



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

Hosted July 8, 2024



WHO ATTENDED THE FIRST CAG MEETING?

CAG Members

- Cindy Pendergast, Neighborworks Housing Solutions & Village NBHD Association
- Cynthia Hodges, African American Association
- Dwight Buckland, Black Owned Brockton
- Jamie Hodges, African American Association of Brockton
- Karla Rogers, Campello Business Association
- 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
- Durer 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

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!

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





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



**THRIVING
COMMUNITIES**
PROGRAM