

Equitable Engagement Guidance

Equity Advisory Committee

April 7, 2022



Puget Sound Regional Council

Overview

- EAC feedback from March
- Next steps



Equity Advisory Committee Involvement

- **March meeting** – Asked committee members to provide feedback on draft focus areas of the Equitable Engagement Guidance
- **Looking ahead** – Engage committee on future outreach processes both internal to PSRC and potential external facing guidance



Regional Equity Strategy



Capacity Building

Learning Opportunities
Prioritizing Equity
Inclusive Procurement
Hiring and Retention



Community Engagement

Equity Advisory Committee
Support Anti-Displacement Orgs
Inclusive Engagement



Data and Research

Equity Analyses
Equity Tracker
Existing Conditions Report
Data & Analysis



Best Practices

Equity Impact Tool
Equity Planning Resources



Equitable Engagement Guidance

Four Considerations:

Identify communities most impacted
Strategy and process development
Establish meaningful relationships
Go where communities are



March Feedback from EAC Members

Meeting
Packet
pg 9-10

Using **established relationship** to learn more about local communities that data isn't showing

Establishing **level of influence** in decision making early on

Combining outreach techniques to ensure limited internet access doesn't impact engagement

Hire local community ambassadors that are established in communities to assist with outreach

Update terminology to remove "vulnerable populations" from text



Next Steps

Spring 2022

Draft Equitable Engagement Guidance Released

Summer 2022

Equitable Engagement Guidance Finalized

Ongoing

EAC engagement on PSRC's outreach and engagement work program



Thank You!

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