Public Engagement Strategy Design Worksheet

This worksheet is the first step in developing your Public Engagement Strategy and will form the foundation of your engagement efforts. It will help you identify any involved departments, roles for specific individuals throughout the project, identify who the decision-makers are in the project, what level of influence the Public may have in this project, internal and external engagement expectations, predict approximate level of community interest, what level of public engagement is recommended, and which potential stakeholders should be contacted. Complete as much of the following information as you can. Only fill out the parts that are relevant to your project. Some of the worksheet pages are adapted from © International Association for Public Participation, iap2.org.

Project Name: Care Beyond the Boulevard (CBB) – Recuperative Carehouse (The Carehouse)

Project Start Date: 1/1/24 **Expected End Date:** 12/31/27

Project Summary/Goals:

CBB is in the process of securing and renovating an existing property has been used as a homeless navigation center for several uses. The goal is to ensure the community and neighborhood is informed and engaged. The previous agency and CBB have continued to be good neighbors and have maintained open communication and provide community resources that the neighbors have expressed interest in.

I have created a project timeline that includes successful completion of this project. X

If No, do not proceed further until yo

Project Lead: Jaynell Assmann - CEO
Phone:

Email:
jaynell@carebeyondtheboulevard.org

Departments Involved:

- ☐ Aviation
- ☐ Corporate Safety and Risk Management
- ☐ Civil Rights & Equal Opportunity
- ☐ Health
- ☐ Human Resources
- ☐ Municipal Court
- ☐ Office of Environmental Quality
- ☐ Regulated Industries
- ☐ Other Divisions

- ☐ City Manager's Office
- ☐ Convention & Entertainment Facilities
- ☐ Fire Department
- ☐ Housing and Community Development
- ☐ Neighborhood Services
- ☐ Parks & Recreation
- ☐ Police
- ☐ Public Works
- ☐ Water
- ☐ Other Divisions
  Specify: _____

IDENTIFYING YOUR ENGAGEMENT TEAM

Roles	Specific Individuals in These Roles	Responsibilities for Each Individual for this Step
1. Who are the ultimate decision-makers?	Jaynell Assmann Rochelle Wilson	Final decision makers
2. Who has overall management responsibility for public participation?	Jaynell Assmann Rochelle Wilson Alfredo Palacol Gustavo Martinez	Oversee public outreach projects and tasks
3. Who else on your staff is responsible for public participation?	Sharol Ward Sarah Payne	Provide additional engagement support
4. Who are the individuals who control the funding for your engagement?	Mary Ghasemi Jaynell Assmann	Manage and approve funds
5. What external individuals might be important to the credibility of public participation? (Community members, organizations, etc.)	Council: Melissa Paterson-Hazley Melissa Robinson KCU COR Mark Patel	Provide credibility and public support
6. What internal resources with special expertise will be important to the process, such as graphics or social media support?	Gustavo Martinez Cisco Torres	Provide graphic design, marketing, and social media support
7. What outside resources with special expertise will be important in the process, such as independent technical experts, contractors, vendors, etc.?	LM2 Construction WSKF Architects	Construction and architecture vendors and consultants

Additional Thoughts

_____

_____

_____

_____

_____

_____

_____

_____

INTERNAL PERCEPTIONS AND EXPECTATIONS

Directions: Check the appropriate boxes based on the scale below (1 to 5). Then, follow the instructions at the bottom of the worksheet to score your assessment. Refer to the attached worksheet supplement (Page 10) for more details on the various levels of impact on the Engagement Spectrum.

Assessment Questions	Very Low	Low	Moderate	High	Very High
What is the legally required level of public participation?(For Development Chapter 88/Chapter 10)					X
To what extent do internal staff members believe the public could help improve the outcome of this project? (Does your team think public engagement is important for this project?)					X
At what level do internal staff members perceive public interest in this project?					X
What is the potential for the public to influence the decision-making process?				X	
What level of media interest do you anticipate?					X
What is the likelihood that decision-makers will fully consider public input?					X
What level of resources are likely to be needed to support public participation? (Time, funding, etc.)		X			X
What is the anticipated level of political controversy?					
Scoring					

1.	Total the number of checks in each column.	0	1	0	1	6
2.	Multiply the total of checks in each column by the weighting number in each column.	X1	X2	X3	X4	X5
3.	Enter the result for each column.	0	2	0	4	30
4.	Add the column scores together and enter in the next column.	36				
5.	Divide the total score by the number of questions.	36/8				
6.	Enter the result in the next column. **This is the average score.**	4.5				

Scale:

1-2 = Very low to low; Spectrum recommendation: at least Inform
2-3 = Low to moderate; Spectrum recommendation: at least Consult
3-4 = Moderate to high; Spectrum recommendation: probably Involve
4-5 = High to very high; Spectrum recommendation: minimum Involve, consider Collaborate or Empower

What level of engagement does your score recommend? minimum Involve, consider Collaborate or Empower

EXTERNAL PERCEPTIONS AND EXPECTATIONS

Directions: Check the appropriate boxes based on the scale below (1 to 5). Then, follow the instructions below to score your assessment

Assessment Questions	Very Low	Low	Moderate	High	Very High
What level of difficulty will it likely be to reach the community members who should be informed and engaged about this project?		X			
What is the potential for public outrage related to the project/decision?		X			
How important are the potential impacts of this project to the community?					X
How much do stakeholders care about the problem/opportunity to be addressed and the decision to be made?			X		
What degree of public participation do the stakeholders and community appear to want?		X			

Scoring						
1.	Total the number of checks in each column.	0	3	1	0	1
2.	Multiply the total of checks in each column by the weighting number in each column.	X1	X2	X3	X4	X5
3.	Enter the result for each column.	0	6	3	0	5
4.	Add the column scores together and enter in the next column.	14				

5. Divide the total score by the number of questions.	14/5
6. Enter the result in the next column. **This is the average score.**	2.8

Scale:

1-2 = Very low to low; Spectrum recommendation: at least Inform
2-3 = Low to moderate; Spectrum recommendation: at least Consult
3-4 = Moderate to high; Spectrum recommendation: probably Involve
4-5 = High to very high; Spectrum recommendation: minimum Involve, consider Collaborate or Empower

What level of engagement does your score recommend? at least Consult

Review Average Scores from the Expectations Worksheets

The results from the expectations worksheets give a general sense of the level of public participation that should be recommended to the decision maker. By no means should these worksheets be considered scientific, but they should offer a reasonable recommendation.

Depending on the project, a minimum level of public participation may be prescribed by regulation. In this case, the worksheet may be useful in determining whether the required level is sufficient or if another level on the IAP2 Spectrum© should be considered.

If any questions were registered at the “Very Low” level, careful evaluation should be given to the level of public participation, even if the average score was otherwise low. The minimum level of engagement for every project should at least be Inform.

Summarize the Expectation Assessments

The Spectrum level expectations summary matrix below provides a visual summary of the expectations assessments. Plot the level as it was assessed for each of the key participants. Based on the plotting, what level of the IAP2 Spectrum© will you recommend?

Expectations of the Key Participants	Inform	Consult	Involve	Collaborate	Empower
1. What level is appropriate based on internal expectations?					**X**
2. What level is appropriate based on external expectations?		**X**			
3. What level is recommended by the Community Engagement Coordinator? (Optional)					

LEVEL OF COMMUNITY INTEREST

Some projects may be of great interest and/or importance to the community at large. This may include residents, employees, the business community, nonprofits, schools, etc. Some projects may be more controversial or have interest beyond just the City of Kansas City, MO (e.g. regional or state interest). Think about the type of comments and input you expect to get from various stakeholders. Answer these questions and be ready to incorporate these considerations into your engagement strategy.

What decision is being made? Has a decision already been made?

The facility has been used for homeless services in the neighborhood since 2021 and the previous agency and CBB have had ongoing engagement with the community. The decision by CBB to purchase the building and make renovations has already been internally decided to continue services in the neighborhood and improve and beautify the facility.

Who is the ultimate decision-maker? How much influence does the Public realistically have over the final decision?

CBB and the City (funding), but CBB values the needs of the community strives to be a good neighbor in its work to provide medical care for unhoused community members.

What type of input would be the most meaningful to this project?

CBB continually engages the neighborhood and invites the neighbors provide feedback. Community members can stop by the Carehouse and schedule a meeting with staff that fits their availability.

What are the biggest issues expected to come up?

None.

What does a successful outcome look like?

Continued support from the neighborhood and community.

How will we measure, report, and celebrate success?

We will create and maintain a community engagement log/data to measure success and to report out to the community. When significant milestones are reached, we will utilize social media to celebrate successes.

How will we gather input data?

Community listening situations, neighborhood meetings, engaging with community members and stakeholders individual to gather input data.

How will this data be used?

The data will be used to inform decision making and to provide support for decisions and actions
made.

Other notes:

- ☐ Mayor's Commission on Reparations
- ☐ Port KC
- ☐ KCATA
- ☐ Housing Authority
- ☐ Human Rights Commission
- ☐ Equity Task Force
- ☐ Office of Environmental Quality
- ☐ Historic Preservation Commission
- ☐ Liquor Control Board of Review
- ☐ Jackson County Board of Equalization
- ☐ Tax Increment Financing (TIF) Commission
- ☐ Other

IDENTIFYING STAKEHOLDERS

___ City Council _x_ Specific Council Member

Advisory Boards to be Notified and/or Consulted (Check any that may apply)

- ☐ Air Quality Appeals Board
- ☐ Alcohol Beverage Advisory Board
- ☐ Bicycle and Pedestrian Advisory Committee
- ☐ Board of Police Commissioners
- ☐ Convention Management Advisory Authority
- ☐ Crossroads Arts Advisory Committee
- ☐ Downtown Economic Stimulus Authority
- ☐ Downtown Transportation Development District (TDD)
- ☐ Economic Development Committee
- ☐ Emergency Technology Board

- ☐ Firefighters Pension System Board of Trustees
- ☐ Heart of the City TIF Advisory Committee
- ☐ Industrial Development Authority
- ☐ Kansas City Futures Youth & Young Adult Council
- ☐ Public Improvements Advisory Committee (PIAC)
- ☐ Municipal Art Commission
- ☐ Ethics Commission

Outside Organizations & Groups Invested in the Process/Project – Stakeholders

There are numerous organizations in KCMO that work with the community in a variety of ways. *Are you planning to involve any of these groups? If so, what will their role be?*

_____

_____

_____

_____

Here is a sample list of organizations that may be interested in being involved with your project depending on the topic. This list is <u>not</u> comprehensive, it is only meant to give you an idea of organizations to contact. You should feel welcome to contact others not listed here.

- ☐ KC Neighborhood Advisory Council (KCNAC)
- ☐ Guadalupe Centers
- ☐ Historic East Neighborhood Coalition (HENC)
- ☐ Blue Ridge Area Quality of Life Initiative
- ☐ Marlborough Community Coalition
- ☐ Bridging the Gap
- ☐ Center for Neighborhoods – UMKC
- ☐ Community Assistance Council
- ☐ KC Centurions
- ☐ KC Downtown Neighborhood Association
- ☐ South Kansas City Alliance (SKCA)
- ☐ Greater Kansas City Chamber of Commerce
- ☐ Visit KC
- ☐ Mid-America Regional Council (MARC)
- ☐ Northland Neighborhoods, Inc.
- ☐ Jazz District Renaissance Corporation
- ☐ Blue Hills Community Services Corporation
- ☐ KC Healthy Kids
- ☐ Ivanhoe Neighborhood Council
- ☐ Local Initiatives Support Coalition (LISC)
- ☐ The Whole Person
- ☐ BikeWalk KC
- ☐ KC Tenants
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____

Community Members

When considering who in the community would care about or be affected by your project, take into consideration the following:

- Who will be directly impacted?
- Who will be indirectly impacted?
- How does it hit on the public's values and beliefs?

- Is there a history of similar projects in this area? How were they received and what impact did they have?
- What are the potential impacts?
    - Financial
    - Transportation
    - Environment
    - Inconvenience
    - Change to Routine
    - What else?
- What stakeholders will be hard to reach/engage and how will you overcome that?
- What factors might prompt engagement?

Additional Thoughts

Public Engagement Strategy Summary

Who will you be reaching out to for public engagement?

Neighbors and community members. District council members.

How will you engage these groups?

Canvas the neighborhood, engage with community members individually, invite people to The Carehouse for community meetings and to engage with CBB staff.

When will you do this engagement? (You may attach an engagement timeline)

Quarterly community meetings. Monthly canvasing and engaging with neighbors. Community members can stop by the facility to schedule a meeting with staff.

How will you record/report public engagement feedback?

Maintain a public engagement log/database

How will you report how feedback was used/if and how it affected final decision-making or design?

During community meetings or directly with individuals.

Worksheet Supplement

	1	2	3	4	5
	INFORM	**CONSULT**	**INVOLVE**	**COLLABORATE**	**EMPOWER**
PUBLIC PARTICIPATION 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 decision to the maximum extent possible.	We will implement what you decide.
EXAMPLES OF TOOLS	Fact sheets, websites, open houses, mailings, social media.	Public comment sessions, focus groups, surveys, public meetings.	Workshops, deliberative polling.	Stakeholder advisory committees, consensus-building, participatory decision-making.	Committees, advisory councils, resident juries,

It is important to remember that no one level or method of engagement is inherently better than another, as long as they are implemented according to the public's needs. Remember, there is no one "right" way to engage. Throughout the course of your project, you may encounter stakeholders who have different engagement needs. It is okay if you need to adjust your engagement strategy throughout your project, just be sure to document what changes were made and why.