

Community Engagement: What Makes it Worth it?

SAVING SPECIAL PLACES

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Introductions

- Name
- Organization
- Favorite outdoor activity



Session Plan

Introductions

Understanding community assets

EXERCISE: Goals

Report back

Exploring measurement

EXERCISE: Using community assets to think about what to measure

Report back

Southeast Land Trust of New Hampshire

- ❖ 52 Town Service Area
- ❖ Over 900 members (107 monthly donors)
- ❖ 159 Volunteers
- ❖ 12 Staff Members
- ❖ 18,441 Acres Conserved (as of March 6, 2018)
- ❖ Celebrating 10 years of 100% easement monitoring this year!



What makes your place great?

What would land your community on a “Top 10 Places to Live” list?



These are assets upon which to build.

- Take a few minutes to ponder this.
- What are your two strongest ideas?

Community Assets



Natural and Working Lands Assets

Healthy natural resources (air, water, land, flora, fauna, etc.), working lands, and systems in a region.



Financial Assets

Monetary assets invested in other attributes. Financial assets can be invested in land protection, site improvements and/or programming to build the community's economic health using land as a tool or catalyst.



Built Assets

Infrastructure, including trails or other structures, that serves the needs and desired experiences of a variety of community users.

Community Assets



Justice, Equity and Access Assets

Programming, planning and opportunities that promote just practices, increases equity of access and experience to all parts of the community, and removes disparities.



Political Assets

Community conservation can help change, support or enhance individual, group and/or organizational connections that can be held, spent or shared to achieve desired ends.



Social Assets

Trust, relationships and networks that support communities and regions.

Community Assets



Intellectual, Emotional and Spiritual Assets

Knowledge, innovation, creativity and spirituality in a region.



Skills and Health Assets

The individual skills and physical and mental healthiness of people in a community or region.



Cultural Assets

Practices that reflect values and identity rooted in place, class and/or ethnicity.

Community Assets - SELT

- ❖ Natural and Working Lands Assets
- ❖ Built Assets
- ❖ Social Assets
- ❖ Intellectual, Emotional and Spiritual Assets
- ❖ Skills and Health Assets
- ❖ Cultural Assets



What are the goals of your community engagement work?



Natural Assets



Justice, Equity,
Access Assets



Intellectual,
Emotional
Spiritual Assets



Financial Assets



Political Assets



Skills and Health
Assets



Built Assets



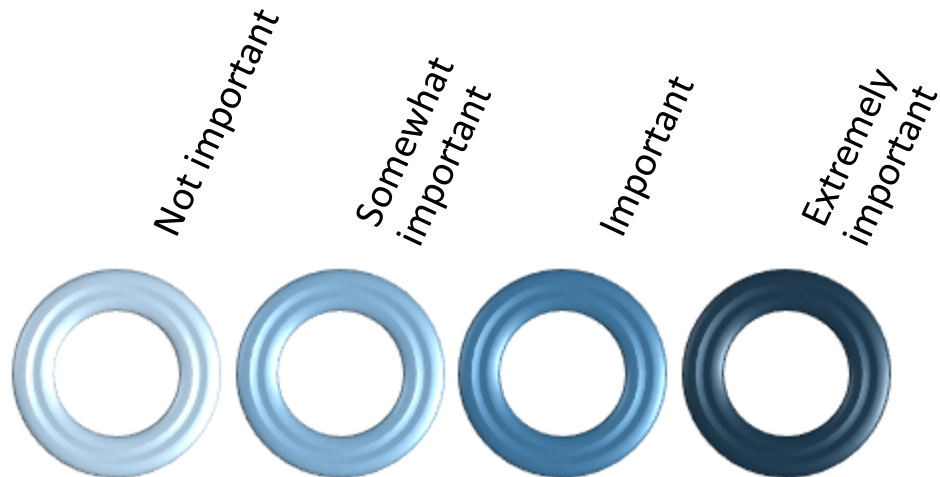
Social Assets



Cultural Assets

How important is each asset to your community engagement work?

Importance Ratings



Impact Ratings



Goals - SELT

- ❖ Natural Assets – Our conserved lands are managed for the health of the forest as well as use by community. Goals are wildlife, getting people outside, drinking water, farmland and healthy forests.
- ❖ Built Assets - There is infrastructure and guides to encourage more people to use our trails for all our publicly accessible properties.
- ❖ Social Assets – Our conserved land provides opportunities for shared experiences, connections, and learning in connection with the land.
- ❖ Intellectual, Emotional Spiritual Assets
- ❖ Skills and Health Assets
- ❖ Cultural Assets



Exploring Measurement

- ❑ Measurement starts with understanding the **goal or goals** of your program or project. A goal is a condition that you wish to achieve.
- ❑ Once you have clarity around your goal(s), your next step is to think about what needs to change to achieve those goals. An **indicator** is something that must change to make progress toward a goal.
- ❑ A **measure** provides a way to actually count or value the status of an indicator. For example, things may be measured in terms of “number of,” “percent of,” “quality of,” “frequency of” or “rating of.”



Measurement Matrix

Asset	Goal (What is the condition you're trying to achieve?)	Indicator (What is the expected change?)	Measure	How would you measure?

Measurement Matrix

Asset	Goal	Indicator	Measure	How would you measure?
Built	Our outdoor trail network serves the needs and desired experiences of a variety of community members.	A variety of community members are using our outdoor trails.	# of people in the county who use our outdoor trails. Diversity of people in the county who use our outdoor trails.	Use a motion-activated camera to count the # of people. Have a sign-in sheet at the trailhead supplemented with in-person surveys.

Measurement Matrix - SELT

Asset	Goal	Indicator	Measure	How would you measure?
Built	There is infrastructure and guides to encourage more people to use our trails for all our publicly accessible properties.	More infrastructure and guides to support accessibility of land for people.	# of kiosks, trail guides, new trails, and parking areas.	Inventory of trail infrastructure. How many properties do we have that people are free to use? What % have this infrastructure? # of people using properties has changed.

EXERCISE: Measurement Matrix

Think about your organization's community engagement work.

Work through the matrix with your own project in mind.

Asset	Goal	Indicator	Measure	How would you measure?

Measurement Tips

- ❑ Measure progress toward meeting goals.
- ❑ Measure only those things that will give needed information. If you do not know how you will use it, do not collect it.
- ❑ Where direct measurement of important factors seems impossible or prohibitive, select proxy measures.
- ❑ Balance the need to know with the ability to find out.
- ❑ Measure those aspects of progress that will have the most impact on decision-making in relation to your goal.
- ❑ Measure “goods” rather than “bads,” such as employment rather than unemployment, as much as possible.
- ❑ Measure outcomes rather than outputs.

QUESTIONS?



For more information

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