



## CITYWIDE COMMUNITY ENGAGEMENT POLICY

### Community & Economic Development

Inclusiveness, Community Engagement &  
Governmental Processes Committee  
August 5, 2020

RiversideCA.gov

## BACKGROUND

1. Citizens are engaged when they are a part of the decision-making process;
2. Engagement can be defined by a range of processes, including:
  - a) Providing clear, dependable information;
  - b) Asking residents to choose between or prioritize pre-set options;
  - c) Empowering them to participate in the development and delivery of local policies and services.
3. Staff engages with the community in many ways, but there is currently no formal policy in place that outlines a consistent approach for all Departments to follow.



## BACKGROUND (cont.)

4. There are at least 22 active neighborhood associations, a number of neighborhood watch groups, organizations, clubs and committees that host presentations and advocate for issues and causes important to their membership.
5. An area of focus for neighborhood leaders has been the City's process for public engagement and the need for change.
6. In 2015, neighborhood leaders drafted a Community Outreach Concept and asked for more opportunities to provide meaningful engagement as part of the decision-making process.



3

## BACKGROUND (cont.)

7. Best practices for civic engagement have changed over time.
8. Many cities have a formalized plan or policy that provides a consistent and inclusive approach to outreach and engagement.
9. The ways of engaging are changing as well, especially during the COVID-19 pandemic:
  - a. Virtual meetings, rather than in-person
10. Due to the need to provide up to date tools and a consistent approach to community engagement, this has become a staff-driven initiative.



4

## BENEFITS OF A POLICY

1. A Community Engagement policy can assist in:
  - a. **accommodating** different perspectives
  - b. **encouraging** residents and stakeholders to be informed
  - c. **increasing participation**



5

## BENEFITS OF A POLICY (CONT.)

2. A Citywide Community Engagement Policy would:
  - a. **Include guidance** for providing engagement and outreach efforts for a variety of uses;
  - b. Include a level of complexity that ranges from:
    - i. **Informing**
    - ii. **Consulting**
    - iii. **Collaborating**



6

## IMPORTANCE OF COMMUNITY ENGAGEMENT

1. Enhanced Identification of Community Values
2. Informed Community Members
3. Improved Local Decision-Making
4. More Community Involvement and Support
5. Faster Project Implementation
6. Community Leadership Development



7

## ELEMENTS TO CONSIDER

1. Key Stakeholders
2. Community Engagement Implementation Plan/Toolkit
3. Levels of Community Engagement



8

# STAKEHOLDER PROCESS TO ALIGN VISION

## City, Community, Subject Matter Experts

- Elected Officials
- Boards
- Commissions
- Staff
- Residents
- Businesses
- Neighborhood Assoc.
- Non-profits
- Educational Institutions
- Health Care
- Other Government

Community-wide Representation ⌘ Address Barriers  
Hard-to-Reach Groups ⌘ Shared Knowledge  
Formalized Stakeholder Processes



# COMMUNITY ENGAGEMENT CONCEPT GOALS



## Development of a Citywide Community Engagement Policy would:

- A. Address consistency in all engagement efforts
- B. Create a path forward to adopting comprehensive policies and programs with public input
- C. Create a culture that prioritizes effective and innovative participation



## RECOMMENDATIONS

That the Inclusiveness, Community Engagement and Governmental Processes Committee:

1. Direct staff to initiate a Citywide Community Engagement framework;
2. Provide input on the elements to consider in a Citywide Community Engagement Policy;
3. Direct staff to engage the community to seek input on the framework; and
4. Direct staff to return to the Inclusiveness, Community Engagement and Governmental Processes Committee with a draft framework for review and comment prior to finalizing a Policy for review by the Committee and City Council consideration.

