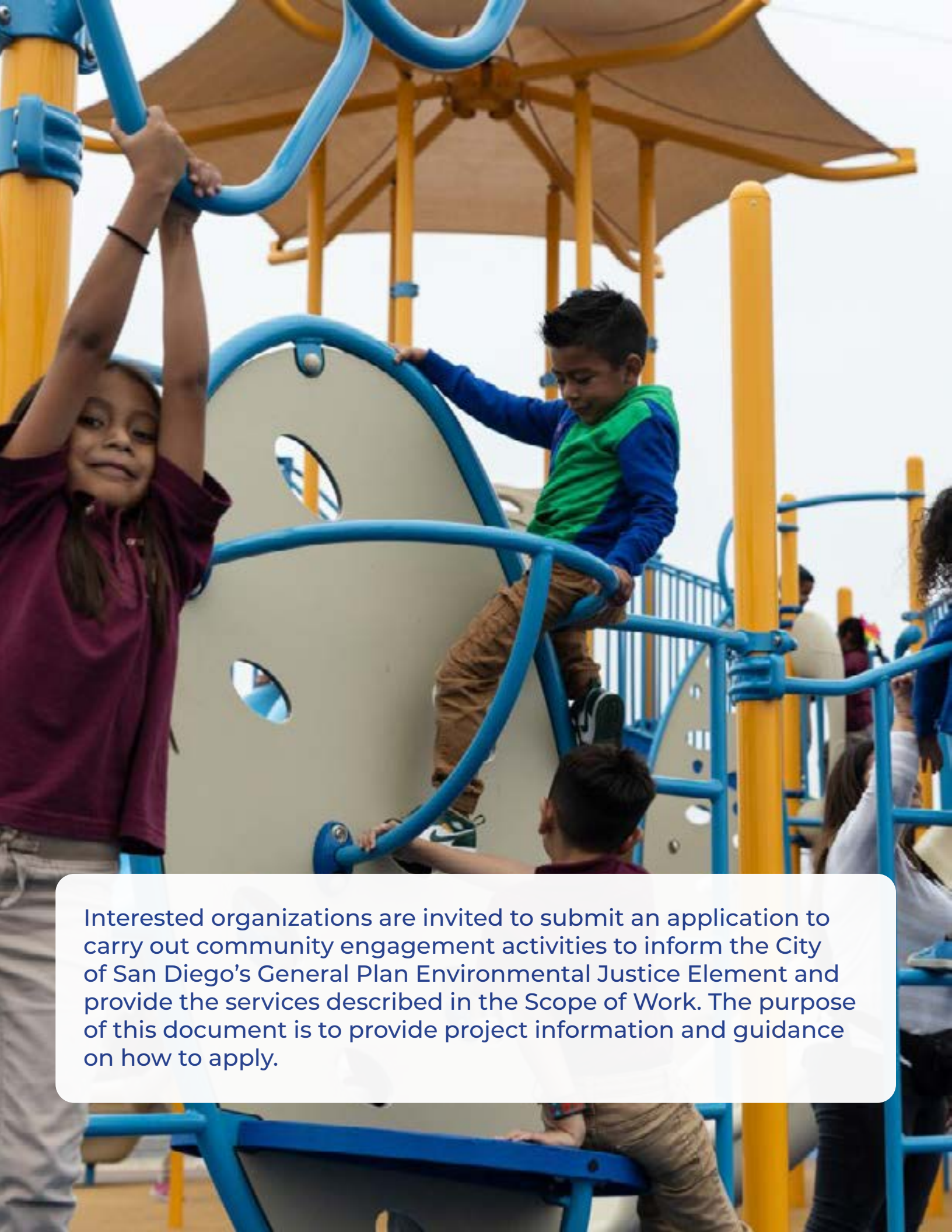


# Environmental Justice Outreach & Engagement

Project Information and Application Guide

MAY 2023





Interested organizations are invited to submit an application to carry out community engagement activities to inform the City of San Diego's General Plan Environmental Justice Element and provide the services described in the Scope of Work. The purpose of this document is to provide project information and guidance on how to apply.



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## About the Project and Scope of Work

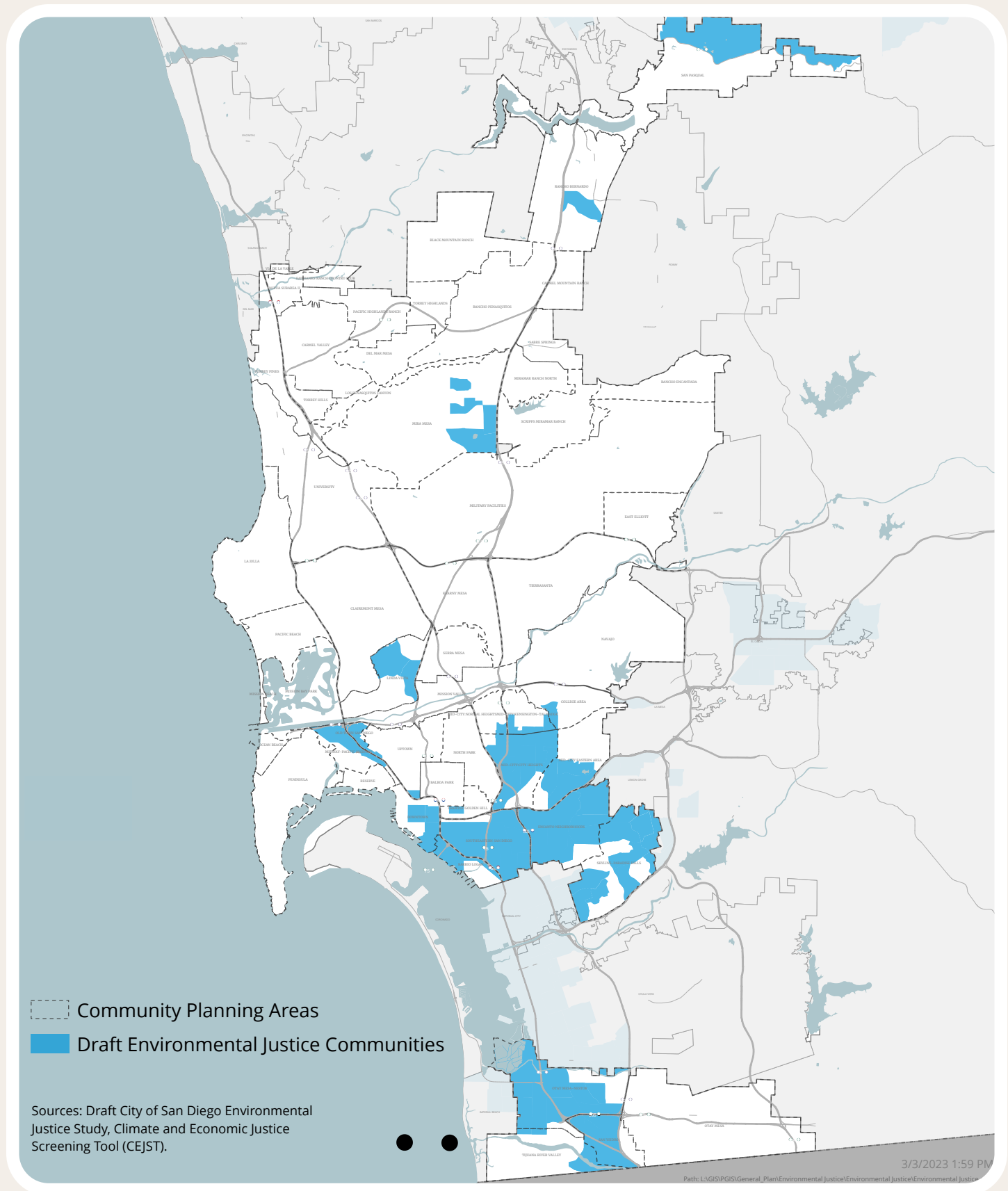
### Background

The City of San Diego (City), in partnership along with the Kounkuey Design Initiative (KDI), is dedicated to ensuring meaningful and equitable involvement with community members during outreach and engagement activities to inform the development of the General Plan [Environmental Justice Element](#). To ensure the voices of people disproportionately experiencing pollution and compounded health risk are considered throughout the life of the project, KDI will engage community members in the following planning areas, collectively referred to as Equitable Engagement Areas:

- City Heights and Eastern Area neighborhoods of the Mid-Cities Communities Planning Area.
- Barrio Logan, Golden Hill, and Southeastern San Diego.
- Encanto Neighborhoods and Skyline Paradise Hills.
- Otay Mesa, Otay Mesa Nestor, and San Ysidro.
- Midway - Pacific Highway and Linda Vista.

This application is a call to community-based organizations (CBOs), nonprofits, and grassroots advocates that are working in one or more of these areas. The City will collaborate with Applicants to develop an Outreach and Engagement Plan for their respective Equitable Engagement Areas, as well as serve as a resource to support the implementation of activities. Up to \$100,000 (up to \$20,000 per organization) will be available to five or more San Diego-based organizations to support this process – further enabling organizations to gather community input.

## Map of Draft Environmental Justice Communities\*



\* These defined areas are subject to change upon further discussion and input.



## Scope of Work

The purpose of the scope of work is to define the tasks, timeline and specific deliverables the applicant will perform.

### Task 1: Community-Based Engagement Team Roundtables

The Applicant will attend monthly Community-Based Engagement Team Roundtable meetings to share updates on outreach and engagement activities, lessons learned, and provide input on the development of environmental justice goals, policies, and objectives. Applicants will help ensure the voices of people disproportionately experiencing pollution, low incomes, health, and environmental justice concerns are considered throughout the life of the project. The City will share information about the General Plan, long-range planning and city decision-making processes, and State requirements for the Environmental Justice Element during these meetings to facilitate and ensure accurate information sharing when communicating with the public.

#### **Deliverable**

- Attend monthly roundtable meetings to contribute to discussions and provide updates on outreach and engagement activities, as well as lessons learned.



## Task 2: Outreach and Engagement Plan and Materials

The Applicant will collaborate with the City to develop an Outreach and Engagement Plan (Plan) for their respective Equitable Engagement Areas. The Plan should include equitable community engagement practices such as the techniques, methods, and principles described in the Community Engagement (Chapter 4) section of the [SB 1000 Toolkit: Planning for Healthy Communities, revised 2018](#). Applicants must also review the [Environmental Justice Background Report](#) and [Previous Outreach and Engagement Summary Report](#) to inform the development of the Plan.

The purpose of the Plan is to facilitate collaboration between the City and community members. Outreach and engagement activities outlined in the Plan should create opportunities to learn about the project and provide input on the development of environmental justice goals, policies, and objectives. The Plan must include an outline of the following:

- **Public engagement activities and events to be carried out during the development process of the Environmental Justice Element.**

*These activities may include surveys, canvassing, discussion groups, community events, and other methods of participation. Each Applicant has the flexibility to choose the most suitable methods for engaging with members of their community.*

- **How the Applicant will support community members to submit comments and share feedback for the Environmental Justice Element.**

*Examples of effective communication means include, but are not limited to:*

- Advertising scheduled public hearings.
  - Briefing community members on common procedures and what to expect when attending public meetings and providing public comment.
  - Distributing comment cards during stakeholder meetings.
  - Helping community members fill out an online comment form.
  - Collecting comments and demographic data.
  - Recording or taking notes of verbal input from community members, including community member name (minimum first name and last initial) and neighborhood.
- **Method to follow-up with community members about their impact on the development of the Environmental Justice Element.**
  - **Timeline for proposed outreach and engagement activities.**





## Task 2: Outreach and Engagement Plan and Materials (Continued)

Applicants are required to ensure broad advertisement of activities, meetings, events, and public hearings. Any workshops hosted by the Applicant must be widely advertised and the City must be invited. Stakeholders must be notified of upcoming events at least 10 days in advance through regular group meetings, newsletters, or other means discussed with the City and agreed upon. In addition, all project outreach and engagement materials developed for distribution must be reviewed by the City to ensure consistency. Finally, Applicants shall also advise on what languages are spoken in their respective Equitable Engagement Areas and what materials should be translated.

### **Deliverables**

- Develop and provide an Outreach and Engagement Plan for respective Equitable Engagement Areas.
- Carry out activities outlined in the Outreach and Engagement Plan.

## Task 3: Administration and Reporting

**Invoices** - Applicants shall provide monthly invoices on the 5th of every month listing services provided and staff time expended to be compensated in a timely manner.

**Activity Report** - Applicants shall complete and submit an [Activity Report Form](#) upon the completion of each engagement activity, including a document compiling public comment(s) received. The form is provided by the City and is linked above.

**Final Report** - The Applicant will provide a final report, which will be an overall summary of the outreach/engagement effort and input received from community members by each Applicant. A template for the final report will be provided and approved by the City. As part of the Community-Based Engagement Team, Applicants will participate in a final meeting to collaborate and produce a collective “lessons learned” document.

### **Deliverables**

- Provide monthly invoices for work conducted.
- Complete and submit the online [Activity Report Form](#) for each engagement activity and ensure all information pertaining to the activity is provided within 14 days of completing the activity.
- Upload document compiling public comment(s) received to Activity Report Form.
- Provide a Final Summary Report, in a template to be provided by the City, outlining engagement efforts conducted, key insights from residents, recommended engagement techniques, and lessons learned.
- Participate in Community-Based Engagement Team Roundtable meeting to create a collective “lessons learned” document.





## How to Apply

The applicant must meet eligibility requirements and submit an application to be considered.

### Application

The application deadline is **Tuesday, June 20, 2023 at 11:59 p.m. PST**. Applications must be submitted online at [this link](#). Late submissions will not be accepted.

For a full list of application questions and the information you'll need to complete the application, download and review the [Application Preview](#).

### Eligibility Requirements

Applicants must ensure they meet all the following minimum qualifications before submitting an application:

#### You are:

- A grassroots advocate,
- Community-based organization, or
- Nonprofit organization.

Applicants do not need to be registered as an official nonprofit organization or have any other legal status.

#### You have:

- Capacity to convene and engage community members, especially low-income, minority, and limited English proficiency populations to get meaningful public involvement from these groups.
- The resources, staff, and time to handle various outreach tasks such as survey distribution, community workshops and events, and others as describe in the Scope of Work.
- Ability to receive funds via stipends, a sponsor, or directly through a nonprofit invoice.



## Evaluation Criteria

The City of San Diego is looking for a diverse mix of organizations to support outreach and engagement for the Environmental Justice Element. Applicants will compete under one of three categories:

- Nonprofits with a legal status
- Community-based organizations (CBOs)
- Grassroots advocates

The criteria outlined below will help to inform the selection of organizations.

Criteria	Possible Points
<p>Experience working in any of the following Equitable Engagement Areas:</p> <ul style="list-style-type: none"> <li>• City Heights and Eastern Area neighborhoods of the Mid-City Communities Planning Area.</li> <li>• Barrio Logan, Golden Hill, and Southeastern San Diego.</li> <li>• Encanto Neighborhoods and Skyline Paradise Hills.</li> <li>• Otay Mesa, Otay Mesa-Nestor, and San Ysidro.</li> <li>• Midway - Pacific Highway and Linda Vista.</li> </ul>	5
Experience with equitable community outreach and engagement.	3
Experience working on environmental justice issues in San Diego.	2
<p>Staff diversity pertaining to:</p> <ul style="list-style-type: none"> <li>• Ethnicity (1)</li> <li>• Gender (1)</li> <li>• Bilingual capabilities (1)</li> </ul>	3
Demonstrates a clear connection between the organization's mission and environmental justice.	2
<p>Applicant's ability to develop an equitable community engagement process utilizing techniques, methods, and principles described in the Community Engagement (Chapter 4) section of the <a href="#">SB 1000 Toolkit: Planning for Healthy Communities, revised 2018</a>.</p> <p>What are the techniques your organization currently uses to do equitable community engagement and what techniques might you utilize to engage community members in Equitable Engagement Areas? See Techniques (SB1000 Toolkit Ch. 4.2 pg 44-46)</p> <p>What types of education methods has your organization used in the past to engage with community members and what methods might you utilize in Equitable Engagement Areas? See Methods of Education and Engagement (SB1000 Toolkit Ch. 4.4 pg 49-56)</p> <p>Why do you want to support the development of the City of San Diego's Environmental Justice Element and how does this work align with your organizations mission? See Principles (SB1000 Toolkit Ch. 4.2 pg 40-43)</p>	15
<b>Total Possible Points</b>	<b>30</b>



## Terms and Conditions

Under contract with the City, KDI will subcontract with five or more organizations whose proposals are the most advantageous considering the evaluation criteria and other relevant factors.

The contract will be subject to the terms and conditions outlined in this application and any subsequent negotiations between KDI and the selected organization.

KDI reserves the right to reject any or all proposals received in response to this application.

## Resources

### Documents

[Online Application Form](#)

[Application Preview](#)

[SB 1000 Toolkit: Planning for Healthy Communities \(2018\).  
Environmental Justice Background Report](#)

[Previous Outreach and Engagement Summary Report](#)

[Activity Report Form](#)

### Webpages

[Environmental Justice \(EJ\) Element](#)

[Climate Action Plan \(CAP\)](#)

[Complete Communities](#)

[Climate Resilient SD Plan](#)

[AB 617](#)

### Contact Information

If you have questions please contact Christian Rodriguez,  
Community Associate at KDI.

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