

CLIENT/PARTNER

Project for Public Spaces

DATES

March 2024 - March 2026

REFERENCE

Juliet Kahne

Director of Events

BUDGET

~\$6,500 + shared profit

EXECUTIVE SUMMARY

Connect the Dots partnered with Project for Public Spaces to provide online training focused on accessible and representative public engagement tailored for those involved in leading engagement as part of placemaking, urban planning, art installations, transit, or redevelopment projects. Training sessions were designed as singular or two-part modules at introductory and intermediate levels and included theory and core principles; collaborative breakout sessions; case studies; and functional guides and tools created by CtD for attendees to use in their practice.

Through the collaboration with PPS, the virtual trainings engaged 440+ participants nationally and globally who learned about the theory and practice of public outreach and engagement, the importance of building trust and tailoring to the community context, and how to design impact-driven and accessible engagement methods.

SERVICES PERFORMED

Training Sessions were designed to cover the following topics:

- **2024: Introduction to Inclusive and Equitable Engagement Training**
 - Foundational theory and core principles of outreach and engagement.
 - Strategies for building trust and tailoring efforts to specific community contexts.
 - Designing impact-driven and accessible engagement methods.
- **2025: Inclusive Community Engagement: From Strategy to Implementation Training**
 - **Strategy Development and Tactic Selection:** Connecting audiences and project goals to specific engagement tactics; structuring a Community Engagement Action Plan (defining roles, responsibilities, and timelines).
 - **Project Management and Implementation:** Designing tactics (creating concept memos/materials); Managing project workflows ("Managing Up, Down, and Across"); and best practices for team review processes and file organization.
- **2025: Introduction to Public Engagement, at Making it Happen Training**
 - As part of a multi-day training series conducted by PPS, this condensed introduction to Public Engagement provided definitions, shared the importance of building a strategy, and provided case studies examples.
- **2026: Engagement 101 (Refresher/Ongoing)**
 - Continued focus on core principles of equitable engagement.
 - Application of practical tools such as Workback/Workplan templates and strategy worksheets to real-world projects



PROJECT OUTCOMES

The training series provided strategic best practices and real examples for seasoned and emerging public participation practitioners to learn from, be inspired by, and incorporate into their own work. Sessions also allowed for collaborative activities and an opportunity to learn from each other, with multiple industries and geographies represented amongst the participants, such as healthcare, planning, community organizations, non-profits, from small, medium, and large municipalities as well as different countries.

Through the sessions, the following materials designed by CtD were provided to participants to continue using beyond the training sessions and included:

- *The Who, What, and How Exercise worksheet* guides practitioners into defining the audiences, intent, and tactics of a project.
- *Guide on Cultural Accessibility* to understand how designing interactions or events should consider specific needs of audiences based on cultural norms.
- *The Guide on Learning Styles* explains different learning styles and highlights the importance of providing a range of interactions for participants.
- *Public Engagement Action Plan Template* can be used by teams as a starting point for creating the formal document that contains the project background, goals, timeline, tactics, roles and responsibilities for executing a public engagement strategy.
- *Template for a Workback* and *Template for a Workplan* are spreadsheets that help project teams map out the timing needed to complete actions and delegate tasks for timely deliverables and milestones.

