

Inclusive Public Engagement Guide

Parks and Recreation Board Meeting – October 16, 2025



Project Team

City Planning Department Public Engagement Section



Anisha Gianchandani
Program Manager

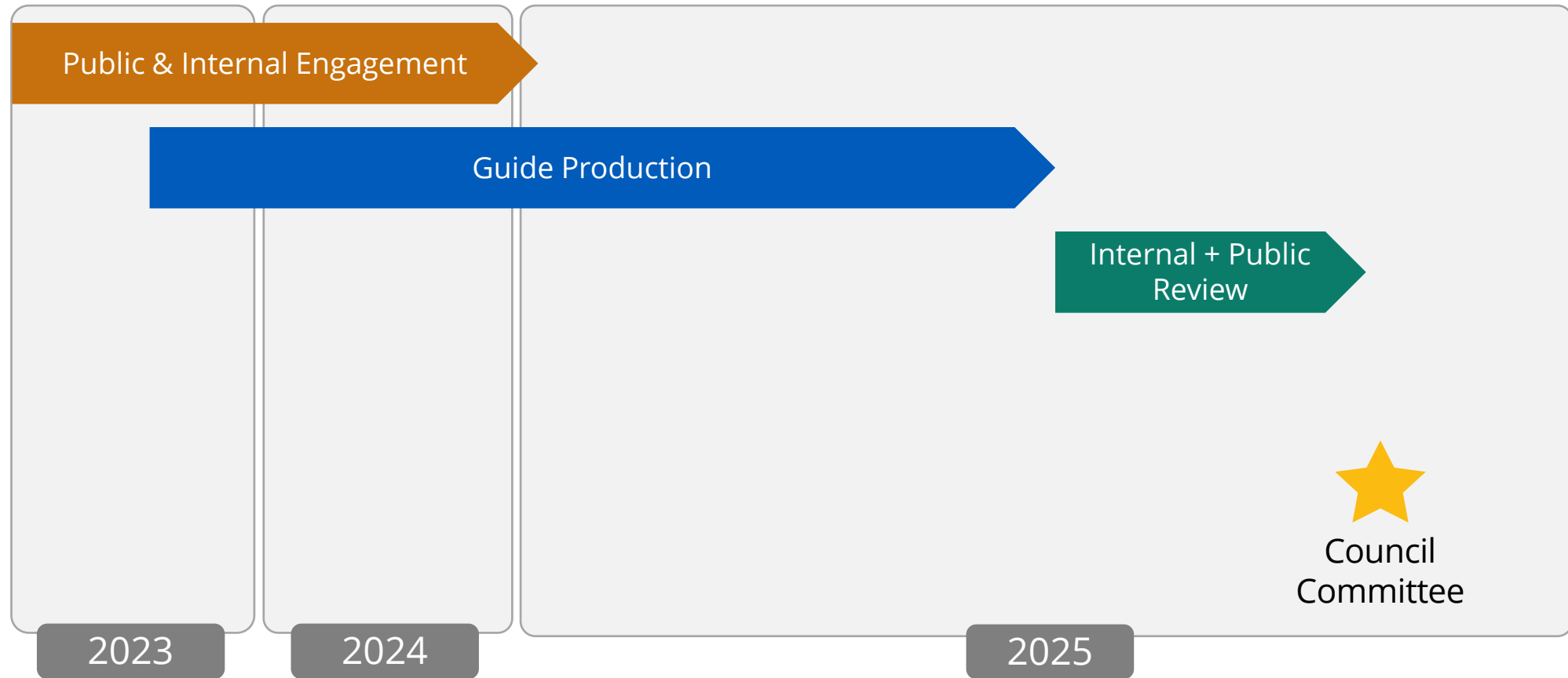


Kevin Borja
Senior Planner

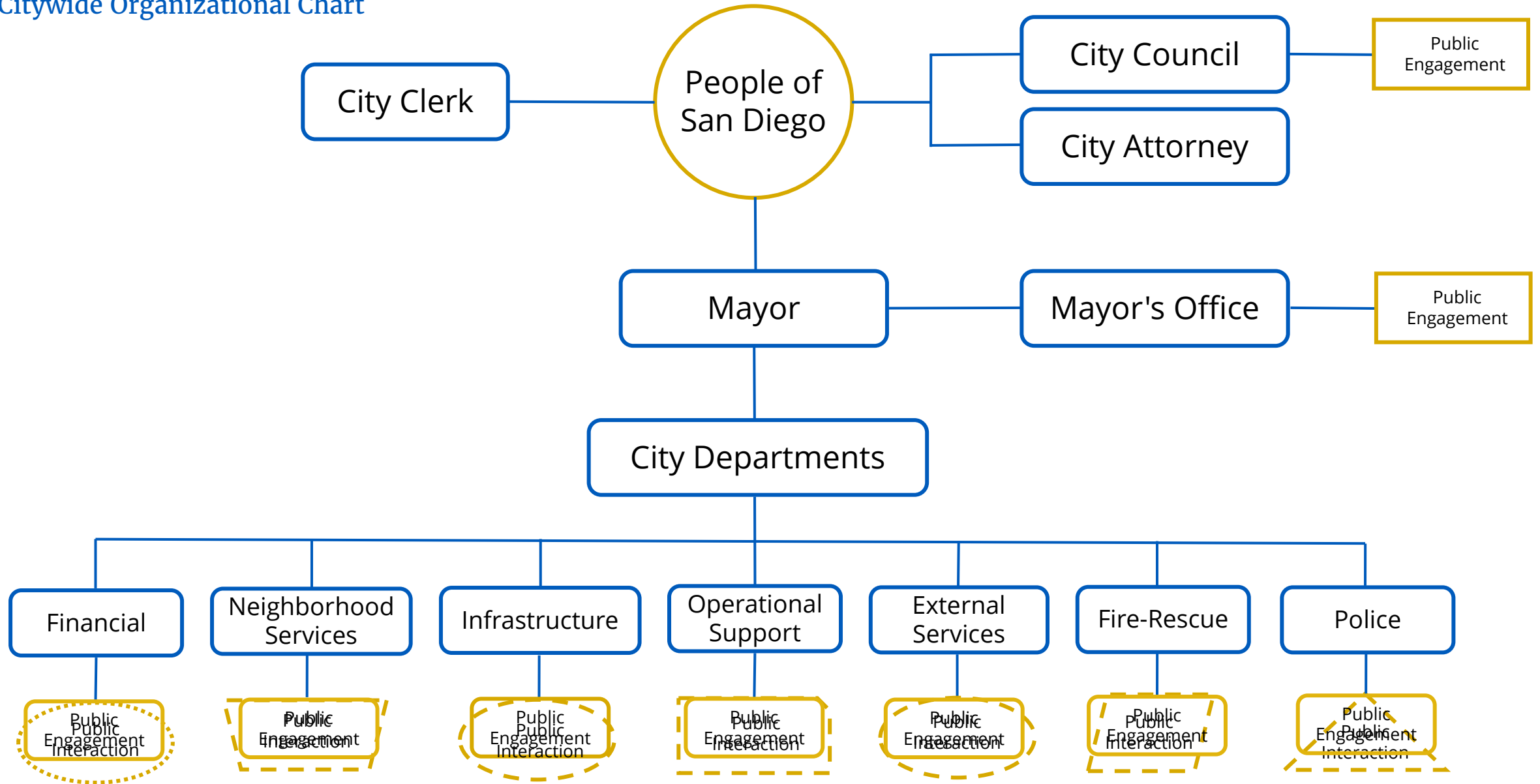


Vanessa Tang
Associate Planner

Timeline



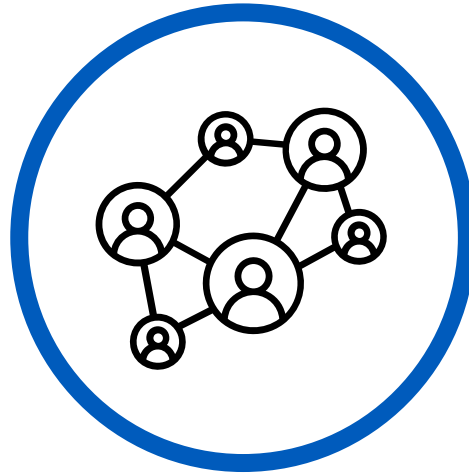
Citywide Organizational Chart



Purpose



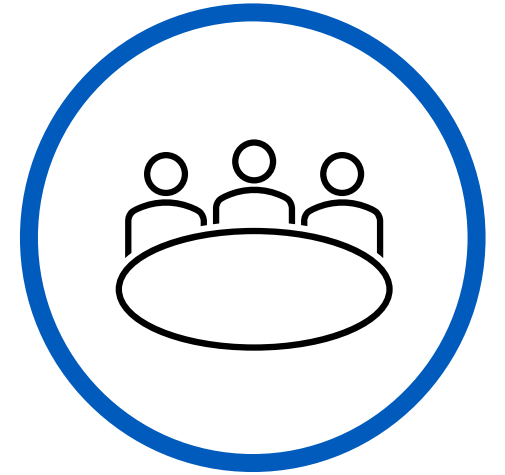
To increase
operational
efficiency



To make decisions
informed by
community needs
and desires



To build trust
between the City
and the public



To increase the
participation of
underrepresented
groups

Definitions

Public Participation

The processes through which people receive information from and provide input to decision-makers.
Public participation consists of both public outreach and public engagement.

Public Outreach



One-way efforts to inform the public about City projects

Public Engagement



The process of including stakeholders in actions that affect them, so that their input and perspectives are factored into decisions

Guide Overview



1. About the Guide
2. History and Background of Public Participation
3. Underrepresented Groups
4. Implementing Public Engagement
5. Inclusive Engagement Techniques and Approaches
6. Communicating with the Public
7. Get Involved in the City!

Engagement Principles



Building Community
Relationships



Clear Communication



Commitment to the
Engagement Process



Inclusion



Transparency

Public Engagement Steps



Engaging Diverse Groups



Working with Engagement Partners



Techniques & Approaches



35 techniques and approaches based on community feedback, including:

- Engagement Through Service
- Flyers
- Pop-up Events
- Public Meetings
- Social Media
- Surveys and Polls
- Tours and Field Trips
- Web-based/Hybrid Meetings
- Webpages

Communicating with the Public



- Clear, simple and inclusive language
 - Scannable writing
 - Universal phrases
- Translation and interpretation
- Document accessibility
- Public speaking
- Facilitation of engagement events

Get Involved with the City!



- What Does the City Work On?
- The Public's Role and Why it Matters
- Why the Public Should Participate
- **How to Get Involved**
 - Join a Planning Group
- Guidance for Participating at Public Hearings

INCLUSIVE ENGAGEMENT TECHNIQUES AND APPROACHES

[Provide feedback](#)

Tours and Field Trips

What is it?

Tours and field trips involve visiting a location to get a first-hand experience of a project site. Subject matter experts or guides typically lead tours and field trips to provide context and facilitate learning and input. These activities can increase awareness about a topic or explore sites and surrounding communities for future projects.

When to use it

Tours and field trips can be effective immediately following project kick-off to familiarize [stakeholders](#) with a particular location or site. They can also be used to gather input and understand perceptions and challenges about buildings and infrastructure. Tours and field trips can also show project progress or display a project with very similar characteristics to the one proposed.

How to do it

[Before](#) ▼[During](#) ▼[After](#) ▼

City staff and *The Skatepark Project* lead a tour of the Linda Vista Skateboard Park.

Inclusive Engagement Techniques and Approaches

- [Introduction](#)
- [Appreciative Inquiry](#)
- [Arts-based Engagement](#)
- [Briefings](#)
- [Charrettes](#)
- [Comment Forms](#)
- [Community Cafés](#)
- [Community Mapping](#)
- [Community Office Hours](#)
- [Email Notifications](#)
- [Engagement through Service](#)
- [Fact Sheets](#)
- [Flyers](#)
- [Focus Groups](#)
- [Game-based Approaches](#)
- [Hotlines](#)
- [Information Kiosks](#)
- [Interviews](#)
- [Meeting in a Box](#)

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How useful do you find the content of this page?

Please describe any changes or suggestions you have for this page. *

Next Steps

The Guide is now available for public review at:
sandiego.gov/engagement

E-mail us with any questions or comments
about the project at
engagement@sandiego.gov



Thank You!