

Services Overview

ENGAGE Before

Design is better with diverse perspectives at the table. By Engaging Before designing, we can get a deep sense of a community's values and provide meaningful opportunities for the design to respond to those values. This results in buildings that better serve the needs of future residents and reflect place, helps build trust with communities and AHJ's, and empowers them with a sense of connection and pride over the building.



PHASE 1 / Connections

- Includes initial deep dive context research. It also includes building a network of trust and support, getting a feel for the tone around a project, and collecting insights on the community through connections with relevant stakeholders. This might look like:
 - Comprehensive review of site history, context, culture and media releases
 - Community Engagement Plan Development
 - Interview Materials Development
 - Snowball 1-on-1 interviews and/or
 - Stakeholder Focus Group Interviews
 - Synthesis / Share Out of Findings (i.e community insights)

PHASE 2 / Listening

- Includes initial project kickoff with the community to learn more about their values and ideas, and hear any questions or concerns. Activities may include:
 - Marketing & Outreach for events
 - Graphics & Presentation Development
 - Event Planning & Facilitation (Open Houses / Workshops / Pop-ups / etc) and/or
 - Asynchronous Survey Planning, Distribution, & Collection (Existing Resident Interviews / Neighborhood Surveys, etc.)
 - Synthesis / Share Out of Findings (i.e community-rooted values)

PHASE 3 / Co-creation

- Includes inviting the community to provide design input and feedback on priority topics and areas that align with community-rooted values identified in the Listening Phase. Services can include:
 - Marketing & Outreach for events
 - Graphics & Presentation Development
 - Design Activity Planning (Feasible, carefully crafted activities to reflect community-rooted values)
 - Event Planning (Open Houses / Workshops / Pop-ups / Property Tours / etc)
 - Synthesis / Share Out of Findings

PHASE 4 / Accountability

- Share the areas of influence with the community including what we've heard and how the community's input has been incorporated into the design. Services can include:
 - Final community share-out of Areas of Influence (i.e areas community input influenced the design)
 - Final report
 - Process summary share outs for AHJs
 - Website creation/management

OPTIONAL / Additional Phases

- Some projects contain complexities above and beyond the scope of our typical Engage Before scope. Here are some additional phases we recommend for projects with existing residents or complex design requirements:
 - PHASE 2A: Reassurance
 - For redevelopment projects where current residents will be impacted by the design and construction process, this phase includes providing additional communication to residents including:
 - Email and/or Text and/or Physical Delivery of design / process updates such as:
 - Info Packets and/or presentations for Residents including reassurance of their temporary relocation and compensation options, rights, timeline updates, and permanent housing options in the new development.
 - Future Housing Info packets to help residents plan for their new homes
 - Move in Packets to understand functions and features of new homes
 - Additional Engagement Activities to collect preferences from existing residents on transitions, expectations, design ideas, fears, etc.
 - Site walks to learn likes (qualities to preserve) and dislikes (qualities to change) of current property
 - Ideal Futures narratives / mapping activities
 - FAQs
 - PHASE 2B: Education
 - For projects with complex design requirements, we can help participants understand the project constraints, non-negotiables, and design opportunities.
 - Education Workshops Series or Info Packets
 - Additional Graphics creation to help explain drivers of design (for example: illustrating the why behind codes and requirements)
 - Additional Activity creation to help understand and apply drivers of design

ENGAGE During

Change can be an intimidating process. By Engaging During the construction process, we can ease a lot of unknowns for both project neighbors and future building residents.

- Stakeholder Design Updates
 - Opportunity to keep the communication lines open including regular project updates and sharing out at project milestones with the community and stakeholders. This Phase is meant to bridge the Engage Before and Engage During Services. This might look like:
 - Additional design updates (flyers, presentations) sent to participants via email and/or text
 - Website creation and regular updates
 - Assistance with additional FAQs
- Stakeholder Construction Updates
 - Transparency about the construction process, timelines, and potential disruptions helps build trust between the project team and the community, reducing misunderstandings or friction that might arise due to lack of information and demonstrates genuine care to the city's we build in. We can help you update neighbors and stakeholders during major milestones of the construction process through services such as :
 - Communications Plan
 - Project advocate recruitment
 - Communications Content
 - Email and/or Text share outs
 - Website creation and regular updates
 - Construction logistics meet & greets
- Future Resident Engagement
 - Relevant in projects where there is a significant period of time between lease selection and move-in dates to empower future residents to plan for their future home. This might look like:
 - A packet or presentation that can include:
 - Unit plans with dimensions
 - Examples of furniture layout options
 - 3D Views of Buildings and Space
 - Site, community Spaces, and Amenity Maps
 - Move-in packets to help understand units features and functions
 - Virtual Unit and Building tours
- Fundraising Graphics Creation
 - Need help telling the story to potential investors? Capturing the essence of a building's impact though graphics is our forte. We can help create visual storytelling assets that speak to the heart of your mission and the building's purpose.
 - Diagrams (programming, spatial relationships, social and environmental impact)
 - Renderings (sketchy or photorealistic)
 - Virtual Building Tours
 - Interactive or Static Presentations

ENGAGE After



There is much to learn from a building once it is occupied. By Engaging After a building is complete, we can measure if the design meets the needs of the residents in terms of space, functionality, and overall livability. At Engage FORA, we go beyond these metrics to analyze if the design contributes positively to the well-being of residents and is responsive to the community's needs. This information can help prioritize building maintenance and renovation scopes, improve the design of future buildings, provide data points for affordable housing policy and funding sources, and analyze the use and impact of sustainable design interventions.

- Post-occupancy Evaluations - Residents
 - To gather input on units, communal spaces, and overall building design. Services can include:
 - In-person Interviews and/or surveys
 - Asynchronous Interviews and/or surveys
 - Community-building / Resident engagement events
 - Resident Building/Site Walks (i.e. experience mapping)

- Post-occupancy Evaluations - Service Providers and Property Management
 - To gather input on offices and other staff spaces, communal spaces, and overall building design. Services can include:
 - In-person or Virtual Interviews and/or surveys
 - Asynchronous Interviews and/or surveys
 - Focus Groups with each Staff Organization
 - Staff Building/Site Walks (i.e. experience mapping)

ENGAGE Additional Services

Don't see all you Our team offers a variety of supplemental services to cater to the unique needs of your project.

- Graphics Creation Support
 - For projects where the primary architects have limited time / scope, our team is happy to assist in the creation of architectural graphics that tell the story of the building to the community. Services can include:
 - The creation of 2D and 3d imagery from CAD and Building Models provided by the primary design team
- Project Website Creation & Management
 - For projects where there is high interest from the community. Services can include:
 - Website Creation
 - Project Updates regularly posted to website
 - Project Interest List and
 - Potential for Interactive Online Engagement
- Communications and Public Relations
 - For projects where there is a lot of attention from the public and/or media, we can help you get ahead of how a project is perceived through carefully crafted messaging and graphics.
 - Email and/or text campaigns,
 - Social media,
 - Mailers, door hangers, or flyers
 - Interactions with press, radio, or other media outlets
- Community Engagement Summary Reports
 - For projects where it is important to have robust documentation of the engagement process either for public reference, government partners, or internal purposes. Reports can be:
 - Digital and/or Physical report
 - Can be done by phase and/or for the complete process