SAN FRANCISCO Parks Alliance

OUR CITY, OUR PARKS.

Working with your Community to Build & Sustain Your Group

RESOURCE GUIDE - Table of Contents

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Community meeting best practices

1. Community Meetings are one of the most important ways to gather feedback.
2. In order to target your community, it is valuable to hold a minimum of 3 open community meetings, held at a range of times to accommodate busy schedules. Try varying times and locations to accommodate participants.
3. The meetings should be held in a public ADA-accessible site.
4. Provide Childcare.
5. Publicize meetings 2-4 weeks prior to the event.
6. Invite all residents within 3 blocks of the site, it is especially important that residents who may be most impacted by activities on site (because they view the site, can hear work and people on site) are notified of the meeting.
7. Advertise: Send the notice to your neighborhood listservs, ask your District Supervisor's office and your representative at the Mayor's Office of Neighborhood Services (MONS)to send the meeting notice in their e-news, make a list of key stakeholders in your neighborhood and invite them, take out an ad in your neighborhood newspaper, post signs at the site (be sure to get permission from your City partner).
8. Create an agenda and assign a facilitator to ensure that the meeting stays on schedule and everyone is heard. Go over the ground rules at the start of the meeting.
9. Assign someone from your group to take notes at the meeting.
10. Sign In Sheet: Collect names, addresses, email and/or phone numbers at your meetings.
11. Bring visual aids such as an image of the site as it currently exists, and proposed designs (be sure to make it clear that these are discussion items not final designs).

Creating your agenda

1. Begin with an overview of who you are and why you are here. Go over meeting ground rules.
2. Allow some time for city partners and your fiscal sponsor to introduce themselves if they are in attendance.
3. Present visual aids if you have them. Questions that you might want to pose include: What is good about the current site? What needs are not currently being met?
4. Finish with action items and next steps.
    a. Set next meeting
    b. Evaluate the meeting process (what worked well, what to do differently)
    c. Thank the group

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COMMUNITY OUTREACH HANDBOOK

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San Francisco CA 94103
Phone: 415.621.3260 Fax: 415.703.0889

WHAT IS COMMUNITY ENGAGEMENT?

"Community engagement is a process through which community members are empowered to own the change they want to see and that involves communication, problem-solving, governance, and decision-making skills and strategies." - Bergstrom et. al., The Sustainable Communities Initiative.

The San Francisco Parks Alliance lends support to a broad range of projects, including playgrounds, off-road cycling, neighborhood parks, and temporary art installations. While objectives and time frames may differ from project to project, volunteer-led community engagement lies at the heart of every project. Public spaces should reflect the needs of their communities, and communities know their own needs best. The community engagement process can illuminate these needs, allowing leaders to make more informed decisions and participants to develop a sense of collective ownership over the product. Beyond its site-specific benefits, thoughtful community engagement can engender a sense of civic responsibility in participants, increasing the likelihood that they will volunteer time, energy, and resources to advocating for their public spaces.

WHY IS COMMUNITY ENGAGEMENT IMPORTANT?

" VOLUNTEERISM IS THE LIFE BLOOD OF SAN FRANCISCO PARKS ALLIANCE. "

Community engagement is critical because it:

- Increases trust and collaboration between community members
- Increases community buy-in, leading to broader and more meaningful support for plans and projects.
- Creates opportunities for shared knowledge.
- Builds civic engagement that is shaped by community priorities.
- Enables more creative problem-solving through the inclusion of diverse perspectives.
- Provides a platform to work through concerns & decreases the likelihood of 'surprises' that may slow down the process later.
- Increases accountability and legitimacy for the process.
- Enables a sense of pride and collective ownership over the final product.

WHO ARE THE PARTICIPANTS?

Ideally, everyone. However, a number of groups are frequently overlooked in planning and engagement processes:

- Youth
- Seniors
- People with disabilities
- People of color
- Low-income residents
- Unsheltered people
- LGBTQ+ residents
- Indigenous populations

The above groups are not discrete sectors or monoliths; individuals embody a range of lived experiences, identity intersections, perspectives, and histories. Additionally, many communities carry trauma and distrust regarding institutions and city processes that have been used to oppress and disenfranchise. In building responsive engagement strategies, leaders must set aside preconceived notions, employ processes that engage differences productively, and maintain a genuine willingness to learn from stakeholders. It is not necessary to have a comprehensive understanding of all life experiences, but by making space, our organizations can have a richer and more meaningful impact.

WHAT SHOULD YOU CONSIDER WHEN PLANNING YOUR ENGAGEMENT PROCESS?

Consider collaborating with existing community groups and established leaders who can speak to the legitimacy of your organization, increase trust, and advocate for the value of its service to the community. People are very interconnected through formal, informal, social, and professional networks. Working with some of the following can increase the reach and equity of outreach:

- HOAs & neighborhood associations
- Professional organizations
- Churches, synagogues, mosques and other hubs for religious & cultural gatherings
- Schools & PTA meetings
- Senior centers
- Hobby groups

- Define your organization's needs.
- Create specific, concrete goals and establish realistic benchmarks to evaluate whether your process is fulfilling these goals.
- Choose formats and modes of outreach that correspond with different project goals. It is best to have overlap among face-to-face, digital, and physical media - this will broaden impact across demographics.

MATRIX

		VISIONING	EDUCATING	INCREASING VISIBILITY	DESIGNING	NOTIFYING	DECISION MAKING	SOLICITING & RECRUITING	GATHERING FEEDBACK	NETWORKING & TEAM BUILDING	COLLECTING DATA
IN-PERSON ENGAGEMENT	Intercept Surveys		x	xx	x			x	xx		xx
	Door Knocking		x	xx	xx		xx	x	x	x	xx
	Pop-Up Events	xx	xx	xx	x		xx	xx	xx	x	xx
	Forum-Style Meetings	xx	xx	xx	x	xx	xx		xx	x	xx
	Open House		xx	xx		x	xx	x	xx	x	x
	Site Visit	xx	xx	xx					x	xx	x
	Education / Notification Mtng		xx	xx	xx			x	x		
	Focus Groups	xx				xx	xx		xx	xx	x
	Phone Calls / Interviews							x	x		x
DIGITAL / MOBILE ENGAGEMENT	Digital Surveys	x	x	xx	x	x	x		xx		xx
	Emailing		xx	xx	xx			xx			
	Social Media Channels		x	xx	xx			xx	x	xx	x
	SFPA-Branded Websites		xx	x	xx			x	x		
	Phone Banking		x	x	xx			xx	x		
PHYS. MEDIA ENGAGEMENT	Flyer		x	xx	xx			xx			
	Poster		xx	xx	xx			xx			
	Newspapers & Newsletters		xx	xx	xx			xx			

WHAT SHOULD YOU CONSIDER WHEN PLANNING YOUR ENGAGEMENT PROCESS?

- Prepare to be transparent about your process, report outreach results back to the community, and communicate extensively. This means you should be taking notes at meetings, publish survey results, stay in contact with participants, and create educational materials that explain where you are in the overall outreach process.
- Be mindful of, and responsive to, potential historical trauma and cultural mistrust of authority.
- Consider gaps in information and different modes of understanding between participants. Make intentional language choices and data depictions, understanding there are a variety of lived experiences and that participants may relate to the subject matter in unique and unanticipated ways
- Choose accessible venues for outreach activities and take into account:

Literacy & language

- Provide translated materials at a sixth grade or lower reading level with generous use of visual aids.

Childcare

- Provide child care, alternative activities for children, and plan to engage children on their level.

Transportation

- Locate activities near public transit, ensure sufficient parking, and / or provide rides.

Location and Timing

- Students and working adults have a difficult time attending activities during weekdays. Avoid conflicts with weekend religious services.

» TOOLKIT

INTERPERSONAL ENGAGEMENT

INTERCEPT SURVEYS

- Prepare a list of questions, go to a relevant public place, and talk to everyone who will spare a couple of minutes. It's quick, cheap, raises awareness, and generates lots of comparable data.

DOOR KNOCKING

- Essential for notifying people who live adjacent to projects, raises local awareness, and good for accessing groups who may not engage in any other way due to constraints such as age, disability, or busyness.

PHONE

- Not face-to-face but it is interpersonal. This is a great way to raise awareness, include people who may not speak up at a large gathering, and drill down into complex issues.

MEETINGS

The style and elements of the meeting should align with the goals and level of input desired from participants

.

- Presentation: A speaker presents information to inform or educate. Never assume all participants have the same level of background information, newcomers can be lost without the proper context.
- Forum: Everyone has the opportunity to speak and respond to prompts, and discuss complex issues. This kind of meeting is very transparent and can be especially useful for generating public trust, raising awareness of diversity of perspectives, and capturing outliers.
- Workshops: Using activities to brainstorm, vision, create, design, and negotiate among complex needs and priorities of participants. These can be organized by inviting particular community members and leaders or as an open house where people can wander and participate deeply as activists or passively as information gatherers.
- Pop-Up events: set up a table and sunshade at a community festival, in front of a school, at a playground, or on a busy street corner. Useful for disseminating information, increasing visibility, creating a platform to conduct other engagements (like games or surveys), and gathering contact information.
- Focus groups: invite a group of people that represent a range of backgrounds and perspectives to participate in a long-term series of meetings through which they are educated about a topic, discuss alternatives, design solutions, and potentially make decisions. This format is useful for generating ideas, talking through feasibility, gaining insight into and holding time-unlimited, contentious conversations.
- Site visits & Walking tours: useful for building participant cohesion, furthering on-the-ground knowledge, familiarizing participants who may not know the neighborhood, exploring opportunities & constraints, and asset mapping.

KEEP IT LIVELY - ACTIVITIES

- Visual preference surveys: Useful for demystifying design jargon, enabling community-informed design decisions.
- Voting (Guided prioritization): Where a number of desirable alternatives exist this activity can be used to rank, quantify, and prioritize community priorities in a transparent way. CAUTION: Do not give the illusion of choice if participant input will not be used to guide decision making. This can backfire and erode trust.
- Asset mapping: Useful for locating and quantifying spatial use and community values.
- Role-play: Assign roles to participants and guide them through a discussion where they represent conflicting and complex perspectives.
- Speed dating activities: Useful for building familiarity and rapport between participants, knowledge sharing, generating questions and answers, diffusing top-down leadership, and finding best-fit activities for volunteers.

...OW RESULTS

- Set an agenda and publish it in advance so people know what to expect.
- Visual notetaking provides instant recognition of participation and organizes discussions.
- Published discussion minutes and results establishes an organizational record, ensures that people who spoke up were heard, and provides information for those not able to attend.

KEEP THEM COMING

- Create stakeholders by allowing them a stake in decisions, even if only minor or aesthetic. DO NOT mistakenly promise decision-making agency if the power to decide cannot be shared.
- Collect personal follow-up data so you can reach out by digital or physical media. Participants want to be kept informed and most like to receive information through multiple ways.
- Provide incentives such as food, fun, and special privileges. People will be motivated by their instinct for personal benefit.
- Disillusionment about processes can keep people from participating. Keep participants informed about what happened as a result of their participation so they can be proud of their impacts, feel heard, gain confidence in the processes and legitimacy of your organization.

SOCIAL MEDIA / INTERNET ENGAGEMENT

DIGITAL SURVEYS:

SurveyMonkey, Google Forms, Doodle, Survey Gizmo, etc.

- Allows those not able to attend community meetings to participate.
- Using online translation tools can enable those who don't speak the primary language.
- Extends the time period and scope of engagement and data collection.
- Cheap

EMAIL:

MailChimp, Constant Contact, Sendinblue, Moon Mail, etc.

- Newsletters keep people updated with information while avoiding meeting burn-out.
- Easy to maintain a large number of contacts and segment by level of involvement.

SOCIAL MEDIA CHANNELS:

Facebook, NextDoor, Twitter, Instagram

- Extends outreach to the other social networks of followers.
- Visible to those who do not traditionally attend events in person.

Websites

- Essential platform that integrates into all other outreach efforts.

RADIO:

- Broadcast stations will have a good sense of their demographic audience. This is a great opportunity to help your organization reach out through an established forum in various languages.

PHYSICAL MEDIA ENGAGEMENT

VISUAL COMMUNICATION is a powerful tool, consider the design of infographics and illustrations that transcend language, age, and literacy. Engage translators to produce multi-lingual materials.

FLYERS

- Mail to all residents and businesses in targeted area.
- Hand out in person - pairs well with Intercept, Pop-Up, and Door-to-Door.
- Post in public spaces: parks, grocery stores, senior centers, coffee shops, bulletin boards, religious and cultural centers.
- Flyers should emphasize the time, date & most important aspects of the activities, as well as whether there will be childcare, translation services, etc.

POSTERS

- Larger and more comprehensive than flyers, good for explaining complex topics. Post in public spaces such as senior centers, libraries, community center, city hall, schools.

NEWSPAPERS

- Distributed by postal service, there is a loyal contingent of newspaper readers who rely on this medium for the bulk of their information.

POST ENGAGEMENT

Lack of trust and transparency of decision making process is one of the main barriers reported among those who are not currently engaged. Meaning, that one of the best ways to keep people engaged is to incorporate the substance of their participation in outreach into the organization in a transparent way.

- After the formal engagement process/campaign is over maintain consistent communication with participants about results and outcomes.
- Keep meeting notes and photographs of events in an accessible place, like a website.
- Process quantitative or qualitative data so that it can be interpreted into actionable information*
- Produce infographics, charts, and diagrams so that casual observers can easily interpret information.
- Ask some of the same questions in your next engagement campaign to detect changes over time.
- Publish contact information so participants know who to contact if they have questions.

Through interviews with park-goers, we found that the public often feels that decisions are made in advance of community input, thus invalidating its impact. Lack of transparency, inaccessibility of information, and confusion around processes were cited as major barriers to engagement. Including participants wherever possible - even if only in aesthetic or non-critical decisions - can boost involvement and ownership of projects.

Although most people said they do not feel very connected to their communities, further reflection revealed that they are often part of several networks through which they consume information and advocate for issues that affect them. Our interviews also revealed a clear preference for interpersonal engagement, regardless of whether they got their information from physical or digital sources.

To increase the breadth and depth of your community engagement, use several outreach methods that span interpersonal, digital, and physical media, and do not underestimate the influence of existing social networks.

* RESOURCES / FURTHER READING:

- Meeting of the Minds: A Guide to Successful Meeting Facilitation. Daniel Iacofano, MIG Communications, 2001.
- "The First Steps to Meaningful Community Engagement." Neehraj Mehta, Next City, 2012.
- "Increasing Participation and Membership." Community Tool Box.
- "Racial Equity Toolkit An Opportunity to Operationalize Equity." Racial Equity Alliance, 2016.
- "A Ladder Of Citizen Participation." Sherry R. Arnstein, Journal of the American Planning Association, 1969.
- "A Guide to Community-Driven Transit Oriented Development Planning." T.R.U.S.T. South LA, 2013.
- "Resilient by Design: Bay Area Challenge."

"THIN" INCREASING IMPACT ON THE DECISION "THICK"

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Drafting a Mission Statement

A mission statement is a statement of purpose (usually one sentence), it's a reason for existing, a written declaration of an organization' core beliefs. A strong mission statement brings your essence into focus so it is crystal clear who you are, who you serve and why.

Pair Share Directions:

Read through the mission statements below. Circle your favorite mission statement and cross out your least favorite. Think about why you respond favorably (or not) to each one.

For Discussion with your partner:

List the characteristics that effective mission statements have in common. (By effective mission statements, we mean ones that clearly articulate what the organization does.)

Which mission statement do you feel is the most effective and least effective, and why?

- Doctors without Borders (Medecins Sans Frontieres) works in nearly 70 countries providing medical assistance to those most in need regardless of their race, religion or political affiliation.
- The mission of the Nature Conservancy is to conserve the lands and waters on which all life depends.
- charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations.
- GirlzLife empowers at- risk girls to overcome the challenges of negative influences and create a positive change within themselves and their communities.
- TED: Spreading Ideas.
- The mission of The Women's Center is to improve significantly the psychological, career, financial and legal well- being of women, men, couples and families, regardless of their ability to pay.

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COMMITTEE BYLAWS TEMPLATE

The below is a template to follow when establishing your group. This will give you structure to guide your work, establish protocols and resolve issues as they arise.

BYLAWS TEMPLATE

ARTICLE I: Name

The name of the organization shall be [insert the name of the Park Partner group] ("Committee").

ARTICLE II: Purpose

The purposes for which this Committee is organized are:

a) To consider and act on issues that affect the livability and quality of the park;
b) To provide an open process by which all potential members may involve themselves in the affairs of the park;
c) For such other purposes as are approved by the board or membership.

ARTICLE III: Boundaries

The boundaries of the Park Partner Committee shall be defined as: [Describe in accurate detail the boundaries of the neighborhood if applicable.]

ARTICLE IV. Membership

1. **Eligibility:** (Must be individuals - corporations, businesses, organizations are ineligible) (Establish a criteria for eligibility)All residents, property owners, and individuals who hold a business license located within the boundaries as defined by these bylaws are eligible to be a member of the Committee.
2. **Consent:** An eligible person shall become a member of the Committee by providing written consent during a meeting of the membership. (Sign up sheet) (Create a membership list)
3. **Dues or Fees:** Dues or fees shall not be required.
4. **Voting:** Each member shall be entitled to one vote for election of Committee members and bylaw amendments.

ARTICLE V: Committee Members

1. **Number and Composition of Committee Members:** The number of directors may vary between a minimum of three and a maximum of [insert number].
2. **Eligibility for Committee Service:** Only members shall be qualified to hold an elected or appointed position.
3. **Terms of Office:** The term of office for directors shall be one year.
4. **Removal:** Any elected or appointed director may be removed, with or without cause, by a majority vote of the members at a membership meeting called by the Committee of directors for that purpose.

2. **Eligibility to Grieve:** A person or group harmed as a result of a decision of this Committee may file a formal grievance if they believe the action taken by the Committee violated a provision of these bylaws or the ONI Standards.
3. **Filing a Grievance:** Grievances must be submitted, in writing, to the secretary, within 45 business days of the alleged violation. A grievance must state the action being grieved, the provision which was allegedly violated, how the grievant was harmed, and identify a remedy.
4. **Initial Review and Response:** The Committee will review the proposed grievance, determine its findings, and render a decision on the grievance. The Committee shall notify the grievant of the Committee's decision, in writing, within 60 calendar days of the receipt of the grievance.

ARTICLE X: Conflict Of Interest

To protect the integrity of the Committee's decision-making processes, Directors will disclose to the Committee any interest they have in a transaction or decision of the Committee that may result in a financial benefit or gain to them and/or their business, family members and/or significant other, employer, and/or close associates, and other nonprofit organizations with which they are affiliated. The director will not be present for or participate in any Committee discussion of or vote on the transaction or decision.

ARTICLE XI: Non-Discrimination

The Committee will not discriminate against individuals or groups on the basis of race, religion, color, sex, sexual orientation, gender identity, age, disability, legal citizenship, national origin, income, or political affiliation in any of its policies, recommendations or actions.

ARTICLE XII: Standards

The Committee, in all its activities, shall comply with the requirements of San Francisco Parks Alliance and its Fiscal Sponsorship Agreement.

ARTICLE XIII: Amendment of Bylaws

- All amendments to these bylaws must be proposed in writing and announced in the published agenda of a membership meeting.
- Adoption and amendment of these bylaws require a two-thirds (2/3) vote by the members present at a general meeting.
    - Adoption:
        - *Date Adopted: [insert date on which the members or Committee approved the bylaws amendments]*
        - *Previous Revisions: [list the dates earlier bylaws amendments revisions were adopted]*
        - *Signature of Secretary:*

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Planning a Community Project

TEMPLATE

EXAMPLES OF WHAT TO CONSIDER

Plan/Organize	Engage/Outreach	Prepare	Execute	Maintain/Sustain
Create a road-map to guide you.	Check your assumptions and keep and open mind.	Set yourself up for success.	Have fun! Learn a lot! SET NEXT STEPS	Set lasting relationships & build trust.
Confirm goals & desired outcomes	Define audience & reach them where they are	Coordinate with partners and core team		Thank participants & collaborators
Develop a clear mission statement	Identify who's not at the table but should be. Conduct targeted outreach	Create, compile, and review materials needed		Follow up with relevant materials and outcomes
Identify key stakeholders & develop engagement plan and tactics	Contact partners that can support your goals and desired outcomes	Finalize logistics		Continue engagement through alternative channels
Create core group. Identify roles & responsibilities	Hold one-on-one meetings with stakeholders	Conduct a run-through		Debrief event with core team
Develop budget, identify potential services needed (translation, child care, food, etc)	Provide feedback mechanism and alternative forms of participation	Final push to stakeholders		Develop plan to follow through on next steps and communication with participants/partners
Set logistics (when, where, what, why, who)	Spread the word through existing channels	Coordinate press and social media		If input was solicited, develop plan to share how input was incorporated/acted up

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Planning a Community Project

WORKSHEET

Plan/Organize

Create a roadmap to guide you.

Engage/Outreach

Check your assumptions and keep and open mind.

Prepare

Set yourself up for success.

Execute

Have fun! Learn alot!

Maintain/Sustain

Set lasting relationships & build trust.

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STEP BY STEP - EVENT PLANNING

BEGIN PLANNING PROCESS: 3-6 MONTHS PRIOR

Pick Your Date. Cross check with other community events that may conflict, you want to maximize your attendance

Work with your site owner if required to get initial approval

- RPD, Public Works, MTA, Cal Train, Cal Tran or Private Owner to get event approval
-

Apply for any Special Events Permits Required

Entertainment Commission. https://sfgov.org/entertainment/

ABC - https://www.abc.ca.gov/Forms/ABC221.pdf

Form Roles and/or Committees:

- Community Outreach
- Social Media
- Event Logistics - include Technical Requirements, Supplies
- Volunteer Coordination
- Day of Needs
    - Staffing info table, sign-in sheets, Group Program info, selling merchandise, info on event and presenters, Volunteer check-in, name tags

ORGANIZE: AT LEAST 2-2 · MONTHS OUT

- Create Event Budget and fundraising strategy
- Create Supplies list, look for in-kind donations or other sources
- Compile a list of who you want there and strategies to get them there
- Reach out to other community partners who can help organize, outreach, volunteer or assist with event.

OUTREACH: 2 MONTHS OUT

- Draft outreach materials.
- Draft public relations material. View a sample press release.
- Look for translators who can assist non-English speakers and/or translate signs and directions into languages relevant to your community. (if needed)
- Begin Fundraising activities
- Contact your City Agency PM and SF Parks Alliance Area Manager so they can further support your event planning.
- Send outreach materials (posters, flyers, postcards) to a printer or print yourself.
- Send a "Save the Date" email announcement to your community partners and ask them to forward to their contacts.

ONE MONTH OUT

- Send Social Media blurbs to Community Partner Newsletters and social media
- Follow up on Permits
- Follow up on Presenters/Entertainment

PREP FOR THE EVENT: 2-3 WEEKS PRIOR

- Buy general supplies for the event, (or request if you are working with an agency that supports your efforts)

- Confirm your translator (if needed) and meet to discuss his/her responsibilities.
- Make sure all your permits have been approved
- Arrange for porta- potty (if needed)
- Arrange for extra trash receptacles (if needed)
- Schedule a run-thru (if needed)
- Organize day of materials.
- Continue Community Outreach and public relations.

HOME STRETCH – 1 WEEK PRIOR

- Review last-minute details and buy final supplies such as snacks, water, etc.
- Do final on-line , press and community outreach to strengthen your attendance
- Transport materials to the location (day before or morning of)
- Confirm any speakers, performers or food vendors

DAY OF EVENT

- Set up information table, chairs, and event-related support materials
- Hang posters or signs in locations where they can be seen.
- Check-in with the speakers, performers, translator to confirm his/her role and responsibilities and answer last-minute questions
- Take photographs throughout the day to document the event

GROUP DEBRIEF. WITHIN ONE - THREE WEEKS

- Within one -to three weeks: REPORT AND SHARE OUT YOUR FINDINGS OR SUMMARY
- Meet as a group to review and discuss the event and how it went.
- If this Is a data or information collecting event, discuss how data collection activities went
- Decide how you want to document and summarize the results into a summary report.

ANALYZE, DOCUMENT AND SHARE OUT

- Set up a meeting to share the report with your community
- Always useful for grant applications or funder requests

A **Summary report may include:**

- How many people attended the event and participated in each activity
- Information describing the participants for each activity such as (number of adults' vs. children; number of men vs. women, number of people by zip code; number of people by age)
- Charts, columns, graphs, or images that document in visual form the results of each activity
- Event photographs
- Historical images and/or maps of park/public space.

SAMPLE TIMELINE

Planning a Community Visioning Event

Working with your Parnerships for Parks Outreach Coordinator (O.C.) is the best way to make sure your event runs smoothly!

3 MONTHS BEFLORE

PLAN

- Apply for Special Events permit if event is in the park.
- Confirm event with Park Mgr. + Borough.
- Confirm goals + tools you'll use.
- Confirm event location, date + time.

2-1/2 TO 2 MONTHS BEFORE

ORGANIZE

- Decide on budget + supplies needed.
- Decide on outreach + press/ public relations plan.
- Discuss who in the community to invite.
- Identify community partners to help with the event.

1-1/2 MONTHS BEFORE

OUTREACH

- Reach out to potential translators.
- Purchase tool supplies if needed.
- Draft press release and outreach materials (flyers/ posters).
- Start fundraising plan.

1 MONTH BEFORE

OUTREACH

- Check in again with your O.C. and the Park Manager.
- Send "Save the Date" announcement to local groups.
- Send outreach materials to printer.
- Start to organize event materials.

3 WEEKS BEFORE

PREPARE

- Do an event run-through to work out potential problems.
- Confirm translator and discuss details of their responsibilities.
- If needed, apply for sound permit once special event permit is approved.
- If needed, request supplies from your O.C.

2 WEEKS BEFORE

PREPARE

- Send press release to newspapers + blogs.
- Begin handing out + hanging Flyers. Continue as needed until event.

1 WEEK BEFORE

ALMOST THERE

- Buy final supplies such as water and snacks.
- Post to social networking sites to remind people about event.

HOST EVENT!

2 WEEKS - 3 MONTHS AFTER

DEBRIEF

- Discuss event, review findings, and share your results with Parks and the community.

This is a sample timeline. Depending on group size, budget, number of tools used, and community, the timeline may vary.

A JOINT PROJECT OF hester street collaborative + PARTNERSHIPS for PARKS

What's in your Facilitator Tool Kit?

Discover shared purpose, or shared values
-explore metaphors
-share stories
-draw picture of the future

Decision-making
(note: be clear who is making the decision, and how, before you begin! See reverse)
-use small groups to react to a proposal
-voting, secret voting, dot voting

Get input
-discussion groups
-have a debate
-I like, I wish, I wonder
-make a word cloud
-write ideas down and collect them in the Big Bowl of Good Ideas

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Resolve conflict
-consider using non-violent communication
-mediation
-open ended questions to learn more

Stay focused on one topic
-Parking lot/bike rack
-Framing (this is what we're talking about today, this other topic isn't)

Name "elephants in the room"
-Crunch-toss (developed by sujin lee at CompassPoint)

Learn together/group learning
-Debrief, using pluses and deltas
-Small groups + teach back
-Fishbowl
-Jeopardy game

Build community
-Circle Process (developed by Indigenous people all over the world)
-story telling
-ask everyone to bring a dish

Build trust
-appreciations
-Group agreements
-Sing together
-Play a game

Change the energy in the room
-ice breakers
-energizers
-dance break
-bring in snacks!

Increase commitment or "buy in"
-Hopes/risks/needs
-7 Whys (from liberatingstructures.com)
Equalize voices, or reduce power dynamics
-1-2-4-all
-affinity groups by identity or position (i.e. gender-based groups, race caucuses, or small groups by positional power)

Other
-improv games
-Theater of the Oppressed
-watch a short video, or read an article, and discuss
-anything in the world you can think of that suits your purpose

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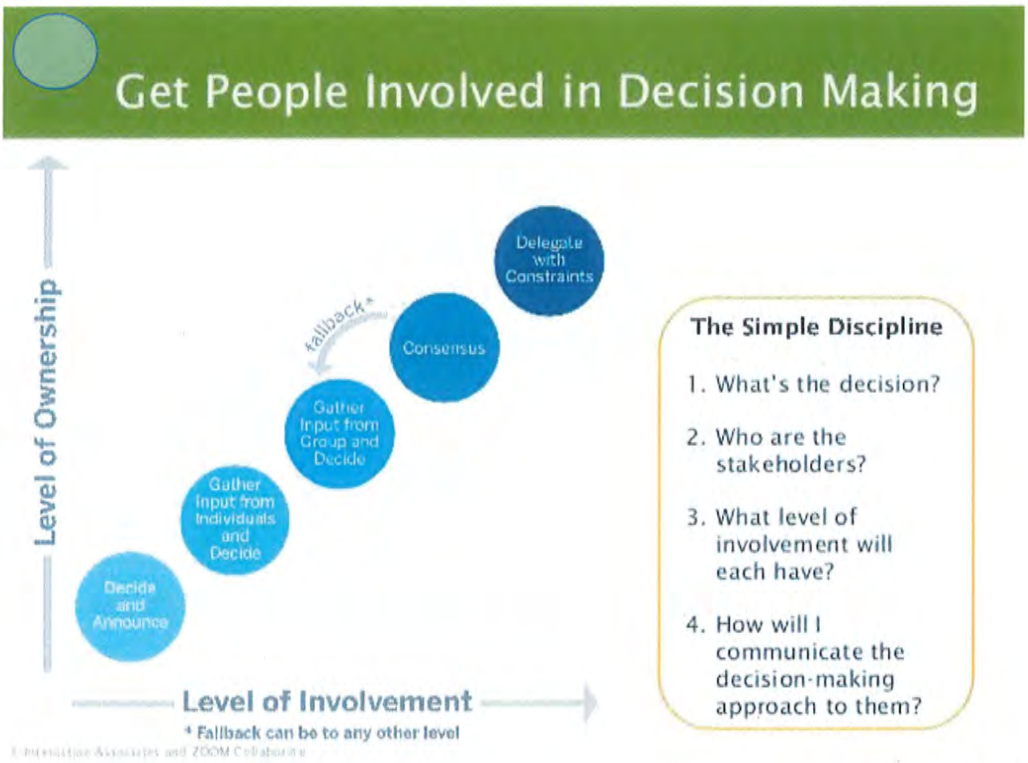
Pay attention to the facilitators you admire, and borrow their meeting activities – ask permission and give credit for their work. Find more meeting activities at liberating structures.com , ask a teacher or youth worker, or make something up! Just make sure you always start with PURPOSE, and then choose an activity that fits.

Developed by Amy Benson, CompassPoint Nonprofit Services

Who is making this decision,
and how?



The Simple Discipline

1. What's the decision?
2. Who are the stakeholders?
3. What level of involvement will each have?
4. How will I communicate the decision-making approach to them?

(copyright Interaction Associates, Inc)

Meeting Agenda Outline (TEMPLATE)

Meeting date:
Time:
Location:

Meeting Roles:
Facilitator:
Note Taker/Scribe:
Time Keeper:
Process Checker:

Meeting Purpose:

Desired Outcomes:

Agenda Item	Who Leads/Introduces	Time Allowed
#1		
#2		
#3		
#4		

Next Steps:

Task	Assigned to	By when

Bike Rack:

Important Upcoming Dates:

Set Next Meeting
Date:
Location:
Meeting Roles (if rotating)