

Engagement Toolkit



“Property by property, we are leading a movement towards a future where neighborhoods have control.”

Kensington Corridor Trust

ABOUT



Our Work

Led by residents and business owners, the KCT Neighborhood Trust was developed as a model for increasing neighborhood power and wealth, focused on fueling the Kensington Avenue corridor as an economic engine that can drive stability and prosperity in the neighborhood.

Illustrating Progress developed this graphically-designed toolkit to support folks from other communities to use it as a guide when working to adopt a similar structure as the KCT Neighborhood Trust. Utilizing a framework of Equitable Community Engagement, Kensington Corridor Trust worked with Strategy Arts to consult on this engagement process. All organizations aligned on this framework which supports deep engagement utilizing multiple touchpoints with individual stakeholders and equitable compensation of lived experience experts in Kensington.



OUR JOURNEY

THE PROCESS

Community Outreach

October 5, 2021 through October 19, 2021

Engagement Planning Session

October 5, 2021

Community Conversations:

1. Develop Community Priorities
2. Finalize Community Priorities
3. Clarifying the Purpose
4. Developing Governance
5. Decision-Making & Compensation
6. Final Adoption

Project Initiation

September 15, 2021

Community Interviews

October 26, 2021

through November 17, 2021

Working Group Sessions Close

July 11, 2022

Public Presentation

August 31, 2022

Community Conversations Begin

February 14, 2022



01

Project Initiation

September 15, 2021



In this 10-month process, it was essential for all the stakeholders involved in facilitating be aligned. The Kensington Corridor Trust, Illustrating Progress, Purpose, and Strategy Arts all met as stakeholders to plan together. The group held the project initiation in September 2021 and planned for monthly project management check-ins to ensure that the project was progressing as planned and to address any barriers to the timeline. This helped to make the process smooth and efficient.

The goal moving through this process was to ensure that stakeholders were recruited in an equitable way and to discover ways that their voices could be centered in the decision-making process. Crucial to the success of engaging residents was making difficult legal language around the “trust” accessible to all so that they can lead in the brainstorming about priorities and definitively come to consensus around parts of the KCT Neighborhood Trust.

02 Perpetual Purpose Trust

October 4, 2021

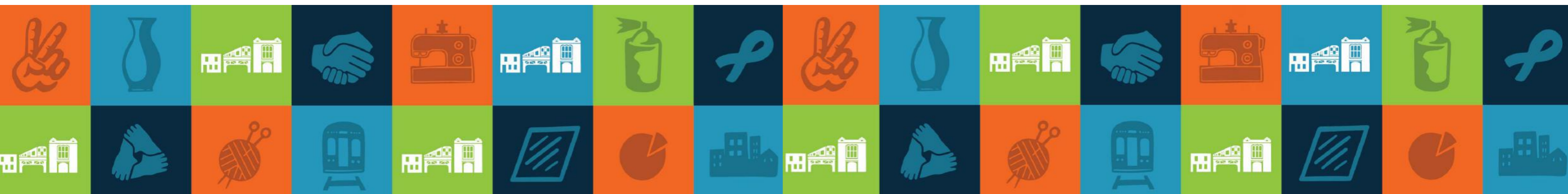
Kensington Corridor Trust, Strategy Arts & Purpose Foundation met to discuss the important elements to include in the planning process of developing the purpose with the community. Of most importance was discovering ways to make legal jargon accessible to the community so that the Community Working Group could make critical decisions about the operating and legal structures.

03 Engagement Planning Session

October 5, 2021

Kensington Corridor Trust, Illustrating Progress, and Strategy Arts met to co-create a strategy for engagement. The group discussed a plan to compile a list of long-term community residents for outreach and establish alignment on the criteria for including stakeholders. They also created a plan for outreach to businesses on the Kensington Avenue corridor.

Strategy Arts proposed six questions for the interviews that would allow residents and business owners to discuss their fears, concerns, dreams, and vision for Kensington as it embarked on this process. A summarized definition of a perpetual purpose trust was developed in English and Spanish and provided to participants prior to their interview to support their capacity to engage in the conversation.

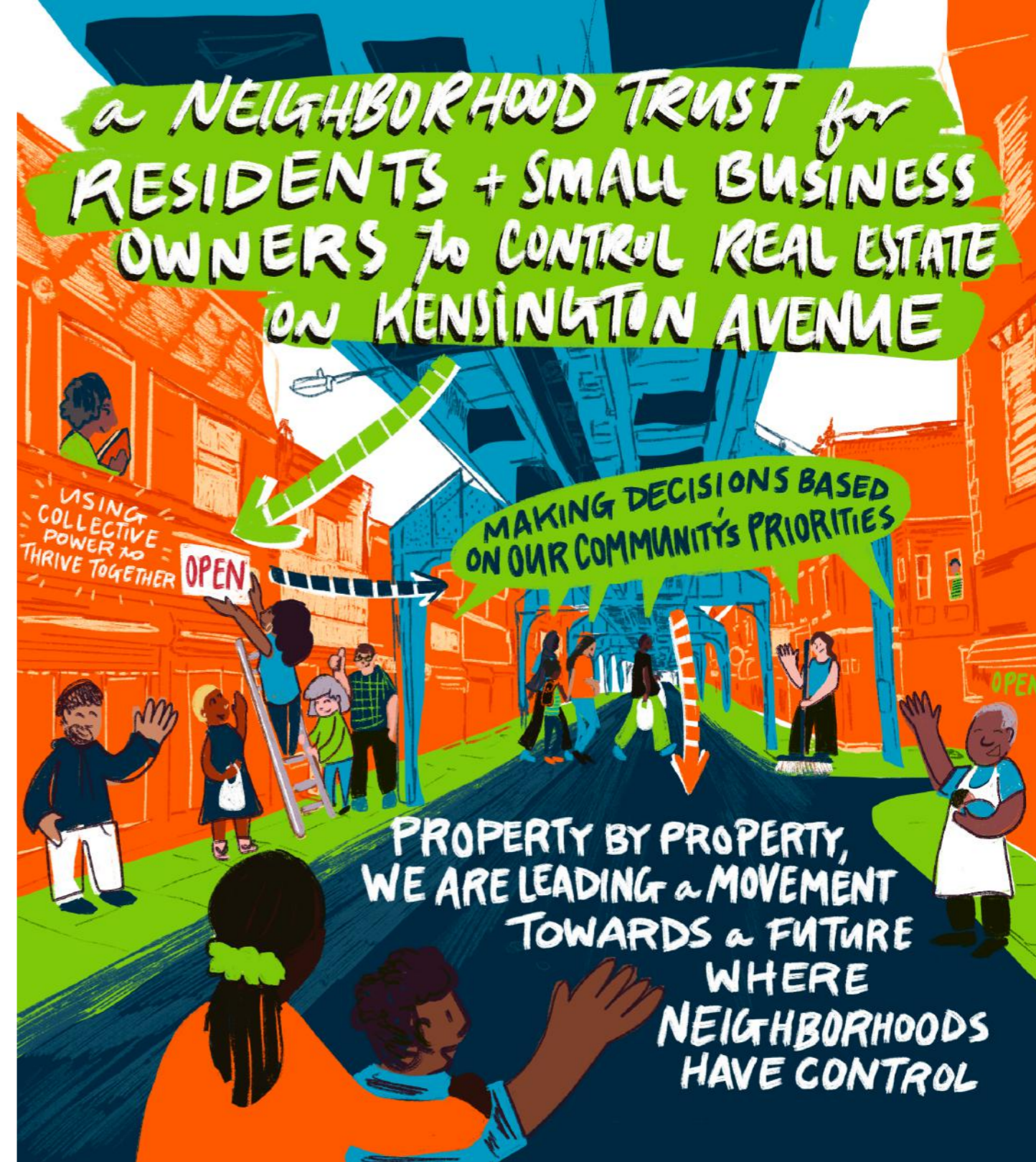


04 Community Outreach

October 19, 2021 through November 17, 2021

Kensington Corridor Trust initiated contact with community members from previous events and public meetings to generate potential interviewees. These individuals were community members of Kensington who identified themselves as either residents or small business owners in the neighborhood. Contacts were passed to Strategy Arts, initiating outreach for participation in the interviews. This outreach was first conducted by the community members identified preference (email, call or text). If preferences were not indicated, they were first contacted via email. After a few days of no response, a second form of outreach was conducted by text or phone call. Whether by email or text, participants were shown this illustration and given a description of the process of structuring the neighborhood trust to further their capacity to understand Kensington Corridor Trust and its efforts.

Speaking with small business owners at a time that worked best proved difficult as they were very busy or needed in-person communication to accomplish the interviews. In total 20 interviews were conducted over the course of 4 weeks.



*Kensington Corridor Trust
Explanation Illustration*

05 Community Interviews

October 19, 2021 through November 17, 2021

Guided by the engagement plan, Strategy Arts conducted 20 interviews with community members who were identified as Lived Experience Experts. Interviews helped define important themes for further engagement and established foundational ideas to co-create the governance structure of the trust, with the inclusion of questions about long-term vision and community needs.

During outreach, Strategy Arts and Kensington Corridor Trust's Community Organizer asked interviewees for the best method of conducting the interview and offered options from phone only to a full Zoom interview to in-person options for businesses. Each interview was trauma-informed with an opening that provided a full overview of the interview format, questions to be asked, and opportunities to decline sharing if and when need be. Interviewees were offered the opportunity to conduct a closing breathing and mindfulness exercise as they transitioned into the next part of their day. These practices are important to build trust and restorative care within a community that has faced traumas and historic divestment because many of these questions, while aspirational for some, could be triggering for others.

The first community interview was conducted on Tuesday, October 19, 2021, as a pilot with a resident to understand how the questions would be received.

Interviews were offered in English or Spanish.



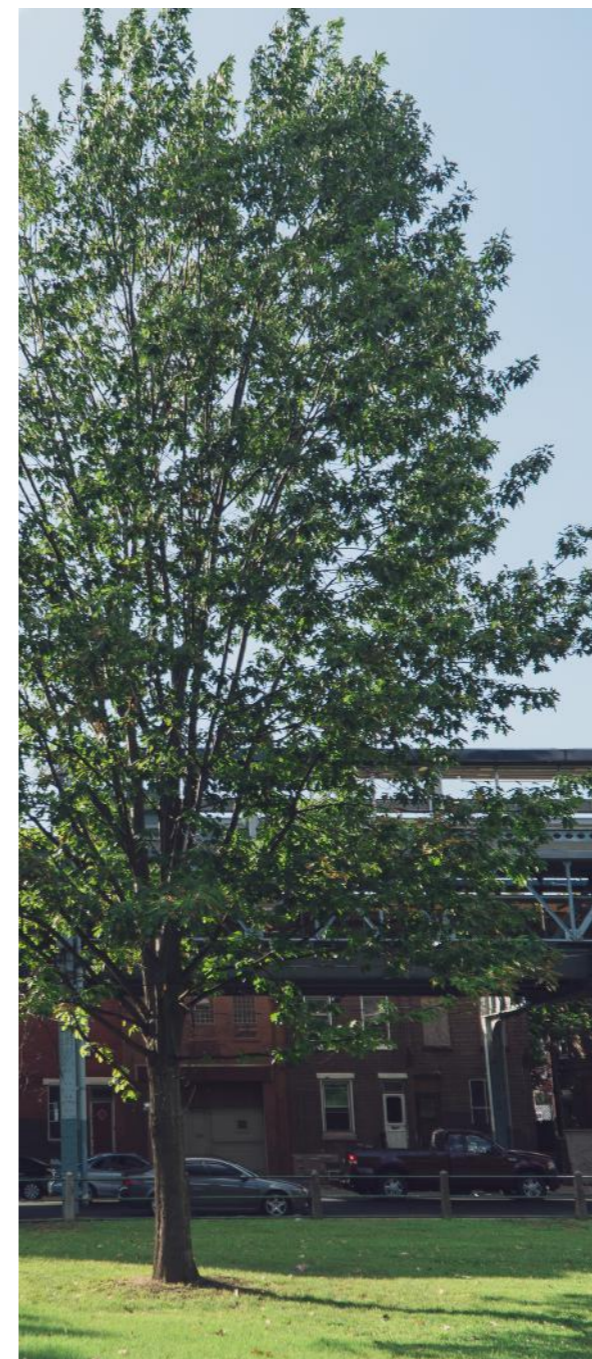
06 Community Conversations Begin

Strategy Arts utilized their model of Community Conversations which supports organizations in significantly increasing community involvement in their work and provides a space to equitably co-create initiatives and programming. These guided, authentic conversations create a space for members of marginalized communities to overcome barriers of “traditional” community engagement and have the power through the process to lead and make decisions. Participants build community with one another and the organization over time and are compensated with an honorarium for their efforts and expertise. While Kensington Corridor Trust had long been engaging the community, this method was used to deepen engagement efforts with a small group of individuals who would serve as the Community Working Group for the next 6 months.



Community Conversation #1

February 14, 2022



Team members from Strategy Arts, Kensington Corridor Trust, Illustrating Progress, and Purpose introduced themselves. Strategy Arts began the meeting with an overview of the agenda and allowed community members the opportunity to add to the meeting guidelines, which would be used throughout the process.

Each community member was asked to introduce themselves with their name, the part of Kensington that they live in, and their favorite neighborhood spot.

Community Conversation #1 continued

Kensington Corridor Trust provided a summary of the development of the Neighborhood Trust thus far and its goals and vision. Strategy Arts provided definitions for key terms and concepts like governance and perpetual purpose trust and clarified the roles of the Trust Stewardship Committee, Trust Enforcer, Corporate Trustee. The goals of the Community Working Group were provided so that community members knew what they would be working through over the next 6 months. Most importantly, the group brainstormed community priorities that would then be used to define the purpose.



GRAPHIC RECORDING by HALEY McDEVITT & ILLUSTRATING PROGRESS

Community Conversation #2

March 14, 2022

The Community Working Group brainstormed five things that they all had in common with each another. Strategy Arts presented the structure of the Neighborhood Trust including the purpose and pitfalls. The community priorities were provided based on the findings of the community interviews and the brainstorm from the first community conversation. With this information, the group split into two breakout groups to create priority statements for the governance document.

KCT COMMUNITY WORKING GROUP 2

PLANT the SEED in the COMMUNITY GARDEN

HOPE

LISTEN to DIVERSE VOICES + COMPROMISE

ANTONOMY + COLLECTIVE LIBERATION + BENEFIT

CHANGE + MOMENTUM

CLEAN, HEALTHY, and THRIVING

ACCOUNTABILITY

ENVIRONMENTAL DESIGN

REFLECT OUR POTENTIAL!

INVEST, DON'T EXTRACT CAPITAL!

AMPLIFY and SUPPORT COMMUNITY-LED INITIATIVES

RESTORE + UNITE

REMAIN UNIQUE

JOB

SHOPPING

HISTORY, CULTURE, ACTIVATION of SPACES

PASSION and GRIT for COMMON GOOD!

FOR the COMMUNITY!

REJECT GENTRIFICATION

SPEED of TRUST

WHAT SHOULD THIS LOOK LIKE?

YOU ARE the DEVELOPERS of the PROCESS

ELEMENTS of OUR TRUST

- 51%+ VOTING OWNERSHIP
- TRUST STEWARDSHIP COMMUNITY
- TRUST AGREEMENT
- CORPORATE TRUSTEE
- TRUST ENFORCERS

GREENING!

SAFETY in ENVIRONMENTAL DESIGN

SOCIAL DETERMINANTS of HEALTH

LIGHTING!

ART!

SIDEWALKS!

KID FRIENDLY SPACE

ART! YARN BOMBING

CARE!

Community Conversation #3

April 11, 2022

Each Community Working Group member named stakeholders in the community that deserve a seat at the table and why. Strategy Arts provided an overview of the roles of the Community Working Group, Trust Stewardship Committee, and Kensington Corridor Trust 501c3 Board. The group clarified the Neighborhood Trust purpose statement and made governance decisions around the Trust Stewardship Committee nominations and the Trust Enforcer.



Community Conversation #4

May 9, 2022

Each Community Working Group member shared a future news headline for the corridor. The group made governance decisions around roles, membership, terms, and compensation. The group brainstormed and posed questions around the nomination process for the Trust Stewardship Committee.

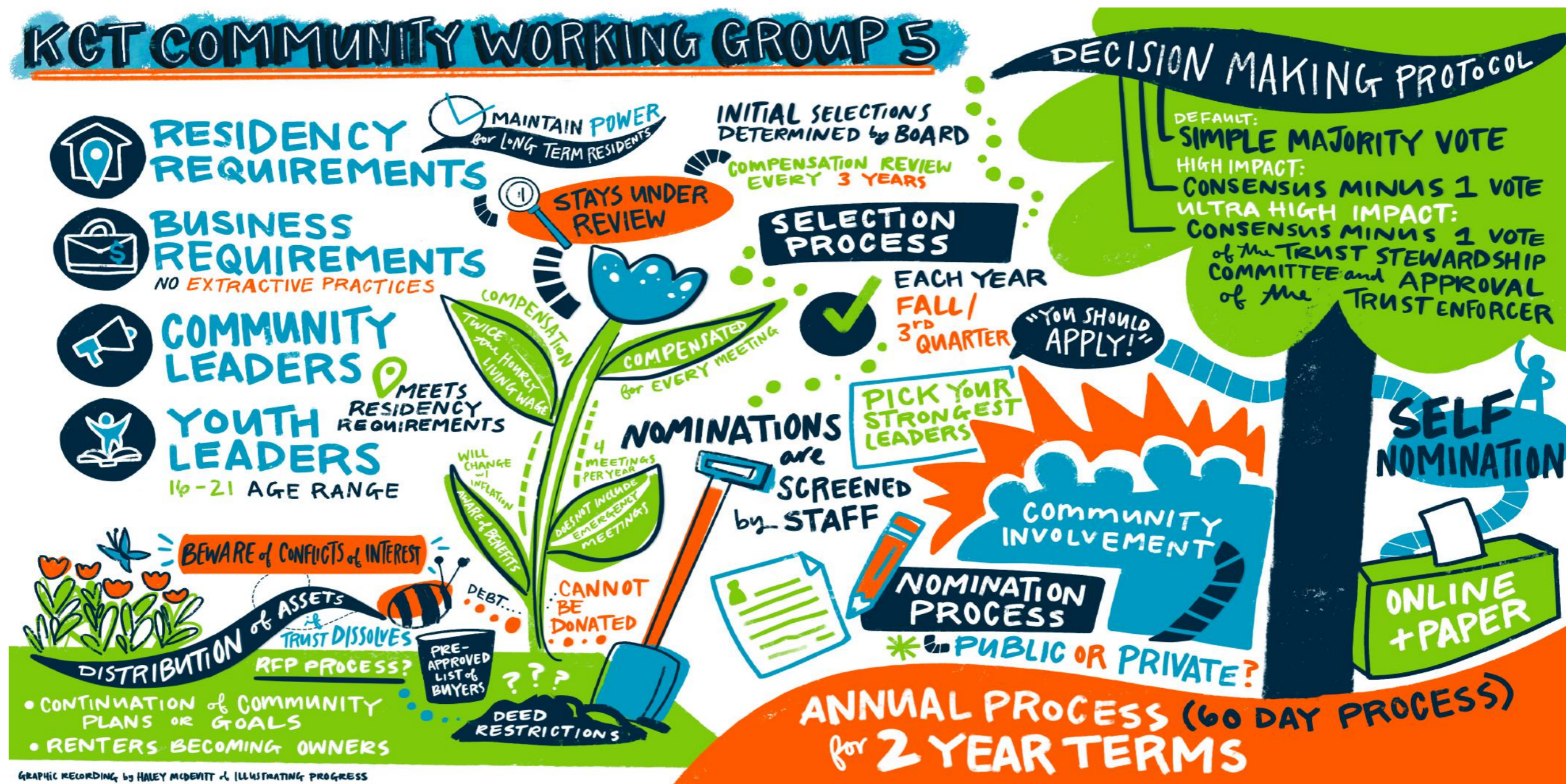
KCT COMMUNITY WORKING GROUP 4 WALKING TOUR TODAY!



Community Conversation #5

June 13, 2022

Each Community Working Group member shared about an individual who has had an impact in their neighborhood. Kensington Corridor Trust provided a recap of the walking tour of the Kensington Corridor Trust garden space and current properties. The group made decisions around the Trust Stewardship Committee eligibility, nomination and selection processes, decision making protocols, and compensation. The group brainstormed and posed questions around the distribution of assets.



Community Conversation #6

July 11, 2022

At the final community conversation, the Community Working Group made final decisions, provided perspectives on the final name of the trust, and ratified the governance document and legal trust agreement.



Working Group Sessions Come to a Close.

07 Public Presentation

August 31, 2022



The public presentation was held on August 31, 2022 to present the KCT Neighborhood Trust to the broader community where they learned about the process and outcomes of the Community Working Group's efforts, understand what the KCT Neighborhood Trust hopes to accomplish, and how to get involved.

Resources



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“I am hopeful that KCT’s way of cultivating presence and communal, participatory investment and pride in the neighborhood can be the norm amongst the diverse kinds of organizational efforts going on in Kensington in coming days.”

Jeremy Chen, Community Working Group Member



Thank you!



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