Lifestyles



Elevating Equity



Tools

- Loans
- Equity
- Grants
- Technical Assistance

Investment Portals

- Affordable Housing Production and Preservation
- Community Facilities
 - Health/wellness, arts, adult education, early childhood learning, as well as services for youth and seniors
- Nonprofit Support
 - Arts, health, housing, adult education, and early learning



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