



COMMUNITY ENGAGEMENT STRATEGY DECK

Workshop Instructions

Will the deck work for [insert profession here]?

The community engagement card deck contains strategies for architects, urban designers, engineers, community leaders, government officials, development corporations, non-profits and anyone in between that is involved in a project or process that affects the community where it is located. These strategies are flexible enough to work for a variety of different projects, scenarios, and scales to build capacity for successful projects. No matter what your role is, or your previous experience with community engagement, these strategies can be adapted to work for your project.

How do I use the deck?

Before opening the deck of cards, consider and write your answers to the following questions:

- 1. Who do you want to engage?** Residents? Individuals who work in the community? Families? Visitors?
- 2. What is the goal of your community engagement process?** Do you hope to educate residents? Build capacity to advocate for change? Learn about the community from the perspective of different stakeholders? Receive feedback on a design decision?
- 3. What resources do you have and what is your timeline?** Will the community engagement process take place over 1 day or 1 year? Do you have a lot of time to prepare? What materials or other resources do you have at your disposal?
- 4. How do you want your work to affect the community?** Will your project build community capacity? Will the community's perception of an issue change because of your project?

Once you have answered these questions, open the deck of cards. Go through the deck and skim the front of the cards to gain a basic understanding of what the strategies are, how they are used, and what the expected outcome is. Place the strategies that obviously will not help you achieve your engagement goal, or require too much time or resources to the side. Consider your answers to the above questions as you narrow down the strategies. Read the examples of how the strategies have actually been used on the back of the cards to inform your decision.

Some scenarios will require one engagement strategy. Others will require multiple that are deployed in tandem or during different phases of a project. Once you have decided which strategy or strategies will work best for your project, imagine deploying the strategy in the community where the project is located. Can you picture the project stakeholders participating? Can you picture outcomes that will help you achieve your goal? If so, grab the card and get to work!

