Making the Case for Authentic Community Engagement

Insights from the Eagle County Plan4Health Project

Kris Valdez, Katie Haas, and Marjo Curgus
A Story...

Edwards Community Master Plan
Why Its Hard for Community Members

1. Language
2. Time
3. Money
4. Transportation
5. Cultural Inhibitions
6. Burnout and Lack of Trust
7. Legal Status
8. Irrelevant

“I can speak enough English for my job, but when it’s important, like information from my children’s school, it’s nice to have it in Spanish so I know exactly what is happening.”
~ Hispanic man, age 30

“I’m not familiar with the place and I fear that I will get lost if I try to go someplace on my own.”
~ Hispanic woman, age 38
Why Its Hard for Organizations

1. Too time consuming
2. Not enough resources
3. Lack of cultural competency
4. Lack of leadership buy-in
5. Not a core VALUE of the organization

“What if we don’t change at all ... and something magical just happens?”
# Authentic Engagement is Key to Success

<table>
<thead>
<tr>
<th><strong>Inclusive</strong></th>
<th>Representative of the diverse people, voices, and ideas in a community.</th>
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<tbody>
<tr>
<td><strong>Collaborative</strong></td>
<td>Supports participants, governments, and institutions listening to each other and working together to advance community wide goals.</td>
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<td><strong>Open</strong></td>
<td>Helps those involved explore new ideas unconstrained by predetermined outcomes.</td>
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<td><strong>Transparent</strong></td>
<td>Open and clear about the process and creates a public record of ideas expressed.</td>
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<td><strong>Meaningful</strong></td>
<td>Ensure each participatory effort listens to people’s concerns, has real potential to make a difference, and honors people’s input.</td>
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<td><strong>Sustains Engagement</strong></td>
<td>Promotes a community culture of participation that supports ongoing quality public engagement.</td>
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“Diversity is a fact, inclusion is a practice, equity is a goal”

- Tonya Mosely
Opportunity

PLAN4Health
An American Planning Association Project

HEALTHY COMMUNITIES COALITION
OF EAGLE COUNTY
LIVE PLAY EAT FEEL HEALTHY HERE
Findings

- Engagement Is Important
- Desire to Engage Unusual Suspects
- Currently Using A “Basic Toolbox”
- To Do Things Differently, More Capacity Is Needed
- Some Tactics Work Better Than Others
- A More Inclusive Culture is Needed
Place-Based

Focus on the neighborhoods. That's where the people are, where they walk, and where the impact is.

We really need help on the south side. We look longingly at the Monon [Trail]. We want that!

There are people that can't even walk along the side of the road because there are drainage ditches. So people often walk in the center of the road!

Make this city accessible all year round!
VISION

Neighborhood Navigator Liaison

Town A
- Neighborhood Navigator
- Community Members

Town B
- Neighborhood Navigator
- Neighborhood Navigator
  - Community Members
  - Community Members
Neighborhood Navigators

Neighborhood Navigator Locations
• **Dotsero:** Mobile Home Park
• **Edwards:** Eagle River Village Mobile Home
• **Avon:** The Aspens Mobile Home Park
• **Eagle:** Eagle Villas Apartments
Neighborhood Partnership Program

EAGLE COUNTY NEIGHBORHOOD PARTNERSHIP PROGRAM
Empowering our community, one project at a time.

Overview
The Neighborhood Partnership Program assists community and neighborhood groups in cost sharing and developing small- to medium-sized improvement projects on public property and neighborhood common areas.

Potential Project Examples
• Amenity project promotion walking and biking such as signs, soft trails, ADA access, etc.
• Amenity for parks and playgrounds.
• Public safety and traffic calming improvements.
• Public art or beautification.
• Community gardens.
• Landscape demonstration projects.
• Stormwater management, erosion control, water quality protection.
• Other ideas welcomed.

Applications Due
April 30, 2017
Applications are available and can be submitted online at www.eaglecounty.us/NPP. Printed copies of the application can be picked up and submitted to the Eagle County Planning Department at:
• 500 Broadway, Eagle
• 100 W. Beaver Creek Blvd #107, Avon
• 0020 Eagle County Drive, El Jebel

Applications can also be submitted via email to: adam.palmer@eaglecounty.us

For more details and information, visit eaglecounty.us/npp

Project Examples:
• playground and play area improvements
• community garden
• pet pickup stations
• water drainage stenciling
Data Centralization

Central resource for primary and secondary data relevant to Eagle County communities to be easily accessed by individuals, organizations and local municipalities.
Lessons Learned
Exciting Approaches
Contact and Resources

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Kris Valdez, Eagle County Planning kris.valdez@eaglecounty.us
Marjo Curgus, Del Corazon Consulting delcorazonconsulting@gmail.com

A Few Resources:

- Spark Policy Institute: Outreach to Nontraditional Voices http://tools.sparkpolicy.com/introduction-overview/outreach-to-nontraditional-voices/
- Seattle Community Liaisons Program: http://www.seattle.gov/neighborhoods/community-liaisons