

# Community Engagement

A key environmental justice principle is involving the communities most impacted by pollution and other environmental problems so that they can have a say in the decisions that impact their health and well-being. Community engagement is also important to the SB 1000 planning process because community members are holders of local knowledge and data; listening to their voices can lead to better and more effective planning decisions.

Planners should dedicate sufficient time and resources for residential engagement, including capacity-building and education so that community stakeholders can meaningfully contribute to planning decisions.

## ***Benefits of Partnering with Community-Based Organizations (CBOs)***

Since community members must be prepared and briefed in order to participate in a meaningful way, local governments can improve this process by partnering or contracting with CBOs.

1. CBOs can provide community engagement expertise and maintain a horizontal network within the community—two things that local jurisdictions do not maintain and/or may not be able to provide.
2. They can also help cultivate the trust that is required for authentic community participation during the planning process and for the successful implementation of an EJ Element after it is adopted.



## **Key Principles for Community Engagement**

- Inclusion
- Access, Transparency, and Responsiveness
- Accountability
- Broad and Balanced Participation
- Honor and Include Local Community Knowledge
- Long-Term Commitment

## **Best Practice Strategies**

Those leading SB 1000 efforts must work to overcome barriers to community participation by:

- Creating accessible meeting times and locations.
- Giving proper notice of meetings and activities.
- Providing language interpretation and translation.
- Offering supportive resources, such as child care and transportation.
- Building resident capacity, such as providing education on planning processes.
- Establishing relationships and trust, including addressing local histories and barriers for residents.



## IAP2 Public Participation Spectrum

### Increasing Level of Public Impact

<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>
<b>Public Participation Goal</b>	<b>Public Participation Goal</b>	<b>Public Participation Goal</b>	<b>Public Participation Goal</b>	<b>Public Participation Goal</b>
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
<b>Promise to the Public</b>	<b>Promise to the Public</b>	<b>Promise to the Public</b>	<b>Promise to the Public</b>	<b>Promise to the Public</b>
We will keep you informed.	We will keep you informed, listen to, and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Example Tools</b>	<b>Example Tools</b>	<b>Example Tools</b>	<b>Example Tools</b>	<b>Example Tools</b>
<ul style="list-style-type: none"> <li>➤ Fact sheets</li> <li>➤ Websites</li> <li>➤ Open houses</li> </ul>	<ul style="list-style-type: none"> <li>➤ Public comment</li> <li>➤ Focus groups</li> <li>➤ Surveys</li> <li>➤ Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>➤ Workshops</li> <li>➤ Deliberate polling</li> </ul>	<ul style="list-style-type: none"> <li>➤ Citizen Advisory Committee</li> <li>➤ Consensus-building</li> <li>➤ Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>➤ Citizen juries</li> <li>➤ Ballots</li> <li>➤ Delegated decisions</li> </ul>

*Source: International Association of Public Participation*

### Methods of Community Engagement

- Community-Based Participatory Action Research
- Community Events and Fairs
- Design Charrette
- Door-to-Door Canvassing
- Focus Groups
- General Plan Advisory Committee
- Interactive Workshops
- Online and Mobile Engagement
- Open Houses

- Participatory Budgeting
- *Promotoras* Model
- Surveys
- Tours



Community leaders in South Fresno (LCJA).

Check out the full toolkit for more information: <https://caleja.org/2017/09/sb-1000-toolkit-release/>