

CLIENT/PARTNER

Project for Public Spaces

DATES

March 5th and 7th 2024

REFERENCE

Juliet Kahne, PhD

Director of Events

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BUDGET

~\$6,500

EXECUTIVE SUMMARY

Connect the Dots partnered with the Project for Public Spaces to deliver a two-part training series on inclusive and equitable community engagement. Designed for professionals leading urban planning, transit, redevelopment, and related projects, the training equipped participants with both the theory and practice of engagement. Over 160 participants from 10 countries learned how to build trust, tailor strategies to community contexts, co-create iterative processes, and design accessible, impact-driven engagement methods. CtD's hands-on, practical approach ensured participants left with actionable skills and tools they could immediately apply in their work.

SERVICES PERFORMED

Designed and delivered two, 2-hour virtual training sessions that included a powerpoint presentation, tailored graphics and photos from case studies, and an in-depth Q&A session.

- *Session 1: Setting Goals and Building a Community Engagement Strategy*
 - Introduced theoretical and practical foundations of engagement.
 - Explored outreach as a key component of engagement.
 - Provided strategies to build trust, tailor approaches, and co-create iterative processes.
- *Session 2: Inclusive Engagement and Closing the Loop*
 - Guided participants in designing impact-driven engagement methods.
 - Offered approaches for selecting tactics that generate actionable input for decision-making.
 - Emphasized inclusion, equity, and meeting people where they are.
 - Shared strategies for measuring engagement outcomes and success metrics.

Developed supporting materials including:

- Worksheets to guide participants on best-practices for gathering desired insights from target audiences.
- "How-to" guide for stakeholder mapping.
- Checklist of considerations and resources for inclusive engagement.

Connected engagement impact into exercises by designing practical activities, sharing real-world examples and case study photos, and facilitated an interactive Q&A to allow participants to apply learning.

PROJECT OUTCOMES

Engagement Outcomes:

- Over 160 participants from 10 countries engaged in the virtual trainings.
- Participants represented diverse sectors, including city government, private firms, civic technology, and nonprofit organizations.
- Provided hands-on, practical exercises that enabled participants to internalize strategies and apply them to their own projects.

Insights and Implications:

- Participants gained knowledge and confidence to design inclusive, equitable, and community-tailored engagement strategies.
- Training emphasized actionable tools and methods that could be directly applied to real-world projects.
- The series demonstrated how structured, practical, and interactive trainings can build global capacity and a shared space for practicing effective community engagement.

