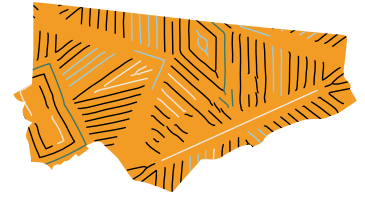


Shifting Influence



MAKING SPACE

CENTERING EQUITY
IN PLANNING

Description

This tool enables you to identify various groups within the local community who typically carry more or less power when it comes to influencing planning and development decisions. The hope is that it starts to help planners consciously shift some influence to groups who typically have less power in these processes. This tool consists of three steps: 1) Identifying the power and influence that various groups carry, 2) Establishing the goals for engagement, and 3) Mapping the power and goals onto an influence and interest chart.

The goal of this tool is to be intentional – to name and define how power currently exists, and define a road map of how you can address power differentials within the planning process you are working on.

While this tool is designed for the goal setting process, use it for building in accountability – come back to it at the end of the engagement and reflect on whether you were able to shift some power through your engagement process.

How to use this worksheet

Step 1

Using the prompts provided on page 3, identify which specific groups (name and list them!) in the local community typically have more and less voice, power, and influence in affecting change. The list provided is just a starting point – add more groups, as needed, for the neighborhood that you are working in.

Hint: if you are having trouble developing these lists, look to neighbourhood demographics or other studies, speak to colleagues who have worked in the neighbourhood previously, talk to residents, or review media coverage on the community to help generate groups.

Step 2

Using the four types of goals listed on page 4, identify what is up for influence and what the goals of your process are – whether just for the public engagement component, or for the project as a whole. You can select more than one goal.

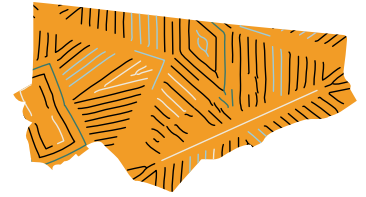
Related How-tos

- How to reach a more diverse public
- How to identify paths to community ownership and power sharing
- How to set goals and measure impact

This tool has been inspired and informed by:

- Inclusive Community Engagement Playbook. C40 Cities Climate Leadership Group, 2019. https://www.c40knowledgehub.org/s/article/Inclusive-Community-Engagement-Playbook?language=en_US.
- Ableson, Julia. “Engaging and Partnering with Patients and Families in Health Research: Concepts, Evidence, Challenges and Opportunities.” Presented at the OCHSU 2017 Symposium, Toronto, Ont., April 6, 2017. http://www.ochsu.ca/uploads/OCHSU/OCHSU%20Symposium_Abelson_Apr6%202017.pdf.

Shifting Influence



MAKING SPACE

CENTERING EQUITY
IN PLANNING

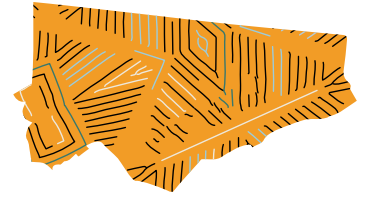
Step 3

Each of the four types of goals are mapped to levels of engagement. Map each of the groups that you identified in Step 1 to one of the four levels of engagement in this section. Be mindful of the power differentials that you identified in Step 1, aim for equitable (not equal) engagement, and ensure that there is a relative distribution of groups within each of the levels, depending on the time, resources and scope of your engagement process.

Step 4

When you have completed the relevant engagement/phase of the project, go back to the chart and see whether you were able to achieve the levels of engagement for various groups that you defined in this worksheet during the planning stage.

Shifting Influence



MAKING SPACE

CENTERING EQUITY
IN PLANNING

STEP 1

Power Mapping

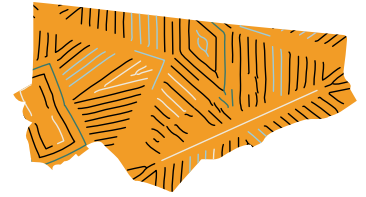
Those who typically have more power and influence

(e.g. Residents' associations, homeowners, wealthy seniors, charities/ large nonprofits, business improvement areas, academics, private sector)

Those who typically have less power and influence

(e.g. Grassroots groups, people experiencing homelessness, Indigenous communities, undocumented peoples, youth, people in conflict with the law, differently-abled people, people with substance abuse issues, renters)

Shifting Influence



STEP 2 Goal Setting

MAKING SPACE

CENTERING EQUITY
IN PLANNING

Instrumental/Quality Goals (Outcome driven)
 Engagement leads to: better decisions, designs, plans, policies, programs and impacts.

Power Sharing Goals (Process driven)
 Engagement leads to: new avenues for residents to have a role in decision making about their own communities.

Democratic/Legitimacy Goals (Process driven)
 Engagement leads to: wider breadth in who's involved, with more inclusive, legitimate and accountable decision-making.

Developmental Goals (Capacity driven)
 Engagement leads to: increased civic literacy and capacity to contribute to individual and collective decision-making.

STEP 3 Mapping Influence & Interest

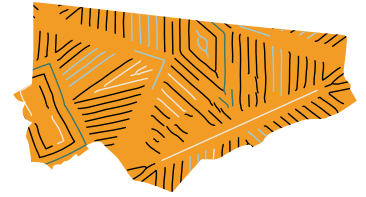
Keep Informed
 Keeping stakeholders and community members apprised of any upcoming or ongoing projects in their neighbourhood.

Educate
 Enhancing civic literacy around planning by educating stakeholders and community members about planning processes – both related to a specific project, but also generally – that have an impact on their neighborhood.

Consult
 Asking stakeholders and community members for their feedback on planning projects and processes.

Work Together/ Share Power
 Co-designing planning projects and processes with stakeholders and community members, or empowering them to take on planning projects on their own.

Shifting Influence



MAKING SPACE

CENTERING EQUITY
IN PLANNING

STEP 3 CONTINUED

Mapping Influence & Interest

Keep Informed

Keeping stakeholders and community members apprised of any upcoming or ongoing projects in their neighbourhood.

Educate

Enhancing civic literacy around planning by educating stakeholders and community members about planning processes – both related to a specific project, but also generally – that have an impact on their neighborhood.

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