



Cook + Schmid



City of San Diego Inclusive Public Engagement Workshop Support

Task 3.3 Workshops Summary

Prepared By:
Cook + Schmid

Community-Based Organizations

- Black American Policy Association of California Foundation, San Diego (BAPACSD)
- Casa Familiar
- Mid-City Community Advocacy Network (Mid-City CAN)



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Executive Summary

The City of San Diego's (City) Inclusive Public Engagement Civic Workshops delivered in partnership with Cook + Schmid (C+S) and participating community-based organizations (CBOs), were undertaken with the goal of expanding access to civic education and opportunities for community members to engage in City decision-making. Following a competitive application and evaluation process that included 13 CBO applicants, Casa Familiar, Mid-City Community Advocacy Network (Mid-City CAN), and the Black American Policy Association of California Foundation, San Diego (BAPACSD) were selected to lead six total workshops (two per CBO), hosted a total of 228 participants.

The workshops equipped community members with practical information and tools to better understand how the City operates, learn about key City priorities, and participate meaningfully in decisions that shape their communities. Key takeaways included the value of partnering with trusted CBOs, providing direct access to City staff and practical civic education, and reducing barriers to participation through plain-language and multilingual materials, varied meeting times, virtual participation options, and additional opportunities to learn and practice how to engage in City processes. Participants and CBOs also expressed interest in continued civic education and engagement opportunities.

Summary of Outcomes

These workshops were funded by a Regional Early Action Planning grant through SANDAG's Housing Acceleration Program.

The chart below highlights each organization and the geographic and demographic communities they serve.

CBO	Geographic Areas Served	Demographic Areas Served
BAPACSD	San Diego County	Black San Diegans, communities of color, families, youth, older adults, refugee populations, former incarcerated individuals and faith leaders
Casa Familiar	San Ysidro, Otay Mesa, Palm City, Nestor, Egger Highlands, Barrio Logan, Logan Heights, and Shelltown	Youth, older adults, immigrant and refugee populations low-income families, Spanish-speaking community members, mixed-status households, historically underserved border-region communities with limited access to traditional civic engagement opportunities
Mid-City CAN	City Heights, Barrio Logan, Southeast San Diego and Sherman Heights	Immigrant/Refugee community, youth and older adults

CBO Outreach and Workshop Promotion

Following selection, C+S worked with each CBO to develop a tailored outreach plan guided by the City's Inclusive Public Engagement Guide. Each plan identified audiences, outreach methods, language and accessibility considerations, and strategies to reduce barriers to participation. The City published social media posts on Facebook, Instagram, and LinkedIn to promote the workshops. CBOs then leveraged their established community relationships and trusted networks to promote the workshops through email, social media, flyers, phone calls and text messages, partner organizations, community events, client-service locations and direct outreach by community leaders.

Together, these efforts reached thousands of community members across diverse communities. Mid-City CAN documented email outreach to more than 6,000 people per workshop, while BAPACSD engaged 60 prospective partner organizations, and Casa Familiar reached approximately 250 community members through outreach for its first workshop alone, supplemented by additional outreach for its second workshop. The chart below summarizes the outreach strategies used by each CBO and their overall approximate outreach reach.

Organization	Outreach Tactics Used	Total Reach
BAPACSD	• Partner/community organization outreach • Social media • Email • Text messages • In-person outreach at community events • Printed postcards/flyers	1,000+ community members
Casa Familiar	• Social media • Flyers • Direct community outreach • Promotion through existing community events and programs	345+ community members
Mid-City CAN	• Email • Social media • Phone calls/phone banking • Text messages • Direct outreach to existing community members	6,000+ community members
City of San Diego	• Social media posts on LinkedIn, Instagram, and Facebook	8,000+ community members
TOTAL		15,345+ community members

Civic Engagement Workshops

Following at least two weeks of advance outreach and promotion for each workshop, each CBO conducted two workshops tailored to the interests and needs of the communities they serve. Across a combined total of six workshops held from July 30 through August 20, 2026, participants learned about City government structure, key City priorities, public hearings and comments, City departments, boards and commissions, community planning groups, and other pathways for participation in City decision-making.

Workshops were delivered in English, Spanish, or bilingually and incorporated accessible, community-centered approaches, including plain language and printed materials, Spanish-language facilitation and interpretation, small-group activities, childcare, food, trusted messengers, and culturally relevant venues and speakers. The summary below provides each workshop's topic, date, location, language, RSVPs, and attendance.

Results

Black American Policy Association of California Foundation, San Diego (BAPACSD)

1. Workshop I: Civic Engagement Workshop I

Saturday, August 1, 2026 | 10:00 a.m. to 2:00 p.m.
Bayview MLK Community Center, 6134 Pastor Timothy J. Winters Street

Language: English
RSVPs: 54
Participants: 73

2. Workshop II: Civic Engagement Workshop II

Saturday, August 8, 2026 | 10:00 a.m. to 2:00 p.m.
San Diego City College, Mathematics & Social Sciences Building, 1313 Park Boulevard

Language: English
RSVPs: 71
Participants: 56

Casa Familiar

1. Workshop I: Civic Engagement Starts Here: Understanding San Diego Government

Thursday, July 30, 2026 | 10:00 to 11:00 a.m.
San Ysidro Civic Center, 212 W. Park Avenue, San Ysidro, CA 92173

Language: English and Spanish
Participants: 16

2. Workshop II: Affordable Housing Starts Here: Understanding Housing in San Diego and How You Can Get Involved

Tuesday, August 18, 2026 | 10:00 to 11:00 a.m.
El Salon, 114 W Hall Ave, San Ysidro, CA 92173

Language: Spanish
Participants: 22



Mid-City Community Advocacy Network (Mid-City CAN)

1. Workshop I: Basics of City Government

Monday, August 3, 2026 | 5:00 to 7:00 p.m.
Price Philanthropies, 4305 University Avenue, Suite 600
Language: English, with simultaneous Spanish interpretation provided via headsets
RSVPs: 146
Participants: 38

2. Workshop II: How to Participate in City Decision-Making

Thursday, August 20, 2026 | 5:00 to 7:00 p.m.
Price Philanthropies, 4305 University Avenue, Suite 600
Language: English, with simultaneous Spanish interpretation provided via headsets
RSVPs: 93
Participants: 23

	BAPACSD	Casa Familiar	Mid-City CAN
Total RSVPs	125	0	239
Total Attendance	129	38	61

Community Feedback

Across the workshops, participants valued clear, practical information about how City government works and how community members can participate in decision-making. Feedback highlighted the value of direct access to City staff and subject-matter experts, interactive activities, opportunities to practice public participation, and materials presented in accessible formats. Participants also identified barriers to participation, including complex and lengthy City materials, unfamiliar terminology and civic processes, limited awareness of City decisions and notification systems, and the intimidating nature of providing public comment.

Participants identified opportunities to make future engagement more accessible and effective, including printed and multilingual materials, plain-language summaries, interpretation services, varied meeting times, parking support, virtual participation options, and additional education and training on public comment, boards, commissions, and other civic processes. Several participants and community organizations expressed interest in continued workshops and expanded civic engagement training, indicating demand for ongoing opportunities beyond the initial workshop series.

BAPACSD and Mid-City CAN distributed an optional pre- and post-workshop survey to gauge participants' understanding of civic participation before and after the workshop, although response rates were limited. BAPACSD received 66 pre-workshop surveys and 23 post-workshop surveys total, and Mid-City CAN received 13 pre-workshop surveys and 11 post-workshop surveys total. BAPACSD's results indicated increased understanding and readiness to participate, with 78 percent of post-workshop respondents reporting they understood City government "well" or "very well," 91 percent indicating they would attend a public hearing, and 87 percent feeling prepared to write a public comment. Casa Familiar did not collect comparable data due to unforeseen circumstances, and its second workshop was not compatible with the standardized surveys. Given the limited response rates, results should be viewed as indicators of participant experience rather than representative of all attendees.

Lessons Learned

The workshop series demonstrated foremost the value of partnering with trusted CBOs to provide civic education in accessible, culturally relevant settings. It also identified several opportunities to strengthen future efforts:

Planning and Workshop Development

Future efforts would benefit from a longer planning and outreach period. The compressed grant timeline, combined with the necessary City review and approval of materials, limited the time available for CBOs to conduct outreach, coordinate partners and speakers, customize materials, and avoid conflicts with other community events. Providing additional lead time while maintaining flexibility for CBOs to tailor activities, materials, and programming would support stronger implementation. Future workshops should also continue emphasizing practical, plain-language information and hands-on opportunities to learn how to participate in City processes.

Access and Participation

Language access, interpretation, childcare, food, printed materials, and familiar community venues helped reduce barriers to participation. Future efforts could build on these approaches through multilingual and plain-language resources, evening or hybrid workshops, livestreamed or recorded options, and additional parking or transportation support. Expanding outreach to youth and emerging leaders was also identified as an opportunity.

Continued City-CBO Partnership

CBOs and participants valued having City representatives present directly in their communities, particularly the Office of the City Clerk, which generated significant questions and discussion about how community members can participate in City decision-making. The CBOs expressed a strong desire to continue partnering with the City to promote civic engagement, and participants expressed interest in additional workshops and ongoing civic education. Building on these relationships through continued programming could help sustain participation and strengthen connections between the City and the communities served.

The City welcomes additional opportunities to partner with CBOs as future engagement opportunities become available. These partnerships can also extend the reach of City engagement by leveraging CBOs' existing relationships with other trusted community organizations and networks, as demonstrated by the broad network of local partners involved in promoting BAPACSD's workshops.



Inclusive Public Engagement Civic Workshops
Task 3.3 Workshops Summary

BAPACSD

Inclusive Public Engagement Civic Workshops

The **The Black American Policy Association of California Foundation, San Diego** is a nonpartisan, fiscally sponsored project of Mission Edge San Diego, a 501(c)(3) nonprofit organization.

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- This report was prepared by Cheryl Alethia Phelps
- Date submitted: August 20, 2026

1. OVERVIEW OF INITIATIVE AND WORKSHOPS

“The purpose of this initiative is to execute informational workshops designed to educate community members on City operations, communicate the City’s Strategic Plan goals, and clarify mechanisms for public participation in City decision-making processes.” Source: *Request for Applications issued by The City of San Diego, in partnership with Cook + Schmid.*

- Title: **Civic Engagement Workshop I**
- Date: August 1, 2026 | Time: 10am - 2pm
- Location: Bayview MLK Community Center | 6134 Pastor Timothy J Winters St | San Diego | 92114
- Format: In-person
- Language(s) used: English
- Intended audience/community: Black San Diegans and other historically under-represented community members.
- Number of attendees: 73 onsite sign-ins | 54 online RSVPs
- Title: **Civic Engagement Workshop II**
- Date: August 8, 2026 | Time: 10am - 2pm
- Location: San Diego City College Mathematics & Social Sciences Bldg | 16 & C Streets | San Diego | 92101
- Format: In-person
- Language(s) used: English
- Intended audience/community: Black San Diegans and youth/young adults/emerging advocates.
- Number of attendees: 56 onsite sign-ins | 71 online RSVPs

Program Design

Using the City’s presentation slides as a foundation and the Engagement Guide for relevant details, BAPACSD developed a slideshow and speaking notes covering the City’s structure, operations, strategic plan, and opportunities for public participation in City government decision-making. To ensure that the workshop experience was culturally relevant and community-centered, we designed what was essentially a 90-minute “program within a program” to complement and build upon the City’s content. We also incorporated an icebreaker that invited people to dance, using the activity as a metaphor for inclusive civic engagement.

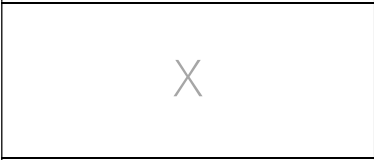
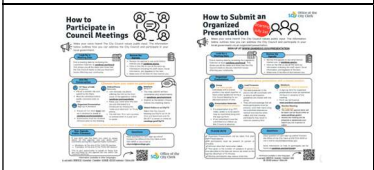
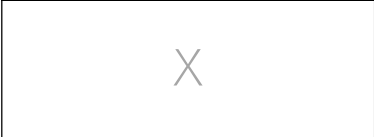
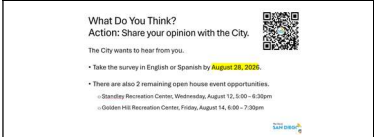
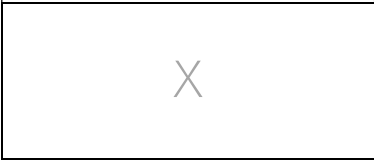
OVERVIEW OF INITIATIVE AND WORKSHOPS (cont.)

Timed Order of Program for Workshops I and II

10am - 10:10am	Icebreaker	ERRVERYBODI Line Dance	BAPACSD programming
10:10am- 10:20am	Opening Remarks	- Welcome and Introductions - Overview of program and goals	
10:20am - 10:30am	Why Inclusive Civic Engagement Matters	Inclusive Public Engagement Guide	
10:30am - 10:40am	What is the City?	- What is the City as an organization? - Other jurisdictions	
10:40am - 10:55am	What does the City Do?	- Types of City initiatives - Plans - Policies - Programs - Regulations - Capital Projects	City template
10:55am - 11:25am	What is the City's Strategic Plan?	- Create Homes for All of Us - Protect & Enrich Every Neighborhood - Advance Mobility & Infrastructure - Champion Sustainability - Foster Regional Prosperity	
11:30am - 1pm	Lunch Program	- BAPACSD Interim Survey Results - Chat & Chew - Messaging Breakout	
1pm - 1:45pm	Participating in City Decision-Making	- Ways to participate in City decision-making - Attend a public hearing and provide public comment - Reach out to City staff directly - Join a planning group or serve on a board or commission - Ways to participate in regional decision-making	City Template
1:45pm - 2pm	Key Takeaways	- Greater understanding of how the City of San Diego operates, including its structure, responsibilities, Strategic Plan, and relationship with other public agencies - Clear pathways for engaging with City government, including public hearings, boards and commissions, direct outreach to staff, and community engagement events - Greater appreciation of the role of community-based organizations in supporting civic participation and community advocacy - City's Inclusive Public Engagement Guide - BAPACSD Survey	

OVERVIEW OF INITIATIVE AND WORKSHOPS (cont.)

Following Workshop I, BAPACSD added six slides to the Workshop II presentation and updated 3 others:

Workshop I	Workshop II	What Changed?
		We updated the date from August 1 to August 8.
		We updated "Our Program" to include an action item requested by the City.
		We added a slide with a QR code and bit.ly linking to the pre-Workshop survey, digitizing our data collection process.
		We updated the 3 panelists featured during the lunchtime Chat & Chew.
		We added a slide depicting the front/back of the City Clerk's handout.
		Shortly before Workshop II, the City requested we add (and present on) three new slides re its Affordable Home Development Master Plan.
		A noteworthy element was the City's request that Workshop participants share their opinion via QR code. This allowed BAPACSD to invite our audience to take action in real time.
		
		We added a slide with a QR code and bit.ly linking to the post-Workshop survey, digitizing our data collection process.

2. OUTREACH AND PROMOTION

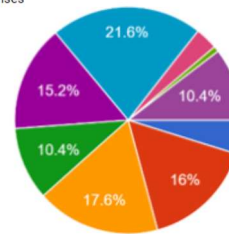
BAPACSD developed a 4-week outreach plan (July 12 - August 8) to build community awareness, create anticipation, reinforce why civic participation matters, and convert that interest into attendance. Outreach methods included in-person promotion, partner engagement, a 28-day social media calendar, and email and text messaging. Our collateral materials included shareable graphics with partner logos, suggested social media posts, and a half-page Save-The-Date postcard. All messaging and collateral were in English.

Outreach Mix

	Desired	Actual
Community partners	40%	21.6%
Social media	25%	16.0%
Direct outreach (texts, emails)	15%	22.4%
Offline outreach (event, flyer)	10%	20.8%
Family/Friend	--	15.2%
Other (City, earned media, school, workplace, faith-based)	5%	4.0%

Online Registration 125 responses

How did you hear about this workshop?
125 responses



- Email
- Social Media
- Text
- Flyer
- Family/Friend
- Organization /Community Partner
- Word of Mouth
- Church/Faith-Based Organization
- School/College/University
- Employer/Workplace
- Community Event

Convening Partners

A cornerstone of BAPACSD's approach was to leverage our extensive network of trusted partners—organizations and individuals who maintain deep, longstanding relationships with and within San Diego's diverse Black communities. On June 11, we were notified that BAPACSD was one of three CBOs selected to convene the workshops and immediately began to identify prospective organizational partners with whom to collaborate. We composed an invitation email, including it in the outreach plan we submitted to the City on July 3. After receiving the City's approval of our plan, BAPACSD Chair Ellen Nash emailed 60 prospective partners requesting they "join with us to convene and promote two civic engagement trainings..."

- In addition to the City of San Diego, 24 organizations (40% of the total) provided BAPACSD with their logo to add to our promotional e-flyers.
- In addition to the City, eleven organizations/influencers posted about the workshops on social media:
 - Asian Pacific Islander (API) Initiative
 - Black San Diego
 - Black Women's Collective
 - Black Women Organized for Political Action
 - Community Advocates for Just and Moral Governance (MoGo)
 - Gospel On Demand (GOD1Radio.com)
 - North County Equity & Justice Coalition
 - Urban League of San Diego County
 - Win With Black Women
 - Dr. Tina King, president of San Diego College of Continuing Education
 - Dr. Ricky Shabazz, president of San Diego City College

Social Media

BAPACSD crafted a 4-week social media calendar/toolkit that utilized our channels and also served to facilitate the outreach efforts of our convening partners. As required by the City, we delayed launch of our social media campaign until July 13. The campaign concluded on August 8 with a post just before the start of Workshop II.

OUTREACH AND PROMOTION (cont.)



- BAPACSD designed/produced 1000 half-page postcards with a Save-The-Date message promoting Workshop I (Aug 1) on one side and Workshop II (Aug 8) on other side. Each postcard included a QR code pointing to the Workshops' online registration page.



- BAPACSD volunteers did in-person promotion at the Encanto Block Party, a July 12 community festival organized by the San Diego Black Arts & Culture District. BAPACSD staffed a table at the event, distributed postcards, and actively engaged with community members to encourage their participation in the workshops.



- Every vendor asked readily agreed to allow BAPACSD to post its Save-The-Date postcard (both sides) at their tables.



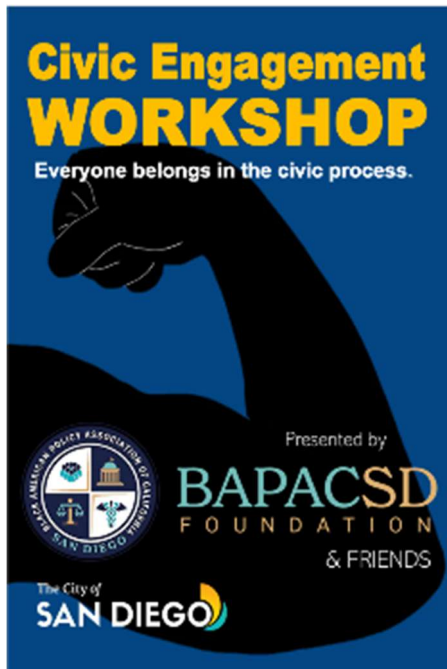
3. FEEDBACK AND LESSONS LEARNED

Use of Inclusive Public Engagement Guide in Planning BAPACSD Outreach

BAPACSD has a well-established, highly collaborative outreach approach. Because of this, the City's Inclusive Public Engagement Guide provided few insights for our outreach planning. The Guide was, however, a valuable resource for presentation content, helping BAPACSD to ensure that we communicated the City's information accurately and in alignment with the City's expectations for the Workshops. Further, we were able to point to the Guide as an indicator of the City's commitment to best practices in inclusive civic engagement.

Adapting the Workshops for BAPACSD audiences

Wherever possible, BAPACSD adapted the program to ensure our audiences' Workshop experience was culturally relevant and community-centered. We selected locations because of their familiarity to Black San Diegans, their accessibility, aesthetic, quality of facilities, and civically-engaged Black leadership. We prioritized community-aligned vendors, selecting a Black project manager, a Black-owned restaurant for our lunch catering, and a union print shop for producing some collateral materials. We were mindful to invest in valued relationships—which worked to BAPACSD's advantage when we experienced a funding delay.



We designed the Workshops' visual identity to resonate with people of color and others who support inclusive civic engagement. The primary graphic featured a black silhouette of a muscular, flexed arm in a Rosie the Riveter-inspired pose, symbolizing the power of purposeful civic engagement. Our subtitle - *Everyone belongs in the civic process.* - reinforced the initiative's emphasis on inclusion and was an important element of BAPACSD's overall program narrative.

To kick off the Workshops, we enlisted ERRRVERYBODI Line Dance, a group of senior women, to lead an icebreaker exercise. They brought context and an infectious energy, encouraging people to engage with one another prior the start of our formal program.

For our 90-minute lunch break, we created a "program within a program" that allowed BAPACSD to meet City guidelines for presenting the City's information and also maintain our independent voice and advance our longer range priorities. Our Lunch program had three parts: a presentation of the interim findings of a BAPACSD survey launched this past Spring; an interactive breakout session that introduced participants to a useful messaging strategy and challenged them to reach consensus on shared values; and an inspiring conversation (Chat & Chew) among local civic leaders of varied backgrounds.

Workshop I's Chat & Chew featured three especially resolute advocates—all grandmothers and all women of color: Elida Chavez, president of the Friends of the Oak Park Library; JoAnn Fields, public relations director for the Asian Pacific Islander Initiative; and BAPACSD Foundation Chair, Ellen Nash. Our Workshop II Chat & Chew featured three Black San Diegans in unique leadership and allyship roles: D'Andre Brooks, chair of the Commission on Gang Prevention & Intervention and president/CEO of Freedom2Succeed, who became an advocate for change after 10 years of incarceration; Tiffany Harrison, deputy chief of staff for City Councilmember Foster (D4), who began her career as a youth advocate; and Ricky Shabazz, EdD, president of San Diego City College, who champions SDCC as a beacon for civic engagement advocates and allies. Collectively, their stories exemplified the breadth of civic leadership within communities of color and the

FEEDBACK AND LESSONS LEARNED (cont.)

consequential role San Diegans can play as advocates for their needs and values. They showed how personal experience, professional roles, and a commitment to community can shape powerful, effective advocates.

Altogether, BAPACSD's adaptations—from the venues and vendors to the visual identity, outreach activities, interactive elements and speakers—helped make the BAPACSD Civic Engagement Workshops accessible, welcoming, culturally responsive, and reflective of the communities we sought to engage.

What Went Well

The participation of Deputy Chief of Staff Nick Serrano and City Clerk Diana Fuentes as presenters of key City information contributed significantly to the positive reception of the Workshops. Bringing subject-matter experts directly into conversations with our audiences is a critical component of BAPACSD's organizational brand. Both presenters spoke knowledgeably about the City's priorities, protocols and opportunities for community input, helping Workshop participants better understand how they can contribute to civic decision-making. Both referenced their ethnic/cultural heritage and introduced themselves as trailblazers in their roles. All of this resonated with our audiences in a positive way.

Between the first and second convenings, the City appeared to develop an appreciation for how the Workshops could be leveraged to advance inclusive City decision-making in real time. One telling example was the City's request that we add slides on the Affordable Home Development Master Plan, including information on how community members can weigh in. Another was when a Workshop I participant later raised a question about a change in City policy regarding public testimony that prompted the Office of the City Clerk to provide additional content—and ultimately led to the City Clerk herself presenting during Workshop II.

BAPACSD's Lunch Program was a strong complement to the City's prescribed agenda. The Chat & Chew segment elevated the voices of six civic leaders whose inspirational stories demonstrated many pathways into civic engagement. The interactive Messaging Breakout introduced participants to a strategic messaging format and challenged them to speak succinctly, on topic, and across intersectional concerns.

Given BAPACSD's established outreach approach, the Workshops attracted organizational leaders who wanted to understand the purpose, content, and potential outcomes firsthand before sharing the opportunity with their own networks. Some participants introduced themselves as a representative of or conduit to other communities. This interest and exposure will help build credibility for the initiative and create opportunities for broader community dissemination should the City continue this important work.

Overall, feedback was very positive. Several Workshop participants expressed interest in ongoing trainings and bringing similar civic engagement opportunities to broader audiences. Since the Workshops, BAPACSD has been informally contacted by organizations seeking to receive the same training. This strongly suggests that our convenings addressed a meaningful need and generated interest beyond the initial participants.

Thanks for inviting me. It was very informative. I will be attending some of the city hall meetings. This will actually be helpful for my people within the community. Most of the Sudanese are citizens but have no idea about local government and civic duties. I am grateful that I had the opportunity to attend this event.

~ Winnie Abe

FEEDBACK AND LESSONS LEARNED (cont.)

What Can Be Improved

BAPACSD would welcome the opportunity to implement the initiative again, with the expectation that a second iteration reach a broader audience and bring even more voices into the civic process. The outreach experience made clear, however, that we need to raise the stakes for our convening partners—giving CBOs greater incentive to participate, activate their networks, and bring new audiences into the conversation.

Of the 60 prospective partners BAPACSD contacted, 24 CBOs (40%) agreed to participate. However, only eleven of those 24 (46%; 18% of all prospective partners) ultimately shared or promoted the Workshop messaging. This gap between partner commitment and activation points to an opportunity to strengthen the value proposition for convening partners and provide greater support for their outreach efforts.

Low partner activation contributed to lower-than-projected attendance: we fell short of our goal of 100 attendees per convening. Participant feedback reinforces this finding. Fewer people than expected reported learning about the Workshops through a CBO. Social media also generated less awareness than anticipated. Together, these findings suggest that future iterations should focus not only on recruiting convening partners, but on equipping and motivating them to actively promote the Workshops and mobilize their networks.

BAPACSD was required to implement the initiative within a short, highly accelerated timeframe. The compressed schedule presented significant challenges for outreach, as well as for cultivating, coordinating and supporting convening partners. These challenges were particularly pronounced in July and August, when competing summer schedules and reduced availability made it more difficult to mobilize prospective partners, volunteers and participants on short notice.

Future workshops can benefit from giving CBOs more lead time to conduct meaningful outreach and partner engagement, promote the Workshops, and develop programming that complements the City's content. Building adequate time into the schedule for City review and approval will enable CBOs to plan more strategically and implement their outreach and programming with greater confidence and effectiveness.

Greater involvement from senior City staff could further strengthen the Workshops. Rather than relying on CBOs to identify and recruit City presenters, senior staff with relevant subject-matter expertise can proactively offer to develop and present information. Providing more substantive content—including ready-to-use copy, relevant photographs, graphics, and other presentation materials—will help CBOs build out the bare-bones presentation template while retaining the flexibility to customize it for their audiences.

While BAPACSD's programming contributed significantly to the overall strength of the Workshops, the resulting 4-hour program was about an hour too long. We would retain the Messaging Breakout and Chat & Chew in lunch program, as both added clear value and resonance for participants, and omit a third segment to recover approximately 30 minutes. The City's portion can also be streamlined. Incorporating City subject-matter experts into the program can help make that content more focused, substantive and efficient.

The initiative can also do more to engage youth, students and young adults. This was a challenge BAPACSD experienced in promoting Workshop II and it continues to be a priority. Incentives such as community-service credit, stipends, and employment or internship opportunities can make participation more accessible and meaningful for younger community members and help to cultivate the next generation of community advocates.

Finally, operational improvements are also important. Greater transparency regarding funding and more timely release of funds will help CBOs plan, staff, promote and deliver workshops more effectively.

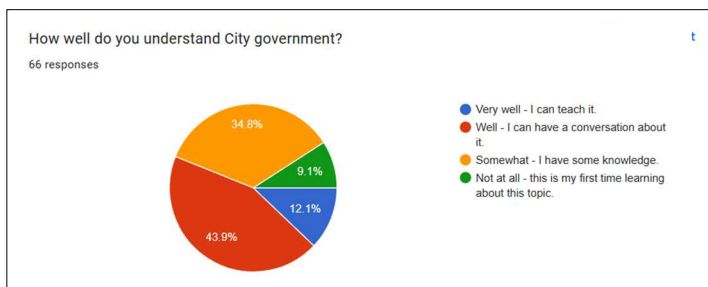
FEEDBACK AND LESSONS LEARNED (cont.)

Pre/Post-Workshop Surveys

BAPACSD used the survey questions provided to assess participants' general knowledge before and after the Workshops and to gain insight into changes in understanding and engagement. The surveys and our process were less than ideal. Some questions did not yield the quality of information needed for meaningful analysis. We were inconsistent in how we administered the surveys—in person, during registration, and through QR codes projected onscreen. Participants who left Workshop II before the program concluded did not have an opportunity to access the post-Workshop survey via the projected QR code. In addition, the response to follow-up emails requesting completion of the survey was limited, resulting in a substantially lower post-Workshop response rate compared with the pre-Workshop survey.

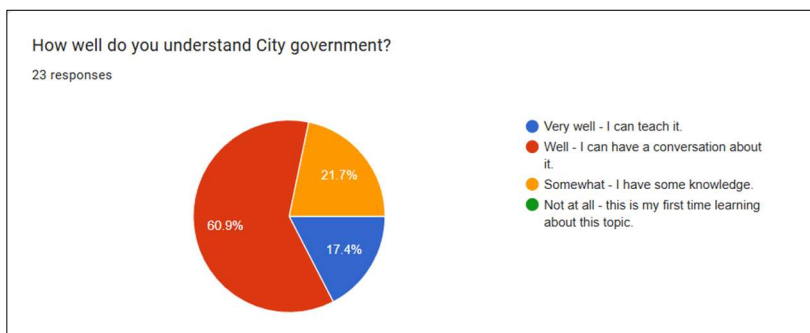
Our findings therefore provide a useful window into participant outcomes and perceptions, but the limitations of the survey design, administration and response rates mean they cannot be considered a definitive assessment of the Workshops' impact.

Pre-Workshop - 66 responses



- 56% of the people who took the pre-Workshop survey indicated they understood City government “well” or “very well.”
- About 35% said “somewhat;” and 9% said “not at all.”

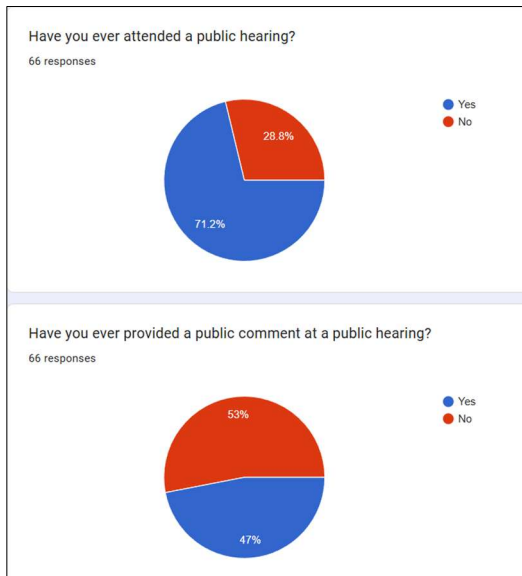
Post-Workshop - 23 responses



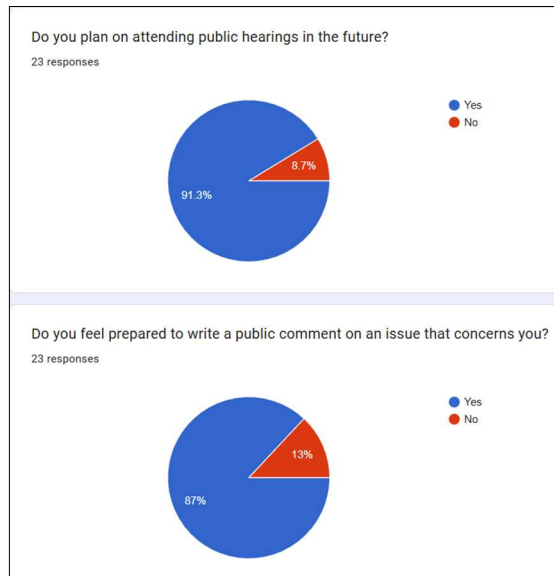
- Following the Workshop, 22% of survey respondents indicated they understood the City government “somewhat.”
- 78% indicated they understood City government “well” or “very well.”

FEEDBACK AND LESSONS LEARNED (cont.)

Pre-Workshop Survey 66 responses



Post-Workshop Survey 23 responses



- Prior to the Workshop, 29% of survey respondents indicated they had never attended a public hearing; and 53% never gave public comment.
- Following the Workshop, 91% indicated they would attend public hearings in the future; 87% indicated they felt prepared to write a public comment.

FEEDBACK AND LESSONS LEARNED (cont.)

What More?

Build To Scale. It's critically important that this not be a one-off.

Bringing this SANDAG/City-led initiative to scale in practical terms will require moving beyond individual workshops towards coordinated, long-term programming. A "train-the-trainer" model can equip CBOs to conduct civic engagement workshops within their own networks. Expanding opportunities for CBOs to partner with the City of San Diego as ongoing champions of civic engagement can create a more sustainable infrastructure for resident participation too, reaching broader audiences over time.

~ CAP

Additional Feedback

First, thank you for reaching out to me to let me know of the 2-part Civic Engagement event hosted by BAPACSD. I attended the 1st event at Bayview, but was OOT the following week and missed the 2nd event. What went well:

- 1) The combination of speakers presenting, and panels discussing topics.
- 2) The wonderfully spacious venue. Easy to come and go without distracting those present.
- 3) Including a Deputy Chief of Staff from the Mayor's office. His presence and advice was good to hear.

What I would like to see in the future:

- 1) Walkthrough of some of the websites of the many Commissions in San Diego.
- 2) Older participants paired with younger participants, so they can discuss topics 1-on-1 together.
- 3) Hands-on Demo of 3 examples of how to use ChatGPT, or Microsoft Copilot, or Google Gemini.

~ Michael Alston

I thought it was great...something that high school students need.

~ Kimberly King

I hope you had a great week and that [Workshop II] went well. I had a friend that attended and she enjoyed it.

I unfortunately was not able to get my thoughts to you like I wanted to in time for the [second] workshop. I am not even sure if there will be more workshops to come. Which is unfortunate because I think this is VERY important information! A whole series of workshops can come out of this and people would learn so much.

I included a worksheet on the types of city governing bodies and the role of the Mayor vs City Council. Many people do not understand this delineation.

[Another item] I think useful that was covered but may be a place to lean in more are ways to get involved in your neighborhood. In addition to planning groups, recreation groups and neighborhood councils are all hyper local avenues to be engaged.

~ Jackie Kennedy

FEEDBACK AND LESSONS LEARNED (cont.)

I attended Workshop #1

1. Cheryl and Ellen did a good job moderating
2. Venue was great
3. Suggest better time management of speakers, some people like to talk
4. Lunches were good
5. Booklet for taking notes was nice, not sure if they were used
6. Good information

Future interests:

1. Further explanation of what Boards/Commissions are responsible for
2. Provide understanding of how local government makes decisions (Councilmembers, community members, business owners, community organizations, etc)
3. Explain "Who has the Power"
4. How to address Council - 1 and 3 minute public comments/written comments (I believe workshop may have touched upon these)
5. Understanding how the budget affects the communities
6. Maybe share examples of civic engagement (there are plenty of current opportunities for civic engagement going on right now)

~ Sam Merrill

BAPACSD Vice Chair

I loved the opportunity to learn about the city government structure, function, and strategic goals. The presentations were clear and simple and well-presented. It was also nice to network the city of leadership and community stakeholders. I hope to see more people get engaged in the civic process by attending public hearings, making public comments, and getting on boards and commissions! I certainly plan to do so!

~ Najah Hopkins

I had the privilege of attending the first Civic Engagement Workshop at my home church, Bayview, as well as Workshop II at my alma mater, San Diego City College, where I served as a panelist during the lunch discussion.

What stood out to me was the overall structure and thoughtfulness of the workshop. I appreciated the intentionality behind the questions presented to each panelist, the variety of locations, from a church to a community college, and the range of discussion topics offered at each table during the workshops. These elements created an engaging environment and allowed participants to connect civic engagement to their own experiences and communities.

I also appreciated the information shared by the City of San Diego regarding its strategic plan, as well as the guidance provided by the City Clerk on new ways community members can participate and share their voices during City Council meetings. This gives fundamental insight into creating and starting new initiatives.

Looking toward future workshops, I would encourage developing strategic partnerships with organizations that can help bring more youth and emerging leaders into the series. I would also love to see at least one youth-led and youth-moderated panel discussion incorporated into the series. I would be more than happy to support those efforts and help identify and engage young leaders who could participate.

Other than that, I think what you are doing is phenomenal. Thank you for creating meaningful opportunities for community members to learn, engage, and become more active in the civic process.

Keep up the great work!

~ D'Andre Brooks

FEEDBACK AND LESSONS LEARNED (cont.)

What Went Well

The workshop was very informative, and I believe it would be valuable to continue offering it quarterly. Regular sessions would provide an opportunity to keep the community informed, hear directly from community members, and encourage ongoing civic engagement.

- The dance at the beginning was a great introduction and icebreaker. It created a welcoming and energetic atmosphere.
- The discussion of ongoing challenges in the city was valuable and gave participants opportunities to think, ask questions, and learn more about issues affecting the community.
- The lunch was phenomenal!!

Ideas for Future Workshops

- Provide name stickers to make it easier for participants to connect.
- Create a simple challenge encouraging everyone to meet at least one new person.
- Place a one-page sheet on each table highlighting current city/community challenges and topics for discussion to insight thought for questions.
- Include opportunities for participants to identify a personal or community goal they want to take action on.
- Have community organizations present with information on how attendees can volunteer, join, or get involved.
- Provide information about city boards, commissions, and other opportunities for community members to participate in local government.

Overall, I thought the workshop was informative and engaging. With continued quarterly sessions and more opportunities for participants to move from learning to action, I believe it could become an even stronger tool for connecting community members with their community and local government.

Thank you and keep up the great work!

~ Carl Evans

I enjoyed the conference's direction and tone when talking to experts on the different facets of the political process and where non profits fit in that role outside of looking for grants, I also enjoyed the access to a member of the city administration being present to provide some (if only very scant) information and insight on the direction of the city in fixing kitchen table issues. I would like to see more workshops on technologies related to data/ policy analysis and delineation of that information, simulations on engaging in the political process (similar to model UN but for local/ state level governing bodies), organizational networking socials / activation round tables and educational material related to propaganda literacy and message crafting (for non profits to cultivate while remaining neutral).

~ Jakobi Lundy-Bass

FEEDBACK AND LESSONS LEARNED (cont.)

The event on August 1st, at Bayview Baptist Church was awesome, the program speakers were very informed, and intellectual and versatile on the topic of Civic Engagement. The real-life practical strategies were thoughtful and accessible.

The moderator was also skilled in keeping the program moving and everyone engaged. The community feel in the room, was excitement, encouraging and motivated for the next steps. Keep up the great work, and I look forward continued BAPAC community events.

~Yusef Miller

- This was a good, well organized event.
- You had really good people in the room
- How do we make these types of event more attractive to younger people - 16 - 40 years old?
- The food was good.
- I personally work better from an agenda I can hold in my hand.
- I disagree that housing and homelessness are separable issues.
- Having politicians and their representatives present on government puts them in a bind. They can't speak honestly from their own perspective. They are obligated to paint their boss and agency in a positive light. That presentation might best be done by someone who is unbiased and can give a balanced assessment of the pros and cons of the government institutions.

~ Clovis Honoré

The Civic Engagement Workshops provided a foundation of learning, and understanding of how to engage with city, county, state officials and organizations. Attending last month's BAPACSD membership meeting with the Port of San Diego was enlightening as well. Port officials Danielle Moore and Ron Powell warmly presented a plethora of programs and activities centered around people getting involved from the community.

After this Workshop experience, I felt empowered to speak at the Port of San Diego commission meeting on August 11. It was my first time making a public statement! I gave them positive feedback regarding their employees sharing the Port's sincere desire to have community involvement.

Furthermore, I suggested that they consider a project involving photosynthesis because it helps to eliminate the harmful nature of raw sewage to people. San Diego has the problem of a significant amount of raw sewage entering our ocean and bay areas. Photosynthesis cleans wastewater by using sewage nutrients to produce oxygen. I would like the Port to seriously consider such a project especially with the University of San Diego, California (UCSD, my alma mater). UCSD ranks extremely high in oceanography and has world-famous Scripps Institution of Oceanography which is a leader in earth science, geophysics, and marine research.

~ Carla Crudup
BAPACSD Board member

As far as BAPACSD is concerned,
this is NOT a one-and-done!

~ TFEN

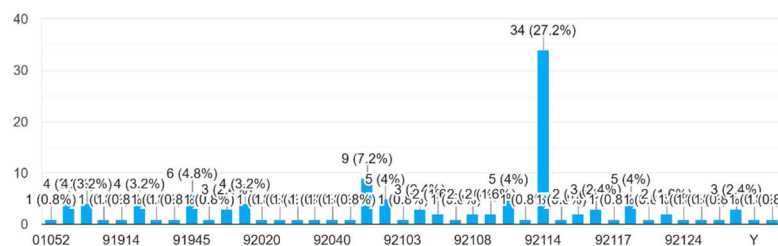
4. ATTENDANCE AND PARTICIPANT INFORMATION

Demographic Summary

The numbers reflect participation across both Workshops and, with the exception of race/ethnicity data (not collected from online registrants), were compiled from three different data sources: (1) online registration; (2) the pre-Workshop survey; and (3) the post-Workshop survey. What's more, responding to these questions was optional. As a result, the data provide some insights into participant demographics but should not be considered definitive.

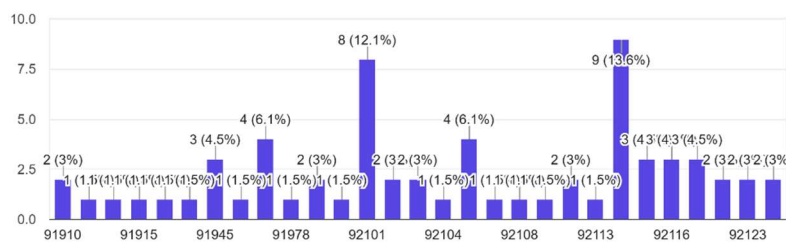
Online Registration 125 responses

Residential Zip Code
125 responses



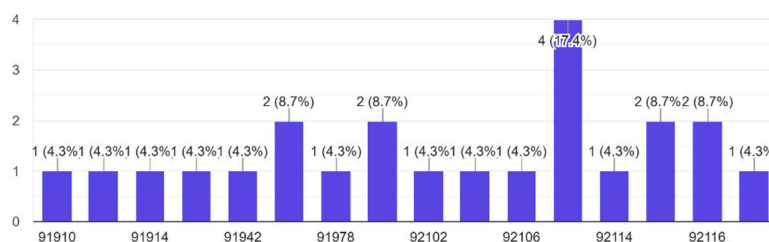
Pre-Workshop Survey 66 responses

What is your zip code?
66 responses



Post-Workshop Survey 23 responses

What is your zip code?
23 responses



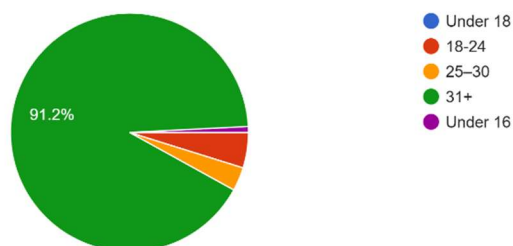
ATTENDANCE AND PARTICIPANT INFORMATION (cont.)

Age

Online Registration 125 responses

What is your age range?

125 responses

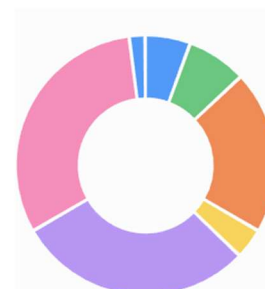
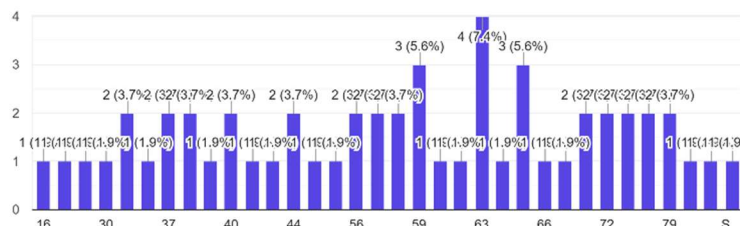


- BAPACSD's question was intended to provide a clearer understanding of the age distribution of registrants under 30.

Pre-Workshop Survey 54 responses

OPTIONAL: What is your age?

54 responses

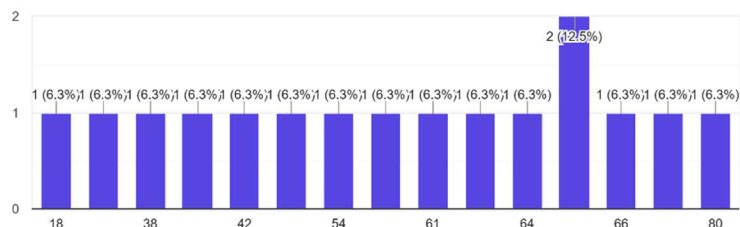


- 25 and younger
- 26 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older
- Senior

Post-Workshop Survey 16 responses

OPTIONAL: What is your age?

16 responses



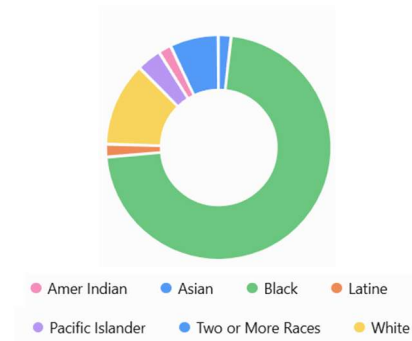
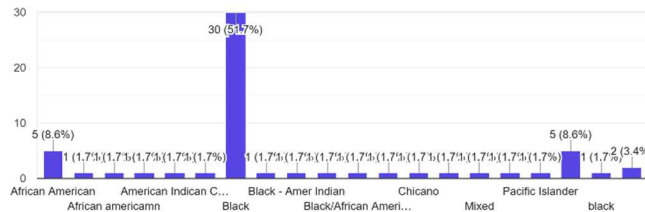
- 25 and younger
- 26 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older

ATTENDANCE AND PARTICIPANT INFORMATION (cont.)

Race or Ethnicity:

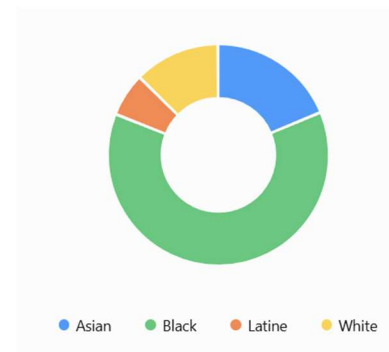
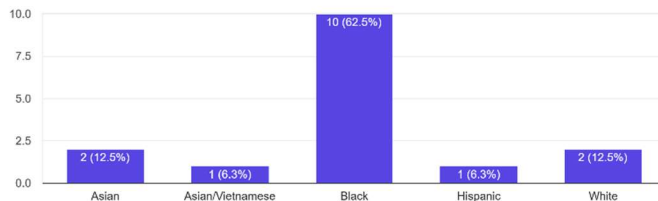
Pre-Workshop Survey 58 responses

OPTIONAL: What is your race/ethnicity?
58 responses



Post-Workshop Survey 16 responses

OPTIONAL: What is your race/ethnicity?
16 responses

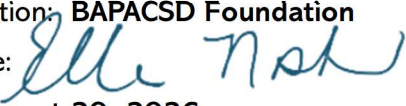


5. ATTACHMENTS

See page 18 and additional pages.

6. CERTIFICATION

The undersigned certifies that this report is complete to the best of their knowledge and reflects the workshop efforts, outcomes, community input, and lessons learned from the Inclusive Public Engagement Civic Workshops.

- Name: **Ellen Nash**
- Title: **Chair**
- Organization: **BAPACSD Foundation**
- Signature: 
- Date: **August 20, 2026**



Inclusive Public Engagement Civic Workshops
Task 3.3 Workshops Summary

Casa Familiar

Inclusive Public Engagement Civic Workshops



Community-Based Organization Report

1. CBO Information

- Community-Based Organization (CBO) name: Casa Familiar
- Primary contact name: Karla Samayoa
- Title: Chief Programs Officer
- Email: karlasa@casafamiliar.org
- Phone: 619-992-3431
- Workshop report prepared by: Karla Samayoa
- Date report submitted: 08/17/2026

2. Workshop Summary

- Workshop title: Civic Participation Workshop: Understanding San Diego Government
- Date: 07/30/2026
- Time: 10:00-11:00 am
- Location: San Ysidro Civic Center 121 W Park Ave San Ysidro CA 92173
- Format: In-person / Virtual: In person
- Language(s) used: English and Spanish
- Intended audience/community: Community members of San Ysidro
- Number of attendees: 16

3. Outreach and Promotion

Outreach took place through our active social media channels, Facebook and Instagram. Our Marketing Manager promoted the flier with the workshop time and date. Additionally, we also provided fliers to our clients seeking services at several Casa Familiar locations. Our Promotoras also called community members to personally invite them to participate in the workshop. Our Promotoras are trusted community leaders who are often the mouthpiece of the community. We do outreach at various Casa events, such as exercise class where we often get 30-50 participants, Cafecito talks, where we get 15-20 community members. We also outreach at our weekly wellness workshop, Raíces de Salud. Through these channels, community members get information on additional workshops and resources available to them. Because San Ysidro community members are primarily Spanish-speaking, most of our outreach is in Spanish. We do post fliers in English as well.

Social Media Post: July 23

Exercise Class Outreach: July 13-16

Cafecito: July 10-20; approx. 40 individuals were informed of the upcoming workshop

Raíces de Salud: July 10-20; approx. 25 individuals were informed of the upcoming workshop

Flyers: Approx. 60 fliers were distributed at different events and in the different Casa centers

We estimate that approx. 250 people were reached. This number combines all outreach methods.

4. Workshop Summary, Feedback, and Lessons Learned

- How was the Engagement Guide used to plan for the workshops?
 - The engagement guide was used as the blueprint for planning our workshops. The guide was developed with specific best practices for engagement and community outreach, so following the guide helped us be successful.
- How did you adapt the workshop to your community?
 - We make sure to adapt the language to be understandable to our community. Oftentimes, our community needs language to be digestible and relatable. We do this to ensure that we are equitable.
- What went well?
 - This is a topic we don't often talk about and we believe that the participants benefited from learning more about how the City of San Diego works, what resources are available and how to be more connected.
- What could be improved? Is there anything you would do differently next time to reach more people or include more voices?

- 
- These types of topics are best when they are in a series. The information can be dense and it might be difficult for our community members to digest. Also, having a series, allows us to breakout the different topics and spend more time with each one. This has been identified as a best practice for Casa Familiar. For this reason, we adjusted the second workshop content for Affordable Housing. Perhaps breaking out the content could have resulted in more attendees. Additionally, the workshop took place during the day. Perhaps in the future, these workshops could take place after 5:00, so working individuals have the opportunity to attend. Casa Familiar is exploring having workshops in a hybrid setting where we can have an in-person option but also live stream it so other can view from their home. Additionally, recording workshops so folks can view at a later date.
 - Did the participants say that they better understand how the city works and how to get involved after the workshop?
 - Yes
 - What resources or information on how to engage with the City did your community request?
 - More information on the app Get It Done!
 - What feedback did the participants have on the information shared? How can engagement with the City be improved?

Generally, more engagement can improve by being more active and present. Casa Familiar would welcome the opportunity to continue having workshops with the city. The more present and active the city can be, the more engaged the community will be.

5. Attendance and Participant Information

All attendees and participants were Hispanic or Latino. No other demographic information was collected for the first workshop. The sign in sheet can be found attached.



Participant Summary Table

Workshop date	Total participants	Languages interpreted (if applicable)	Notes
07/30/2026	16	English and Spanish	

Optional Demographic Summary

Race or Ethnicity

Create a pie chart to display the breakdown of participants by race or ethnicity:

Category: Race or Ethnicity	Quantity	Percent of Total
American Indian or Alaska Native		
Asian		
Black or African American		
Hispanic or Latino	16	100%
Native Hawaiian and other Pacific Islander		
Some other race		
Two or more races		
White		
Prefer not to answer		

6. Attachments

List all attachments included with this report.

- Attendance roster(s)
- Flyers or outreach materials
- Photos



7. Certification

The undersigned certifies that this report is complete to the best of their knowledge and reflects the workshop efforts, outcomes, community input, and lessons learned from the Inclusive Public Engagement Civic Workshops.

- Name: Karla Samayoa
- Title: Chief Programs Officer
- Organization: Casa Familiar
- Signature: *Karla Samayoa*
- Date: 08/17/2026

Inclusive Public Engagement Civic Workshops



Community-Based Organization Report

1. CBO Information

- Community-Based Organization (CBO) name: Casa Familiar
- Primary contact name: Karla Samayoa
- Title: Chief Programs Officer
- Email: karlasa@casafamiliar.org
- Phone: 619-992-3431
- Workshop report prepared by: Karla Samayoa
- Date report submitted: 08/17/2026

2. Workshop Summary

- Workshop title: Resident Readiness Program
- Date: August 18, 2026
- Time: 10:00-11:00 am
- Location: El Salon, San Ysidro, CA 92173
- Format: In-person / Virtual: In person
- Language(s) used: Spanish
- Intended audience/community: Community members of San Ysidro
- Number of attendees: 22

3. Outreach and Promotion

Outreach took place through our active social media channels, Facebook and Instagram. Our Marketing Manager promoted the flier with the workshop time and date. Additionally, we also provided fliers to our clients seeking services at several Casa Familiar locations. Our Promotoras also called community members to personally invite them to participate in the workshop. Our Promotoras are trusted community leaders who are often the mouthpiece of the community. We do outreach at various Casa events, such as exercise class where we often get 30-50 participants, Cafecito talks, where we get 15-20 community members. We also outreach at our weekly wellness workshop, Raíces de Salud. Through these channels, community members often get information on additional workshops and resources available to them. Because San Ysidro community members are primarily Spanish-speaking, most of our outreach is in Spanish. We do post fliers in English as well.

Social Media Post: Yes 08/14/2026

Exercise Class Outreach: Yes. Outreach took place from 8/4-8/17. Approx. 30 people were informed of the upcoming workshop

Cafecito: Yes. Outreach took place from 08/4-8/17. Approx. 40 people were informed of the upcoming workshop.

Raíces de Salud: 25. Outreach took place from 8/4-8/17. Approx. 25 individuals were informed of the upcoming workshop.

4. Workshop Summary, Feedback, and Lessons Learned

- How was the Engagement Guide used to plan for the workshops?
 - The engagement guide was used as the blueprint for planning our workshops. The guide was developed with specific best practices for engagement and community outreach, so following the guide helped us be successful.
- How did you adapt the workshop to your community?
 - We make sure to adapt the language to be understandable to our community. Oftentimes, our community needs language to be digestible and relatable. We do this to ensure that we are equitable.
- What went well?
 - The strong engagement surrounding this topic was a major highlight, as evidenced by the steady stream of thoughtful questions and enthusiastic discussion throughout the session. Attendees were clearly eager to dive deeper into the material, which transformed the presentation into an interactive, high-value conversation rather than a simple one-way lecture. This high level of audience interest not only validated the relevance and timeliness of the content, but it also highlighted key areas where stakeholders are seeking further clarity and guidance moving forward.

- What could be improved? Is there anything you would do differently next time to reach more people or include more voices?
 - To foster a more inclusive discussion next time, Casa Familiar can focus on refining both our facilitation strategies and venue logistics. Moving forward, we would establish clearer ground rules and proactively manage speaker stack order—using tools like a queue or structured time limits—to ensure a single voice doesn't dominate the room and everyone gets an equal opportunity to contribute. Additionally, securing a reliable microphone system will be essential to guarantee that participants in the back of the room can hear every contribution clearly, keeping the entire audience engaged and actively involved throughout the session.
- Did the participants say that they better understand how the city works and how to get involved after the workshop?
 - Yes, participants expressed a clearer understanding of how local government operates and how to engage with city processes following the workshop, though their feedback pointed to a strong demand for deeper follow-up topics.
- What resources or information on how to engage with the City did your community request?
 - Specifically, attendees indicated a keen interest in receiving detailed information regarding eligibility criteria for various affordable housing programs and requested targeted guidance on how to properly interpret income tables. Addressing these specific areas in upcoming sessions will build directly on their new foundational understanding and empower community members to navigate local housing resources with greater confidence. They want to be able to determine if they qualify before submitting an application and paying for a credit check.
- What feedback did the participants have on the information shared? How can engagement with the City be improved?
 - Participants found the shared information clear and easy to understand overall, though they voiced a strong desire for actionable depth regarding eligibility requirements. Specifically, attendees requested clearer guidance and detailed breakdowns of income tables so they can determine whether they qualify for specific housing developments prior to submitting an application. To improve future engagement, the City can streamline these processes by providing plain-language visual aids, interactive qualifying tools, and clear pre-application checklists, ensuring community members feel fully informed and confident before investing time in the application process.
 - Additionally, participants highlighted a need for more intuitive, user-friendly ways to search and identify available housing options, along with strong feedback regarding physical accessibility in future project designs. They specifically advocated for future developments to incorporate expanded, accessible parking allocations to better accommodate families who rely on in-home caregivers, medical transit, and support networks for disabled community members. Addressing these priorities gives the City a clear mandate for future policy and planning: improving digital navigation for housing listings while collaborating with urban planners and developers to ensure accessible infrastructure meets the functional, day-to-day needs of all community members.

5. Attendance and Participant Information

Demographic information was optional, so not all attendees provided information.

- What is your zip code? (Your zip code helps the City of San Diego better understand and assess specific community needs.)
 - (short free response) 18/22 responded. Most participants were from 92173 (7) and 92154 (6) zip codes, (3) from Chula Vista (91910 or 91911 zip codes), (1) from 92123 and (1) 92110 each.
 - Prefer not to answer = 4
- What is your age?
 - 25 or younger
 - 26-34
 - 35-44 = 1
 - 45-54 = 4
 - 55-64 = 6
 - 65+ = 7
 - Prefer not to answer = 4
- What is your race or ethnicity?
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - **Hispanic or Latino = 20**
 - Native Hawaiian and other Pacific Islander
 - Some other race
 - Two or more races
 - White
 - Prefer not to answer = 2

Additional optional information, when available:

- What was your total household income before taxes during the past 12 months?
 - **Less than \$25,000 = 6**
 - \$25,000 to \$34,999
 - \$35,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$149,999
 - \$150,000 or more
 - Prefer not to answer = 16
- What is your employment status?
 - Employed = 3
 - Unemployed = 2
 - Armed Forces
 - Not in labor force = 3
 - Other
 - Prefer not to answer = 14
- How often do you use public transportation? (i.e. Bus, Trolley, Coaster, Etc.)
 - Frequently (a few times a week)
 - Occasionally (a few times a month)
 - Once every 1-2 months
 - A few times a year
 - Never
 - Prefer not to answer
 - **Not asked = 22**



Participant Summary Table

Workshop date	Total participants	Languages interpreted (if applicable)	Notes
07/30/2026	16	English and Spanish	
08/18/2026	22	Spanish	

6. Attachments

List all attachments included with this report.

- Attendance roster(s)
- Flyers or outreach materials
- Photos





7. Certification

The undersigned certifies that this report is complete to the best of their knowledge and reflects the workshop efforts, outcomes, community input, and lessons learned from the Inclusive Public Engagement Civic Workshops.

- Name: Karla Samayoa
- Title: Chief Programs Officer
- Organization: Casa Familiar
- Signature: *Karla Samayoa*
- Date: 08/17/2026



Inclusive Public Engagement Civic Workshops
Task 3.3 Workshops Summary

Mid-City CAN

Inclusive Public Engagement Civic Workshops



Community-Based Organization Report

1. CBO Information

- Community-Based Organization (CBO) name: Mid-City Community Advocacy Network
- Primary contact name: Alejandra Sotelo-Solis
- Title: Director of Strategic Engagement
- Email: asotelosolis@midcitycan.org
- Phone: (619) 342-1177
- Workshop report prepared by: Guadalupe Rojas
- Date report submitted: Friday, August 14, 2026, Monday August 24, 2026

2. Workshop Summary

- Workshop title: Civic Participation Workshop 1, Civic Participation Workshop 2
- Date: Monday, August 3, 2026 and August 20, 2026
- Time: 5:00 – 7:00 PM
- Location: Price Philanthropies 4305 University Ave. Suit 640
- Format: In-person
- Language(s) used: English and Spanish
- Intended audience/community: City Heights community members, including youth, parents, and seniors
- Number of attendees:
 - Workshop 1 - 38
 - Workshop 2 - 23

3. Outreach and Promotion

Workshops were promoted in English and Spanish via email, social media, and by phone. A mass email was sent out on July 20 to invite Mid-City CAN's base (6,000+ people) to the August 3 event. Out of the 6006 people who received the email invitation, only 1,717 opened it (about 33%). Flyers were posted on MCC's Instagram account two weeks before the event, to reach a different base, and to allow followers to repost and share with their networks. Our flier was shared 49 times, reaching a total of 3034 views. City staff also shared the flier in some of their platforms.

The first workshop had a total of 146 RSVPs. Due to the venue's Maximum Capacity of 100 people, we decided not to do any phonebanking as we were afraid to exceed that limit.

On July 31st, MCC staff and interns called people from the RSVP list to remind participants about the event and ask if any additional guests needed childcare. A final email reminder was sent out the morning of the event to give attendees instructions on parking and on how to get to the sixth floor.

For Workshop 2, the team used the same outreach techniques as Workshop 1, and did some phonebanking. A mass email was sent out on August 6 to our MCC list on Nationbuilder. Out of the 6020 emails that were sent out, 1714 were opened (about 32.5%). The event was also promoted on Instagram and Facebook on August 12. Our instagram post had 899 views and was shared 8 times.

Our RSVPs were lower for this workshop, at 93 total, which encouraged us to do some phonebanking. We contacted people who attended our first workshop, as well as folks from our transportation team who had not signed up.

The week of the event, MCC staff called people from the RSVP list to get a final headcount for childcare and remind them about the event. A mass text was also sent out to all RSVPs the morning of the event.

4. Workshop Summary, Feedback, and Lessons Learned

- How was the Engagement Guide used to plan for the workshops?
 - The event organizer used the Engagement Guide to:
 - Create an internal planning grid that MCC uses to share with staff who will be assisting with the event
 - Print all material that was created and approved by City staff – including sign in sheets, group discussion questions, Spanish version of the workshop presentation
 - To create the event logistic plan which kept everything in one place

- How did you adapt the workshop to your community?
 - We adapted the workshops to our community by being mindful of our core members who are monolingual in Spanish. Since our first workshops included small group activities, we made sure to reserve some tables for Spanish speakers, to keep them together for this activity. In addition, we translated all material used for both workshops to Spanish, and printed the slides for participants to follow along with the presentations. From previous outreach we have learned that our community members prefer printed material over digital, since it is easier to access. That is why we printed surveys for those who prefer this format. Lastly we provided food and childcare services to make it easy for families to join. Our food came from local vendors that offer vegetarian and Halal options for community members with certain dietary restrictions.

- What went well?

Workshop 1

- The outreach done for Workshop 1 was very diverse and it reached a broad audience. Despite the low turnout the day of the event, there were people from all ages, who shared different perspectives on certain projects and questions that were asked during this event.
- Something else that went well in Workshop 1 were the small group discussions. There was a lot of engagement during this part that it was difficult to get everyone's attention back, to continue with the remainder of the presentation. There were a lot of mixed responses to the questions that were asked. About half of the participants who took the survey said they have attended a public hearing, and have provided a public comment. It was great to hear that a lot of community members were familiar with the projects that were used as examples for each of the priority areas, because it shows that the team did a great job choosing these examples.

Workshop 2

- For Workshop 2, we got 8 new sign ups and had people from 3 new zip codes. Once again, we had youth, seniors, and parents attend the second part.
- Workshop 2 seemed more engaging than Workshop 1 because staff were more familiar with this content and the activity allowed participants to think about local issues. Based on the conversations, attendees were concerned with various issues including homelessness, transportation, and library hours. Lastly, the activity for Workshop 2 allowed some new participants to speak in front of the entire group, which could be intimidating for many people who have never attended a community meeting or spoken in public before. This made us see that the guide was easy to understand and helpful for the drafting of public comments. All participants cheered and clapped for those who spoke, which could serve as encouragement for many.

- What could be improved? Is there anything you would do differently next time to reach more people or include more voices?

Workshop 1

- Something that we could do different this time is to table and distribute fliers at community events. In addition, we will be sure to make phone calls to people who have attended MCC events before,

since they could be more likely to attend, compared to those who are signing up for the first time. Lastly, rather than sending an email reminder the day of the event, we will a text reminder since people are more likely to check their phone than emails.

Workshop 2

- Being mindful about other events. Since the dates were solidified in July, we did not consider any back to school events since it was too early to know when they would take place. There was one in City Heights, the same day and time as Workshop 2 which kept a lot of our core members, and new sign ups, from attending the workshop. 2 people reached out the day of the event to schedule a 1:1 meeting to review the content since they were no longer able to attend the event. MCC staff will be sure to review the content with them via 1:1 meetings.
- There were 2 other people who asked about live streaming. This could be something that we consider for future events.
- Being mindful of time during the event. There were a lot of questions asked after the Office of the City Clerk's presentation. We wanted all questions to be answered, but had to cut this short since we were running out of time. At the end, we had to cut the group activity short by 5 minutes. Due to this, we were not able to let more people share their testimonies, and we were not able to share the Affordable Home Development Master Plan.
- Did the participants say that they better understand how the city works and how to get involved after the workshop?
 - For Workshop 1 we had 13 participants take the participation survey. Out of those participants, 4 participants said they understand City Government well. For Workshop 2, out of the 11 participants who took the survey, 6 participants said they understand City Government "very well" and "well." Compared to Workshop 1, there were no "not at all" responses, meaning that all attendees have some knowledge of how City Government works.
- What resources or information on how to engage with the City did your community request?

Workshop 1

- For the most part, community members requested printed material due to the digital divide that many of them still face. Community members also mentioned having material available in multiple languages since San Diego is very diverse.
- Something else that was mentioned was having one-pagers for important items, that will simplify the language and help community members have a better understanding of what is being proposed. It was mentioned that Staff Reports and other attachments are very lengthy and use words that a lot of community members are not familiar with. In addition, attendees suggested more Education on

Community Engagement. It was mentioned by one participant that this is the first time they see a workshop like this, and believe that more cross collaboration with cities would be helpful.

- Parking validations were also mentioned as a resource that could make participation easier. For many people, paying for parking is not feasible, especially when parking fees go up to \$18. Which is what some people, who have attended lengthy meetings, have paid.

Workshop 2

- One of the suggestions made at the second workshop, in addition to language access was mailing notices to community members on major items. A community member mentioned that she is not aware of any of the decisions being made. She was unaware of how to sign up for notifications that the City sends out.
- What feedback did the participants have on the information shared? How can engagement with the City be improved?

Workshop 1

- Attendees really enjoyed the City Clerk's presentation because it allowed them to see what happens behind the scenes for every public hearing.
- Attendees also appreciated the printed material that was provided – surveys, presentation
- Regarding how engagement can be improved, participants recommended different times so that working families can attend meetings and participate. They also mentioned more than 1 minute to give public comments, since speaking at the front of chambers can already be intimidating and members can lose time while adjusting to the space. Basic training on how to give public was also mentioned.

Workshop 2

- A community member thanked the City staff who presented, because this was her first time learning about the content. She also mentioned that to her knowledge, this is the first time the City does something like this in her community. She mentioned that this information is useful and she would like to see more outreach and participation.
- Something else that was mentioned was interpretation services when giving a public comment. It was mentioned by a community member that they've felt a lack of interest, from City Council, when people give public comments in a language different than English. She would like to see more interest from the council, to feel that she's being heard and encourage herself, and other members, to continue to stay engaged.

5. Attendance and Participant Information

Participant Summary Table

Workshop date	Total participants	Languages interpreted (if applicable)	Notes
August 3	38	Spanish	
August 20	23	Spanish	

Optional Demographic Summary

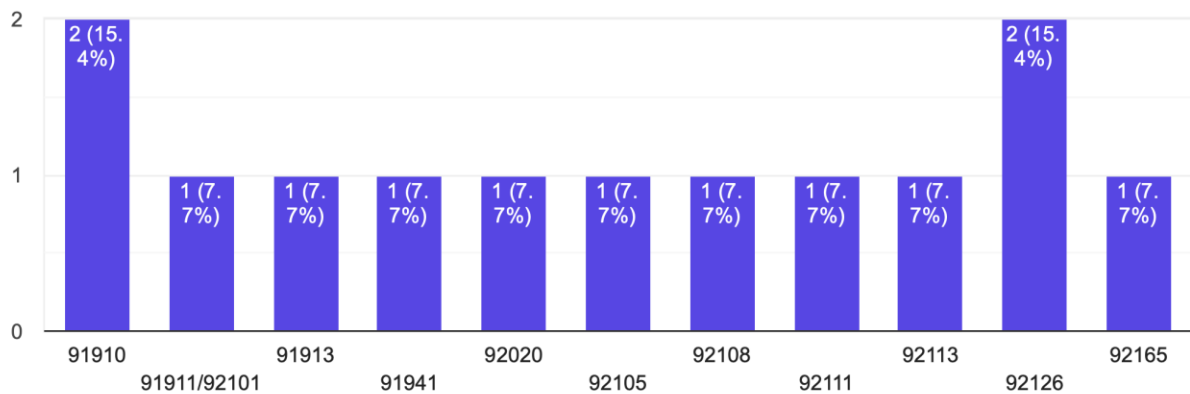
As demographics were optional, not all participants filled out each question when signing in for the meeting.

Zip Code

Workshop 1

OPTIONAL: What is your zip code?

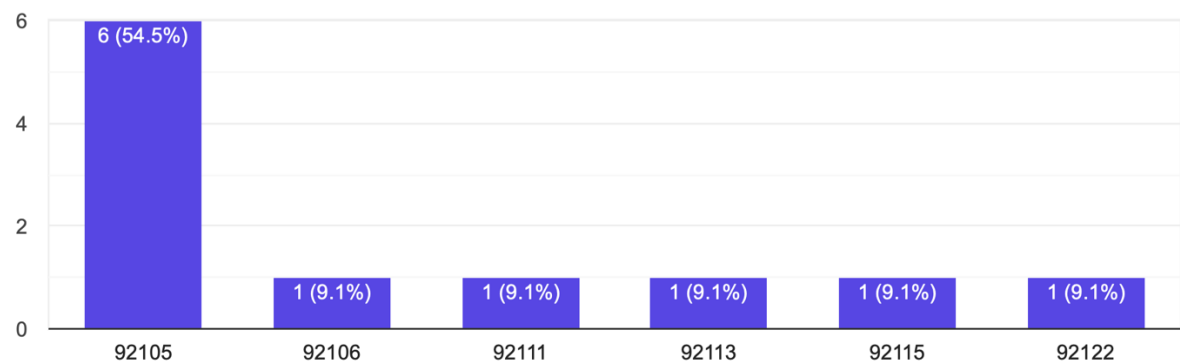
13 responses



Workshop 2

OPTIONAL: What is your zip code?

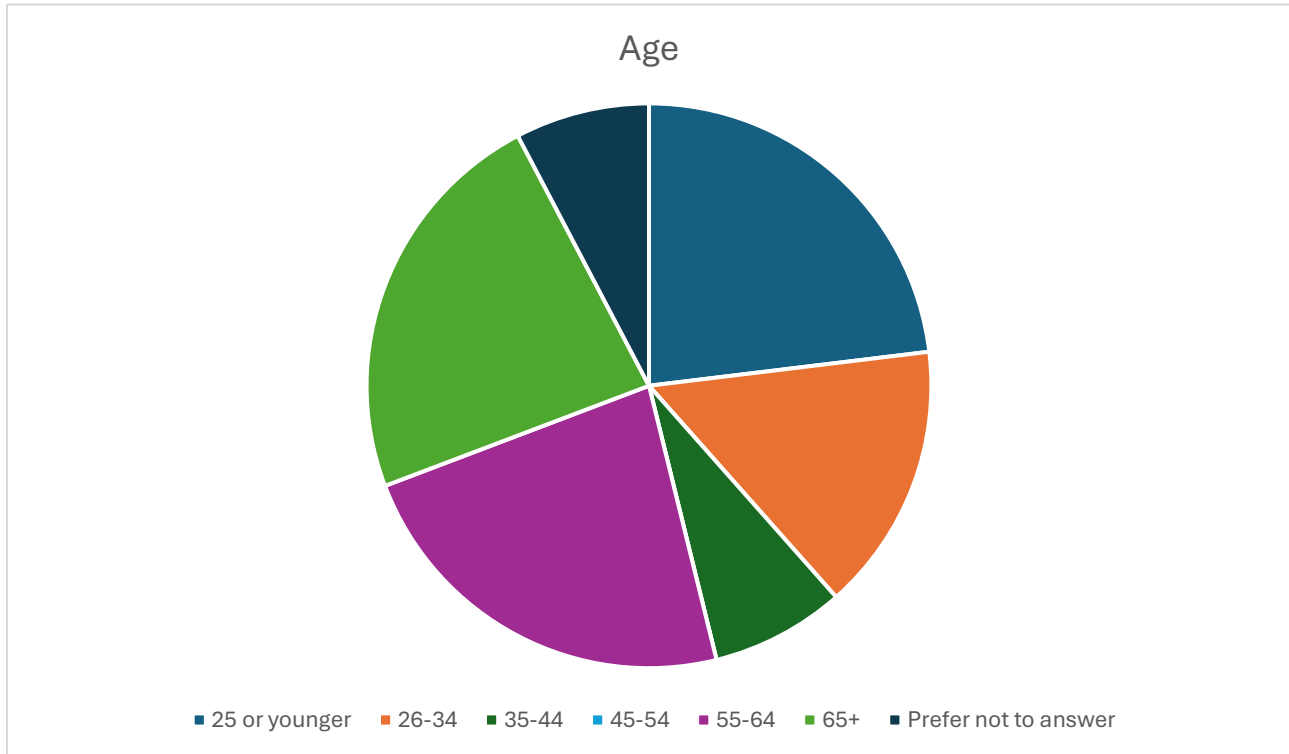
11 responses



Age

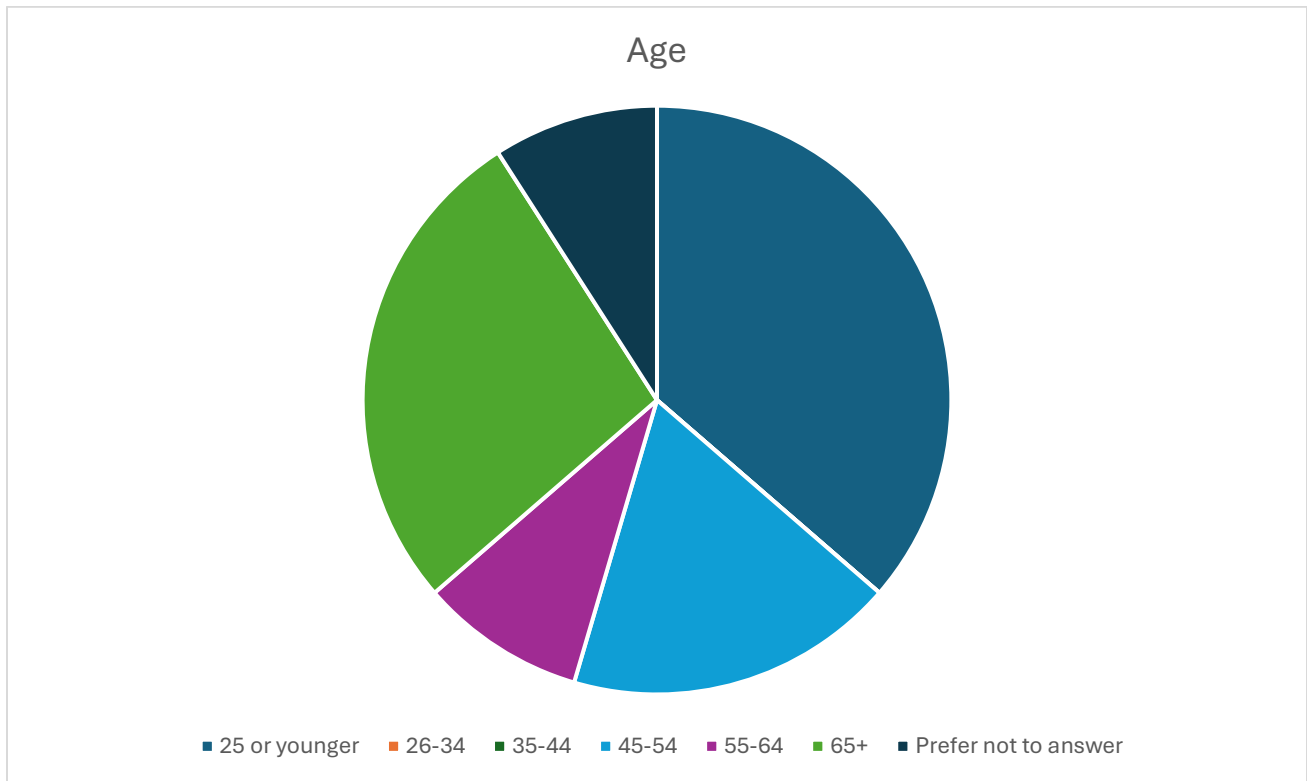
Workshop 1

Category: Age	Quantity	Percent of Total
25 or younger	3	23%
26-34	2	15%
35-44	1	8%
45-54	0	0%
55-64	3	23%
65+	3	23%
Prefer not to answer	1	8%



Workshop 2

Category: Age	Quantity	Percent of Total
25 or younger	4	36%
26-34	0	0%
35-44	0	0%
45-54	2	18%
55-64	1	9%
65+	3	27%
Prefer not to answer	1	9%

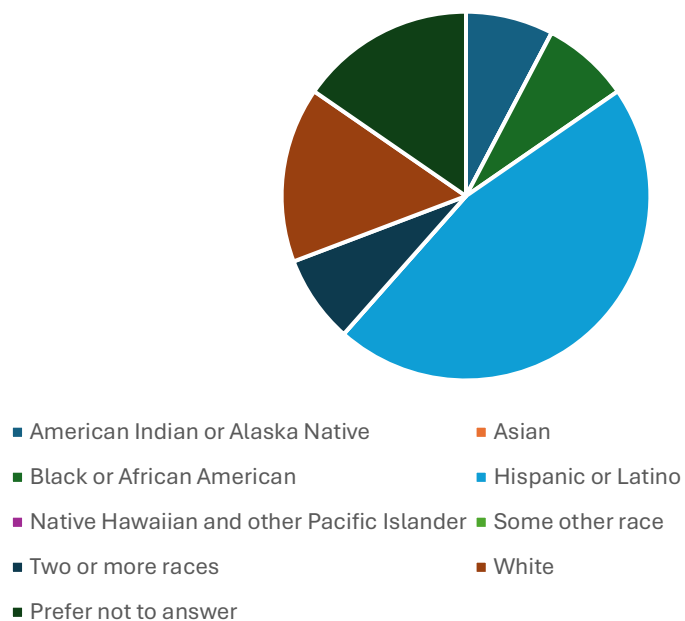


Race or Ethnicity

Workshop 1

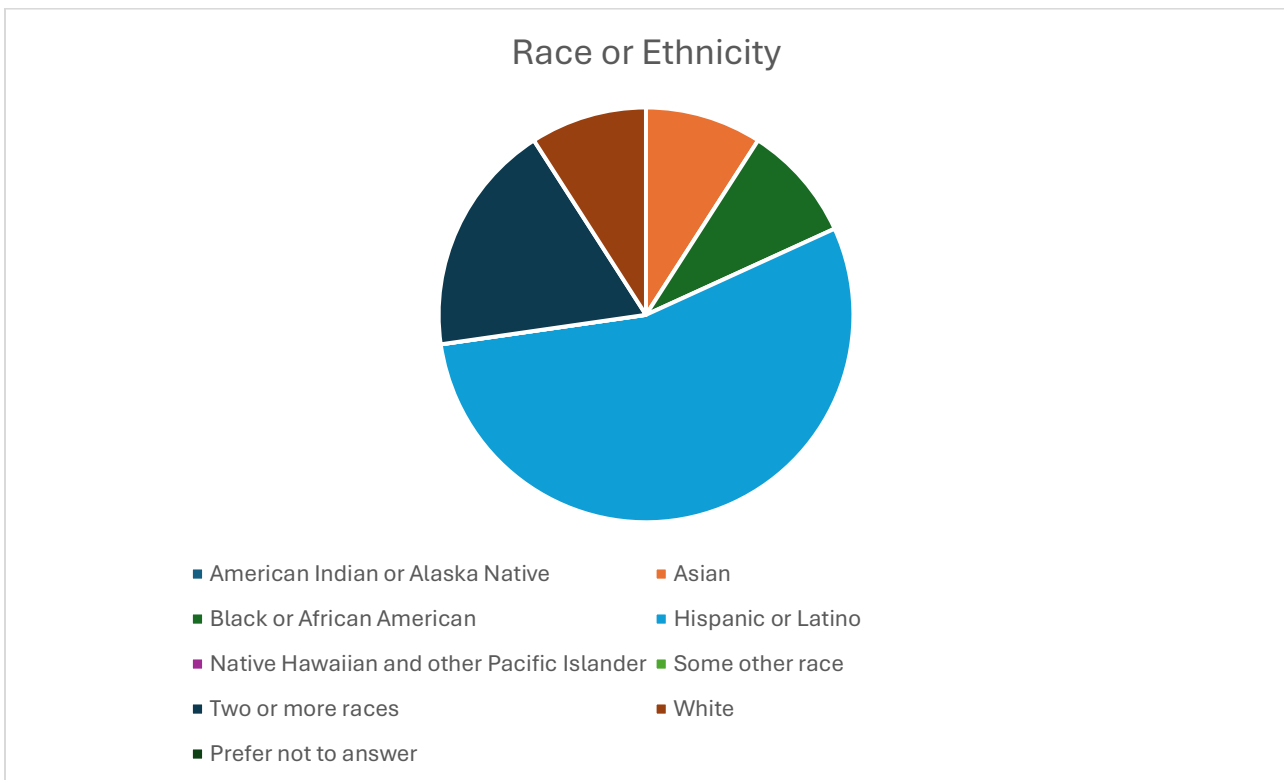
Category: Race or Ethnicity	Quantity	Percent of Total
American Indian or Alaska Native	1	8%
Asian	0	0%
Black or African American	1	8%
Hispanic or Latino	6	46%
Native Hawaiian and other Pacific Islander	0	0%
Some other race	0	0%
Two or more races	1	8%
White	2	15%
Prefer not to answer	2	15%

Race or Ethnicity



Workshop 2

Category: Race or Ethnicity	Quantity	Percent of Total
American Indian or Alaska Native	0	0%
Asian	1	9%
Black or African American	1	9%
Hispanic or Latino	6	55%
Native Hawaiian and other Pacific Islander	0	0%
Some other race	0	0%
Two or more races	2	18%
White	1	9%
Prefer not to answer	0	0%



6. Attachments

List all attachments included with this report.

- Attendance roster(s)
- Flyers or outreach materials
- Photos
 - Workshop 2 : <https://www.flickr.com/photos/159222098@N03/albums/72177720335219532/>



- Additional notes or supporting materials

7. Certification

The undersigned certifies that this report is complete to the best of their knowledge and reflects the workshop efforts, outcomes, community input, and lessons learned from the Inclusive Public Engagement Civic Workshops.

- Name: Guadalupe Rojas
- Title: Policy advocate
- Organization: Mid-City CAN
- Signature: *Guadalupe Rojas*
- Date: Aug. 24, 2026