

Introduction to American Rescue Plan Act of 2021:

Best Practices in Community Engagement

October 26, 2021



NORTH CAROLINA
DEPARTMENT OF STATE TREASURER



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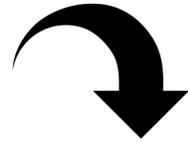
A Unique
Moment in
Time



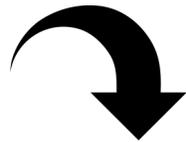
Session Objectives

- Explore the reasons for community engagement in ARPA
- Offer strategies for broad public participation and reaching priority audiences
- Examine a range of engagement activity and assess what works for your community
- Hear from three jurisdictions' experience with community engagement.

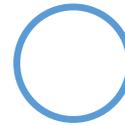
Why Community Engagement?



Gather input from diverse constituents and community-based organizations



Carry out projects that build community capacity and reach underserved populations



Polling Questions

QUESTION 1

Which two of the following are you most concerned about as you engage the community about ARPA funded projects? (up to two responses)

- Not enough responses – lots of work for little payoff
- Too much input – can't find a common idea
- Raises expectations about how much and how fast for implementation
- Public demands things we are not allowed to do
- Hear only from “the usual suspects”
- Learning how COVID has affected our citizens
- Do not hear from all parts of the community

QUESTION 2

What are the forms of community engagement that you find most comfortable? (any number of options)

- Regular surveys of residents
- Public comment at board/council meetings
- Online exchanges (social media, such as Facebook, Twitter, etc.)
- Required public hearings (e.g., rezonings, annual budget process)
- Informal neighborhood and community meetings
- Other

Polling Questions

QUESTION 3

Are your jurisdiction's usual processes and platforms for community engagement well suited to meeting the expectations of ARPA? (one option)

- Yes
- No

QUESTION 4

Which of the following do you see as THE PRIMARY TWO reasons to engage communities in planning for ARPA-funded projects? (Up to two responses)

- Responds to the request of the US Treasury
- Improves the outcomes of the planning process
- Gains better buy-in from residents for big picture projects and minimizes pushback further down the road.
- None of the above

QUESTION 5

What three subpopulations are hardest to reach in your community engagement efforts? (Up to three options)

- Workers
- Parents of young children
- The elderly
- Limited proficiency English speakers
- Low-income households
- People of color
- None of the above





Best Practices in Working with Community Partners

- **Teshanee Williams, PhD**
 - **Asst Professor of Public**
 - **Administration and Local**
 - **Government**
 - **twilliams@sog.unc.edu**
-
- **Jamilla T. Hawkins**
 - **Chief of Staff**
 - **NC Pandemic Recovery Office**
 - **jamilla.hawkins@osbm.nc.gov**





Overview

- Suggested vs. Required
- What is authorized
- Community Outreach or Community Engagement
- Community Engagement Assessment
- What does success look like?
- Stakeholder Engagement: Listening Sessions

Suggested vs. Required?

Suggested

Equity Centered Community Engagement



Required

Local governments with populations with:

250,000+ residents

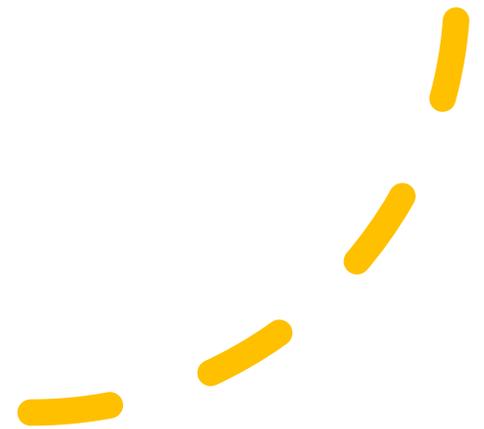
- Recovery Plan Performance Report
- Project & Expenditure Report.

Less than 250,000 residents

- Project & Expenditure Report.

What is authorized?

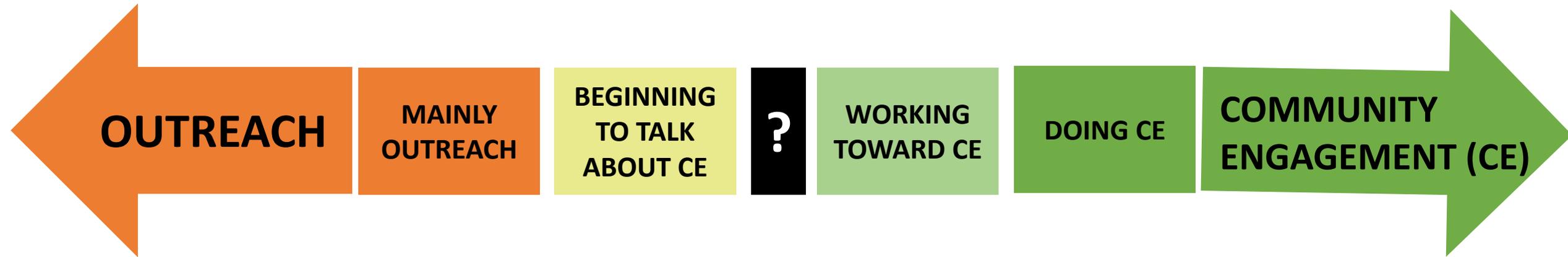
- Local governments have the authority to contract with nonprofits and other community-based organizations for any purpose for which it may spend money.
- Legal parameters
 - Must be for a **public purpose**.
 - The local government must have **statutory authority** to engage.
 - The expenditure must be consistent with the laws or constitution of the state or federal government.
- Engaging Nonprofits
 - Community Based Organizations
 - Faith Based Organizations





Community Engagement Assessment

What kind of relationship do you have with your community members?



Primarily **transactional**.

Relational and continual.

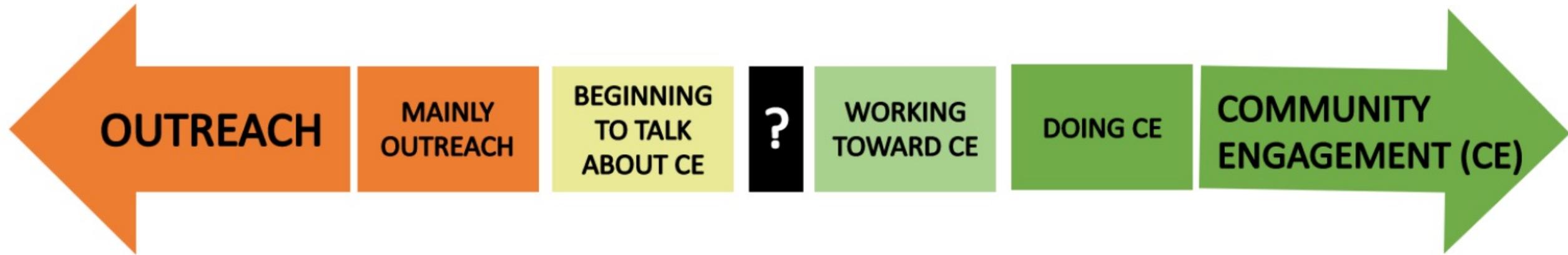
Limited to a few community members.

Relations are with current and potential leaders.

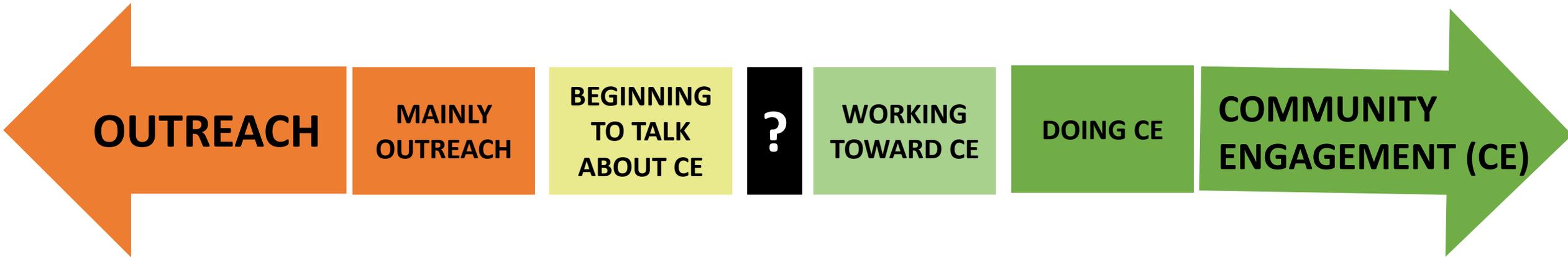
Relationships are **NOT INCLUSIVE** of all racial or cultural groups in the community.

Relationships reflect the **diversity within the community**.

What kind of relationship do you have with your community members?



How are you getting people involved?



Primarily **sharing information**.

Receiving feedback.

Information is **shared after projects are completed**.

Projects incorporate **input** from the community **at the beginning**.

How are you getting people involved?

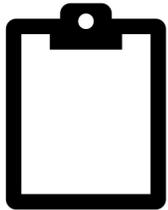


Examples of Community Engagement



Charleston, WV conducted listening sessions to gather feedback on funding prioritizations. They also created an ARP advisory committee to keep residents engaged.

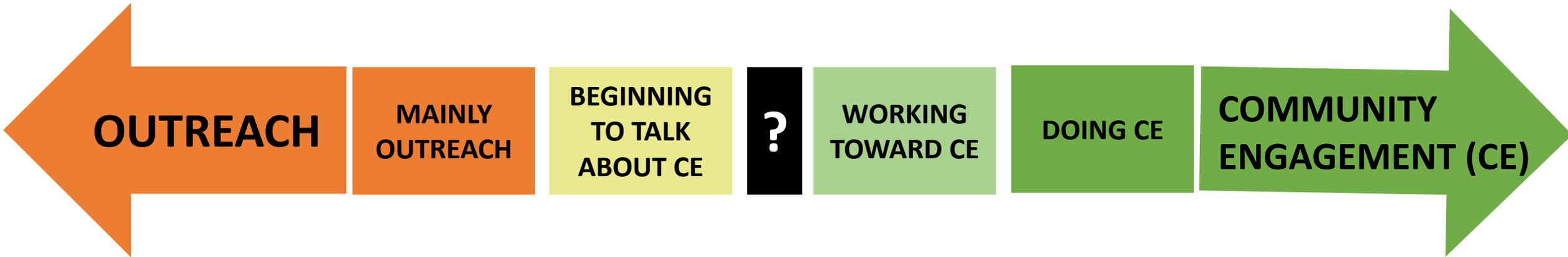
Population: 48,000



Greensboro, NC created a list of priorities to guide the allocation of funds. They used the list in combination with an interactive simulator for residents to indicate which categories they wished to have prioritized for funding. The interactive simulator provides a more visual and intuitive tool to collect resident feedback.

Population: 291,000

How are ideas generated?



<p>Agency generates ideas they think the community will support.</p>	<p>Agency supports the community in generating their own ideas.</p>
<p>Agency generate solutions to a problem they have defined.</p>	<p>Agency engages in continual self-reflection to respond to and incorporate people's ideas, feedback, talents and challenges into the work</p>

How are ideas generated?



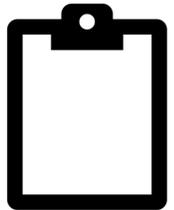
Generating ideas



Church Networks for Disaster Response



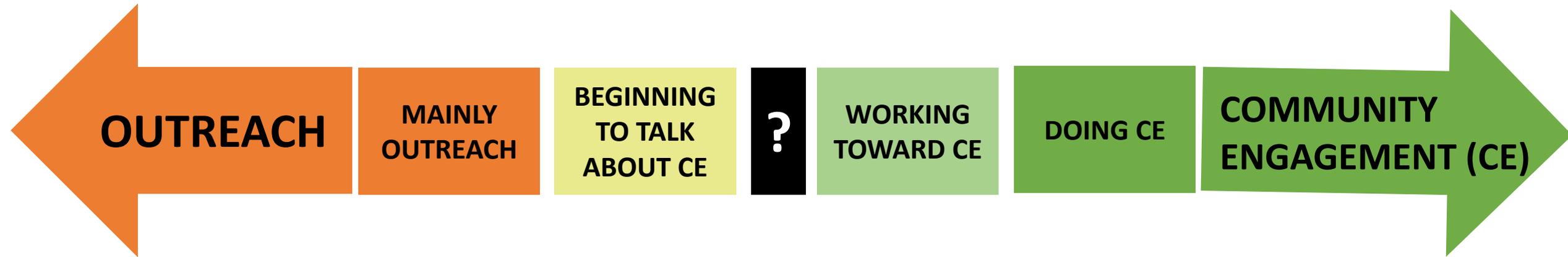
Organizations already engaging with ethnic minorities and hard to reach groups



Morgantown, WV created surveys and in-person meetings to gather ideas from residents to make decisions on ARPA funds.

Population: 31,000

How do policies and structures support engagement?



Staff is **not representative** of the community.

Staff composition **is representative** of the people in the community.

Agency adheres to ways of operating that reflect the **dominant culture**.

Agency creates space for incorporating different cultural practices.

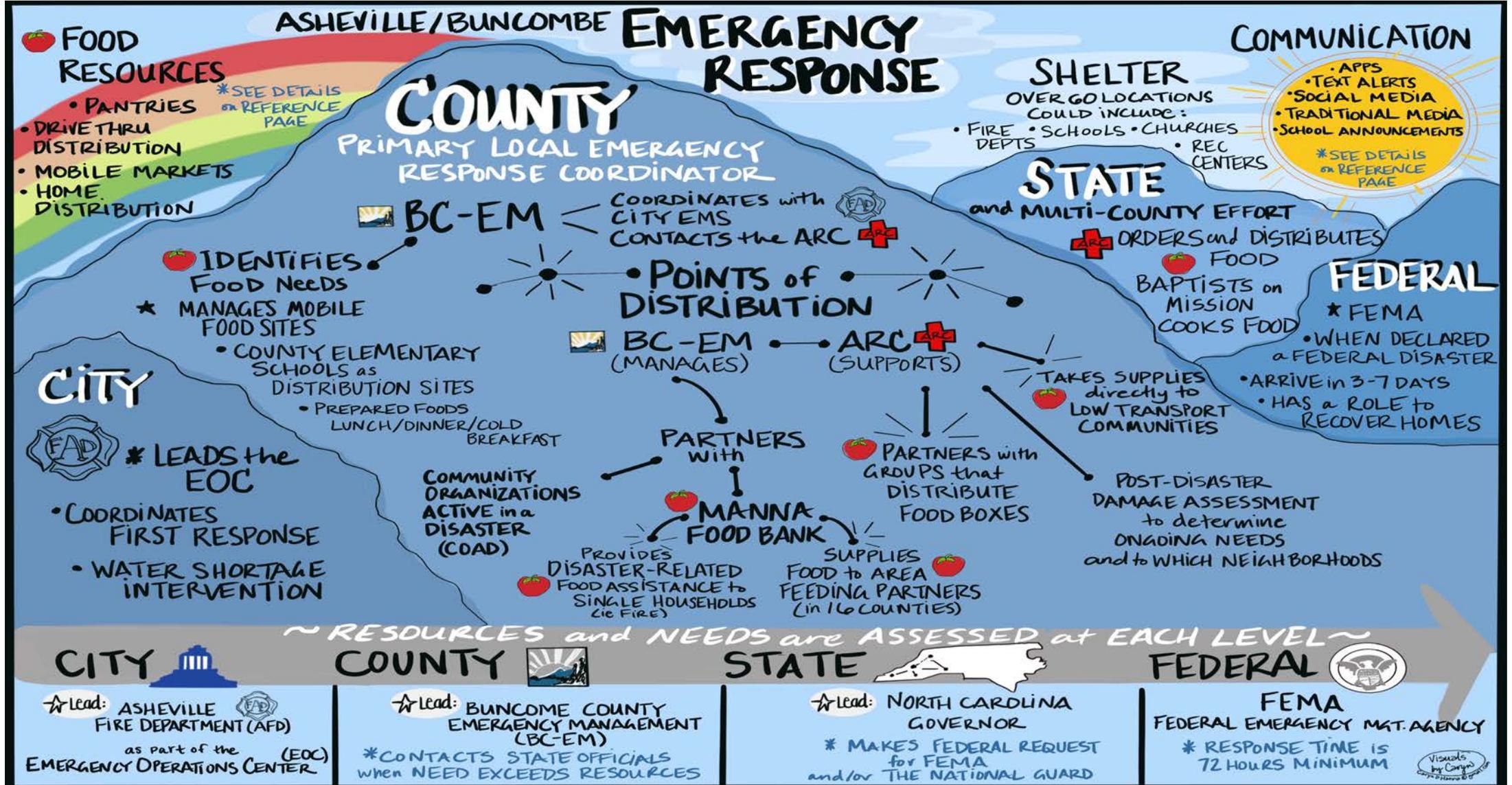
Power imbalances and inequities are not adequately addressed.

Engages in **discussions** to understand and address **structural inequities and power imbalances**.

How do policies and structures support engagement?



Policies and structures that support community engagement



Policies and structures that support community engagement

FOOD RESOURCES

CALL 211 to IDENTIFY FOOD SOURCES

LOOK UP MEALSITES: mealsites.ashevilenc.gov/

LOCAL DISTRIBUTION

- BOUNTY and SOUL** 828-419-0533
- BeLOVED** 828-571-0766
- Asheville Survival Program** [facebook.com/groups/AshevilleSurvivalProgram](https://www.facebook.com/groups/AshevilleSurvivalProgram)
- YMCA MOBILE MARKETS** 828-775-7081 (weekly)
- BUNCOMBE CO. ENGAGEMENT MARKETS** 828-250-4103 to subscribe to calendar

MANNA FOOD BANK

TO REGISTER for SNAP
Call: MANNA FOOD HELPLINE 800-820-1109

*** COMMUNITY GROUPS can APPLY to become PARTNERS with MANNA for DIRECT & CONTINUAL ACCESS to FOOD**
↳ CALL: 828-774-5915
www.mannafoodbank.org

GENERAL INFO

 **ASHEVILLE FIRE DEPT** for Water Shortage INTERVENTION **DIAL 911**

 **TO IDENTIFY:** AREA RESOURCES, SHELTERS, FOOD DISTRIBUTION SITES **DIAL 211**

Buncombe County EMERGENCY SUPPLIES KIT

• Gather these items in a box •

- WATER** one gallon per person for 7 days
- FOOD** non-perishable and canned for 7 days
- RADIO** hand-cranked or battery charged
- CELL PHONE** with CHARGER
- FIRST AID KIT**
- FIRST AID BOOK**
- FLASHLIGHT** and **EXTRA BATTERIES**
- MANUAL CAN OPENER** for FOOD
- ANTI-BACTERIAL HAND WIPES**
- WRENCH** or **PLIERS** to TURN OFF WATER
- BLANKET** or **SLEEPING BAG** one per person
- RX MEDICATIONS** and **GLASSES**
- SEASONAL CHANGE of CLOTHING**
- TOOTHBRUSH, TOOTH PASTE, SOAP, FEMININE SUPPLIES**
- EXTRA KEYS** for HOME and AUTO
- IMPORTANT DOCUMENTS** insurance policies, copy of driver's license, SS card, bank account records
- FIRE EXTINGUISHER**
- CASH and CHANGE**
- BOOKS, GAMES, CARDS**

COMMUNICATION

TEXT ALERTS

-  **AVL ALERT** www.ashevillealert.gov/avlalert
-   **COMMUNITY CONNECT** CALL: 828-552-1353 www.communityconnect.io
-  **CodeRED** Text: BCAlert to 99411
* ALL NIXLE USERS WILL AUTOMATICALLY BE MESSAGED from CodeRED
-  **!EMERGENCY** Text: "GETEMERGENCY" to 90999

* OTHER MODES:

-  **BUNCOMBE COUNTY School Announcements** 
-  **AMERICAN RED CROSS:**
 - SOCIAL MEDIA**   
 - TRADITIONAL**   
 - RADIO
 - TV
 - NEWSPAPER

What does success look like?



Establish your community engagement goals and create a plan



Identify existing and potential partners



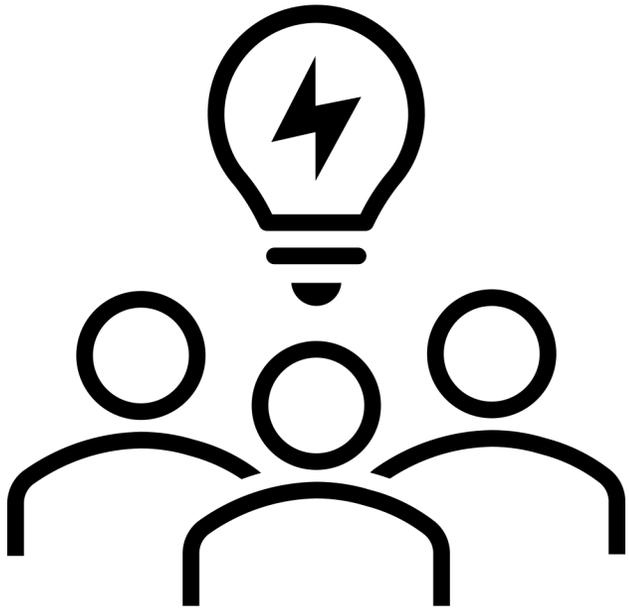
Identify tools and process



Develop and execute engagement plan



Evaluate the results of the engagement



Stakeholder Engagement: Listening Sessions

NCPRO has held over 40 technical guidance and listening sessions with over 1,200 people from all 100 counties, representing:

- ✓ Education & childcare providers
- ✓ Nonprofits
- ✓ Faith communities
- ✓ Underrepresented communities
- ✓ Businesses
- ✓ Local governments
- ✓ Housing advocates

Stakeholder Engagement

The effects of the pandemic have been uneven and have highlighted inequities across all parts of North Carolina life

- **Black and Hispanic** North Carolinians have been disproportionately impacted
- **Women** have left the labor force to care for children and families
- **Food and housing** insecurity has been exacerbated
- Access to **broadband** has limited people's ability to work and learn
- People will need **re-training** to qualify for a changed job market
- **Learning loss** has affected all students, but particularly **students of color**
- **Mental health** issues are widespread
- Small businesses need **access and information** about relief programs
- **Trusted communicators** are needed to share information about programs



Methods for Effective Community Engagement

John B. Stephens

UNC School of Government

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Three Parts for Community Engagement



Questions to organize your community engagement



What level(s) of participation fits your situation?



Consider a mix of traditional and newer methods for engagement

Questions to Organize your Community Engagement



Easily understood
information

Audience

Who

When

How



Existing Plans, Priorities or Documents?

- Capital Improvement Plan
- Multi-year Strategic Plan
- Annual budget priority list
- Any kind of “Wish List”



Don't start
from scratch

COVID may call for revisions,
but build on what you have





What level of
participation
fits your situation?

Your powers and options for
ARP community engagement

ARP/CLFRF Allowable Expenditures

Address COVID Public Health

Support public health expenditures, by funding COVID-19 mitigation efforts, medical expenses, behavioral healthcare, and certain public health and safety staff;

Address COVID Economic Impact

Address negative economic impacts caused by the public health emergency, including economic harms to workers, households, small businesses, impacted industries, and the public sector;

Replace Lost Revenue

Replace lost public sector revenue, using this funding to provide government services to the extent of the reduction in revenue experienced due to the pandemic;

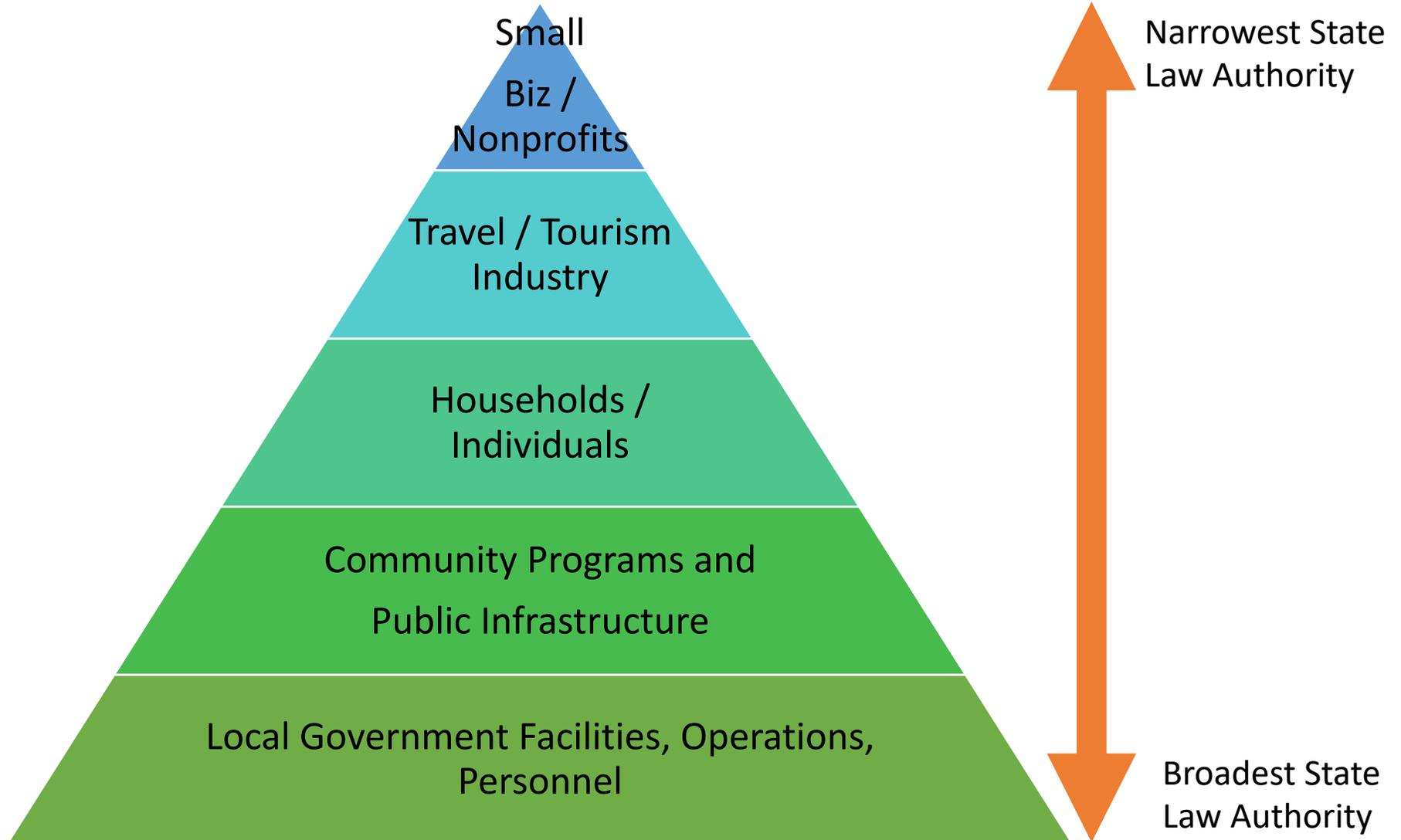
Premium Pay

Provide premium pay for essential workers, offering additional support to those who have borne and will bear the greatest health risks because of their service in critical infrastructure sectors; and,

Infrastructure Investments

Invest in water, sewer, and broadband infrastructure, making necessary investments to improve access to clean drinking water, support vital wastewater and stormwater infrastructure, and to expand access to broadband internet.

Project Beneficiaries



Who?

- Business owners
(or former owners)
- Workers
- Teachers and students
- Families
- Single-person households
- Health care providers
- Marginalized or
Underserved segments
Of the community

Audience Seeking Input



IAP2 Spectrum of Participation



Levels of
engagement



Promise to the
public



Various engagement
methods

Placeholder - IAP2 Spectrum

- John shows PDF of IAP2 Spectrum – probably not readable if reduced to a PPT slide



IAP2 Spectrum of Participation

Spectrum → Engagement choices

- Consult
- Involve
- Collaborate

Consider a
Mix of
Traditional
and Newer
Methods:
Traditional

- Media – newspaper, radio, television (news releases, interviews)
- Advisory Committees
- Public Comment periods at regular elected body meetings
- Public hearings – more time and a specific purpose



Consider a
Mix of
Traditional
and Newer
Methods:
Traditional –
with a Twist

- ARP “add on” to other community gatherings
 - PTA meeting
 - Festivals or parades
 - Recreation or cultural events
 - Elected member or staff present at civic, religious, or other community group’s meeting or event



Consider a
Mix of
Traditional
and Newer
Methods:
Newer
Methods

- Social media
 - To publicize your interest to get input and upcoming events
 - To gather people's views, requests, etc.
- Online polls
- Informal but structured contact
 - Government workers doing "in the street" contact with residents
 - Short questions
 - Listen for new ideas



Consider a
Mix of
Traditional
and Newer
Methods:
Newer
Methods

- What else?
- Innovation can occur many ways





Introducing Our Communities: A Showcase of NC Models

Bladen County – Greg Martin

Buncombe County – Rachael Nygaard

City of Greensboro – Nancy Vaughan,
Sara Hancock





Welcome our Panelists!



Nancy Vaughan

City of
Greensboro
Mayor



Sara Hancock

City of Greensboro
*Performance and
Strategy Analyst*



Rachael Nygaard

Buncombe County
Strategic Partnerships
Director



Greg Martin

Bladen County
County Manager

What's Next?

Community Engagement needs: Map out clearly how your community engagement plan will allow you to accomplish your organization's goals.

Statement of resource need: Determine what resources you will need in order to execute on the plan.

Plan for software deployment and implementation: If you will be using new software, have a plan for [internal organizational adoption](#) of the community software

Evaluate project benefits: Minimizing project pushback, creating more efficiencies within the community engagement process, and ensuring that local policies reflect the desires of stakeholders could all be potential benefits that are evaluated

Polling Questions

QUESTION 1

Which two of the following are you most concerned about as you engage the community about ARPA funded projects? (up to two responses)

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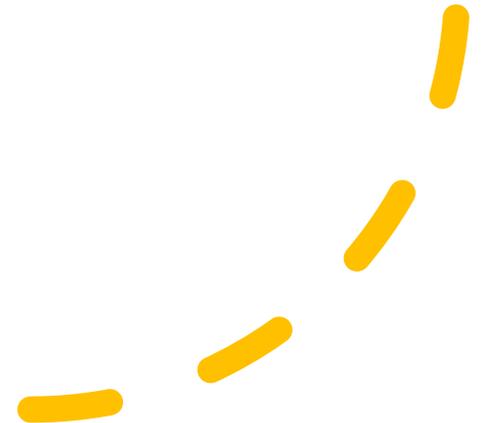
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- c. The elderly
- d. Limited proficiency English speakers
- e. Low-income households
- f. People of color
- g. None of the above





Questions?