Guidelines for CPG Ethical Standards
As required for CPG Recognition by Terms and Conditions, Exhibit A

This document describes recommended ethical standards the _____Community Planning Group's (CPG) bylaws should address to be eligible for recognition by the San Diego City Council. These guidelines do not affect in any way the requirements of CP 600-24. The standards are outlined based on the City's Ethics Ordinance: Chapter 2, Article 7, Division 35 of the City's Municipal Code.

1) Conflicts of Interest

CPG voting members with a potential or perceived conflict of interest should recuse themselves from a CPG hearing on matter for which they have a direct economic interest. A direct economic interest includes, but is not limited to, investments in or positions with a business entity, interest in real property, source of income, source of gifts, and personal finances.

Exceptions to conflicts of interest may be granted by the CPG board to a voting member who can show that the decision will not have an effect, positive or negative, on their economic interest.

2) Abstentions for Potential Conflicts of Interest

CPG voting members should voluntarily choose to abstain from voting when that member has legitimate, non-economic, personal interests in the outcome that would, at minimum, give the appearance of impropriety, cast doubt on that member's ability to make a fair decision, or a where that member lacks sufficient information upon which to cast a vote. The CPG's record of the vote on the item will reflect an abstaining member in the vote and they are still counted in a CPG quorum for that item, regardless of the point in time they declare their abstention. Discomfort in publicly disclosing their position on a matter is not sufficient reason to abstain. At the time of the vote, a member shall disclose their reason for abstaining.

3) Political Actions

Neither the CPG nor voting members in their capacity as such should use their title from or position on a CPG for political endorsements of individuals. The CPG may, however, upon majority vote, take a position on pending legislation that is within the CPG's purview.

4) Donations

Neither the CPG nor its voting members should accept donations on behalf of any individual running for public office.

5) Equal Time for Candidates or Ballot Measures

The CPG will endeavor to grant equal time for candidates or ballot measures if docketed on their agenda. Equal time does not apply to individuals speaking during non-agenda public comment.

6) Professional Conduct

The CPG shall establish standards for voting member professional conduct. CPG voting members should treat each other, applicants, city staff, and the public with courtesy and respect at all times.

Template - CPG Community Participation and Representation Plan
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The _____ Community Planning Group (CPG) is committed to engaging a broad and diverse cross section of our community members in monthly meetings and to electing CPG members who are representative of the community and community interests, including, but not limited to renters, youth, people with disabilities, and intergenerational households. Soliciting and obtaining broad input on projects and initiatives is critical to the success of our CPG to serve as a recognized advisory body to the City.

The goal of this participation and representation plan is to communicate our CPG's goals, guiding principles for outreach and communication, and a strategy for meaningful, ongoing engagement.

Our plan is crafted to reflect the unique demographics and characteristics of our community.

Overarching Goals

- Educate community members about the role of our CPG and opportunities for involvement
- Establish partnerships with non-profits, community organizations, businesses, schools/universities and government organizations to build relationships and trust with the community
- Increase and diversify participation in monthly CPG meetings and decision making
- Communicate about our CPG's work and goals in simple, easy-to-understand language that is accessible for anyone regardless of their background in or knowledge of community planning Obtain meaningful input from a broad range of community members
- Be proactive in listening to community needs and effectively communicating these to the City

Guiding Principles for Public Participation

- Provide all meeting information necessary to encourage residents to participate in a simple and accessible manner
- Communicate in ways that are inclusive, transparent and respectful
- Consistently share information with community members using a variety of methods
- Make meeting materials available in the languages spoken within the community
- Be respectful of people's opinions and time
- Ensure a safe, accessible meeting space

Strategies for Community Involvement

- Create a simple CPG fact sheet to advertise in community hubs with meeting information included to help educate the community on the role of the CPG, how to get involved, and the benefits of serving on a CPG
- Share meeting information in digital formats including social media pages and a dedicated CPG website
- Consistently post printed monthly meeting information at local places including, but not limited to:

  - Local library (ies)
  - Park and Rec Building(s)
  - Public transit hubs
  - Grocery stores
  - Coffee shops
  - Schools

- Build relationships with other city advisory boards to cross-pollinate messaging
- Set up informal meetings or calls with local non-profit organizations to introduce and discuss the CPG's role and to build relationships
- Advertise monthly meetings and elections in local community paper(s)/newsletter(s)
- Host informal events outside of CPG meetings to invite the public to learn about the CPG and how to participate in monthly meetings
- Organize informal town hall events to solicit feedback on community needs. Select a time/day, location and format of the events and town halls that maximizes the opportunity for people not already engaged with the CPG to attend
- Work with the council office and the Mayor's office to amplify outreach
- Make online interactive activities, such as surveys, to seek input on community needs/ other initiatives

Measuring Success

- Monitor month over month and year over year meeting attendance, number of voters in elections, social media metrics as applicable, type and frequency of outreach efforts, events attendance lists, change in composition of voting members as evidenced in annual surveys, etc.
- Success should also be qualitatively measured by the intentional efforts made to bring in community members that have historically faced barriers to participation in CPGs. Document information in annual report and submit to the City.