



Community Engagement

Community Engagement and Empowerment

- Rebuild's engagement program will seek to reinforce and strengthen the relationship between the City and residents
- For each project, Rebuild will seek to empower community members to provide input that will inform and shape the physical improvements and future programming at the site
- District Councilmembers are expected to play as active of a role as they see fit
- Community organizations will be expected to participate in engagement efforts and will be eligible for contracting opportunities to manage outreach and engagement; Rebuild engagement efforts will also seek to hire locally for ambassador positions that will help lead activities such as canvassing and outreach
- Engagement efforts will use a variety of approaches to seek as many residents as possible (e.g., canvassing, online surveys, programming and events, community meetings, etc.)
- Given that the scale of anticipated improvements will vary by site, Rebuild expects to work with District Councilmembers and others to develop engagement plans that are appropriate for the community and the anticipated improvements

Community Engagement and Empowerment

- Rebuild will also invest resources into building the capacity of local community groups connected to the site (e.g., friends groups, recreation advisory councils, civic associations, etc.) in effort to strengthen their ability to stay involved in, care for, and improve the site
- Community groups will articulate and formalize the role they would like to play at the facility; Rebuild will provide resources to help them fulfill the role they would like to play
- Supports for local community groups could focus on skills such as community outreach, fundraising, financial management, meeting facilitation, etc.
- Simultaneously, frontline Parks and Recreation and Library staff will receive training to improve their ability to engage with community members and ensure that programming is responsive to community needs and priorities

Community Engagement – 2/17/17 Draft

Rebuild Community Engagement Goals

- Improve and reprogram community spaces (e.g., parks, recreation centers, and libraries) in ways that are welcoming to all community members, reflect their priorities, and effectively meet their needs.
- Empower residents to meaningfully inform and shape Rebuild improvements to their community space(s).
- Instill a sense of community pride and ownership over community spaces.
- Establish a compact between community members and local government, effectively documenting a universally agreed upon understanding of the role that government will play in maintenance and programming of the site. Similarly, the compact will articulate the role that community group(s) (i.e., Friends groups, Recreation Advisory Councils, etc.) would like to fulfill at each site – this could include, but is not limited to, activities such as fundraising, outreach, programming, and helping to clean up and care for the site. These roles and responsibilities will be established through conversations with community groups, and each compact will be unique to each site.
- Use Rebuild as a vehicle to organize, support, and equip communities with the skills, tools, and resources to fulfill their role in the compact and generate ongoing community improvements.

Community Engagement Program Components

Site-Specific Engagement

1. Rebuild engagement efforts will be developed and implemented in close partnership with District Council members and local community groups and organizations. The role of District Council members, and their staffs, may vary depending on how the Council member would like to participate.
2. With the understanding that every neighborhood is unique, engagement processes will be site specific and customized to the needs of the community and facility, taking into account factors such as (but not limited to):
 - a. Existing community plans
 - b. Neighborhood languages, history, identity, and culture
 - c. Scale and nature of anticipated investments
 - d. Community demographics
 - e. Capacity of local community organizations
3. Whenever possible, engagement efforts will be implemented in close partnership with grass-roots community organizations (such as CDCs) and volunteer groups (such as Parks Friends groups, Library Community Councils, Recreation Advisory Councils, and Civic Associations).

Considering their existing commitment to and familiarity with their sites, the experiences and perspectives of these groups are valued and will be critical in leading engagement efforts and the ultimate designs for facilities.

4. Rebuild will seek to contract with local organizations to implement engagement efforts (e.g., CDCs). Rebuild will also seek to create employment opportunities for local community members (e.g., community ambassadors, canvassers, etc.).
5. Engagement processes will provide a set of accessible and inclusive opportunities for resident input, with a specific focus on reaching individuals and populations that historically have had limited opportunities to provide input. This means reaching people across a variety of spectrums including age, socio-economic status, race, ethnicity, and immigrant status.
6. A “toolkit” of effective and inclusive community engagement strategies and tools will be designed for Rebuild and made available for site specific engagement efforts. The goal of these approaches will be to ensure that Rebuild reaches as many residents as possible, with the understanding that different people feel comfortable engaging in different ways. Approaches could include canvassing, arts-based engagement, interactive events, and surveying through technology. The “toolkit” will be made available to local community organizations, District Council members, the Rebuild team, and PPR/FLP staff as a resource as they develop engagement plans approach for each site.
7. The organizations responsible for managing the engagement process will vary by site. Preference will be given to local organizations that have existing relationships in the community surrounding the site as well as a strong track record in community engagement. These organizations will be expected to meet Rebuild engagement expectations and work closely with project users, District Council members, and City staff.
8. The engagement process will set clear expectations about the scope of Rebuild improvements while also raising expectations for how the facility can best serve the community -- even if a site is only receiving a light touch investment (e.g., sidewalks and lighting), the engagement process should provide an opportunity to document community priorities to inform programming and potential future improvements.
9. When appropriate and possible, engagement processes will leverage/coordinate with other City-driven efforts taking place in the same community (e.g., Philadelphia Water Department, Community Schools, Out-of-School Time, City Planning Commission, etc.).
10. There will be ongoing tracking of who has been engaged to ensure that the process is reaching a broad, inclusive, and representative set of community members. Additionally, resident feedback will be synthesized and shared back with the community to validate the data that designers will use to inform improvements.
11. Design teams will be closely involved throughout the entire engagement process.

12. Engagement processes will yield a set of data related to community priorities and facility usage (who is using it, when is usage highest or lowest, what activities are most common, etc.) that will help ensure that:

- a. Designs are reflective of community priorities
- b. Programming is reflective of community priorities

When possible, this data can also be used as a baseline and be collected and tracked on an ongoing basis to inform future programming and improvements after Rebuild is over.

Capacity Building

1. As part of the planning and development of a compact, a set of core capacities relating to communities' ability to effectively care for and program community facilities will be identified. Subsequently, a set of relevant supports, trainings, and resources will be developed. These supports will help community groups (e.g., Friends groups, Recreation Advisory Councils, etc.) fulfill their mission. Supports may focus on areas such as fundraising, financial management, community outreach, programming, and mediation.
2. The community engagement program will be designed to meet communities where they are. Capacity building efforts will be site/community specific, and Rebuild will work with community leaders and stakeholders to identify strengths and areas for improvement to develop a customized capacity building approach. At a bare minimum, the goal will be to ensure that every community has the necessary capacity to fulfill its desired role in their site's compact.
3. Capacity building efforts will focus on strengthening existing community groups (e.g., Parks Friends groups, Library Community Councils, Recreation Advisory Councils, etc.) and tools (e.g., PPR's Parks Friends Group Toolkit). For sites where a group does not currently exist, Rebuild resources will be used to facilitate the creation of new groups and/or unite multiple groups.
4. Capacity building will seek to address inequities across the city, with the understanding that communities differ when it comes to the financial assets and the social or professional networks that they can leverage from within their community. This means that some communities may receive more intense capacity building supports than others.
5. Rebuild will also invest in building the capacity of City staff, specifically frontline staff (such as Recreation Leaders and Library Cluster Leaders) to ensure that they are also given the opportunity to build their skills and experiences to meaningfully engage with communities on an ongoing basis.

Education and Awareness Building

The Rebuild initiative will promote awareness of the goals and scope of the entire Rebuild program (capital improvements, community engagement, and workforce diversity and economic inclusion), and of opportunities to get involved with Rebuild (e.g., workforce and contracting opportunities, site-specific engagement, etc.).

Rebuild will also share the processes for implementing the Rebuild initiative (e.g., contracting process, site selection process, engagement process, construction process, etc.) with communities, thus empowering them to make informed decisions about their sites with the understanding of the tradeoffs of those decisions.