



# Community engagement & feedback



**Online-Workshop**

4th European Rural Mobility Network Meeting  
March, 13<sup>th</sup>, 2024





# Agenda for our workshop

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1. Targets, types and strategies of community engagement & feedback  
(Bente Grimm)
2. Good practice:  
Engagement for the Alpine Pearls  
(Tobias Vieider)
3. Discussion on forms of engagement and challenges of community engagement & feedback  
(all of you)

# Targets, types and strategies of community engagement & feedback



**Bente Grimm**

4th European Rural Mobility Network Meeting  
Online-Workshop on Community engagement and feedback  
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# Community Engagement - Definition

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”

Source: Centers for Disease Control and Prevention (CDC), quoted after <https://visiblenetworklabs.com/guides/community-engagement-101/>

# Why is Community Engagement important?

Engaging with members of your community has many benefits, but the most common three cited are

- its impact on equity and inclusion,
- improved decision-making outcomes,
- and stronger relationships, trust, and accountability.

Source: <https://visiblenetworklabs.com/guides/community-engagement-101/>



# Stakeholder engagement as sound basis for a successful sustainable mobility plan

- A successful and durable sustainable urban mobility plan cannot be achieved without the commitment of transport systems' key stakeholders.
- Necessary to foster a dialogue-based participation process with those who are at the heart of each city's transport system – the local civil society, in order to
  - better analyse local mobility problems,
  - develop common targets and
  - select mobility strategies and measures that are collectively accepted.
- Active support from stakeholders and the wider public helps to legitimise the Sustainable Urban Mobility Plan (SUMP) and enhance its quality and durability
- **Only a SUMP that was developed in cooperation with important stakeholders and the public will be accepted and effective in practical and financial terms.**



# 7 Types of Community Engagement

Community engagement can be categorized in various ways, depending on the goals, strategies, and stakeholders involved. However, some main types of community engagement generally recognized in the field are:

## 1. Informative Engagement

This is a one-way form of engagement where organizations or government bodies share information with community members. The aim is often to inform the public about plans, changes, or events that might impact them. Tools used might include newsletters, press releases, and informational websites.

## 2. Consultative Engagement

In consultative engagement, organizations seek the community's feedback on specific issues or plans. This could be through public meetings, surveys, or focus groups. While more interactive than informative engagement, the final decision-making power still usually resides with the organization doing the consultation.

## 3. Involved Engagement

Here, community members are involved in the decision-making process, generally through ongoing participation in advisory panels, working groups, or regular meetings. While the organization may still make the final decisions, those decisions are informed by sustained community input.



# 7 Types of Community Engagement

## 4. Collaborative Engagement

In this model, community members and organizations share decision-making power. This often involves partnership agreements or memorandums of understanding that outline the roles, responsibilities, and power dynamics. The community is involved in both planning and implementation stages of projects or initiatives.

## 5. Empowering Engagement

The most participatory form of engagement, empowering engagement puts decision-making into the hands of the community. Organizations act as facilitators rather than leaders, providing the resources, training, or support needed for the community to take the lead.

## 6. Transactional Engagement

In this type of engagement, the focus is on straightforward exchanges between the community and an organization. This could involve volunteer work, financial donations, or other forms of contributions in exchange for specific services or benefits.

## 7. Placemaking Engagement

This is a creative, collaborative process that involves community members in designing and shaping their own public spaces. It's a multidisciplinary approach that involves local residents, public agencies, and professional practitioners in planning and design.



# Types of Stakeholders to be engaged

Stakeholder Type	Stakeholder Role	Examples
Local Community Members	Core stakeholders directly affected by engagement. Contribute local knowledge and insights.	Residents, homeowners, tenants, families, children
Government Agencies	Act as regulators and facilitators. Provide funding, enforce regulations, offer platforms for dialogue.	City Council, Environmental Agency
Local Businesses	Provide resources and have a vested interest in community well-being. Contribute to economic development.	Local shops, corporate offices
Nonprofit Organizations	Facilitators, mediators, or implementors. Bring expertise and focus on specific issues.	Food banks, educational charities, advocacy groups
Educational Institutions	Offer knowledge and expertise. Engage in research projects, offer educational opportunities.	Local schools, colleges, universities
Activists and Community Leaders	Serve as thought leaders or catalysts. Accelerate pace of change by drawing attention to issues.	Community organizers, bloggers, grassroots organizations
Media	Inform the public about community issues, actions, and results. Advocate for change and accountability.	Local newspapers, TV stations, Influencers
Donors and Foundations	Provide financial resources crucial for initiation and continuation of community engagement activities.	Philanthropic organizations, individual donors

Source: <https://visiblenetworklabs.com/guides/community-engagement-101/>



# Preparing for Community Engagement

1. Setting Objectives
2. Conduct a Stakeholder Analysis
3. Budgets and Resources
4. Communication Planning
5. Creating a Community Engagement Plan

Source: <https://visiblenetworklabs.com/guides/community-engagement-101/>



# Community Engagement: Strategies and Tactics



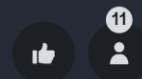
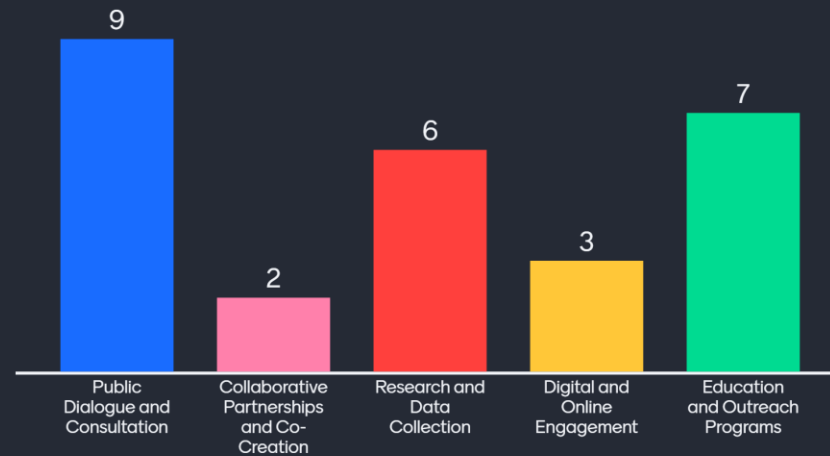
- Public Dialogue and Consultation
- Collaborative Partnerships and Co-Creation
- Research and Data Collection
- Digital and Online Engagement
- Education and Outreach Programs

Source: <https://visiblenetworklabs.com/guides/community-engagement-101/>

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# Which community engagement strategies do you use?

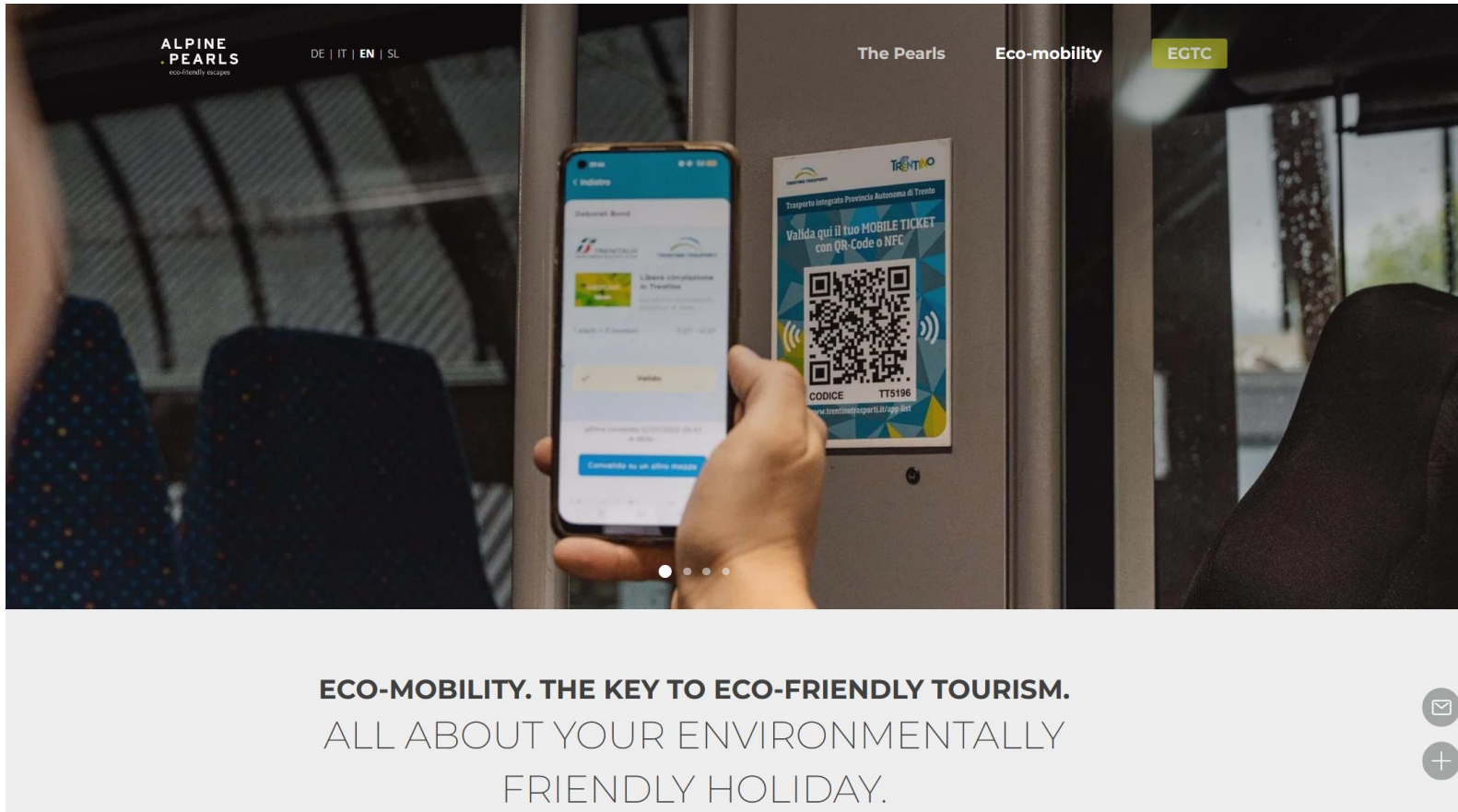




# What about you?

- Which strategies do you use and/or combine?
- How satisfied are you concerning the community engagement in your region?
- Why are you satisfied resp. why not?

# Good practice from Tourism: Alpine Pearls



Source: <https://www.alpine-pearls.com/en/eco-mobility>



# What about you?

- Which forms of engagement and feedback possibilities on mobility and tourism issues for communities/locals in rural regions would you like to use?
- Which challenges do you see – taking into account that the regions and their stakeholders are quite heterogenous?
- How can rural regions overcome these challenges?

# Workshop lead



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