

WEBINAR

Equitable Community Engagement: Moving from Insight to Action

Educational Credit: 1.0 (APA AICP CM)



Meet the Panel

Dave, Traceé, Martina, and Sophia



Dave Biggs

Public Engagement Strategist
Social Pinpoint



Traceé Strum-Gilliam

Senior Director
PRR



Martina Wolf Battistone

Practice Lead
Social Pinpoint



Sophia Robison

Practice Lead
Social Pinpoint

Housekeeping

- **Event Timing:** The webinar is scheduled for 60 minutes
- **Technical Issues:** Please reach out to us at events@socialpinpoint.com
- **Recording and Slides:** Will be emailed to you in the coming days
- **Questions:** Feel free to submit your questions through the Q&A box

Agenda

- **Intersection of Equity and Community Engagement** (Traceé)
- **Engaging for Equity: Survey Results & Actionable Steps** (Dave)
- **Case Studies** (Sophia & Martina)
- **Open Discussion & Questions** (All)

The Intersection of Equity and Community Engagement



Engaging for Equity

Highlights from the “Engaging for Equity” Survey

601 total respondents

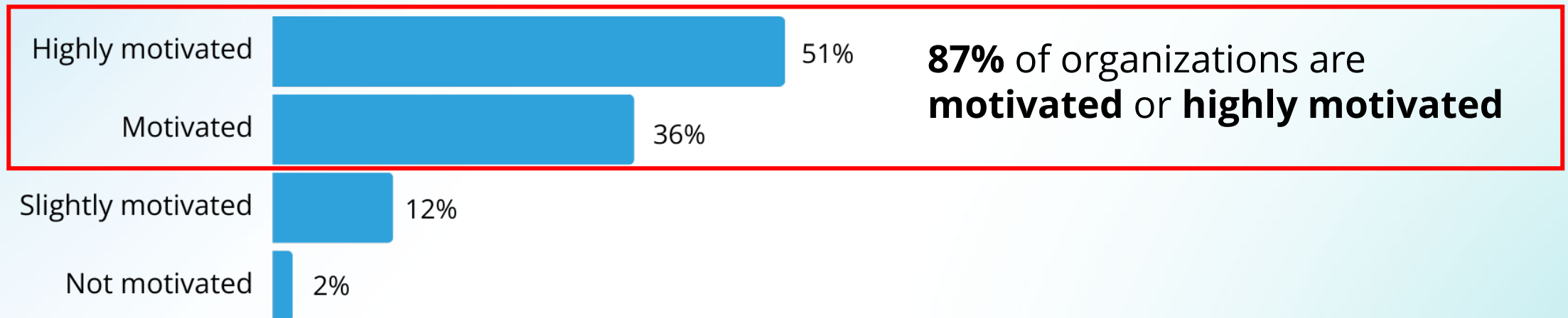
57% United States

22% Australia/New Zealand

19% Canada

Organizational Motivation

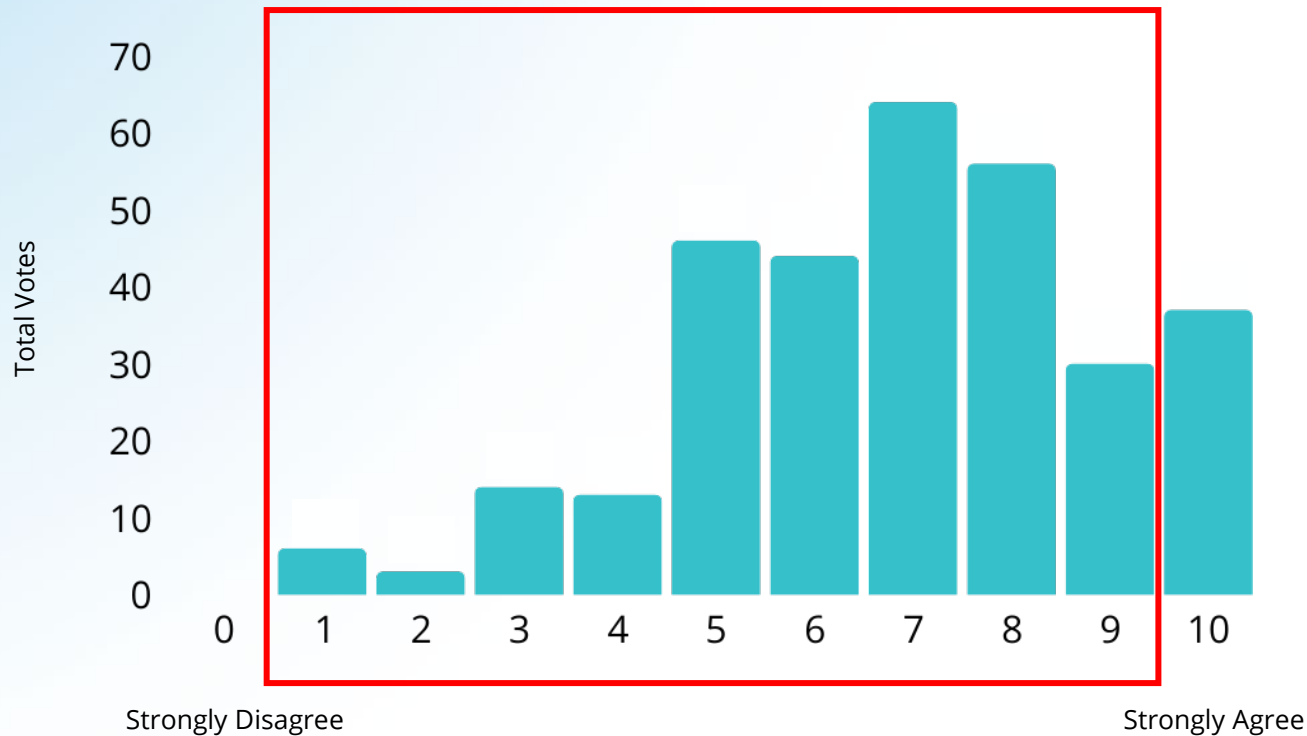
Is your organization motivated to make engagement inclusive, diverse and representative?



Current Engagement Practices

“My organization's current community engagement is inclusive and diverse.”

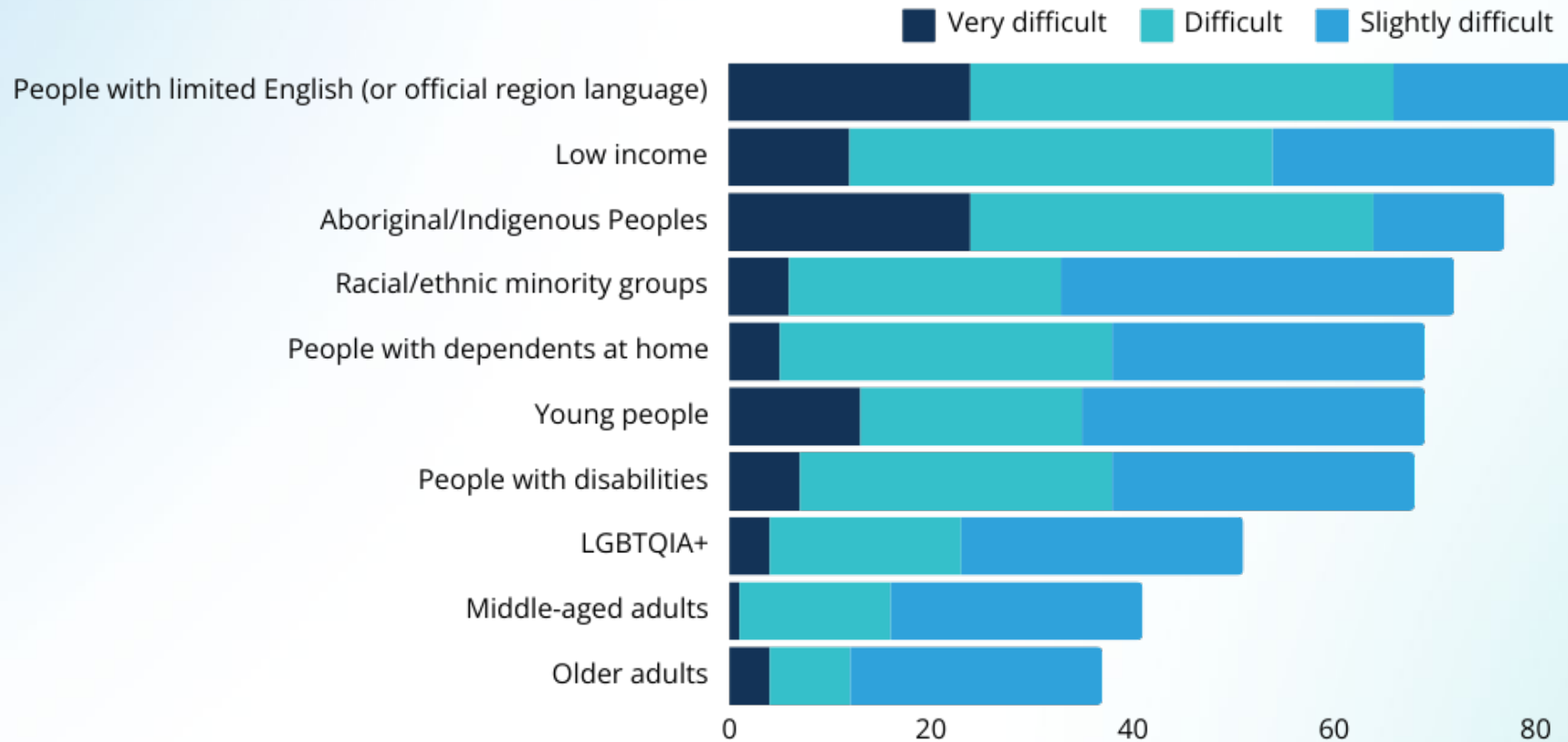
Rated 0-10, from Strongly Disagree to Strongly Agree



- Average = **6.8%**
- **Room for improvement**

Key Audiences

Which groups are most difficult to engage?



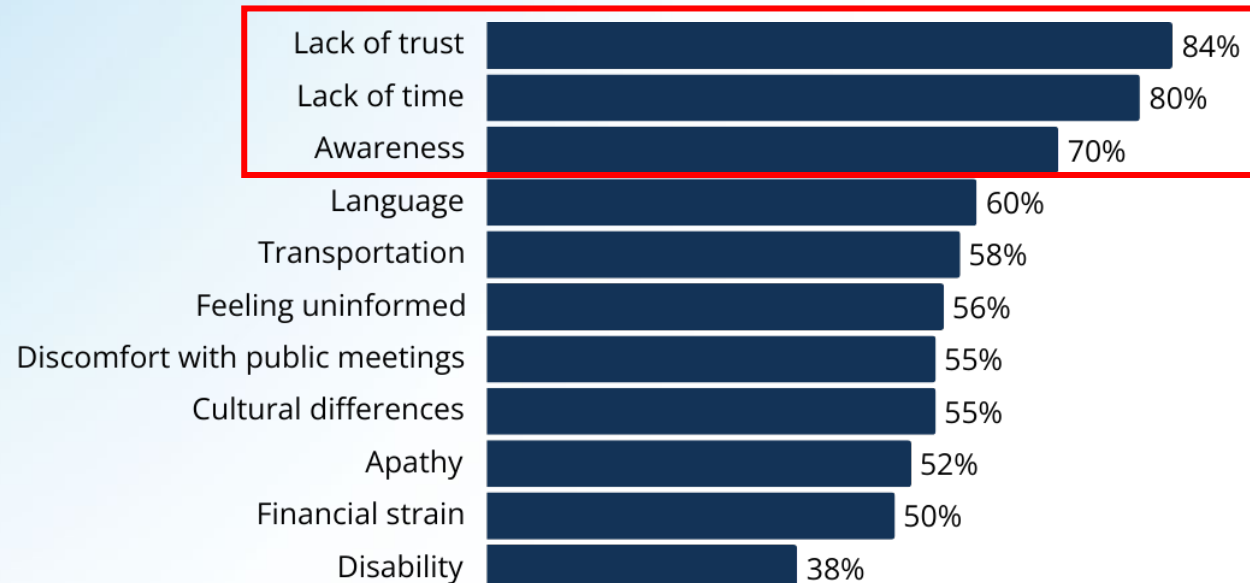
Other Groups Mentioned

Who did we miss?

Chronic illness Renters Low education levels Women Refugees
High income Youth Absent homeowners International visitors
Students Environmental Justice Community Full time workers Amish
People working outside traditional hours
Cognitive or psychosocial disabilities
Low income Working parents Low trust
Rural/remote communities Arts sector
Veterans Carers Low literacy
People with addiction
Health sector Small business owners
Introverts
Young adults
Transport users
Invisible disabilities
Unemployed
School system
Visually impaired
Low skills Vulnerable
Neurodiverse
Religious groups
Men Unhoused

Barriers for Participants

Which barriers impact participation for traditionally underrepresented audiences?

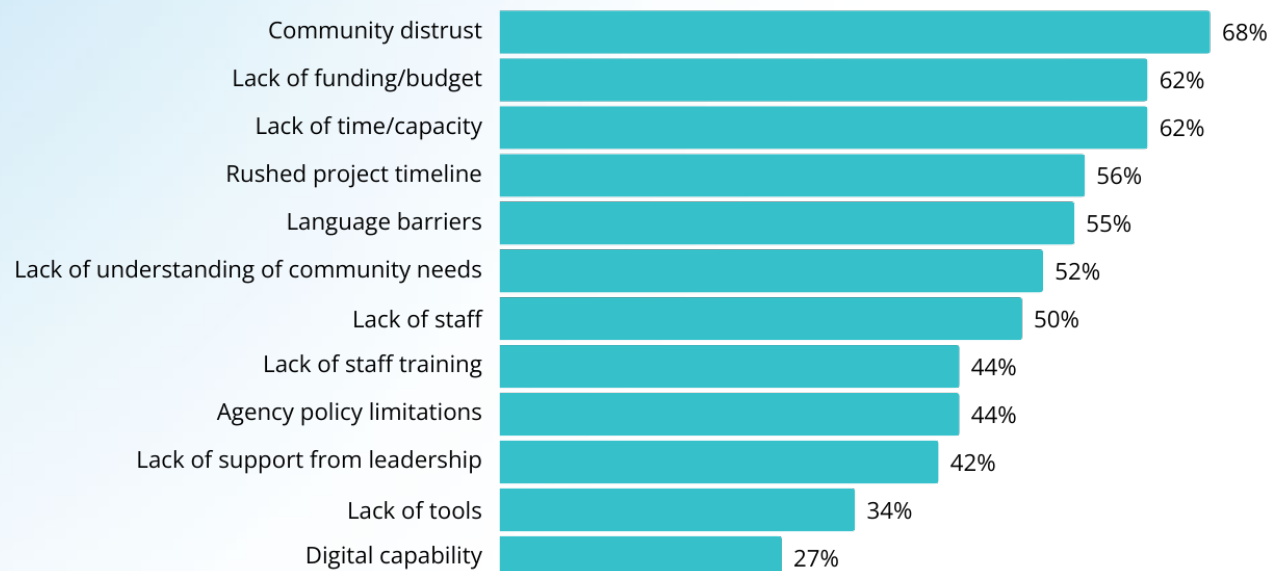


Top barriers:

- **Lack of trust** – 84%
- **Lack of time** – 80%
- **Awareness** – 70%

Barriers for Practitioners

As a practitioner, which barriers do you face in engaging traditionally underrepresented audiences?



Top barriers:

- **Community distrust** – 68%
- **Lack of funding/budget** – 62%
- **Lack of time/capacity** – 62%
- Rushed project timeline – 56%
- Language barriers – 55%
- Lack of staff – 50%
- Lack of support – 42%
- Lack of tools – 34%

Effective Engagement Strategies for Equity

What strategies will help planners engage traditionally underrepresented audiences?

1. **Partnering** with organizations
2. **"Go to them"** / pop-up events
3. **Hybrid** (in-person and digital)
4. **Easy** to understand / read materials
5. **Compensating** participation
6. **Multi-lingual** engagement **website**
7. Providing **care / meals** at meetings
8. Targeted **paid social** media
9. **Longer engagement** periods
10. ...



A man and a woman are sitting at a desk, looking at a tablet together. The woman is on the left, wearing a yellow sweater, and the man is on the right, wearing a striped shirt. A laptop is open on the desk in front of them. The background is a blurred office or home workspace. The entire image has a blue tint.

Actionable Steps for Advancing Equity

1. Advocate for Equity *

- Build commitment
- Leverage assets/case studies
- Include requirements in RFPs

2. Commit to Tangible Goals

- Define community diversity
- Identify critical voices
- Commit to goals not timelines

3. Target and Monitor

- Tailor to target
- Monitor and adjust
- Continue until goals are met

4. Address Unmet Needs

- Identify unmet needs
- Address the gaps
- Monitor progress

5. Report Back

- Build trust
- Create synergies
- Continuously improve

Advocate for...

~~Community Engagement~~ Engaging for ~~Equity~~ Efficiency

Building the right thing

Why?

- ✓ Cost-effective
- ✓ Efficient

How?

- ✓ Engage broadly
- ✓ Address the greatest needs

Poll



Equitable Engagement Report



Equitable Engagement Report

2025 Guide to Advancing Equitable Engagement Practices

Prepared by Social Pinpoint, this report offers strategies, insights, and best practices for promoting inclusive and equitable community engagement.

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Case Study: Streetscape Improvement

Language Access Challenges & Solutions

- Main street improvements had a clear budget, but **public meetings weren't representative**
- **Multimodal transit options were needed but strongly opposed** in traditional engagement
- Latinx community engagement was largely unsuccessful; **costly translators only reached one Spanish-speaking person**
- **Equitable representation was achieved through alternative engagement:** including intercept surveys, interviews at community gathering spaces, "Meeting-in-a-box" led by community leaders, and online engagement options with transparent results

+ En Español: Mejoras peatonales de la avenida Broadway

Pedestrian & Safety Improvements

This project is a continuation of the [Broadway Avenue Public Realm \(BAPR\)](#) project that was derived from the [SMART TRID Study](#) completed in May 2011. During the extensive engagements that have taken place between summer 2017 and spring 2019 in the planning phase, pedestrian crossings and ADA accessibility improvements have been identified as a major focus by the residents and everyday users of the Broadway Avenue corridor.

The project is funded by a combination of a [Multimodal Transportation Fund grant](#) from the Pennsylvania Department of Community and Economic Development and the city's capital budget.

En Español: Este proyecto es una continuación del proyecto Broadway Avenue Public Realm (BAPR), que se derivó del estudio SMART TRID completado en mayo de 2011.

Project Goal

The goal of this project is to implement a series of pedestrian safety and accessibility improvement projects on the Broadway Avenue corridor.

These improvements include:

- Pedestrian crossing enhancements
- ADA facilities upgrade
- Steps upgrade

Estas mejoras incluyen:

- Mejoras en los cruces peatonales
- Actualización de las instalaciones de la ADA (Acta de Americanos con Discapacidades)
- Actualización de las escaleras.

Las mejoras reducirán la distancia de cruce de peatones, mejorarán la visibilidad por la noche, mejorarán las líneas de visión de los vehículos que giran, harán que las estaciones de T en Hampshire y Shiras sean accesibles desde la banqueta y mejorarán el acceso a la curva para personas con diversas necesidades físicas y dispositivos.

La construcción está programada para llevarse a cabo entre el otoño de 2023 y la primavera de 2024.

Para obtener más información, consulte los mapas y las propuestas específicas para cada ubicación a continuación.

Location-Specific Issues & Proposed Improvements / Problemas y mejoras específicos de la ubicación

Overview of Improvements	Broadway Ave & Fallowfield Ave	Broadway Ave & Hampshire Ave	Broadway Ave & Beechview Ave



Key Dates

📅 **Wednesday 28 February 2024 06:30 pm to 08:00 pm**
Beechview Public Meeting
DOMI presented at the District 4 Beechview Public Meeting on Wednesday, February 28 to discuss project status.


St. Catherine of Siena Church, 1810 Belasco Ave, Pittsburgh, PA 15216


Timeline

- ✓ **SMART TRID study released**
2011
- ✓ **BAPR planning & community outreach**
Spring 2017-Spring 2019
- ✓ **BAPR Phase 1 implementation & construction (Selected components)**
2019-2020
Selected Components:
 - Closure of slip lanes at Shiras, Belasco & Hampshire
 - New crosswalk and/or enhancements on Hampshire, Coast Ave, Belasco, Pauline Ave, Shiras, Bauscheid & Neeld
 - Installations of temporary street murals.
- ✓ **BAPR Phase 2 detailed design & additional engagement for Beechview Ave/Broadway Ave Plaza**
Spring 2021-Summer 2022
- ✓ **Plaza project paused**
Fall 2022
- ✓ **Design- Broadway ave pedestrian improvements**
Fall 2023
- 🚧 **Construction**
Spring-Summer 2024

See less

Who is listening?

 **Jan Raether**
Infrastructure Engagement Specialist
jan.raether@pittsburghpa.gov

 **Michael Panzitta**
Senior Project Manager

Case Study: Streetscape Improvement

Leveraging Online Engagement for Transparency and Inclusivity

- Asynchronous and in-person options revealed in-person **feedback wasn't fully representative**
- **Budgeting exercise:** Points system replaced voting, providing scale without pressure
- **Technology showed immediate, transparent results, building trust with participants**
- **Decision-makers linked engagement results to design plans, with continuous updates**


What projects would you like to fund?

Open

Your remaining budget:
\$ 1 0 0,0 0 0

MINIMUM SPEND: \$50,000

Filter by: Tags Sponsor Sort by




Locals meetup
Project sponsor: Community Group
Strengthen place-based communities with local social clubs [Read More](#)

\$0

\$1,000 \$10,000

3 Votes (19%)




Smart crosswalks
Project sponsor: Vicroads
Pedestrian crossings that recognise when people approach and manage traffic [Read More](#)

\$0

\$1,000 \$50,000

4 Votes (25%)



Farmers market
Project sponsor: Farmers association
Promote healthy eating within the community [Read More](#)

\$0

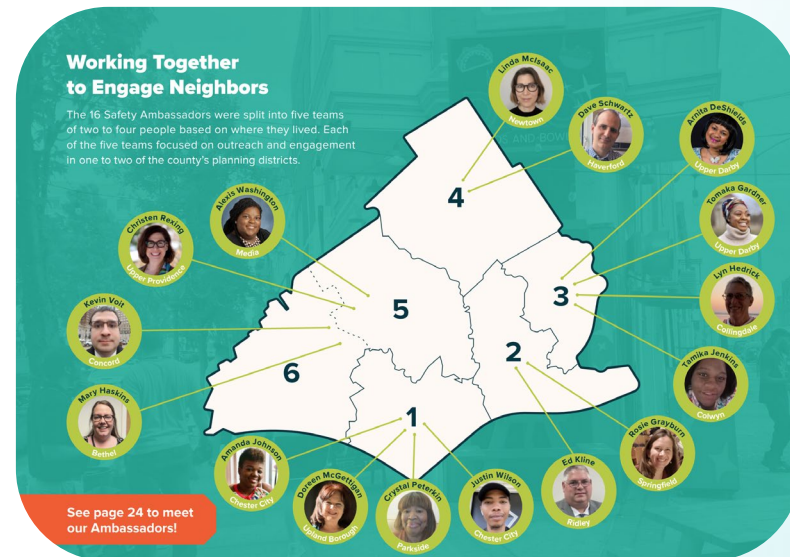
\$1,000 \$75,000

3 Votes (19%)

Case Study: Delco Vision Zero

Safety Ambassadors

- Safety Ambassadors co-designed the engagement for their respective neighborhoods, each taking a **unique, tailored engagement approach**
- **Prioritized outreach and engagement in "Equity Emphasis Areas,"** where communities face higher transportation safety risks and greater transportation cost burdens
- "Education and Empowerment":
 - Walk audit training
 - Focus group facilitation



Discussion & Questions





THANK YOU

<https://planning.org/events/course/9307228/>

