

VISION to ACTION

A GUIDE TO PREPARE AND PLAN FOR COMMUNITY INVOLVEMENT, ENGAGEMENT AND INVESTMENT



CENTER FOR CREATIVE
LAND RECYCLING

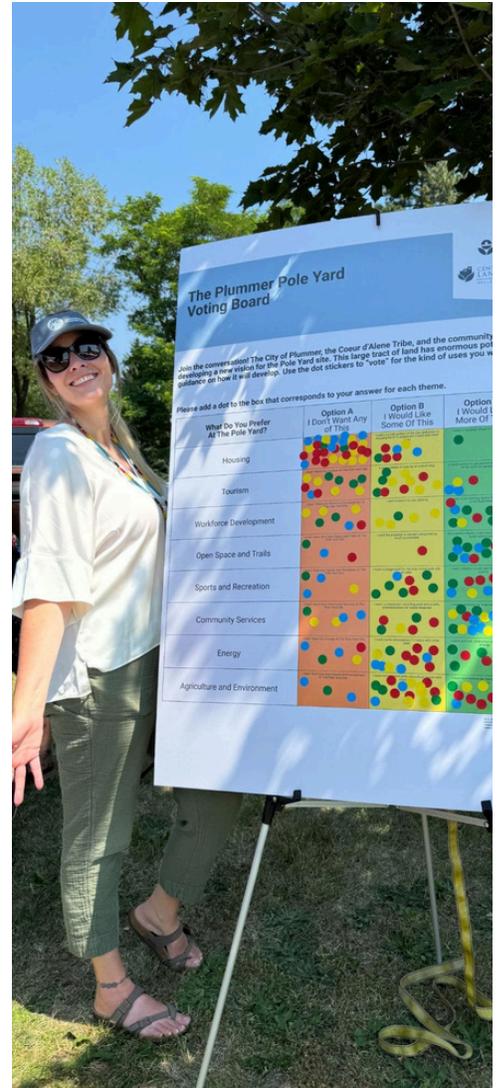
RECLAIM. CONNECT. TRANSFORM.

INTRODUCTION

The Center for Creative Land Recycling Vision to Action (V2A) process requires community engagement to be effective.

This guide will assist you and your organization to plan and implement community outreach efforts that foster community participation, collaboration, and commitment to the V2A process and its outcomes.

The goal of this guide is to ensure that the community is ready, willing, and empowered to support the V2A process. Residents and your team should view the V2A as a shared vision for the future that will benefit the community in which the land reuse project is located. As such, these steps should be tailored to suit your unique needs.



WHAT ARE THE BENEFITS OF COMMUNITY OUTREACH & ENGAGEMENT?

Community Buy-In: Engaging the community early and effectively builds trust and ensures community members feel valued, leading to stronger support for your brownfield reuse project and end use.

Fosters Collaboration: Collaboration between the community, stakeholders, and agency leaders, creates a shared vision and promotes cooperative efforts throughout the process.

Improved Decision-Making: By incorporating community input, agencies can make more informed decisions that reflect the real needs and priorities of the community.

Greater Project Success: Clear, actionable steps ensure that community members are fully engaged, which increases the likelihood of successfully implementing the V2A and its outcomes.



Tailored Solutions: The flexible nature of the guide allows agencies to adapt outreach/engagement strategies to fit the organization's capacity and the unique characteristics and needs of their community.

Sustainable Outcomes: Community involvement leads to more sustainable and supported outcomes, as local stakeholders take ownership of the project's success and its impact on their community and its future.

Improved Grant Application Outcomes: New federal grant guidelines require community engagement as a part of the land reuse planning process. Brownfield grants can also be used to cover costs related to community engagement.

DEVELOPING A COMMUNITY OUTREACH PLAN

1 Define Objectives, Goals, and Stakeholders

Purpose: Be clear about the V2A outcomes specific to the community engagement plan. The intended outcomes will inform and build the community outreach plan.

SUGGESTED ACTIONS

- Determine and agree with the planning team on the issue/problem the V2A will solve.
- Define what success looks like.
- Develop goals of the community outreach plan and how they will help to realize the outcomes. Ensure the outcomes and goals are feasible and can be implemented.
- Identify organizations and community leaders as the project's key stakeholders who can add value to the process and benefit from participation. Consider those who can expand capacity, engage others, or demonstrate leadership.



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Assess Organizational Capacity – Are You Ready?

Evaluate the organization's ability to support community engagement.

SUGGESTED ACTIONS

- Ensure the organization has set aside enough time, staff, and budget to effectively develop, and implement the community outreach/engagement plan.
- Review the organization's existing communication tools (e.g., social media, newsletters, public meetings)
- Analyze the success and challenges of previous community engagement efforts to identify best practices and areas for improvement in the current engagement/outreach plan.

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Define Your Audience

Purpose: Clearly define your audience. Understand the community in which the V2A process will be implemented and how it will meet their needs.

SUGGESTED ACTIONS

- Focus efforts on the groups, neighborhood(s) that are most likely to benefit from and contribute to the V2A.
- Review existing community data and reports on demographics and socioeconomics of the community in which the V2A will be implemented. This will inform how you tailor the communications so that they reach and resonate with the target audience.
- Assess the community's level of awareness of the V2A project and tailor outreach plans and strategies accordingly.
- Meet the community where they are by identifying potential barriers (e.g., time, resources, language, transportation, and awareness) that need to be addressed and planned for before proceeding with the V2A.

4 Develop Communication Outreach Plan and Strategies

Purpose: Ensure clear and effective communication with all stakeholders and the community, meeting them where they are.

SUGGESTED ACTIONS

- Determine tools and strategies to promote the V2A workshops and process (meetings, social media, newsletters).
- Layer onto existing processes with community outreach such as other flyers in utility bills, school flyers, community events.
- Develop key messages that explain the V2A process and its benefits for the community.
- Consider incentives to attract, i.e., cash, widely accepted 'vouchers' rather than cash, competition prizes, or even non-monetary incentives if engagement budgets are restrictive. Speak to CCLR about utilizing Participant Support Costs.
- Ensure barriers for community participation are addressed in the outreach plan.
- Integrate follow-up communications for the community that report the findings of workshops, or studies.

< Postcard for Plummer Idaho Vision to Action Workshop clearly lists incentives and participant support to encourage attendance.

5 Develop a Timeline and Launch Plan

Purpose: Create a roadmap for the V2A community outreach process and align with the overall V2A process.

SUGGESTED ACTIONS

- Outline key activities, determine tools, list who will take lead on each of the activities, and determine estimated completion date.
- Plan for the official launch. Distribute communication materials to announce the launch and invite participation. Engage key community influencers and stakeholders to encourage community involvement and promote the V2A process.

CONCLUSION

This guide is designed to assist you through the essential steps for successfully engaging your community in the Vision to Action (V2A) process. CCLR is committed to ensuring that you and your organization are supported in your community outreach efforts. This includes defining clear objectives, identifying key stakeholders, and developing strategies to effectively involve your community.

A Community Engagement Worksheet is included with this guide which will assist you in developing a Community Engagement Plan tailored to your V2A project. The worksheet offers structured steps to organize and execute your engagement strategies effectively. Your next step is to review each section of this guide and tailor the actions to meet your community's unique needs. If you need assistance at any point, CCLR is here to provide guidance and resources to help bring your community together and move forward with your V2A process.

ADDITIONAL RESOURCES

[IAP2 – International Association for Public Participation](#)

[Community Tool Box](#)

[NeighborWorks America – Community Building and Engagement](#)

[Groundwork USA & the Center for Creative Land Recycling ~ Advancing Equity in Land Reuse Planning and Visioning](#)

[Environmental Protection Administration - Community Engagement Checklist](#)



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