

Parkersburg Engagement Project

CASE STUDY

2022

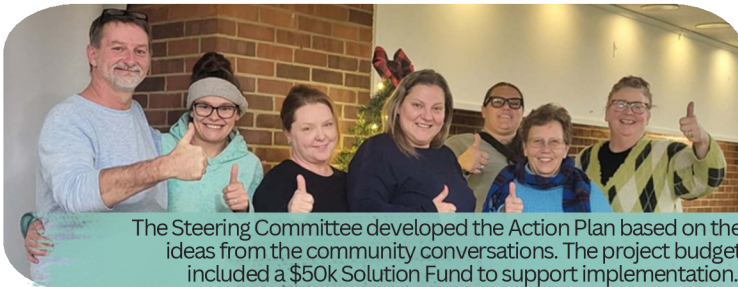
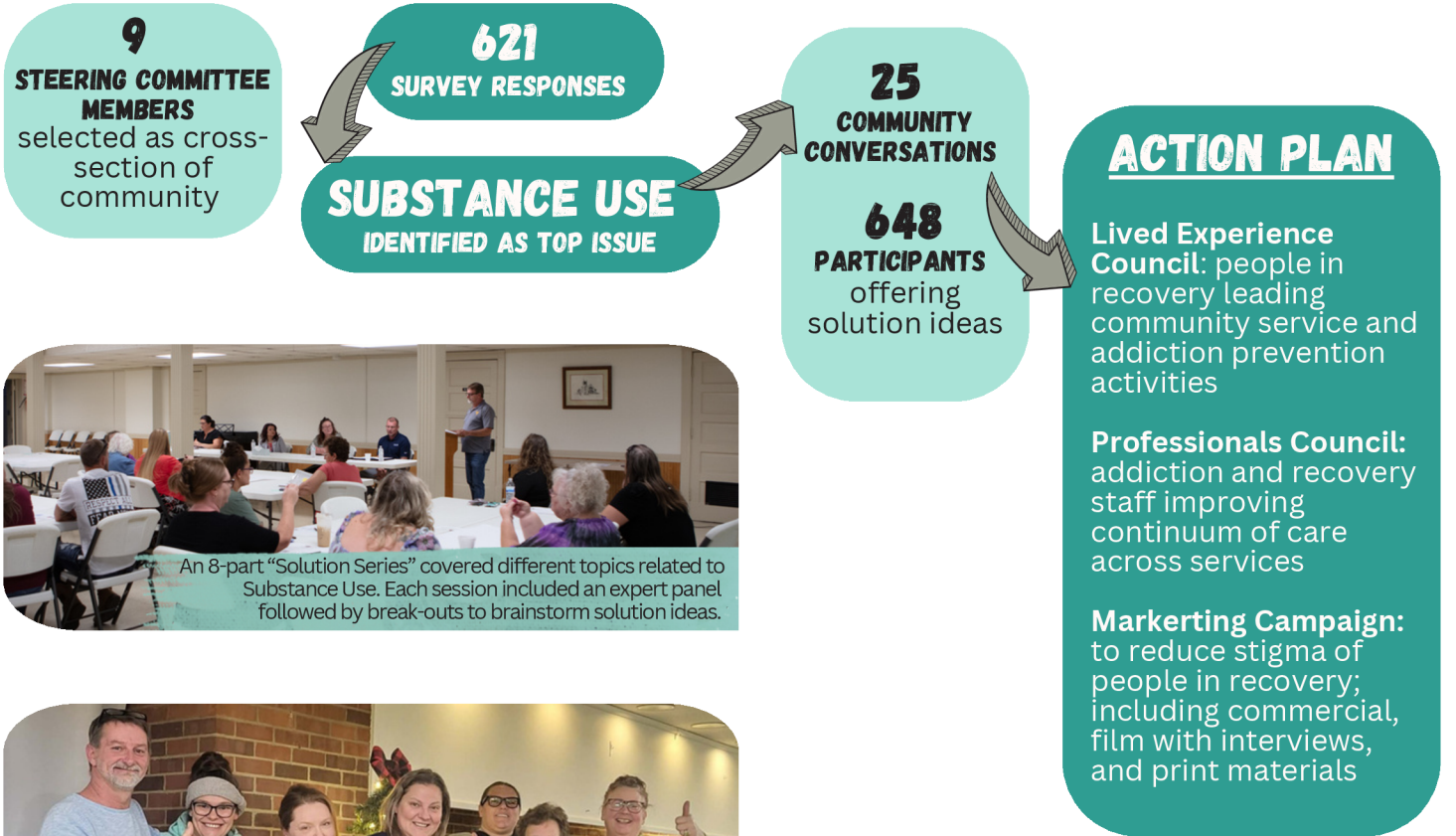
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SHIFT Action Lab

Process

Outputs

Snapshots



WATCH THE RECAP VIDEOS



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Parkersburg Engagement Project

BEHIND THE SCENES

2022

AL

SHIFT Action Lab

Hypothesis

We can have greater* impact when strategically layering the skills of **bridging**, **community organizing**, and **participatory democracy**, (compared to when we operate in isolation).

* more representative, durable and transformative impact



The Parkersburg Engagement Project was a pilot of the **Action Lab**, a cohort of practitioners from the bridging, organizing, and participatory democracy fields.

Methodology

Action Lab members supported the Parkersburg Engagement Project Steering Committee with trainings and coaching. Because of this targeted capacity-building, skills from each of the three fields were applied by the Steering Committee in their work on-the-ground.

Bridging

- Intentionally included diverse perspectives on the Steering Committee.
- Story sharing exercise allowed Steering Committee to build relationships despite their differences.
- Bridging questions dispelled tension between members.

Organizing

- Used organizing tools to delegate tasks based on capacity and interests.
- Action plan informed by power analysis and strategic assessment of leverage points.
- In progress: 1-on-1's to bring in new people.

Participatory Democracy

- Steering Committee established as the locally-based governance body leading the project.
- Used consent-based decision-making.
- Selected solution based on ideas that participants mentioned the most often.

Results

Steering Committee members built resilient relationships and worked together, despite different political orientations and perspectives on issues.



When workload became concentrated, project leads successfully supported others to step up. Action phase was built into plan from start.



Steering Committee reached full consent on all of their collective decisions and based those decisions directly on the community's input.

