Community Engagement Format

The following Community Engagement formats outline a suggested process by which input could solicited from S. 12th Avenue community members, including residents, business owners, non-profit service providers, faith leaders, students, and others, to conduct public outreach and determine community priorities and potential programs and initiatives. This could include a series of targeted focus groups and community meetings within the S. 12th Avenue study area.

Guidelines for Community Engagement Outreach
- Outreach should be made in both English and Spanish
- Outreach targeting should reflect the demographic makeup of the community

Focus Groups Format

Purpose: To take a deep dive into the community's perspective community priorities. To present participants with the opportunity to express views in detail, to hear opinions of others, for City of Tucson staff to share data and research, to support informed decision-making, and to foster a trusting relationship. Additionally, to develop leaders from within the community who will drive support for the work moving forward and will be advocates moving forward at community meetings and in general.

Participants: Facilitator (City of Tucson Staff or Neutral Facilitator), Flipchart Note Taker, Computer Note Taker, focus group participants; Translator (if needed)

Possible Room Setup: One table/chair round with flip chart; Additional flip charts/sticky wall with posted focus group topics and questions for reference

Duration: TBD

15 minutes	Introduction
	• Facilitator introduces his/herself and the note takers (one note taker uses laptop, the other uses flip chart with the group to ensure notes being taken reflect the need of the community)
	• Facilitator explains the purpose and general framework of the meeting, with an emphasis on group discussion and coming to agreed-upon solutions/answers: *The purpose of this focus group is to take a deep dive into the community's perspective on community priorities for S. 12th Avenue. Our goal is to present you with the opportunity to express your views in detail, to hear opinions of others, to share data, and to collectively develop answers or resolutions to problems on our discussion topics* (These are examples, and will vary based on participants - could be related to small business objectives, or broader community interests. Because so many entrepreneurs live in the community, there will likely be broad overlap): o Infrastructure needs along the corridor. o Small Business Development needs – access to capital, a resource to help answer questions, etc. o Economic Opportunity – Job creation, business investment, commercial real estate rehab. o Health – Access to health providers and healthcare o Housing – Rehabilitation of existing housing stock, cost of housing o Other

NATIONAL
ASSOCIATION FOR
LATINO
COMMUNITY
ASSET
BUILDERS

NALCAB

	• For each of these topics, we will seek to answer the following questions collectively:
	  o What are the most important changes you have seen in [topic] in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding [topic]? And why? *
	All topics/questions should be posted up in the room for focus group participants to reference

	• Focus Group Norms/Guidelines:
	  o "Use short phrases of 3 to 5 words to express your ideas clearly"
	  o "Speak clearly and project so everyone hear you"
	  o "Mixing Español and English is okay"
	  o 1, 2, 3 then me ---
	  o If you are an introvert, we as that you work to be more of an extrovert today and vice versa (see below)
	
	Introvert ←————————————⭐————————————→ Extrovert

15 minutes	**Infrastructure Needs**
	  o What are the most important changes you have seen in infrastructure in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding infrastructure? And why?

15 minutes	**Small Business**
	  o What are the most important changes you have seen in small business/small business development in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding small business/small business development? And why?

15 minutes	**Economic Opportunity**
	  o What are the most important changes you have seen in economic opportunity in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding economic opportunity? And why?

15 minutes	**Health**
	  o What are the most important changes you have seen in health in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding health? And why?

15 minutes	**Housing**
	  o What are the most important changes you have seen in housing in your neighborhood over the last five years? And why?
	  o What caused these changes or who made those changes?
	  o What changes still need to be made in your neighborhood regarding housing? And why?

15 minutes	**Health**

	o What are the most important changes you have seen in health in your neighborhood over the last five years? And why? o What caused these changes or who made those changes? o What changes still need to be made in your neighborhood regarding health? And why?
15 minutes	**Other** o What are the most important changes overall you have seen in your neighborhood over the last five years? Think about changes you have seen that have made your community a better place to live and/or a more difficult place to live. And why? o What caused these changes or who made those changes? o What changes still need to be made in your neighborhood overall that others may not have considered to date? And why?

<u>Community Meeting Format</u>

Purpose: To present the community at large with updates on S. 12th Avenue reinvestment initiatives, and to solicit the community's input on community priorities and potential impacts, and community needs moving forward. To present participants with the opportunity to express views publicly and to provide written detailed feedback via small group discussion.
Participants: Facilitators (City of Tucson Staff or Neutral Facilitator), Facilitator/Note Takers for each table round, Computer Note Taker for large groups discussions, 50-70 meeting participants; Real time translator
Room Setup:
Duration: 2 hours

10 minutes	**Introduction**
	• Main Facilitators introduce themselves and a the Facilitators/note takers at each table round (one note taker uses laptop, the other uses flip chart with the group to ensure notes being taken reflect the need of the community)
	• Facilitator explains the purpose and general framework of the meeting, with an emphasis on a status update for the community and providing constructive feedback via small group discussions: *To present the community at large with updates on S. 12th Avenue reinvestment initiatives, and to solicit the community's input on community priorities and potential impacts, and community needs moving forward. To present participants with the opportunity to express views publicly and to provide written detailed feedback via group discussion. Specifically, solicit information about the following topics:* o Infrastructure needs along the corridor – sidewalks, parking, etc. o Small Business Development needs – access to capital, a resource to help answer questions, etc. o Economic Opportunity – Job creation, business investment, commercial real estate rehab. o Health – Access to health providers and healthcare o Housing – Rehabilitation of existing housing stock, cost of housing o Other

	○ Other
	• Review the Agenda, including status update, survey, group work, and report out
20 minutes	**Status Update Presentation**
	• The Ward 1 Office and City of Tucson staff present status update and messaging around ongoing initiatives and the overarching strategy for equitable development along S. 12th Avenue. • Q&A as time allows (be sure to let participants know that they will have opportunity to provide feedback next and that this is for Q&A around the strategy specifically to offer clarity to the community)
45 minutes	**Group Activity**
	• Facilitators at each table round lead conversations to work together to determine the three most important challenges and 3 most important opportunities for S. 12th Avenue, and discuss 3 changes that made the community a better place to live, as well as the three most important changes they feel still need to be made. 　○ Round robin for general feedback from each individual about their response to the challenges and opportunities 　○ Round robin during which each individual shares what they think is the most important changes they have seen across all topics in their neighborhood over the last five years that have caused their neighborhood to be a better place to live and why. 　　▪ Facilitator takes notes on flip chart, representing all responses from group members 　　▪ Facilitator guides group through a discussion to agree upon top three changes/initiatives 　○ Round robin during which each individual shares what they think is the most important changes they feel still need to be made in their neighborhood across all topic areas and why. 　　▪ Facilitator takes notes on flip chart, representing all responses from group members 　　▪ Facilitator guides group through a discussion to agree upon top three changes/initiatives
30 minutes	**Report Out**
	• Each round table selects a representative to share top three changes and top three needs • Facilitator records group feedback on projector as groups report out
15 minutes	**Wrap Up**