

City-wide Community Engagement Framework Annual Report

Community and Economic Development Committee

May 20, 2024

Item (d)3

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Summary

Commitment to continued improvement of community engagement approaches through:

- **On-Call Community Engagement Consultants**
- **On-Call community Engagement Community Based Organizations (CBOs)**
- **Citywide Community Engagement Framework**

Background

Community Engagement Consultants:

- August 2022 – City Council approved 9 consultants for master agreements
- These 9 consultants continue to be available for community engagement work for all City staff, including City Council offices
 - Through a service order instead of a full procurement process

Community Engagement Community-Based Organizations (CBOs):

- August 2022 - City Council direction to issue a separate RFP for CBOs
- January 2023 – Office of Economic Development and Cultural Affairs (OEDCA) issued RFP
- May 2023 – OEDCA issued Notices of Intended Award
- June 2023 – City Council authorized execution of master agreements with 22 CBOs
- Master agreements with 10 CBOs have been executed, 8 in progress, and 4 to be initiated
- November 2023 – OEDCA and Silicon Valley Council of Nonprofits co-hosted a training to help CBOs navigate the processes and procedures of a master agreement relationship with the City

On-Call Community Engagement Consultants and Community Based Organizations

Project Examples

- Citywide Community Engagement Framework (CMO)
- Community Stabilization and Opportunity Pathways Fund Commission (OEDCA)
- Pleasant Hills Vision (PBCE)
- Police Department Community Engagement Plan (Police)
- Curb Digitization and Management Pilot (DOT)



Community Engagement Working Group and Citywide Community Engagement Framework

Community Engagement Working Group (CEWG)

- Comprised of staff across City Departments who volunteer time to research, develop, and integrate community engagement best practices
 - Conducted two trainings for City Manager's Senior Staff
 - Led engagement process with City staff, community partners, and residents on draft Framework
 - Completed a Community Engagement Report, including the foundation for the Framework

Citywide Community Engagement Framework

- Shared approach for community engagement across City departments
- Principles for community engagement and steps to apply them
- How to plan for community engagement, including identifying audiences and setting goals and measures of success



Citywide Community Engagement Framework

Guiding Principles



People-centered

Treat community members with respect and empathy. Frame issues in ways that are relevant to community members. Make it interesting and worthwhile for them to participate in the process.



Equitable

Provide incentives to encourage participation from low-income community members and to show appreciation for community expertise. Lower barriers to participation by providing meals, drinks, or childcare at in-person events.



Accessible

Offer translation, interpretation, or closed captioning as needed. Conduct engagement in the language people speak. Make materials easy to understand for your audience. Choose physical spaces that are accessible by people with limited mobility.



Transparent and accountable

Plan meaningful updates to the community to build trust with community members. Communicate clear expectations with the public. Avoid making promises that you can't follow through on.



Collaborative

Create engagement strategies that keep in mind communities' wants, needs and preferences. Be willing to adapt your strategy as project and community needs arise.

Citywide Community Engagement Framework

Steps to Apply Guiding Principles

1. Develop a community engagement strategy at the beginning of a project
2. Identify metrics of success
3. Use IAP2 spectrum of public participation or similar tool to identify public involvement approach for and key decision points
4. Establish a list of outreach and engagement methods based on the selected approach(es)
5. Consider the relationship with City Council offices, especially if City Council will have the final decision
6. Allocate sufficient resources to support the objectives and metrics of success
7. Input from stakeholders on engagement strategy before implementation
8. Treat the engagement strategy as a living document
9. Set clear expectations with the public at the beginning and as the process evolves

Next Steps

- Finalize agreements with CBOs
- Work with City departments to establish the Framework as a component of employee orientation and on-boarding materials
- Partner with Community Engagement Working Group to train City departments to apply Framework in engagement activities for projects/plans and contract with consultants and CBOs

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