

Planning and Community Involvement

Indiana Brownfields Program

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- ❑ Helps Frame Your Efforts
- ❑ Creates Order and Uniformity
- ❑ Demonstrates Forethought/Vision and Direction
- ❑ Directs Your Path
- ❑ Community Engagement and Partnership = 20 total points (ranking criteria in EPA assessment)

WHY PLAN?

- WHAT ARE YOU PLANNING FOR (VISION, GOALS, OBJECTIVES)?
- HOW DO WE ACHIEVE THESE (ACTION PLAN)
- WHAT BARRIERS CAN IMPEDE PROGRESS?
- STAKEHOLDERS
- IMPLEMENTATION SCHEDULE
- WHO IS RESPONSIBLE?
- MEASURING SUCCESS
- DOCUMENTATION

WHAT ARE THE KEY PLANNING COMPONENTS?

- COMMUNITY SUPPORT IS NECESSARY AND STAKEHOLDER INVOLVEMENT IS ADVANTAGEOUS
- STAKEHOLDER HIEARCHY - ALL STAKEHOLDERS ARE NOT EQUAL
- STAKEHOLDER ENGAGEMENT SHOULD HAPPEN THROUGHOUT GRANT DEVELOPMENT/PLANNING AND CERTAINLY PROJECT IMPLEMENTATION
- CONTINUOUS SUPPORT HELPS MINIMIZE CHALLENGES

COMMUNITY INVOLVEMENT/SUPPORT

- DEMONSTRATES YOUR REQUEST POINTS BACK TO A PLAN
- ENSURES THE PROJECT/LOAN REQUEST IS NOT ISOLATED FROM THE BIGGER PICTURE

**INCORPORATING PLANNING INTO THE
GRANT/LOAN PROCESS**

- Plan for engaging the targeted community in the project to be funded under this grant
- Extent to which the applicant has identified and established relationship with the partners necessary to achieve the project's goals
- Extent to which the support letters provided by community based organizations involved with the project demonstrate specific and valuable commitment to the project

Proposal Evaluation Criteria

- GAME PLANNING - MAP OUT KEY POINTS FIRST
- IDENTIFY KEY STAKEHOLDERS AND DECIDE THE BEST WAY TO ENGAGE THEM AND ENLIST INPUT, I.E. (GRANT ADVISORY COMMITTEE, TOWN HALL MEETING, 1:1, CHARRETTE, ROUNDTABLE DIALOGUE, WEBCASTS, OTHER SOCIAL MEDIA TECHNOLOGY, ETC.)
- CONSOLIDATE INPUT INTO THE PLAN/GRANT APPLICATION

COMMUNITY ENGAGEMENT TACTICS: PRE-GRANT AWARD PHASE

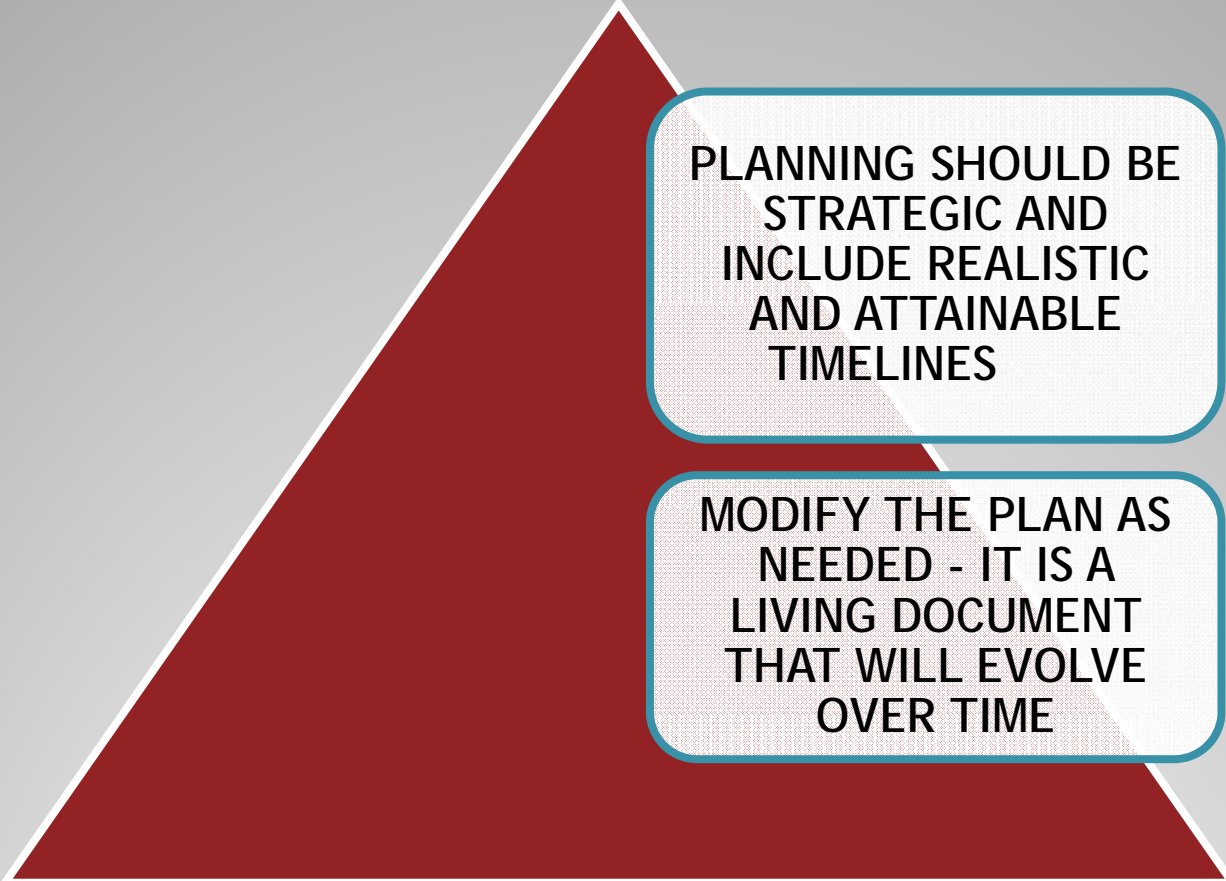
- DO WHAT YOU SAID YOU WERE GOING TO DO
- DETERMINE HOW YOU WILL RE-ENGAGE THE STAKEHOLDERS AND COMMUNITY AT LARGE
- DOCUMENT YOUR EFFORTS AND MILESTONES AGAINST THE PLAN AND BE READY TO ANSWER QUESTIONS FROM STAKEHOLDERS AND PUBLICLY REPORT SUCCESSES

**COMMUNITY ENGAGEMENT TACTICS:
POST-GRANT AWARD PHASE**

- BE TRANSPARENT WITH KEY STAKEHOLDERS AND THE COMMUNITY - KEEP THE COMMUNICATION CHANNELS OPEN THROUGHOUT THE PROJECT

COMMUNITY ENGAGEMENT: POST-GRANT
AWARD PHASE

TIPS FOR SUSTAINABLE PLANNING



**PLANNING SHOULD BE
STRATEGIC AND
INCLUDE REALISTIC
AND ATTAINABLE
TIMELINES**

**MODIFY THE PLAN AS
NEEDED - IT IS A
LIVING DOCUMENT
THAT WILL EVOLVE
OVER TIME**



**PLANNING NEVER
STOPS!**

**ASSIGN A CHAMPION
TO MONITOR
PROGRESS**



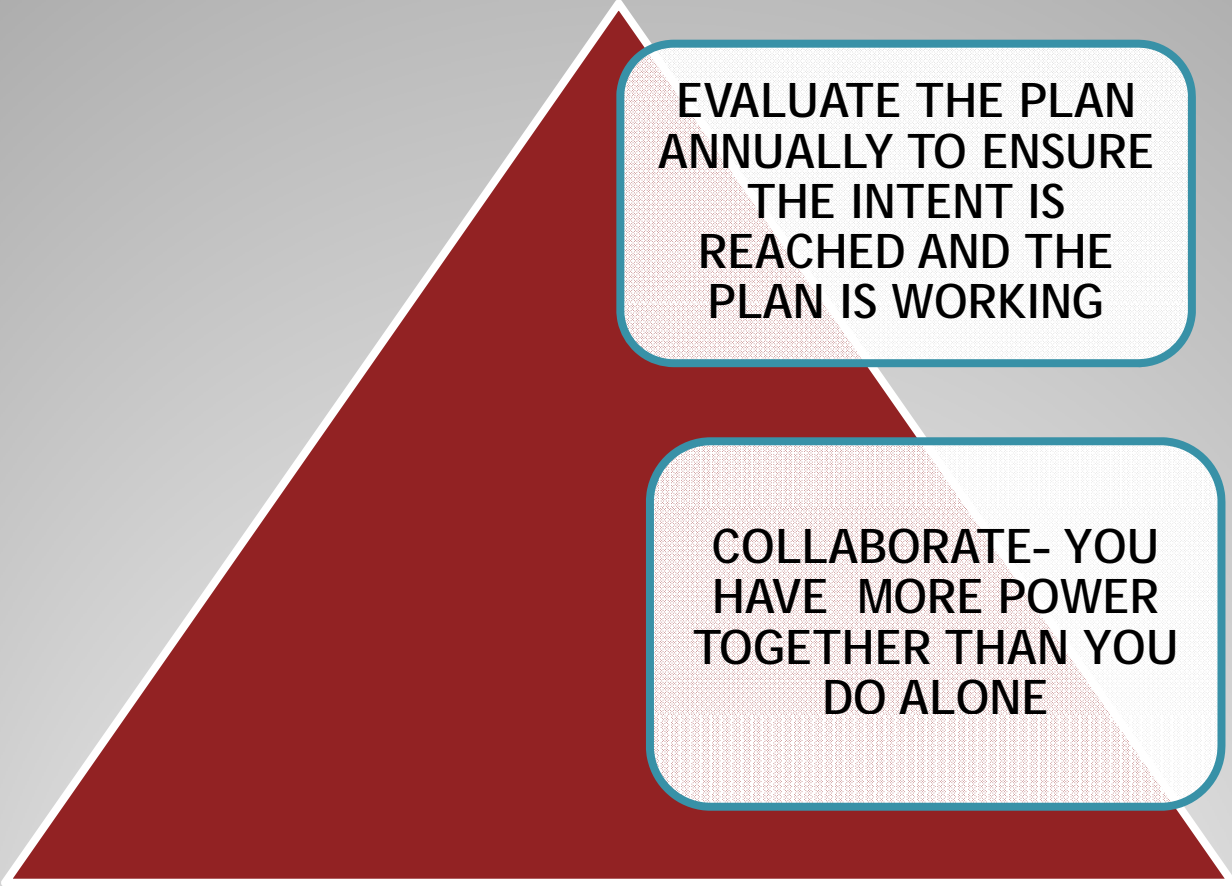
ASK FOR HELP

**STAKEHOLDER
INVOLVEMENT IS
CRUCIAL AND SHOULD
BE UNIQUE TO THE
PROJECT**



**UNDERSTAND THE
EXPECTATIONS**

**PLANS SHOULD
ALWAYS DESIGNATE
WHO IS RESPONSIBLE
FOR SPECIFIC TASKS**



**EVALUATE THE PLAN
ANNUALLY TO ENSURE
THE INTENT IS
REACHED AND THE
PLAN IS WORKING**

**COLLABORATE- YOU
HAVE MORE POWER
TOGETHER THAN YOU
DO ALONE**



**BEST PRACTICES AND
LESSONS LEARNED -
LEARN FROM OTHERS
MISTAKES**

- **PLANNING INVOLVES LEADERSHIP AND GRASSROOTS PARTICIPATION INCLUDING COMMUNITY BASED ORGANIZATIONS FROM BEGINNING TO END**
- **Begin with the end game in mind**
- **Research! Don't ignore a possible source of information**

BEST PRACTICES

- Environmental Protection Agency (www.EPA.gov), North East Midwest Institute (www.nemw.org), and Urban Land Institute (www.uli.org) are valuable sources
- Network with officials from key state and federal agencies
- Utilize consulting services to augment internal capacity

BEST PRACTICES

- Consider Public/Private Partnerships to pool resources
- Talk with other communities who have had successful planning processes/grant applications

BEST PRACTICES