T41 Citizen engagement guide

Description
This tool aims to provide guidelines to carry out participatory activities and as a result achieve citizen engagement and empowerment.

Participants

Those activities related to citizen engagement will be led by the technical team for a general audience and all the different stakeholders and urban actors within the city.

Considerations:

- *It is important to emphasize that within the planning regulatory frameworks of each country there may be an official procedure to formally initiate the participatory planning and participatory consultation processes, which should be reviewed.*
- *The components do not necessarily have to be performed in a linear fashion; they can be performed in parallel at the same time.*
- *More than thinking about the quantity of participants, we should think about the quality of participation, including the representation of different groups such as minorities, vulnerable and marginalized groups, that is being achieved.*
- *Instead of waiting for citizens to come forward, city leaders should go to citizens to receive more diverse input. Move public hearings directly to sites that will be subject to the Strategic Development Plan and are spaces of relevance to the community (Community Centre, School, Park, Plaza, etc.).*
- *Convene open forums on a regular basis, provide sign language translators, be flexible and open to address agendas with unique and specific neighborhood/public issues rather than standardized city agency priorities. This can help ensure constructive input from diverse groups.*
- *Feedback from the community should not be limited to a traditional verbal format. They can be received through drawings, notes or letters.*
- *While all activities are important, their use will depend on the type of plan and the information to be validated. Particularly in the engagement phase.*
- *The success of this process is its repetition and the involvement of diverse citizens during the process.*

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1. Review and understand the different formats for socialization, consultation and involvement, using the following catalog.

Catalog of Strategies for Citizen Engagement			
Strategy		**Definition**	**Examples**
Socialize	**Exhibits**	People need to know what an issue is about in order to decide whether they want to participate. One way to inform and encourage people to participate is to set up displays in public places, such as a shopping centre or street fairs. Examples of social displays can be found in the *Neighborhood Index*.	Museum of Us- Old Kent Road
	News	Press releases, radio or television stations are ways to get citizens interested in the project. Virtual platforms can have newsletters, and are an effective way to maintain interest during a prolonged decision-making process. An example of this type of platform is "Quito Decide", a virtual space that allows citizens to share ideas, vote for municipal initiatives and learn about the mechanisms available to actively participate in the administration of the capital.	Quito Decides Platform
	Guided Tours	Another approach to facilitate user awareness of environmental situations, particularly when people have adapted to intolerable conditions, is a planned walk or tour of the project area. This walk allows participants to rediscover a familiar situation or familiarize the participant with a new situation. This approach could include a map or plan that designates specific stops to record impressions and a list of specific tasks.	Open House NY Jane Walks
	Activations	These are demonstrative events, either in public or private spaces, where the experience and intentions that the plan seeks to achieve in a neighbourhood, area or city are replicated. It is a way to socialize the plan through action. It is done through light, low-cost and quick implementation interventions to explore alternatives for neighborhood improvement.	Shared Street, Danli Honduras Districts of Opportunity, Guatemala City
	Activity	This card game is designed to foster social interaction through engaging discussions about urban design interventions. It encourages participants to connect, exchange ideas, and explore diverse perspectives on city planning. By sparking dialogue and collaborative brainstorming, the game creates a dynamic environment where people can build relationships while sharing insights on urban concepts, solutions, and strategies.	MY Neighbourhood An idea generating game
Consult	**Questionnaires / Surveys**	It is important that the information and data that helps to justify the plans is not only quantitative, but also qualitative. For this, cities must be able to design these instruments with a focus on the user experience. Particularly if they are neighborhood scale plans. These surveys can be placed on the platform or at the end of any of the socialization activities. Consider creative and artistic formats.	Public Life Tools H7-Workshop checklist

	Group Interviews	Many times the traditional interview model can be intimidating. Rather, the team should consider traditional encounters across cultures, often a common denominator and unifier is a meal. The Gran Malón is an exercise where neighbors are invited to a meal and can comfortably discuss their opinions and ideas regarding the plan.	Gran Malón
	Workshops/Work sessions	As with all consultation activities, the ages of those who will participate in the workshops should be considered. There are workshops that can be for all ages such as the work of James Rojas who through the use of everyday objects gives people the opportunity to build ideal neighborhood cities.	Place It! H7-Workshop Checklist
	Drawing or mapping inputs	The use of visual and non-writing methods of collecting inputs is a highly efficient and good strategy that is particularly suited for work with children and young people across a variety of cultural contexts.	Participatory Drawing – Berkeley Art Center
Involve	**Ideation**	Co-create solutions with your community members by giving them a platform for new ideas.	Quito Decides Platform Yo Alcalde Platform
	Participatory Budgeting	Let your community members allocate a budget using our tool to get feedback on what they think you should invest.	
	Citizen Proposal	It allows community members to suggest projects on any topic and gather support.	

2. Once you have reviewed the catalogue, identify those activities that you consider appropriate to achieve citizen engagement of the plan to be presented and validated. To do so, fill out the following data sheet.

1. ACTIVITY *Living the City Exhibit* *Tip: Repeat the following table for each process activity*	
Objective: To *present the proposal for the planning of Guatemala City for 2050. Which will introduce the 7 opportunity districts of the city.*	**Target** *1000 visitors in a 12-month period.*
Audience: *Developers, neighbors, professional associations, university students, municipal employees, mayors and technical teams of the department of Guatemala, embassies, central government.*	
Time: *This exhibition will take place over the course of 12 months. Each month the exhibit is proposed to be in 12 different locations.*	**Venue:** *Designed in modular structures for easy mobilization. It is expected to be placed in universities, museums, relevant spaces in the 6 districts of opportunity, municipalities, architecture biennial, forums, and other places.*
Activity description *The exhibition is structured in four parts:* *1. History of the City and its historical evolution over the last 200 years* *2. The detonating projects of the city (housing plan, mobility plan)* *3. The 7 Districts of Opportunity* *4. Consultation component* (how do you live your city, where do you live, study and recreate)*	

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Those who visit the exhibition will also receive a notebook and printed material with summarized information about the districts of opportunity
**A separate file will be created for the consultation component.*

Fill in the following information according to the selected audience, type and schedule

Participants List who should be invited to participate (names of institutions). *Tip: When thinking about the general public, consider key population groups.*	**Materials needed** List all the materials needed for the activity. *Hint: think about the materials that need to be developed (ppt, handouts, etc.) and those that need to be procured (stationery). Refer to H7 Workshop Checklist for reference.*
1. Developers *2. Residents of the districts* *3. Professional Guild* *4. University students* *5. Municipal employees* *6. Mayors and technical team of the department of Guatemala* *7. Embassies* *8. Central Government*	*1. TV* *Tablets* *3. Printed panels* *4. Brochure* *5. Stickers* *6. Notebook* *7. Post-its* *8. Sound equipment*

Vulnerable Groups

A particular attention should be given to minority, marginalized and vulnerable peoples that have been identified iIn specific cities and target areas, they should be consulted and their interests or concerns taken into account. List who are the vulnerable groups that need to be involved in the process and may need a different approach

1. Indigenous people

2. Migrants

3. IDPs