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
<table>
<thead>
<tr>
<th>2013 Research with CA Public Officials</th>
<th>City</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public meetings are dominated by people with narrow agendas.</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>Community members have become more angry and mistrustful.</td>
<td>68%</td>
<td>78%</td>
</tr>
</tbody>
</table>

*Testing the Waters*, May 2013 report with findings from 900 California local officials.
<table>
<thead>
<tr>
<th>2013 Research with CA Public Officials</th>
<th>City</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have staff with primary focus of increasing public participation in decision making</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>Use community-based organizations and their networks to facilitate communications with the public:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A little or a lot</td>
<td>80%</td>
<td>91%</td>
</tr>
<tr>
<td>A lot</td>
<td>31%</td>
<td>45%</td>
</tr>
</tbody>
</table>
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’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

Legend
- Downtown
- Sphere of Influence
- Minor Activity Center
- Major Activity Center
- Primary Center (Downtown)

Growth Areas
A. West Shaw Transit Village
B. Granland Transit Village
C. Granland, East Communities
D. Veterans Community Transit Village
E. Southwest Neighborhoods & Martin Luther King Village
F. Southeast Growth Area
G. Peach Jense Neighborhood

Designated & Future Proposed BRT Corridors
1. Blackstone Avenue Corridor
2. Ventura-Kings Canyon Boulevard Corridor
3. Clovis Avenue SR 180/Belmont Avenue Corridor
4. Shaw Avenue Corridor
5. West Shaw Avenue Corridor
6. California Avenue Corridor

Disclaimer: This map is not a final product and is for illustrative purposes only to facilitate conversation around the topic(s) represented. Growth Area boundaries are conceptual and highly generalized. More precise illustrations and maps with definable boundaries should be additionally consulted within this element. There may be errors or omissions, and if any are found, please contact the City of Fresno Department staff at 559-423-4000 or contact us at www.fresno.gov/6188.

1/2 1 2 4 MILES
City of Fresno
2035 Fresno General Plan
Land Use Diagram
DRAFT FIGURE 2
For Initiation Purposes Only
August 8, 2012

LEGEND

RESIDENTIAL
Low Density (1.0-2.5 U.U.)/Area
Medium-Low Density (3.5-6 U.U.)/Area
Medium Density (8-12 U.U./Area)
High Density (15-19 U.U./Area)
Urban Neighborhoods (16-30 U.U./Area)

COMMERCIAL
Main Street
Community
Recreation
General
Shopping & Auto
Regional

EMPLOYMENT
Office
Business Park
Regional Business Park
Light Industrial
Heavy Industrial

MIXED USE
Central Business District
Regional Mixed Use
Neighborhood Mixed Use

OPEN SPACE
Open Space
Community/Recreational
Community Park
Flood Control Project
Self Storage
Lake, Pond
Multi-Use
Neighborhood Park
Outdoor Environmental education area
Open Spaces
Parks
Parkland
Parks & Open Spaces

PUBLIC FACILITIES
Public/Countywide Facility
Special School
Elementary School
Middle School
High School
Golf Course
Airport
Cemetery
Church
Community Activity Center
Convenience Store
Fairs
Fire Station
Government Offices
Hospital
Medical Center
Neighborhood Center
PG & E Station
Police Building
Fire Station
Water Recharge Basin
Waste Water Treatment Facility

BUFFERS
Buffer

BOUNDARIES
State/County/Local boundary
City Limits
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.

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
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 19th 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
Outcome 4
Residents live in Communities with Health Promoting Land-Use, Transportation, and Community Development
Community Organizing (PICO Model)

- **action**
  - demonstrate power
  - accountability for public officials
- **research**
  - cut an issue, analyze and decide on action
  - build power relationships with officials
- **1-1's**
  - building relationships
  - surfacing issues
- **make it happen**
  - listen & share concerns
  - community organizing
  - develop leaders
- **evaluate & reflect**
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 Specific Groups.

Plan A

- Lots of people in housing
  - Apartments, Townhouses, and Condos
- Stores
- Industry (Jobs)
- Housing That Stays the Same
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 addresses.
Research Meetings to Share Planning Values
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
The Center for Social and Environmental Stewardship
• Returned a Resolution of Alignment
• Attended a Portfolio workshop
• Received 1:1 technical assistance
• Programs approved for Portfolio inclusion
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


• Health Action: 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
- Resources on today’s topic: 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
- Connect with the Institute on Facebook: 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!