

# LOUDER NOW: ELEVATING MARGINALIZED VOICES IN PUBLIC PARTICIPATION



**Autumn Scott**

Regional Planner



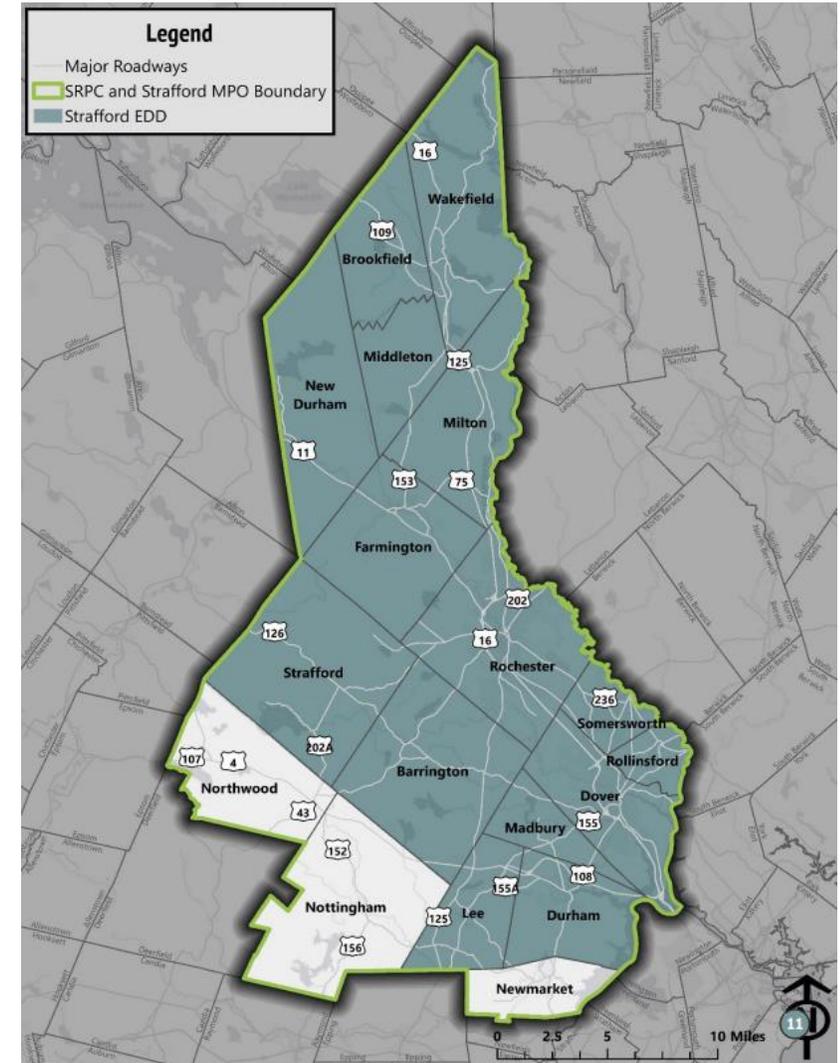
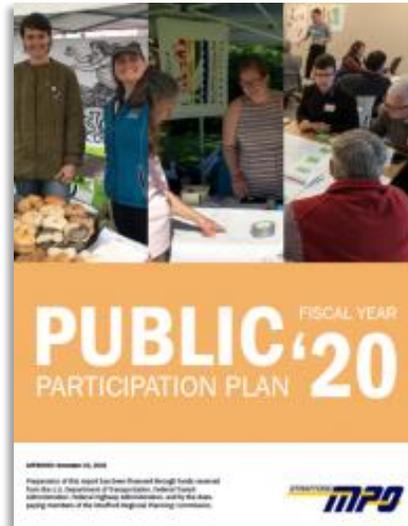
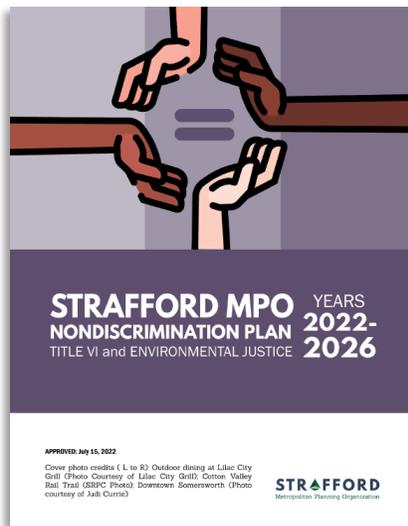
**Shayna Sylvia**

Senior  
Communications &  
Outreach Planner



**STRAFFORD**  
Regional Planning Commission

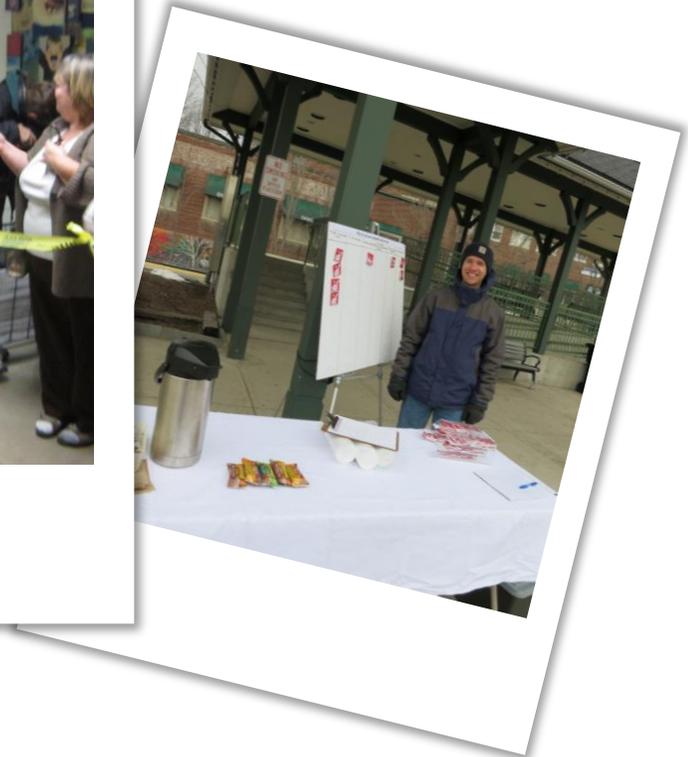
- ▲ One of nine regional planning commissions in NH also designated as an MPO and EDD
- ▲ Work with 18 communities
- ▲ Regional population of 156,145
- ▲ Outreach essential in all planning process
  - ▲ Guiding Documents:



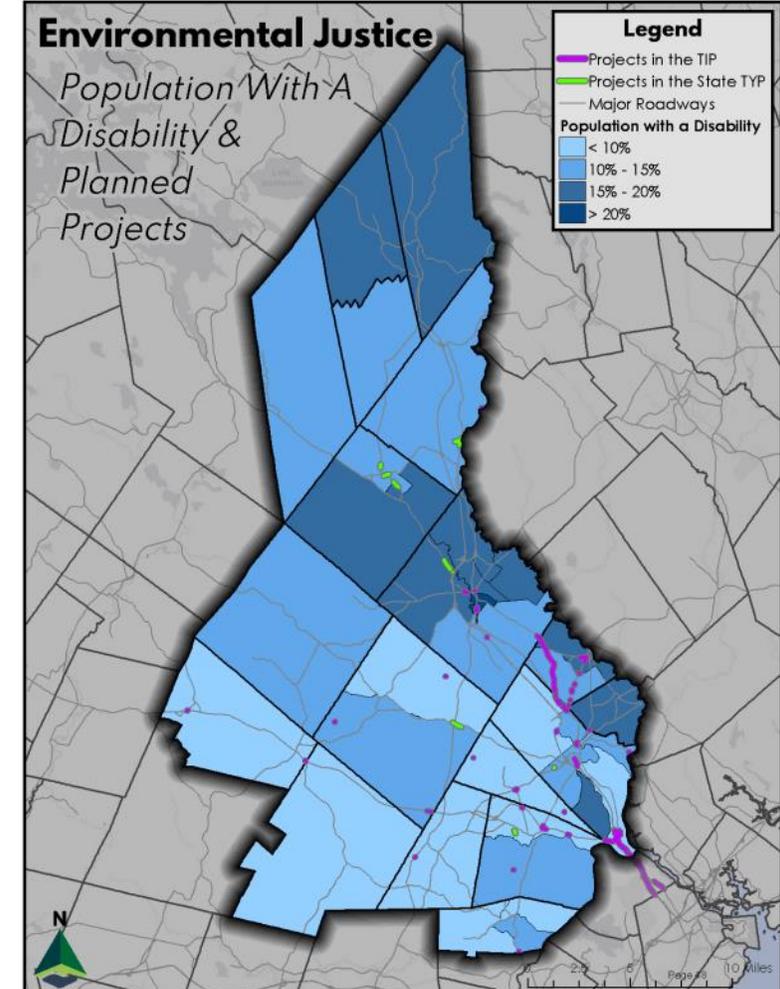
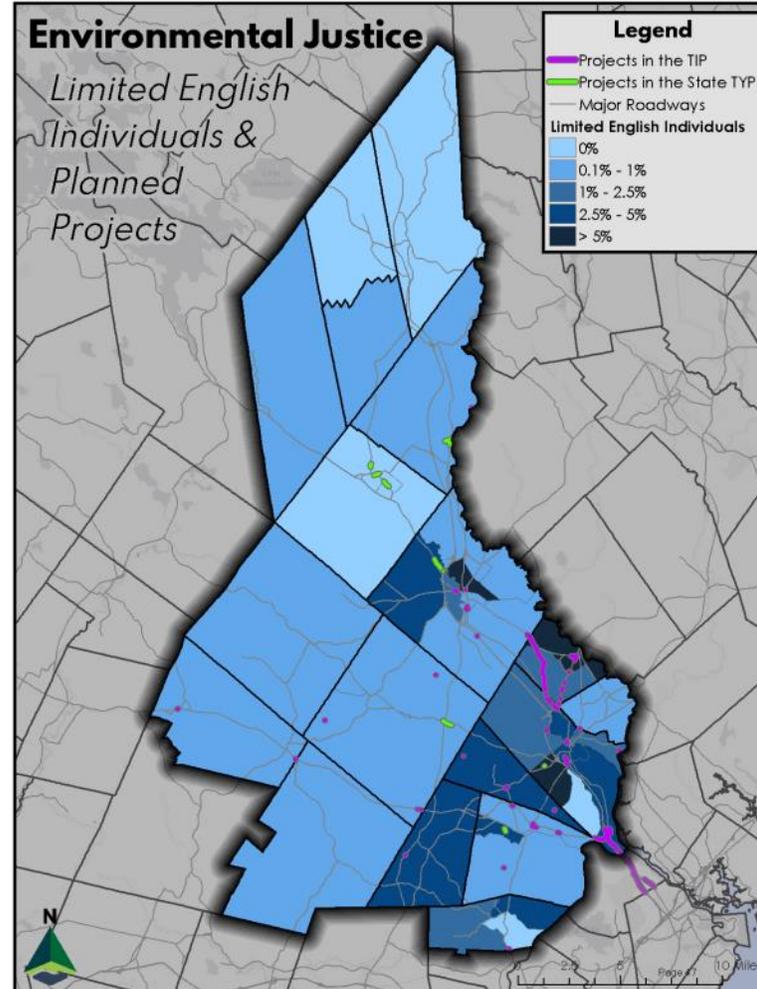
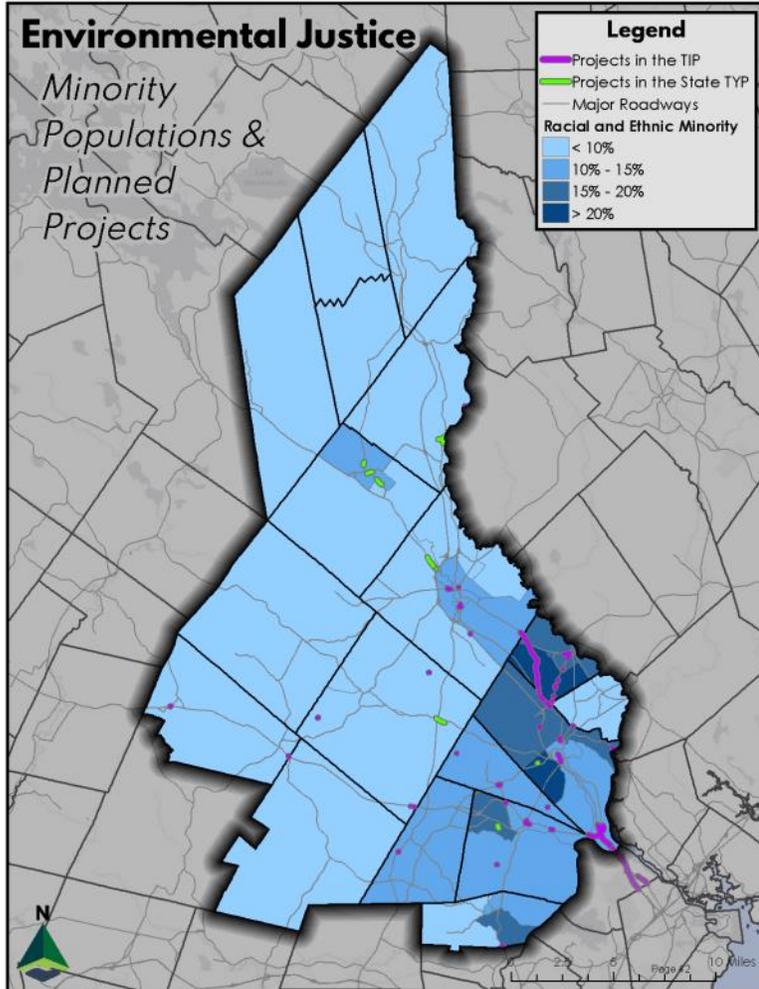
# EQUITY & OUTREACH THROUGH THE YEARS

- ▲ Outreach at Turkey Donation Day
- ▲ Booth at COAST Bus Terminal
- ▲ Planning for different audiences

OUTREACH APPROACH	OBJECTIVE	TOOLS/STRATEGIES* *ALL TAKE INTO ACCOUNT INCLUSIVITY (RACE, ETHNICITY, GENDER, SEXUAL ORIENTATION)	AUDIENCES													
			Kids (4-11)	Middle/High School (12-18)	Gen Z/Young Adult (18-22)	Millennials/Young Professionals (23-30)	LGBTQ+	Minorities	Businesses	Legislators	Community/Volunteers Groups	Senior Centers (staff)	City/Town Officials	Faith Based Communities	Housing Authorities	Millennials/Gen X Parents (31-54)
Online Survey - TBD about paper copies being distributed due to 3 day hold period with COVID-19	Get input from the broadest range of people, ages and groups.	Survey Monkey, use paid ads on social, share with municipal Facebook groups, share with municipalities to include in their weekly update/communications channels or on their website.	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Zoom or In-person Focus Groups	Get more in-depth insight from identified key stakeholder groups; gauge priorities and general thoughts on topics related to "aging well" in communities; understand what "services" or volunteerism looks like	Zoom, Zoom White Board, Zoom Break Out Groups; rely on partners for setting up these groups, i.e. George Reagan an NHHHA for housing		X	X	X	X	X	X	X	X	X	X	X		
Postcard/Art Campaign/Storytelling	Have people think creatively about answering questions related to why they chose to, and continue to choose to stay, work, or play in the Strafford region using art, an	4-1/4 to X 6 in (with .016 thickness) postcards that are pre-stamped for return, partnerships with independent living, senior centers, and nursing homes to display	X	X	X	X	X	X	X	X	X	X	X	X	X	X



# MAPPING AND DATA



# DOVER EQUITY PROJECT

## Partners:



*This project was funded, in part, by NOAA's Office for Coastal Zone Management under the Coastal Zone Management Act in conjunction with the New Hampshire Department of Environmental Services Coastal Program.*

# PURPOSE

- 
- ▲ Engage residents & stakeholders in meaningful conversations around climate change impacts and adaptations.
- ▲ Develop participation opportunities and improve access among historically underserved communities in Dover.
- ▲ Promote strategies that consider historically underserved communities at the core of planning practices

## **Historically Underserved Communities (HUCs):**

Communities who are disproportionately affected by natural disasters, more susceptible to climate risks due to social factors (such as age, socioeconomic status, race, health, language proficiency, and access to transportation), and historically underrepresented in political decision making and public investment.

# PROJECT PROCESS

Tract Number	Minority Populations (>15%)	Disabled Populations (<15%)	Median Household Income (<\$40,000)	Low Income (>25%)	Renter Occupied (>50%)	Age Under 5 (>6%)	Age Over 65 (>20%)	No Vehicle Access (>8%)	Linguistically Isolated Households (>3%)	No High School Diploma (>7%)	Total Score
81600	No	No	No	No	No	No	No	No	No	No	0
81100	Yes	No	No	No	No	Yes	No	No	Yes	No	3
81200	No	No	No	No	No	Yes	Yes	No	No	No	2
81300	No	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	7
81400	Yes	No	Yes	Yes	Yes	No	No	No	No	No	4
81500	Yes	No	No	No	Yes	Yes	No	Yes	Yes	No	5

DATA DEVELOPMENT

STAKEHOLDER  
ENGAGEMENT

RECOMMENDATION

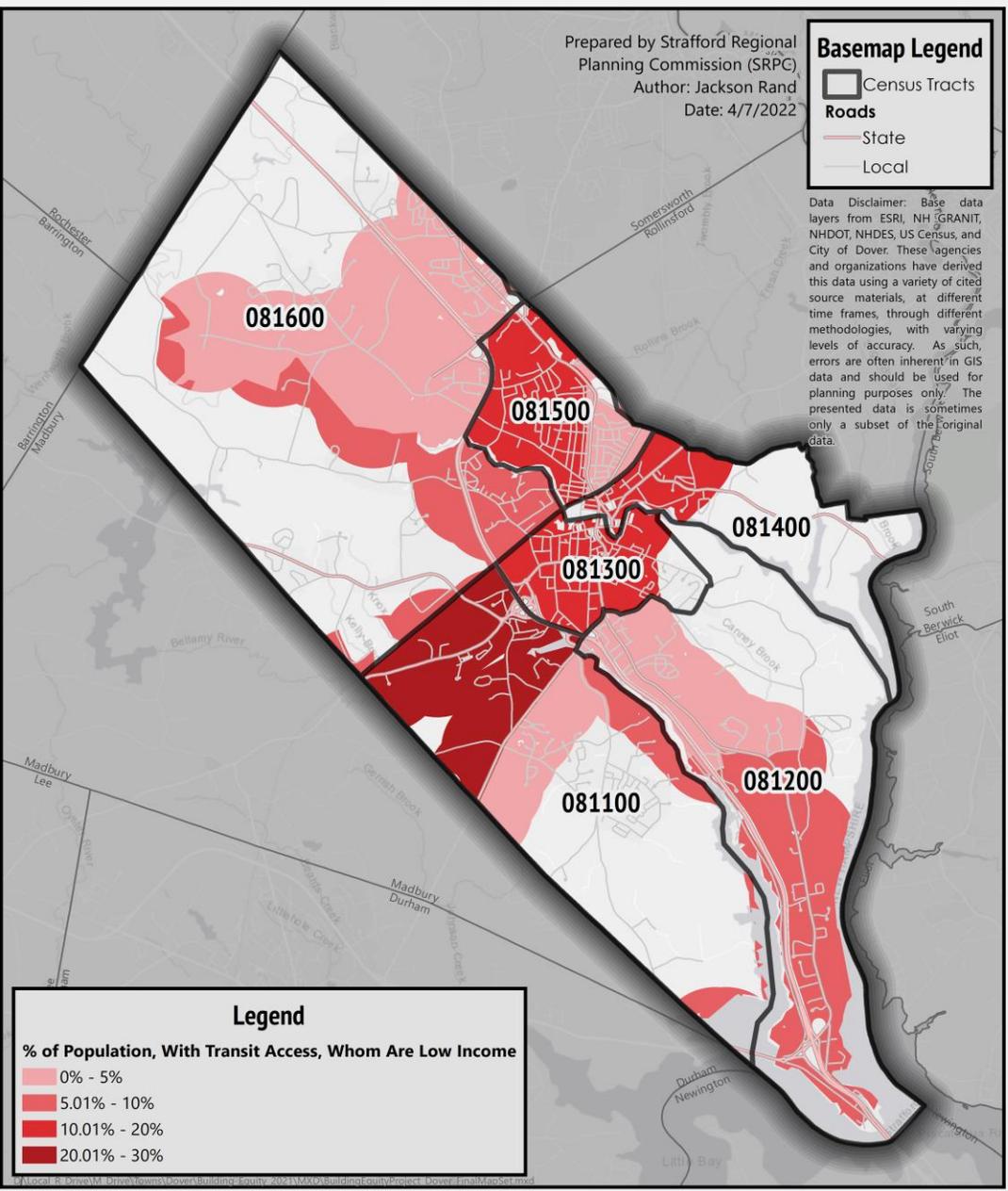
EVALUATION

Prepared by Strafford Regional Planning Commission (SRPC)  
 Author: Jackson Rand  
 Date: 4/7/2022

**Basemap Legend**

- Census Tracts
- Roads
  - State
  - Local

Data Disclaimer: Base data layers from ESRI, NH GRANIT, NHDOT, NHDES, US Census, and City of Dover. These agencies and organizations have derived this data using a variety of cited source materials, at different time frames, through different methodologies, with varying levels of accuracy. As such, errors are often inherent in GIS data and should be used for planning purposes only. The presented data is sometimes only a subset of the original data.



**Legend**

% of Population, With Transit Access, Whom Are Low Income

- 0% - 5%
- 5.01% - 10%
- 10.01% - 20%
- 20.01% - 30%

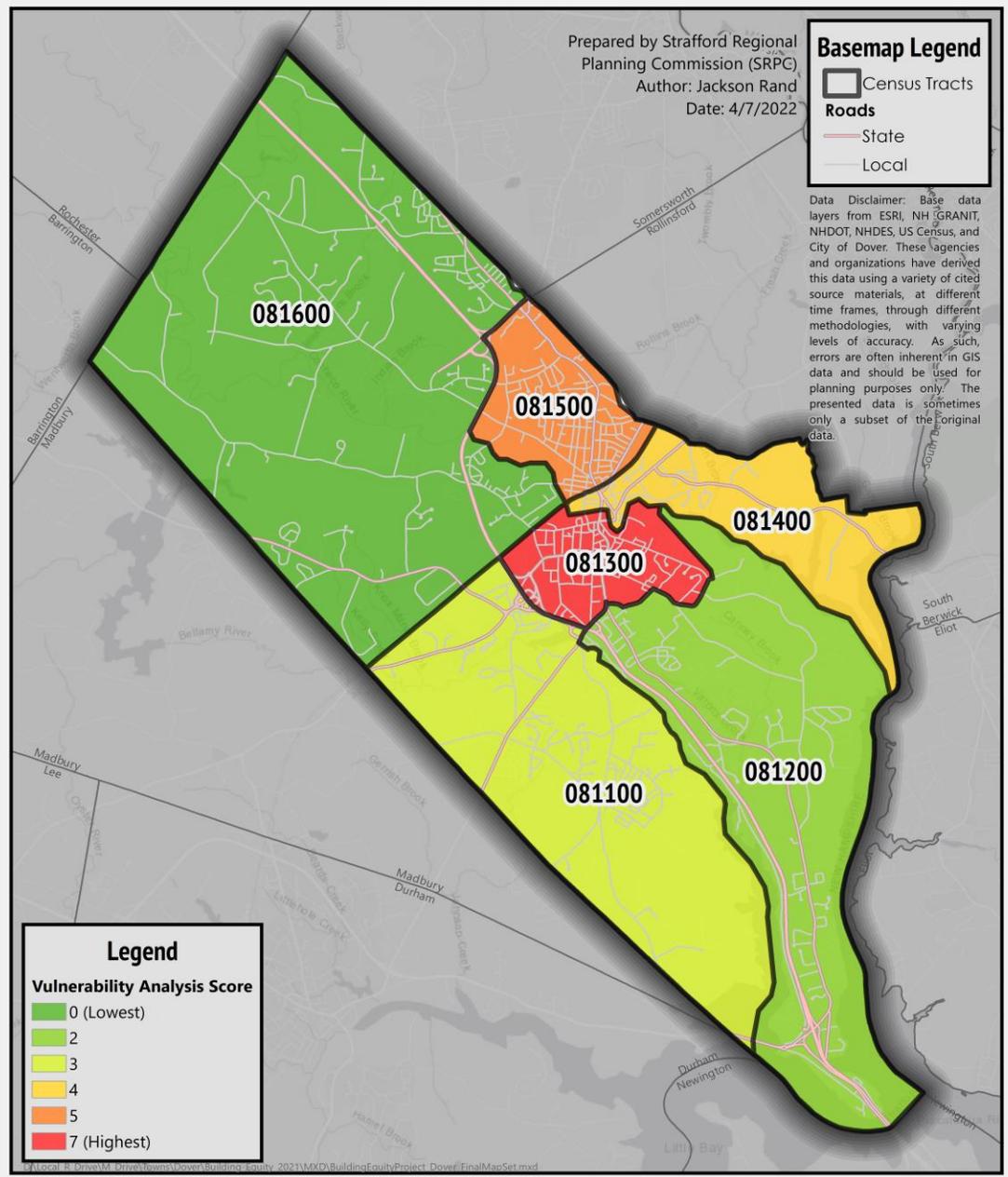
**Dover Equity Project**  
 Figure #5

Prepared by Strafford Regional Planning Commission (SRPC)  
 Author: Jackson Rand  
 Date: 4/7/2022

**Basemap Legend**

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**Legend**

Vulnerability Analysis Score

- 0 (Lowest)
- 2
- 3
- 4
- 5
- 7 (Highest)

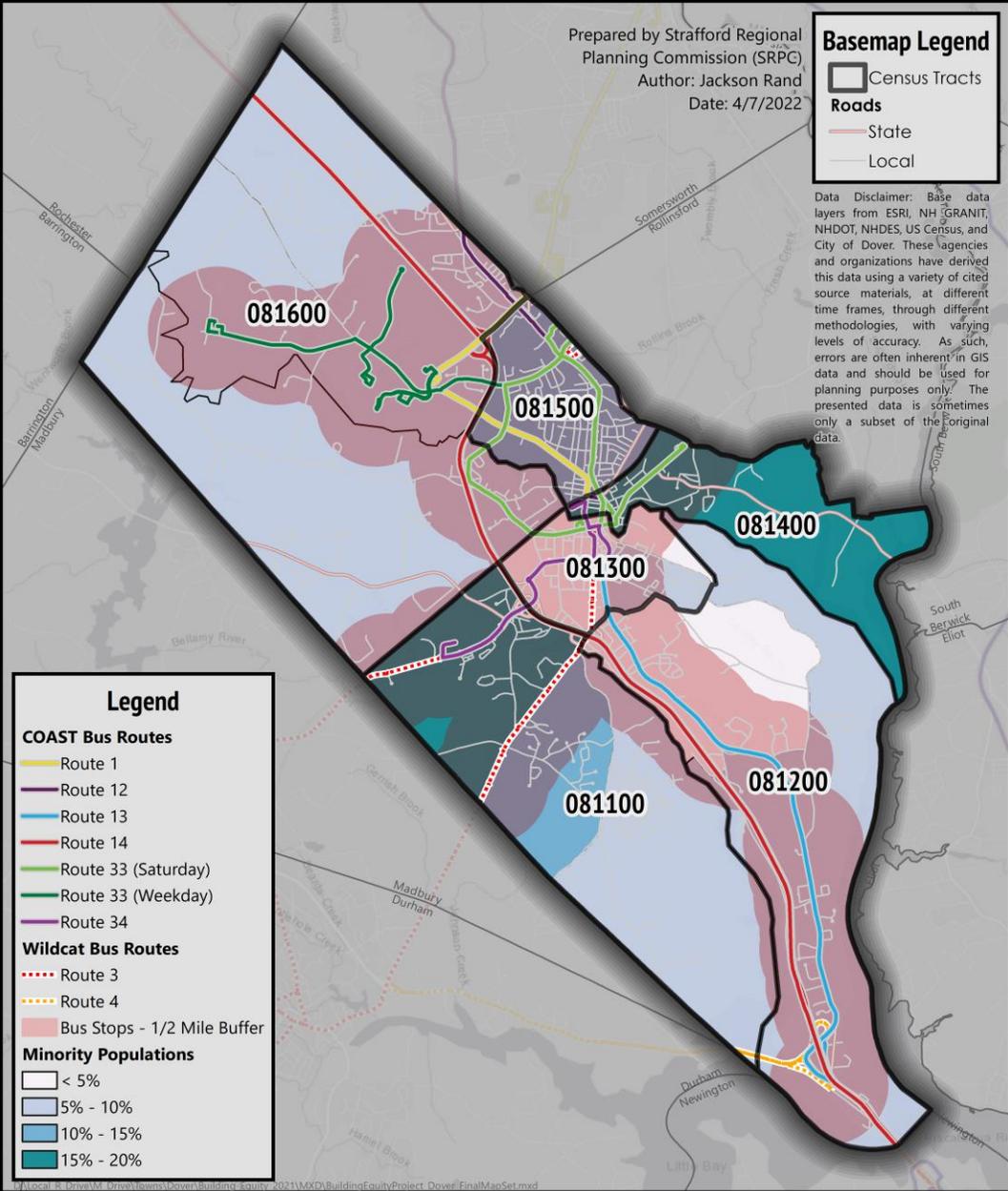
**Dover Equity Project**  
 Figure #6



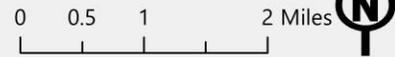
**Basemap Legend**

- Census Tracts
- State Roads
- Local Roads

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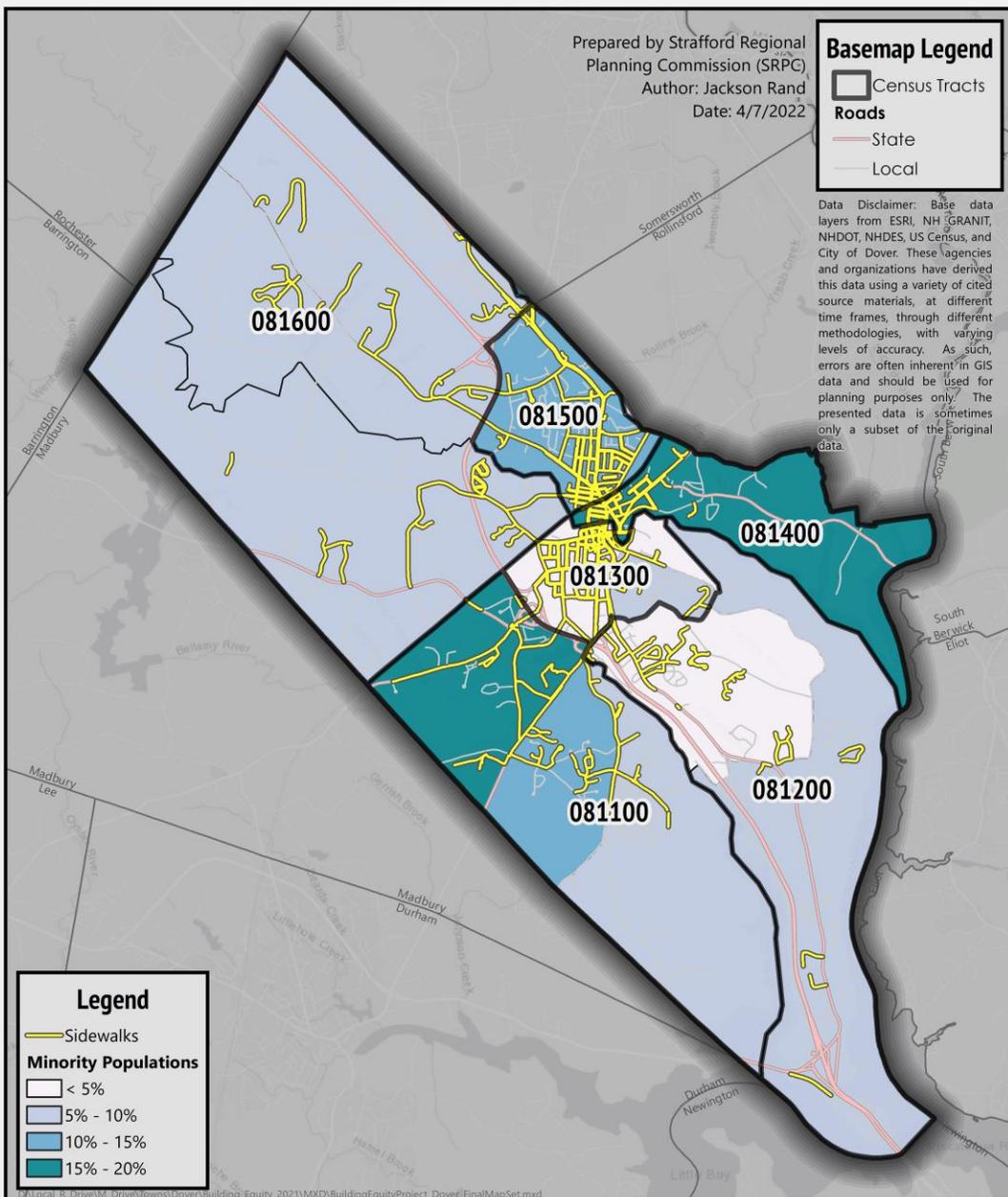
**Dover Equity Project**  
Figure #8



**Basemap Legend**

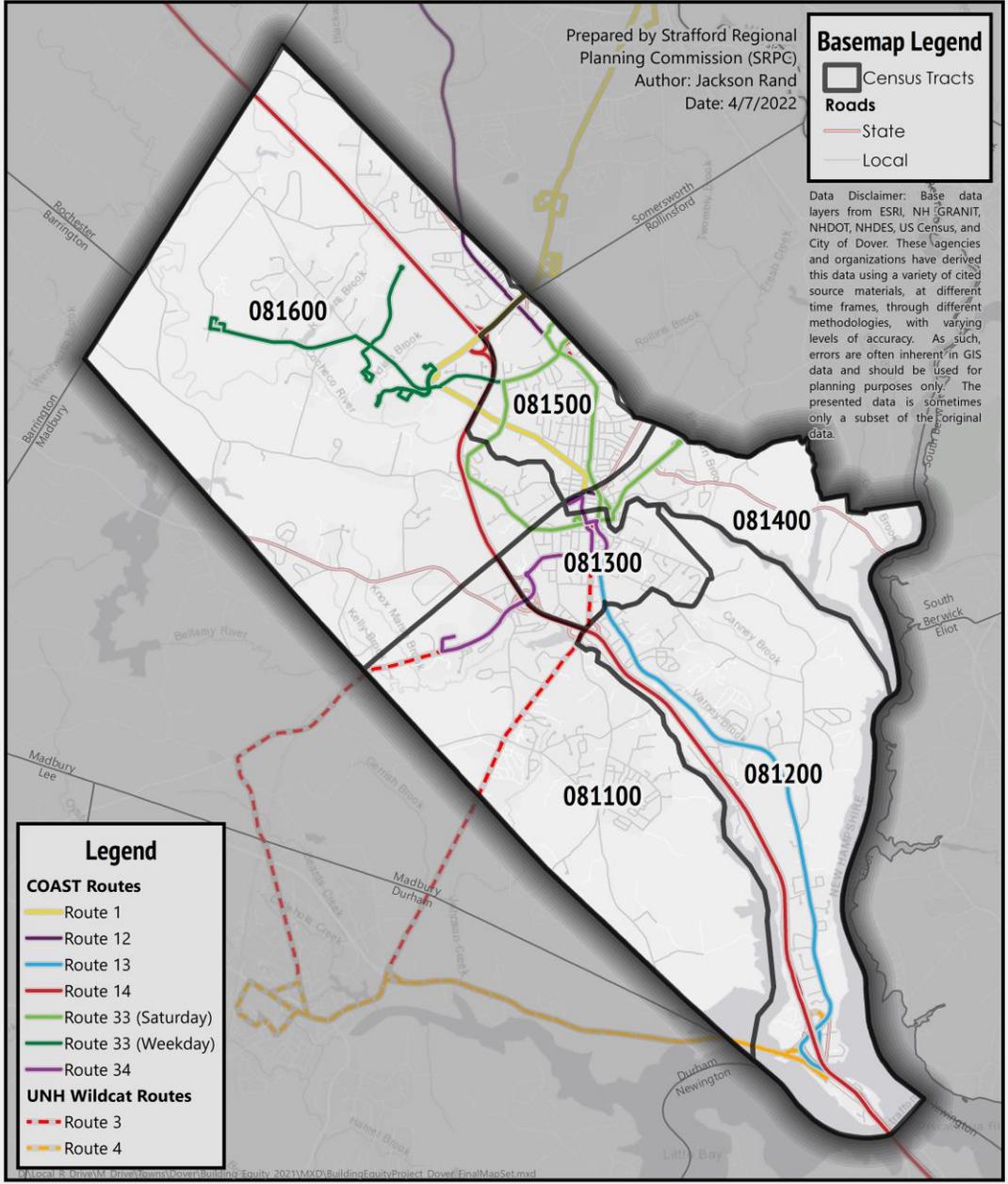
- Census Tracts
- State Roads
- Local Roads

Data Disclaimer: Base data layers from ESRI, NH GRANIT, NHDOT, NHDES, US Census, and City of Dover. These agencies and organizations have derived this data using a variety of cited source materials, at different time frames, through different methodologies, with varying levels of accuracy. As such, errors are often inherent in GIS data and should be used for planning purposes only. The presented data is sometimes only a subset of the original data.

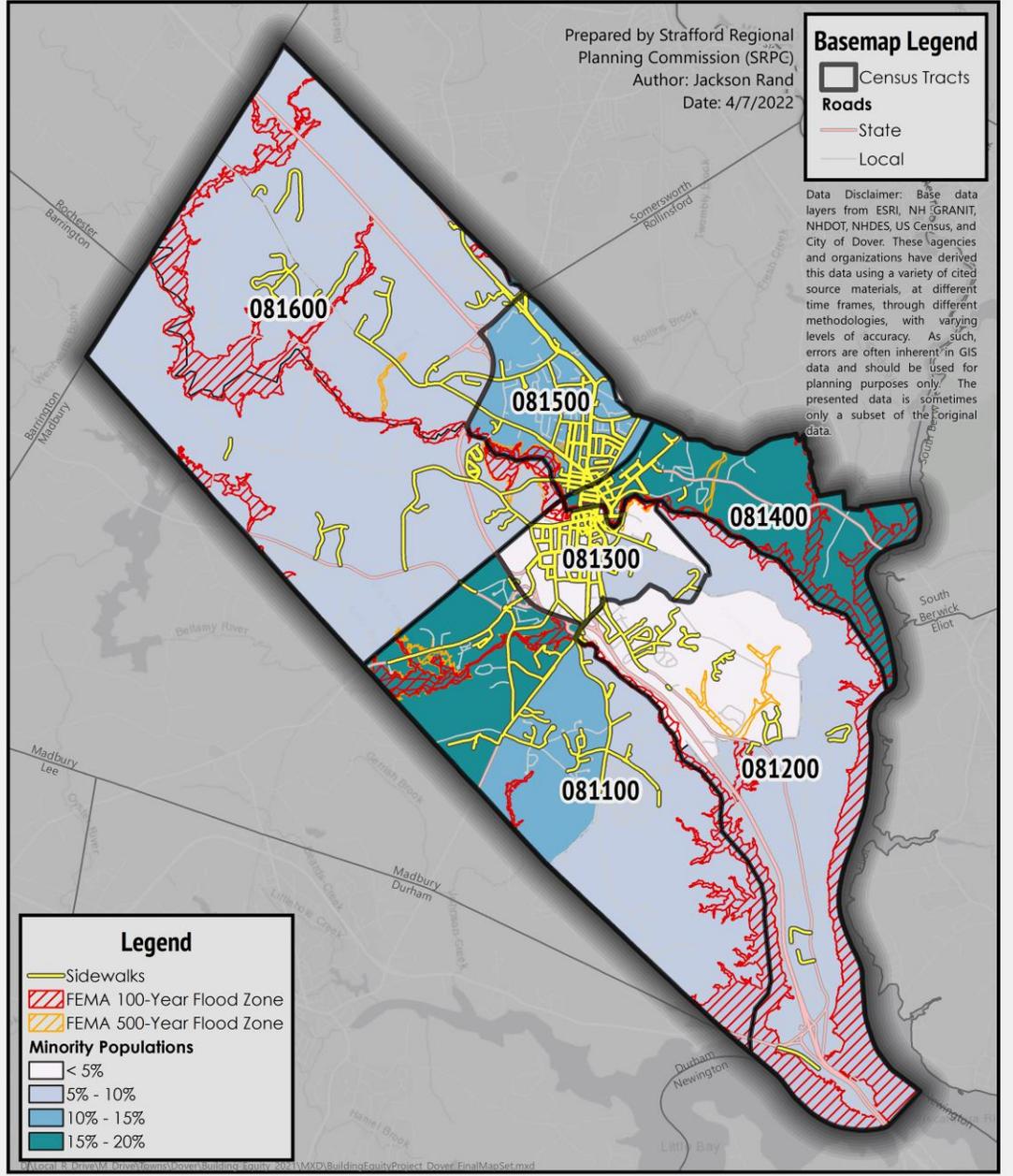


**Dover Equity Project**  
Figure #9



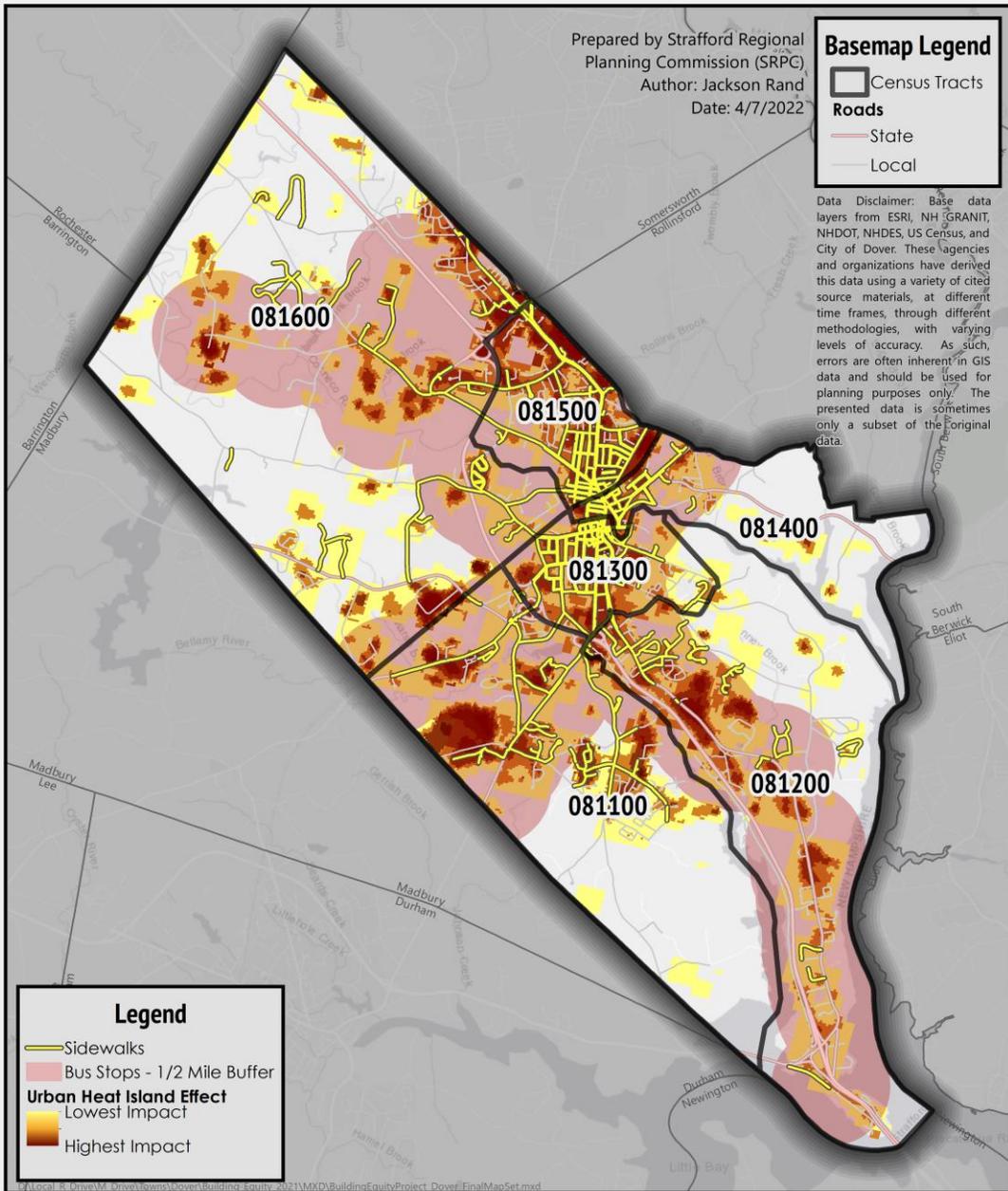


**Dover Equity Project**  
 Figure #11

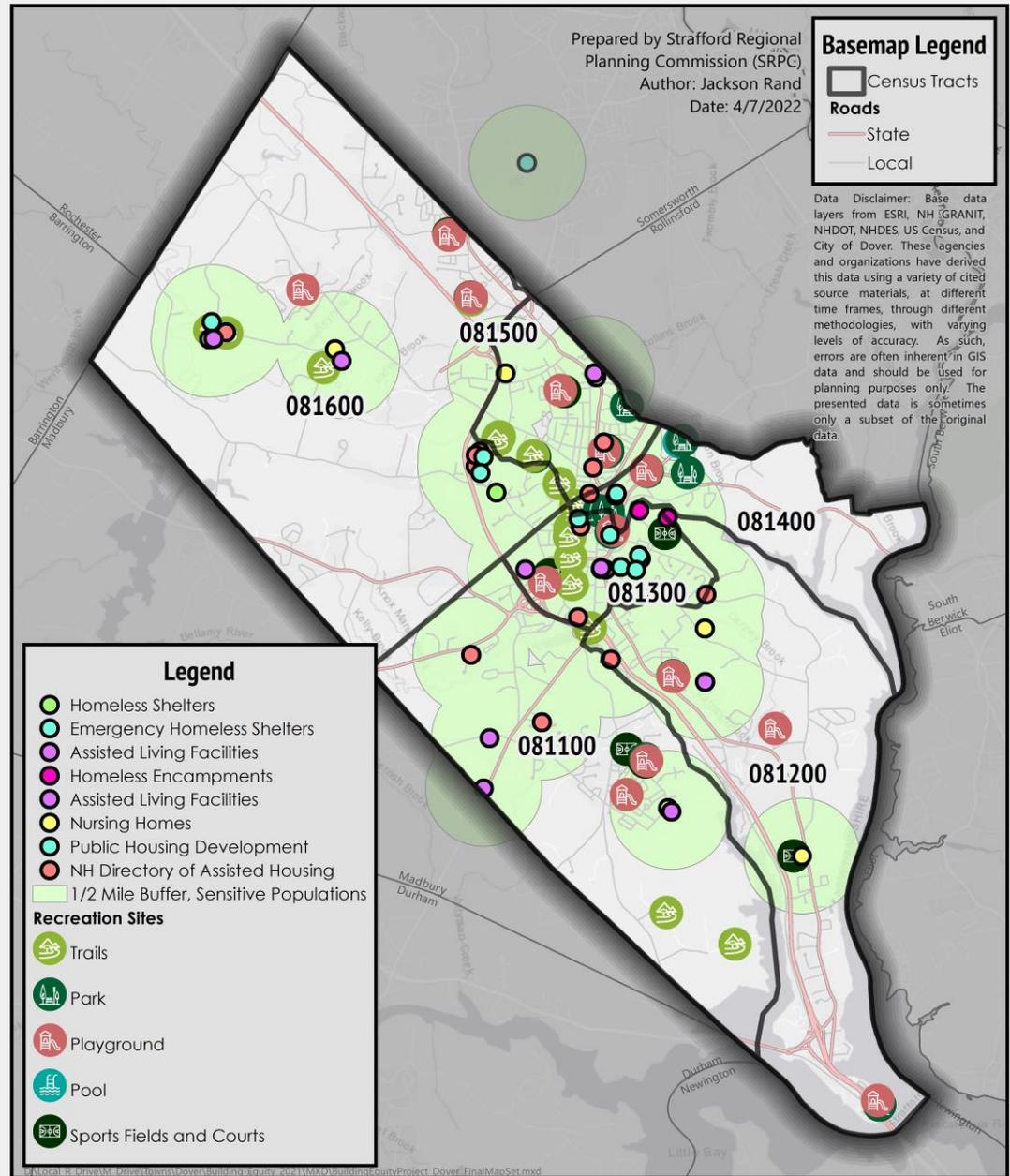


**Dover Equity Project**  
 Figure #20





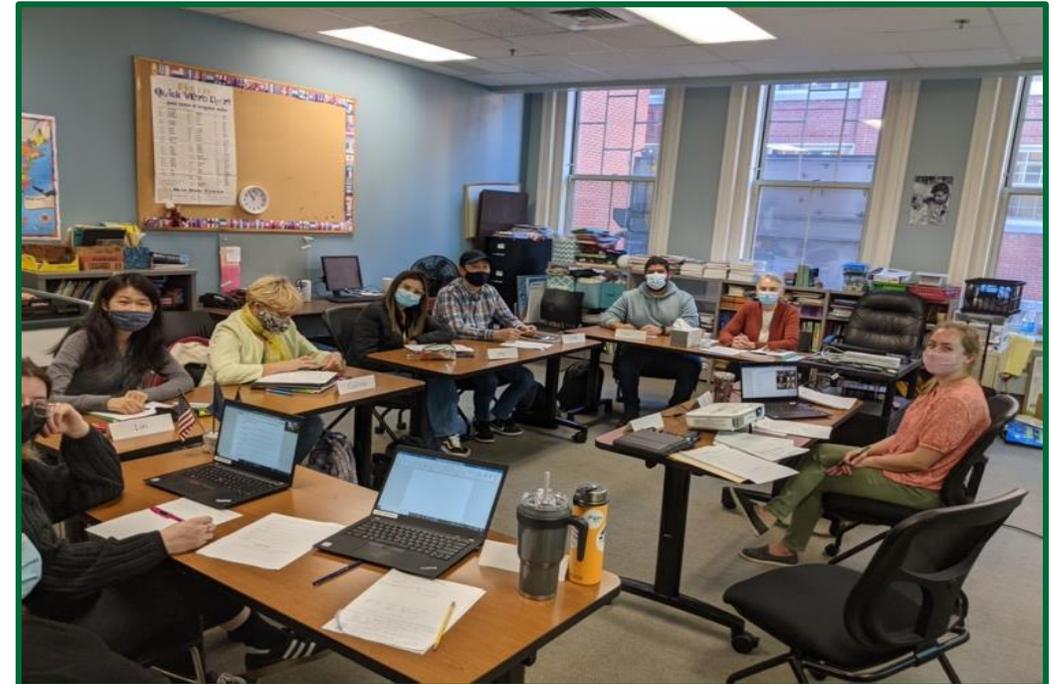
**Dover Equity Project**  
 Figure #21



**Dover Equity Project**  
 Figure #23



# STAKEHOLDER ENGAGEMENT



DATA DEVELOPMENT

STAKEHOLDER  
ENGAGEMENT

RECOMMENDATION

EVALUATION

# RECOMMENDATION

Some populations may be more burdened by temporary changes to traffic flow, public transit, water/electric shutoff, etc. due to City projects, storms, or other hazard events. Ensure advance notice is provided to populations that will be affected by temporary burdens, and address lack of inclusivity surrounding linguistically isolated households.

Address how to assist people without vehicle access as well as those living with a disability during a hazard event in the Hazard Mitigation emergency services section.

Expand the transit-oriented development subdistrict to areas with higher concentrations of vulnerable populations (see [Map Set](#)).

Provide incentives to developers such as density bonuses, reduced fees, expedited permitting, or zoning exemptions where appropriate when they include shelters and benches at transit stops and near businesses, recreation or social areas, and residential developments, so long as the design plans do not indicate any [hostile architecture](#).

Avoid relying on participants to follow up with requests for information or clarity, questions and concerns themselves. Provide follow-up information and/or convenings to assure participants that their input was valued and incorporated into the next steps of the project and/or recommendations.

Ensure that meetings and other participation opportunities like Master Plan focus groups are accessible. This may include providing childcare, providing meals, engaging ASL interpreters, translating materials, meeting people where they are, allowing Zoom participation (i.e. conducting hybrid meetings), and/or varying meeting times to accommodate work schedules. If an assessment has not already been conducted, conduct an assessment to evaluate which disability accommodations are needed most by residents to make meetings accessible.

Work with and expand upon existing coordination groups and use the Outreach Network Contact List to form a diverse committee of HUC serving partners to address the recommended actions listed here. Ensure that municipal staff and community partners are aware of existing coordination efforts.

DATA DEVELOPMENT

STAKEHOLDER  
ENGAGEMENT

RECOMMENDATION

EVALUATION

# EVALUATION

**Recommendation #3:** Some populations may be more burdened by temporary changes to traffic flow, public transit, water/electric shutoff, etc. due to City projects, storms, or other hazard events. Ensure advance notice is provided to populations that will be affected by temporary burdens, and address lack of inclusivity surrounding linguistically isolated households.

**Action(s):**

1. Engage in direct outreach to affected individuals to provide advance notice when there are temporary burdens to daily life due to City projects or hazard events.
2. Provide emergency response information (shelter locations, evacuation routes, notifications, etc.) in multiple languages on all distribution platforms

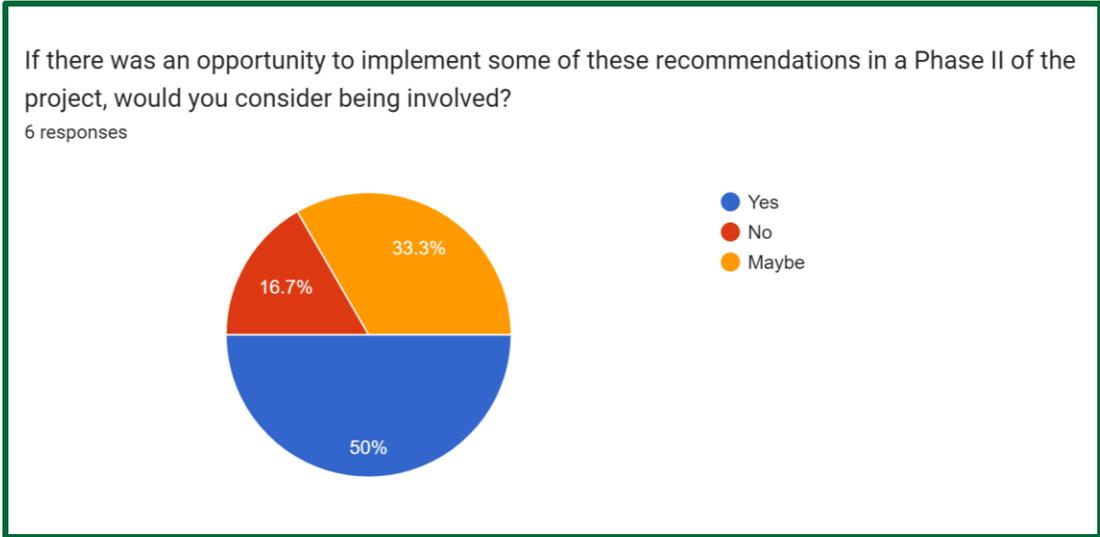
Priority Level:

**High**

What are your initial reactions?

Feel the city does a good job of utilizing those electronic options, even separate from the weekly newsletters. Also notated on the city website and social network platforms

Related to Item #2: how to improve that process better. Reaching folks who don't have ready access to online platforms. Hone in on that to even improve the process the City already does.



# TAKEAWAYS

- ▲ Effective outreach and engagement requires defining your most vulnerable populations and collaborating with trusted service providers.
- ▲ Consider the ideals and identities of decision-makers and people in positions of power, and how that influences their perspective.
- ▲ Avoid making assumptions. Listen with intention. You can be an expert in your field and still have gaps in your understanding of peoples' real-world experiences.
- ▲ Engage in trainings and workshops that cover topics such as equity, diversity, justice, and inclusion. Be aware of your personal biases.
- ▲ Meet people where they are physically, mentally, and emotionally, Create safe spaces for vulnerable interaction.
- ▲ [LINK TO FINAL REPORT](#)

# LET'S DISCUSS!

"An [organization] has a soul if...an authentic community exists, where healthy human connections are strong, facilitated and nourished by social structures, policies, mechanisms, and programs."

Dr. Hubie Jones

Inaugural Address, Massachusetts College of Liberal Arts, 2003



**Autumn Scott**

Regional Planner



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## CONTACT INFO

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