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PREPARED FOR
The City of Hialeah

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PUBLIC ENGAGEMENT PLAN

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1. INTRODUCTION AND BACKGROUND

1.1 BACKGROUND

The City of Hialeah has embarked on an ambitious Master Plan for the vision of the next 25 years that aims to enhance the city's infrastructure and livability and increase quality of life to City residents. The project is expected to analyze existing conditions, identify needs related to infrastructure and regulatory gaps, and address development pressures. The City is committed to crafting a vision for Hialeah in time for the city's 100th anniversary in 2025. The Hialeah 2050 Master Plan is an opportunity for the City to look forward and develop a roadmap that is aligned with this community's goals and desires. The project team's objective is to develop a plan for Hialeah to become a vibrant, sustainable, and connected community.

WHAT IS THE 2050 MASTER PLAN?

To celebrate its 100th Anniversary since incorporation, which is coming up in 2025, the City is looking to create a long-term Master Plan with a holistic and daring outlook for improvements and growth, taking Hialeah's uniqueness and diversities. The City of Hialeah is collaborating with a team of qualified consultants to evaluate the future of the City through the development of this Master Plan. This Plan aims to bring about changes and opportunities that will benefit the community and bring in a new era of transportation, infrastructure, and urban planning.

A significant portion of the plan will be dedicated to gaining public input around the city's needs and opportunities, and will include an online survey, pop-up and community events, public workshops, stakeholder meetings, social media campaigns, and other engagement activities as needed. This will offer a framework of guidance to prepare for the future, addressing key issues like land use, infrastructure development, and quality of life enhancements.



Image 01. Hialeah kick-off meeting and tour participant. (Source: Plusurbia).

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1.2 PUBLIC ENGAGEMENT PLAN

The City of Hialeah is driven by the goal of paving the way as the second largest city in Miami-Dade County, with the goal to rise to the top while also making a meaningful difference in the community. As such, this Public Engagement Plan (PEP), serves as a community engagement strategy designed to ensure meaningful public engagement for the City of Hialeah 2050 Master Plan.

This Public Engagement Plan essentially answers the following questions:

- **Who are our audiences?**
- **What methods will reach this audience?**
- **How do we spread the word about these methods?**
- **How do we measure success?**

This plan will first identify our audiences by analyzing community demographics and understanding the societal context for the area. This information helps develop the most effective method to reach our target audiences and receive meaningful feedback from our residents. This may include boots-on-the-ground engagement such as community workshops, walking and biking audits, and public events. This engagement is a vehicle for us to gauge input from various stakeholders and residents about their needs and concerns.

Next, the team will decide the best way to deliver the message about these opportunities, so residents and stakeholders are informed about the planning process and get to voice their opinions about potential recommendations. We will create a strategic messaging plan based on who we are trying to reach and how the planning process impacts them.

Last, the team will determine what success looks like and how it is measured using data analytics in coordination with the City of Hialeah. We will check in at milestones to ensure we are effectively reaching everyone and change our strategy to ensure measurable success.







Image 02. November 14 2023 Open House participants. (Source: Plusurbia).

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2. DESCRIPTION OF THE STUDY

2.1 PURPOSE AND NEED

The purpose of the 2050 Master Plan is to create a long-term plan that takes a holistic approach towards future policy and capital improvements and continued growth. Through this plan, the City will collect demographic, economic, transportation, development, and infrastructure data to gain a stronger understanding of the current conditions and needs in and around the City of Hialeah. A key component of this data collection process includes public input gathered from residents and stakeholders. Based on findings and community feedback, the consultants will make recommendations for possible improvements that can be implemented over time through multiple funding sources.

Meaningful and effective public participation is essential to the successful implementation of this plan, and necessary to ensure that the needs of Hialeah's many unique and diverse communities are adequately addressed. The feedback and ideas provided through all engagement opportunities will directly help guide the decisions made throughout the 2050 Master Plan.

To ensure that all residents and stakeholders have the opportunity to engage and provide meaningful input, voice their ideas, and stay informed about the planning process and outcomes of the 2050 Master Plan, this engagement strategy we've crafted for this project will offer multi-layered public participation in three distinct rounds of engagement. Each of these rounds will include in-person public workshops and open-houses, community conversations, stakeholder meetings, and community/pop-up events. This approach aligns with the City's commitment to "meet people where they are" in order to ensure a fully inclusive public engagement and planning process.

The consultant team will also develop project branding, a bilingual website, and an online, interactive survey providing community members the opportunity to weigh in at their convenience, on any device, and at any location where they have access to the internet at the various project phases. The team will also develop a consistent online presence and a continuous marketing strategy, including news releases, social media campaigns (including Facebook and Instagram pages), and other delivery methods, which will be implemented in coordination with City of Hialeah staff to spread the word about public participation opportunities.

Throughout the life of the project, the team will attend community events and participate in "community conversations" with the public. This will ensure that those without access to internet or digital devices will still be able to provide meaningful input through multi-lingual, hard copy surveys and in-person interviews as needed.

2.2 PLAN OBJECTIVES

- Develop a long-term 25-year plan that garners meaningful and transformational changes to uplift and inspire multiple generations.
- Engage the public in the visioning process and integrate their input into actionable goals.
- Provide direction for the evolution of land uses to guide future development. Integrate a mobility network that links transportation hubs, employment centers and residents throughout the City.
- Advocate for improved infrastructure, green spaces, pedestrian-friendly streetscapes, services and amenities.
- Foster economic growth while preserving the City's character.

2.3 SCOPE OF WORK

1 DISCOVERY & EVALUATION	• Kick off Meeting
	• Existing Conditions Analysis
	  • Community Characteristics
	  • Transportation & Travel Mode Characteristics
	  • Utilities and Infrastructure
	  • Regulatory
	• Discovery Open House

2 COMMUNITY ENGAGEMENT	• A bilingual team will work on a robust community engagement plan to gather input and promote participation • The goal is to create a successful plan that prioritizes meaningful, inclusive engagement with the community from the start.

3 MASTER PLAN DEVELOPMENT	• The plan will have a holistic outlook that takes into account the unique character areas of the City.
	• The Master Plan includes:
	  • Urban Design and Land Use
	  • Access, Transportation, Mobility, and Connectivity
	  • Parking
	  • Public Services

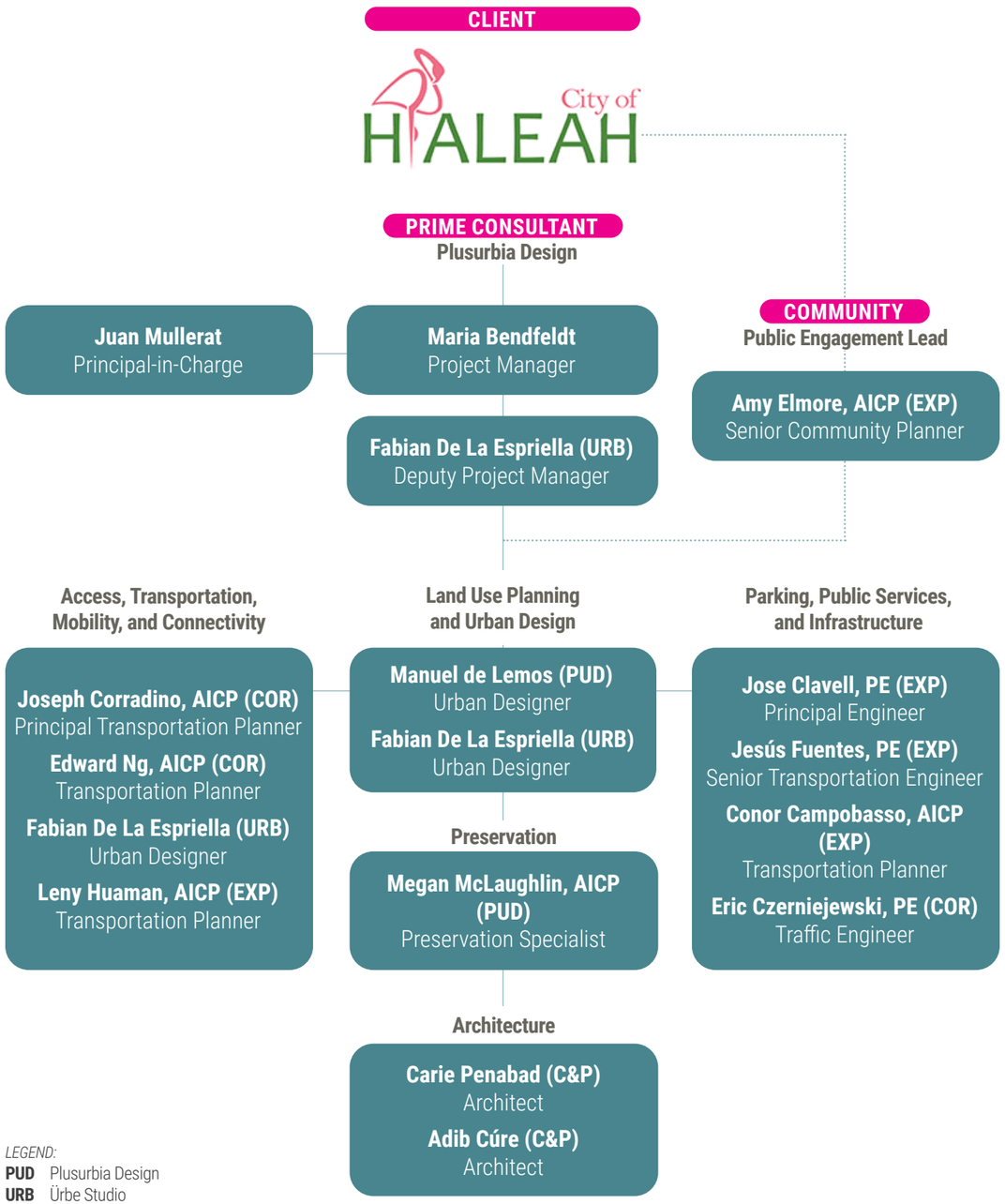
4 PRIORITIZATION	• Develop a priority action plan matrix with specific recommendations from Task 3. • Establish action items with guidance of steering committee/project leadership.
PROJECT MANAGEMENT	• Tracking progress of the project • Monitor workflow, deliverables and timeline adherence

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3. CONSULTANT TEAM

This section explains the roles and responsibilities of key individuals within the consultant team.

The consultant team has established a project management structure that consists of the Principal-in Charge Juan Mullerat (Plusurbia), a Project Manager Maria Bendfeldt (Plusurbia), and a Deputy Project Manager Fabian De La Espirella (Urbe Studio), who will work closely together to manage the internal team as well as coordinate and communicate with City of Hialeah staff and thereby ensure that the team delivers high-quality service and products in a timely and efficient manner. The consultant team organizational structure and contact list is shown on the following pages.



LEGEND:
PUD Plusurbia Design
URB Úrbe Studio
EXP EXP Transportation
COR The Corradino Group
C&P Cúre & Penabad

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Image 03. Kick-off meeting and tour team picture. (Source: Plusurbia).

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4. PUBLIC INVOLVEMENT APPROACH

This section outlines audience-sensitive communication tools that ensure equitable, inclusionary, and effective public participation. Based on the audience identification and community demographics, the team has outlined a community engagement strategy identifying how best to spread the word about engagement and participation opportunities.

4.1 GOALS AND OBJECTIVES

Public participation methodologies are not "one size fits all." By providing a strategic engagement approach that understands the community, the team can ensure we reach specific audiences, especially those households who are traditionally underserved, through various communication and engagement tools. The target audiences for this planning study includes residents, businesses/employers, visitors, and other stakeholders in the City of Hialeah.

With its high population, sizable area, and undeniable Cuban flair, Hialeah is a prominent community in Miami-Dade County with near-statewide name recognition. The city is both a significantly older and more Hispanic/ Latino community than Miami-Dade County, with a median age of 45.7, and has long been a top destination for new immigrants. However, over the last 10 years, growth has been limited due to build-out across most available parcels, despite an appetite from developers and potential residents for increased housing. This is a top challenge for Hialeah today, as well as improving overall resident health and the protection of existing affordable housing.

With a total population of 223,109 Hialeah is the sixth largest city in Florida and home to about 8.3% of Miami-Dade County residents (2020 Decennial Census). with a large number of the population being Hispanic.

The City of Hialeah has a substantial Spanish-speaking population. According to data from the 2022 Census, about 91.7% of the residents reported speaking Spanish at home. This indicates that Spanish is not only widely spoken in Hialeah but also an integral part of daily life in the city.

In Hialeah, the average household is home to 2.80 people, with 61.4% of these made up of singles and couples only. This is independent of the 12.1% of households that identify as empty nesters, and exclusive of the remaining 26.5% of households with children. Nationally, the average household is home to 2.60 people.

Over half of Hialeah residents are aged 45+. This is five years older than the median age of Miami-Dade County, which already exceeds that of the US nationally (38.9). Specifically, 20.1% of residents are aged 65+, an additional 14.4% fall between ages 55-64, and just 17.0% of the population is younger than 18.

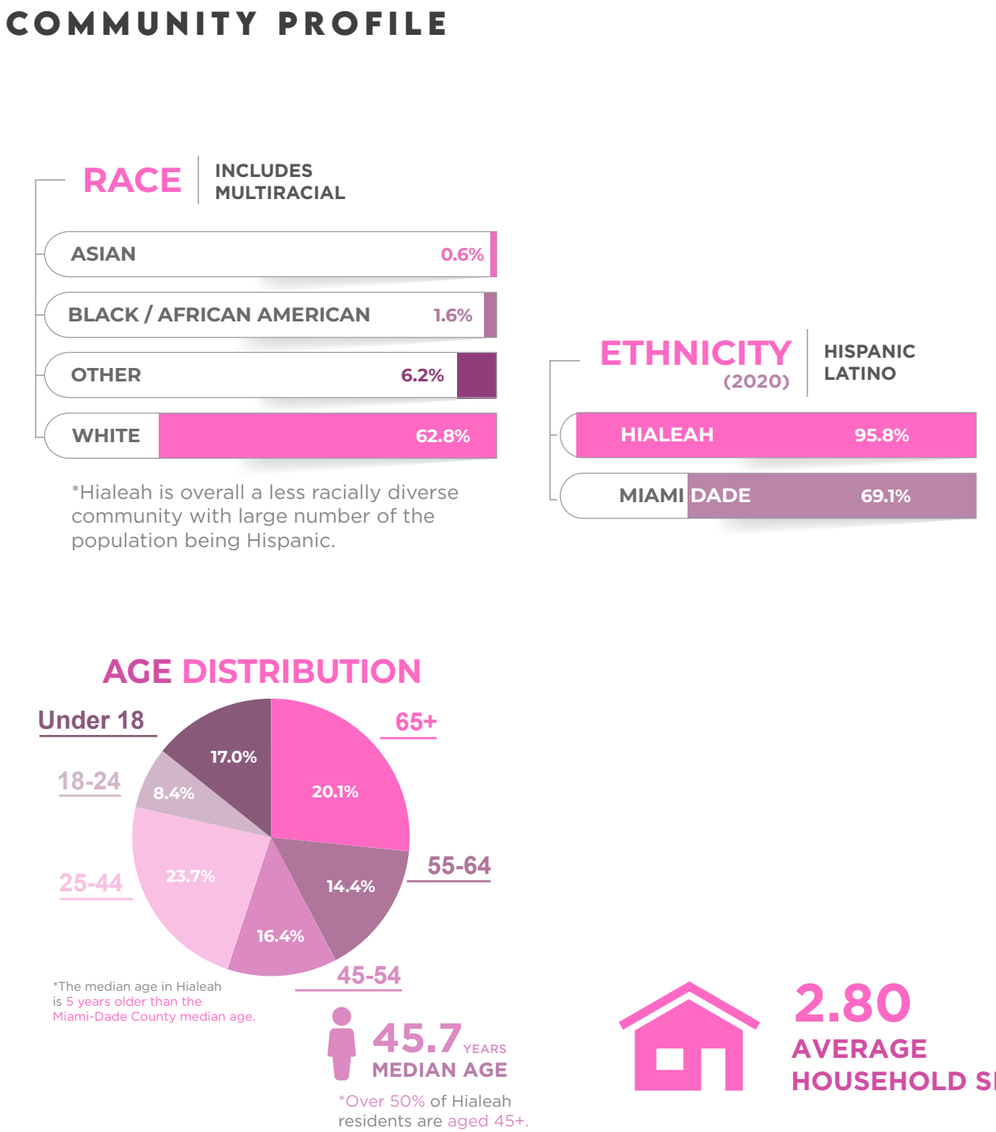


Image 04. Community Profile Infographic. (Source: Census 2020 (and 2010 for ethnicity) / ACS 5yr 2021).

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4.2 TARGET AUDIENCE AND KEY STAKEHOLDER GROUPS

Specific stakeholders and partners who are already concerned with this project due to jurisdictional review or expressed interest have been identified. These groups include but are not limited to:

- Elected Officials and Governing Bodies
  - TPO
  - Mayor's Office
- Agency Leadership
  - DTPW
  - City of Hialeah Transportation/Planning Departments
- Technical Staff
- Advocacy Groups
- Community Organizations
  - Hialeah Chamber of Commerce
- Local Neighborhood Organizations
- Local News Media
  - print/online
  - TV
  - Radio

As stakeholders are identified throughout this process, they will be added to the stakeholder email list and will receive notifications about upcoming events and other updates as needed.

STEERING COMMITTEE

The Team has identified the members of the steering committee from this list. The steering committee will serve as the sounding board and provide guidance to the consultant team. The Steering Committee comprises of:

- Debora Storch | COH Planning and Zoning Director
- Claudia Hasbun | COH Planning and Zoning
- Christopher Borges | COH Planning and Zoning
- Alexander J Magrisso | COH Assistant City Atrorney
- Ismare Monreal | COH Chief of Staff Mayor's Office
- Carlos Diaz | COH Fire Marshall
- Jose Sanchez | COH Director of Streets Department
- Justo Espinosa | COH Director of Transit
- William Sanchez | COH Director of Parks and Recreation
- Kevin T Lynskey | COH Director or Public Works
- Alice R Arrieta | COH Assistant Director of Communications
- Mandy Llanes | Hialeah Chamber of Commerce Director
- Jose Torres | COH Police Executive Officer
- Kenneth Jeffries | FDOT District Six Transportation Planning Manager
- Maria Tery Vilches | Regional Manager Miami Dade TPO
- Maria Elisa Colmenares | Chief Planning Officer Miami Dade TPO



Image 06. October 28 2023 Open House participants. (Source: Plusurbia).





Image 05. Open House public participation conducted on October 28 2023. (Source: Plusurbia).

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4.3 PROJECT MILESTONES AND SCHEDULE

Throughout this project, the team will set goals and milestones for the project including three distinct rounds of engagement. The first round will focus on "Discovery & Evaluation" and will begin to identify the best ways to reach our audience and capture the needs and desires of the community. This round begins in Fall 2023 through Winter 2024 and includes three open houses, several community events, stakeholder meetings, an online survey, and continuous online engagement and social media.

The second round will focus on "Design" and will take the feedback provided in the first round of engagement provided by residents, stakeholders, and technical staff and implement those into possible improvements within each of the identified character areas in the city. This will also look at feasible and implementable land use, transportation, and infrastructure solutions to enhance and accommodate growth for the next 25 years. This round will span from Winter 2024 through Spring 2024 and will also include several public workshops, stakeholder meetings, community conversations, pop-up events, and continuous marketing and social media.

In the third round of engagement, the team will go back out to the public to make sure the starter ideas and proposed recommendations prepared by the consultant team accurately respond to the community desires and needs and add another level of detail, focusing on identifying priorities and ensuring that the solutions proposed are aligned with the community's vision. This "vetting of recommendations" round will take place in Fall 2024 and will include more detailed community presentations, stakeholder meetings, focus groups (as needed), and additional community outreach.

The public engagement tasks are outlined in the schedule table in the following page along with a preliminary timeline for the online public survey, educational campaign, and the 2050 Master Plan recommendations.

SCHEDULE

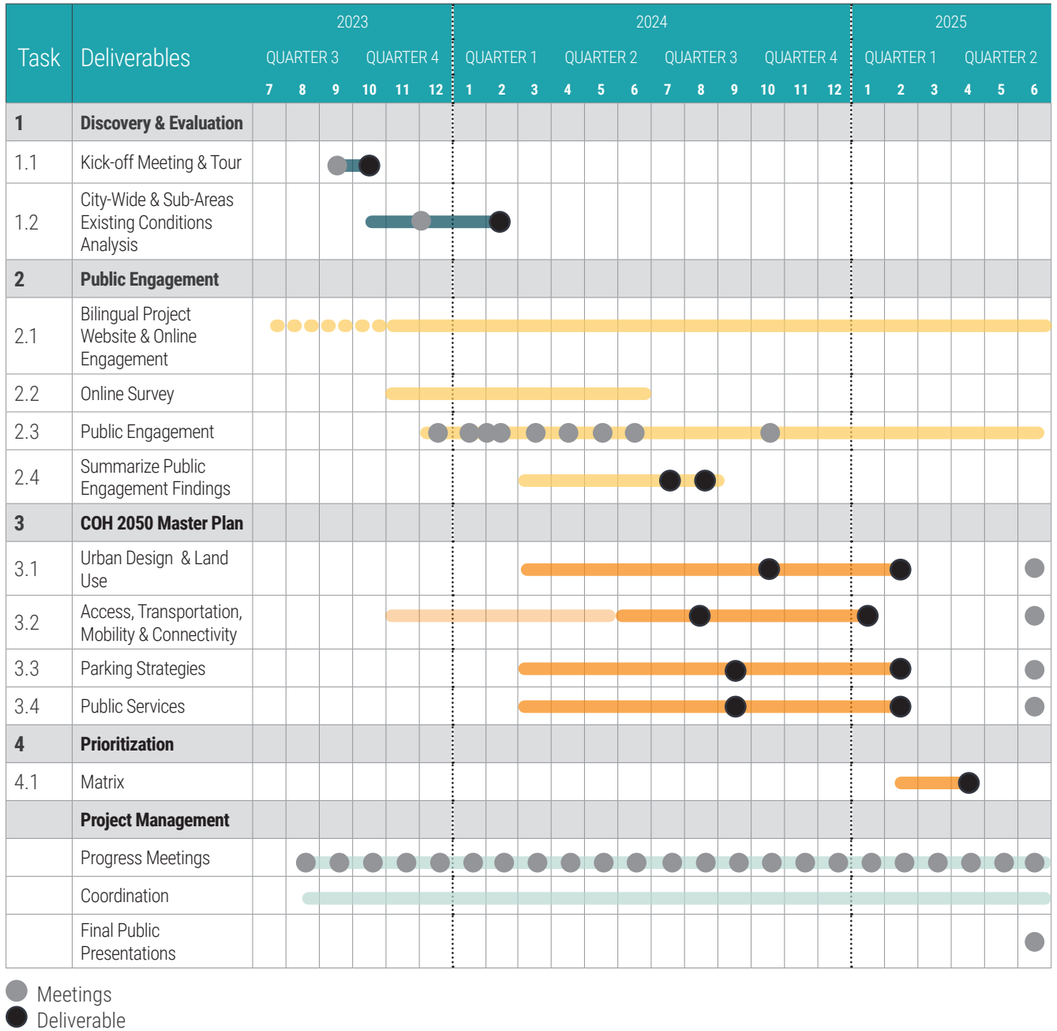


Image 07. Project Schedule. (Source: Plusurbia).

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4.4 PUBLIC ENGAGEMENT STRATEGY AND METHODS

A variety of delivery methods, as documented in the list below, will be conducted in order to reach and engage multiple audiences. These opportunities for public feedback will be in compliance with requirements set forth in Title VI of the Civil Rights Act of 1964 and the Americans with Disability Act. Due to the fact that 90.1% of the population over 18 speaks Spanish at home and 96% of the population identifies as Hispanic or Latino, the consultant team will develop all materials both in English and Spanish.

Once approved by City of Hialeah, the team will create collateral packages in advance of each meeting or public outreach event in order to streamline approvals and ensure that public involvement initiatives stay on track.

These delivery methods may include but are not limited to:

- Project Website
- Email blasts
- Text blasts
- News releases
- Media relations
- TV/Radio morning shows
- Social media campaigns
- Live videos
- News ads
- Promotional videos
- Flyers
- Brochures
- Project Website ads
- Oversized maps/display boards
- Partner marketing resources

The consultant team will create content and graphics for the project website, as well as email blasts, news releases, social media posts, and any partner marketing resources such as newsletters for elected officials, with review and approval by the City prior to publishing. The team will also work with City of Hialeah staff to pitch news stories to local media partners in order to continue to spread the word about community engagement opportunities. In addition, the team will also develop flyers, brochures, videos, and other graphic needs for meetings, community events, and engagement activities as identified. The team may also set up social media campaigns with targeted ads upon request. All materials will be approved by City of Hialeah staff before dissemination.

4.5 PROJECT BRANDING AND WEBSITE

Prior to public engagement activities or milestones, the team, with the guidance and approval of City of Hialeah staff, will craft a project brand design in order to create a distinct, easily recognizable identity for this project that will reach more residents and stakeholders. This will consist of a slogan, project logo, color palette, and graphics for the website, social media posts, and Email blasts . The team will also create a new website in an easy-to-understand format so the public and stakeholders can get information on how they can get involved. The project website will also provide links to the online survey, project documents and maps, a project timeline, a section with FAQs, and a link to an online map that allows people to leave comments and point out areas of concern. A link to the website will be included on all social media posts and promotional advertisements in digital and print forms.

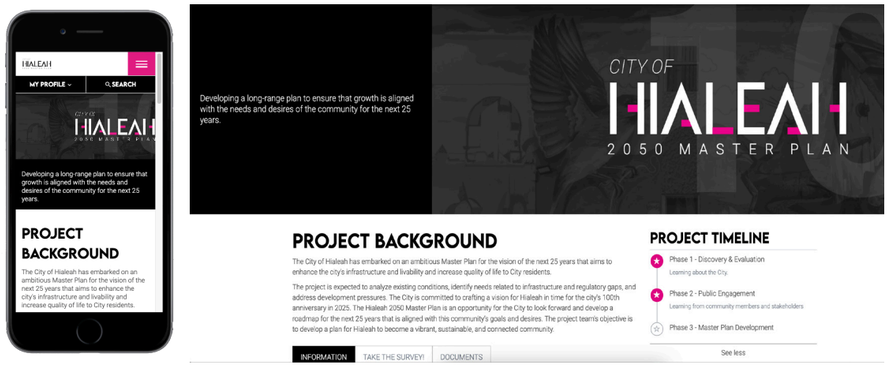


Image 08. City of Hialeah 2050 Master Plan Project website. www.Hialeah2050.com. (Source: Plusurbia).

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4.6 PROJECT ONLINE SURVEY

The online survey will be designed and shared as a key channel of communication to obtain feedback from interest groups and stakeholders about the needs and desires for the City of Hialeah. The team will prepare and deliver a survey questionnaire to City staff. The team recommends the online survey be up and running for no less than two months. A link or QR code to the online survey will be included on the project website, social media posts, and promotional advertisement in digital and print forms. This survey will incorporate images, a colorful design and interactive features that will be more attention-grabbing than a text-based survey and entice more individuals to participate and engage in the planning process. Participants will be able to take the survey at their convenience and on any device. Paper surveys will also be available upon request. Those who take the survey can also ask questions and subscribe to project notifications. Doing so will allow them to stay updated on upcoming public engagement milestones and activities and other ways they can get involved.

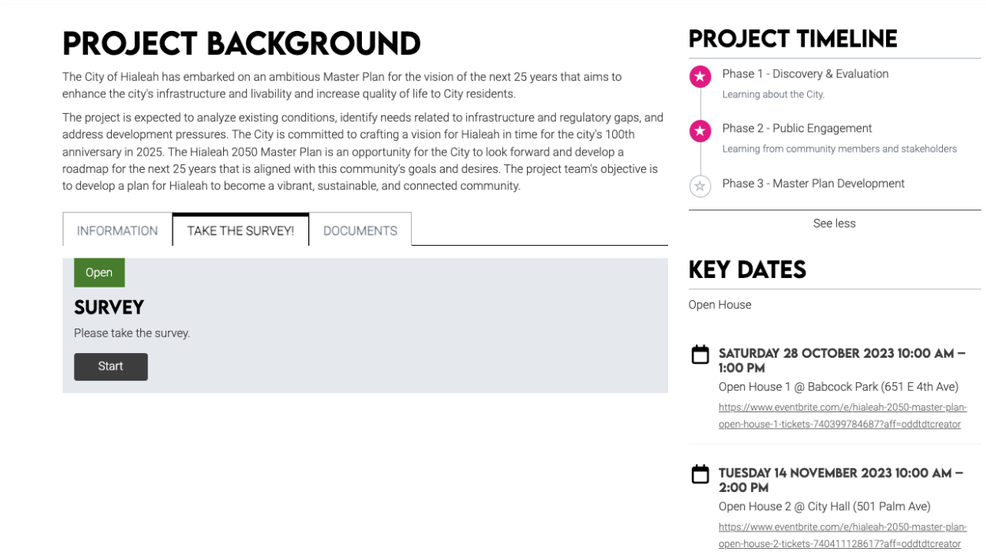


Image 09. City of Hialeah 2050 Master Plan online survey. www.Hialeah2050.com. (Source: Plusurbia).

4.7 COMMUNITY WORKSHOPS AND OPEN HOUSES

Community workshops and open house events will incorporate in-person and virtual components separately, allowing the team to give participants their complete attention and provide an opportunity for meaningful feedback.

The team will coordinate with City of Hialeah staff to develop a strategic structure for each public meeting, workshop, or open house. In-person and/or virtual meetings will include presentation materials and opportunities for discussion and feedback. However, open houses and community workshops may only contain an interactive component without a formal presentation. Where appropriate, the team will prepare and conduct sessions through interactive tools and methods including but not limited to discussion games, polling, breakout groups, and other means.

All meetings may include the following coordination initiatives:

- Agenda
- Comment cards
- Sign-In sheets
- Directional signage
- Virtual and in-person set-up
- Facilitation
- Collateral materials
- PowerPoint presentations
- Oversized maps, display boards, and easels
- Ask a Planner booth
- Interactive discussion game
- Kids' corner/activities
- Media advisories
- Technical rehearsals
- Polling tools
- Meeting minutes

The team will coordinate with City staff to create the agenda, PowerPoint presentations, collateral materials, oversized maps and display boards, interactive activities, and polls. The team will develop comment cards, sign-in sheets, direction signage, and meeting minutes.





Image 10. Open House public participation conducted on October 28 2023. (Source: Plusurbia).

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4.8 POP-UP EVENTS

To maximize community input and engagement through this process, it is important to meet people where they are. As part of our outreach plan, we will attend existing community events to promote the 2050 Master Plan and educate our audiences about how they can get involved in the planning process.

The team will develop a target list of local events with the steering committee's input and will attend these events to gather public input and provide updates on the project's progress.

The community events considered are:

- **Santa's Snow Blast**
- **Hialeah Parkflix**
- **Eggstravaganza**
- **4th of July**
- **Parks & Recreation Events**

4.9 WALKING/BIKE AUDITS

We believe that walking/bike audits are a meaningful way to engage with residents and community leaders on projects that involve multimodal infrastructure and connections. We will develop a web-interface that allows community members to identify potential locations for safety audits. After the route is identified, the team will facilitate the audit at the selected location, inviting residents, stakeholders, roadway owners, CRA and City staff to attend and provide input.

To best facilitate these audits and capture location specific data, our team has developed a data-collection tool that utilizes GIS technology to capture data in the field using a survey that is accessible on any smart phone, tablet, etc. The data collected (including photos, geolocated locations of the photos, etc.) is turned into a story map. This allows us to use a data-driven approach to develop interactive maps that can help the public understand existing and planned projects. Input captured in the field will drive the proposed projects in the Visioning Plan, which will be evaluated for feasibility prior to moving into the Implementation Plan. This method empowers stakeholders by giving them a voice in the planning process.



Image 11. E 4th Ave Walking Audit. (Source: Plusurbia).

4.10 ONE-ON-ONE STAKEHOLDER MEETINGS

Smaller stakeholder meetings are essential for fostering a more intimate and productive dialogue among community leaders, department staff, and specific industry groups like developers and business owners. These meetings are designed to provide a platform where these key stakeholders can exchange ideas, discuss challenges, and provide feedback in a more focused and personal setting. It allows for targeted discussions and the opportunity for each participant to have their voices heard, promoting a more collaborative environment.

The goal of these smaller stakeholder meetings is not just to facilitate communication, but also to drive meaningful change. Each meeting is an opportunity to gain insights directly from those who are deeply involved in the community or industry. Their unique perspectives and experiences can offer invaluable contributions to decision-making processes. Moreover, these meetings allow stakeholders to feel more involved and invested in the outcomes, thus fostering greater commitment and collaboration. The smaller context of these meetings creates an atmosphere of trust and openness that can lead to innovative solutions and stronger relationships among stakeholders.

4.11 STEERING COMMITTEE MEETINGS

The Team's commitment to lead monthly meetings with the Steering Committee is a crucial part of maintaining project momentum and ensuring that all stakeholders are kept informed. These meetings act as a checkpoint, allowing the Team to provide comprehensive updates on the project's progress. They also serve as an opportunity to identify any challenges or obstacles that may have arisen during the project. By openly discussing these issues, the Team can work collaboratively with the Steering Committee to devise effective solutions and strategies to overcome them. This proactive approach helps prevent minor issues from escalating into major problems, keeping the project on track and moving forward.

These monthly meetings reinforce the Team's commitment to maintaining an open dialogue with the Steering Committee and City Staff throughout each step of the Master Planning process. This consistent communication ensures that all parties involved in the project are aligned with the project's objectives and understand their roles and responsibilities. It also fosters a collaborative environment where ideas can be freely exchanged and constructive feedback can be provided. By engaging in such open and regular communication, the Team is able to build trust and foster strong working relationships with the Steering Committee and City Staff, which are key to the success of the project.

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5. MEASURING SUCCESS AND REPORTING

Concrete ways to measure the success of the public engagement efforts for the plan, such as specific measurable data and objectives, help the team focus and reevaluate goals as needed. This framework identifies strengths and weaknesses as well as provides motivation to succeed. Reporting throughout the study, including a Comment Matrix, will ensure we are reaching our audience and identifying any potential "missing voices" within our engagement strategy. Targeted ads, focus groups, or activities may be added throughout each round of engagement to capture feedback from stakeholders or audience groups that have not provided significant input to make sure their voices are heard throughout the process.



Image 12. Open House public participation board. (Source: Plusurbia).

5.1 COMMENT MATRIX

After each engagement milestone, the team will create a Comment Matrix, documenting the overall themes and topics of interest covered by the input received. This will also serve as follow-up communication in situations where a question requires further research to answer effectively. The team will add this information to the project website and disseminate as needed along with any other helpful presentations or materials.

5.2 PUBLIC ENGAGEMENT UPDATE REPORTS

Keeping a constant feedback loop with our communities and stakeholders is pivotal to the success of this Plan. After each round of engagement, the team will develop a Public Engagement Update Report outlining the overall feedback received and how it will be incorporated into the Plan. Reports will also include the number and demographics of participants, any potential action items necessary, and next steps. The team, in coordination with City staff, review these reports and adjust accordingly if necessary.

5.3 PUBLIC ENGAGEMENT FINAL REPORTS

The team will produce a Public Engagement Final Report at the conclusion of the process and submit to City of Hialeah staff for review and approval as part of the project documentation phase.

This report may include but is not limited to:

- **Summary of Findings**
- **Summary of all public engagement, outreach activities**
- **Coordination with local officials and agencies**
- **Proof of publication of ads**
- **Sign-in sheets**

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6. MANAGING POTENTIAL CHALLENGES

Mitigating potential challenges for public engagement throughout the Plan and ensuring the inclusion of all voices requires a multifaceted approach that encompasses several key principles. By focusing on reaching all voices, we can cultivate a more representative and holistic decision-making process. Anticipating opportunities for engagement allows us to proactively identify avenues for involving diverse communities. Moreover, we must be prepared to mitigate unexpected circumstances that may hinder public participation, adapting strategies as needed to maintain an inclusive approach. Consistency in our engagement efforts is essential, as it builds trust and ensures that the community remains engaged throughout the planning process. In this multifaceted endeavor, we can create a more inclusive and resilient foundation for meaningful public engagement that reflects the diverse needs and unique perspectives of our residents and stakeholders within the City of Hialeah.





Image 13. Nov 14 2023 Open House participants. (Source: Plusurbia).



Image 14. October 28 2023 Open House kids table drawings. (Source: Plusurbia).

6.1 REACHING ALL VOICES

Ensuring that we reach all voices through public engagement is paramount for a truly inclusive strategy. To achieve this, it is essential to employ a multifaceted approach. Firstly, we must diversify our outreach channels, using a mix of traditional methods such as public meetings or workshops, and modern tools like social media and online platforms. Secondly, we must actively seek out underrepresented groups and marginalized communities, making special efforts to understand their unique needs and challenges. Tailoring communication strategies to resonate with different cultural backgrounds and languages is crucial. Additionally, fostering an environment where individuals feel that they have been heard and are part of the process is pivotal. Public engagement initiatives should also involve educational components that help bridge gaps in understanding and provide tools for informed participation. Continuous evaluation and adaptation of engagement methods will ensure that no voice remains unheard in the decision-making processes that shape our community.

6.2 ANTICIPATING OPPORTUNITIES

Anticipating opportunities for engagement is a proactive and strategic approach that ensures meaningful and inclusive public participation. It involves recognizing the various touchpoints where community involvement can occur, whether through local events, digital platforms, town hall meetings, or community organizations. By staying attuned to the pulse of the community and its evolving needs, we can identify and capitalize on moments when public input is most valuable. This not only maximizes the diversity of voices involved but also creates a more comprehensive framework for decision-making.

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6.3 MITIGATING UNEXPECTED CIRCUMSTANCES

Our team believes that by developing contingency plans and flexible responses we can quickly and easily adapt to unforeseen challenges. This not only safeguards the continuity of the engagement process but also maintains the trust and commitment of the community. Moreover, the flexibility of our engagement strategy allows for quick adjustments and innovative solutions if issues arise, ensuring that no voice is left unheard despite any unexpected hurdles. By acknowledging that unpredictability is a part of any endeavor, we can better navigate unforeseen circumstances and keep the path to inclusive public engagement open and accessible.

6.4 ENSURING CONSISTENCY

Our team's strategic approach ensures consistency and quality in public engagement, allowing us to build trust with the community and stakeholders and maintaining a sustainable participatory process. Consistency involves adhering to a well-defined approach, schedule, and message, which fosters predictability and reliability for the community. It ensures that engagement efforts are ongoing and not sporadic. In addition, this consistency creates a feedback loop so stakeholders and residents feel they have been heard and not forgotten. Quality control measures, such as careful planning, rigorous monitoring, and feedback mechanisms, are necessary to guarantee the relevance and effectiveness of engagement initiatives. By upholding both consistency and quality, we create a foundation where all voices feel valued and the outcomes of public engagement are meaningful, contributing to the overall success of this Plan.



Image 15. October 28 2023 Open House participants. (Source: Plusurbia).

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