



# Community Engagement

Connect with the right people the right way.

February 2, 2022

# Land acknowledgment



Evergreen is located in Tkaronto, the traditional lands of Huron Wendat, the Seneca, the Mississaugas of the Credit River, the Haudenosaunee and the Anishnaabek. This land is governed by Treaty 13 and is subject to the Dish with One Spoon Wampum covenant. These treaties challenge us to see our common purpose, share the gifts of the land and to step into our role as caretakers.

# Your facilitator

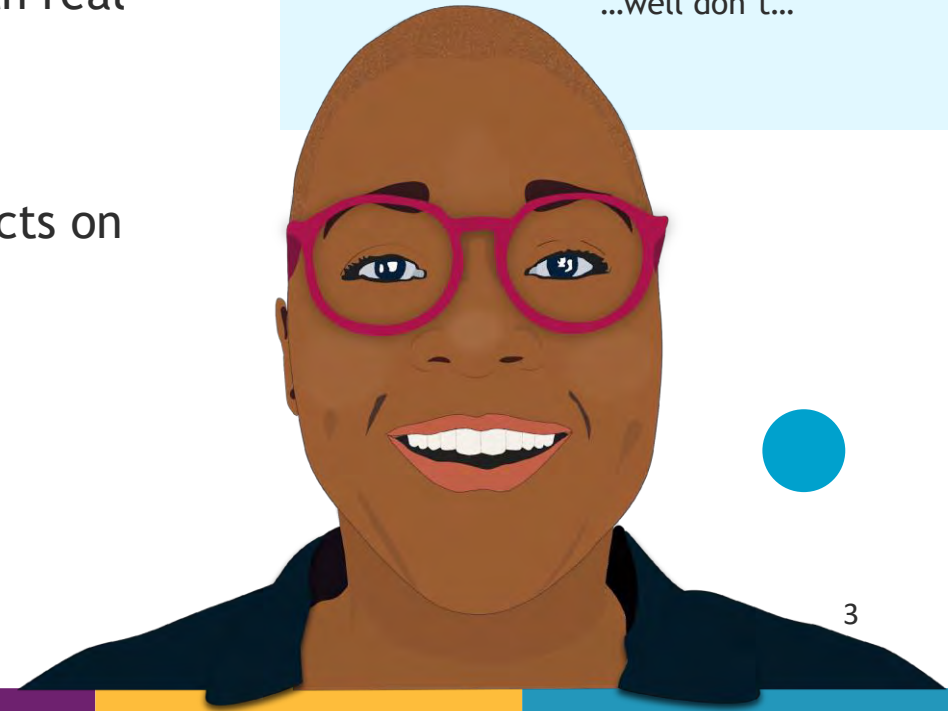
- Creative problem solver, anti-oppression practitioner, engagement geek, and organizational planning strategist.
- Recently founded Harbingers, a creative consulting practice designing values-based solutions with real people, for real people.
- Master of Design in Strategic Foresight and Innovation (SFI) from OCADU, research projects on youth health and public engagement.
- Love flying kites!

## Ayana

[ai·a·nuh] or [👁️ · Anna]

*like Diana without the D*

say it with me now...  
...well don't...



# Your facilitation team



**Nameeka Talpur**  
Program Coordinator  
*Evergreen*



**Katharine Van der Veen**  
Bilingual Program Officer  
*Evergreen*



**Joyce Chau**  
Sr. Program Manager  
*Evergreen*



**Matthew Carreau**  
Sr. Program  
Officer  
*Evergreen*

# Recap of last session

## What you accomplished:

- + Identifying the individuals, groups and communities involved in the housing ecosystem;
- + Brainstorming a list of those who are affected by or have influence over your solution area;
- + Validating your choices, considering
  - + gaps in research,
  - + impact and power, and
  - + your team's existing relationships; and
- + Shortlisting priority groups and communities for engagement.



**Incorporating your feedback:**  
we will give you as much time as possible in breakout session.

# What you need for this workshop

This is an interactive workshop with breakout discussions and activities. To fully participate please make sure you join the meeting with the following:

## Zoom software

Join with the latest version of Zoom installed. Use a desktop or laptop (or pro tablet). *Workshop activities cannot be completed by simply dialing into the meeting on a phone.*

## Miro (virtual whiteboard)

We will be using Miro, a virtual whiteboard tool. If you're curious about what Miro looks like and how to use it, [watch this short tutorial](#).

# Ground rules

## Please update your display name on Zoom!

Name (pronouns, if desired) - Organization or Team name

## Technical support

If you have any technical issues or questions during the session, or need support with Zoom or Miro, please message Katharine in the chat or email us at [HSC-DOLsupport2@evergreen.ca](mailto:HSC-DOLsupport2@evergreen.ca)

## Please keep your microphone on mute during plenary presentations

**Questions and input are welcome!** Questions are welcome at any time! Feel free to unmute yourself and jump in, use the raised hand feature to speak OR type your question or comment in the chat.

## If you need to be away from your computer for a moment...

Place an asterisk (\*) in front of your display name

# What content you'll need

- + Miro board activities (pre-sent)
- + Your shortlist of groups and communities for engagement
- + A good understanding of their needs - we'll engage in a discussion about their needs
- + A knowledge of the gaps in your research



# Today's objectives

## This workshop is designed to:

- + support you in engaging groups and communities identified through the preceding community mapping workshop;
- + identify some best practices in community engagement;
- + centre anti-oppressive practices to ensure proposed solutions serve and reflect underserved communities; and
- + build the skills and capacity to engage in meaningful partnerships that support your proposed solutions.

# Agenda

- 1:00pm **Welcome back** recap of last session + preview
- 1:10pm **Icebreaker** the 'why' of engagement
- 1:20pm **Breakout activity** clarifying your purpose
- 1:50pm **Breakout activity** developing engagement strategies
- Break**
- 2:10pm **Mini-presentation** engagement methods
- 2:15pm **Breakout activity** planning your engagement
- 2:45pm **Winding down** reflections and next steps
- 2:50pm **Closing** questions, evaluation, office hours

# ICEBREAKER DISCUSSION

*Why are you doing engagement? What role does engagement play in the success of your solution?*

- Be specific, use examples, tell a story!
- Draw from personal experience and professional roles
- Draw on what you've read, and what you know about engagement

- Breakout groups of 3  
3 minutes total
- 1 minute to introduce yourselves
- 2 minutes to answer the question

# Why engagement?

## Applicant Guide Requirements

**2.5** Provide evidence of how engagement with and feedback from those who will use and be impacted by the solution:

- i) demonstrates that the solution is needed, desired, and supported;
- ii) was addressed in the development of the solution throughout Stage 2 and
- iii) will continue to be considered during the implementation of the solution.

# Why engagement?

## Applicant Guide Requirements

### C. Consider consultation

1. If there are identified gaps in the information available, consider steps that could be taken in Stage 2 of the Getting Started round if you are selected for shortlisting to address these gaps in knowledge (e.g., consultations with communities, stakeholders, decision-makers, institutions, different levels of government).
  - a. When consulting, how will you communicate openly about what you are hoping to achieve with your solution and how will you remain open to being challenged on your understandings?
  - b. How will you explain how you intend to use information that is shared with you?
  - c. Consider if compensation for consultation is appropriate.
  - d. Consider opportunities for collaboration and partnership, where appropriate. It takes a wide range of insights, perspectives and expertise to develop and implement new ideas.

# Why engagement?

## Applicant Guide Requirements

### C. Consider consultation

1. If there are identified gaps in the information available, consider steps that could be taken in Stage 2 of the Getting Started round if you are selected for shortlisting to address these gaps in knowledge (e.g., consultations with communities, stakeholders, decision-makers, institutions, different levels of government).
  - a. When consulting, how will you communicate openly about what you are hoping to achieve with your solution and how will you remain open to being challenged on your understandings?
  - b. How will you explain how you intend to use information that is shared with you?
  - c. Consider if compensation for consultation is appropriate.
  - d. Consider opportunities for collaboration and partnership, where appropriate. It takes a wide range of insights, perspectives and expertise to develop and implement new ideas.

# Why engagement?

- + Validate and challenge key assumptions;
- + Understand and adapt to real-life barriers;
- + Identify new research questions or gaps in your knowledge;
- + Refine the design of your solution; and
- + Validate that your solutions is needed, desired, and supported by your end users and those who will facilitate its implementation.
- + Continue to adapt during the course of implementation.

Remember: **FORM FOLLOWS FUNCTION.**

Who you engage, what you engage them on, and how you engage them should come **directly** from your purpose.



# PART 1

## Getting clear on your needs

- Identify why you are engaging each interested party

20 minutes



# From last session:

We need a more human-centred way of prioritizing!

Critical Reflection Activity



Reflection #1: Gaps & Biases



Reflection #2: Impact & Power



Reflection #3: Relationships

## Activity # 1: Get Clear on Your Needs

**Length:** 15 minutes

**Format:** Team activity

**Tools:** Miro (virtual whiteboard)

### Objectives:

- For each priority group or community, determine why their engagement is important.
- Which components of your solution will each of the priority groups or communities on your shortlist inform, influence, or lead?
- Be specific! Identify specific gaps in your knowledge, specific relationships they may assist you with, specific outcomes you are seeking.



# Activity # 1: Get Clear on Your Needs

## Guiding questions

- What project goals can this group or community help you with?
- What gaps in your knowledge can this group or community help you address?
- Which components of your solution will this group or community inform, influence, or lead?
- What other resources can you draw upon to address the gap

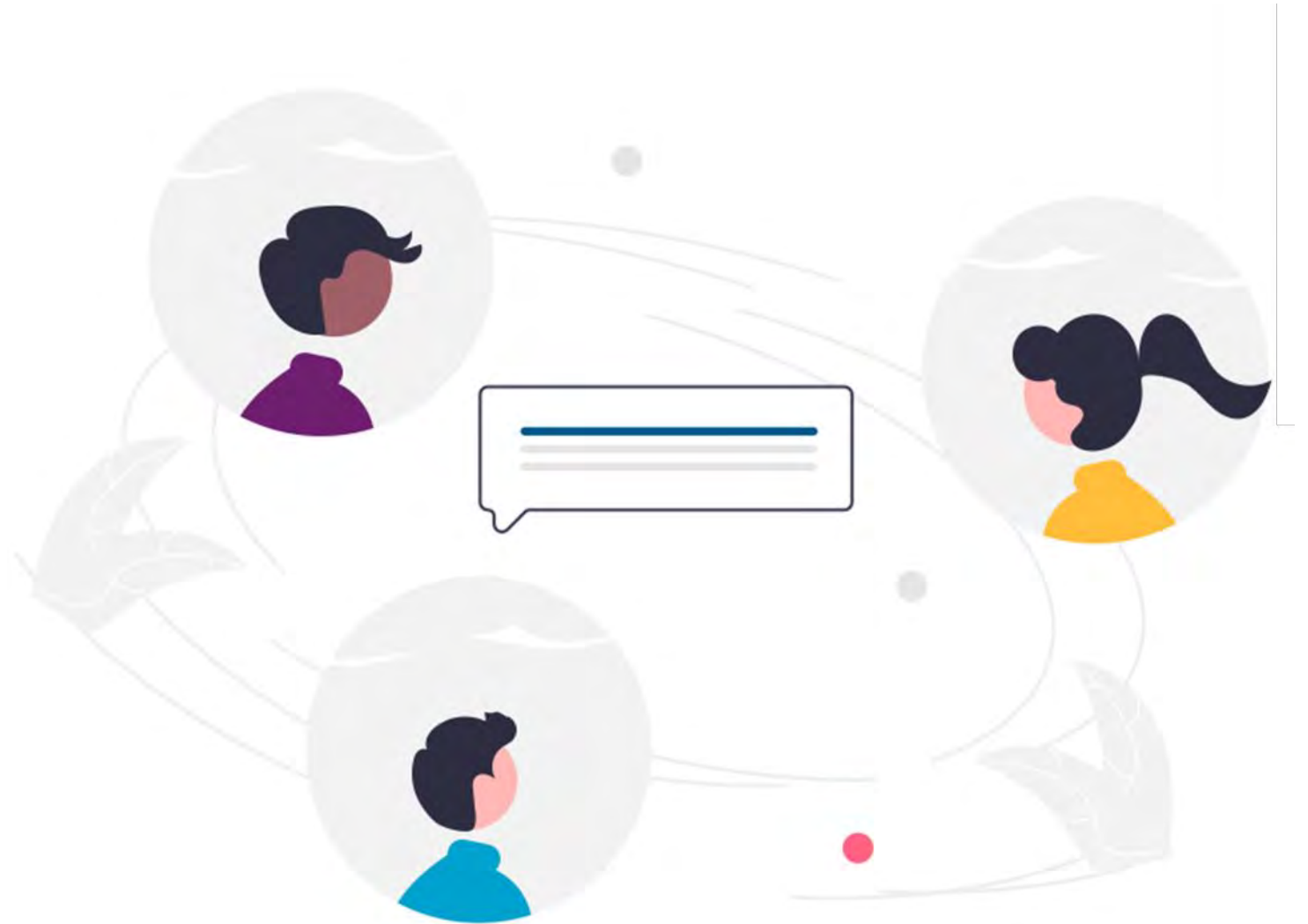


## PART 2

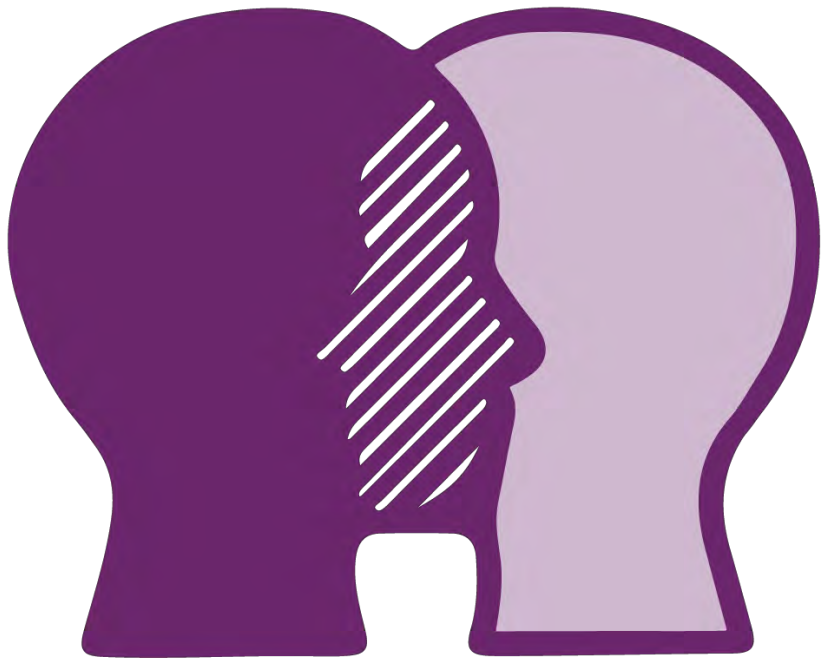
### Engaging respectfully

- Engaging with dignity, respect, and compassion
- Defining concrete strategies for upholding principles of engagement

20 minutes



**What might your priority groups and communities want from you?**



**What might your priority groups and communities fear?**

# Some principles to consider....

**Transparency** - clearly state the purpose of the engagement, and what parts of your project can be influenced, and which are off limits.

**Selectiveness** - only engage people on issues they can influence. Don't engage people just to meet requirements.

**Tailoring** - match engagement questions to the expertise and experience of those you are engaging.

**Inclusive design** - make sure the tools you use are accessible, appropriate and *preferred* by those you are engaging. You can even design your engagement with a sample group to ensure this.

**Comfort** - make sure people are as comfortable as possible to be candid with you.

**Access** - make your engagement as barrier-free as possible.

**Feedback** - circle back to demonstrate how you used input.

## Activity # 2: Define the needs of priority groups and communities

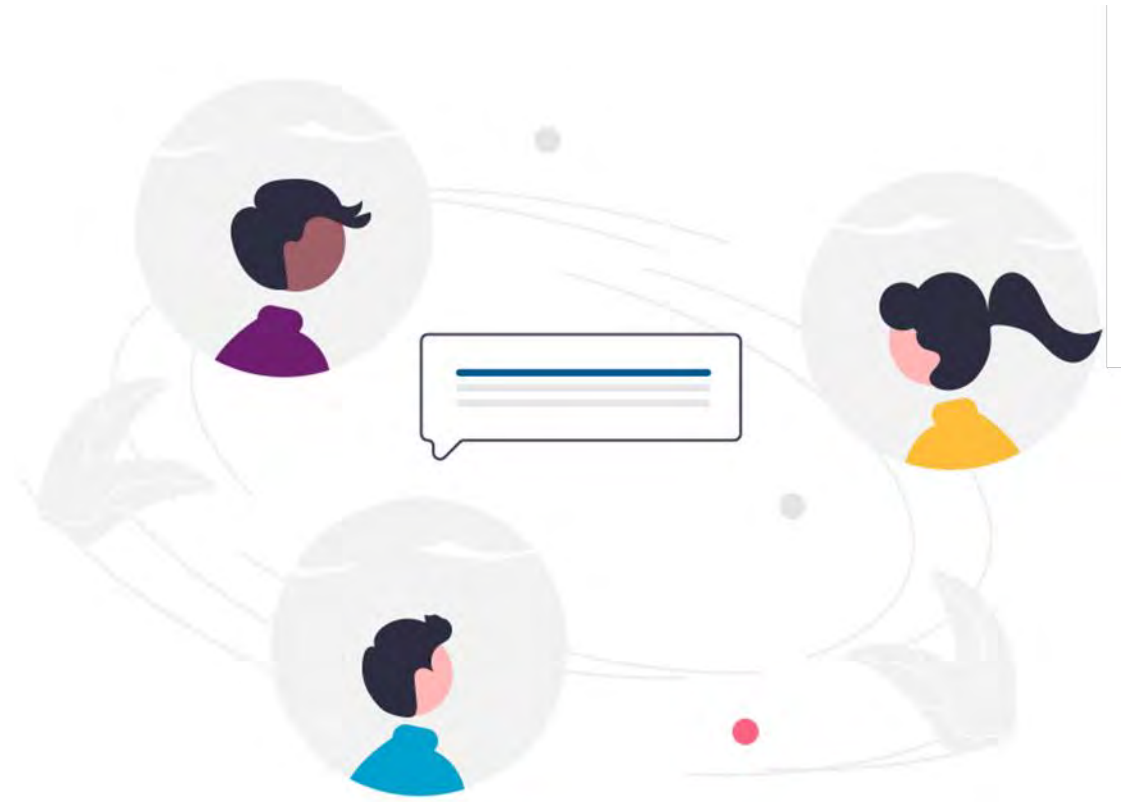
**Length:** 15 minutes

**Format:** Team activity

**Tools:** Miro (virtual whiteboard)

### Objectives:

- For each priority group or community, brainstorm what their needs might be
- Consider the principles of anti-oppressive engagement. What will your team do to ensure your engagement is respectful?
- Be specific! Identify specific strategies you will employ





**Note:** THESE ARE BEST GUESSES, NOT FACT.

Until you ask, it's impossible to know for sure what people need. Remember to check your assumptions.

# 3-MINUTE BREAK

Make some tea, stretch, check your messages

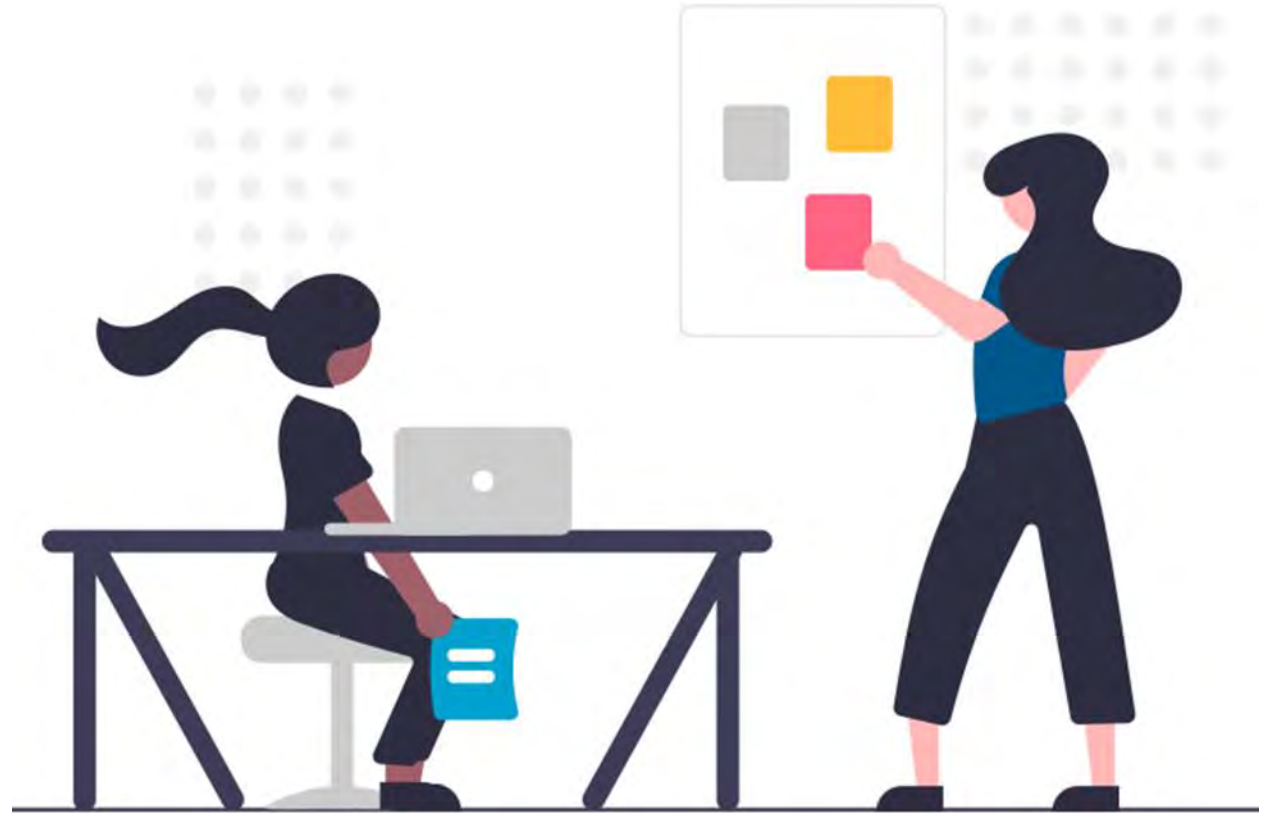
Feel free to turn off your camera!

## PART 3

# Planning your engagement

- Defining the format of each of your engagements
- Identifying the steps you need to take to get there

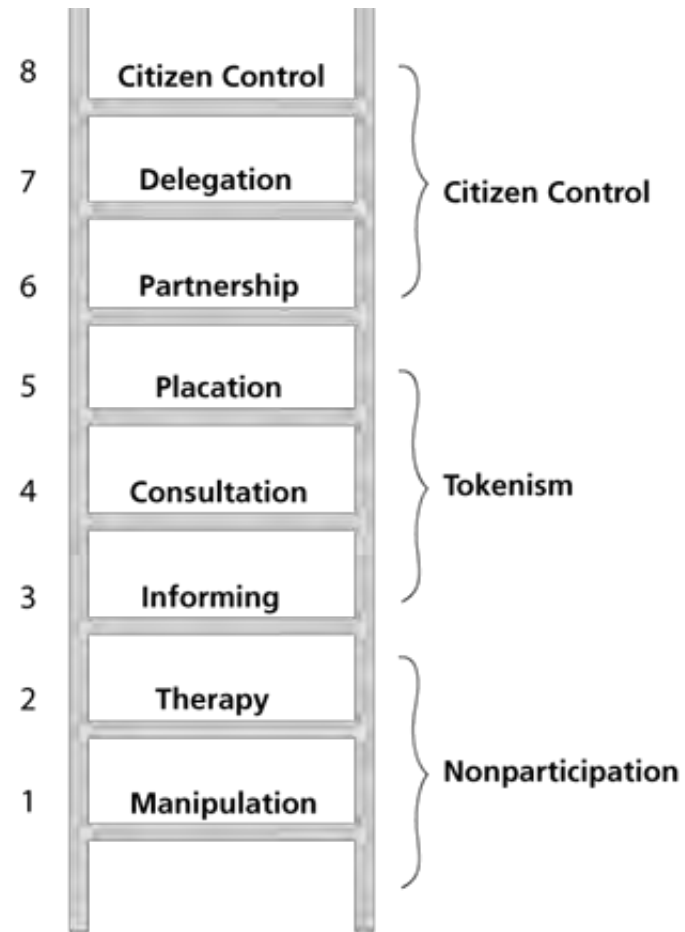
40 minutes



# Arnstein's Ladder

In 1969, scholar Sherry Arnstein developed a graphic to describe engagement in planning processes in the US: *Arnstein's ladder*.

It deals with issues of **power**.



Arnstein's Ladder (1969)  
Degrees of Citizen Participation

# Today's Ladder

For our purposes, we'll simplify:

The goal is to move groups with little power as far up the ladder as possible, by moving groups with a lot of power far enough down.

**NON-PARTICIPATION**



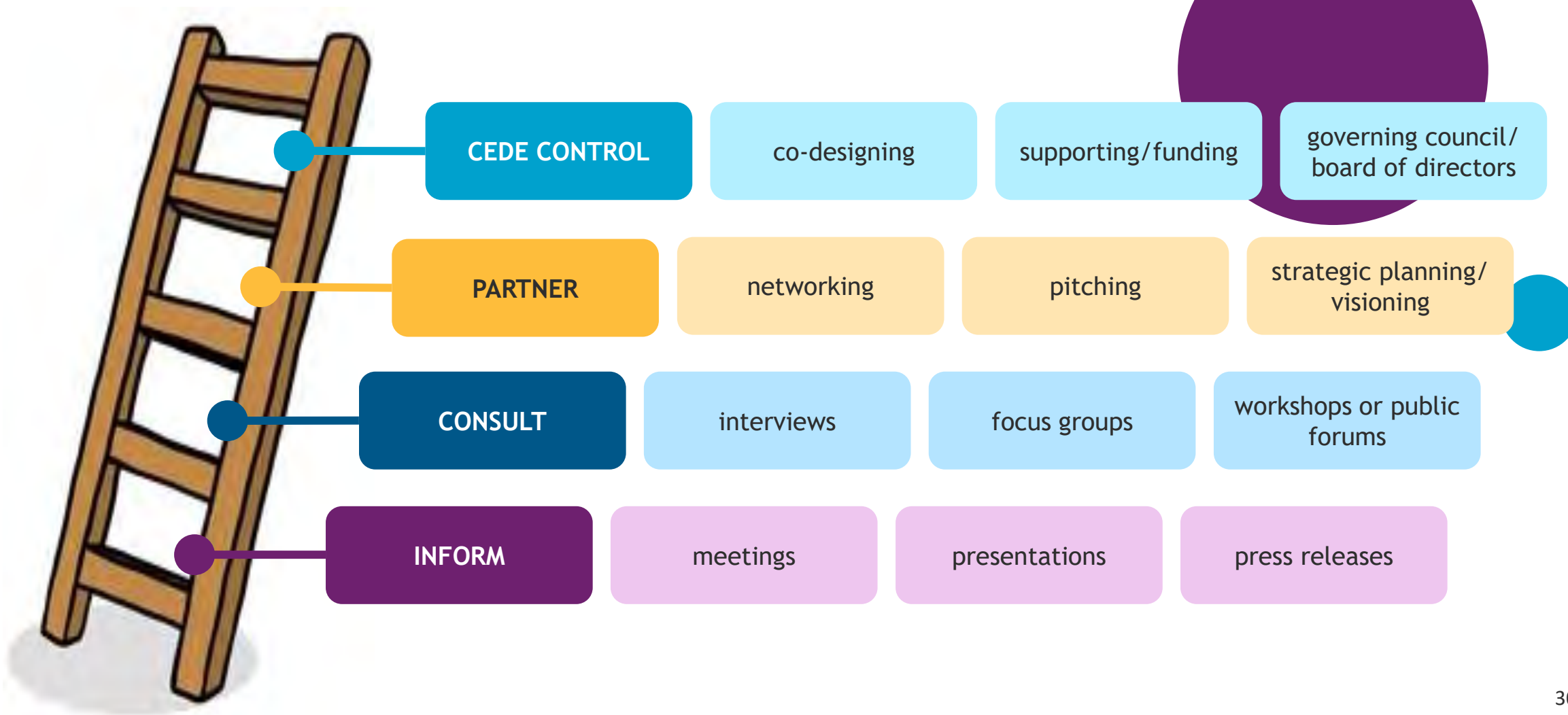
**CONTROL**

**PARTNERSHIP**

**CONSULTATION**

**INFORMING**

# Engagement methods



## Activity # 3: Build your engagement plan

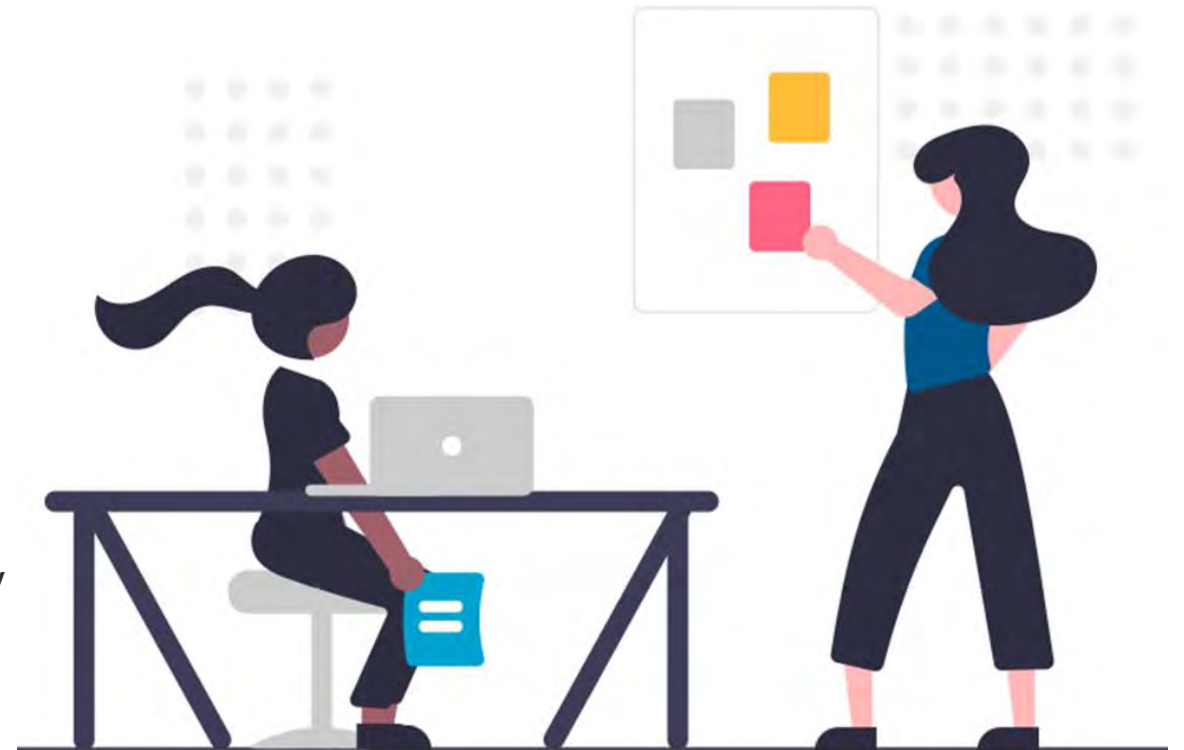
**Length:** 15 minutes

**Format:** Team activity

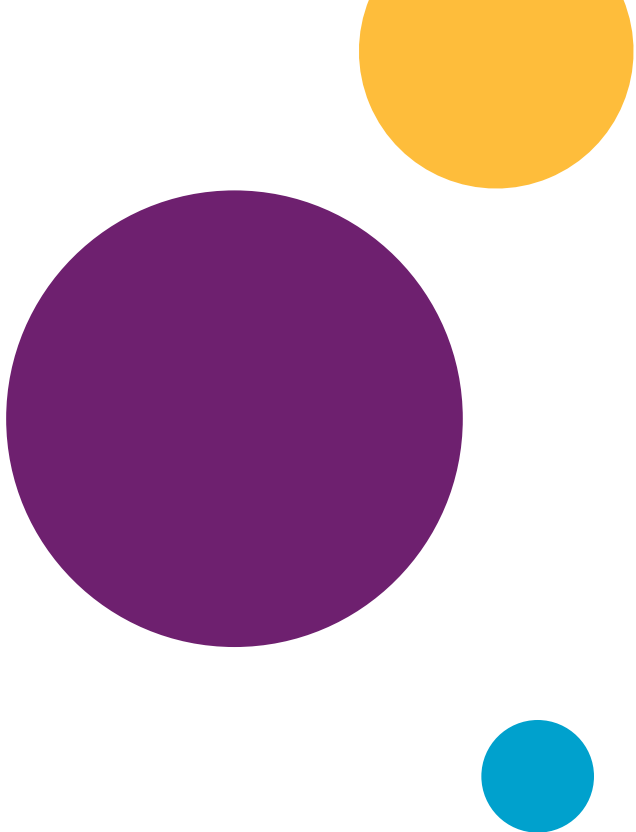
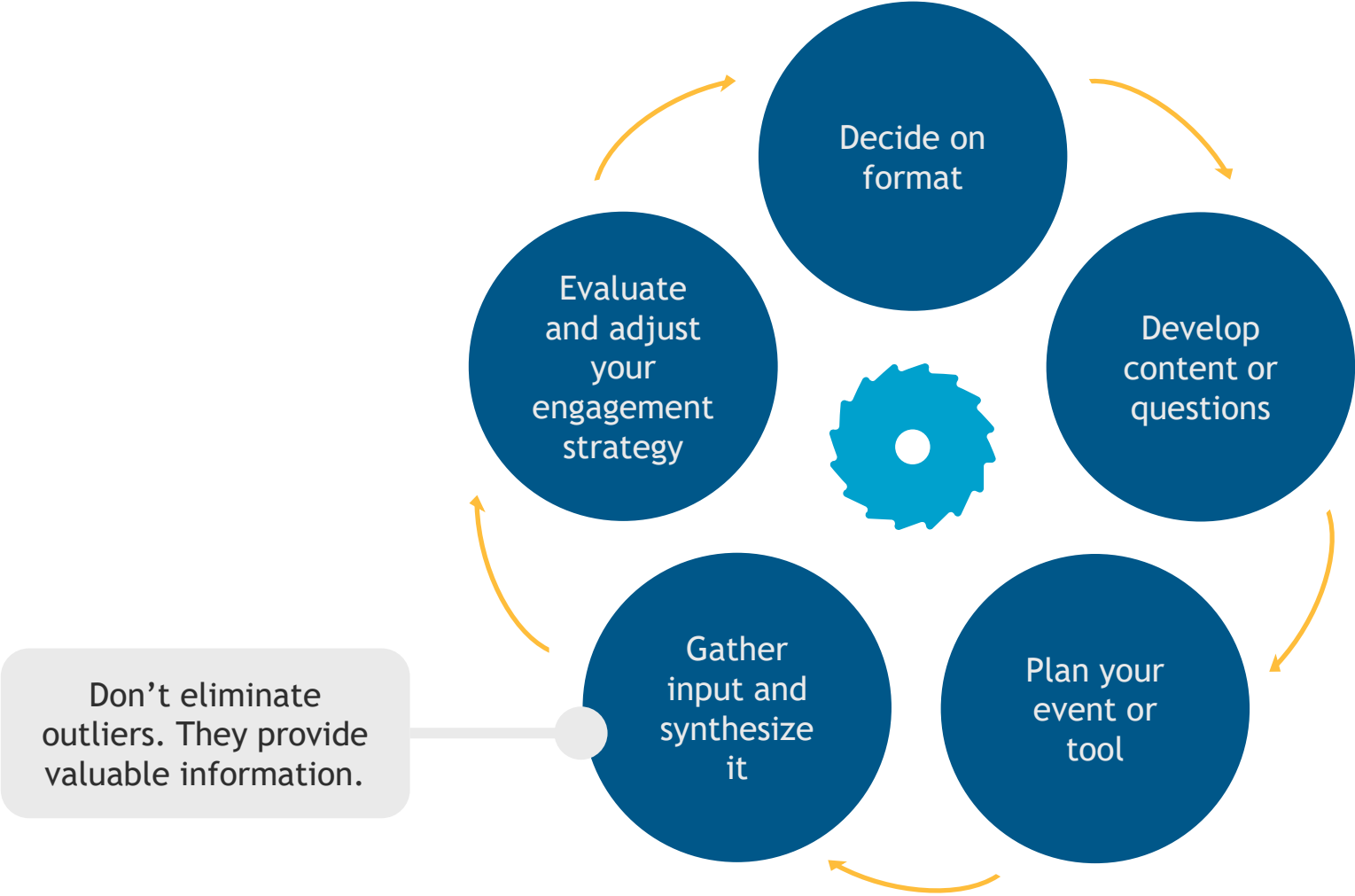
**Tools:** Miro (virtual whiteboard)

### Objectives:

- For each priority group or community, decide which rung of the ladder they should be on, and determine the format of their engagement.
- What activities or questions will yield the best input?
- Be specific! Identify specific methods you will employ



# Activity # 3: Build your engagement plan (cont'd.)





# Traits of a good designer/innovator

**Collaboration** - build a team of people who have different strengths, identities and worldviews. This creates dialogue that leads to well-informed and well-justified ideas.

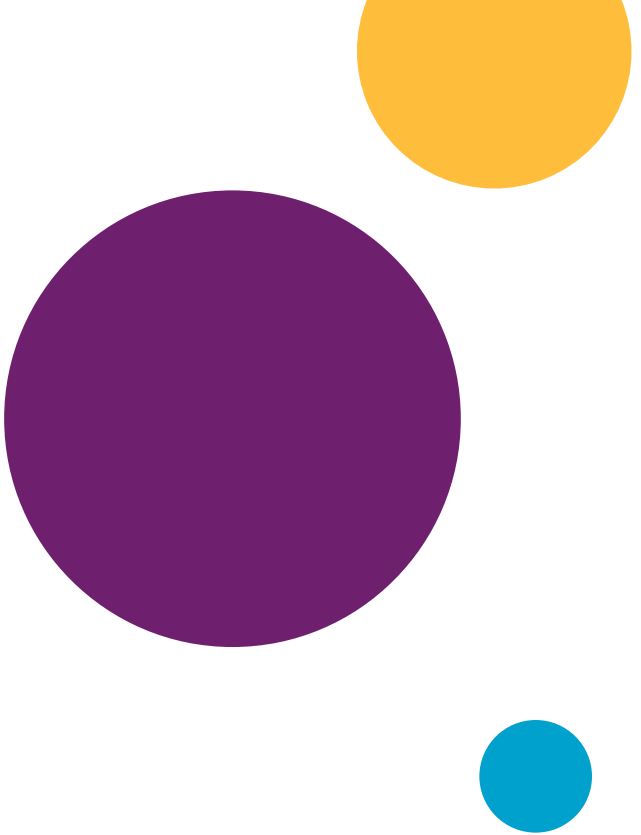
**Curiosity** - acknowledge, confront, and test your assumptions. Ask thoughtful questions and aim to learn from the responses. Believe your people's experiences.

**Humility** - you are not the expert or the decision-maker. You are facilitating a desirable outcome for others as defined by others.

**Redistribution** - recognize your power and share it with people affected by the problem. Provide more value to people you engage than you get.

**Patience** - embrace ambiguity. Don't rush through unclear or uncomfortable work. This will save you time later!

**Representation** - Make sure your team reflects those you're working for. Design with your community, not simply for them.



*Beware of the colonial attitude that says anyone can step into any problem and solve it just because they are a designer. This isn't true.*

# Next steps

- + Refine your Miro board
- + Build your engagement tools, activities, and plans
- + Any questions?

# UP NEXT!

---

## Communications Workshop

The **Communications Workshop** will build on the Community Mapping and Engagement Workshops to prepare you to:

- communicate your barriers and proposed solutions with key audiences.
- communicate effectively during your engagement process.
- engage productively and purposefully using a strategic communication plan.
- develop a communications roadmap for showcasing your project in your Stage 2 application and beyond.



# NEXT STEPS

## Office Hours

- **What are Office Hours?**  
One-one-one time that you can book with experts to get focused feedback on topics raised in the skill-development workshops.
- **Difference between community mapping and engagement office hours:**
  - **Mapping Office Hours (Matthew)** - Questions about identifying and prioritizing groups and communities
  - **Engagement Office Hours (Ayana)** - Questions about how to engage and best practices.

Dates	Office Hours available for
February 7-18	Mapping Workshop Office Hours
February 7 - March 18	Engagement Office Hours



**Thank you!**

Reach us at [HSC-DOLsupport2@evergreen.ca](mailto:HSC-DOLsupport2@evergreen.ca).

