

Community Engagement Guide

Appendix of Community Engagement
Considerations and Methods



Clean
Mobility
Options



Introduction to Community Engagement Guide: Appendix of Community Engagement Methods

Welcome to the Community Engagement Guide: Appendix of Community Engagement Methods. This supplemental resource accompanies the Community Engagement Guide and provides examples of community engagement strategies and events that can be used to meet the requirements of the Community Transportation Needs Assessment methodology as outlined in the [Implementation Manual \(IM\)](#).

There are 2 main sections: [Event Considerations](#) and [Community Engagement Types](#).

Event Considerations lists a variety of items to consider for effective community engagement, especially in disadvantaged communities.

Community Engagement Types refers to the events, platforms, and outreach methods that can be used to gather feedback from the community. There are examples for some of the engagement types.

The following page provides a quick overview of each section of the introductory page for the community engagement types and how to navigate this resource.

(2) Engagement Type Title

(3) Introduction: A short description of the event or engagement type.

(4) For Accessibility, Inclusivity, and Transparency: Steps to take to make an event more successful based on these considerations.

(5) Limitations: Describes any limitations of the data source to consider and be aware of when conducting your data collection and analysis

(6) Image: An image of community engagement type.



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Event Considerations

Making your event more inclusive, accessible, and transparent

Clear, Transparent, Accessible, and Representative Community Engagement

When designing and deploying the community engagement, applicants must show how community engagement strategies will be **clear, accessible, representative** of the community and follow a **transparent** process. See below how you can ensure your events meet program requirements.

Clarity: Clear communication about the purpose of the engagement and transportation needs assessment and the community's role in mobility project planning.

Accessibility: Accessible times and locations of events, meetings, and gatherings (e.g., meetings conducted in the evening; meeting location is close to a transit stop or transportation is provided; meeting location is neutral).

Representative outreach: Activities reach a broad and representative subset of the whole community, including those not typically served well by existing public feedback processes; CBOs and community groups are engaged to expand outreach and are compensated for their time.

Transparency: Provide a notice of engagement activity in advance through multiple communication avenues (e.g. utility bills, community center postings, etc.); notes are taken by designated members of the community and project team to reflect multiple perspectives; notes and materials are provided to attendees and the public (and translated into other languages if necessary); follow-ups are planned, communicated, and conducted with clear indication of the intended purpose and a focus on solutions.

Event Considerations

Conducting effective engagement in historically underserved and disadvantaged communities means taking special consideration of the needs of residents.

Accessibility & Inclusivity: Methods should strive to “meet residents where they are” while also ensuring anyone who wants to attend can do so and participate fully.

Health and Safety: The health and safety of your staff, volunteers, and participants should be a priority.

Incentives: Offering a variety of incentives for participating in events or taking surveys encourages greater participation and builds trust with the community.

Staffing: It takes people in a variety of roles to make an event successful. From checking participants in to taking thorough notes in a variety of languages - make sure there are enough team members to get the most out of an event.

Virtual Adaptations: Unforeseen circumstances may require events originally planned for in-person to be moved online or to distanced communication. There are additional strategies for accessibility and inclusion when moving events online.

The following pages provide more information for each of these categories of event considerations with suggestions, questions to ask, and tips to ensure successful community engagement.

Accessibility and Inclusivity

Event Location: Select an event location that is central to the community, well-known to people, and easy to get to. If possible, provide transportation to the event or make sure the location is accessible by various means of transportation including walking, biking, public transit and car. Include signs that make it easy for community members to find the specific room or building.

Event Date and Time: Choose a date and time when community members are available (e.g. weekends, after school or work hours). Also try to limit the length of the event to be respectful of people's time.

Weather: Unexpected changes to weather conditions may impact your event - as you get close to the event date you may need to consider adaptations to the event if conditions are unfavorable.

Online Option: For in-person events, it may be beneficial to include an online option to be inclusive of individuals with limited transportation options or childcare who are still interested in attending.



Image/Source: BikeVentura

Accessibility and Inclusivity

ADA compliance: Make sure your event meets ADA standards with access to the building and room, and allow attendees to request reasonable accommodations at the event.

Childcare: Potential participants may not be able to attend unless they bring children in their care. To make sure they can come and participate fully, provide on-site childcare with dedicated caregivers and games/activities for young children to engage in.

Translation/Interpretation Services: Offer translation services for languages common in the community. This can be provided at various levels. See the examples below:

- i. Translated Materials: Provide any written materials and content at the event and conduct outreach in languages common in the community. This include any flyers, sign-in sheets, presentation, event signs,
- ii. Multilingual Event: Have staff or volunteers fluent in other languages. Conduct the event in a multilingual manner by conducting any presentations and taking collective notes in multiple languages.
- iii. Individual Interpretation Services: Have staff or volunteers who can provide on-site, real time interpretation to individuals or a smaller group of attendees

Online Option: For in-person events, it may be beneficial to include an online option to be inclusive of individuals with limited transportation options or childcare who are still interested in attending.

Health and Safety

COVID 19 Precautions: Adhere to all local public health department mandates and recommendations. Consider moving your event outdoors if possible. Provide PPE to all event staff and volunteers and make it available to participants.

Location and Time: Make sure your event takes place at a location residents will feel safe and comfortable attending. Also have a plan for participants' safety if an event ends after the sun goes down. Will participants be safe getting home?

Law Enforcement Presence:

Law Enforcement presence can add a measure of safety to an event, but it can also dissuade community members from attending and participating fully.



Pop Up Bike Repair
Photo/Credit: BikeVentura

Incentives

Cash or Gift Cards: Distributing small stipends or gifts to every participant can not only incentivize participation, but also build your relationship with the community by showing your appreciation for their time. For surveys or events with high attendance, think of a way to track who fulfills the requirements to earn a free gift.

Raffle or Prizes: Participants could each get a free raffle ticket for a few larger prizes. These could potentially be sourced from community partners, business sponsors, transit agencies, etc.

Food: Consider providing food at your event. It may be a helpful incentive to encourage higher attendance. Food can be free for all attendees, you can invite vendors to sell food at the event, or provide meal tickets for attendees who complete a survey.

***Reminder:** CMO funds cannot be used for purchasing food for community engagement events. Consider small business or community partnerships that can help you bring food to your event.*



Free Bike Lights!

- Take a 10-minute survey
- All personal information is confidential
- Improve your mobility options!

Scan this QR code or visit bikeventura.org/OxnardCMO
Get information on how to receive your free lights at the end of the survey.



Clean Mobility Options is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment.

Source: BikeVentura

Staffing

Possible Event Roles:

- Event Facilitator(s)/Coordinator
- Language Interpretation
- Childcare/Kids Activity Monitors
- Food distribution
- Note Taker (multiple languages)
- Photographer
- Greeter
- Raffle Ticket/Prize Coordinator

Volunteers: Consider recruiting community members to support various aspects of event planning and implementation.

Compensation: Consider providing compensation for event volunteers for their time and contributions.



Virtual Adaptations

Group activities: Focus Groups, Community Forums, Educational Webinars, and House Meetings can all be conducted online. Events may need to be rescheduled to give the proper amount of time to prepare for and promote the new event.

One-on-one activities: Online Office hours, interviews, and phone calls are all ways to move one-on-one engagement activities from in-person to online or distanced engagement.

Online accessibility and inclusivity:

- Online Platform orientation: Build in time for orienting participants on how to use any online platform
- Translation/Interpretation: Online meeting platforms have tools for conducting bilingual/multilingual meetings, and digital engagement tools should have instructions in relevant languages
- Recordings/Transcription: Online events can be recorded (depending on the comfort of participants - consent is key) and shared afterwards so that more residents can view, comments, learn, etc.
- Outreach: it is still important to sustain traditional communication tools such as phone calls, mail, flyers, and the like to bridge the digital divide.

Community Engagement Types

Transportation access data sources listed in the IM that measure accessibility, affordability and reliability

Community Forums

A community forum is an event open to all community members to provide input, share experiences, ask questions, and engage with presented materials. The main goal of a community forum is to allow community members to share their thoughts, feelings and experiences and have a discussion with other interested parties.

For Inclusion, Access, and Transparency:

- Time the event to be convenient for the desired audience
- Locate the event in an accessible space
- Have translated material and interpreters for relevant languages
- Incentives
- Childcare/Activities
- Notes and Photographs
- Communicate Intent Clearly

Limitations:

- No time is perfect for everyone
- Public Meetings can be intimidating for a variety of reasons



Image/Source: WRCOG

Public Workshops and Meetings

A public workshop or meeting, compared to a community forum, tends to have more defined goals, specific agenda items, and often interactive activities to allow the community members to engage with the material.

For Inclusion, Access, and Transparency:

- Time
- Location
- Language access
- Incentives
- Child Care/Activities
- Notes and Photographs

Limitations:

- No time is perfect for everyone
- Public Meetings can be intimidating for a variety of reasons



Image/Source: FCRTA

Public Workshops: Example

FCRTA and consultants held an event to engage community members and collect survey responses.

For Accessibility, Inclusion, and Transparency

- Surveys were available in three languages
- The event was held at 6pm to promote access
- Dinner was provided to survey takers
- Covid Masks were distributed
- Local transportation companies held a job fair

Results

- 50 Survey Responses across multiple generations
- Residents stayed after taking the survey to eat and give more feedback on transportation concerns




Webinar(s) or other Virtual Platforms

A webinar or other accessible virtual platforms allow community members to engage through video and/or audio communications.

Virtual platforms include Zoom, Microsoft Teams, Google Meet, and can use other interactive components such as breakout rooms, an online whiteboard application, or live streaming to Facebook or Youtube.

Community engagement events such as community forums, public workshops and focus groups can be adapted to online virtual format to increase accessibility or follow public health guidelines.

There are tools for collecting feedback during meetings to quantify responses, like Mentimeter. The results from these should be saved, and notes should be taken throughout the meeting.

Opciones de Movilidad Limpia	//	Clean Mobility Options
 <p>No emiten contaminación cuando se utilizan</p> <p>Puede satisfacer las necesidades de transporte para distancias cortas o largas.</p> <p>Puede admitir modelos compartidos que reducen el uso y la propiedad del automóvil</p>		<p>Emit no pollution when they are used</p> <p>Can fill transportation needs for short or long distances</p> <p>Can support shared models that reduce car usage and ownership</p>

Discussion Question 3



Source: BikeVentura

What are ways in which mobility can be more equitable?

De que maneras este programa puede ser mas equitativo?



EVIA SHARE
EL COMPARTIR ES LA RESPUESTA

Source: EviaShare

Webinars or Virtual Platforms

For Accessibility, Inclusion, and Transparency

- Online Platform orientation: Build in time for orienting participants on how to use any online platform
- Translation/Interpretation: Online meeting platforms have tools for conducting bilingual/multilingual meetings, and digital engagement tools should have instructions in relevant languages
- Recordings/Transcription: Online events can be recorded (depending on the comfort of participants - consent is key) and shared afterwards so that more residents can view, comment, learn, and stay engaged. Some online platforms also have automated closed captioning that can be turned on during or prior to the event.
- Outreach and Promotion: It is still important to sustain traditional communication tools such as phone calls, mail, flyers, and the like to bridge the digital divide.

Limitations

- Incentives usually must be mailed or delivered digitally
- Online meetings can exclude residents without internet access or a computer or smartphone
- Orientation for using digital tools and translation/interpretation are time consuming

Focus Groups

Focus Groups are small group conversations of usually between five and ten community members to have a focused discussion on specific topics or questions. It usually involves a facilitator to help direct the conversation and notetakers to record what was shared.

For Inclusion, Access, and Transparency

- Share feedback from Focus Groups with community members
- Time and Place - join an existing meeting of certain groups
- Follow Up with notes from meeting
- Educate Participants on purpose of Needs Assessment

Limitations:

- Focus Groups target segments of the community, and can yield narrow feedback
- Should be part of a multi-pronged approach that includes more broad engagement

Focus Groups: Example

ActiveSGV held two online focus groups with high school students to learn about transportation needs and preferences of youth, who typically don't have a driver's license or means to get around independently. Three staff were present to facilitate conversations and take notes.

For Inclusion, Access, and Transparency

- Focus groups were held during groups' online meetings that were already scheduled to ensure the event was accessible and in a space and format youth were comfortable with
- Participants were sent a follow up email providing direct contact information for ways to stay engaged and communicate with the Active SGV team.
- Participants were mailed a bamboo utensil kit as a thank you

Results

- Active SGV heard the specific mobility needs of students about getting to and from school and incorporated these findings into their recommendations



Image/Source: Active SGV

House Meetings

Small meetings hosted at community members' houses to allow more authentic and intimate conversations. The house setting and the designated meeting host allow community members to feel more comfortable and provide a point of contact for questions or concerns.

For Accessibility, Inclusion, and Transparency

- Meet residents where they are
- Intimate two-way conversations in a comfortable space
- Able to meet multiple generations in one place

Limitations:

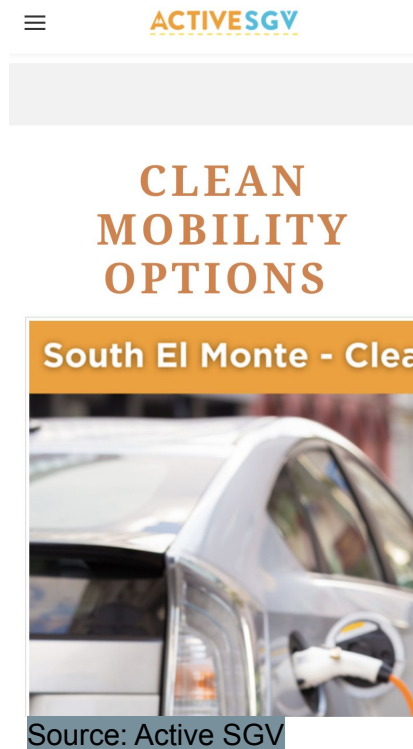
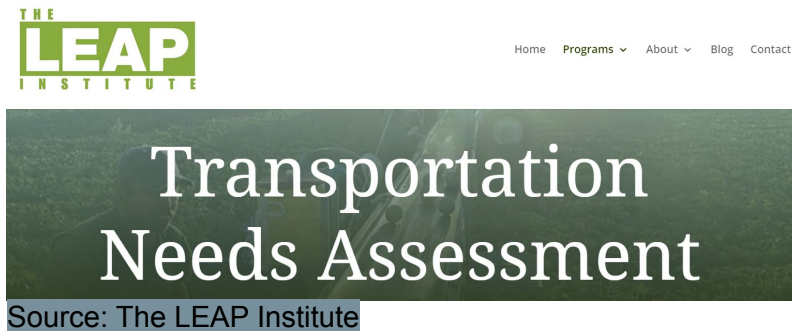
- Time and Resource Intensive
- Requires strong, established relationships with residents
- Vulnerable to Unforeseen Circumstances, may not be Easy to Switch to online

Example: Staff from a transit agency contacted friends and family that lived in the project area, and asked them to invite neighbors over for coffee and pastries, during which staff would visit and lead a discussion about residents' experiences riding transit in the area. Conversations were flowing and casual but notes were taken with permission of the residents. At the end, residents were given direct phone numbers for staff and a gift card to a local coffee shop and bakery.

Interactive Website or Social Media

Websites and Social Media can be effective tools for a multi-pronged community engagement strategy. They can inform the community about the project as well as upcoming opportunities for giving input, or can be interactive elements themselves.

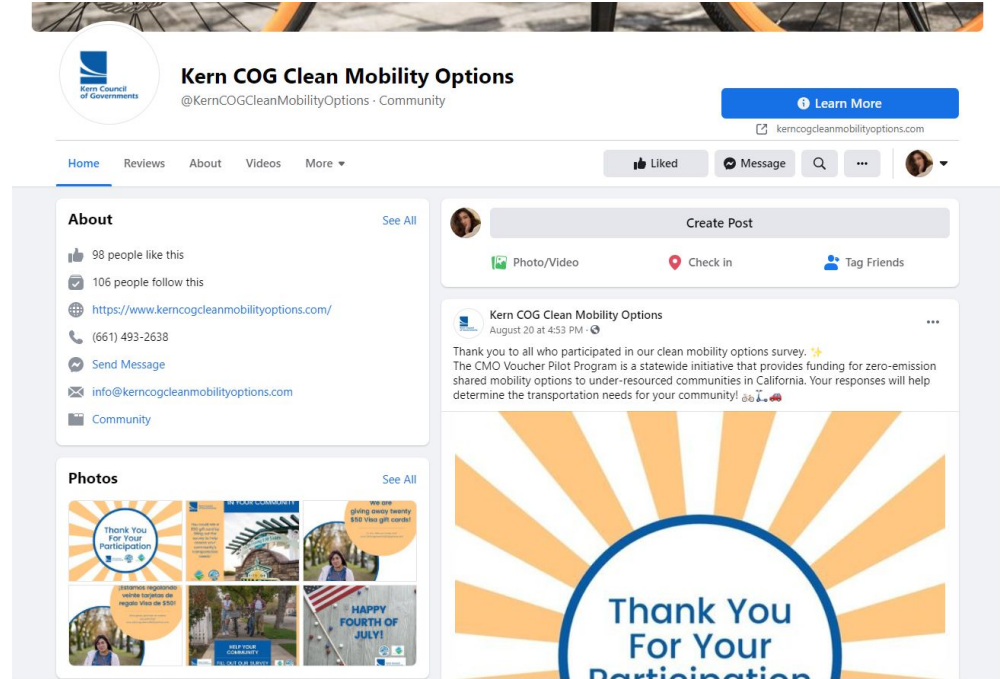
A website or webpage on an existing website that provides information on the needs assessment process, the goals of the project, ways to get involved or provide input, and information about upcoming events. Following the needs assessment process, it can also be where the summary report is shared back with community members and needs assessment participants.



Interactive Website or Social Media

[Social Media](#) The use of different social media platforms, such as Facebook, Instagram, Twitter, or TikTok to engage community members through posts directing community members to complete the survey, attend a community engagement event, and/or to comment or share the post.

[Interactive Online Map](#) An interactive online map that allows community members to share information regarding their transportation needs. Can include ways to share their usual trips, areas of concern, areas of interest, photos and other information.



Source: Kern COG Facebook Page

Interactive Website or Social Media

For Accessibility, Inclusion, and Transparency

- Online Platform orientation: Build in time for orienting participants on how to use any online platform
- Translation/Interpretation: Online meeting platforms have tools for conducting bilingual/multilingual meetings, and digital engagement tools should have instructions in relevant languages
- Recordings/Transcription: Online events can be recorded (depending on the comfort of participants - consent is key) and shared afterwards so that more residents can view, comment, learn, and stay engaged.
- Outreach and Promotion: It is still important to sustain traditional communication tools such as phone calls, mail, flyers, and the like to bridge the digital divide.

Limitations

- It is easy for online tools to be used by residents outside the Needs Assessment Project Area, steps should be taken to limit that or clean data after closing the tool down.
- Social Media can invite bad online behavior or drowning out of community voices by especially active participants
- Online tools can exclude residents without internet access or a computer or smartphone

Surveys (digital/online questionnaire, in-person, paper survey)

NOTE: *Applicant cannot use the same resident survey conducted for the transportation access data analysis to fulfill the requirement for minimum of two community engagement types.*

Additional surveys that include more in-depth questions or utilize responses from the survey conducted for transportation access data. An additional survey as a community engagement event could include more open-ended questions, questions that propose potential solutions to the community and ask for input or feedback, or questions that help clarify conflicting data from the transportation access survey or other data sources.

- Digital Surveys Digital surveys use an online survey platform that allows for easy user interface such as Alchemer, SurveyMonkey, Google Forms, etc.
- In-Person Surveys In-person surveys can either be administered by allowing community members to take the survey through a paper form or through a digital device such as a laptop or tablet. It can also include volunteers or staff filling out the survey forms for community members who have difficulty with technology, with language barriers, or who are unfamiliar with the terms or concepts shared in the survey.
- Paper Surveys Paper surveys can be sent out directly to community members or shared at events or through existing community groups to be administered at a distance and collected at a later date.

Surveys (digital/online questionnaire, in-person, paper survey)

For Accessibility, Inclusion, and Transparency

- Educate survey-takers on project and options
- Make it explicit when incorporating results from first survey into questions
- Continue to offer incentives
- Promote survey through traditional communication tools such as phone calls, mail, flyers, and the like to bridge the digital divide
- Continue to write clear and concise survey questions and answers

Limitations

- Survey Fatigue may occur



Image/Source: BikeVentura

Tabling

Tabling at events like swap meets, farmers markets, open streets events, etc. usually not organized by the project lead, provides an opportunity for community members and event attendees to engage with the team or volunteers.

For Accessibility, Inclusion, and Transparency

- Tabling at existing community events brings you to an established place where residents expect to interact with organizations
- Opportunities for Educational Outreach, and “showing your face”

Limitations:

- Popular events can attract residents who live outside the project area.
- Attendees may not be interested in interacting for very long



Image/Source: Social Good Fund

Pop Up Events

Tabling can take place near common places where community members frequent instead of at a specific event. Local stores, restaurants, transit centers, bus stops, skate parks, etc. are all possibilities. Locations can potentially help with promoting as well through flyers and social media.

For Accessibility, Inclusion, and Transparency

- Meet residents where they are - pop up in a convenient location at a time when residents are not at work
- Opportunities for Educational Outreach, and “showing your face”
- Include an incentive to attract residents to stop and talk

Limitations:

- Can attract residents who live outside the project area
- Attendees may not be interested in interacting for very long



Image/Source: BikeVentura

Pop Up Events: Example

ActiveSGV hosted a pop-up in front of Cyber Yogurt, a bicycle friendly business located in El Monte, to interview residents as they waited in line for yogurt. Survey takers were given a \$5 gift card to the Yogurt Store.

For Accessibility, Inclusion, and Transparency

- Pop Up met people in the community, as opposed to asking people to come to an event
- More Information on the Project was available
- Incentives were provided - \$5 gift card to Cyber Yogurt



Image/Source: Active SGV

Mobility Demonstration Events

A specific type of pop-up event is a mobility demonstration event where the main goal is to introduce different transportation modes to the community. It can include the display of vehicles such as EVs, e-bikes, scooters, microtransit vans, etc. and can include opportunities for community members to test drive or ride the vehicles.

For Accessibility, Inclusion, and Transparency

- Provide Child Care or Kids Activities so adults can try devices and vehicles
- Take detailed notes of reactions to different options to share with larger community and include in summary report
- Be able to give orientations in languages other than English

Limitations:

- Potential new permitting and insurance costs
- Requires partnerships with mobility service providers
- Requires a large event footprint for test rides
- Waivers may be required for participants



Image/Source: Fresno Metro Ministry

Interviews or One-on-one Interactions

There may be key residents or a specific section of a project area that could benefit from targeted, one-on-one outreach. Or, participants in the first survey may have indicated that they are interested in talking more about their mobility needs and clean mobility options.

Door-to-door outreach campaign Door-to-door outreach campaigns allow one-on-one interactions with community members. It can include leaving flyers or door hangers at homes, speaking with community members about an upcoming event, administering a survey, or interviewing community members about their transportation concerns.

Resident Interviews Resident interviews involve a one-on-one conversation with residents that go through a series of questions and allow opportunities for questions and feedback from residents. These can be conducted in person, over the phone or through a virtual platform.



Image/Source: Ecology Action

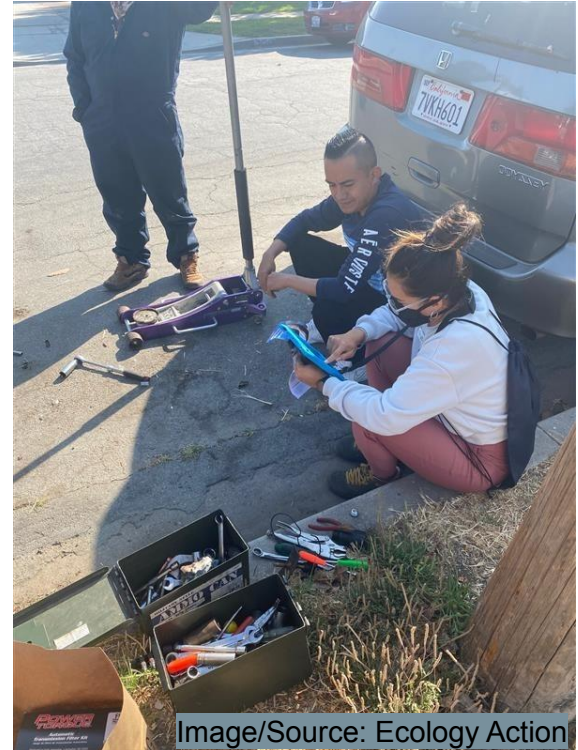
Interviews or One-on-one Interactions

For Accessibility, Inclusion, and Transparency

- For door-to-door engagement, consider mailers or dropping flyers off to let residents know when they can expect to be contacted. These materials can also include information about the Needs Assessment project.
- Interviewers should be able to talk about the project and give an interview in relevant languages
- Choose a time that will get the most participants
- Write clear and concise interview questions

Limitations

- One-on-one engagement is time consuming, and requires repetition
- Free-flowing conversations can be difficult to manage. Have questions and structure ready for the interviews.
- Door-to-door outreach can yield low results if residents aren't given advance notice or a time is chosen when most residents are not home



Other Types of Events

Other methods for community engagement can be reviewed and approved by the program administrator.

Example:

Sacramento Public Library ran a virtual reality community engagement event where participants could “try” using a carshare system with a virtual reality headset. This way residents could get a feel for using a carshare service without having to bring an electric vehicle.

