

A grayscale photograph of a community engagement session. Three women are seated at a table, looking at various materials. The woman on the left wears glasses and a 'Detroit' t-shirt. The woman in the center wears glasses and has her hand to her chin. The woman on the right wears glasses and a patterned top. The table is covered with numerous small cards, papers, a smartphone, a water bottle, and a coffee cup. The background shows other people standing and sitting, suggesting a larger event.

EQUITABLE COMMUNITY ENGAGEMENT

BEFORE, DURING AND AFTER COVID-19

LET'S MAKE CONNECTIONS

The image shows a large wall display with a grid pattern. The text "LET'S MAKE CONNECTIONS" is prominently displayed in large, white, sans-serif capital letters. The text is separated by three horizontal bars: a pink bar above "LET'S MAKE", a green bar below "LET'S MAKE", and a yellow bar below "CONNECTIONS". To the right of the text, there is a large, colorful, abstract graphic made of many small, rectangular sticky notes in various colors (pink, blue, yellow, green) arranged in a fan-like shape. The background of the wall is a dark grid pattern.

SHOULD WE BE DOING PUBLIC ENGAGEMENT RIGHT NOW?

OR IS NOW MORE IMPORTANT THAN EVER?

Have honest conversations.

- Adapt message to acknowledge crisis and expand opportunities to engage meaningfully.

Redefine success.

- Stay relevant, listen, and roll out strategies over time, recognizing the uncertainty and not jumping to conclusions. We may not have the answers right now.

Acknowledge ALL the divides.

- Addressing digital, racial, social, economic and age barriers



WE DON'T HAVE ALL THE ANSWERS

OR EVEN THE RIGHT QUESTIONS. BUT TO ADAPT, WE NEED TO ASK MORE OF THEM.

- What role does community engagement need to play in planning and development?
- Who needs to be heard/represented who isn't?
- What do we mean by equitable engagement?
- Can any engagement be equitable right now?
- Will COVID forever change the way we engage?
- Is our profession structured to connect authentically?
- What different tools do we need? Are we too focused on tools?
- What should be our metrics of success?

AGENDA

30 MINUTES SPEAKERS

30 MINUTES – DISCUSSION / Q&A



KATHLEEN DUFFY, AICP
Engagement Pre-COVID-19



UJIIJI DAVIS, PLA
Engagement During COVID-19



JANET ATTARIAN, AIA
Moving Forward

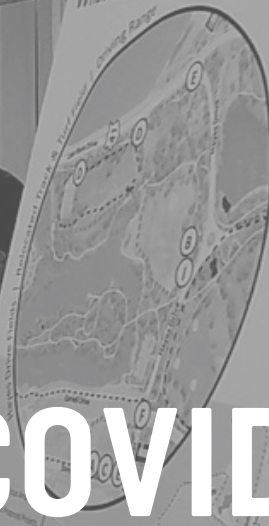
ENGAGEMENT PRE-COVID-19

WHAT WORKED? WHAT DIDN'T?

HOW CAN WE ADAPT OUR PROCESS TO BE MORE EQUITABLE?

KATHLEEN DUFFY, AICP

ACTIVE RECREATION What We've Discovered



Plans to:

A. Relocate recreation facilities

Opportunities to:

B. Maintain flexible sports fields to accommodate many athletic uses

C. Expand track facility for full range of track and field events

D. Encourage diverse recreation uses

E. Continue successful recreation programs and facilities

F. Increase field use through safe street crossings and access to restrooms

G. Right-size facilities based on user data and demand

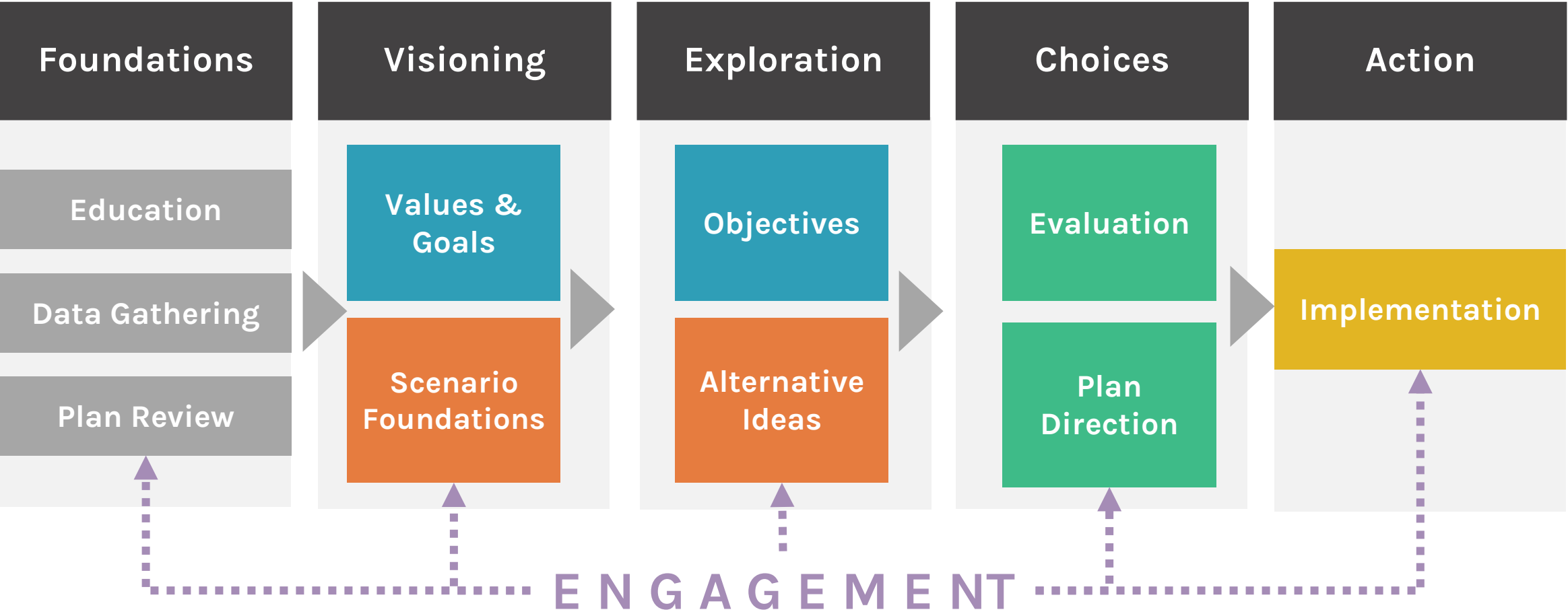
Provide more programming

L. Consider changes in program use on fields, eg. lights, synthetic turf

Leverage new park space for recreation facilities

INCLUSIVE PROCESS

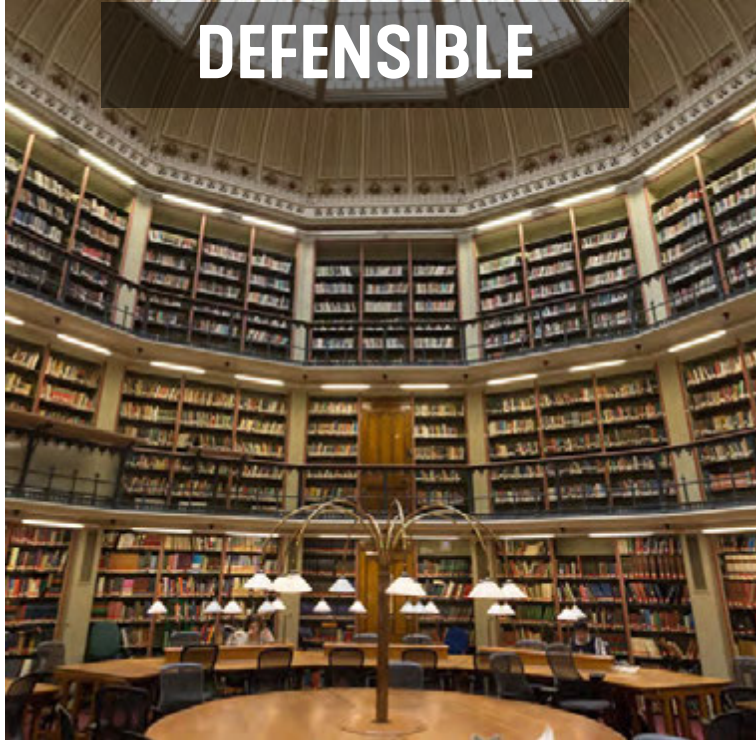
FRAMEWORK FOR DECISION-MAKING



ENGAGEMENT AT THE CORE OF THE PROCESS

KEYS TO SUCCESS

DEFENSIBLE



- Grounded in facts
- Build shared knowledge
- Leverage best practices

TRANSPARENT



- Community understanding
- Collaborative decision-making
- How and why decisions are made

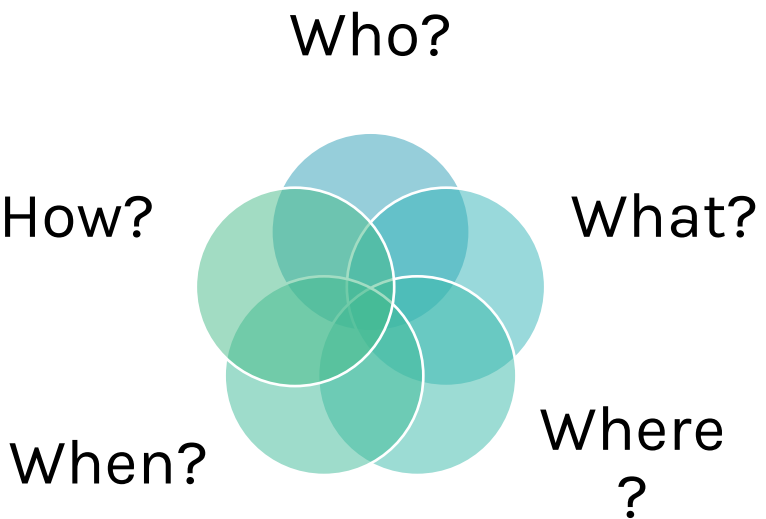
INCLUSIVE



- Get all the voices to the table
- Building ownership in the process
- Go to the people

BUILD A PUBLIC PARTICIPATION STRATEGY

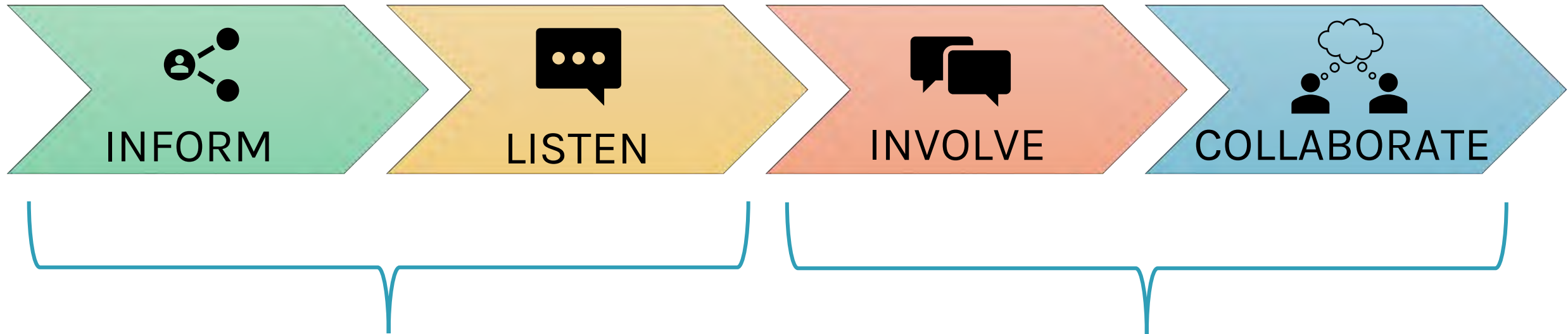
- What do we need to hear?
- Who are we trying to reach?
- Are we asking the right questions?
- Not just about deploying a number of tools and techniques and checking boxes



Project: Euclid Corridor Redevelopment		MEETING TYPE				
		Core Team (calls)	Team Meetings	Stakeholder Interview	Stakeholder Focus Group	Community Meeting
ORGANIZATION						
Business Focused Organization		ASSIGNED:				
Chamber of Commerce					X	
Economic development agency			X			
Major employers				X		
General business community						X
Community Development						
Housing focused groups			X			
Workforce development				X		
Private, active developers					X	
Historical Society						X
Community Foundation				X		

LEVELS OF ENGAGEMENT

What are the challenges for engaging during physical distancing?



One-Way Communication:
Requires people to self-select to engage

Two-way Communication:
How do we overcome physical distancing to effectively collaborate?

Adapted from: International Association for Public Participation www.iap2.org

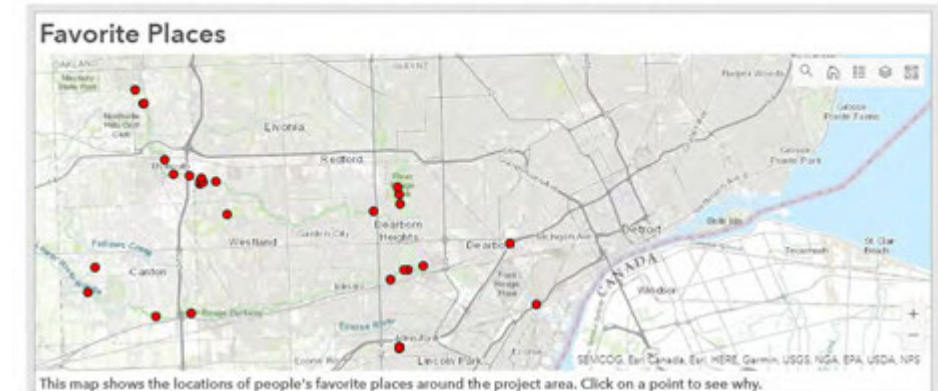
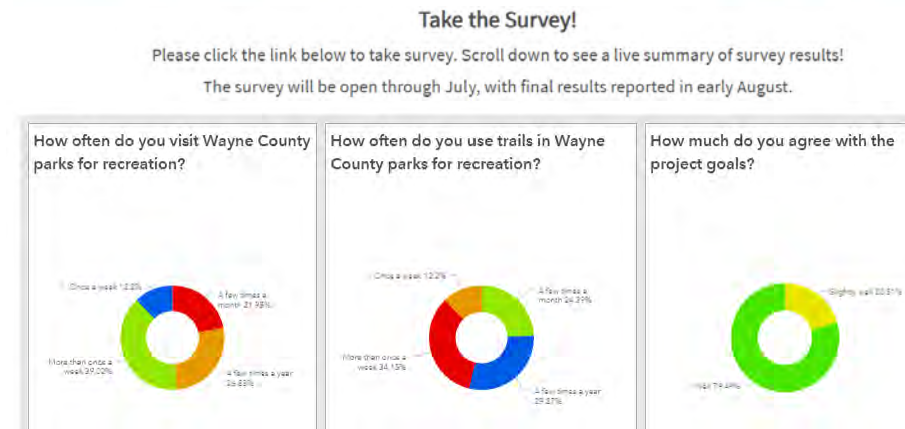
PROVIDE THE PUBLIC BALANCED AND OBJECTIVE INFORMATION TO ASSIST THEM IN UNDERSTANDING THE PROBLEM, ALTERNATIVES, OPPORTUNITIES, AND/OR SOLUTIONS.

- Social media blasts
- Educational resources
- Best practices expert panels and presentations



See What the Community Has Said

- connectingtherouge.org



<h3>Community Vision Board</h3> <p>These sticky notes reflect community members' vision for the Connecting the Rouge project. Each category listed represents potential beneficial outcomes of the planning process.</p>	<h3>Arts, Culture & Community</h3> <p>Public art that speaks to the history of the land.</p> <p>Art is beautiful. It provides a sense of surprise and delight.</p> <p>Opportunities for local artists to display their art in designated rotating art exhibit spaces.</p> <p>Art and/or sculpture trail either</p>	<h3>Economic Development</h3> <p>Linking trails to the downtowns of various municipalities along the route.</p> <p>Trail towns!</p> <p>Turn the stores inside out with sidewalk sales dedicated to specific outdoor activities and healthy life styles. Bike vendor day, running chase, parades.</p>
<h3>Health & Wellness</h3> <p>Advertising the project in school systems so kids can utilize it walking to/from school.</p> <p>The existing trails are well used, especially at this time. Extending the trail network and making connections with adjacent neighborhoods will be a benefit to southeast</p>	<h3>Placemaking & Open Space</h3> <p>Maintain existing open space</p> <p>Focus on green infrastructure and biodiversity to the extent possible.</p> <p>Keep authentic to what the community needs are.</p> <p>Continue to improve on signage and wayfinding. New</p>	<h3>Transportation & Accessibility</h3> <p>Continue street openings to non-motorized travel on Saturdays</p> <p>Connecting the network and connecting with neighborhoods will increase multi-modal options for residents.</p> <p>Complete lower main</p>

WORK WITH PUBLIC TO ENSURE CONCERNS AND ASPIRATIONS ARE UNDERSTOOD AND CONSIDERED AND DIRECTLY REFLECTED IN ALTERNATIVES. PROVIDE FEEDBACK ON HOW PUBLIC INPUT INFLUENCED THE DECISION.

- Focus groups
- Priority voting on alternatives



Mural.co
online
whiteboard

COLLABORATE



INFORM

LISTEN

INVOLVE

COLLABORATE

PARTNER WITH PUBLIC IN DEVELOPMENT AND EVALUATION OF ALTERNATIVES AND SELECTION OF PREFERRED SOLUTION. INCORPORATE RECOMMENDATIONS INTO DECISIONS TO THE MAXIMUM EXTENT POSSIBLE.

- Charrettes
- Las Vegas Mini-Workshops
 - National + local expert led best practices
 - Strategy building with key implementors
 - Intersection based on cross-cutting guiding principles



CHICAGO SOUTH LAKEFRONT FRAMEWORK PLAN

- 10 months**
13 community meetings
24 stakeholder meetings
2200 attendees
60 open house boards
90 stakeholder participants
370 comment cards
236 website comments 860 verbal comments
333 live poll responses
350 post-it notes
65 evaluation notes



PUBLIC WORKSHOPS – IN REALITY

COMMON WOES WE'VE ALL SHARED

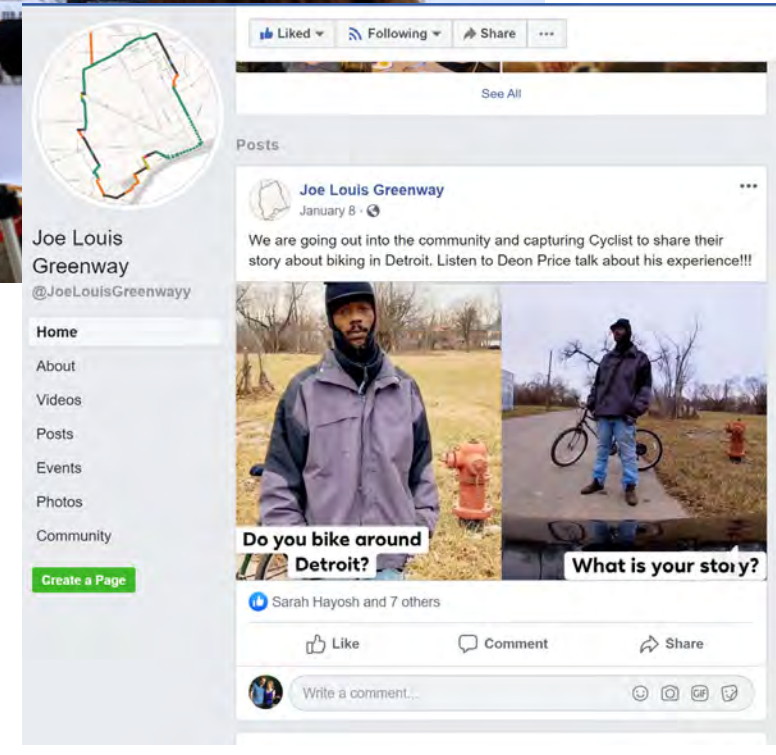
- Too often...
 - Check the box
 - Meet the minimum requirements to meet expectations
- Low attendance
 - Hard to get an actual cross section of the population
 - Louder voices dominate (and represent the few)
 - Silent majority usually supportive, people only come out when they're against something



GO WHERE THE PEOPLE ARE

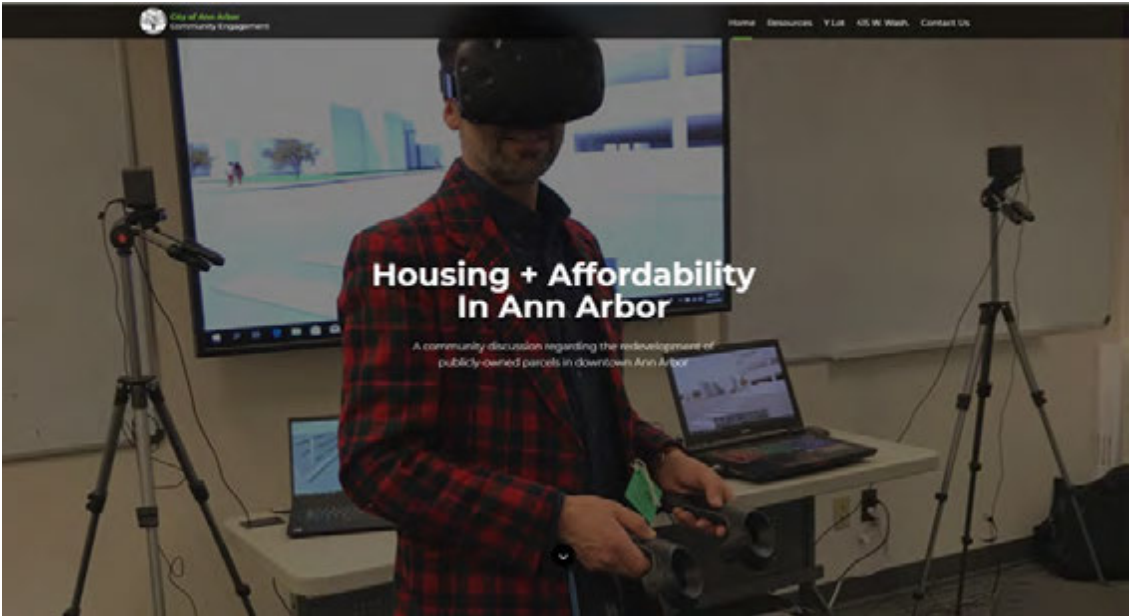
INCLUSIVE ENGAGEMENT TECHNIQUES

- DIY Workshop Kits
 - Collages
 - Precedents
 - Mapping
- Survey
 - Online
 - Textizen
 - Paper surveys
- Piggyback on established events
- Pop-up workshops
- Focus groups and interviews
- Social media – bite size content and notices
- Online web portals (including mapping)



PROJECT WEBSITES

PORTALS FOR SUMMARIZING AND ADVANCING ENGAGEMENT

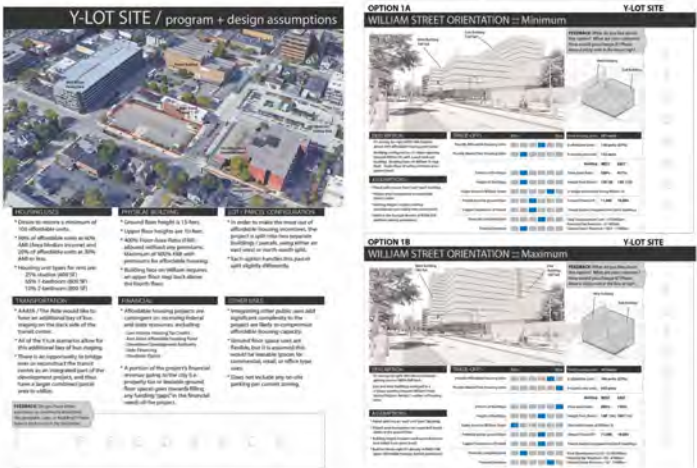


13. The city is considering the following objectives for redeveloping the former Y Lot. Rank these objectives 1-9, with 1 being the most important and 9 being the least important.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Maximize affordable housing units	1	<div><div></div></div>	1,779	258
Create a minimum of 100 affordable housing units to individuals or families below 60% AMI	2	<div><div></div></div>	1,724	252
Develop a mix of housing unit types and prices	3	<div><div></div></div>	1,642	232
Dedicate a minimum of 30% of ground floor to active uses for public benefit, emphasizing William Street	4	<div><div></div></div>	1,436	235
Recapture the cost of purchase while ensuring a sustainable financial model	5	<div><div></div></div>	1,128	243
Expand the capacity of Blake Transit Center	6	<div><div></div></div>	1,122	245
City maintain some ownership/control	7	<div><div></div></div>	1,086	250
Maximize market rate housing	8	<div><div></div></div>	858	227
Appropriately scale down to the lower density area on the south side of William Street	9	<div><div></div></div>	805	236

Lowest Rank Highest Rank

community-engagement-annarbor.com

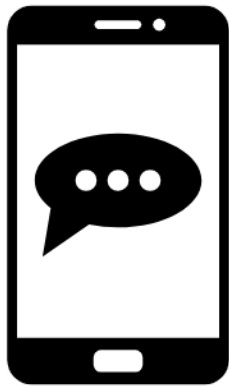


BARRIERS: DIGITAL DIVIDE

Pew Research Center, June 2019, "Mobile Technology and Home Broadband 2019"

81%

U.S. adults who have a smartphone



73%

U.S. adults who have a home broadband

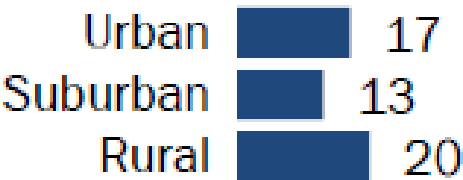


BARRIERS: DIGITAL DIVIDE

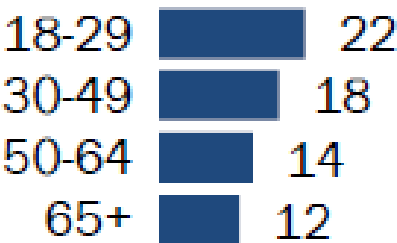
17%

*U.S. adults who have a smartphone
and no home broadband*

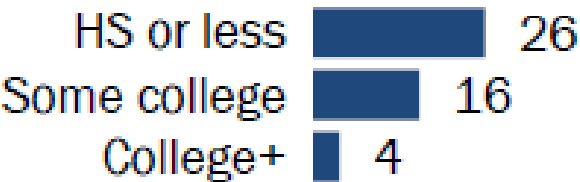
Urban/Rural



Younger



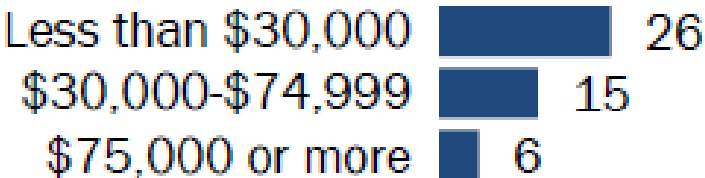
Less educated



People of Color



Lower earners



Pew Research Center, June 2019, "Mobile
Technology and Home Broadband 2019"



COMMUNITY ENGAGEMENT IN THE TIME OF COVID-19

HOW WE HAVE ADAPTED OUR PUBLIC ENGAGEMENT STRATEGIES
DURING THE COVID-19 PANDEMIC

UJIIJI DAVIS, PLA

PUBLIC ENGAGEMENT PRE-COVID

- Rooted in face-to-face conversation and in-person reflections
- **Builds rapport and trust** with residents and stakeholders
- Opportunity to answer questions and concerns in real time
- Different approaches to learning (kinetic, visual, auditory, etc.)

Photo: Joe Louis Greenway Framework Engagement sessions



COVID-19 IMPACT

- The State of Michigan observed a state-wide lock down for 3 months, being among the top 3 states with the highest number of cases and COVID-related deaths
- Disproportionate impact with Michigan elderly and Black residents, who make up majority of our engagement sessions
- A national State of Emergency declared mid-March
- Moving forward, more precautions:
 - Social distancing requirements
 - Restrictions on mass gatherings
 - Face coverings required



Photo: University of Michigan

SHELTERING IN PLACE

- A mass shift to virtual meetings and conferencing
 - **Building trust with our clients – letting them know we can adapt!**
 - Providing options for materials (from print to digital)
 - Being proactive about ZOOM Bombing and other predatory trends
 - Exposure to **digital divide** and finding ways to respond



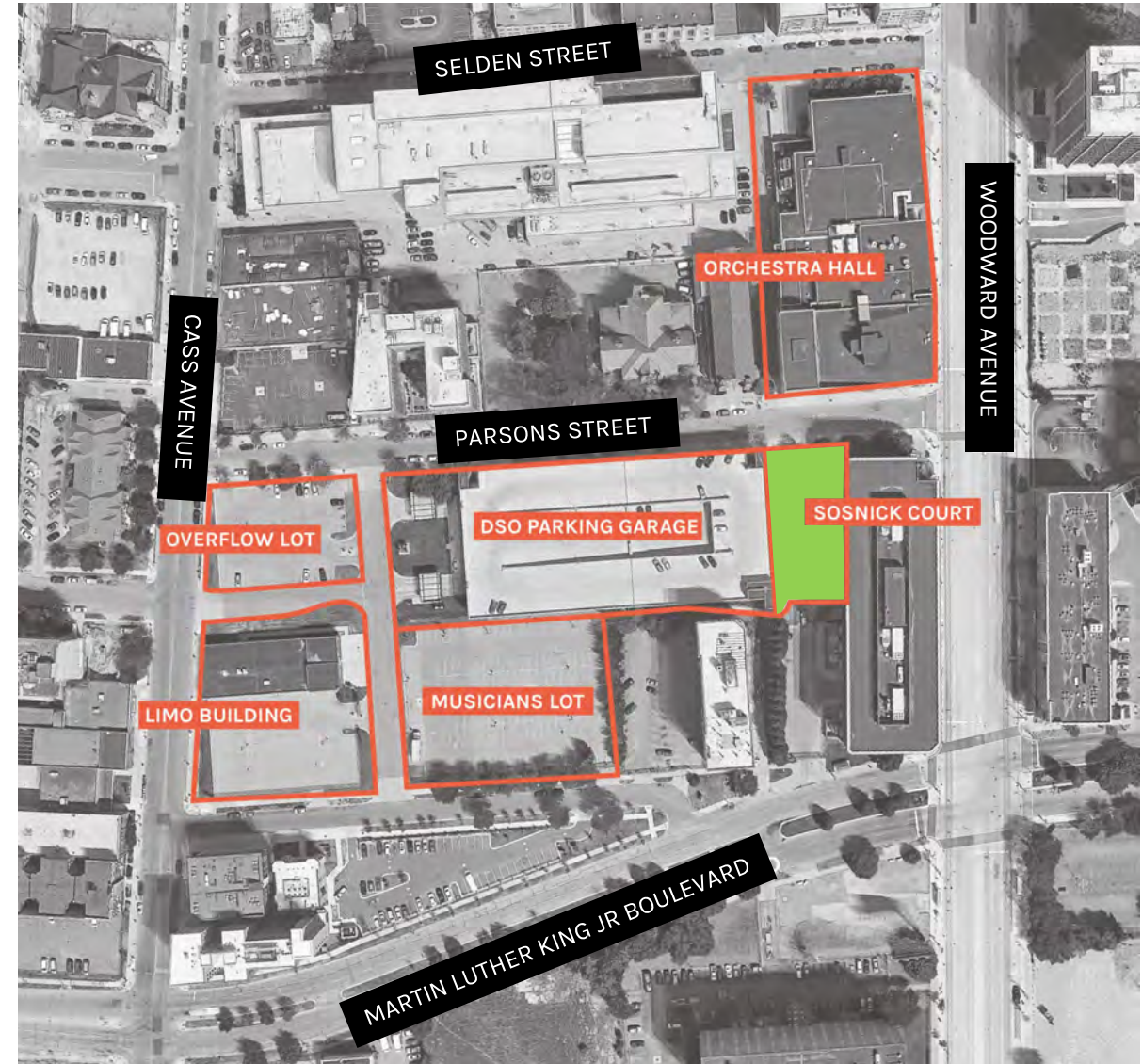
Photo: Zoom Meetings

CHALLENGING STRUCTURAL OPPRESSION

- The recent protests against police brutality and the widespread awareness of the *Movement for Black Lives* has reignited historic discussion on the disproportionate impact of improvements to the built environment



Photo: Movement for Black Lives









VIRTUAL PUBLIC ENGAGEMENT

ONLINE SURVEY

- Launched May 21
- Over 1200 responses to date
- Mailed paper surveys with stamped return envelopes – to capture respondents without internet access

DSO Sosnick Courtyard Design Survey

DSO Sosnick Courtyard Design Survey – 3 minutes

Music is courageous, unifying, powerful, calming and it can't be silenced in times of uncertainty. At a moment when organizations are being tested like never before, we are even more grateful for your support as a patron and friend of the Detroit Symphony Orchestra, because it is your belief in the DSO that will enable us to emerge from these uncertain times resilient and ready to serve our community with even greater purpose.

This anonymous survey will assist the DSO in re-imagining ways to activate its Sosnick Courtyard, a gathering and performance green space adjacent to The Max M. and Marjorie S. Fisher Music Center. The data collected in this survey will help develop design ideas to create a new, dynamic, and accessible green space to benefit our community – DSO patrons, neighbors, and local businesses. This survey, conducted via Survey Gizmo, will take approximately 3 minutes to complete. Please complete by May 25, 2020. Your time and feedback are greatly appreciated.

DSO SOSNICK COURTYARD DESIGN SURVEY

TELL US ABOUT YOURSELF

1. What category best describes you? (select one)

☐ Patron
☐ Neighbor
☐ Local Business
☐ Other – Please Specify: _____

2. How often do you attend events at the DSO?

☐ Six or more times a year
☐ Two to five times a year
☐ Once a year
☐ I have never attended an event at the DSO

3. What is your age?

☐ Under 18 years old
☐ 18-24 years old
☐ 25-34 years old
☐ 35-44 years old
☐ 45-54 years old
☐ 55 years old or older

4. What is your zip code? _____

GETTING TO THE DSO

Tell us about your last visit to the DSO

5. How early did you arrive before the concert or event?

☐ One hour or more
☐ More than 15 minutes but less than one hour
☐ 15 minutes or less

6. How did you get to the DSO?

☐ Car
☐ Public or Bus
☐ Walk
☐ Other – Please Specify: _____

7. If you drove, where did you park?

☐ On-street
☐ DSO Parking Deck
☐ Other Location (write in): _____

8. Were you able to find the exit once to the building easily?

☐ Yes
☐ No

For more information, please email or call info@dsodetroit.org or 313.576.0143

If you've already completed this survey online please disregard this request.
If you'd prefer to complete this survey online, please visit www.dsodetroit.org/sosnick

THE SOSNICK COURTYARD MASTER PLAN NEIGHBORHOOD SURVEY

THE DSO is reimagining ways to activate our Sosnick Courtyard, a gathering and performance green space adjacent to The Max M. and Marjorie S. Fisher Music Center. Please consider completing this survey, which will help the DSO develop design ideas to create a new, dynamic, and accessible green space to benefit our community – DSO patrons, neighbors, and local businesses. This survey will take approximately 3 minutes to complete. **Please complete and send back by June 15, 2020. Your time and feedback are greatly appreciated.**

1. Choose the program you would most like to see in the courtyard.

☐ Summer Music Performance
☐ Outdoor Movie Nights
☐ Temporary Musical or Art Installation
☐ Outdoor Recreation
☐ Community Events
☐ Farmer's Market

2. Pick up to three of the following courtyard design features and programs and rank them in order of most important (1) to least important (3) to you.

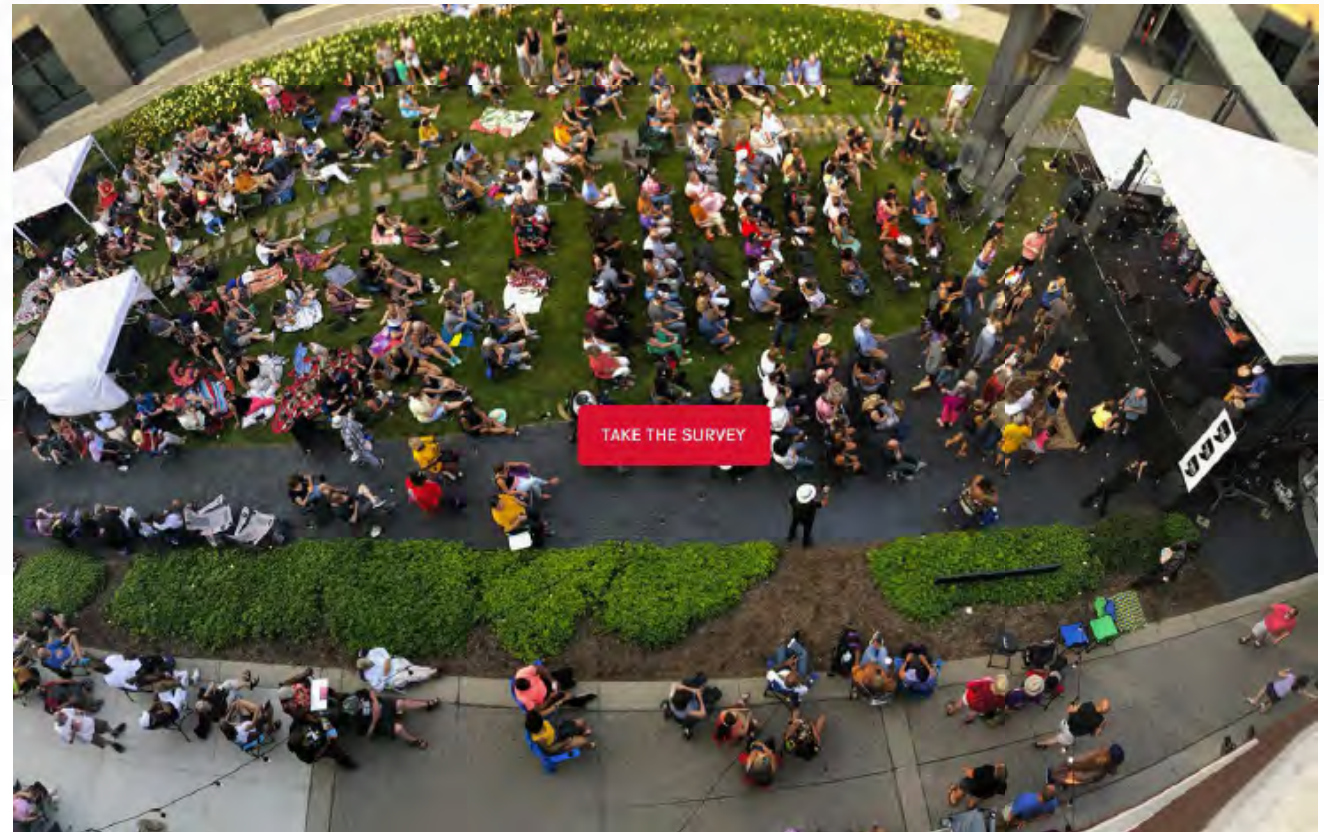
Performance Space
Flexible Seating
Food and Beverage
Music or Temporary Art
Open Space for Recreation
Lighting
Curtain Area
Public Rest
Shade
Water Feature

3. What other events would you like to see?

4. What else would you like to tell us about the DSO Sosnick Courtyard?

Max M. & Marjorie S. Fisher Music Center
2015 Woodward Avenue Detroit, MI 48201

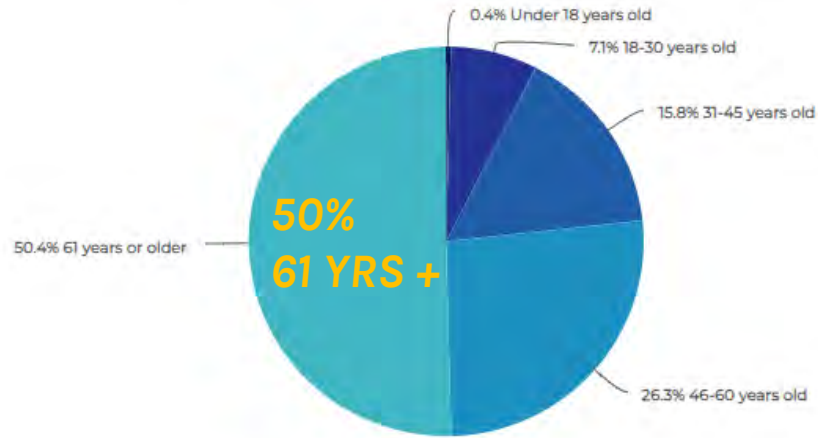
Music Department / Office
Detroit Symphony Building 4010



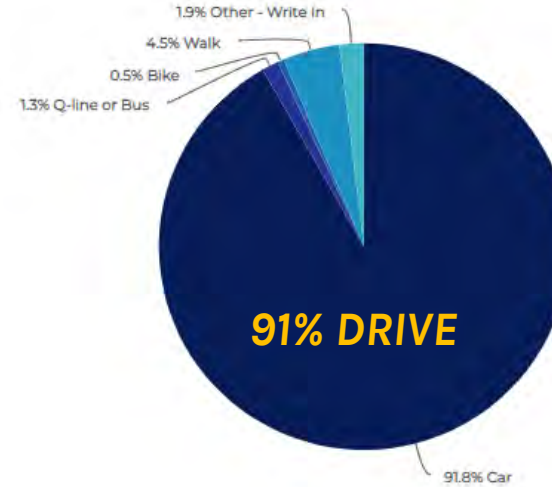
VIRTUAL PUBLIC ENGAGEMENT

ONLINE SURVEY

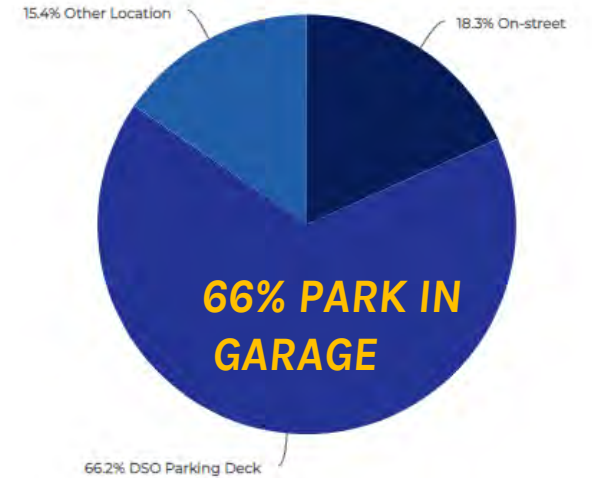
3. What is your age?



6. How did you get to the DSO?



7. Where did you park?



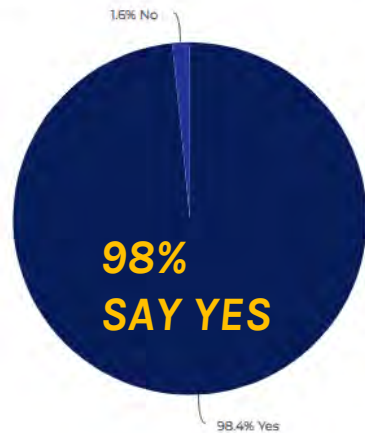
- Online survey to collect quantitative and qualitative data
 - 50% of respondents are 61 years or older
 - 66% of respondents use the DSO Parking Deck for events
 - Majority drive to the DSO
- These responses help us understand
 - Arrival experience
 - Supporting infrastructure
 - Accessibility to the site by considering patron ages
 - Appropriate daily programs

VIRTUAL PUBLIC ENGAGEMENT

ONLINE SURVEY

- Survey also provides opportunities to share specific comments
- These responses help us understand
 - Experience
 - Wayfinding recommendations
 - Visibility and Site Identity

8. Were you able to find the entrance to the building easily?



You no longer have access off the side street which is a problem for my partner who can't walk long distances, especially in bad weather. I have a neighbor who has given up on concerts because of this.



Parking downtown or Midtown is often terrible



Actually, I followed the crowd. Had there not been a crowd, not sure how well I would have found the entrance from parking



I'm easily distracted. I need a direct sign, "enter here!". If I'm at the wrong entrance I need a map. I'm probably the minority.

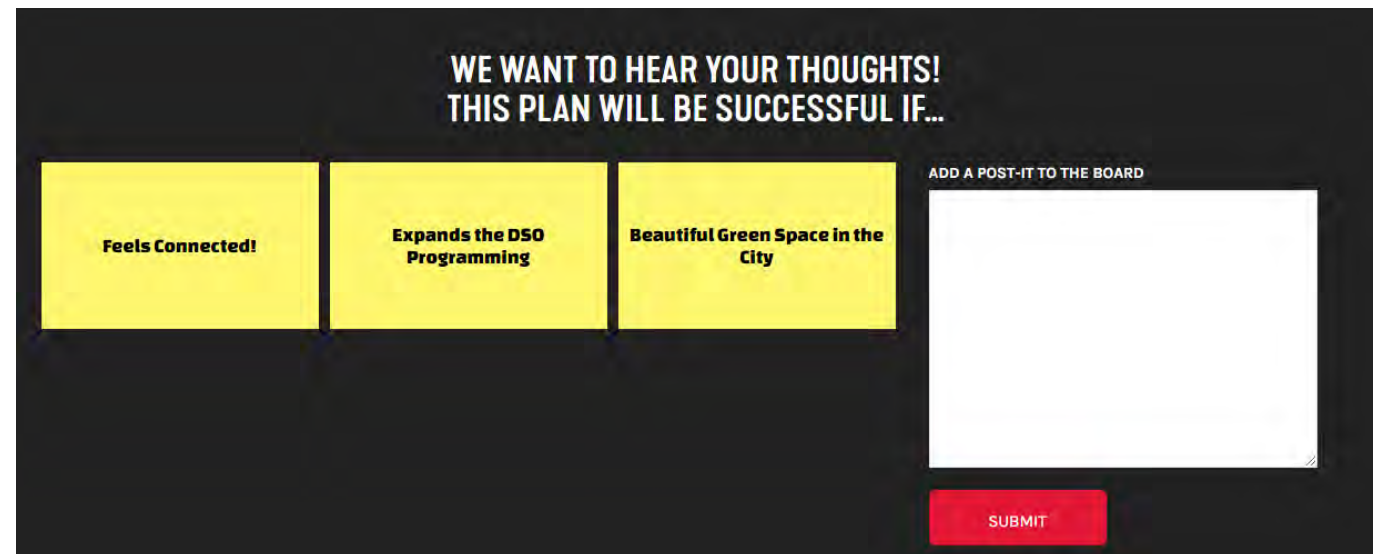


It's too far from the parking structure for seniors or handicapped patrons. Valet parking only decreases the walk by a small amount. Coffee concert or Sunday matinee patrons aren't even given the option of valet.

VIRTUAL PUBLIC ENGAGEMENT

INTERACTIVE WEBSITE

- www.dso-sosnick-courtyard.com
- Online portal to share updates and solicit feedback
 - Online portal to share updates and solicit feedback
 - Post-it Comments
 - Link to online survey
- Benefits:
 - Measurable interactivity to website to adapt outreach
 - Provides an opportunity for respondents to engage beyond the survey and forum series
 - Offers tangible goals to support the design narrative
 - Zoom Meetings uploaded for transparency



VIRTUAL PUBLIC ENGAGEMENT

VIRTUAL PUBLIC FORUM

- One hour each topic, about 15-20 participants per session
- Discussed core design themes:
 - Accessibility and ADA Access
 - Community Engagement
 - Space Activation and Experience
 - Programming
- These responses help us understand:
 - Desired design elements
 - Water fountains, tables and chairs, lawn, trees etc.
 - Programs our neighbors want to see
 - New collaboration opportunities with other Detroit organizations
 - Youth and teen development
 - Family events



YOU ARE CORDIALLY INVITED TO ATTEND
THE SOSNICK COURTYARD MASTER PLAN
VIRTUAL PUBLIC FORUM HOSTED ON ZOOM

DETROIT SYMPHONY ORCHESTRA

Please RSVP with specific session/time you're interested in attending by June 24 via email or phone gwyche@dso.org or 313.576.5162. You will receive a phone call or email with the Zoom online/dial-in information no later than June 24.

Join the DSO in an online virtual public forum series around transforming the Sosnick Courtyard into a powerful outdoor musical space! Discuss with neighbors and patrons key themes to make the Courtyard a true community space!

June 25, 2020
Accessibility and ADA Access • 3:30pm – 4:30pm
Community Engagement • 5:00pm – 6:00pm
Space Activation and Experience • 6:30pm – 7:30pm

June 26, 2020
Space Activation and Experience • 12:30pm – 2:00pm
Programming • 2:00pm – 3:00pm

VIRTUAL PUBLIC ENGAGEMENT

CONFERENCE RULES

- Please keep your audio on mute during the session. We want to make sure that everyone can hear the information and each other.
- There is a feature to “Raise Your Hand” in the participants dialogue box. When we break for the Open Dialogue, we will call on people who have their hands raised digitally.
- **We may not be able to hear from everybody so please use the Chat option to add comments or questions and they will be read and answered aloud.**
- If on phone only, use *6 to mute/unmute and *9 to raise hand.
- For more information, please visit the DSO’s website at www.DSO.org or the Sosnick Courtyard page for periodic updates at www.dso-sosnick-courtyard.com

EVENT IDEAS



Café in the Court



Art & Mu



Music in the Court



Yoga with the Court

Host is sharing poll results

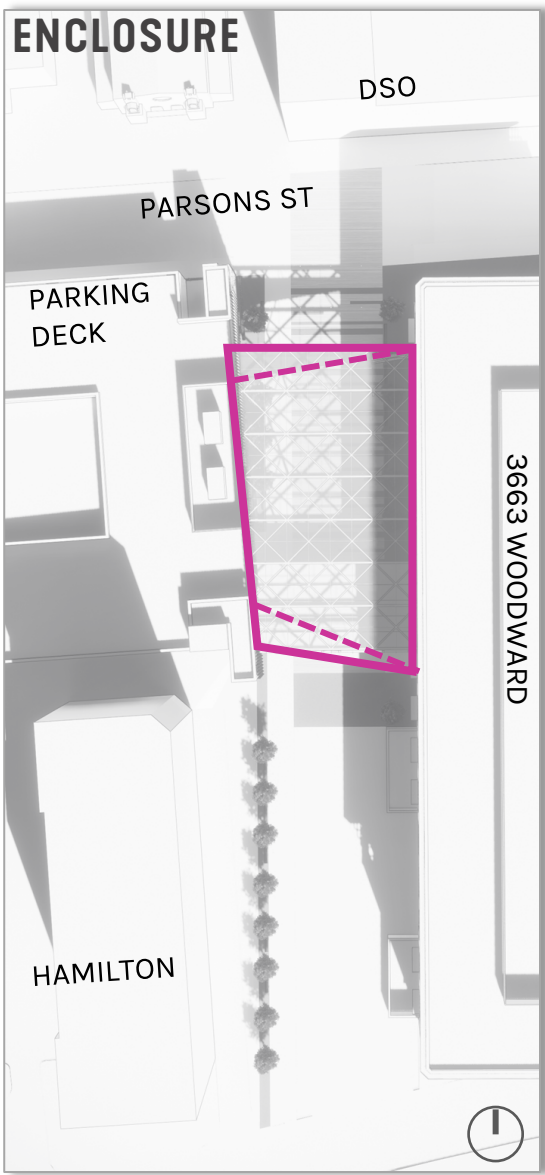
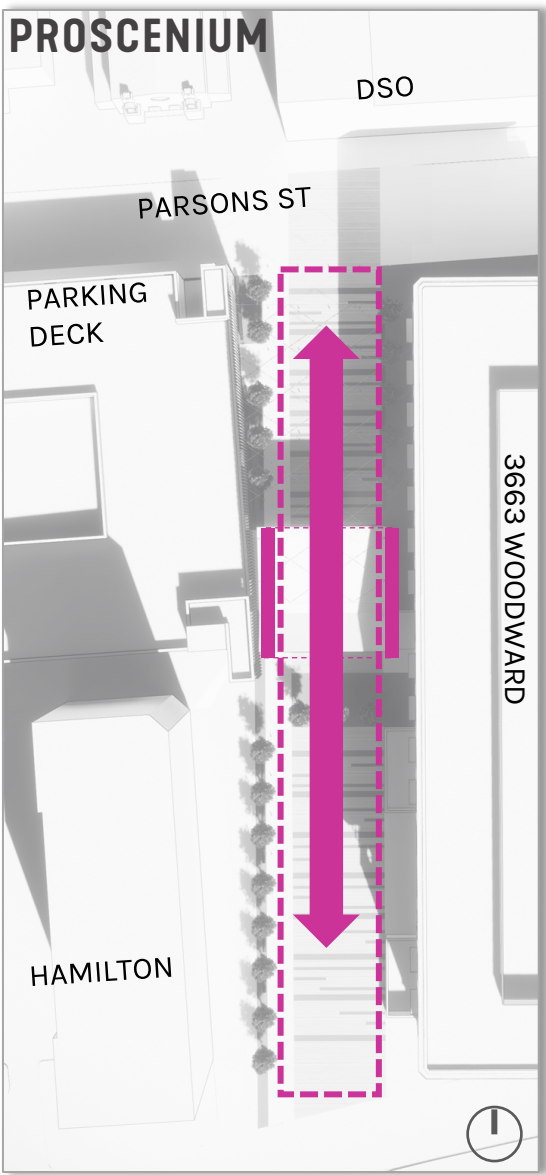
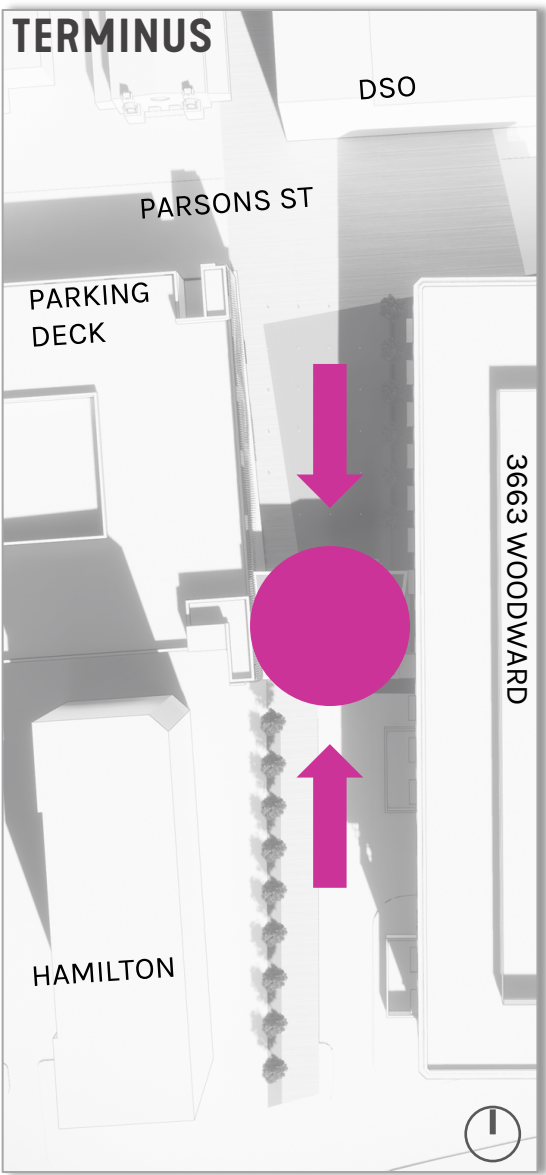
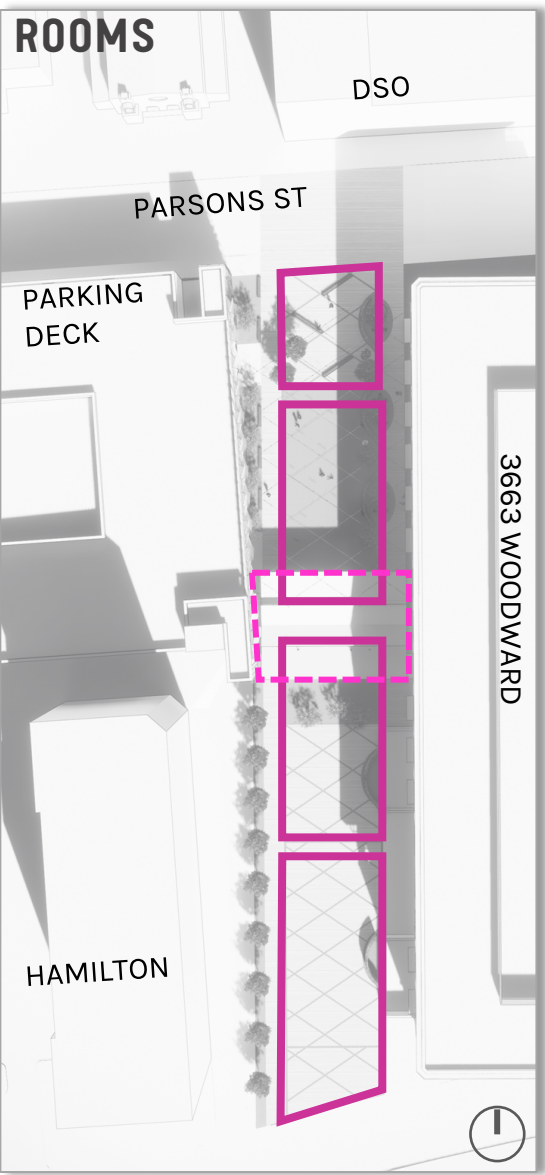
1. What sort of event programming would you most like to attend?



Movies in the Court

PRELIMINARY DESIGN CONCEPTS – 4 BIG IDEAS

EACH A KIT OF PARTS THAT CAN BE ADDED UPON





MOVING FORWARD

WHAT'S NEXT? HOW CAN WE ADAPT OUR TOOLKIT TO BE MORE EQUITABLE?

JANET ATTARIAN, AIA

WILL COVID FOREVER CHANGE THE WAY WE ENGAGE?

A **CRISIS** is a *turning point*

But a crisis also **opens the door** to *renegotiate the terms of engagement.*

Success will be determined by our **ability to align with people's needs.**

WHAT DOES EFFECTIVE COMMUNITY ENGAGEMENT REQUIRE?

HOW DO WE BUILD THE FOUNDATION?

TRUST

*The
Vision:*

A **HEALTHY** AND **BEAUTIFUL**
DETROIT, BUILT ON
INCLUSIONARY GROWTH,
ECONOMIC OPPORTUNITY,
AND AN ATMOSPHERE OF
TRUST.



SMITHGROUP

WHAT SHOULD EFFECTIVE COMMUNITY ENGAGEMENT ACHIEVE?

GOING BEYOND COLLABORATION

INFORM -> LISTEN -> INVOLVE -> COLLABORATE -> **EMPOWER**

—If empowerment is the goal, how does each strategy support this effort?

—What do we do about structural empowerment imbalances?

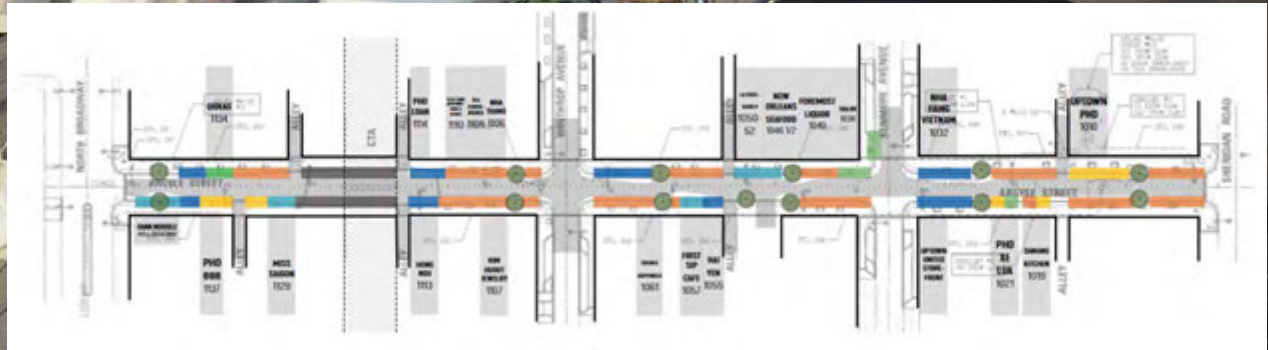
WHAT SHOULD EFFECTIVE COMMUNITY ENGAGEMENT ACHIEVE?

PARTICIPATION AND TACTICAL URBANISM



EMPOWERMENT

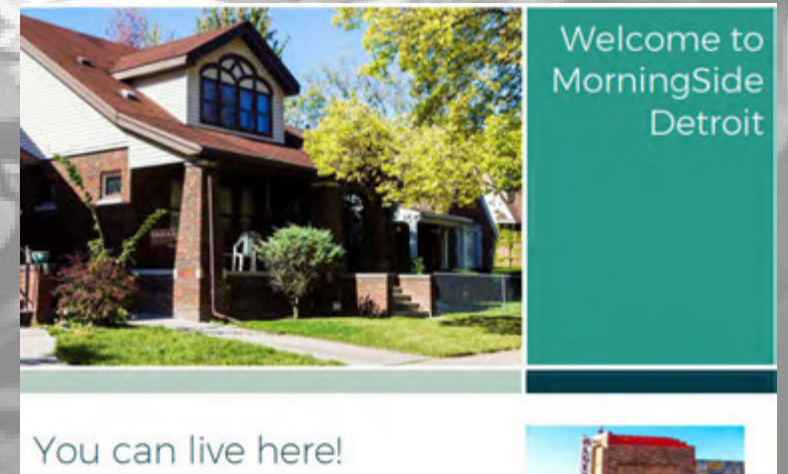
RESILIENCE



RATE YOUR PRIORITIES	1	2	3	4	5
On-street parking					
Loading/pick-up zone					
Expanded sidewalk for walk-up waiting					
Private outdoor sidewalk café					
Public shared outdoor dining space					

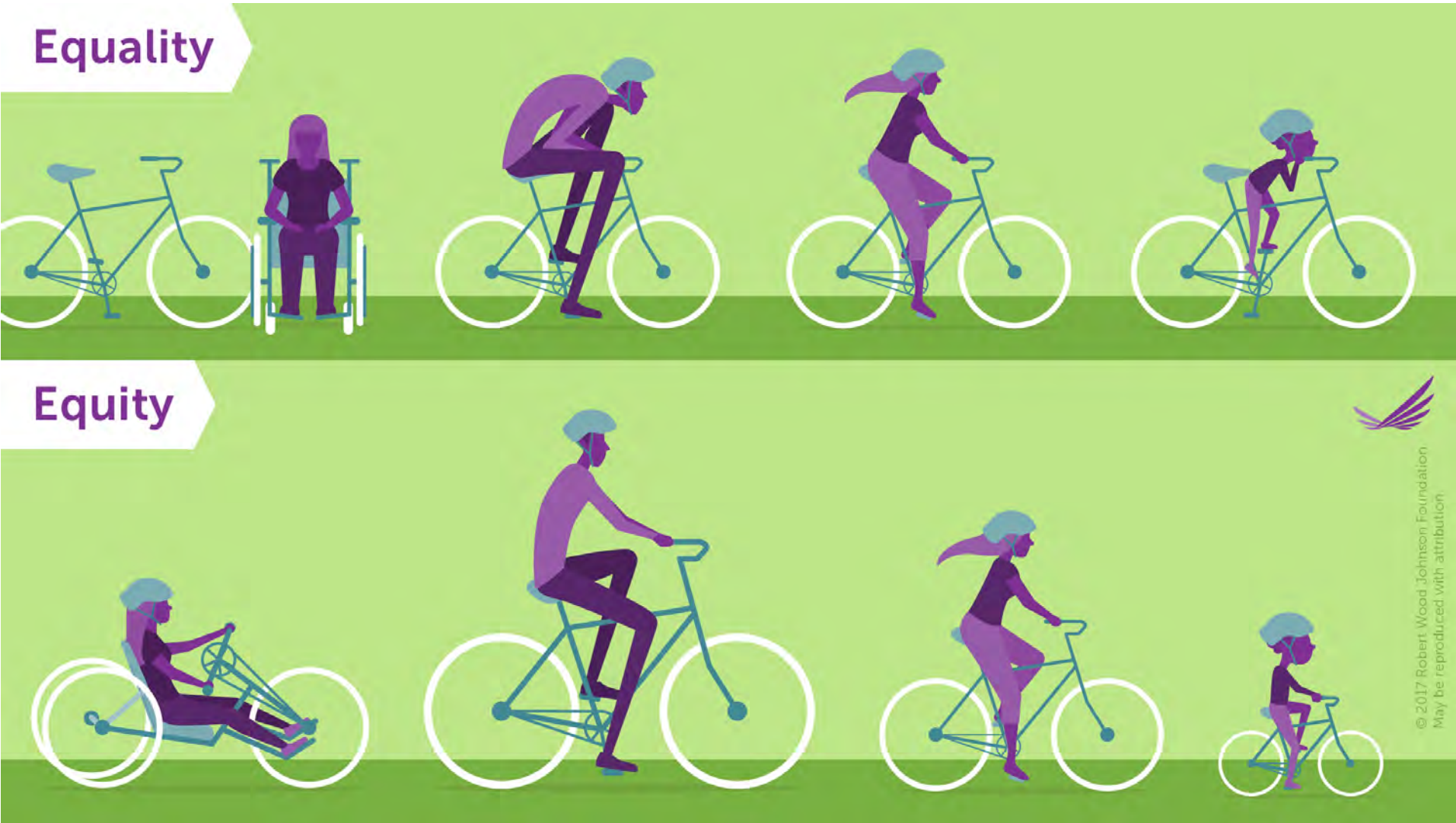
WHAT ROLE MIGHT THE PROFESSION PLAY?

ADVOCATE VS FACILITATOR



CAN ANY ENGAGEMENT BE EQUITABLE RIGHT NOW?

QUESTIONING OUR ASSUMPTIONS



CAN ANY ENGAGEMENT BE EQUITABLE RIGHT NOW?

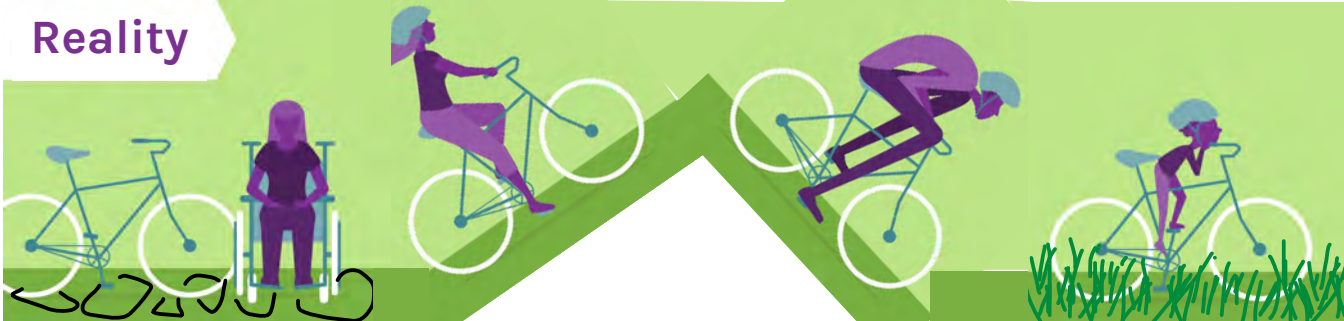
Equality



Equity



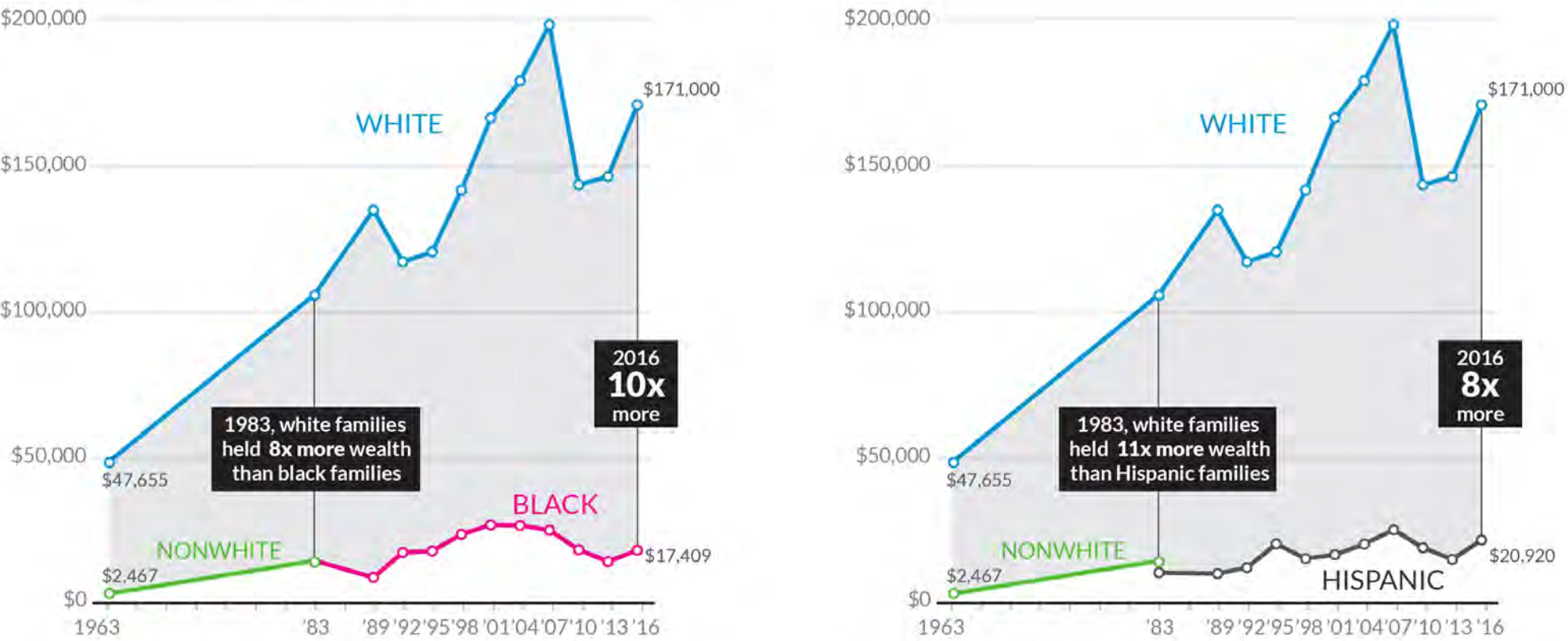
Reality



- Both assume they are starting on the same road that is in the same condition
- Both assume everyone knows how to ride a bike
- Everyone wants to ride a bike

MEETING PEOPLE WHERE THEY ARE

Median Family Wealth by Race/Ethnicity, 1963–2016



Source: Urban Institute calculations from Survey of Financial Characteristics of Consumers 1962 (December 31), Survey of Changes in Family Finances 1963, and Survey of Consumer Finances 1983–2016.

Notes: 2016 dollars. No comparable data are available between 1963 and 1983. Black/Hispanic distinction within nonwhite population available only in 1983 and later.

URBAN INSTITUTE

QUESTIONING ASSUMPTIONS

EMPATHY

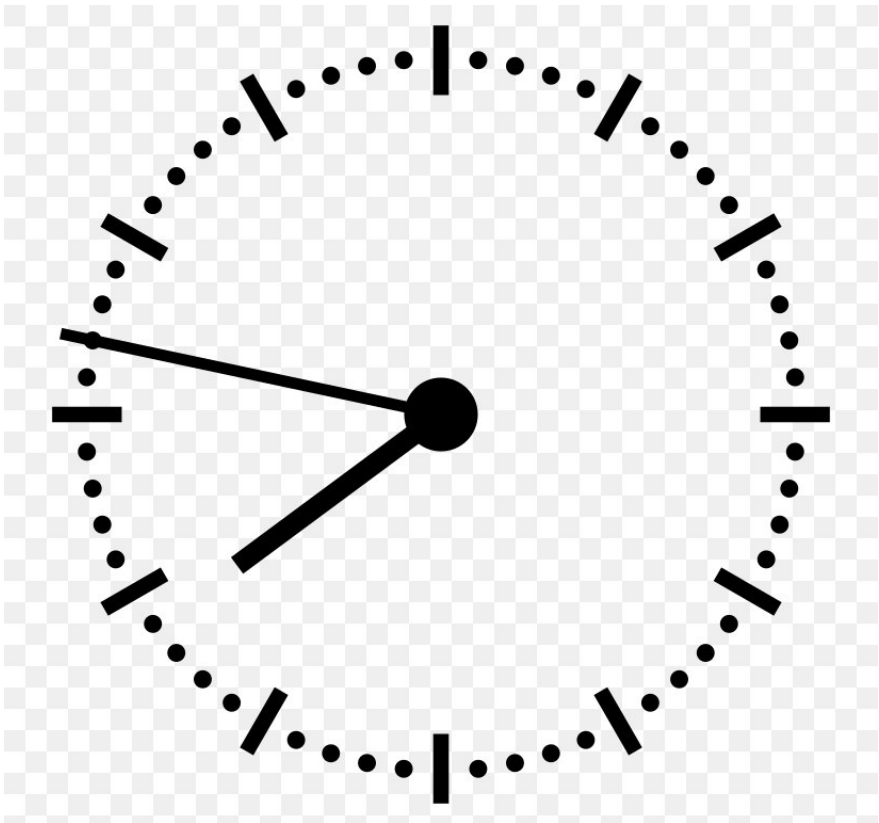


QUESTIONING ASSUMPTIONS

ASKERS CLOCK

VS

TELLERS CLOCK



DIGITAL ENGAGEMENT AS OPPORTUNITY

BLENDED TOOL KIT FOR A MORE CONTINUOUS ENGAGEMENT PROCESS

- Creating a continuous conversation
- Increasing convenience
- New Technologies
- Continuous quick and easy check-ins

TYPES OF TECHNOLOGY USED



Textizen

Text Message Based



SurveyMonkey
Web based survey

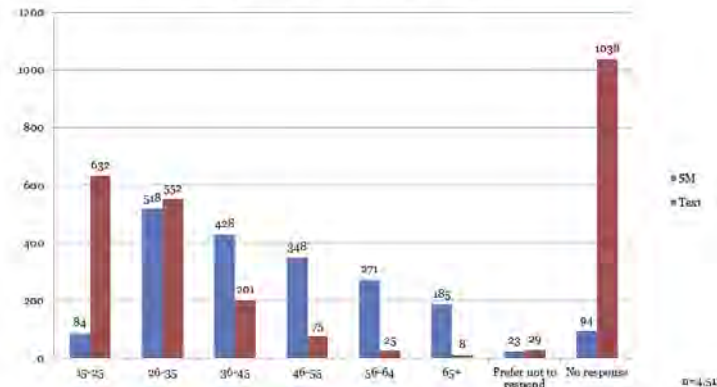


mindmixer

Virtual Town Hall

DEMOGRAPHICS, BY SURVEY TYPE

Age Range by Survey Type



NEXT STEPS

Everything we do during and after this crisis must be with a strong focus on building more equal, inclusive and sustainable economies and societies that are more resilient in the face of pandemics, climate change, and the many other global challenges we face.

António Guterres

António Guterres is the ninth Secretary-General of the United Nations, who took office on 1st January 2017.

DISCUSSION/Q&A



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THANK YOU!