

PILLARS OF ENGAGEMENT

*Best Practices for building “Beloved Communities” through
the lens of Planning, Development, and Governance*

“Resolving Conflict – Building Consensus – Developing Equitably”

The vision of Justice & Sustainability Associates (JSA) is to create Beloved Communities that are technologically smart, culturally competent, environmentally secure, economically just, moral and human. JSA’s methodology offers the opportunity to inclusively engage stakeholders and impacted communities in building comprehensive visions and strategies around land use. Public and stakeholder engagement can and should be more than a series of “town hall” style meetings. Instead, it should represent the creation of capacity and will for implementation and ongoing collaboration.

In its principles and its practice, JSA answers the ‘how’ of effectively engaging municipalities, communities, businesses, advocates and opponents in deliberative processes which are foundational to both the longevity of projects and their success. Our deep experience has created “best practice” pillars for engagement, foundational to JSA’s model and inclusive of deliverables of the program. JSA believes in the potential of its approach to both honor and transform communities by grounding their built environments in just and sustainable outcomes that benefit all.

MEASURES OF SUCCESS

- Reach consensus-based agreements and/or community-driven recommendations for projects, development, and/or land-use visions
- Gain support and guidance from stakeholders and establish ongoing collaboration on various planning and programming outcomes
- Develop the capacity of stakeholders to understand project, development, and/or visioning goals and the financial and technical feasibility of solutions
- Create alignment around issues and information, build trust and connectivity, and resolve and manage conflicts that damage communities

PILLARS

- Process Design
- Communications, Engagement & Consensus Plan
- Stakeholder Mapping & Conflict Assessment
- Equitable Partnership
- Community Consultative Process
- Communications, Information & Education
- Training
- Strategy
- Research, Documentation & Evaluation



Process Design

The planning of routine steps—strategic and tactical – or actions in order to meet a project’s desired result. Process design depicts the project roadmap and design elements (e.g. workback plans, strategic process charts).



Communications, Engagement & Consensus Plan

Framework to produce an inclusive, transparent and participatory process. Includes articulation of engagement goals, measurable objectives, strategies, schedule and evaluation tools for the entire engagement process.

PLANNING



Stakeholder Mapping & Conflict Assessment

An initial assessment involving a broad range of community-based, regional, national and/or international stakeholders. Once identified, stakeholders are ‘mapped’ or categorized according to different levels of priority.



Research, Documentation & Evaluation

A framework of research and evaluative tasks executed to ensure data-driven process designs and metrics for success.

GROUNDING

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Equitable Partnership

A multi-stakeholder forum for sharing information, collaborative planning, and consensus building in support of a development project/master plan.



Community Consultative Process

A series of stakeholder meetings designed for the equitable participation and inclusion of a broad array of residents and stakeholders, including Spanish speakers and the hearing impaired. Informational/educational packets are provided to help guide conversations and inform recommendations produced.

COLLABORATION



Communications, Information & Education

Information-sharing and educational activities designed to augment communities’ intellectual capital about issues relevant to the project. Communications includes print, web, and social media to and collateral development.



Training

Capacity-building activities designed to augment participants’ human and social capital as relevant to the project.



Strategy

Advisement on the design, delivery, documentation and evaluation of client policies and/or deliverables (e.g. proposal, forum, community briefings).

CAPACITY