



CITY OF BROCKTON THRIVING COMMUNITIES: COMMUNITY ADVISORY GROUP WORKSHOP 1 SUMMARY

Hosted July 8, 2024



RECAP OR “WHAT DID WE TALK ABOUT?”

We discussed...

- USDOT’s Thriving Communities Program, and what the City of Brockton wants to accomplish through it.
- Work completed to date, including a site tour, pop-up engagement, and initial research about the community.
- The Community Engagement Toolkit.
- CAG Development and expectations

We learned...

- The City recently won a Safe Streets for All Pilot Grant, and the city plans to use the toolkit we develop to guide community engagement for that program.
- The public is generally disengaged and not encouraged to participate in ways that excite them.
- CAG members are excited by the opportunity to work directly with the City on this effort!

WHO ATTENDED THE FIRST CAG MEETING?

CAG Members

- Cindy Pendergast, Neighborworks Housing Solutions & Village NBHD Association
- Cynthia Hodges, African American Association & Lady C&J Café
- Dwight Buckland, Black Owned Brockton
- Jamie Hodges, African American Association of Brockton
- Karla Rogers, Campello Business Association & Cape Cod Café inc.
- Monica Lombardo, Boys and Girls club of Metro South
- Natalie Jean, Brockton Redevelopment Authority
- Phyllis Ellis, Brockton NAACP

CAG Organizers

City of Brockton

- Rob May, Planning Dept., Lead
- Evan Sears, Planning
- Durre Ali, Planning
- Erin Veiga, Grants
- Jane McNulty, Grants
- Celia Canavan, Mayor's Office
- Nathan Williams, Planning

Capacity Builders

- Jennifer Pangborn, WSP, TCP Lead
- Sean Scott, WSP
- Mary Ellen Wiederwohl, AFA
- Ross Van Dongen, AFA
- Zach Etzin, AFA
- Rachel Reilly, AFA

WE ASKED...

ARE YOU AWARE OF COMMUNITY ENGAGEMENT THE CITY HAS COMPLETED IN THE PAST?

YOU ANSWERED...

- Most people don't know of city engagement events. "Didn't know about it!" is a common phrase.
- Some people are aware of events, but it doesn't always register that they are invited.
- Conference room meetings feel less accessible compared to community events out in the neighborhood.

WE ASKED...

WHAT IS THE BIGGEST BARRIER TO YOUR OR YOUR CONSTITUENTS/ORGANIZATION MEMBERS IN PARTICIPATING IN CITY ENGAGEMENT EVENTS?

YOU ANSWERED...

- Engagement often feels “invite-only”
- Lack of Communication in other languages than English.
- Lack of “simple terms” makes conversations unapproachable to new audiences.
- Commitment requirement feels overwhelming, or the reward for participation isn’t clear.
- the timeline for responses or implementation is too long. Participants want more instant feedback.
- It is not clearly communicated what impacts projects may have on different audiences.

WE ASKED...

WHAT ARE SOME NEW WAYS YOU WOULD LIKE TO SEE MORE ENGAGEMENT?

YOU ANSWERED...

- Sponsored ads on social media targeting different audiences.
- Send personal invitations where possible so people feel like their input is desired.
- Create “experiences,” not just public meetings.
- Public Officials leverage their networks to promote engagement opportunities within their wards.
- Follow up with participants after every engagement
- Piggyback on other community events and share about the city projects.
- Create invites that can be shared through community organization newsletters.
- Hold events around themes or in tandem with other celebrations, such as Black History Month, Store Openings, etc.
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WE ASKED...

HAVE YOU HEARD OF OTHER COMMUNITY ENGAGEMENT FROM OTHER COMMUNITIES THAT YOU WOULD LIKE TO SEE IN BROCKTON?

YOU ANSWERED...

- Have games or competitions as part of engagement, such as scavenger hunts, volleyball, etc.
- When new stores open or new facilities, such as the Public Safety Campus, host tours and events that bring the community in.
- Food Pantry at Evers Park is a local and successful event.
- Back 2 School Bashes.
- More non-transactional engagements, like those in the non-profit sector.
- Pay for celebrities or local personalities to draw crowds.
- Host meetings in public spaces, such as Frederick Douglas Gardens, so they feel more accessible.
- Use ARPA Funds to fund park rehabilitation efforts and make it a community volunteer event.
- Brockton Area Food Network has a strong network and is a local success.
- Engage established businesses in Brockton, especially after COVID.

WE ASKED...

IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE?

YOU ANSWERED...

- the Frequency of the train is an issue during the middle of the day, keeping people from taking certain jobs across the region.
- The Department of Public Health measures public engagement through a Community Benefits Council.
- Internet access can be limited. Libraries are one resource for public internet access.
- Lots of people are disengaged from community development efforts because, while they live in Brockton, they feel like their neighborhood is elsewhere
- Safe Streets efforts needs more than physical infrastructure changes: policy support and systems changes are need for infrastructure changes to have the right effect.
- Education is needed to show bike lanes, for example, aren't an indulgence but critical transportation networks for those who bike.
- Generally, more education is needed on root causes of city issues and the impact infrastructure has on the city.

WHEN IS THE NEXT CAG MEETING?

Thursday July 25th, from 12pm – 2pm

What will be discussing?

- Examples of successful and meaningful Public Engagement Strategies
- Recommendations and lessons learned from these examples.

What is the CAG Schedule again?

Schedule	Goal	Method
Monday July 8 th , 2024 12:30pm – 3:00pm	Kick-off CAG. Set expectations, confirm needs and accommodations. Review future touchpoints. First 30 minutes will be a meet and greet where lunch will be provided.	Hybrid Meeting/ GAR Room, City of Brockton
Thursday July 25, 2024 1:00pm – 3:00pm	Case Study Review and recommendations.	Virtual Meeting
Thursday August 22, 2024 12:30pm – 3:00pm	Define policy and process and brainstorm strategies for equitable engagement. Lunch will be provided.	Hybrid Meeting
September & October 2024	Test and Review toolkit with TOD Team.	Virtual Review (not a meeting)
November 2024	Review final draft of the toolkit, respond to comments, and finalize CAG input.	Virtual Meeting



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SEE YOU AT OUR NEXT VIRTUAL
MEETING ON **JULY 25TH**!



**THRIVING
COMMUNITIES**
PROGRAM