



## Northeast Ohio Sustainable Communities Consortium

### Engagement Framework

A critical component of the Consortium’s work, if not the most critical, is the engagement of stakeholders throughout Northeast Ohio in the planning process. The 12-county planning foot print contains diverse geographical, cultural, demographic and commercial stakeholders that constitute Northeast Ohio’s unique strengths. It is in bringing this diversity together to design a vision in which they are vested, that a plan and shared commitment can lead to action.

As part of the Regional Analysis of Impediments to Fair Housing Choice, NEOSCC is committed to providing ample opportunity for citizens and communities of Northeast Ohio to share their views on Fair Housing Choice. In striving to create a shared vision for the NEOSCC efforts, one of the primary goals for engagement is to:

- Reach as many individuals and organizations throughout the 12 counties to engage and act. Paying particular attention to the following groups:
  - those typically underserved or unrepresented in the planning process- working with the marginalized while accommodating limited English speakers, persons with disabilities and the aging
  - those who historically have not found value in previous planning activities
  - those who dismiss this effort for other reasons

In order to meet its goal of “Engage in a Dialogue that leads to action,” the NEOSCC Communications and Engagement Committee identified four key elements of its engagement process to ensure a more meaningful participatory experience: **Learning, Sharing, Creating and Acting**. These elements are seen as critical to all engagement activities and will be organic in the processes.

The following are other key principles of the NEOSCC engagement efforts:

<b>BACK AND FORTH</b>	A dialogue will be created and a timely follow-up loop will be documented and celebrated. This is critical in creating a shared vision and vested interest.
<b>EVERY VOTE COUNTS</b>	Ensure that contributions influence decision making
<b>SEE-THROUGH</b>	Be transparent, genuine and support the mission of the NEOSCC
<b>SEEING IS BELIEVING</b>	Throughout the engagement process, visualization techniques will be used to gather opinion, clarify, and build consensus
<b>MAKE IT WORK</b>	Engagement will be flexible and use creative approaches. It will also be tailored to reach diverse audiences

NEOSCC and Vibrant NEO 2040 are largely funded by a highly competitive, first-of-its kind, \$4.25M federal grant from the U.S. Department of Housing and Urban Development (HUD) as part of the Partnership for Sustainable Communities Initiative. The Sustainable Communities Initiative is an interagency collaboration among HUD, the U.S. Department of Transportation, and the U.S. Environmental Protection Agency.

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<b>A SEAT AT THE TABLE</b>	Embrace and respect difference of opinion and the challenging viewpoints
<b>EVERY WHICH WAY</b>	Develop opportunities for participants to understand and engage each other
<b>MAKE IT FUN</b>	This should be an energetic process that attracts interest and participation
<b>EARLY AND OFTEN</b>	Encourage early and active participation
<b>NO PERMISSION NEEDED</b>	Nurture leadership and a high level of involvement
<b>MEASURING UP</b>	Implement evaluation and measurement tools to ensure effectiveness

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## **Regional Analysis of Impediments to Fair Housing Choice**

NEOSCC has established the following citizen and community engagement protocol for the development of the Regional Analysis of Impediments to Fair Housing Choice.

30-day advance public notice will be given for all public meetings.

- All public meetings will be held at locations accessible to people with disabilities.
- All public meetings will be held at a time and place convenient to people, with easily accessible parking and along public transportation routes (if available).
- NEOSCC will provide translators for people who do not speak English when requests are made at least five days prior to the public meeting.
- The following forms of public notice are:
  - Print:
    - Flyers of overall public meeting schedule in all 12 counties and in each county
  - NEOSCC Website:
    - Downloadable flyer of overall meeting schedule
    - Calendar page listing all public meetings
    - Fair Housing Forums page



- Email Blasts:
  - NEOSCC newsletter (1,300+ contacts)
  - NEOSCC Board Member Organizations (66 contacts)
  - NEOSCC Housing and Communities Work Stream (54 contacts)
  - NEOSCC Regional Ai Progress Review Team (38 contacts)
  - Fair Housing Agencies (in all 12 counties)
  - Public Housing Authorities (in all 12 counties)
  
- Social Media Launch:
  - Blog post
  - Twitter
  - Facebook post
  - LinkedIn post
  
- Miscellaneous:
  - NEOSCC Vibrant NEO 2040 presentations
  - Flyer Distribution at NEOSCC Events
  - Request promotional assistance from local jurisdictions
  - Press release to newspapers of general circulation in each NEOSCC housing market: Akron, Ashtabula, Canton-Massillon, Cleveland, Wooster, and Youngstown-Warren
  - Media advisory to all 12 county publications