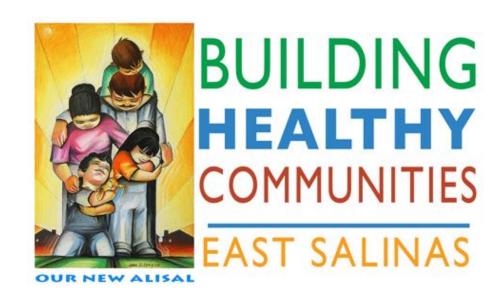
Spectrum of Community Engagement

Monica Gurmilan, Building Healthy Communities East Salinas

Building Healthy Communities

Building Healthy Communities (BHC) is a 10 year initiative launched by The California Endowment in 2010 to advance statewide policy, change the narrative, and transform 14 of California's communities devastated by health inequities into places where all people and neighborhoods thrive



Changing the Narrative





SPECTRUM OF COMMUNITY ENGAGEMENT TOOL

Community groups and public agencies can use this tool to assess community engagement efforts and to set goals to increase effectiveness of engagement practices to close equity gaps

Stance towards community	0 IGNORE	1 INFORM	2 CONSULT	3 INVOLVE	4 COLLABORATE	5 EMPOWER for IMPACT		
Impact Marginalization		Placation	Tokenization	Voice	Delegated Power	Community Control		
Community Engagement Goals	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community assets, needs & concems are integrated into process & inform planning	Ensure community capacity to play a leadership role in implementation of decisions	and equity by placing full decision- making in the hands of the community "We want this to work so we support democratic and equitable processes led by community"		
Message to the community	"Your voice, needs and interests do not matter"	"We will keep you informed"	"We care what you think"	"We can't do this well without you"	"Your leadership and expertise are oritical"			
Examples of tools	Closed door meetings	Fact sheets Open Houses Presentations Billboards Videos	Public comment Focus Groups Community Forums Surveys	Interactive Workshops Polling House Meetings Community forums	MOU's with Community- Based Organizations Consensus building Citizen Advisory Committees Participatory Action Research			
Resource allocation ratios	admin admin systems admin admin 5		20-50% to systems admin 50-70% to community partners	9-20% to systems admin 80-100% to community partners and community-driven processes				

^{*} This tool was developed by Facilitating Power in collaboration with East Salinas BHC and Movement Strategy Center, drawing partial content from various public participation tools, including Amstein's Ladder of Citizen Participation, and the Public Participation Spectrum created by the International Association for Public Participation







Levels of Community Engagement



Stance towards community	0 IGNORE	1 INFORM Placation Provide the community with relevant information			
Impact	Marginalization				
Community Engagement Goals	Deny access to decision-making processes				
Message to the community	"Your voice, needs and interests do not matter"	"We will keep you informed"			
Examples of tools	Closed door meetings	Fact sheets Open Houses Presentations Billboards Videos			
Resource allocation ratios	100% systems admin	70-90% to systems admin 10-30% to promotions and publicity			

Levels of Community Engagement



2	3				
CONSULT	INVOLVE				
Tokenization	Voice				
Gather input from the community	Ensure community assets, needs & concerns are integrated into process & inform planning				
"We care what	"We can't do this				
you think"	well without you"				
Public comment	Interactive				
Focus Groups	Workshops				
Community	Polling				
Forums	House Meetings				
Surveys	Community forums				
60-80% to systems admin 20-40% to consultation activities	50-60% to systems admin 40-50% to community involvement				

Levels of Community Engagement



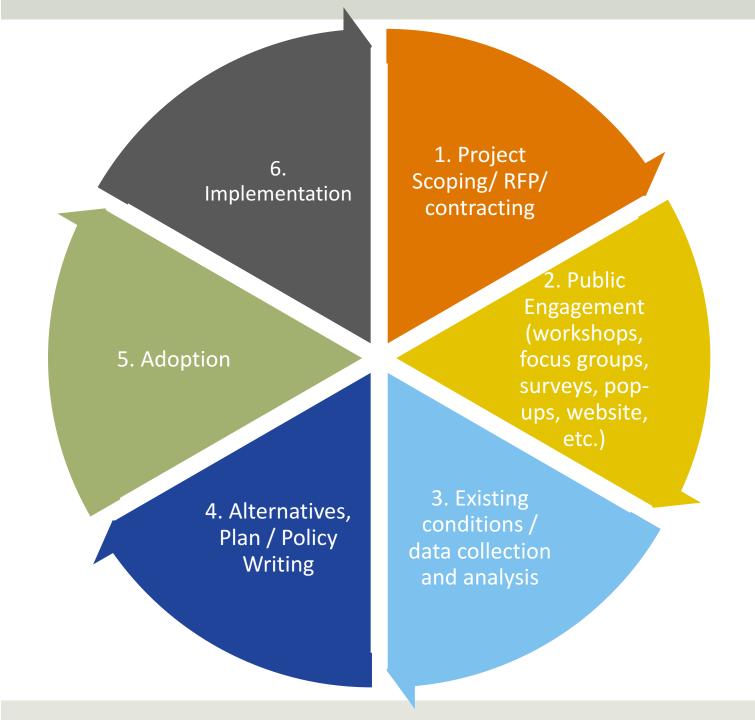


4 COLLABORATE	5 EMPOWER for IMPACT					
Delegated Power	Community Control					
Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity by placing full decision- making in the hands of the community					
"Your leadership and expertise are critical"	"We want this to work so we support democratic and equitable processes led by community"					
MOU's with Community- Based Organizations Consensus building Citizen Advisory Committees Participatory Action Research	Community-Driven Planning Community Organizing Open Planning Forums with Citizen Polling Participatory Budgeting Participatory Action Research					
20-50% to systems admin 50-70% to community partners	0-20% to systems admin 80-100% to community partners and community-driven processes					

Building Resident Power









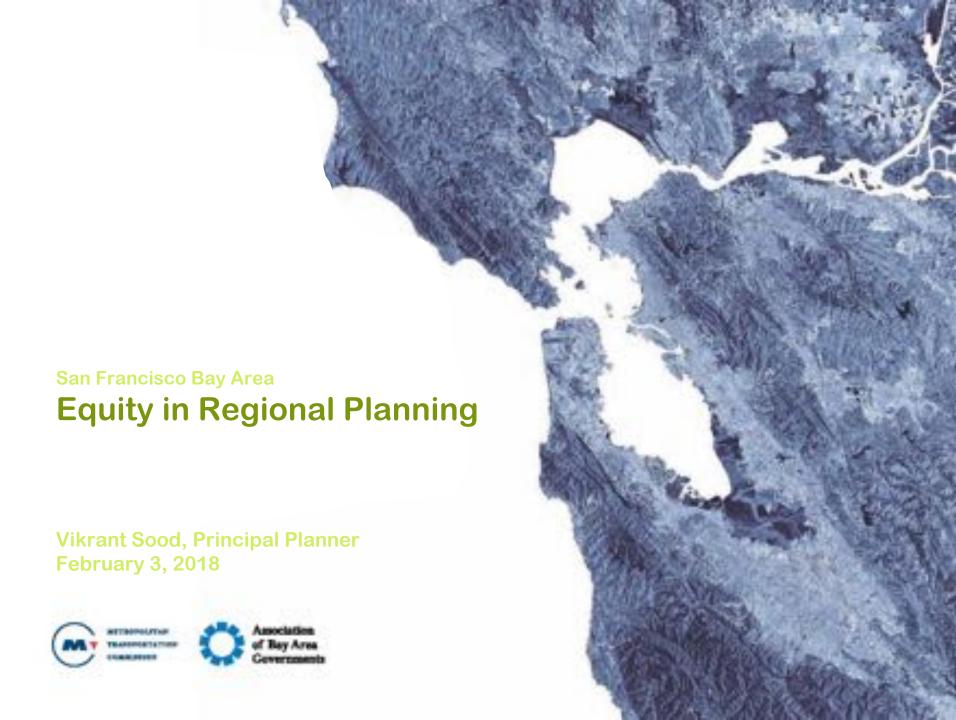












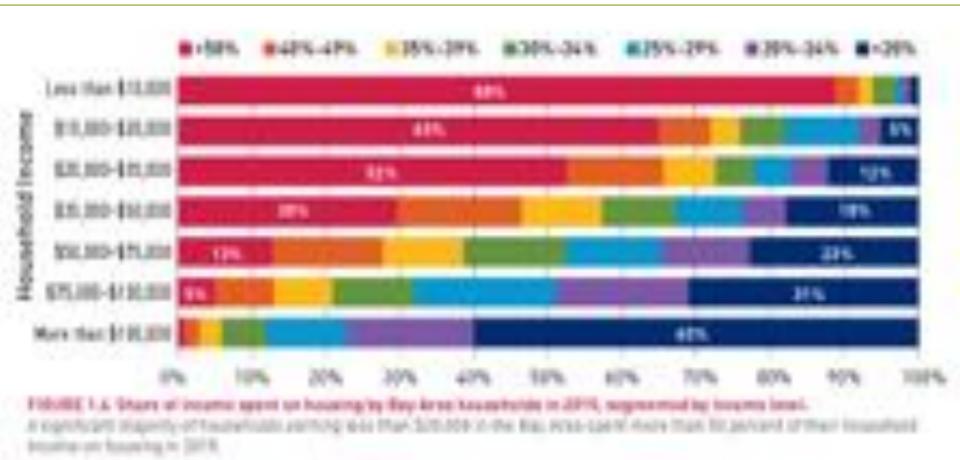
Long-Range Land Use and Transportation Plan



Housing and Transportation Costs

Share of Income Spent on Housing Bay Area, 2015

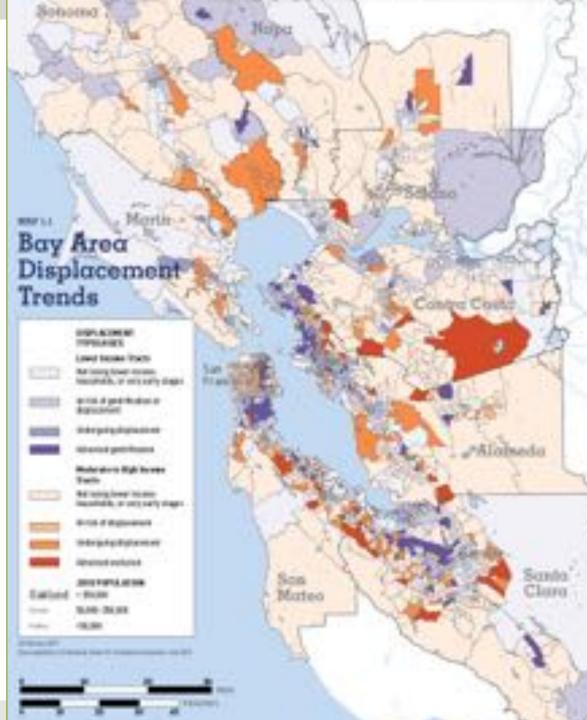
Source: MTC Vital Signs, using US Census and American Community Survey data



Housing Affordability and Displacement

Displacement Trends Bay Area, 2015

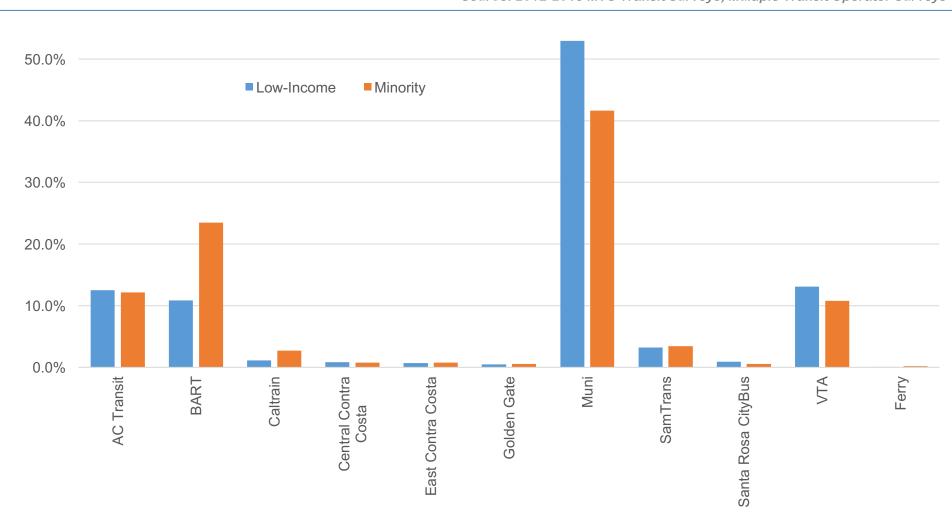
Source: Urban Displacement Project



Transit Dependence

Share of Transit Ridership Minority and Low-Income Populations, Bay Area

Source: 2012-2015 MTC Transit Surveys, Multiple Transit Operator Surveys



Funding Priorities: One Bay Area Grant Program

\$927 Million

in Regional Funds (over ten years)

Support implementation of the region's growth framework

Regional Transit Priority Program

Regional Housing Programs

Eligibility

Complete Streets Policy
Housing Element Certification
Surplus Land Act for Housing

\$695 Million

in County Funds (over ten years)

Distribution

Total Housing Production
Affordable Housing
Housing Growth Allocation

Regional Housing Programs

Affordable Housing Jumpstart Program

\$10 million invested in counties with voter-approved housing measures or bonds

Transit-Oriented
Affordable Housing Fund

\$10 million towards a \$90 million revolving loan fund for affordable housing in transit-rich areas



Preservation Pilot

\$10 million towards preservation of existing affordable housing

Housing Incentive Program

\$80 million to reward local jurisdictions for housing production

Communities of Concern

Community-Based Transportation Planning Program

Lifeline Transportation Program



Shared-Use Mobility Pilot at Three Housing Sites





















Planning & Governing for Racial Equity in practice

Beth Altshuler
Raimi + Associates
February 3, 2018















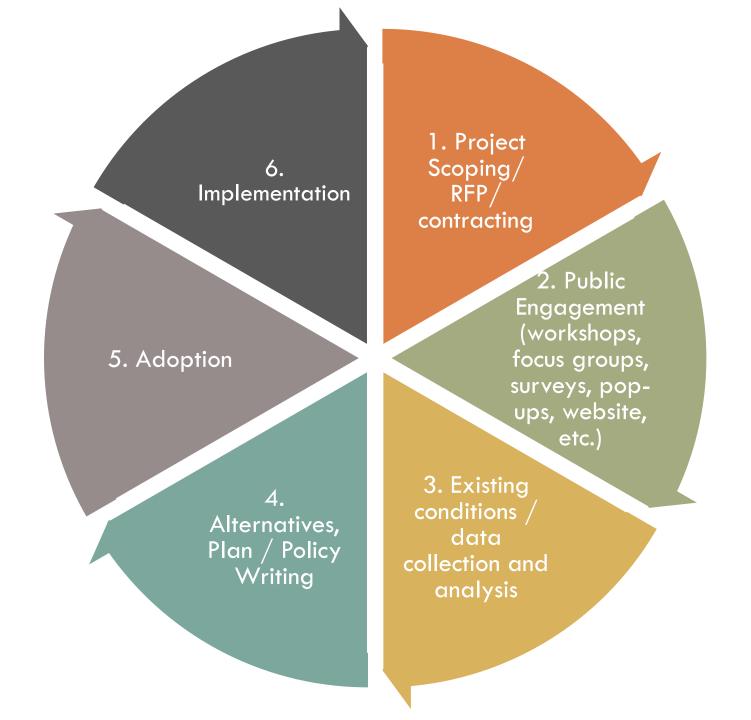
Community Planning

Applied
Research
&
Evaluation

Equity

Public Health

Sustainability & Climate Change



RFP / Scoping Considerations

Assess: Will this project be supportive, neutral, or harmful for local and regional racial inequities?

Can a local CBO / person from the community do this work without an external consultant?

 If not, can they prime with consultant technical support?

Teaming: include local leaders, CBOs, local organizers

 If you don't already have local relationships, include budget to hire them after project starts Specify scope tasks that could improve the project's equitable outcomes – including building local capacity of CBOs, residents and staff



Inclusion Sign-In Sheet | Hoja de Inclusión

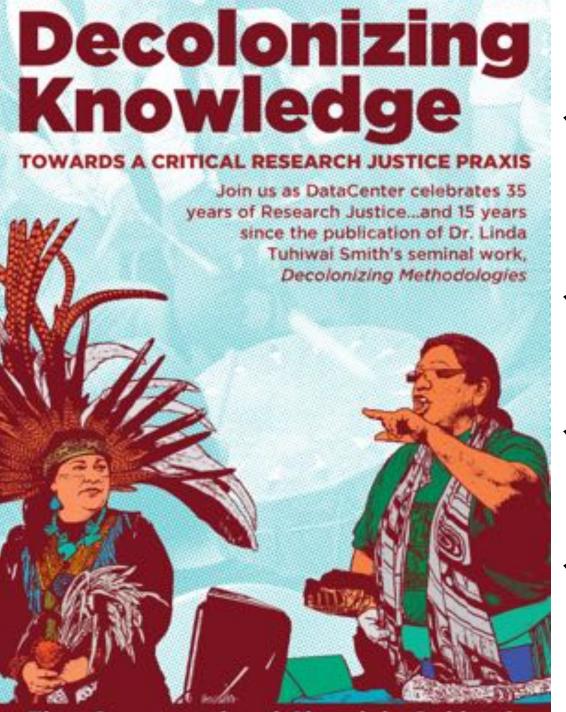
Event: Date:

Race Raza	Origin Spoken	Primary Language Spoken in the Home	Gender Género (F, M, on/o O=othes/ otro)	Age Edad	Relationship to Downtown Santa Maria? /Relacion a Santa Maria Centro?		Owner	Renter	
2023		Idioma principal que se habla en el hogar			Live Vivir	Work Trabajar	Visit Visitar	Propietanio	Inquitino
Example / ciomplo: White and Native American	Yes / Si	Spanish / Espeñol	,	30		×	×		×
					-				
							· .		

This form heigs us understand who we are reaching to ensure we're doing the best job at connecting with all people in Seaside. Esto forma not syudo a comprender a quien estornos involucirando para asegunar que estornos haciendo el mejor trabajo en la conexión con todas los personas en Seaside.

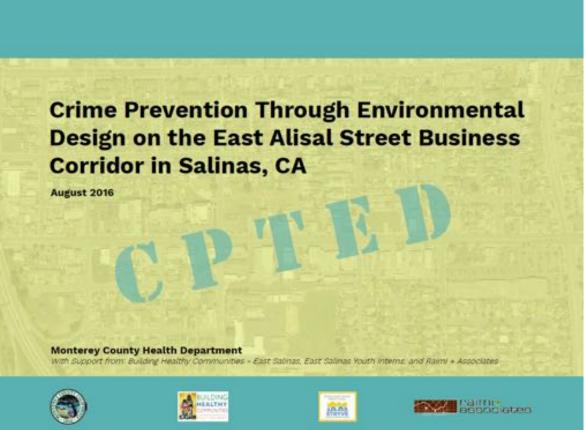
Your participation is voluntary. Su porticipación es voluntaria.

All information is anonymous. Toda la información es anónimo.

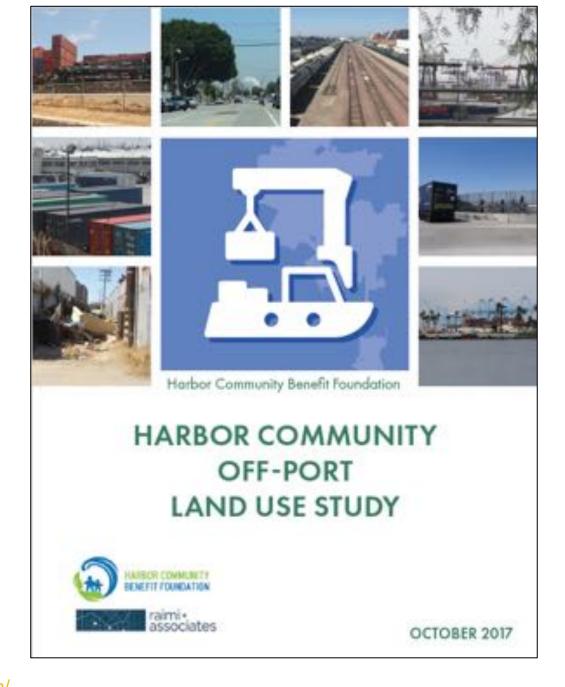


- ✓ Identify & document racial / social inequities
- ✓ Examine the causes and trends
- ✓ Discuss with community
- ✓ Share what you find

Collect Original Data: Safety, Walk Audit, Bike Count, Industrial Sites, etc.



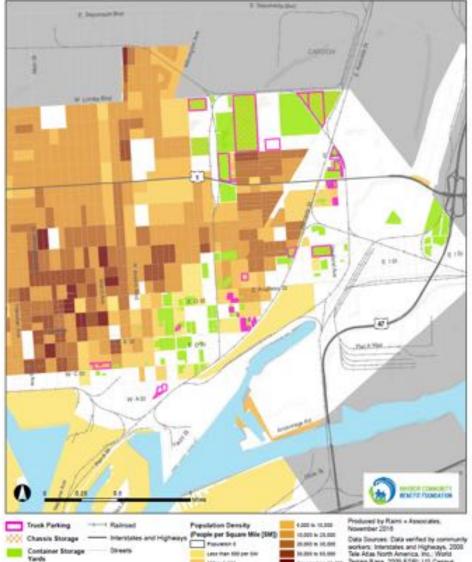




At-Grade Railroad Crossings: Wilmington



Chassis, Truck, & Container Storage Yards: Wilmington



800 to 6,000

Terrain Base, 2009 ESRI; US Census

2010 Decennal Census

Great ton 55,000

Overall Health and Well-Being	Comments
1. GOAL: A physical, social, and civic environment that supports residents' health, well-being, and equity.	
1.1. Health in All Policies. Consider, and when appropriate incorporate, public health in all city policies and operations across all cities departments.	
1.1.1. Health Impacts in Staff Reports. Create and train staff to use a protocol with objective criteria that helps to assess and disclose the health co-benefits and impacts of new construction and capital improvement projects. Results should be included in City Council and Planning Commission staff reports. When appropriate, seek review assistance from the Riverside County Department of Public Health.	
1.1.2. Healthy Budget Items. Create a process and criteria to prioritize funding and capital improvement projects to improve health equity and leverage other fluiding sources to improve the health of Coachella residents, especially items that may contribute to a long-term reduction in social services and/or health care demand and costs. A potential approach could include: Train department leadership on health equity Encourage each department to identify one or more health objectives for their annual budget Ensure budget items leverage opportunities to improve health co-benefits	
1.2 Monitoring and Evaluation. Work with the County Public Health Department and community groups to monitor trends of the City's health and wellness conditions and outcomes.	
1.2.1. Community Oversight. Expand the role of an existing commission or partner with a local organization to advise the Council on the implementation of the Community Health and Wellness Element and other health-related issues.	
1.3. Health Equity. Identify and address health inequities within Coachella and between Coachella and the County on a regular basis and strive to facilitate a high quality of life for all residents.	
1.4. Workplace Wellness. Enhance the health and well-being of City employees through workplace wellness programs and policies to increase employee productivity, improve morale, decrease incidence of accidents and injuries, and decrease medical costs and aspire to become a model healthy organization for other cities in the region.	
1.4.1. Workplace Wellness Team. Identify a workplace wellness team to assess employee health needs and implement workplace wellness programs.	



USDN

A Guide to Equitable, Community-Driven Climate Preparedness Planning

https://tinyurl.com/USDNclimate

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