10th lect.

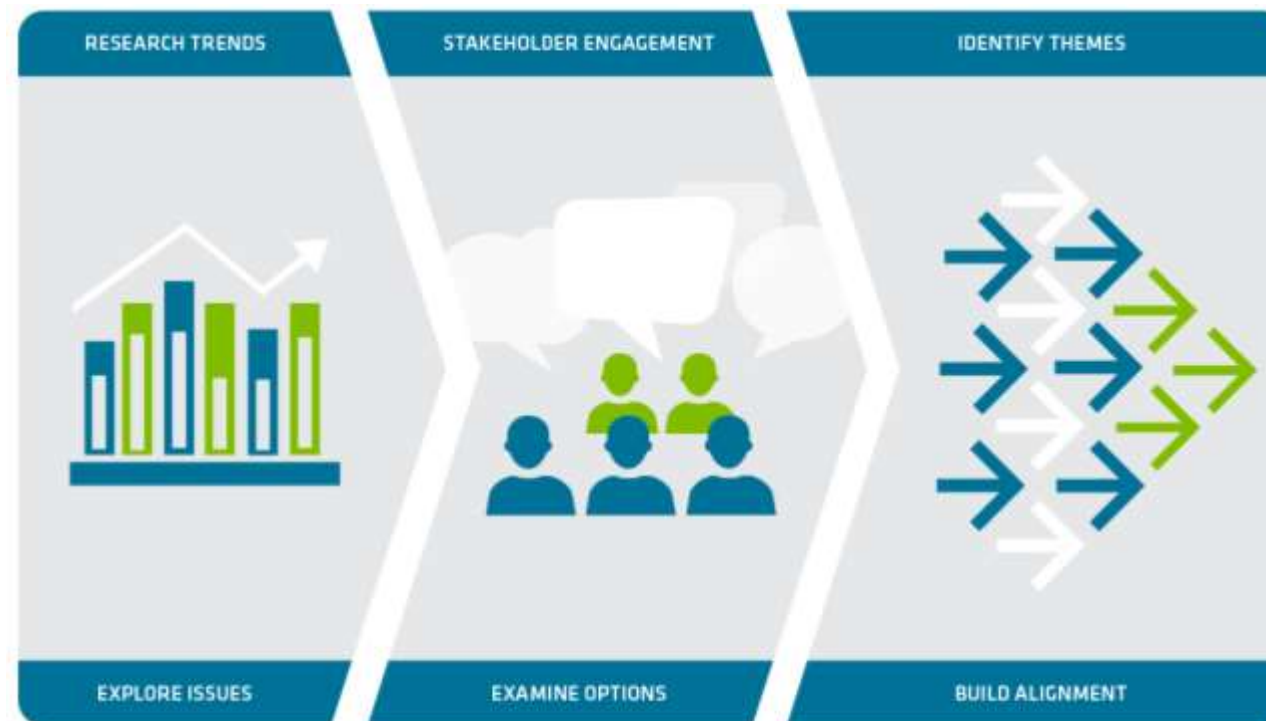# Encourage Community and Stakeholder Collaboration in Development Decisions

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Urban Smart Growth

Introduction

- One of smart growth's signature characteristics is a meaningful public involvement process that ensures that the needs and concerns of all affected stakeholders are identified and addressed.

- Successful development requires inclusive planning processes that give community members and other stakeholders a clear voice in the development process.

- Growth can create great places to live, work, and play-if it responds to the community's vision of how and where it wants to grow.

The key concept….

- A community based collaborative process is a way to reduce confrontation and improve proposed projects by involving the citizens up front in the development process. Utilizing their energy positively instead of negatively.

Why it is important?

Communities must develop creative ways to engage citizens in transportation, land use, and environmental resource planning issues. Active collaboration is important for the following reasons:

- It gives residents the opportunity to learn about the perspectives of others. Communities are made of different types of people, with different backgrounds, needs, and expectations. Well-designed public collaboration strategies can bring a community together to establish a shared vision and path to ensure that vision becomes a reality.

- Public collaboration can help governments be more accountable and responsive and ensure that decision-making becomes transparent. It can help establish (or re-establish) public confidence and trust in local government.

- The collaborative problem-solving that characterizes a well-designed public process can lead to innovative solutions that might not have emerged otherwise. As participants come together to understand the opportunities, costs, roadblocks and options involved in a proposed project or policy.

The principal elements of the public collaboration and involvement process:

1. Effective coordination and communication with affected public agencies.

2. Ensure broad-based involvement in the study process.

3. Engage a variety of interests and stakeholders, as well as the public-at-large, especially those who have not been involved in the outreach process historically.

4. Provide meaningful opportunities for involvement and input during the study process.

The principal elements of the public collaboration and involvement process:…… cont.

5. Utilize locally proven and effective educational tools to inform stakeholders of the benefits of alternative forms of transportation and land use concepts.

6. Listen to and fully consider participants' comments and concerns while at the same time documenting the issues.

7. Meet environmental justice objectives to ensure public participation is broad and inclusive.

8. Adopt or consider outreach procedures outlined in local Council of Governments and County Transportation Commission Public Participation Plans in accordance with federal requirements. Such plans are posted on most regional agency websites.

How we can make stakeholder and community collaboration and engagement?

There are many different tools for stakeholder and community collaboration and engagement, and not all are appropriate for every situation.

If all you need to do is raise awareness or educate the community about a particular issue, a promotional flyer, newsletter, or open house might be appropriate.

Perhaps you want community interaction and collaborative partnership, in which case a survey, design charrette, workshop, focus group or citizen commission might be better suited to your needs.

Intended policies to assist in engaging all stakeholders in the development process:

1. Use third-party groups to make sure a range of stakeholder views is expressed: To be credible, third-party groups need to rooted in the community and must represent an array of community interests.

2. **Use nonprofit groups as smart growth consultants**: Nonprofit organizations can provide services or help a community focus on key growth and planning needs prior to hiring a consultant. Universities can also provide valuable consulting services.

3. **Use a "kick the tires" trip to take local government officials and residents to visit smart growth communities.**

4. **Establish context-sensitive design training courses that focus on community-involvement strategies for traffic engineers**

5. **Use quick-response teams to gain approvals for smart growth developments:** addresses community requests with planning and design services to implement smart growth goals, plans, and projects—usually within two weeks.

6. **Conduct place audits to determine barriers and opportunities for smart growth:** A place, or community, audit can help assess community functions by analyzing the combination of small details that affect common concerns like traffic, recreational space, housing, and safety.

Intended policies to assist in engaging all stakeholders in the development process:

7. **Develop community indicators to make sure that development is meeting community goals:** Indicators are identifiable measures that can be used to assess your community's health.

8. **Use color-coded maps to establish a planning and zoning framework for future planning decisions:** For stakeholder involvement, maps can be the best way to communicate information to people with diverse backgrounds and technical abilities

9. **Illustrate complex concepts with photographs and imagery:** In developing pictures or choosing photographs, you should make sure to emphasize that the pictures are only examples of possible scenarios

10. **Create and distribute free videos to illustrate local planning goals:** Technology and computer-assisted tools to communicate planning options and decisions are expanding. An outreach and distribution plan for the video is as important as its contents. Have videos translated if you need to reach out to diverse communities.

Finally ….

Creativity, transparency and clear two-way communication is needed to provide diverse opportunities for involvement and feedback and prompt response to ideas and concerns presented by the public.

Greater understanding of the goals, polices and strategies that a community is trying to achieve can help alleviate fears and create a community dialogue that can build understanding of divergent points of view.

Success of any project is much more likely if a wide range of community members have a direct and active role in the process.

Thank You