

PLANNING OUR FUTURE LANCASTER

Lancaster CPC July 2021 – Session

Input on the updated Public Engagement Workplan

Part 1: Discussion A

A Review of the Public Engagement Workplan

Topic 1: Initial community Reactions:

- Voiced support of both pop-up events and storefronts
 - Multiple members preferred mobile pop-ups over storefronts. One potential concern about storefront engagement is that the process might be perceived as a “downtown issue,” while mobile units enable access to a wider and more diverse geographic area.
 - There were some concerns around the physical accessibility of mobile unit pop-ups.
 - Some ideas for mobile units included vans and tents.

Members liked that mobile units are able to respond faster and truly meet people where they are, while single-site events require community members to seek out engagement.

Topic 2: Locations, Events & Activities for Collaboration

- Market Day has seen increased foot traffic. It could be beneficial to set up a booth at the market. Saturdays have the highest (perceived) level of residential attendance.
- San Juan Baptiste Festival
- Long’s Park Sunday Concerts
- First Fridays
- National Night Out (first Tuesday in August) – there are typically block parties throughout the city. A mobile unit could move between block parties.
- Lancaster County Community Foundation (LCCF) Extraordinary Give [usually in November] – this initiative already has a lot of community energy and planned

- events, so perhaps there is a way to partner with LCCF and coordinate outreach.
- Love Your Block – more block parties, another great opportunity to meet people where they are. Uncertain how many parties are happening this year, but the City is now permitting them (keep an eye on the permit calendar).
 - Public parks and dog parks have a lot of organic social gatherings that we could tap into – mobile pop-ups, outreach.
 - Building Character shopping complex – young people hang out in this area (in response to Emma Hamme’s question about where young people gather during First Fridays).
 - LCCF is hosting a snapshot campaign – partnership opportunity for the photo contest idea?
 - Lancaster Barnstormers games – draw non-residents as well as city residents, but still a great place to find large crowds of people.
 - The annual tree lighting is another well-attended event and an opportunity for engagement / outreach

Topic 3: Hopes & Opportunities

- Hope that engagement efforts will consider engaging with smaller communities within the quadrants.
- Targeted outreach should include outreach to seniors
 - One opportunity is through the “age-friendly committee” (perhaps meant the Council on Aging, or the Age-Friendly Initiative by Lancaster Area Senior Services)
 - CAP, SACA, and the Lancaster Rec all run senior centers that are well-attended as well
- Charrettes for kids – incorporating design thinking for youth

Topic 4: What Works Well

- Members liked that the meeting-in-a-box concept would include training / instructions

Topic 5: What Could Work Better

- There should be arrangements for childcare (staffed by experienced, skilled people) meals (so that people don’t have to worry about dinner before or after events) at public events. This is an inclusivity issue, in terms of hearing from parents, and possibly a way to get more youth involved, too.
- The Lancaster Rec, CAP, and SACA could be brought in as neighborhood partners for outreach, since these organizations are existing sites with large audiences that have existing childcare, food & nutrition programs.

Topic 6: Community Concerns

- We heard about outreach and engagement with secondary school students (high school) and college students. Seeing as this is a 20 year plan, will there be any engagement with middle school students?
- Question from CPC member: Are there any issues related to racial tensions, diversity, equity and inclusion that might be potential concerns / tensions we should prepare for?
 - CPC Member responses:
 - Yes, there are issues that could be addressed through this process – this is a great opportunity to bridge racial divides.
 - Looking at First Fridays as an example of exclusion and inaccessibility (CPC member’s study on art-buying experiences) – Lancaster prides itself on being an “art town,” but if you look at who attends First Fridays and who visits downtown galleries, POC residents are not included. Additionally, most of the galleries downtown are not wheelchair-accessible.
- Discussion question from Winston: *Does the plan, in its own right, adequately address these issues of diversity, equity and inclusion? Are there other specific events that we might need to include?*
 - It’s very important to verbalize inclusion (at the beginning and throughout engagement). The plan needs to announce at the outset that it wants to reach people across the city, across race, gender, class, and ability; putting this in writing and verbalizing it supports the public’s perception of inclusion in and ownership of the process.
 - This is one reason why members suggested reaching out to smaller neighborhoods and communities within the quadrants (targeted outreach to ensure that everyone has the opportunity to talk and share).
 - Accessibility – how could we address the concurrent issues of homelessness, addiction and disability (particularly among veterans) downtown? Important to remember in terms of accessibility at events as well as inclusion.

Final Thoughts

The mobile unit pop-ups both reflect and could address some potential tensions in terms of segregation, boundaries and division in the city [King Street is one example of a dividing line between neighborhoods with different ‘reputations’]. Mobile pop-ups would allow us to get out there and meet people in those neighborhoods.

Part 2: Discussion B

As CPC members, how do you see yourself fitting into this engagement plan? How might you be able to support the process?

Topic 1: Responses about how members see themselves fitting into and supporting outreach / engagement efforts included:

- Going door-to-door in their own quadrant
- CPC member Hosting a neighborhood block party in their quadrant
 - CPC member offered to host an event at Tenfold Garage (Old Eastern Market - 308 E King), where they had a block party with Mussertown neighbors a few years ago.
- Using connections at Franklin & Marshall College
 - Douglas will reach out to CPC member about partnering at an event in the fall to connect with students
- Hosting a 'Meeting-in-a-Box' at places such as churches, the older housing centers; for example, the Ruoff Towers have a large residential population and a community room for events. Residents might not go out frequently, and mobile units might not be best to reach them since many are wheelchair users.
 - CPC member is willing to reach out to Ruoff Towers to inquire about potential for an outreach event
- Monitoring social media comments [ex: Engage Lancaster] for what residents are saying about the city (positive and negative); using comment sections to invite these types of ideas, comments, and feedback
- Members who don't live in the city willing to assist at pop-ups, block parties, mobile units

Topic 2: What resources might you need? How can Bergmann and the City empower you, the CPC, to assist with outreach and engagement efforts to come?

- *Consistent messaging* – We want to communicate the same ideas and goals. It could be beneficial to have something to rely on (pamphlet, talking points, etc.)

for consistency

- Method of consistently documenting and organizing data – *How do we ensure that we're bringing back the true message of what people are sharing?* → Google Survey? Would we need to supply iPads or some other portable device for CPC members to use?
- *Do we have incentives for community members?* Magnets with pictures of the city, pencils, pens, etc. with the planning logo?

Topic 3: How can we coordinate and build on what CPC members are already doing?

- Ongoing outreach and engagement for unrelated projects – building on that experience and those connections
 - Heidi is talking to a lot of residents for her art-buying experience study
- **CPC member** has a mobile art project called [Poetry Rolls](#) that might be able to be used to gather people's thoughts during one or several stages of the community engagement plan. It's a white van covered in magnetized words that could be modified to fit the themes of engagement stages.

There's also the Bookmobile at the Lancaster County Libraries – another opportunity for an existing mobile unit that we could use.

Appendix:

Discussion A: Mural Activity ([Link](#))