

Engagement Strategy

Guiding Policy: Engage the Dearington neighborhood in an open and meaningful process to develop a neighborhood plan that addresses the neighborhood’s issues and concerns, achieves the neighborhood’s goals and aspirations, and creates a framework of supporters to carry the plan forward. This will be achieved by:

- having numerous opportunities and avenues for feedback as the plan develops,
- easing the burdens of attending meetings by providing adequate notice, food, and childcare,
- reporting back what feedback the project team receives via a project website for validation, and
- working with a steering committee to ensure the process is going well.

Planning Phase	1. Organize	2. Learn	3. Create	4. Finalize	5. Implement
Engagement Focus	Kick-off	Listen, Share & Learn	Co-Design	Prioritize	Support
Goal	Identify core stakeholders and local leaders	Obtain insight and feedback on goals and approach in order to understand concerns and aspirations	Partner with the public to develop alternatives and identify solutions	Engage with residents to prioritize strategies and actions	Help local community members take ownership of implementation
Activities	<ul style="list-style-type: none"> • 1 on 1 interviews • Site walk • Meeting with key community representatives 	<ul style="list-style-type: none"> • Community Workshops (x2) • Field research • Observations • Interviews and group sessions • Neighborhood Survey 	<ul style="list-style-type: none"> • Community workshops • Field research • Identify patterns, themes, and opportunity areas • Brainstorm solutions 	<ul style="list-style-type: none"> • Community workshop to present draft • Prioritization Sessions 	<ul style="list-style-type: none"> • Public Hearings • Workshops to advance /design programs and capital projects

Steering Committee Meetings

Plan 2 weeks in advance

Who: Current, former residents, representatives of community organizations

Outreach: Email notices to members

When: Meet during the week during the day

Neighborhood Meetings

Plan 2 months in advance

Basics

- Should be in evenings or Saturdays
- Provide food and childcare/activity to help parents attend and participate
- Report back all findings via the Dearington Website: www.lynchburgva.gov/dearington

Outreach & Communications Plan

Specific groups to let know about public meetings:

- Steering Committee
- Churches
- School Teachers
- City Council and Planning Commission

City Outreach Methods

- Post to Dearington Website www.lynchburgva.gov/dearington
- Press Release
- City Source (runs 3rd Tuesday of the month)
- Radio Broadcast- Lynchburg Minute
- Social Media
- Lynchburg App – can take photos in neighborhood
- Digital Reader Board from Public Works

DESI Outreach

- School Fliers – Tuesday folders (need approval from Downtown)
- PTA Meetings
- Invite School Teachers

Media Outreach

- News & Advance Article?
- Radio Stations

Neighborhood Outreach

- Canvassing and Fliers on the door (1-2 weeks ahead of time)
- Postcards?
- Facebook group (reunion group)
- Develop email list
- Real Estate signs?

Engagement Schedule:

Neighborhood Workshop #1	Listen and Learn about the neighborhood	December 12, 2019
Survey Follow-up from Workshop #1	"	January – March 2020
Jefferson Park Rec Center Ribbon Cutting and Open House	"	January 30 th , 2020
Neighborhood Workshop #2	Establish Vision, Goals, Guiding Principles	Wednesday in March 2020
tentative Neighborhood Workshop #2b	Focus on Jefferson Park	Wednesday in April 2020
Neighborhood Workshop #3	Test Strategies and Actions- vet proposals with neighborhood	April/May 2020
Neighborhood Workshop #4	Confirm Plan and Prioritize Actions	June 2020

Workshop Details:

Neighborhood Workshop #1 – December 12, 2019 4:30-7:30pm

Goals

1. Communicate scope and schedule of the plan
2. Present preliminary research to the public
3. Get feedback on preliminary research, whether it resonates with the community based on their lived experiences
4. Ask questions and get answers to fill gaps in initial research

Approach

Use open house format to keep informal and make more like a neighborhood party to build excitement for this neighborhood plan process. Use interactive ways to get questions answered and focus on one-on-one conversations.

Neighborhood Workshop #2

Goals

1. Present findings from Workshop #1
2. Create and confirm a shared vision, goals, guiding principles in collaboration with the neighborhood
3. Begin thinking about neighborhood design

Approach

Small group discussions?

*To be filled in with hired facilitators input

Don't forget!

Childcare, Food

Neighborhood Workshop #3

Goals

1. Share initial ideas and strategies and gather input on how to develop them in depth or remove from consideration

Approach

***To be filled in with hired facilitators input**

Small group discussion around different scenarios provided. World café style where facilitator for each topic remains the same and group rotates and each group builds on discussion of previous one?

Use interim sketches for group to respond to?

Don't forget!

Childcare, Food

Neighborhood Workshop #4

Goals

1. Present draft neighborhood plan document
2. Confirm and prioritize plan recommendations, no debate for new ideas or recommendations

Approach

Presentation to larger group, parts of plan on view around the room

Attendees can vote on priorities of aspects of the plan.

Don't forget!

Release document ahead of time

Childcare

Stakeholder Discussions

Specific Groups to discuss with:

Steering Committee
Businesses on Langhorne and Memorial
Dearington Elementary
Parks & Recreation Staff
Churches
Housing Authority
Sunshine Market
Centra

Field Engagement

Many residents do not have time or willingness to participate in public workshops. To obtain input from a full cross section of the community, surveys, individual interviews, social media and attendance at neighborhood events should be considered.