

# Partnering with Community-Based Organizations for More Inclusive Public Engagement

*November 14, 2013 WEBINAR*



## ILG Mission

- Promoting good government at the local level
- Practical, impartial and easy-to-use materials

## **Today's Focus**

Explore how local agencies can use partnerships with community-based organizations to broaden participation in local decision making.

## **Speakers**

Keith Bergthold, City of Fresno Planning Department

Oscar Chavez, Sonoma County Human Services

Susan Stuart Clark, ILG Public Engagement Consultant

# Polling Question #1

# Beyond the Usual Suspects



## 2013 Research with CA Public Officials

City

County

Public meetings are dominated by people with narrow agendas.

76%

77%

Community members have become more angry and mistrustful.

68%

78%

*[Testing the Waters](#), May 2013 report with findings from 900 California local officials.*

## 2013 Research with CA Public Officials

City

County

Have staff with primary focus of increasing public participation in decision making

38%

45%

Use community-based organizations and their networks to facilitate communications with the public:

A little or a lot

80%

91%

A lot

31%

45%

# Polling Questions #2 & #3



# Benefits of Community Partnerships

- Broaden the conversation by extending agency's outreach & cultural competency
- Reach the community “where they are”
- Reduce public misperceptions and mistrust
- Ongoing channel for communication
- Identify community resources for shared goals

# Challenges with Community Partnerships

- Limited staff/resources to be proactive
- Collaboration with diverse groups not in staff skill set; difficulties with past efforts
- Mixed support among electeds/senior staff
- Hard to find or choose “impartial” groups
- Don’t want to raise expectations too high

# Speakers

- *Keith Bergthold - Fresno General Plan*
- *Oscar Chavez – Sonoma County:  
Rosemont and Health Action*

***ILG - November 14, 2013 WEBINAR***

**Partnering with  
Community-Based Organizations  
for More Inclusive Public Engagement Facts Behind  
Demographic Change in California**

**The Fresno General Plan Update – Engaging the Diversity of Our Community  
Constituents for Smart Growth and Healthy Neighborhoods**

**Keith Bergthold, Asst. Planning Director**

November 14, 2013

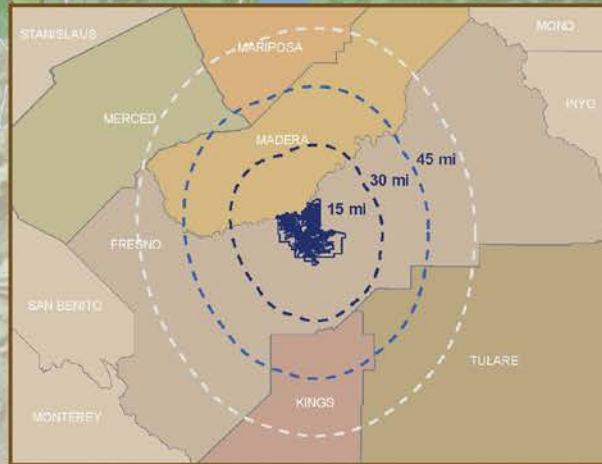
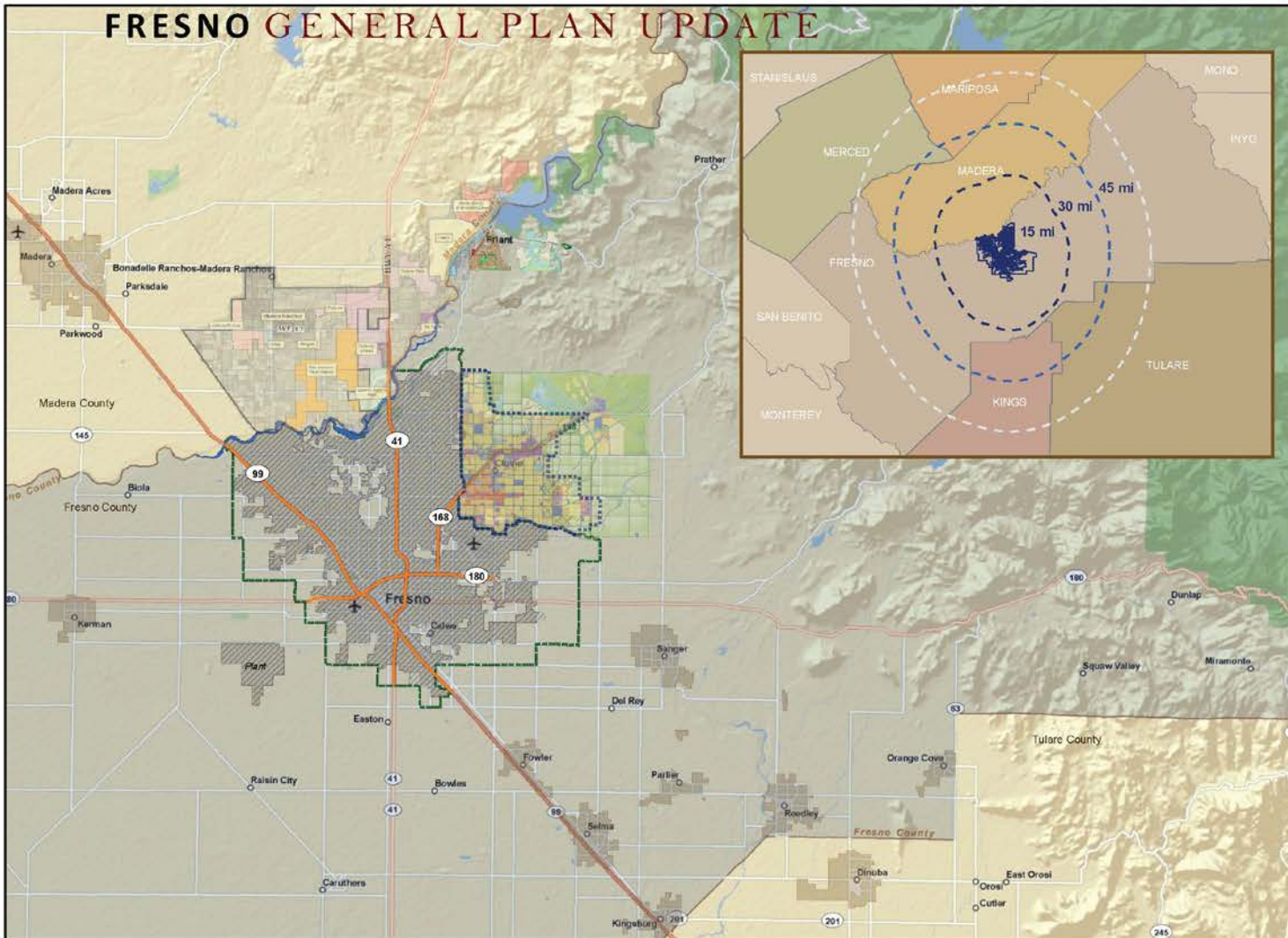
# The Fresno General Plan Update – Engaging the Diversity of Our Community Constituents for Smart Growth and Healthy Neighborhoods

- Context & Demography & Demographic Change
- Primary Plan Features
- The Conceptual Alternatives Analysis & Selection of a Preferred Alternative
- Our Multi-Sector Public Engagement Strategy
- A Key Inner-City Outreach and Engagement Partner

# Land Use as a Systemic Challenge for the Success of Interdependent Issues

- Getting local and regional land use and transportation policies oriented toward fiscal efficiency - is a systemic contingency that if not achieved will trump the success of any efforts to improve health, education, employment, and safety for all residents and especially children, youth, and families in neglected and disadvantaged neighborhoods in Fresno and throughout the San Joaquin Valley.

# FRESNO GENERAL PLAN UPDATE



## Regional Setting

### Boundaries

- Fresno SOI
- Fresno City Limits
- Fresno County
- Clovis SOI
- California Cities
- San Joaquin River

### Circulation

- State Highway 99
- State Highway 41
- State Highway 180
- State Highway 168

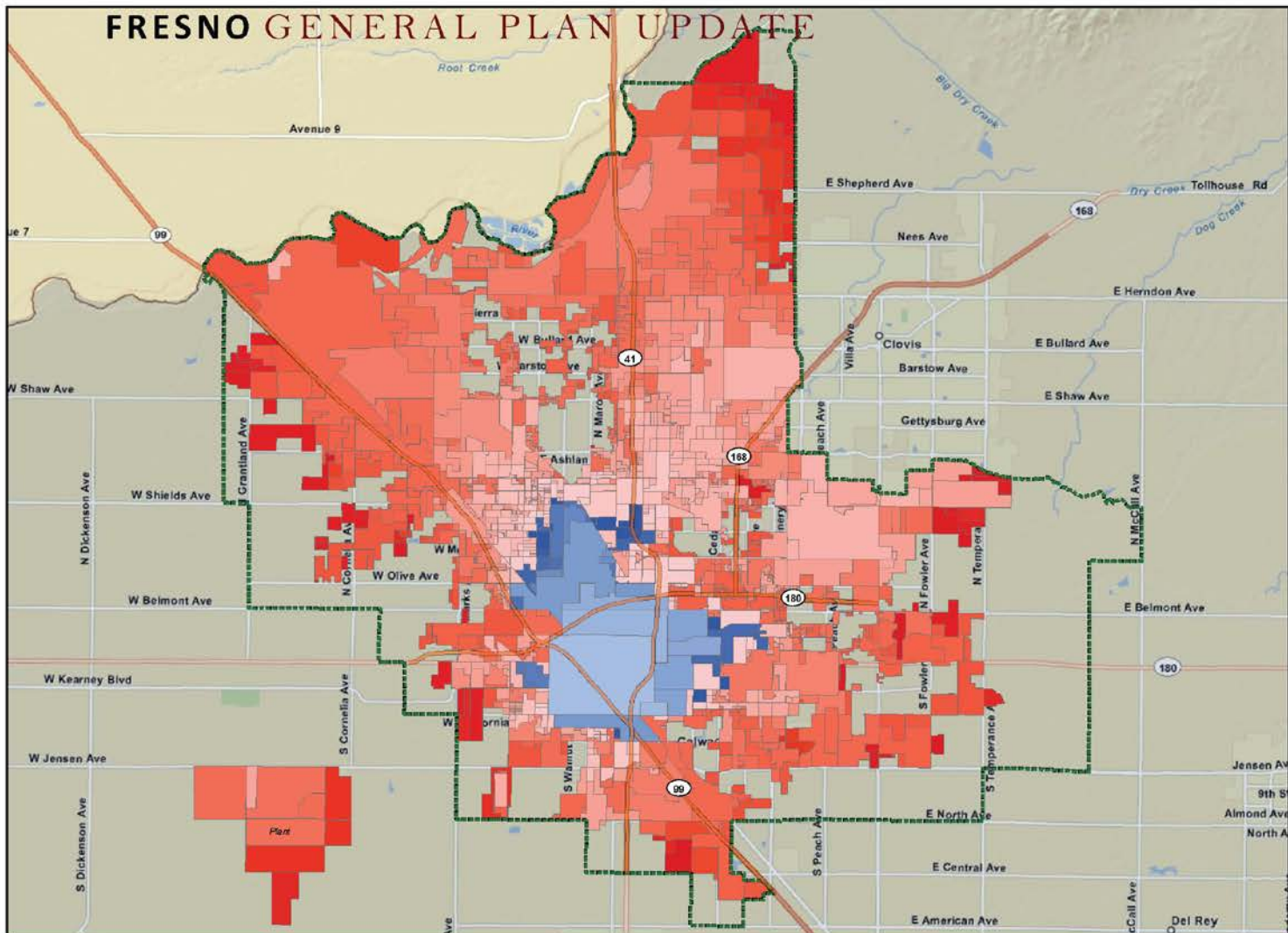


0 1.25 2.5 5 7.5 Miles

Source: Boundary and circulation information, City of Fresno Development And Resource Management Department, 2010, World Street Map, developed by Esri using DeLorme basemap layers, Automotive Navigation Data, USGS, UNEP-WCMC, Tele Atlas Dynamap, 2009, City Boundaries, CA Department of Transportation, 2008



# FRESNO GENERAL PLAN UPDATE



## Local Setting

### Boundaries

-  Sphere Of Influence
-  Fresno City Limits
-  Fresno County

### Historic Growth Patterns

-  Post 1945 Growth
-  Pre 1946 Growth

### Circulation

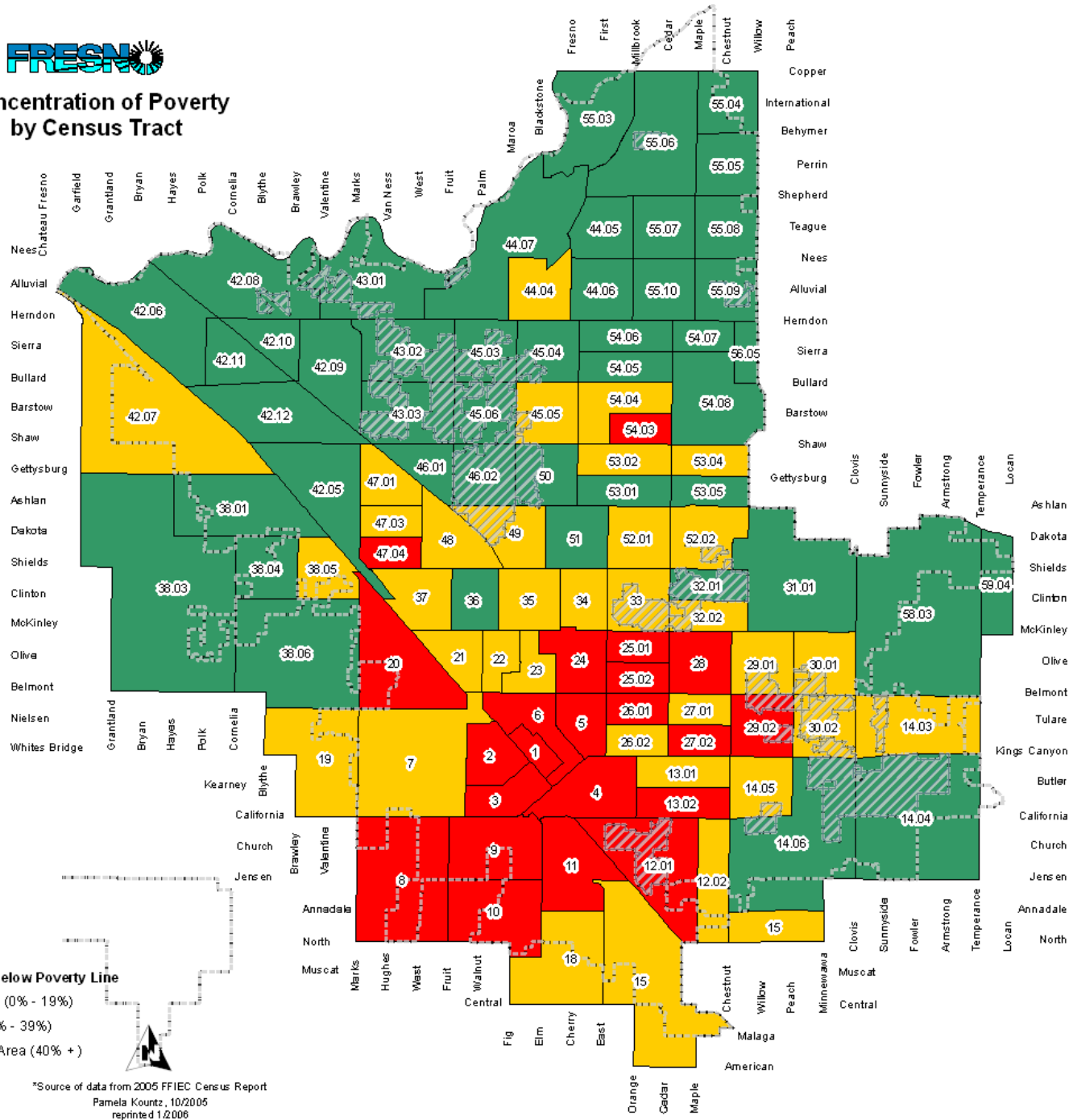
-  State Highway 99
-  State Highway 41
-  State Highway 168
-  State Highway 180

Source: Boundary and circulation information, City of Fresno Development And Resource Management Department, 2010; World Street Map, developed by Esri using DeLorme basemap layers, Automotive Navigation Data, USGS LINEP-VCCMC, Terra Atlas Dynamap, 2009, City Boundaries, CA Department of Transportation, 2008





## Concentration of Poverty by Census Tract



# Fresno's Current Diversity

## City of Fresno - 2010 U.S. Census – Roughly 500,000 Population

- **46.9%** **Hispanic or Latino of any race** - 42.7% Mexican, 0.4% Salvadoran, and 0.4% Puerto Rican
- **30.5%** **White Non-Hispanic**
- **8.3%** **African American**
- **1.7%** **Native American**
- **12.6%** **Asian** - 3.6% Hmong, 1.7% Indian, 1.2% Filipino, 1.2% Laotian, 1.0% Thai, 0.8% Cambodian, 0.7% Chinese, 0.5% Japanese, 0.4% Vietnamese, 0.2% Korean, 0.2%, Pacific Islander

# Fresno's Future Demographics

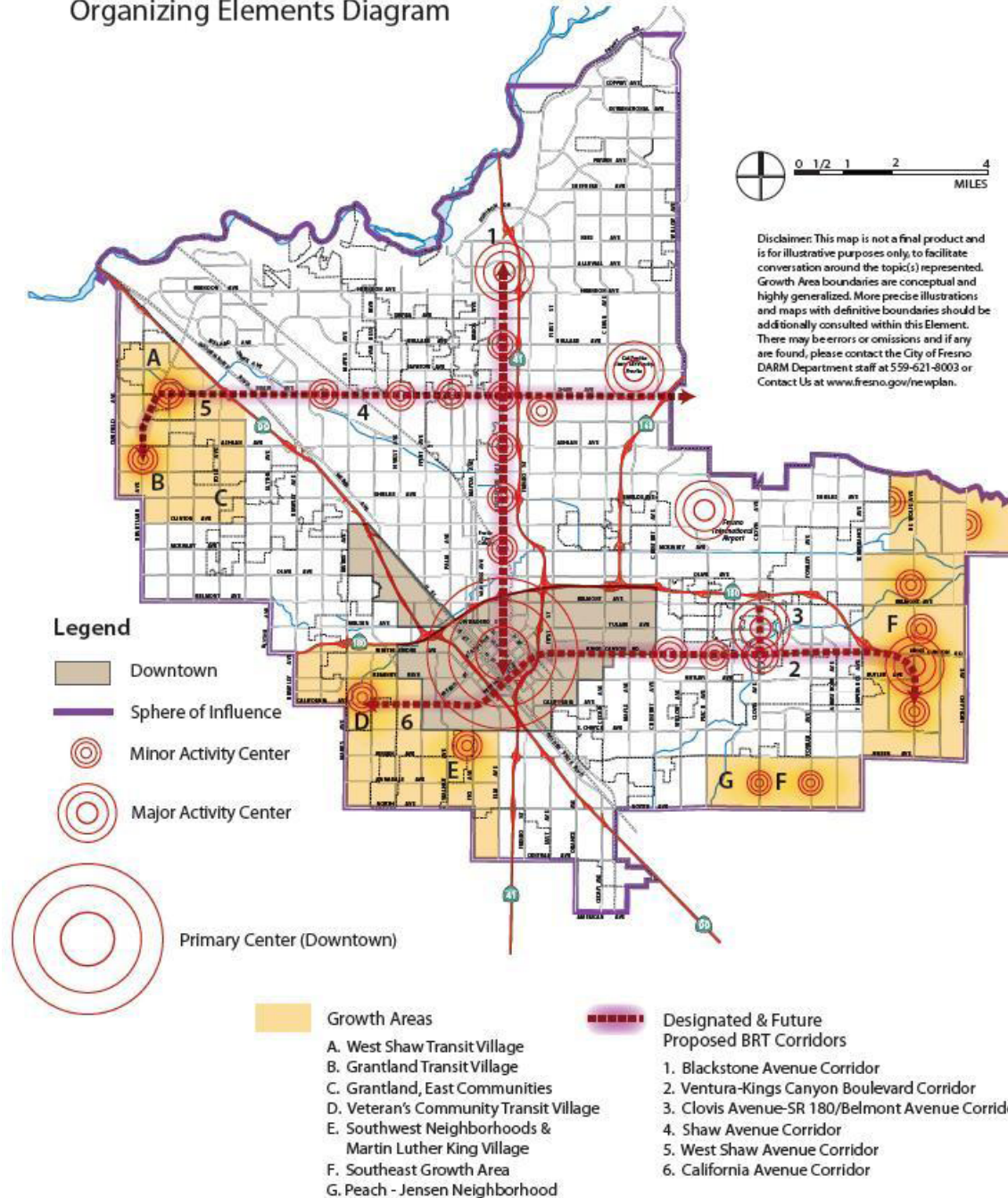
## City of Fresno – 2050 Forecast – Roughly

**913,000 Population** – for S.J. Valley COGs -by County

The Planning Center – DCE- 3/27/12

- **66.0%** **Hispanic or Latino of any race** -  
Mexican, Salvadoran, Puerto Rican, and other
- **10.5%** **White Non-Hispanic**
- **4.3%** **African American**
- **0.1%** **Native American**
- **4.4%** **Other**
- **14.7%** **Asian** - Hmong, Indian, Filipino, Laotian, Thai,  
Cambodian, Chinese, Japanese, Vietnamese,  
Korean, Pacific Islander, and Other

# Conceptual Urban Form Organizing Elements Diagram





# City of Fresno

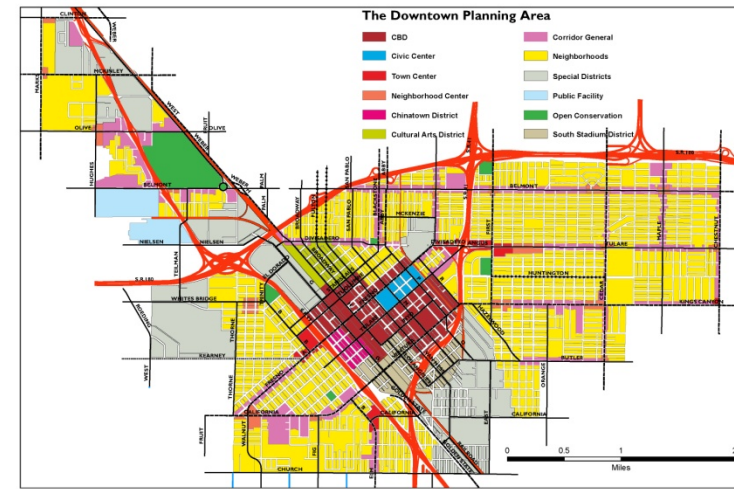
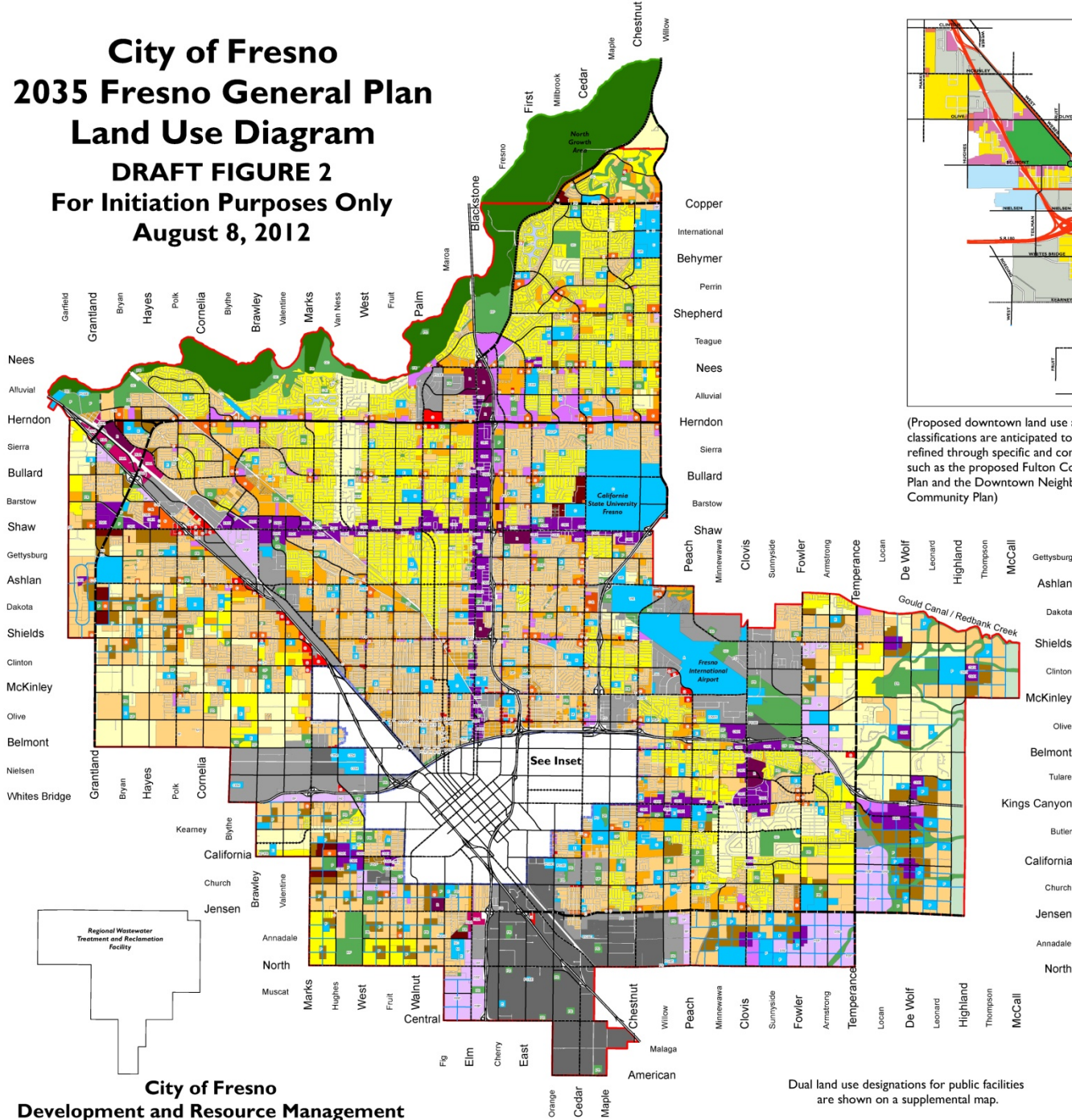
## 2035 Fresno General Plan

### Land Use Diagram

#### DRAFT FIGURE 2

#### For Initiation Purposes Only

#### August 8, 2012



(Proposed downtown land use and circulation classifications are anticipated to be further refined through specific and community plans such as the proposed Fulton Corridor Specific Plan and the Downtown Neighborhoods Community Plan)

### LEGEND

- |  |  |
|--|--|
| <p><b>RESIDENTIAL</b></p> <ul style="list-style-type: none"> <li>Low Density (1-3 D.U./acre)</li> <li>Medium Low Density (3.5-6 D.U./acre)</li> <li>Medium Density (5.0-12 D.U./acre)</li> <li>Medium High Density (12-16 D.U./acre)</li> <li>Urban Neighborhood (16-30 D.U./acre)</li> <li>High Density (30-45 D.U./acre)</li> </ul> <p><b>COMMERCIAL</b></p> <ul style="list-style-type: none"> <li>Main Street</li> <li>Community</li> <li>Recreation</li> <li>General</li> <li>Highway &amp; Auto</li> <li>Regional</li> </ul> <p><b>EMPLOYMENT</b></p> <ul style="list-style-type: none"> <li>Office</li> <li>Business Park</li> <li>Regional Business Park</li> <li>Light Industrial</li> <li>Heavy Industrial</li> </ul> <p><b>MIXED USE</b></p> <ul style="list-style-type: none"> <li>Corridor/Center Mixed Use</li> <li>Regional Mixed Use</li> <li>Neighborhood Mixed Use</li> </ul> <p><b>OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>Clear Zone</li> <li>Commercial-Recreational</li> <li>Community Park</li> <li>Flood Control Project</li> <li>Golf Course</li> <li>Lake, Pond</li> <li>Multi-Use</li> <li>Neighborhood Park</li> <li>Outdoor Environmental education area</li> <li>Open Space</li> <li>Park</li> <li>Ponding Basin</li> <li>Ponding Basin (Park use)</li> <li>Regional Park</li> </ul> | <p><b>PUBLIC FACILITIES</b></p> <ul style="list-style-type: none"> <li>Public/Quasi-public Facility</li> <li>Special School</li> <li>Elementary School</li> <li>Elementary &amp; Middle School</li> <li>Elementary, Middle &amp; High School</li> <li>Middle School</li> <li>High School</li> <li>College</li> <li>Airport</li> <li>Cemetery</li> <li>Church</li> <li>Community Activity Center</li> <li>Convalescent Hospital</li> <li>Fairgrounds</li> <li>Fire Station</li> <li>Government Offices</li> <li>Hospital</li> <li>Medical Center</li> <li>Neighborhood Center</li> <li>PG &amp; E Substation</li> <li>Police Dressing Station</li> <li>Water Recharge Basin</li> <li>Waste Water Treatment Facility</li> </ul> <p><b>BOUNDARIES</b></p> <ul style="list-style-type: none"> <li>Existing Fresno Sphere of Influence</li> <li>Growth Areas</li> <li>Buffer</li> <li>Downtown Neighborhoods</li> </ul> |
|--|--|
- 
- |  |
|--|
| <p><b>Circulation Legend</b></p> <ul style="list-style-type: none"> <li>Freeway</li> <li>Expressway</li> <li>Scenic Expressway</li> <li>Connector</li> <li>Super Arterial</li> <li>Arterial</li> <li>Scenic Arterial</li> <li>Ramp</li> <li>Scenic Drive</li> <li>Collector</li> <li>Scenic Collector</li> </ul> |
|--|

Dual land use designations for public facilities are shown on a supplemental map.

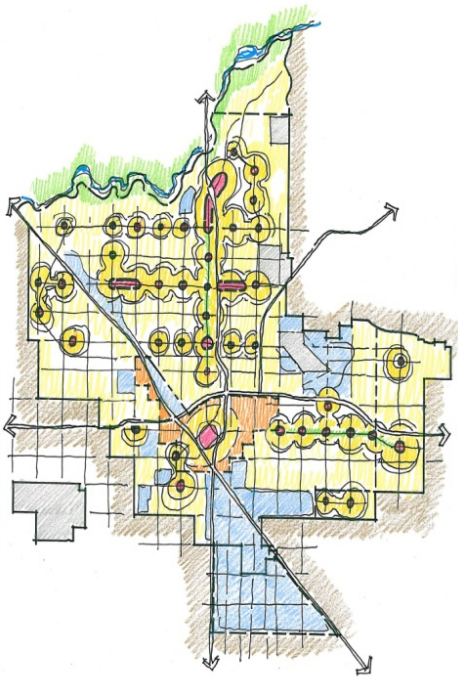
# Public Engagement for the General Plan Update Alternatives Process

- **Partners and Strategy**
- **Data and Analyses**
- **Dissemination and Outreach**
- **Engagement and Education**
- **Community Groups Form Consensus**
- **City Staff Engage Elected Officials**
- **Community Groups Engage Elected Officials**
- **Evaluation and Ongoing Civic Infrastructure Building**



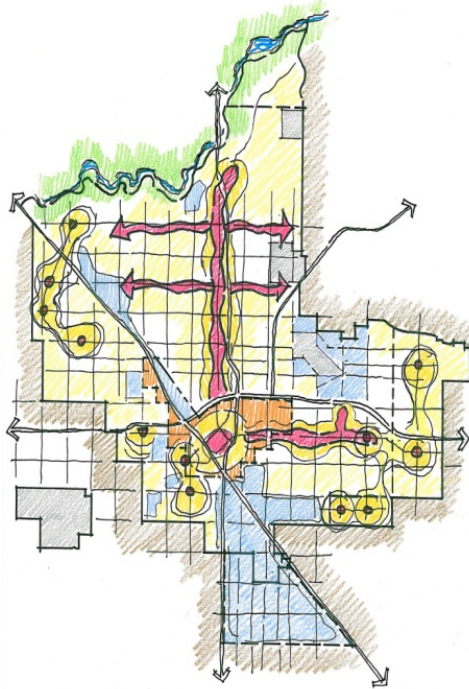
A

*Boulevard Plan*



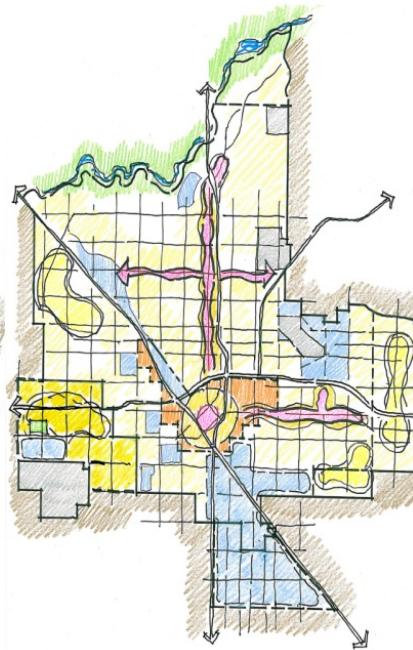
B

*The Growth Areas Plan*



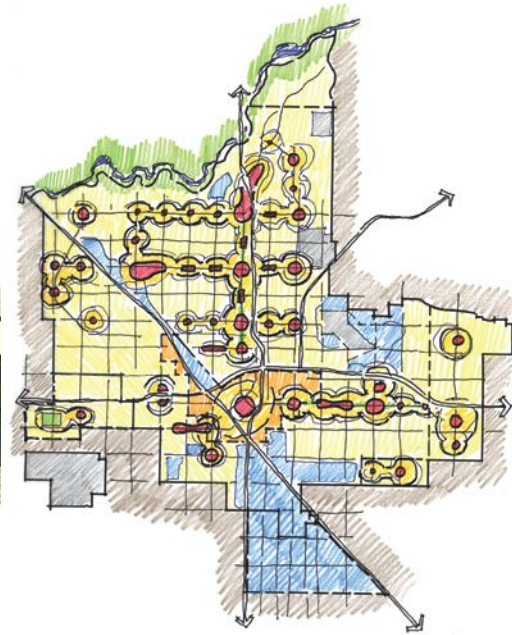
C

*The Expanded Boundary Plan*



D

*The Hybrid Plan*



# Fresno GP Preferred Alternative

- April 5, 2012 – 5 pm - City Council Chambers filled beyond capacity – 350 or more people
- Public testimony by 87 speakers takes nearly 6 hours and goes past 11 pm
- Diversity of speakers included Latino children, Hmong grandmothers, neighborhood activists, farmers, pastors, teachers, doctors, public health professionals, air quality advocates, conservation groups, business owners, business associations, developers, League of Women Voters, and more
- City Council voted April 19<sup>th</sup> to approve Alternative 'A' as the preferred plan for Fresno General Plan Update



# Key Inner-City Community Outreach Partner – TCE Building Healthy Communities – A Place-Based Initiative in Fresno’s Oldest Neighborhoods

- The Place” is located in Central/SE/SW Fresno
- About the Place
  - 95,000 residents
    - 66% Latin@
    - 14% African American
    - 10% SE Asian
    - 9% White
  - Challenges includes:
    - Neighborhood poverty rates of at least 20%, most 40+%
    - Strong Majority of households in every neighborhood speak a language other than English at home (Min 45% Max 90%)
    - Gang violence
    - Asthma
    - Obesity

# Partner AGENCIES



Organizing Hmong and Lao, English and Spanish speaking faith congregations, Hispanic, African American, and Indigenous residents of South Fresno



**Health Happens  
in Neighborhoods**

## Outcome 4

**Residents live in Communities  
with Health Promoting Land-Use,  
Transportation,  
and Community Development**



# BHC FRESNO





# Community Organizing (PICO Model)

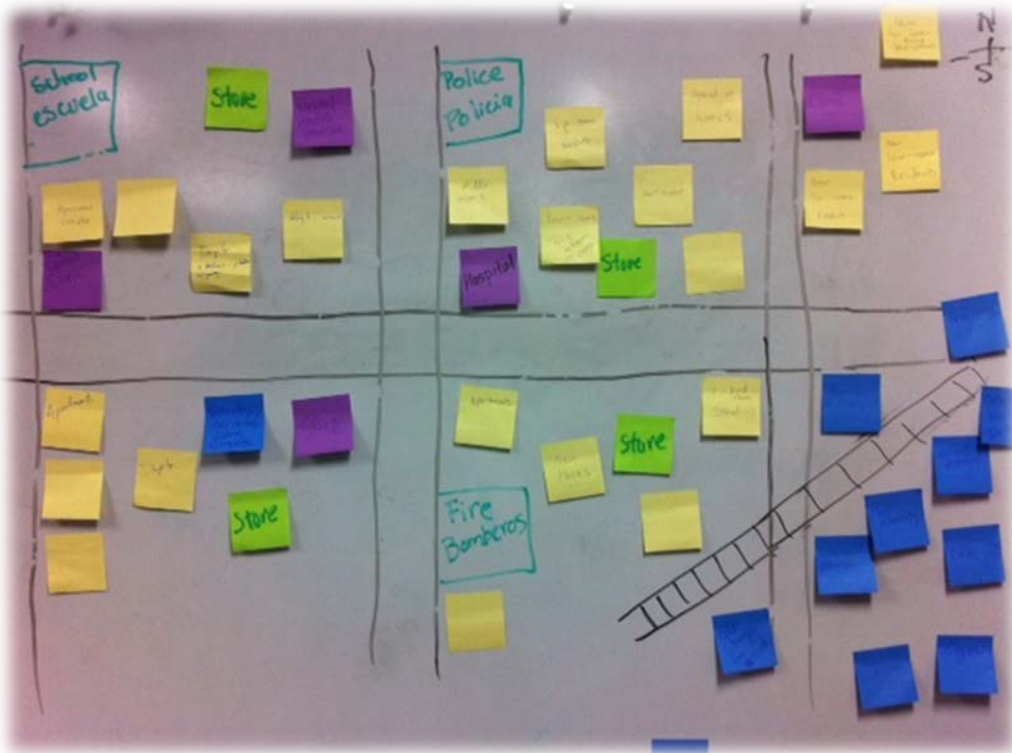


# Potlucks and Community Meetings



# Popular Education Zoning Exercise

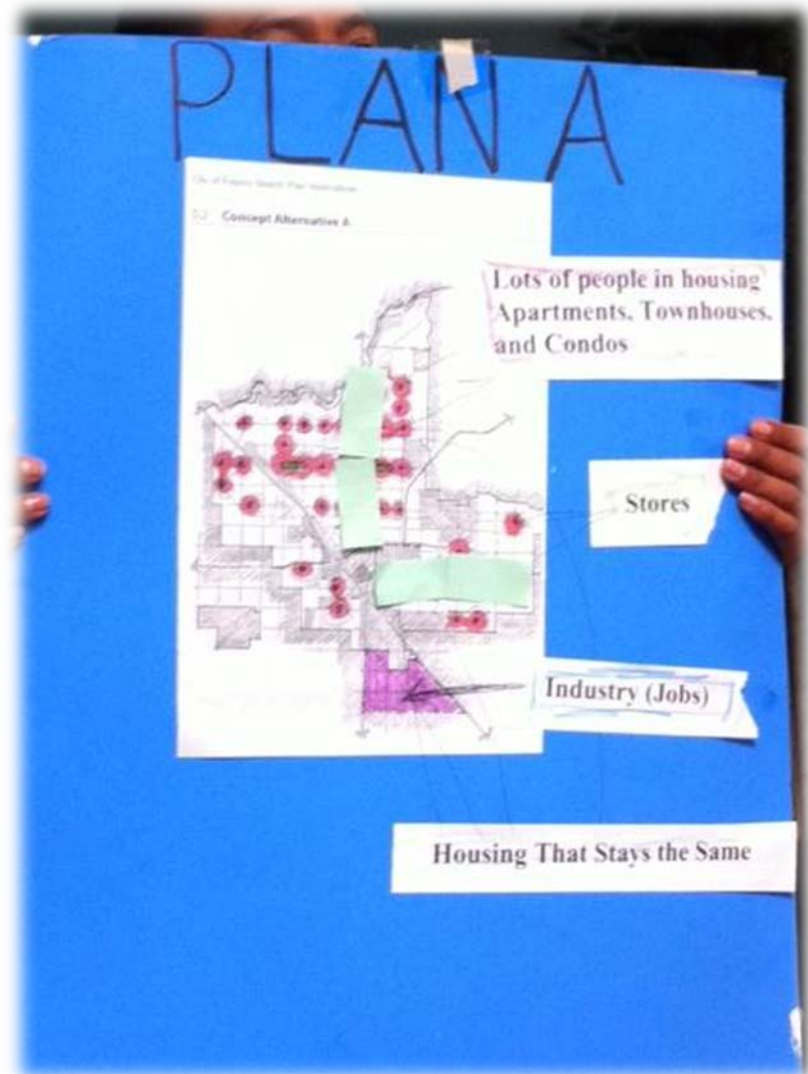
- Easily accessible
- Low-Tech,
- Colors, not Words
- All Language Groups can participate equally







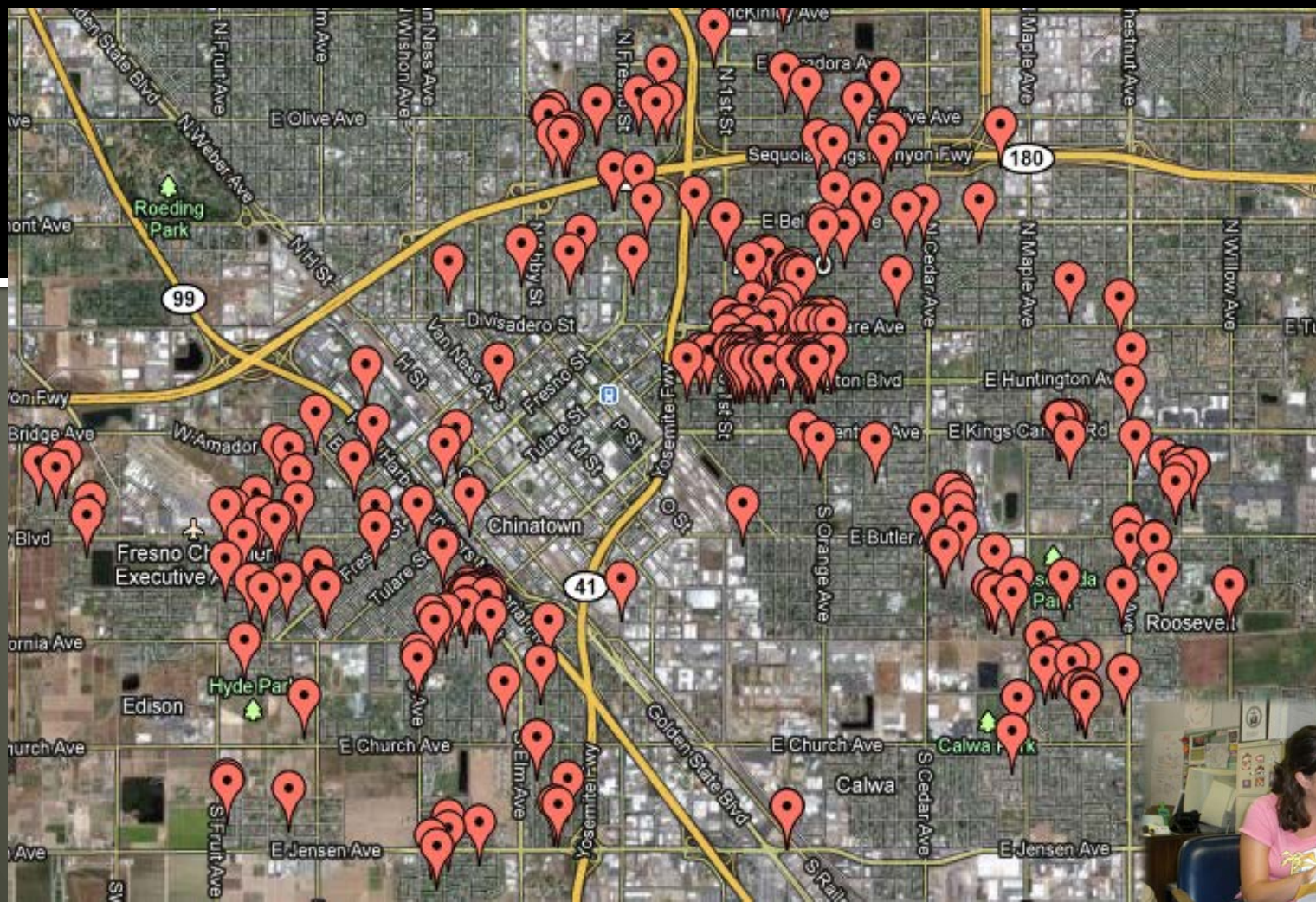
Multilingual Leaders Came Together to Learn Together, and then break up into Language Groups





## PICO Model One on One's

Question: "If you had all the money in the world, what would you change about your neighborhood?"



**Map indicated the number of One on One's completed within the BHC Place in Fresno who chose to share their address**







# Research Meetings to Share Planning Values





# Building **Healthy** Communities

## **Action: Planning for a Healthy Downtown**

*With Mayor Ashley Swearengin  
and other city staff*

**October 11, 2011**

**6:30-8:00 pm, 6:00 pm registration**

**Fresno Convention Center**

**Ernest E. Valdez Hall**

**700 M Street, Fresno, California 93721**

**Relaxed parking**



## October 11<sup>th</sup> Action

“The best community meeting I’ve ever seen”













**Questions?**



# Two Sonoma County Examples

**Oscar Chavez**

Assistant Director

Sonoma County

Department of Human Services



# Roseland and Health Action

## Roseland Urban Vision Plan

- Partnering with CBO's to engage community

## Health Action

- Building community capacity for long-term change



# County Community Development Commission

- Engaged trusted partner to convene community to update urban vision plan
- Process brought together diverse stakeholders
- Meeting was held at a time and place convenient for community
- Listening session was designed to engage all stakeholders





# What worked well

- Working with a trusted CBO and local leaders
- Outreach methods -Door to door, Word of mouth
- Design of listening session was culturally appropriate



# Areas to build upon



- Create plan to provide feedback and updates to community





# Health Action

- The goal of Health Action is to be the healthiest community in California by 2020
- Builds community capacity to drive change
- Acts as backbone to engage cross-sector groups including residents and grass roots organizations



# Health Action

Working Together for a Healthy Sonoma County

Cradle to  
Career

Health System  
Improvement

Economic  
Security

iWALK

iGROW

iWORKwell

Aligned  
Efforts

Healthy  
Sonoma

English | Español

Home

Health Action

Collective Impact

Health Action Chapters

Get Data

Subscribe to Health  
Action Updates

Take Action



## Sonoma County is coming together to create a healthier community!

By the year 2020, we envision that Sonoma County will be a healthy place to live, work, and play...a place where people thrive and achieve their life potential. This effort will take all of us working together to create a healthier community through collective action.

Get Involved

Take Action

Become a Partner

### Get Involved

#### 1. Check out the Health Action Goals.

With a goal of being the healthiest county in California by 2020, we all have to do our part. [Read the goals](#) for ideas of how you can take action for a healthier Sonoma County.

#### 2. Pick Your Passion.

Which area interests you? What are you passionate about? How will you take action for a healthier Sonoma County?

#### 3. Take Action!

### What's New

#### Cradle to Career Secures \$1.5 Million Grant for Early Childhood Education

On March 27, 2013, the First 5 Commission announced the award to the Human Services Department, on behalf of [Cradle to Career](#) and [Upstream Investments](#), to fund READY, Road to Early Achievement and Development of Youth. READY will establish a countywide kindergarten readiness definition and a data management system to expand the breadth of professional

### Get Recognized!

Health Action wants to recognize people and organizations that make health a priority! Apply to be an [iWORKwell Healthy Business](#).

### Check Our Progress

See [Healthy Action's indicators](#) and track over 100 health and quality-of-life indicators; find information and resources on community health; and take action on local health issues using the [Healthy](#)

# What worked well

The creation of local Health Action chapters

- Chapters are organically created and locally driven
- Chapters are supported by county staff and have access to resources and support from county Health and Human Services Departments





# Areas to build upon

- Recognize the long term nature of this type of engagement
- Build infrastructure to communicate up and across institutions
- Further investments in methods that facilitate continuous communication



# For more information

- Report about Roseland Listening Sessions:

[www.sonoma-county.org/cdc/pdf/rd/rl/rspp/listening\\_meeting\\_summary.pdf](http://www.sonoma-county.org/cdc/pdf/rd/rl/rspp/listening_meeting_summary.pdf)

- Health Action: [www.sonomahealthaction.org/](http://www.sonomahealthaction.org/)





# Essentials for Successful Partnerships

- Invest in relationship building to determine *mutual* goals
- Start early, have clear scope and roles
- Prepare decision makers for new kinds of listening
- Follow up; process integrity builds trust

# San Rafael Partnership Example

City of San Rafael collaborated with community organizations to reduce the impacts of increased homeless population downtown.

Contentious issue; wide range of collaborators led to broadly supported action plan among service providers and local business owners.

Downtown “streets team” launch applauded by all sectors.

# San Rafael Community Partnerships on Homelessness



# Steps to Avoid Common Pitfalls

- Choose partners with ongoing credibility and trust among the desired audiences
- Jointly plan for two-way communications
- Match the information and requested input to the context and culture of the audience
- Provide clear feedback about how input was used and ways to stay involved





# Public Engagement Resources

- Institute for Local Government: [www.ca-ilg.org](http://www.ca-ilg.org)
- Resources on today's topic: [www.ca-ilg.org/partnering-community-based-organizations](http://www.ca-ilg.org/partnering-community-based-organizations)
- Sections on Broadening Participation, Immigrant Integration, interactive case study map & more at [www.ca-ilg.org/public-engagement](http://www.ca-ilg.org/public-engagement)
- Connect with the Institute on Facebook: [www.facebook.com/InstituteForLocalGovt](http://www.facebook.com/InstituteForLocalGovt)

# Next Steps

- Interested local agencies can join a facilitated group discussion to go deeper on this topic. Please indicate your interest in the post survey.
- Please give us your feedback so we can keep improving what we provide.

**THANK YOU FOR JOINING US TODAY!**