Equitable Community Planning Toolkit

Workbook 3

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Identify, Evaluate, and Implement the Methods

Overview

Develop Strategies to Advance Equitable Development

Community planning methods typically do not work in a vacuum; many planners pull inspiration and ideas from other communities across the country. Planners can identify promising practices that fit their community and transform those methods into actionable strategies to drive change. It's important for planners to understand their communities and partners prior to identifying practices because not all ideas will work across all communities.

Understanding the capacity of organizations, government, and coordination between groups is important in identifying and evaluating which methods and strategies should be pursued. This workbook includes information to **Evaluate Promising Practices**, **Build Consensus and Strategies**, and **Move Towards Action**.

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Workbook 3 Activities

Workbook activities include guiding questions that are designed to help you and your partners brainstorm about equity within your systems. Use these activities during an internal or community planning session and send questions to colleagues or partners to aid their thinking on the creation and implementation of a program or partnership idea.

The exercises across these activities aren't meant to be an exhaustive list of things to consider as you are planning. Instead, they are a helpful guide to centering equity within community planning and strategy work.

3.1 Evaluate Promising Practices

There are many different approaches to organizing around equity. Promising practices can provide examples for systems change across communities.

3.2 Build Consensus and Strategies

There is no one-size fits all approach. The approach to equitable community planning will depend on community context, strengths, and goals.

3.3 Move Towards Action

Once key strategies are identified, creating a plan to put them into action is essential.

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Resources

There is no shortage of ideas, unique programs, policies and partnerships that are moving the needle on equitable community planning. National sources can be a hub for promising practices across the country. Resources include:

- **Aspen Institute** – Captures new and innovative approaches being employed across racial equity planning and leadership. Topics include insights into structural racism, leadership practice to combat systemic racism, and highlights of specific initiatives within policy, education, finance, and business.

- **Brookings Institution** – The Race, Prosperity, and Inclusion Initiative at Brookings aims to advance concrete policy solutions that combat systemic racism and build a more equitable society for all Americans, with a particular focus on poor, low-income and communities of color.

- **Washington Center for Equitable Growth** – Chronicles the array of evidence-based policy recommendations and successful initiatives spanning key issue areas of measuring growth, family economic security, inequality and mobility, taxes and macroeconomics, market structure and competition, and raising wages.

- **The Urban Institute** – The Office of Race and Equity Research provides research, advisory services, thought partnership, and technical assistance for a wide range of changemakers, including front-line practitioners, advocacy partners, and public officials at all levels of government.

- **U.S. Department of Health and Human Services** – Social Determinants of Health are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

We're here to help and be a partner in this work!

Need assistance? Have success stories or additional resources to share?

Please email us at **engage@fourtheconomy.com** with questions or suggestions as your community completes the equitable planning workbooks.

Evaluate Promising Practices

There are many approaches to organizing around equity – with several Promising Practices highlighted in the Resources section of this workbook. Use the following template to evaluate if the impact, scale, investment, and organizational capacity for a promising practice aligns with the needs and goals of your community. Use this page for each promising practice that you identify.

Background Information	
Location	
Budget	
Summary	

Impact	
Goals	
Outcomes and Key Statistics	

Additional Information	
Organizations Involved	
Lessons Learned	
How well would this promising practice work in your community?	

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Build Consensus and Strategies

Equitable development looks different from community to community, and there is no one-size-fits-all approach to inclusive engagement and building consensus around strategies.

Determining the mix of strategies will depend on your community, its strengths, its needs, and goals. How broad and impactful your efforts will be depends on existing capacity – financial resources or strong partnerships – and the willingness to enact change.

Thoughtful engagement and inclusive planning are essential to building consensus around strategies. One approach to prioritizing strategies and arriving at consensus is sorting specific strategies by their urgency and importance. This decision-making tool helps focus effort on long-term, overall goals by providing a framework to prioritize what's important.

How do potential strategies – either those gleaned from promising practices or proposed by local community members – fit into this framework of urgency and importance?

	Urgent	**Not Urgent**
Important	Do Now	Do Next
Not Important	Do Last	Do Never

Move Towards Action

Once you identify your key strategies, you need to create a plan to put them into action. Being proactive with regards to your communications and planning in this phase will ensure all stakeholders can meaningfully contribute and create buy in to the solutions.

How will actors work together to accomplish goals of the shared vision?		
Goal/Outcome	Method/Strategy	Actors Involved
1.		
2.		
3.		
4.		
5.		

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Pause and Reflect

In this workbook you have identified promising practices and evaluated strategies and methods for meeting your goals and moving towards action. As you continue, consider the following questions:

Were there any ideas generated by community members that were also supported by similar work in other communities?

Now that you have identified ways to move towards action, have you validated the proposed strategies with target populations and those affected to ensure the goals and strategies resonate?

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Congratulations!

You've completed the activities in Workbook 3

Next Up

Workbook 4: Identify and Measure Outcomes

Develop Meaningful Metrics

Create a Process to Track Outcomes

Evaluate Outcomes Through Impact

Keep In Mind: Equity work is an ongoing process. Planning and implementing change is iterative and will likely need to be refined and updated as you progress through the framework and engage community members.