



10 Coalition Building Tips for Engaging and Involving Community Members

1. **Strategize** coalition building and discuss how to best engage particular groups through different avenues.
2. **Create** a municipal action team comprised of stakeholders and experts that will hold accessible general meetings and subcommittee meetings.
3. **Develop** a common agenda encompassing the interests of all municipal action team members.
4. **Communicate** with the community through as many means as possible (social media, flyers, face-to-face).
5. **Identify** the community's needs. For example, Newark DIG created a survey to understand the City's green infrastructure needs: <https://www.surveymonkey.com/r/GIforNewark>.
6. **Build** relationships with municipal council officials who will advocate for green infrastructure and jobs.
7. **Educate** community members through relatable workshops and provide engaging action items.
8. **Involve** the community from the beginning of any planning process.
9. **Implement** demonstration projects (rain barrels, community gardens) using community input and volunteers.
10. **Self assess** and be open to new ideas about how to engage community residents more effectively.



The above photos demonstrate green infrastructure solutions incorporated throughout the City of Newark. From left to right: volunteers install a rain harvesting system, plant trees with enhanced water absorbing tree pits, and transform the Clinton/Badger Ave traffic triangle into a stormwater planter. Photo Credit: RCE Water Resources Program

About Newark DIG

Newark DIG is a collaboration of groups working towards making green infrastructure Newark's first line of defense to better manage stormwater runoff, improve water quality and resilience to flooding, and reduce combined sewer overflows (CSOs), with a focus on the Passaic River and its tributaries. Newark DIG is committed to continuously improving the quality of life, health, and viability of the City of Newark and its residents through the use of strategic collaborative methods, including: community-driven urban design, public policy planning, environmental and social justice advocacy, education, and local capacity building. For more information contact Rosana DaSilva at 848-932-6714 or rdasilva@envsci.rutgers.edu.



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