

Inclusive Public Engagement Guide

Community Planners Committee Meeting – November 28, 2023



Project Team

City Planning Department | Public Engagement Section

Department of Race & Equity



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Guide Background and Overview

Where does the City's Community Input Currently Come From?



Why create an Inclusive Public Engagement Guide?



To develop inclusive engagement strategies and techniques toolkit accessible for all City Department



To ensure that City decisions are informed by community needs and desires

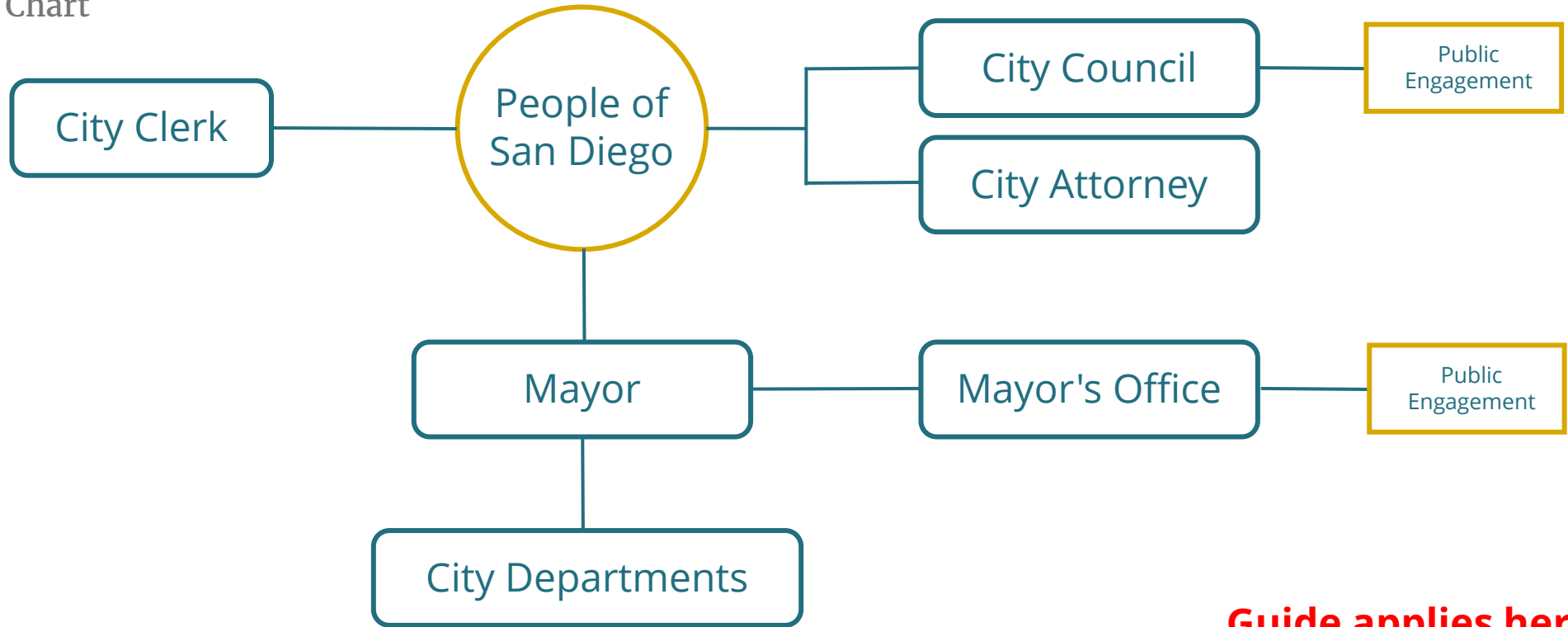


To build trust between the City and the community members

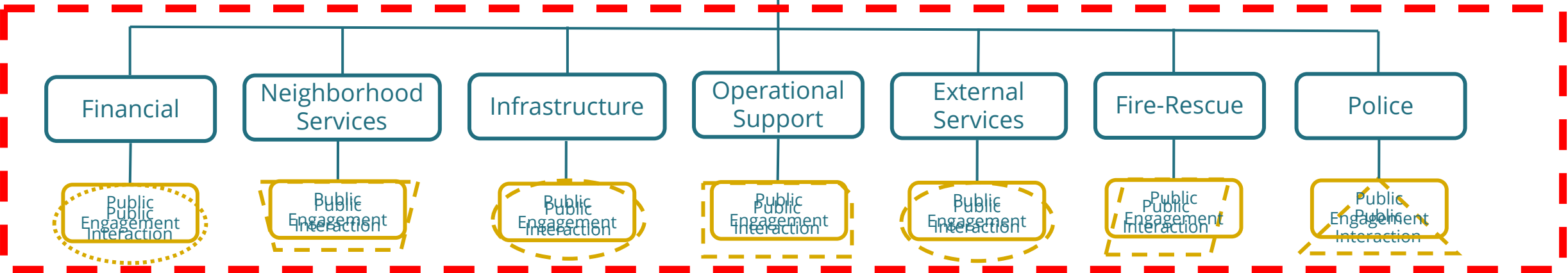


To increase the participation of underrepresented groups in public participation

Citywide Organizational Chart



Guide applies here



Inclusive Public Engagement Guide

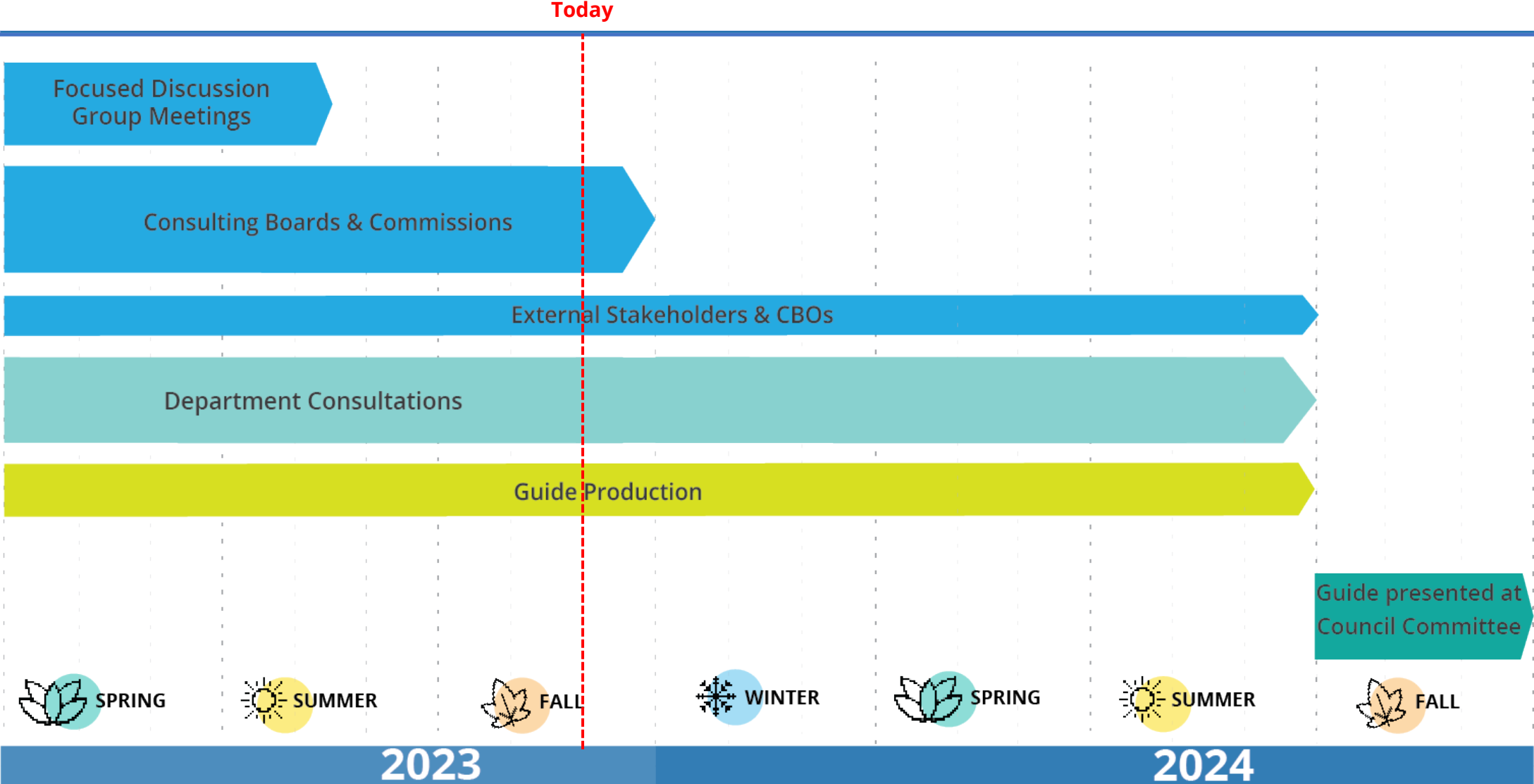
Focused Discussion Group

The City established a Focused Discussion Group comprised of 10 diverse participants, which met from April through June 2023 to:

- **Discuss** lived experiences and perspectives on community engagement.
- **Inform** the creation and content of the Inclusive Public Engagement Guide.
- **Review information** and **provide input** about topics such as:
 - Principles of inclusive engagement.
 - Accessible engagement techniques.
 - How the City measures the success of an engagement process.



Timeline and major milestones



Public Engagement Principles

Draft Inclusive Engagement Principles

Inclusion



Respect for Community Knowledge



Transparency



Clear Communication



Build True Relationships



Commitment to Good Process



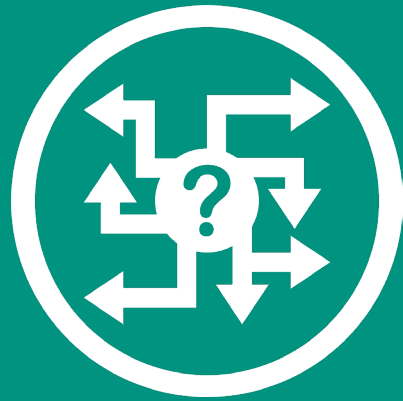
For Planning Groups' consideration

■ What are your thoughts about these principles?

■ What other principles are important to consider?

Implementing Inclusive Engagement

Key Components



Where?
(to engage)



What?
(what methods)

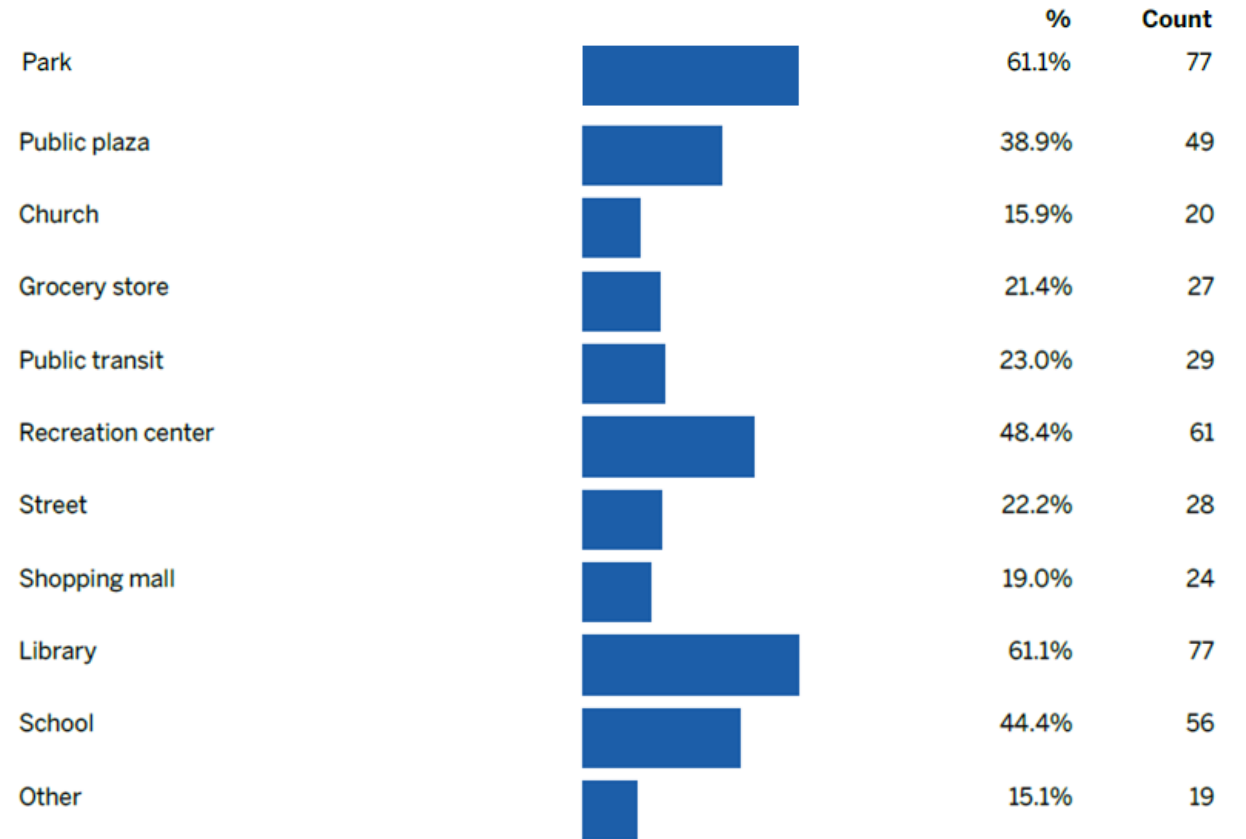


How?
(ways of communicating
effectively throughout
the process)



WHERE to engage?

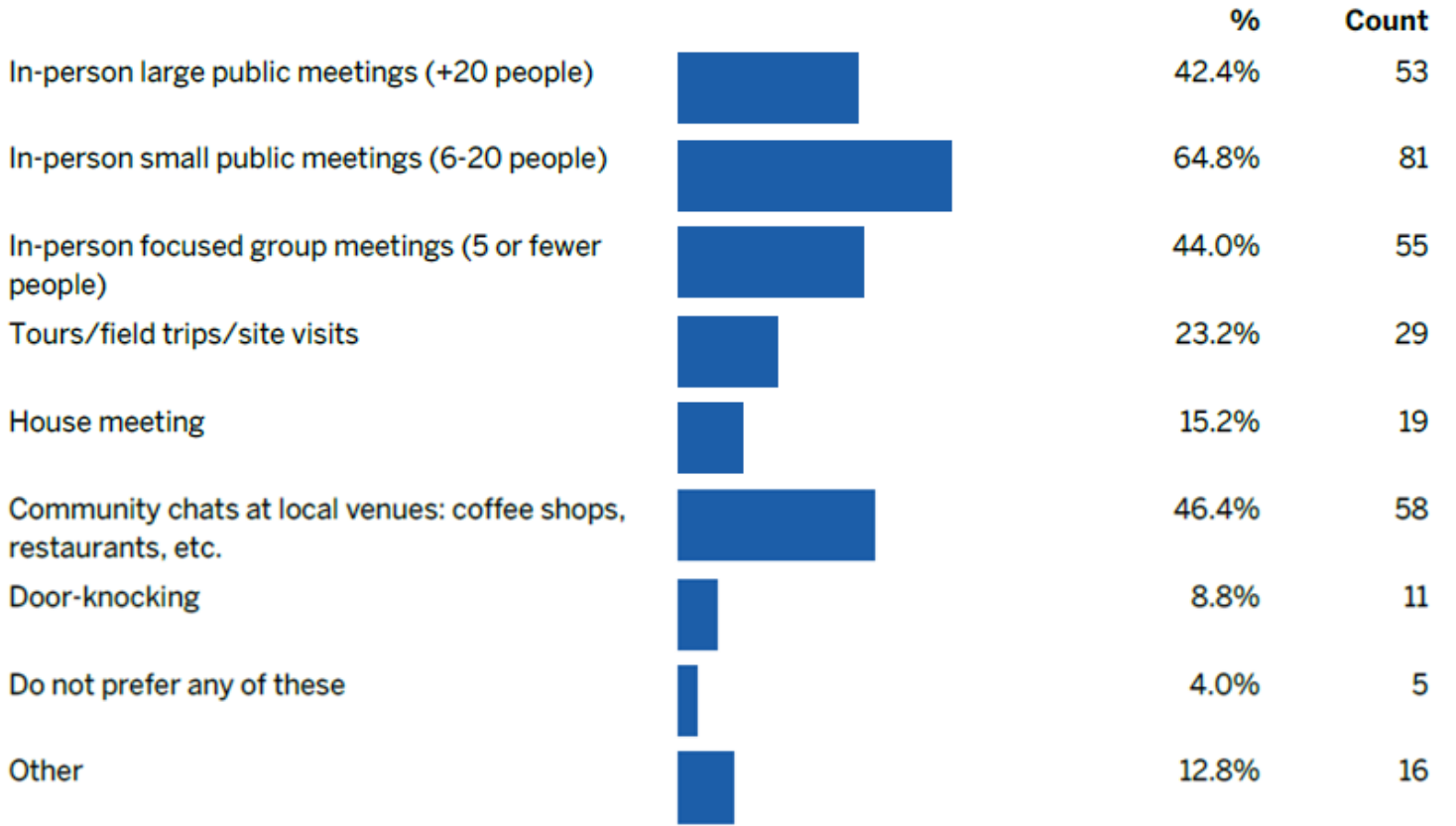
If the City were to host a pop-up event to share information about City initiatives and collect public feedback, which location(s) are most convenient for you? (Select all your preferred options.)





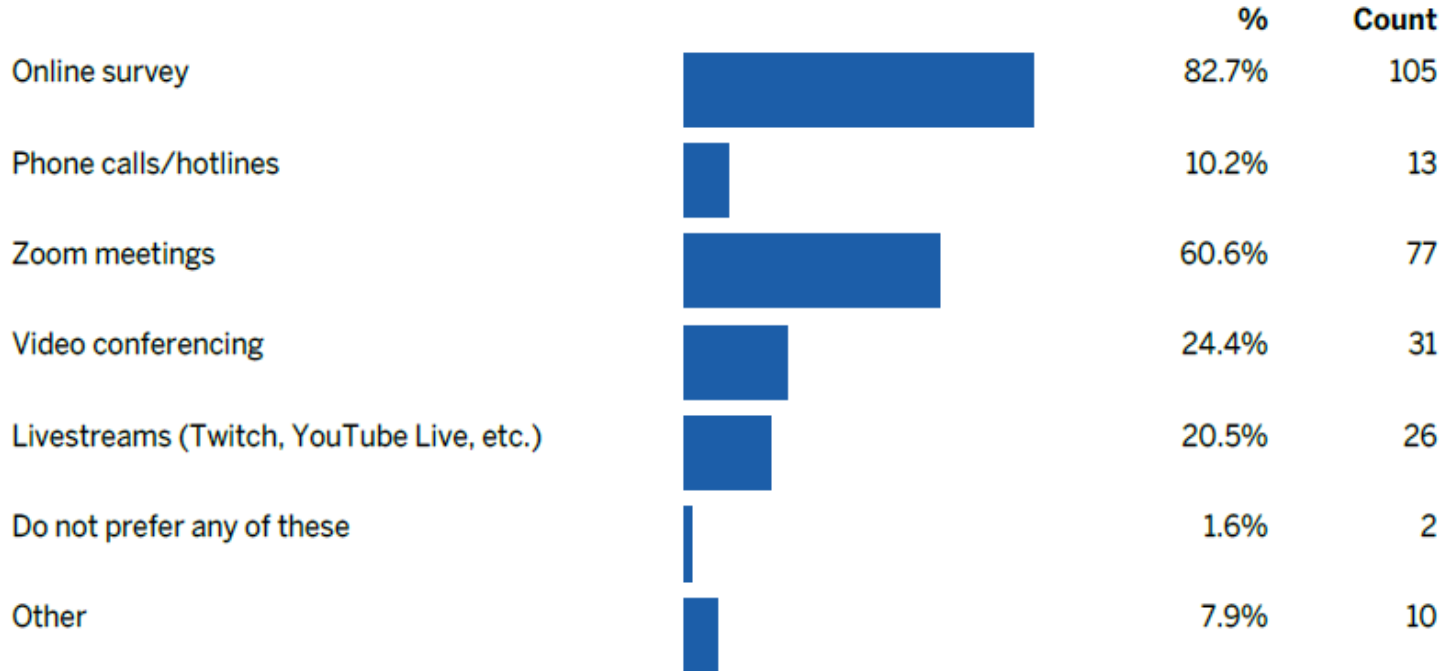
WHAT: In-person Engagement

In which ways would you be most likely to provide your IN-PERSON input to the City? (Select all your preferred options.)



WHAT: Virtual Engagement

In which ways would you be most likely to provide your VIRTUAL/ONLINE input to the City? (Select all your preferred options.)



HOW to Communicate effectively?



**Clear and Simple
Language**



**Translation, Interpretation &
Accessibility**



**Use of Images and
Graphics**



Follow - up

Recommendations on HOW to follow up from the Focused Discussion Group



Using frequented social media channels to share updates and information.



Having flowcharts and steps available on how projects were carried out, sending text messages with updates.



Maintaining the City's webpages information up to date.

For Planning Groups' consideration

■ **Where:** Where would you like to see outreach materials (physical and virtual locations)?

■ **What:** What outreach methods resonate with you and your Planning Groups?

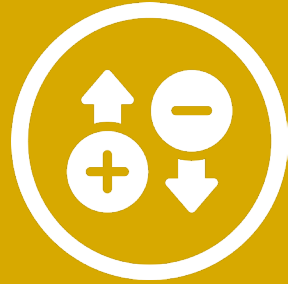
■ **How:** What are the best ways to communicate effectively with community members throughout an initiative to help encourage engagement?

Barriers to Participation

Barriers to Engagement from Focused Discussion Group



Public lack of awareness of the City's geographic boundaries and participation opportunities



Public perception of input valued for some more than others



Information not clear or difficult to understand



Insufficient diverse meeting opportunities to engage people



City staff not understanding cultural and social community norms

Barriers to Engagement from Climate Equity Working Group



Public lack of information and education which has built mistrust in local government



Discouraged from participating from feeling past input was ignored



Language and cultural barriers



Lack of outreach via marketing, door-to-door campaigns, community-led education

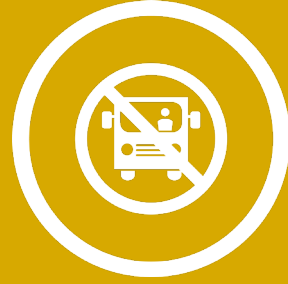
Barriers to Engagement from Mayoral Boards



Difficulty accessing City information and staff contact information



Lack of knowledge of steps to take to become more engaged



Transportation challenges to attend public meetings



Lack of understanding of terminology and language used in meeting and meeting materials



Lack of outreach via marketing and public education

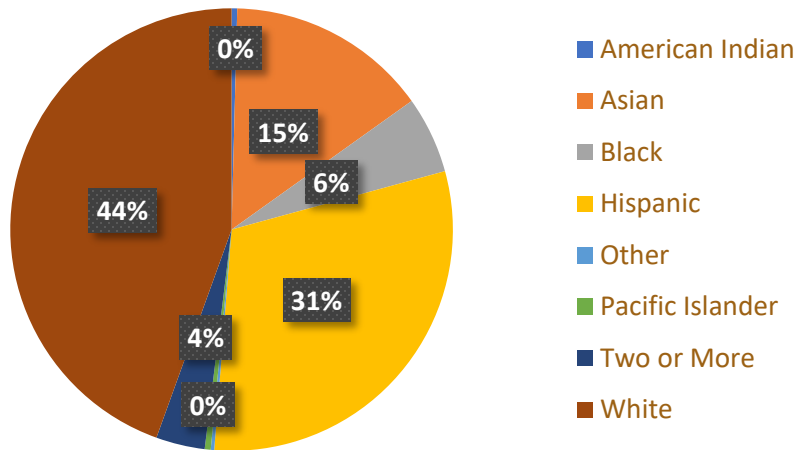
For Planning Groups' consideration

What are current barriers to community members being able to participate in the City's engagement processes?

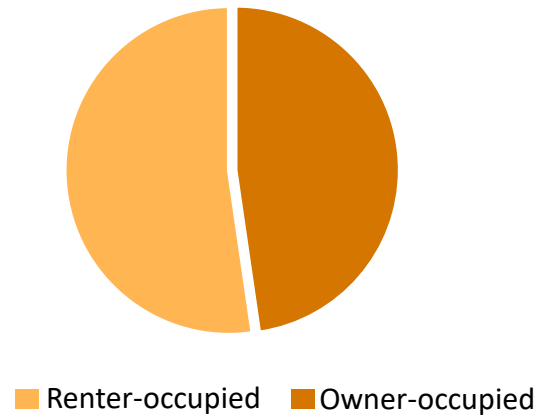
Community Representativeness & Public Participation

Who are San Diegans?

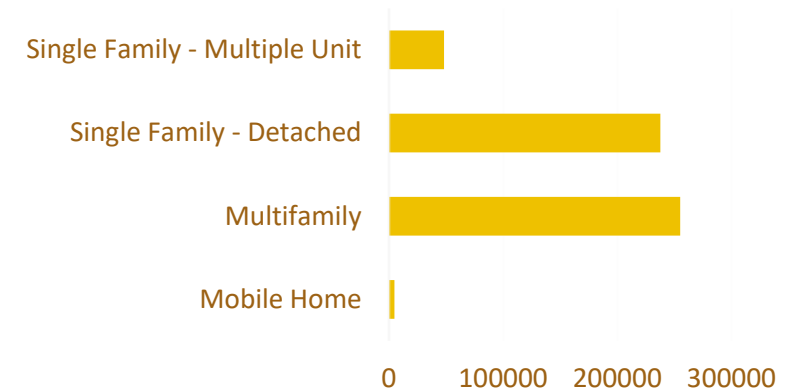
Race & Ethnicity



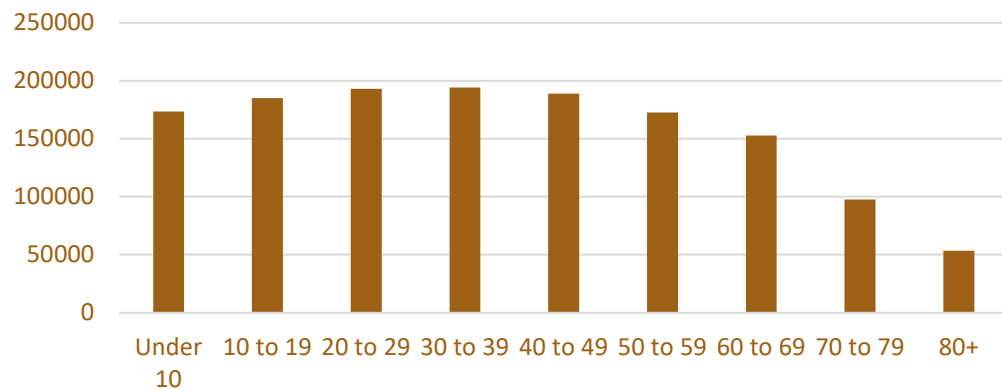
Housing Occupancy



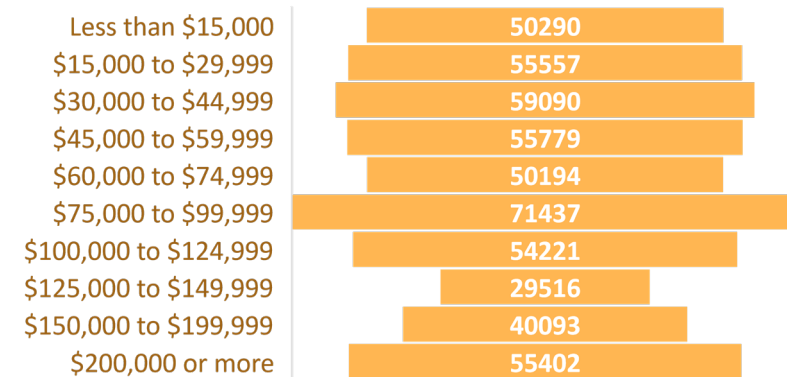
Housing Unit Type



Age Groups



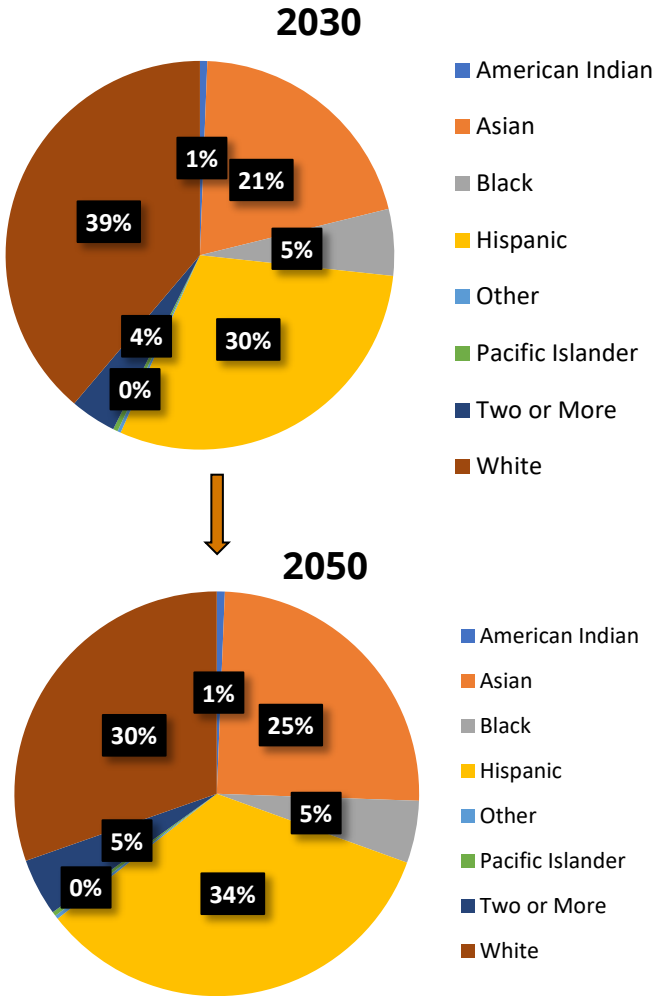
Household Income Levels



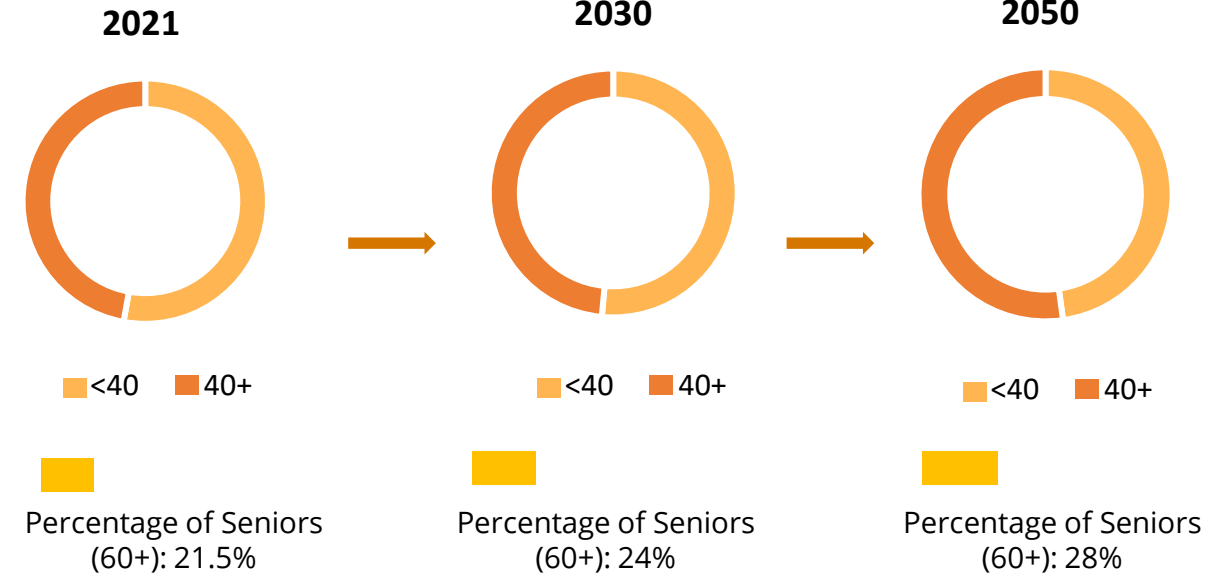
Sources: SANDAG, ACS, US Census Bureau

Citywide Demographics Projections

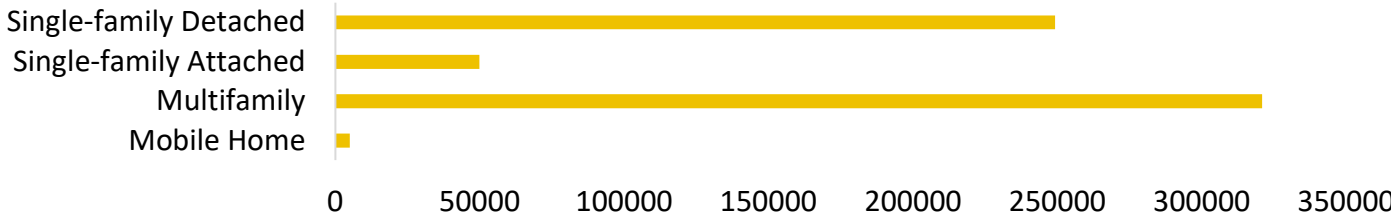
Racial/Ethnic Shift



Age Shift



Housing Type (2030)



Who is missing from public participation?

(Feedback from Mayoral Boards)



Who is missing from public participation?

(Feedback from Focused Discussion Group)

Military
especially families

Younger People

College Students

Community
Leaders
Families
Singles
Under 30

People with disabilities

Unsheltered Neighbors

Youth

Young Professionals

Minorities
Not native speakers

24/7 Workers

For Planning Groups' consideration

Who is currently missing from community meetings or other City-led public participation events?

Additional thoughts? Questions?

Next steps

- Please share this information with your Planning Group members and provide input on questions provided on the Inclusive Public Engagement Guide worksheet. E-mail us with any questions or comments about the project at engagement@sandiego.gov
- More details about the project and online survey are available at sandiego.gov/engagement



Thank You!

