



Citywide Community Engagement Policy Concept

Community & Economic Development

Governmental Affairs Committee
November 6, 2019

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BACKGROUND

Community Engagement Requirements, Policies and Practices

While there is no formal policy in place, existing laws, plans, guidelines and projects include public participation in the decision-making process.

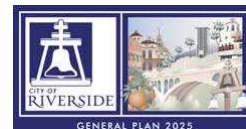
CITY ORDINANCE



BE PART OF
NORTHSIDE'S
FUTURE!



Riverside 2.0 Strategic Plan
IMPLEMENTING THE CITY COUNCIL'S STRATEGIC PRIORITIES



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BENEFITS OF COMMUNITY ENGAGEMENT

1. Better identification of the public's values
2. More informed residents
3. Improved local agency decision-making
4. More community buy-in and support
5. Faster project implementation
6. More trust – in each other and in local government
7. Community participation and leadership development



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WHY COMMUNITY ENGAGEMENT MATTERS

Stanford SOCIAL INNOVATION Review
Informing and inspiring leaders of social change

SOCIAL ISSUES | SECTORS | SOLUTIONS | MAGAZINE | MORE

Civic Engagement

Community Engagement Matters (Now More Than Ever)

Data-driven and evidence-based practices present new opportunities for public and social sector leaders to increase impact while reducing inefficiency. But in adopting such approaches, leaders must avoid the temptation to act in a top-down manner. Instead, they should design and implement programs in ways that engage community members directly in the work of social change.

INNOVATION PERSPECTIVES

Rewriting the Rules of Public Engagement

Public meetings can be far more engaging. Cities are moving in this direction.

By Ron Littlefield | Senior Fellow

Ron Littlefield, a former mayor of Chattanooga, Tenn., is a senior fellow with the Governing Institute and is lead expert on the City Accelerator initiative. A city planner by career, he also consults to government through Littlefield Associates.



Civic engagement. There is a lot to draw in that phrase. It encompasses, as one writer put it, "the many ways in which citizens participate in the life of a community in order to improve conditions for others or to help shape the community's future." The quality of that participation and the pressure of improvement are both the sub of much hard work and more than a little debate.

What I Learned When an Angry Group Destroyed My Public Meeting

Introducing the Fiasco Files—a lighthearted look at those times when things sideways in community engagement. This Fiasco File tells the story of an vocal minority group and the havoc the raised at a public meeting.

Dave Biggs | @MetroQuest | March 14, 2016, 6am PDT

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5 Reasons Why Community Engagement Matters



It's hard getting things done in any government organization. Procedures must be followed, there's an abundance of caution, lengthy sign-off chains and at the end of it all – a political decision.

GOVERNING

THE STATES AND LOCALITIES

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A STATEMENT FROM GOVERNING | READ MORE

MAGAZINE | NEWSLETTERS | PODCASTS | EVENTS

VOICES OF THE GOVERNING INSTITUTE

How Citizens Can Have a Genuine Voice in Policymaking

There's a lot that our governments could do beyond giving people three minutes at a public hearing podium.

FEBRUARY 1, 2016 AT 9:00 AM

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COMMUNITY ENGAGEMENT POLICY CONCEPT

1. Staff proposes to develop a Citywide Community Engagement Policy that establishes consistent public outreach and engagement practices.
2. With these tools, we can ensure that the City is providing consistency in our engagement efforts across all Departments.
3. In researching best practices established by other cities and organizations, staff has identified several examples that could be used to assist in developing a Citywide Community Engagement Policy.
4. A common factor in multiple examples is the International Association for Public Participation's (IAP2) Public Participation Spectrum.



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IAP2's Public Participation Spectrum With Examples of Current Applications

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.
EXAMPLES	Banners, Community Meetings, Direct Mail, Fact Sheets, Press Releases, Public Notices, Social Media	Bill Inserts, Community Meetings, E-Mail, Workshops, Website	Community Meetings, Steering Committees, Surveys, Task Forces, Workshops	Citizen Advisory Committees, Neighborhood Visioning	Ballots, Neighborhood Strategies, Volunteerism



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Elements of a Community Engagement Policy

ACTION PLAN MATRIX

Follow the steps below to find your outreach tool plan.

1 Cross tab the level of complexity with communication objective

DETERMINING LEVEL OF COMPLEXITY	COMMUNICATION OBJECTIVE		
	INFORM	CONSULT	COLLABORATE
1 STAFF LEVEL Normal procedures, existing programs, services delivery	✓	✗	✗
2 DEPARTMENT HEADS, CITY MANAGER New program, expansion of existing program	✓	○	✗
3 ADVISORY BODIES (e.g., land use teams, development projects)	✓	✓	○
4 CITY COUNCIL New laws, major plans, significant issues (e.g., drought strategies)	✓	✓	✓

OUTREACH TOOLS

Refer to glossary for tools descriptions

INFORM

EXPECTATION

- ☐ Official notice (if legally required)
- ☐ Legal ad in newspaper
- ☐ Postcards to neighboring owners/tenants
- ☐ On-site signage
- ☐ E-notification (including affected neighbors)
- ☐ Website posting
- ☐ Applicable advisory bodies
- ☐ Key contacts, liaisons

ADDITIONAL

- ☐ Social media (if applicable and available)
- ☐ Utilities billing insert – flyer
- ☐ Community Calendar
- ☐ Signage
- ☐ Paid media (newspaper, radio, TV, social media, digital, outdoor/transit)
- ☐ Informational materials (should also be available digitally on website, e.g. facts sheet, PowerPoint, protestant, door hanger, banner, poster)
- ☐ City website posting
- ☐ Awareness Walk
- ☐ Press release/Media notification
- ☐ Neighborhood meetings

CONSULT

EXPECTATION

- ☐ All of the “Inform” expectations listed above
- ☐ Hearing (if legally required)
- ☐ Social media (if applicable and available)

ADDITIONAL

- ☐ Utilities billing insert – survey
- ☐ Mailed survey
- ☐ Telephone survey
- ☐ Study session
- ☐ Focus group
- ☐ Special events with opportunities for interaction
- ☐ Awareness walk
- ☐ Open City Hall (web based)
- ☐ Neighborhood meetings

COLLABORATE

EXPECTATION

- ☐ All of the “Inform” and “Consult” expectations listed above
- ☐ Open City Hall (web based)
- ☐ Community Outreach Event (workshop, open house, neighborhood meeting, etc.)

ADDITIONAL

- ☐ Utilities billing insert – survey
- ☐ Mailed survey
- ☐ Telephone survey
- ☐ Study session

AUDIENCE

One of the most important aspects of community engagement is thinking through the “who.” Who will be interested in/affected by the topic under consideration? Who are the stakeholders?

Begin by understanding the range of interest groups and organizations that care about San Luis Obispo. There are literally hundreds in the city alone. The category list that follows is provided to get you thinking. It does not include every potential outreach contact, but it is a framework for thinking about it.

The City maintains many different interest databases and the 2015-launched City of SLO website offers an ideal way for citizens to add themselves to lists of people interested in being notified about different matters. Examples of lists include:

- Airport area
- Aquatics
- Bicycle
- Climate action plan
- Council notes
- Downtown
- Economic development
- Emergency preparedness
- General plan updates
- Historic preservation
- Housing
- Hot topics
- Measure G
- Housing element
- Neighborhood wellness
- Natural resources
- Planning and building
- Parking
- Skate park
- Public projects
- Stormwater
- Special events
- Utility billing
- Sports

COMMUNITY OUTREACH EVENTS: TOOLS FOR TWO-WAY COMMUNICATION

BEST PRACTICES FOR COMMUNITY OUTREACH EVENTS

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RECOMMENDATIONS

That the Governmental Affairs Committee:

1. Receive, file, and provide input on staff's proposal to develop a Citywide Community Engagement Policy; and
2. Direct staff to return to City Council for adoption of a new Citywide Community Engagement Policy.