

# COMMUNITY ENGAGEMENT

Brownfields Summit 2022  
Devens, MA



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# Community Engagement

- Define Community engagement
- Considerations for EJ Communities
  - Newhall neighborhood in Hamden
- Why is community engagement important

# Creating a Community Vision



Determine vision scope



Identify who best can articulate the vision



How best to generate broad-based support



Linking vision to goals within their  
community

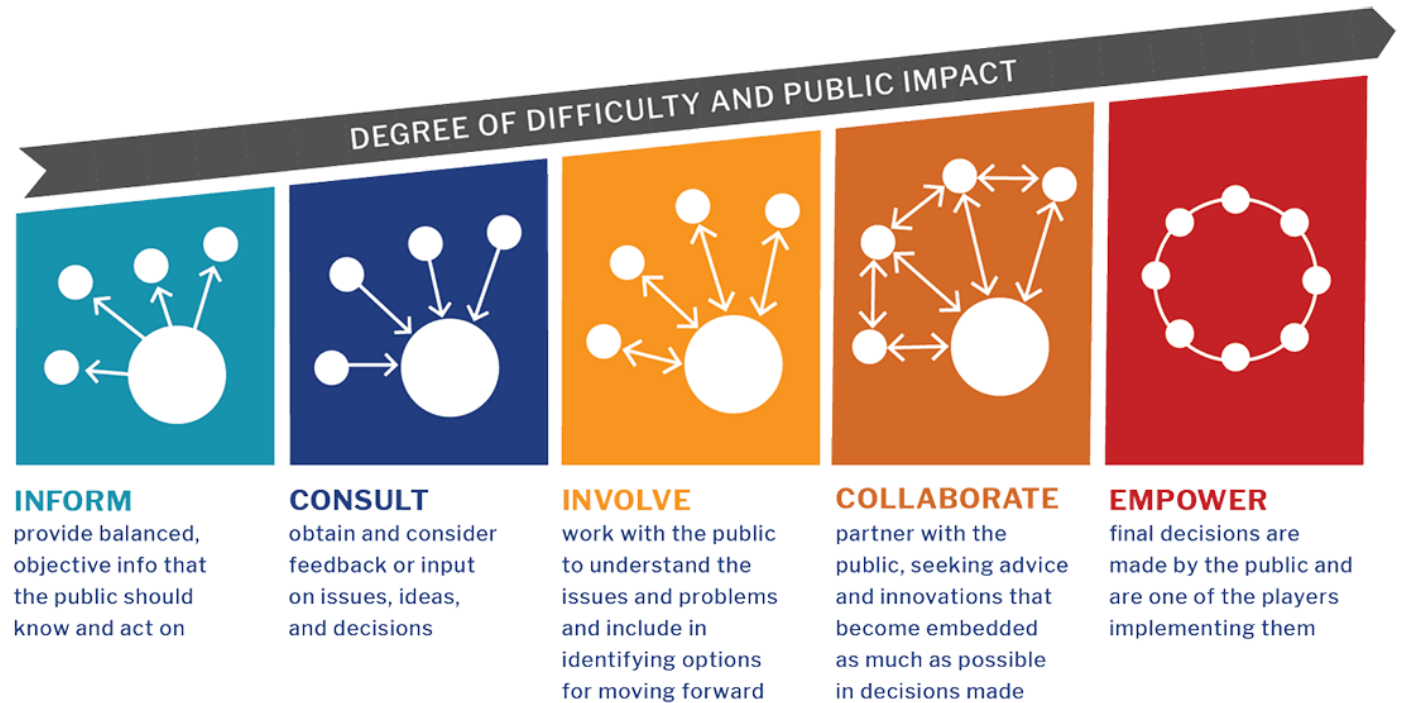


Institutionalizing the vision

# Community Engagement Plan - Framework

Provides a plan for each stage of the redevelopment process:

- Planning
- Investigating
- Redevelopment



# Case Study

Bethlehem, NH

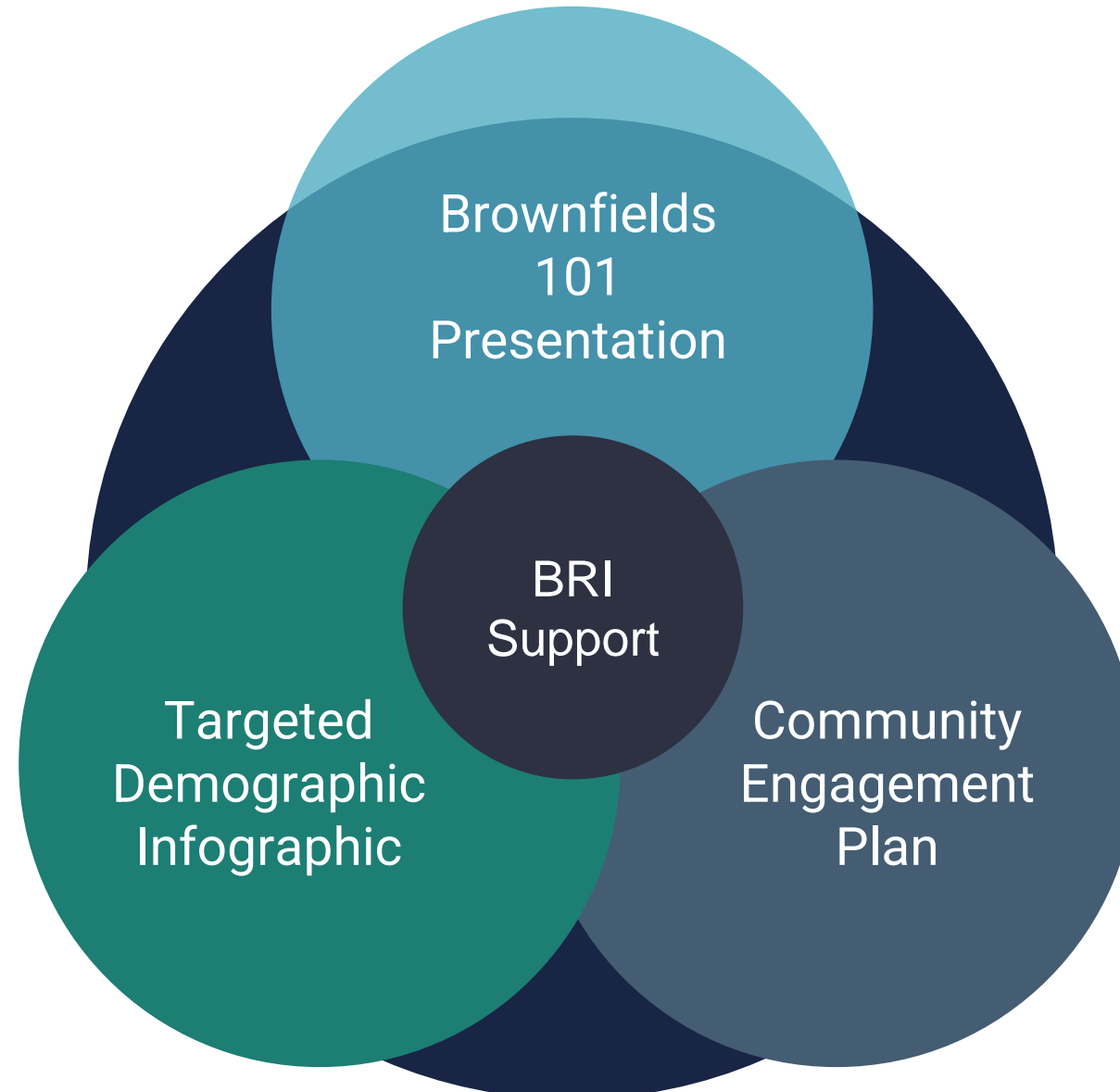


# Community Information Highlights

- Population of ~2500 residents
- Geographically one of the largest towns in NH
- ~ 22% over the age of 64
- Median household income ~ \$55K
- 9.4% live below the poverty level



# Deliverables of Community Engagement Project





# Brownfields 101 Powerpoint

Familiarize community on the brownfield redevelopment process

Encourage citizens to think, reflect, ask questions, and get involved

Can be used for website or public presentations

## Discusses

- Identifying brownfields
- Acknowledges brownfields in NH
- Impacts of brownfields
- Benefits of Redevelopment
- Redevelopment Process
- Identifying Stakeholders & How to get involved



## Brownfield Redevelopment 101



<https://docs.google.com/presentation/d/1X6xfjy9HQf7yHIQp6MvzPsk7pKRQWwMfXx6Rcf7VQ/edit?usp=sharing>



# Infographic- Redevelopment of Sinclair Hotel

Determined a “target community” for the infographic

- Sensitive population (65 and older community)

Infographic aims to:

- Convey benefits of the redevelopment design - specific to the target community
- Engage community on their role in the community
- Target specific stakeholders needs
- Encourage and direct on how to get involved in the process
- Advertises for BRI



[https://www.canva.com/design/DAE6bO4yV2U/c-sKZhko71LP1ZLvBSK1bA/edit?utm\\_content=DAE6bO4yV2U&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAE6bO4yV2U/c-sKZhko71LP1ZLvBSK1bA/edit?utm_content=DAE6bO4yV2U&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**BETHLEHEM**  
*reimagined*

## REDEVELOPMENT OF THE SINCLAIR HOTEL SITE

*"The status quo is not sustainable or acceptable"*

THE SINCLAIR, BETHLEHEM, WHITE MOUNTAINS, N.H. <http://www.bethlehemreimagined.org>

The redevelopment of former Sinclair Hotel site will increase livability for all ages while addressing the needs and interests of our community

### STRENGTHEN & REVITALIZE

- Residential Opportunities**
  - Access to affordable housing
  - Sustainable property development
  - Increased residential properties
  - Expansion of the Hill View Apartment complex
- Economic Growth**
  - Encourage business
  - Mixed-use structure for commercial, residential, and industrial development
  - Raise home equity = capital gain
  - Increase tax revenue
- Outdoor Spaces**
  - Expanded side walks
  - Increased green space
  - More benches & bike racks
  - Adjust zoning to protect scenic & natural resources
  - Additional Parking
- Social Participation**
  - Promote tourism and visitors
  - Support small business growth on Main Street
  - Drive remediation success through community feedback and engagement

### KNOW YOUR COMMUNITY

- 22%** of Bethlehem community members are over the age of 64
- 16%** housing units are multi-family structures
- 71%** of working Bethlehem residents commute to another NH community

### TAKE ACTION

- LEARN**
  - Attend town meetings
  - Visit BRI's website
- PARTICIPATE**
  - Spread the word
  - Leave feedback in suggestion box
- CONTRIBUTE**
  - Donate
  - Volunteer
  - Make your voice heard

For progress updates, FAQs or to submit a question/comment, Please visit our website: [bethlehemreimagined.org](http://bethlehemreimagined.org)

# BRI – Engagement Plan

- **Planning Phase:**

- Intergenerational community visioning project using Photovoice
- Real Estate Development Process Map
- Asset mapping
- Surveys
- Brownfields 101
- Tailored Infographics

- **Investigation Phase:**

- Youth-driven community engagement project
- Self-reflection exercise

- **Redevelopment Phase:**

- Information booths
- Future building workshops



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Bethlehem Reimagined -  
Community Engagement Plan, 2022

# Takeaways

1. Not a “cookie-cutter” process
2. Each community is unique, and the approach should be tailored as such
3. Understanding the community’s vision and the community stakeholders is key to helping create helpful community engagement strategies
4. Important to identify ways in which the community can feel a part of the decision-making process
  - Identify ways that make that process easier and build trust

