

COMMUNITY ENGAGEMENT POLICY & TOOLKIT UPDATE

Community & Economic Development Department

City Council

October 17, 2023



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BACKGROUND



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COMMUNITY ENGAGEMENT POLICY (CEP)

CITYWIDE COMMUNITY ENGAGEMENT POLICY

CITY OF RIVERSIDE
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT
NEIGHBORHOOD ENGAGEMENT DIVISION

3900 MAIN STREET
RIVERSIDE, CA 92522

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COMMUNITY ENGAGEMENT POLICY UPDATE

“Stakeholder Groups”

Each person within the community has the potential to be a stakeholder in the City's community engagement activities.

In Riverside, some of the stakeholder groups include:

<ul style="list-style-type: none"> • Arts & culture community • Business and industry • Chambers of Commerce • Children • Community service providers • Commuters • Emergency services • Environmental groups • Faith-based organizations • Families • Government departments • Heritage groups • Indigenous community • Lesbian, gay, bisexual, background transgender 	<ul style="list-style-type: none"> and intersex • Local, State and Federal agencies • City staff • City Council and Mayor • Media • Neighboring cities or other local government agencies • Nonprofit organizations • People experiencing homelessness • People from culturally and linguistically diverse backgrounds • People with disabilities 	<ul style="list-style-type: none"> • Public transport user groups • Ratepayers • Residents • Schools, education facilities, and students • Seniors/senior groups • Service groups • Sporting, leisure, and recreational clubs • Visitors to Riverside • Volunteers/volunteer organizations • Youth
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COMMUNITY ENGAGEMENT POLICY UPDATE

“Stakeholder Groups”

IDENTIFY STAKEHOLDERS

Who should you engage with? Consider all types of community-based organizations, neighborhood groups, and other audiences. Identify stakeholders at the beginning of a project and notify them of key decision points or opportunities to provide input. Stakeholders can provide community expertise that enhances the engagement process. They can also help you reach more and broader networks. This list is not inclusive of all community stakeholder groups, it is just an example to get you thinking about who should be included on your list.

GROUPS/AUDIENCES	RIVERSIDE-SPECIFIC EXAMPLES
Arts/Culture	Adrian Dell & Carmen Roberts Foundation, Mission Inn Museum & Foundation, Old Riverside Foundation, Riverside Arts Council, Riverside Museum, The Fox Foundation.
Business	Arlington Business Partnership, Greater Riverside Chambers of Commerce, Greater Riverside Hispanic Chamber of Commerce, Riverside County Black Chamber of Commerce, Riverside Downtown Partnership, The Pick Group, local businesses, large corporations, employers
Community At Large	Arts Walk, National Night Out, Riverside Farmer's Markets, Riverside Public Library, ratepayers, commuters
Education	Alvord Unified School District, California Baptist University, California School for the Deaf, La Sierra University, Riverside Community College, Riverside Unified School District, University of California Riverside, private and public schools, PTSA's
Government	City Council, boards, commissions, volunteers, other agencies (RTA, RCTC, State, etc.)

Media	Black Voice News, KVCR, La Prensa, The Press Enterprise
Mobility	Riverside Bicycle Club, Riverside Transit Agency, transit users
Neighborhoods	Contact Neighborhood Engagement Division for a list
Nonprofits	American Legions, Elks, Family Service Association, Habitat for Humanity, Operation Safe House, Riverside Women's Club, Rotary clubs, faith-based organizations
Outdoors	Friends of Mt. Rubidoux, Friends of Riverside's Hills, Riverside Garden Council
Property Owners	Commercial brokers, real estate professionals
Students	Alvord School District, Riverside Unified School District, Riverside Youth Council, individual schools, youth groups
Parks & Recreation	Park Advisory Boards, park and trail users, PR&CS customers
Diversity and Inclusion	Deaf and hard of hearing and indigenous communities, people with disabilities
Seniors	Dales Senior Center, Janet Goeske Center, La Sierra Senior Center



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COMMUNITY ENGAGEMENT POLICY UPDATE

Duplicative information removed

The International Association of Public Participation (IAP2) has developed the Public Participation Spectrum to demonstrate the possible types of community engagement with stakeholders and community members.

The Spectrum below shows the increasing level of community involvement from the "inform" end of the spectrum through the "empower" end of the spectrum.

The table identifies each of these five levels of community engagement and clearly outlines the amount of involvement from both the City and stakeholders/community members within each level. The table also identifies the role of community members and stakeholders.

	INFORM Low level of public engagement	CONSULT Low to medium level of public engagement	INVOLVE Medium level of public engagement	COLLABORATE High level of public engagement	EMPOWER Highest level of public engagement
GOAL	Provide the public with information about a project or issue.	Obtain the public's views and concerns about a project or issue.	Enable the public to provide input and influence the project or issue.	Work with the public to develop and implement a solution.	Put the public in charge of the project or issue.
ROLE OF COMMUNITY AND OR STAKEHOLDERS	Inform	Consult	Participate	Partner	Lead
POWER TO THE PUBLIC	Low	Low to Medium	Medium	High	Very High
REQUIREMENTS	One-way communication.	Two-way communication.	Two-way communication.	Two-way communication.	Two-way communication.
POSSIBLE METHODS	Public notices, websites, social media, press releases, public meetings, open houses, etc.	Public meetings, focus groups, surveys, etc.	Public meetings, focus groups, surveys, etc.	Public meetings, focus groups, surveys, etc.	Public meetings, focus groups, surveys, etc.



DETERMINE APPROPRIATE LEVEL OF COMMUNITY ENGAGEMENT
Community engagement does not mean you will invite as many people as possible or make a public or every social media platform. Sometimes just one email can be sufficient.

Other times you will need to seek engagement opportunities. The International Association of Public Participation (IAP2) Spectrum of Public Participation will assist in determining the appropriate level of community engagement for your project or program. **Determining the accurate level of engagement is the foundation for your community engagement plan.**

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COMMUNITY ENGAGEMENT POLICY UPDATE

Principles and Commitment to Community Engagement



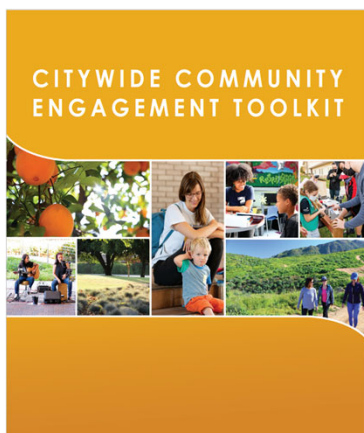
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COMMUNITY ENGAGEMENT TOOLKIT UPDATE

Changes to the Toolkit Include:



- Information was Converted into Worksheets
- Adding New Resources
- Adding Useful Templates



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COMMUNITY ENGAGEMENT TOOLKIT UPDATE

Converting information into Worksheets

CREATING YOUR STAKEHOLDER LIST

From your answers to the questions below, you will develop your Stakeholder List. This list of organizations and individuals will also include up-to-date contact information. Though the general public has a stake in the outcome and are considered stakeholders in the broad sense, your stakeholders are a distinct group who may include community members, businesses, and organizations that will be affected by the project and should be strategically engaged. While the broader "public" should be informed and included on a project, the stakeholder groups generally spend more time and effort contributing throughout the conversation.

Stakeholders can be both external and internal to the organization. External stakeholders can include other governmental agencies, nonprofit organizations, community groups, special interest groups, businesses, and individual residents. Internal stakeholders can be other City departments or committees that could be impacted or included.

Inserted text boxes for the user to write or type into

1. Who will be impacted (positively or negatively)?
Consider geography – who lives, works, or plays nearby?



COMMUNITY ENGAGEMENT TOOLKIT UPDATE

Adding New Resources

DEVELOPING A VISION & MISSION STATEMENT

Considerations for developing your Vision Statement:

- A vision statement is a statement about ideal conditions or how things would look if the issue important to you were completely, perfectly addressed.
- Common characteristics of vision statements:
 - Understood and shared by members of the community
 - Broad enough to include a variety of local perspectives
 - Inspiring and uplifting to everyone involved in your effort
 - Easy to communicate: for example, they are generally short enough to fit on a T-shirt
- Examples:
 - Caring communities
 - Safe streets, safe neighborhoods
 - Health for All

Instructions:

1. Identify one person to take notes while the group brainstorms ideas and one person to document the decision reached through consensus.
2. Ask the following questions, record key points, and discuss common themes: (30 minutes)
 - a. Essential why: What is the dream or ideal that you and your community seek?
 - b. Essential what: What would have to change for this dream to come true?
3. Come to consensus about what the vision statement should be by considering the following: (10 minutes)
 - a. Will it draw people to the common work?
 - b. Does it give hope for a better future?
 - c. Will it inspire community members through positive, effective action?
 - d. Does it provide a basis for developing the other aspects of your action planning process?
4. Record the agreed upon statement on your handout.

Instructions:

1. Identify one person to take notes while the group brainstorms ideas and one person to document the decision reached through consensus.
2. Begin by drawing on expertise from the group to determine what needs to occur to see real progress toward your vision and mission. Then, together, form a list of one or two general goals (e.g., improve emergency preparedness programs, increase understanding of the causes and solutions to address school-shootings).
3. Then for each goal, develop one or two objectives. Consider what would have to change to suggest you are making progress toward that goal. Describe how much of what would change and by when and state your objectives. Consider the following questions:
 - a. What measures of activities or outputs would help us assess whether key activities are completed?
 - b. What changes in behavior would we see if the effort is successful?
4. Critique your objective based on SMART-C attribute and come to consensus about what the objective(s) should be. Record the agreed upon objective below.

Goal(s):

Objective(s):



COMMUNITY ENGAGEMENT TOOLKIT UPDATE

Adding New Resources Continued

DEVELOPING OBJECTIVES AND STRATEGIES

Considerations for developing objectives:

- Objectives are specific measurable results of an initiative. They provide specifics about how much of what will be accomplished and by when (e.g., By (date), _____ will increase/decrease by X%).
- There are three basic types of objectives:
 - Process objectives: aim to measure the extent to which progress is made toward other objectives (e.g., By 2020, establish a comprehensive plan to improve emergency preparedness.)
 - Behavioral objectives: aim to measure changes in behaviors of people (what they are doing and saying) and the products (or results) of their behavior (e.g., By 2025, the percentage of 15-19-year-old youth reporting use of alcohol in the past 30 days will decrease by 25%.)
 - Community-level outcomes objectives: aim to measure the product or result of behavior change in many people (e.g., By 2025, the percentage of people living adequate housing in X community will increase by 30%.)
- Common characteristics include:
 - Specific: they tell how much of what by when
 - Measurable: information can be collected, detected, or obtained from records
 - Achievable: they are possible to achieve AND it's feasible for your group to reach them
 - Relevant: there is clear connection to how they fit with the overall vision and mission of the group
 - Timed: timing by which it will be achieved is clear in the objective itself and an overall timeline
 - Challenging: they stretch the group to set its aims on significant improvements that are important

Instructions:

1. Identify one person to take notes while the group brainstorm ideas and one person to document the decision reached through consensus.
2. Begin by drawing on expertise from the group to determine what needs to occur to see real progress toward your vision and mission. Then, together, form a list of one or two general goals (e.g., improve emergency preparedness programs; increase understanding of the causes and solutions to address school shootings).
3. Then for each goal, develop one or two objectives. Consider what would have to change to suggest you are making progress toward that goal. Describe how much of what would change and by when and state your objectives. Consider the following questions:
 - a. What measures of activities or outputs would help us assess whether key activities are completed?
 - b. What changes in behavior would we see if the effort is successful?
4. Critique your objective based on SMART+C attribute and come to consensus about what the objective(s) should be. Record the agreed upon objective below.

Goal(s):

Objective(s):



COMMUNITY ENGAGEMENT TOOLKIT UPDATE

Templates Added pgs. 47-49

PROJECT OUTLINE TEMPLATE - EXTERNAL USE

PROJECT NAME	PROJECT MANAGER	PROJECT LEADER
PROJECT SUMMARY		
PROJECT OBJECTIVES		
SCOPE OF WORK		
KEY DELIVERABLES		

Meeting Name/Topic
Meeting Location
Meeting Date, Meeting Time

Welcome and Introductions

6:00 – 6:20 pm – Name of the person leading

- Initiative History and Background
- Team Introductions

Presentations

6:20-6:25 pm – Name of the person(s)

- Topic:
- Any other information

Discussion

6:55-8:20 pm – Name of the person(s)

- Topic/Instructions

SIGN-IN SHEET

Meeting Title: _____

Location: _____ Date: _____ Time: _____


	Name/Number	Email Address/Contact Electronic	Phone Number/ Número Telefónico	What Ward do you live in? ¿En qué distrito vive?
1.				
2.				
3.				
4.				
5.				



STRATEGIC PLAN ALIGNMENT



Community Trust




Innovation

Strategic Priority 2 – Community Well-Being (Goal 2.4 - Support programs and innovations that enhance community safety, encourage neighborhood engagement, and build public trust)

Strategic Priority 5 – High Performing Government (Goal 5.3 - Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making)

Cross-Cutting Threads



Community Trust



Fiscal Responsibility




Sustainability &
Resiliency



Equity



Innovation

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RECOMMENDATION

That the City Council:

- a. **Receive** and **approve** the updates made by staff
- b. **Proceed** with implementation

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