



Aurora/Denver High Line Canal Trail Improvements

Seeking Community Engagement Specialist or Organizer to support the High Line Canal Conservancy

Overview

The High Line Canal Conservancy (Conservancy) seeks community engagement and organizing services to envision and execute engagement and outreach efforts related to neighborhood-scale enhancements and stewardship along the High Line Canal (Canal) trail. The Conservancy is committed to protecting and enhancing the Canal to create a safe and high-quality experience along all 71 miles for the entire region. With this objective in mind, the Conservancy is focused on expanding stewardship and recreational opportunities, local partnerships and physical improvement projects, along the Canal within communities that have historically seen a lack of investment. This includes the diverse communities along the northeast reaches of the Canal – 28 miles stretching through Denver, Aurora and Unincorporated Arapahoe County.

The Community Engagement Specialist will help lead the Conservancy's efforts to deeply engage the local community in these northeast neighborhoods in an effort to increase community wellbeing by activating the Canal and gathering community-driven input for upcoming trail improvement projects. The Conservancy is looking for ways to broaden and deepen engagement through a culturally relevant engagement approach in these northeast neighborhoods that are predominantly Latino and African American. With comprehensive community-driven stewardship and a deep level of community engagement to improve the Canal, the linear park has great potential to be a long-term source of social, environmental and health resiliency.

This is a paid opportunity. To apply, please send qualifications to Breana Winters: breana@highlinecanal.org.

Responsibilities

- Assist with development of an inclusive outreach and engagement plan focused on the diverse neighborhoods of the northeast sections of the Canal
- Lead Conservancy staff in executing outreach and engagement tactics
- Cultivate and build relationships with community leaders and members including neighborhood residents and stakeholders, local businesses, places of worship, schools and school groups
- Develop strategy for a northeast community steering committee to guide future projects and programs
- Structure and facilitate the community steering committee
- Determine and execute compensation to a community member for specific engagement as needed
- Identify and recruit community ambassadors and volunteers
- Provide mentorship and leadership to youth ambassadors, and help guide/coordinate actions of youth ambassadors in partnership with youth-serving agencies
- Generate input about Canal enhancements through community engagements, tabling, presentations, focus groups and other tactics
 - Help develop and execute tactics to meet community members where they are
 - Help develop and execute tactics to get community to the Canal to experience improvements
- Develop and promote events and activities
- Regularly communicate with community ambassadors through text, phone and email
- Regularly communicate with the Conservancy to report on input and feedback from community
- Help manage processes and systems for gathering input
- Engage with underserved and historically marginalized populations
- Help build connections between community health and conservation communities in these areas



Deliverables/Metrics

The Community Engagement Specialist will help the Conservancy reach the following goals:

- 20% increase in use of the Canal in the NE and participation in programs
- 12 new volunteer leaders from the NE
- Cultivate new school partnerships
- 5 expanded partnerships with community-based organizations
- Cultivate new Canal Ambassadors and Youth Ambassadors to serve as liaisons between the Conservancy and local communities
- Creation of a northeast community advisory committee, including development of committee strategy, purpose and objectives
- Public input gathered to inform capital improvement projects (approx. 5 in 2022)
- Cultivate relationships with community organizations, including religious, recreational, youth and other
- With support from Community Ambassadors and Conservancy staff, achieve established metrics for project input; for example:
 - Comments and observations from local residents
 - Surveys collected
 - Community-member reach
- Final reports of engagement for NE projects to inform the vision, goals, strategies, values, and other recommendations for future engagement and improvement projects. The reports should include:
 - Summary of the community engagement services
 - Detailed breakdown of the community engagement services provided
 - Information on who attended the event or engagement, along with total attendance numbers and any demographic information you can share
 - Documentation of the community input received through the engagement services provided
 - Photo documentation of the event or engagement
 - Lessons learned and recommendations for future projects

Timeline and Budget

This Community Engagement Specialist will be an independent contractor and will be paid based on experience and the defined scope of work. The budget range for this work is between \$40,000 and \$60,000 over 12 months. Additional budget will be available for events, translation services, materials and promotions.

Qualifications

- Proven community engagement experience within diverse communities in Aurora and Denver, specifically Spanish-speaking
 - culturally sensitive to the experiences of marginalized communities
- Spanish language skills strongly desired
- Ability to work independently and in close collaboration with diverse constituents
- Familiarity with Northeast Denver and Aurora neighborhoods and connected to or from a Northeast Denver or Aurora community
- Passion for connecting community members to the outdoors and/or improving community health
- Robust knowledge of diversity, equity, inclusion and access (DEIA) initiatives, strategies, best practices and processes from community engagement