COMMUNITY ENGAGEMENT POLICY & TOOLKIT WORKSHOP

Community & Economic Development Department

City Council
May 16, 2023

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PURPOSE

1. **Workshop Intent**: seek additional feedback and direction on next steps prior to implementation of these Citywide resources.

2. **Workshop Content:** background on the draft Policy, review of its key aspects and supporting Toolkit, and pilot program and recent case studies for City Council consideration.
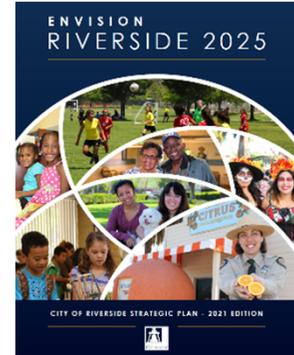
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BACKGROUND

WHY DOES IT MATTER NOW?

1. The City has no formal Community Engagement Policy in place today.
2. Engagement helps preserve Community Trust - a key cross cutting thread of the 2025 Strategic Plan.
3. General Plan 2025, the Riverside Municipal Code and State law (CEQA) require public participation in the decision-making process.

ENVISION
RIVERSIDE 2025

CITY OF RIVERSIDE STRATEGIC PLAN - 2021 EDITION

Community Trust

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BACKGROUND

August 5, 2020
Inclusiveness, Community Engagement & Governmental Processes Committee
(ICE&GSC)
Policy Direction

→

February 20, 2021
First "Community Engagement 101" Virtual Workshop

→

March 2021 – June 2021
5 Additional Virtual Workshops Completed

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July 2022
Draft Policy & Toolkit Completed
(Policy Review)

↓

TODAY

May 16, 2023
City Council Workshop

←

December 13, 2022
Councilmember Edwards requests Council Workshop

←

December 7, 2022
ICE&GSC
Community Engagement Policy Update

←

Summer and Fall 2022
Pilot Program Commences

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COMMUNITY/STAKEHOLDER OUTREACH

1. **February 2021 - June 2021**:
   a. Staff hosted 6 virtual workshops/meetings to seek input;
   b. Workshops focused on "What, How and Why's of Community Engagement;
   c. Best practices were identified through discussion, research, and review of other municipal policies within the region and state and;
   d. 26 community members participated with staff to develop a draft Community Engagement Policy (CEP) framework.

2. **July 2021 – July 2022:** the draft CEP was distributed and shared with the Executive and Deputy Leadership teams, among others in the organization for further input.
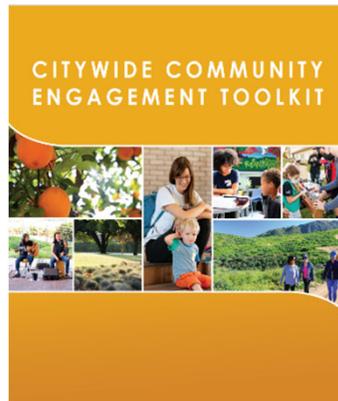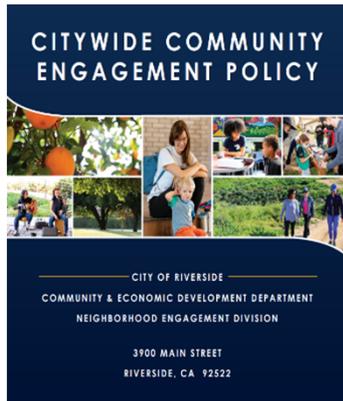
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DRAFT POLICY & TOOLKIT

July 2022 – draft Policy & Toolkit completed
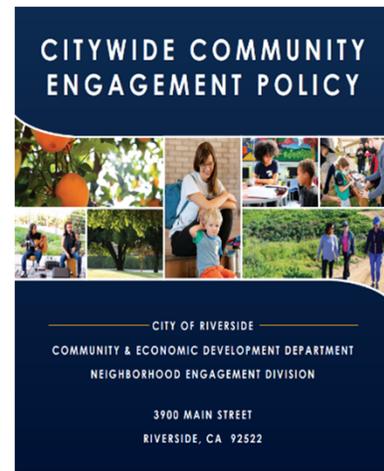

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DISCUSSION

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COMMUNITY ENGAGEMENT POLICY (CEP)

CEP Includes:

a. What is Community Engagement?
b. Vision and Commitment
c. Why, Who, When and How we Engage
d. Roles and Responsibilities
e. Ties to 2025 Strategic Plan

CITYWIDE COMMUNITY ENGAGEMENT POLICY

CITY OF RIVERSIDE
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT
NEIGHBORHOOD ENGAGEMENT DIVISION

3900 MAIN STREET
RIVERSIDE, CA 92522

PLAN | DO | SHARE | EVALUATE | IMPROVE

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COMMUNITY ENGAGEMENT TOOLKIT

What is the Community Engagement Toolkit?

a. Getting Started
b. Stakeholders
c. Tools & Resources
d. Successful Facilitation
e. Appendices & Worksheets

6 BASIC STEPS TO A COMMUNITY ENGAGEMENT PLAN

1. Create Outline   2. Notify Stakeholders   3. Educate
4. Listen   5. Follow Through   6. Evaluate Adapt

CITYWIDE COMMUNITY ENGAGEMENT TOOLKIT

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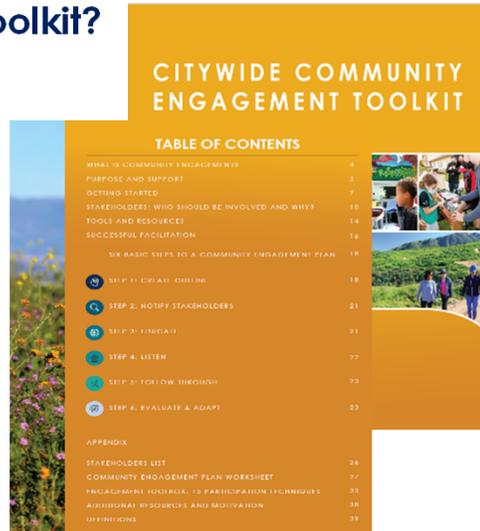
COMMUNITY ENGAGEMENT TOOLKIT

The Community Engagement Toolkit uses Policy framework and acts as a resource for City Departments and community members. Because these documents work together, the Citywide Community Engagement Policy should be reviewed before working through the Community Engagement Toolkit.

INFORM — Low level of public engagement
INVOLVE — Mid level of public engagement
EMPOWER — High level of public engagement

INFORM   CONSULT   INVOLVE   COLLABORATE   EMPOWER

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2022 PILOT PROGRAM

Examples of "Pilot Program" Outreach Workshops:

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2022 PILOT PROGRAM

Participants:

Mayor's Office – Big Tent Tour

CEDD – Northside Master Developer RFP

CEDD – Building Decarbonization Ordinance

CMO - Regional Climate Collaborative Grant

Libraries – Community Engagement Survey

Lessons Learned/Improvements to:

Meeting forum and approach

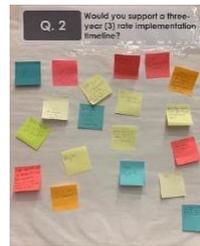Effective interactive communication methods

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EFFECTIVE ENGAGEMENT STRATEGIES

Public Works Department

1. Offer tactile experiences

2. Use technology creatively

3. Use pilot and demonstration projects

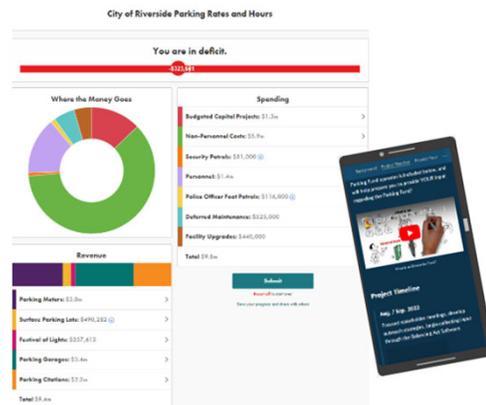4. Record feedback and share back

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CASE STUDY #1

PARKING RATES AND HOURS

1. Hosted town-hall style meetings, let attendees share openly

2. Attend regular community meetings

3. "Balancing Act" web budget

4. ESRI Storymap

5. Variety of feedback options

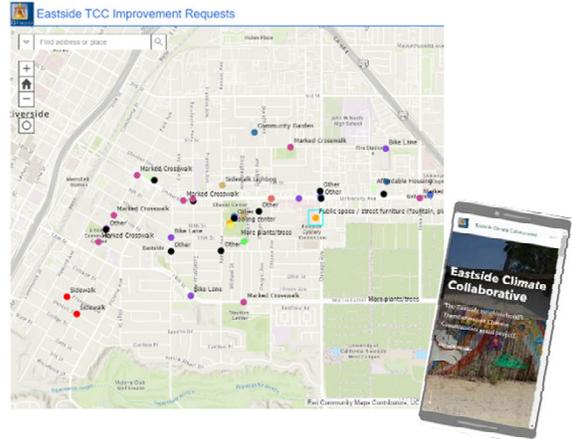**RESULT = Adopted new parking rates and hours**

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CASE STUDY #2

EASTSIDE CLIMATE COLLABORATIVE

1. Walking audits
2. Physical & online maps
3. Clean N' Green Halloween
4. Door to door engagement
5. Regularly updated webpage
6. Follow-through on requests

RESULT = $31.2 Million in grant funds for the Eastside　15

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CASE STUDY #3

RIVERSIDE P.A.C.T.

1. Started with heavy in-person engagement
2. Pivot due to COVID
3. Thousands of web impressions
4. Share webinar recordings
5. Build on pilot projects

4 TECHNICAL ADVISORY COMMITTEES
3 COMMUNITY WORKSHOPS
10 WALK AUDITS
42 STAKEHOLDER MEETINGS
6 PTSP STAKEHOLDER INTERVIEWS
20+ CITY STAFF MEETINGS
100 INTERACTIVE MAPPING TOOL
373 ONLINE SURVEY
10 SOCIAL MEDIA POSTS
1K+ E-BLASTS

RESULT = $30 Million in grant awards and counting　16
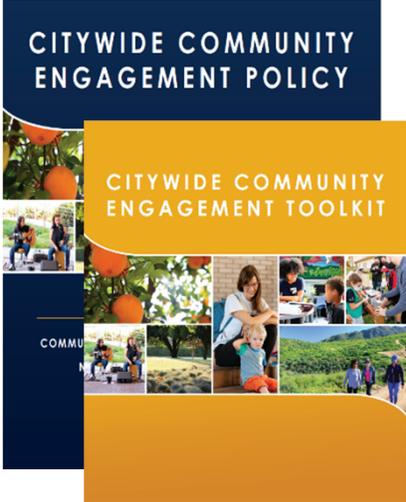
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DISCUSSION

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NEXT STEPS

Next steps to implement the CEP and Toolkit:

a. Receive feedback and direction from City Council

b. Update documents based on recommendations as needed; and

c. Return to Committee or proceed to City Council for consideration and implementation

CITYWIDE COMMUNITY ENGAGEMENT POLICY

CITYWIDE COMMUNITY ENGAGEMENT TOOLKIT

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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 provide feedback and direction on next steps to implement a Citywide Community Engagement Policy.

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