

# APPENDIX C: CCRPC PUBLIC ENGAGEMENT PLAN & EQUITY IMPACT WORKSHEET

## CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION *Public Engagement Plan & Equity Impact Worksheet*

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### WHEN TO USE THIS WORKSHEET

Use the worksheet if you will be working on an effort that falls under *Involve, Collaborate or Empower* (see the *Spectrum of Participation*, pages 10-20). Use it early for alignment with equity goals and desired outcomes. Use the results of this worksheet to inform the planning project's scope of work around public participation. Develop your public participation and equity impact plan by entering your answers in the blank worksheet at the end.

### HOW TO USE THIS WORKSHEET

This worksheet will assist you in considering your process, purpose, primary audience, potential barriers, impacts and strategies to inform and involve your intended audience before you begin a project. You can also use this as a reference during all stages of your engagement process. Below are some key questions with prompts to guide and direct you. Also reference the *Spectrum of Participation* to determine the level and methods of participation that best suit the project.

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### 1. WHAT IS THE PURPOSE OF YOUR ENGAGEMENT?

*CONSIDERATION POINTS: What do you hope to achieve? What is your main purpose for involving community members? Where does your engagement fit on the Spectrum of Participation?*

### 2. STAKEHOLDERS: WHO IS POTENTIALLY IMPACTED BY THIS PROJECT?

*CONSIDERATION POINTS: Who are the interested parties? Who are the potentially impacted communities? Who are the adjacent property owners? Are there resident or neighborhood organizations? Are stakeholders groups defined (neighborhoods, topic area, ethnic or racial, language, gender, tribal, etc.)?*

GROUPS TO CONSIDER: municipal government, residents, business owners, underrepresented populations (minority, new American, aging, low-income communities), schools, youth, persons with disabilities.

### 3. WHAT STRATEGIES AND TOOLS WILL YOU USE TO ENSURE YOU HAVE INFORMATION FROM AND RESEARCH ABOUT THE RELEVANT GROUPS AND COMMUNITIES?

*CONSIDERATION POINTS: Have you gathered adequate background information about the affected populations you intend to reach (i.e., language spoken, customs, historical or geographic data, relevant data reports)? What other resources will you need in order to better know and understand your audiences?*

Identify the demographics of the area, particularly by race/ethnicity, income level and limited English proficiency (attach maps or other data as necessary).

## RESOURCES

The following resources can help you determine who may be impacted:

- ECOS Map Viewer: <http://map.ccrpcvt.org/ChittendenCountyVT/>
- American Community Survey: <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
- Community Commons: <http://www.communitycommons.org/maps-data/>
- Regional, municipal, or department specific data
- Data on clients or consumers of services
- Data on community partners or contractors who provide services (they may also be a source of data)
- Other relevant research or literature

### 4. HOW WILL YOU EFFECTIVELY REACH ALL OF YOUR AUDIENCES?

*CONSIDERATION POINTS: What steps will you take to ensure impacted communities are included in all stages of the project? Do you or others involved in the project have appropriate partnerships or contacts in place to initiate and support the adequate level of engagement throughout all stages of the project? How will you utilize internal staff, consultant expertise, or contracted partners to provide technical assistance or consultation to ensure inclusive stakeholder involvement? Would the utilization of the Interim Volunteer Stipend Policy (page 54) lead to greater participation in the project? How do you plan to address language and literacy needs including translation, interpretation and reading levels? What alternative and non-traditional approaches will you utilize? Does your intended audience have their own engagement practices that should be considered? Consult the Spectrum of Participation (pages 10-20) documents to help determine an appropriate range of participation methods.*

### 5. WHAT ARE THE POTENTIAL BARRIERS AND RISKS TO DOING THIS WORK?

*CONSIDERATION POINTS: Are there trust or communication issues among members of the public or a community that may prevent full participation (i.e., social, political, tribal, gender-specific)? How will you address the diverse cultural differences among affected communities? Is there adequate justification for proceeding with your project concept (i.e. time, cost, level of interest)? Is there community and public support for the planning project? What are some unintended consequences of the project if not completed effectively? Are there strategies in place to address unintended consequences?*

When recommendations are first developed, if underrepresented communities will be impacted, examine how to mitigate negative impacts and enhance positive impacts. Use the table in the worksheet at the end for this purpose. Here is the guidance for that table:

Identify the impacts of the proposal from an equity perspective. The goal is to develop a list of likely impacts and actions to ensure that negative impacts are mitigated and positive impacts are enhanced.

Have the project steering/advisory committee complete the rest of the worksheet. If the steering advisory committee does not include representatives from the underrepresented communities, they should be added to the group for this task.

Complete Column 1 of the **Equity Impact Worksheet** using the responses from step 3. Columns 2 and 3 are a detailed discussion of the positive and negative impacts of the proposal on the identified population groups by race/ethnicity, income and limited English speakers. In Column 4, describe any recommendations or actions which arise from your discussions about impact. These might include:

- Ways in which the program/policy could be modified to enhance positive impacts, to reduce negative impacts for identified population groups;
- Ways in which benefits of modifying program/policy to remove differential impacts outweigh the costs or disadvantages of doing so;
- Ways in which existing partnerships could be strengthened to benefit the most affected.

The goal of the Equity Impact Worksheet is to propose set of recommendations for modifying the proposal. When modifications are not possible, the option of not proceeding with the proposal needs to be addressed.

Occasionally, it is possible to find a single, clear solution which will provide the optimum impact. However, in most cases a series of options will be defined and presented. Recommendations should be prioritized as appropriate.

It may prove impossible to consider all potential impacts and identified actions. In this stage, participants are encouraged to prioritize or rank the actions based on the likelihood to impact equity. For each of the actions the following should be considered:

- the costs of the action;
- is the impact on equity high or low;
- what needs to happen to increase the feasibility of the action;
- what other resources are needed;
- who will implement the action;
- the timing of the actions

## **6. IF THERE ARE DECISIONS TO BE MADE, HOW DOES COMMUNITY PARTICIPATION FIT INTO THE OVERALL DECISION-MAKING PROCESS?**

*CONSIDERATION POINTS: Are there processes in place to involve affected communities in decisions at different levels and phases, as shown on the Spectrum of Participation? Will there be diverse representation from affected communities in the decision-making process? Is there a standard point of contact for community members? What decisions will need to be made after the community engagement process, and how will the community be involved then? How will the affected community be informed of final decisions? Describe the points in the process when community participation will be sought including the methods to be used.*

## **7. HOW WILL YOU INFORM THE COMMUNITY OF BENCHMARKS OR PROGRESS THROUGHOUT THE PROCESS?**

*CONSIDERATION POINTS: Will there be opportunities for formal project/program updates and feedback (i.e. meetings, website updates, phone calls, e-mail, and/or mail)? Is there a budget for printing and circulating an outcomes report? How will you recognize the contributions of community members? How will the community be informed about the potential impacts of final decisions? What steps will be taken to maintain developed relationships and opportunities for future collaboration or participation?*

## **8. HOW WILL YOU EVALUATE THE SUCCESS OF YOUR PUBLIC PARTICIPATION PLAN, BOTH IN TERMS OF PROCESSES AND OUTCOMES?**

*CONSIDERATION POINTS: Based upon the engagement tools selected in response to question 4; what evaluation metrics (see page 21, Evaluating the Public Participation Plan) will be reported during and at the conclusion of the project?*

### **LOGISTICS & PLANNING TIPS**

*The logistics of community participation are critical for turnout and community interest. Paying close attention to a number of logistical issues throughout the entire public participation process will enhance involvement and improve the overall effort. Some items to consider:*

**ACCESSIBILITY:** *Is the location wheelchair accessible and code approved for persons with disabilities?*

**VENUE:** *Making meetings geographically close to communities or stakeholders is critical to a good turnout. Choosing a site that is community centered may be more familiar and comfortable for attendees. Is the venue accessible, and does it accommodate multiple transportation and parking options?*

**HOST:** *Clarify the role for all those involved, including public officials, project lead, public engagement project manager, consulting staff, community members, etc. prior to each public involvement tool.*

**STAFFING:** *Will you use consulting staff, CCRPC staff and/or partner staff to help with set-up, welcoming, and meeting facilitation?*

**BUDGET:** *Is your budget adequate to provide resources for translation services, interpretation services, advertising, communication, promotion, rental space, refreshments/food, transportation, child care, and other applicable stipend/reimbursement options?*

**TIME:** *Can you accommodate community members to hold meetings at times that are most convenient for them, including nights and weekends?*

### **CONTACT INFORMATION**

*If you have questions or need assistance, please contact Emma Long, Communications Manager at the Chittenden County Regional Planning Commission at (802) 846-4490 x21 or [elong@ccrpcvt.org](mailto:elong@ccrpcvt.org).*

## CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION

### *Public Participation Plan & Equity Impact Worksheet*

*Project Name:*

*Project Type:*

*Project Lead:*

*Project Timeline:*

*UPWP Task Number:*

**1. WHAT IS THE PURPOSE OF YOUR ENGAGEMENT?**

**2. STAKEHOLDERS: WHO IS POTENTIALLY IMPACTED BY THIS PROJECT?**

**3. WHAT STRATEGIES AND TOOLS WILL YOU USE TO ENSURE YOU HAVE INFORMATION FROM AND RESEARCH ABOUT THE RELEVANT GROUPS AND COMMUNITIES?**

**4. HOW WILL YOU EFFECTIVELY REACH ALL OF YOUR AUDIENCES?**

**5. WHAT ARE THE POTENTIAL BARRIERS AND RISKS TO DOING THIS WORK?**

**6. IF THERE ARE DECISIONS TO BE MADE, HOW DOES COMMUNITY ENGAGEMENT FIT INTO THE OVERALL DECISION-MAKING PROCESS? (What stages? What methods?)**

**7. HOW WILL YOU INFORM THE COMMUNITY OF BENCHMARKS OR PROGRESS THROUGHOUT THE PROCESS?**

**8. HOW WILL YOU EVALUATE THE SUCCESS OF YOUR PUBLIC PARTICIPATION PLAN, BOTH IN TERMS OF PROCESSES AND OUTCOMES?**

If you are working in an area with underrepresented community and you have draft recommendations, use the following (see instructions as part of step 5).

**EQUITY IMPACT WORKSHEET**

<b>(1)</b> Population(s) affected disproportionately (populations from Step 2 list)	<b>(2)</b> Describe potential positive impact (beneficial)	<b>(3)</b> Describe potential negative impact (adverse)	<b>(4)</b> Actions to enhance positive or mitigate negative/other comments

Based on your review of actions in step 4, please list your recommendations for the policy/program and why you chose them. Please describe the next steps for implementation.