

City of San Diego – Inclusive Public Engagement Guide

About the Inclusive Public Engagement Guide and the Focused Discussion Group

Prepared by:

City Planning Department



Inclusive Public Engagement Guide Background and Overview

The creation of an Inclusive Public Engagement Guide (Guide) was identified as an implementation action within the [Parks Master Plan](#) and [Climate Resilient SD](#) Plans adopted by City Council in 2021. The City of San Diego will create a strategy for City staff to use to promote inclusive public engagement and community participation in plans, programs, projects, and policies, particularly for people who have experienced barriers to public participation. The Guide will serve as the foundation for City employees to implement a meaningful public engagement program that considers input from community members representative of the population's demographics so that City decisions ultimately improve San Diegans' quality of life.

Focused Discussion Group Overview

The City established a Focused Discussion Group (FDG) of community members to discuss their lived experiences and perspectives on community engagement to inform the Inclusive Public Engagement Guide. The FDG is comprised of 10 diverse members who met the selection criteria and are motivated by inclusive public engagement.

This group met six times from April through June 2023. Members were selected based on a combination of their community involvement interests and objectives for representation across San Diego communities and city demographics. Members received a \$40 stipend per meeting for time, transportation, and other costs related to participation in the group.

The City of San Diego's main objective for conducting community engagement with the Focused Discussion Group was to understand from community members what makes public engagement meaningful and accessible for them, so that the City strategy for inclusive public involvement is successful.

Focused Discussion Group Selection Process

On March 16, 2023, the City of San Diego published the application to join the FDG on [the project website](#) in English and Spanish. An email with attached flyers in English and Spanish inviting applicants for the Focused Discussion Group was sent to Council offices, local community-based organizations and leaders, business, advocacy and tribal groups, community planning groups and City boards, commissions and working groups, asking that they share the Focused Discussion Group application opportunity with their networks. The City also promoted the opportunity on social media and with people signed up for the City Planning newsletter. The application period was open for three weeks from March 16 to April 4, 2023. The City received 115 completed applications over the three-week application period.

Focused Discussion Group members were selected based on a set of criteria set by the City to help ensure a range of perspectives were reflected in this engagement process. Applications were tabulated in an anonymized format (without names and contact information) to show applicants' geography (community they live in), community involvement experience (including previous participation in the workshops and community meetings), age range, income range, and living arrangements. The anonymized tabulation was used to select members who created a roster reflecting a range of neighborhoods, community involvement experience, ages, income, and living arrangements.

The membership of the group was limited to 10 people to ensure focused conversations could take place around a variety of topics relevant to community engagement throughout the six meetings, with the opportunity to hear from all selected participants.

Focused Discussion Group Members

Below is the list of the selected participants and the neighborhoods they live in.

Name	Neighborhood
Candice Carr	Cortez
Rebecca Egipto	Rolando
Rachel Graham	Carmel Mountain Ranch
Andrea Hetheru	Valencia Park
Tanisha-Jean Martin	Skyline
Christine Millena	Paradise Hills
Ethan Ramirez	Chollas Creek
Danielle Knauff Raykowski	Normal Heights
Andrea Schlageter	Ocean Beach
Marry Young	Alta Vista

Project Team

- City of San Diego
 - City Planning Department
 - Department of Race and Equity
- Ascent Environmental (Consultant)
- Kearns & West (Consultant)
- Imagine Creative Services (Consultant)

Input from the Focused Discussion Group

The Focused Discussion Group provided valuable input that the City will incorporate to ensure public participation strategies meet the needs of San Diegans.

Major input themes from the Focused Discussion Group have been captured in meeting summary reports, which are provided below:

[Meeting 1: Welcome and Project Overview](#)

[Meeting 2: Participation Challenges and Meaningful Engagement](#)

[Meeting 3: Inclusive Engagement and Planning for Participation](#)

[Meeting 4: Engagement Techniques and Pilot Engagement Activities](#)

[Meeting 5: Reporting Back and Identifying Metrics of Success](#)

[Meeting 6: Engagement Feedback and Lessons Learned](#)