

# INCREASING INTENTIONAL & MEANINGFUL PUBLIC INPUT IN PLANNING

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PRESERVATION MARYLAND VIRTUAL  
PANEL



# OVERVIEW



EQUITY IN  
PLANNING



BALTIMORE  
PLANNING ACADEMY



ENGAGEMENT

# EQUITY PLANNING

**Equity planning** is a framework in which urban planners working within government use their research, analytical, and organizing skills to influence opinion, mobilize underrepresented constituencies, and advance and perhaps implement policies and programs that redistribute public and private resources to the poor and working class. This approach diverges from the downtown-oriented land-use planning tradition of most U.S. cities.

*The Theory and Practice of Equity Planning: An Annotated Bibliography*

John T. Metzger [John T. Metzger](#), Michigan State University. [August 1, 1996](#)

# BALTIMORE CITY & EQUITY PLANNING

- **2013-** East Baltimore Leadership Academy, limited but positive
- **2015-** Agency established Equity in Planning Committee
- **2017-** Staff develops Equity in Planning Action Plan (EPAP) with 5 goals
  - **Goal 1:** Improve and increase dialogue and connections between the Department & underserved communities
  - **Goal 2:** Ensure that Planning Department staff reflect the demographics of Baltimore City
  - **Goal 3:** Use an equity lens to develop, revise, and evaluate City policies
  - **Goal 4:** Use an equity lens to prioritize capital investments
  - **Goal 5:** Evaluate the Planning Department's internal practices and policies

# BALTIMORE CITY & EQUITY PLANNING

- **2018- Agency Equity Definition:**
  - “An equitable Baltimore addresses the needs and aspirations of its diverse population and meaningfully engages residents through inclusive and collaborative processes to expand access to power and resources.”
- **2018- Agency Equity Lens (from Urban Sustainability Directors Network)**
  - **Structural Equity:** What historic advantages or disadvantages have affected residents in the given community?
  - **Procedural Equity:** How are residents who have been historically excluded from planning processes being authentically included in the planning, implementation, and evaluation of the proposed policy or project?
  - **Distributional Equity:** Does the distribution of civic resources and investment explicitly account for potential racially disparate outcomes?
  - **Transgenerational Equity:** Does the policy or project result in unfair burdens on future generations?



- Applications were reviewed with a rubric giving weight to applicants from weaker housing markets pursuant to our citywide Housing Market Typology
- Cohort mix representative of the city and with sensitivity to residency tenure and a mix of personal/professional skills
- Six-week curriculum covers basics of land use and zoning systems
- Alumni Success:
  - Approval of first state Black Arts District
  - Appointment to Baltimore Planning Commission
  - Acceptance of Johnston Square Neighborhood Plan
  - Installation of community art
  - Launch of tiny-house initiative to combat housing unaffordability





*“Motivated by a willingness to do my part in consciously approaching community development in my neighborhood, I applied to the Planning Academy. As a result of my participation in the Planning Academy, I gained so much knowledge from a core group of committed City representatives. This newly acquired knowledge has certainly induced a vision that could serve to move our community organization forward.”*

**JAMES ALSTON,  
WESTPORT NEIGHBORHOOD**



## Lessons Learned

- Having a rubric and a transparent application process has been important to ensuring under-represented voices are centered
- The cohort model has kept alums engaged and connected
- Some areas of high need have very few applicants, we have to continuously work on making sure the pipeline is equitable
- There may be a need for a 201-level academy and targeted refreshers for alums as they continue to do this work
- It's important to make information accessible for people not in the Academy. So we post presentations and materials for the public.








# IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

# SUSTAINABILITY PLAN

- Involved 125 Sustainability Ambassadors and “Lead Ambassadors” were paid
- Asked community members about their neighborhood strengths and challenges
- Recalibrated when responses failed to capture underrepresented groups
- Public Sustainability Commission and Sustainability Townhalls synthesized input
- CivicComment/Konveio provided more transparent public comment within draft plan document
- Utilized social media for formal public comment as well.
- First citywide plan that was developed using a racial equity lens.



# THANK YOU! QUESTIONS?

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