

FOCUS GROUPS



Community Engagement in Brownfields Redevelopment

FOCUS GROUP FAST FACTS:

- A focus group is a discussion guided by an experienced leader or moderator.
- Focus groups should be facilitated by someone who has knowledge on brownfields, your community, and (ideally) running groups.
- Focus groups can be a helpful community engagement tool at any point within the brownfields redevelopment process, but involving stakeholders as early as possible is always recommended.
- Focus groups have an established agenda, a list of invited representatives and stakeholders, a moderator, and a notetaker.
- Focus groups should be representative of your community, with diverse attendees who have different experiences and perspectives to share.
- Focus groups are used to collect data on a specific brownfields redevelopment topic that is impacting your community

Focus groups are an important step in engaging your community. This is an opportunity to hear ideas and feedback from key stakeholders, use these findings to guide redevelopment plans and actions, and make this process more inclusive and participatory.

BEFORE THE FOCUS GROUP

What are your goals for this focus group? What specific brownfields issue will you be addressing?

Who are some community stakeholders that you would like to see attending the focus group? How will you recruit them?

When and where will the focus group be held?

Creating a detailed agenda is an important part of preparing for a focus group session! What are some questions you would want to highlight?



DURING THE FOCUS GROUP

How will you open the focus group? (Opening questions, group introductions, etc.)

How will you help to ensure that all opinions are heard and that the conversation remains respectful?

How will you keep a record of the conversation? (Designating a notetaker, recording the session, etc.)

What next steps will you communicate to the attendees as the meeting comes to an end? (Make sure to thank them all for coming!)

AFTER THE FOCUS GROUP

What were the key takeaways and common themes from the focus group?

How will your community leaders use this data to influence further action in your local brownfields redevelopment projects?

How will you share the results with the group and your community as a whole?

Other Notes: