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Advisory Committee Meeting #5

December 7, 2021, 9:00AM | 2 hours

Documented by: Aryssa Burton

ATTENDEES

- Juan Sebastian Arias
- Courtney Kashima
- Skyler Larrimore
- Melissa Ballate
- Rachel Arfa
- Christina Harris
- Ally Brisbin
- Kathy Dickhut
- Katya Nuques
- Isobel Araujo
- Ellen Shepard
- Maureen Burns
- Kate McMahon
- Roberto Requejo
- Travis Moore-Murray
- Gabriela Jirasek
- Adam Glueckert
- Todd Vanadilok
- Dwana De La Cerna



MEETING GOAL

To review past community engagement efforts and begin identifying future tactics, barriers and metrics for success in Phase 3 of We Will Chicago.

WHERE WE ARE



Step 1

We Are*Setting the Stage*

Step 2

We Have and Need*Develop A Policy Toolkit*

Step 3

We Will*Set Policy Framework*

KEY TAKEAWAYS

1

The We Will Chicago Advisory Committee is in the extended Phase 2 of the planning process and wants to ensure that WWC is made more accessible to all Chicagoans. The committee wants Phase 3 to be one of the most engaging public input processes of all time.

2

Communication strategies will prioritize aligning, systematizing and equipping every actor in the process with the tools to spread the message, making planning accessible and celebrating and building broad awareness.

3

The committee wants to target underrepresented demographics that have been identified in WWC thus far and disseminate information in partnership with delegate organizations.

CONVERSATION HIGHLIGHTS

“In Little Village, for example, it is extremely important for us to use the schools and community hubs, also because of immigrations status. Schools are natural places where parents, regardless of immigration status, have to be present.”

Katya Nuques | Enlace Chicago, Executive Director

“One learning from this phase is [that] not every single neighborhood has been engaged in all pillars of the plan so far, but many neighborhoods have been engaged in some conversation related to either a single pillar of the plan or the plan more broadly.”

Skyler Larrimore | City of Chicago Mayor’s Office, First Deputy Director of Policy

“Think of Phase 3 as envisioning the most engaging public comment period you have ever seen.”

Skyler Larrimore | City of Chicago Mayor’s Office, First Deputy Director of Policy

“Every actor in this process is empowered with the tools to spread the word.”

Melissa Ballate | Blue Daring, President and Founder

NOTES

Welcome, Icebreaker and Updates

- The meeting started promptly at 9 a.m., with 38 participants overall. Courtney Kashima began the meeting by asking for consent from the participants to record the meeting in association with the City of Chicago's mission as well as the mission of Cortico's [Local Voices Network](#) (LVN).
- This icebreaker was then shared with the group: *Use the chat to affirm your consent and share a few words about a memorable community gathering.*
- Kathy Dickhut of the Department of Planning and Development (DPD) shared a few updates about the planning process:
 - All the objectives for the pillar meetings have been considered. The research teams now have to refine them and wordsmith.
 - Teams are working to ensure the objectives relate to the defining questions.
 - Teams are now working on ways to make the objectives and defining questions available to the public.

Presentation: Accessible and Meaningful Community Engagement

- Juan Sebastian Arias said a big focus of this meeting would be on community engagement – going over what engagement has looked like to date and later brainstorming recommendations. As an opener, he asked committee members this question: *What does accessible and meaningful community engagement look like to you?*
- Members shared ideas around these subjects: clear goals co-designed with the community, meaningful and clear outcomes, making sure the people most impacted have the strongest voice, Elevated Chicago principles, multiple methods of engagement, on-site childcare and physically accessible places for people with disabilities and communication access needs.
- Isobel Araujo asked whether “anyone in the group has participated in a particularly meaningful community engagement during COVID, because I think that's a big challenge.”
 - Roberto Requejo said he had. “There were very diverse workshops where 80-plus people showed up to develop what’s now the [Equitable Transit-Oriented Development Plan](#) for the city this past summer. When we look at the response and the satisfaction of the participants, people had a good time; people contributed meaningfully.”
 - Travis Moore-Murray commented on virtual engagements that were impactful: “One thing that people have really bought into is when you’re able to draw the line of what their participation is to the actual impact they could have. So thinking about budget, [INVEST South/West](#), saying that these are the ways that your input can help mold this, and this is how it’s going to show up on streets near you or in different interests that you have – making those things as clear as possible for folks.”

- Juan Sebastian Arias went over the phases of engagement across the planning process:
 - Phase 1: 2020
 - Community conversations to define the seven pillars and two principles
 - The Metropolitan Planning Council hosted workshops to identify five themes
 - Phase 2: 2021 to June 2022
 - Research teams and Advisory Committee
 - Community partner engagement events
 - Artist-organizer engagement events
 - [Meeting-in-a-Box](#) (MIAB) pilot
 - Website surveys
 - Phase 3: July 2022 through the end of 2022
 - Community partner events
 - Broader public engagement (such as tabling, town halls, focus groups, MIAB)
 - Surveys and public comment period on draft policy plans
- Arias then explained the spectrum of public participation (adapted from the [International Association for Public Participation](#)) and community engagement strategies in Phase 3, which will include website updates, billboards, tabling, presentations, events, public comment, surveys, etc.
- Skyler Larrimore went over the demographic breakdown of WWC volunteers. She mentions that, compared to the city at-large, the Latinx community is underrepresented and women are overrepresented. They also have volunteers from all neighborhoods.
- Larrimore recapped the artist-organizer engagements. There were 79 virtual and in-person events completed between July 30 and November 11, 2021, with an estimated 1,400 participants. Seventy-one percent of the events were online. Many of the artist-organizers were doing work on the South and West sides of the city, where they already had community relations and partnerships. Thirty community partner events have been held and 25 more events are planned. The partners have been impressed by the non-traditional methods for community engagement. The artist-organizers have been expected to take field note data at the end of the event to capture things they've heard and seen, successes and challenges, major ideas/themes, wild ideas, concerns about WWC, etc.
- Larrimore noted there have been challenges getting community members to take exit surveys. So far, only 46 exit surveys have been completed.

- Gabriela Jirasek presented findings from the pillar surveys posted on WWC’s website. Of the 446 surveys received, 336 have been mapped. Qualitative data analysis is still ongoing, because the questions are open-ended. A goal is to implement street teams with tablets to increase access and awareness of the survey.
- DPD’s central region team will do more focused work on the downtown area.
- Broader engagement throughout Chicago is needed to address the following underrepresented geographic areas:
 - Volunteer gaps from Northwest, Southwest and Far North sides
 - Survey gaps from Far South and Southwest sides
 - Community partner and artist-organizer gaps in the central region and on the North, Southwest, Northwest Sides

There are also lower response rates for some specific topics.

- Other identity-based communities and sectors to target include faith-based communities, social service and violence prevention organizations, LGBTQIA communities, seniors and others without Internet access, youth, people with disabilities, Indigenous peoples, returning citizens, immigrant and refugee communities, specific private sector industry representation, philanthropists and unhoused populations.

Presentation: Possible Tactics for Engagement and Community in Phase 3

- Melissa Ballate from [Blue Daring](#) presented on the communication and engagement strategy for We Will Chicago:
 - Objectives:
 - Define We Will Chicago for every Chicagoan
 - Drive public participation and engagement
 - Demystify public planning process and be transparent
 - Spark and amplify dialogue among Chicagoans
 - Equip public and private collaborators with tools to share and engage
 - Position Chicago as a city that puts inclusion and equity at the forefront
 - Suggested Tactics
 - Phase 1: Align, Systematize and Equip
 - Update and enhance WWC partner toolkit
 - Create one-page overview and slides to disseminate to constituents

- Generate accessible messaging guide
- Develop simple, friendly WWC explainer video
- Enhance all materials with collaborator images
- Simplify all project visuals
- Create centralized stakeholder distribution list and database
- Add “We are Here” phase indicator to all communications and materials
- Phase 2: Make Planning Accessible
 - Social and digital signage campaign
 - Neighborhood pop-ups and activations
 - Live “Ask Me Anything” (AMA) sessions on Facebook or Instagram
 - Partner with cultural and educational institutions
 - Evaluate physical input collection
 - Pitch to podcast and neighborhood social media influencers
 - Engage journalists and develop editorial on historical reckoning
- Phase 3: Celebrate and Build Broad Awareness
 - Social and digital signage campaign
 - Pillar-themed pop-ups
 - Presence at major cultural/sporting events
 - Posters with QR codes across city
 - Presentations to business and civic organizations
 - Student art show
 - Interactive art installation
 - Streetlight banners
- Other Big Ideas to Sustain the Plan Long-Term
 - Partner with local authors and creatives to publish a WWC children’s book

- A competition for local musicians to write a song that captures the spirit of WWC
 - Commission a WWC mural
 - Create WWC merchandise (proceeds to create fund for nonprofits)
 - WWC scavenger hunt
- Ballate and Skyler Larrimore both commented on the wealth of information and ideas. Larrimore said to think of this presentation as a menu, since the team doesn't have the capacity to implement all of the ideas, and to use it as a guide to answer the following question: *How do we think about designing engagement in Phase 3?*

Questions, Reflections & Ideas

- Courtney Kashima led an exercise using [Mentimeter](#), which allowed participants to anonymously answer the following questions (major response themes listed below):
 - What measures of success can we identify for Phase 3?
 - Overhearing people in the streets talking about WWC
 - Having people come to city organizations asking how to get involved
 - Delegate agencies being involved (Chicago Public Schools, Chicago Public Library, Chicago Housing Authority, Chicago Transit Authority, etc.)
 - Targeted strategies to reach certain groups (such as incarcerated people)
 - What might the barriers be in overcoming gaps identified?
 - Lack of trust in the city and bureaucrats
 - COVID fatigue
 - General survival needs in the day-to-day may make it harder for people to care
 - Targeting demographic gaps mentioned earlier
- The meeting was adjourned at 10:52 a.m.

RESOURCES

Spectrum of Public Participation

[We Will Chicago's approach is based on this chart from the International Association for Public Participation](#)

Elevated Chicago

[An equitable transit-oriented development planning initiative](#)

Cortico's Local Voices Network

[Software WWC is using that transcribes, tags and codes facilitated discussions](#)

Equitable Transit-Oriented Development (eTOD) Policy Plan

[A plan developed with community input that specifies actions to work toward racial equity, public health and climate resilience goals](#)

Meeting in a Box (MIAB)

[Toolkit for hosting a community conversation on We Will Chicago](#)

NEXT STEPS

- The next advisory committee meeting is scheduled for 9 a.m. Tuesday, January 18, 2022.
- Committee members received feedback that the survey questions were too dense and open-ended. In the next phase, they want to simplify the survey questions and scale them for easier quantitative data analysis.
- By June, there should be a draft of the framework policy plan from the pillar research teams that they want to have accessible in different languages. The committee wants to be able to disseminate the drafts to the public in as many ways as possible.