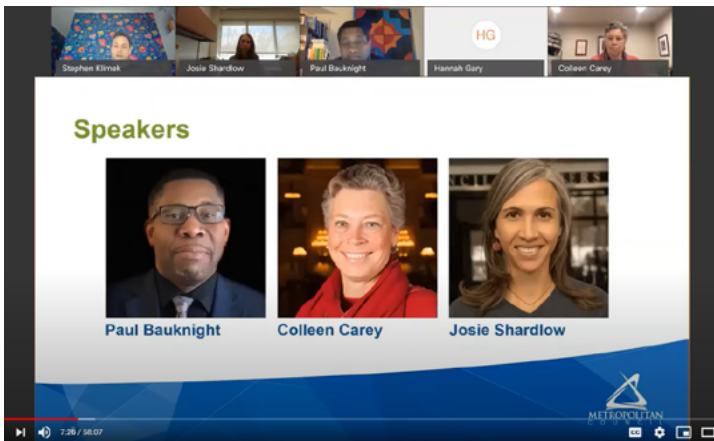


LCDA & TOD

2021 Technical Assistance - Project Process



Webinar Speakers

Paul Bauknight
Project Implementation Director
[Minneapolis Parks Foundation](#)

Colleen Carey
Founder and President
[The Cornerstone Group](#)

Josie Shardlow
Community Engagement Manager
[City of Brooklyn Park](#)

Key Considerations

- How can developments produce outcomes that are aligned with their community's development goals?
- What can a development project do to be intentional about its impacts and benefits in the following areas?
 - Housing choice and affordability, jobs and living wage opportunities, compact connected development and connectivity, environmental sustainability and livability
- How should a project team develop an understanding of who will be impacted by or benefit from the project, and how can those people/communities be involved?
- What are the ways a project team can use authentic community engagement, and how it can help advance their project?
- How can the project team can be reflective of and responsive to the community in which they are working?

References & Resources

PolicyLink
[Equity Definition](#)

Blackspace
[Manifesto](#)

LISC
[Corridor Development Initiative](#)

IAP2
[Spectrum of Public Participation](#)

Readings
[Eric Michael Dyson](#)
[Andre Perry](#)
[Jay Pitter](#)

Program Managers

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Project Process Takeaways

Community Goals

- Stop doing things to people, and start doing things with people. It's not just about looking for a project. The most foundational piece that sets the stage is working with community to achieve their objectives. Project teams need to believe that projects are better when they are informed by wisdom of community.

Project Outcomes

- How you do the work is just as critical as what you are going to do. Think critically about how you will achieve outcomes early in your process and understand that trying to have an impact around values and outcomes is about people, improving lives, and creating positive change.

Team Formation

- Be intentional about the team you assemble. They need to be committed to outcomes that contribute to a just and fair society. Revisit that commitment with your team to make sure they are on board with those values and track how you are doing against your objectives.
- Give your team and your project the investment of time it needs. You won't be able to think about how your project is contributing to or dismantling systemic racism and white supremacy if you are focused on hurrying the project along. Sometimes when we slow down, we can speed up.

Community Engagement

- Engagement is not just an activity, it's part of the project from concept to completion. It is about starting a relationship and building trust so it has to be strategic and responsive. Spend time planning your engagement up front and understand how it is a first step in addressing racial equity in your community.
- You can only move at the speed of trust with your community, so how will you start to build trust? Start with a scan of what engagement has already been done and share what you've learned. Don't start from scratch each time; many communities have engagement fatigue.
- When working in communities there is always a power dynamic at play, and it is not a level playing field. Ensure there is clarity around where power is held because this can be where trust is lost. Communities can quickly tell if there is an agenda so provide them with the givens and work with them on where they can have influence. No matter how far you may have gone down a wrong path it is best to turn back. Admitting that it wasn't done right and going back to the basics is a way to build or rebuild trust.
- Always consider your language and communications on what will or won't resonate with different communities. Respect and honor the information received from community and lead with a grassroots approach to meet people where they are. Build relationships with trusted community leaders or influencers and engage residents to help lead engagement activities. Always ask whose voice is missing the most - who haven't you heard from? Make sure the underserved voices are centered as much as possible.