



# Inclusive Public Engagement Guide

Parks & Recreation Board | Information Item #202

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The City of

**SAN DIEGO**

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



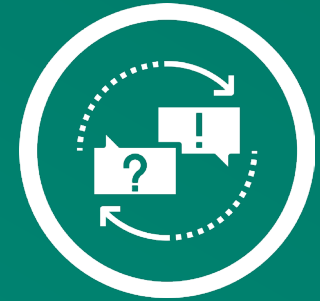


# Current Challenges

Those who engage not representative of City demographics



Input opportunities not accessible – Location, techniques and language barriers



Negative Operational impacts (knowledge gap, inefficiencies) without coherent engagement standards for all staff



Community members & nonprofit partners frustrated



# Why create an Inclusive Public Engagement Guide?



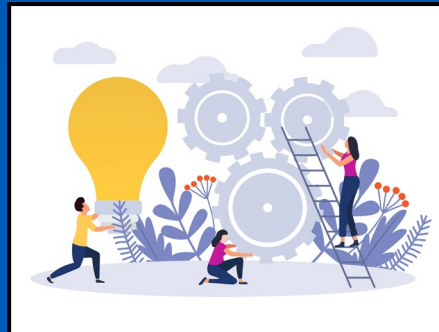
To build trust between the City and the community members



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



To have a shared toolkit for inclusive engagement in every City Department



To develop new strategies and techniques that are more accessible and connected to what matters to people



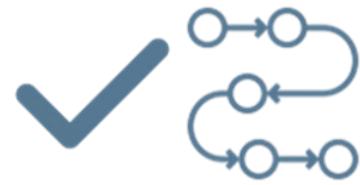
To increase the participation of underrepresented groups in public meetings



Credits: Midjourney.

# Purpose of the Guide

- Improve representation in City-led public participation processes and associated decision-making.
- Provide best practices for inclusive public outreach and engagement.



Guide focus is better processes



Guide focus is not policy outcomes

# What will it cover?

Participation in San Diego:  
Past & Present Challenges



Underrepresented  
Stakeholders



Inclusive Public  
Engagement Principles  
& Techniques



Engagement Follow-Up



Measures of Success

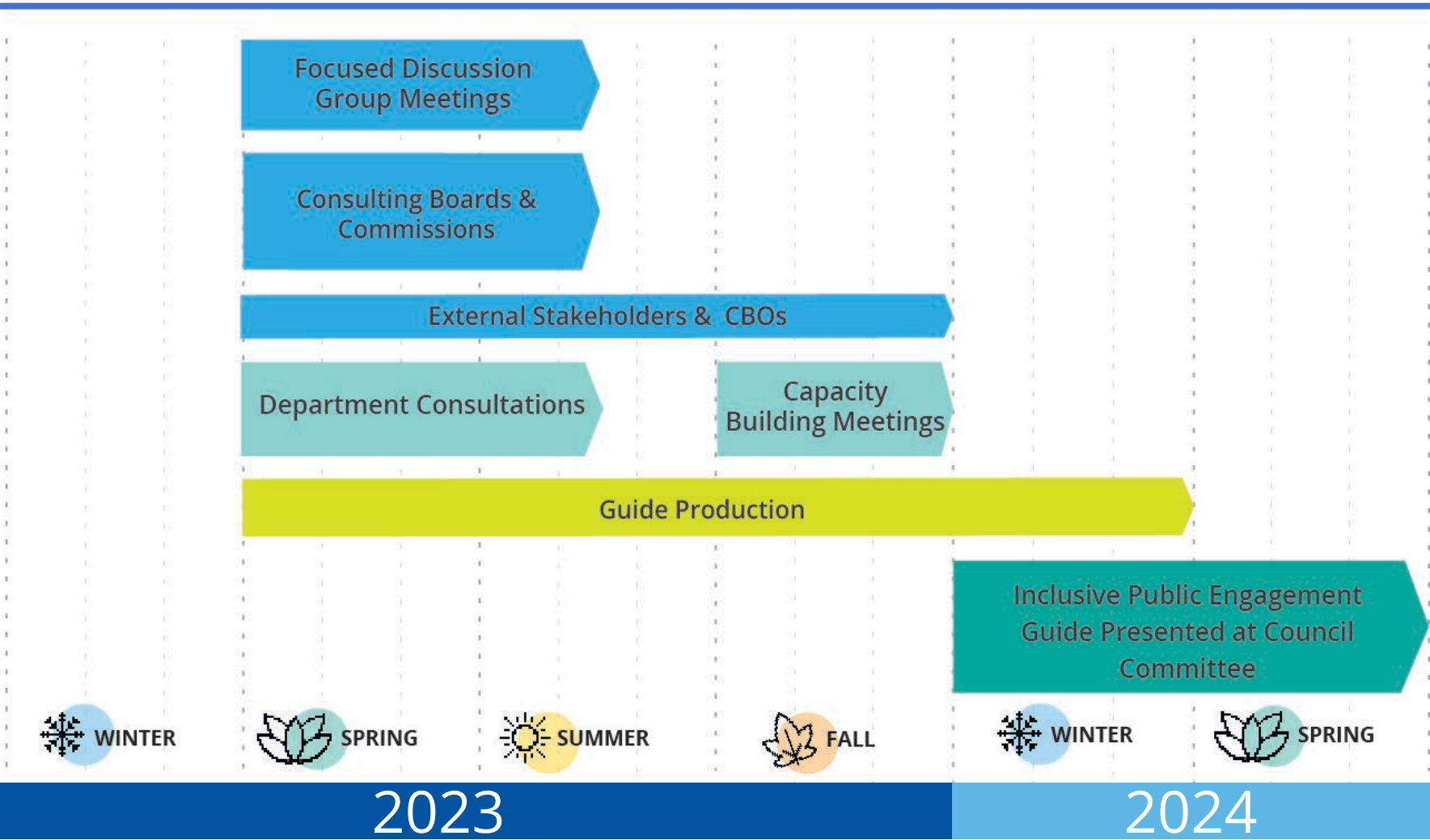


Areas of Improvement &  
General Best Practices





# Timeline and major milestones

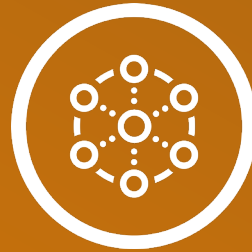


# How to identify who is underrepresented

Representation in  
Decision-making



Participation in  
City Plans & Programs



Digital Engagement



Stakeholder Advocacy  
Groups Analysis



Community Interviews



Department  
Consultations



Focused Discussion  
Group



Additional  
Findings





# Key Themes for Engagement Principles

## Chollas Creek Coalition Principles



Principle #1: Acknowledge the Historical Impacts of Planning and the Planner's Positionality



Principle #2: Develop an Integrated Approach to Community Engagement



Principle #3: Communicate Clear Intentions and Timeline for Engagement



Principle #4: Remove Engagement Barriers



Principle #5: Build Relationships and Establish Trust

## Climate Action Plan Best Practices



Suggestion #1: Provide Time and Opportunities to Build Partnerships and Refine Engagement Efforts



Suggestion #2: Build Outreach Efforts With the Community, Not For the Community



Suggestion #3: Meet People Where They Are



Suggestion #4: Show Respect and Provide Stipends for Lived Experience



Suggestion #5: Be Vulnerable, Authentic and Accountable

# Draft Inclusive Engagement Principles

Inclusion



Respect for Community Knowledge



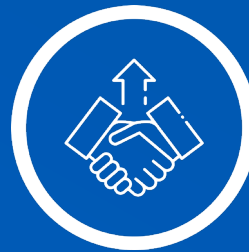
Transparency



Clear Communication



Build True Relationships



Commitment to Good Process



# Questions

- How does the Park & Rec Board currently involve and engage community members?
- How can the City make plans and policies understandable for the general public?
- What accommodations would make it easier to attend public meetings? Besides meetings, what other ways should community members be able to give input to the City?
- Where do you look for trustworthy information about things happening in your community?
- Email us questions and comments at the email address:  
**[engagement@sandiego.gov](mailto:engagement@sandiego.gov)**



**Thank You!**