Cities Doing Proactive Inclusion

HOME FOR ALL LEARNING NETWORK

May 17, 2018
Our task together

Achieving Political Will by developing Community Momentum
Discussion Leaders

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Common Knowledge Group, www.ckgroup.org

- Trainer and consultant on community engagement initiatives with local government and libraries
- Research Deputy with Kettering Foundation; NCDD board member

William Cooley, Program Manager

- Supporting Home for All pilot cities throughout SMC
- Former special education teacher and journalist; spent six years covering Bay Area local governments
Pilot Cities Joining Us Today

City of Burlingame
Kevin Gardiner, Planning Manager

Town of Portola Valley
Jeremy Dennis, Town Manager

City of Half Moon Bay
Matthew Chidester, Deputy City Manager
City Model: Three Principles

PRINCIPLE #1
Proactive Inclusion

PRINCIPLE #2
Phased Learning

PRINCIPLE #3
Collaborative Action
• Today’s Zoom session: go deeper on the principle of Proactive Inclusion, with plenty of time for questions
  • From Principle to Practices/Methods, Examples, Tools
• June 28 Learning Network session will share pilot progress with additional parts of the model
• September 27 Culminating presentation by pilots
Principle #1: Proactive Inclusion

• Bring in **new perspectives** beyond advocates and people with positions
• Find people who **care about the community** but are not civically involved
• Invite people to help their community instead of debate technical specifics
Planning for Inclusion

• Who lives and works in your City? What are the demographics?

• Who are you reaching now? Who do you need to reach?

• Then, begin **Community Mapping**, identifying different types of groups to see who reaches which audiences
Practices of Proactive Inclusion

1. Inviting instead of announcing
2. Going out into the community, instead of waiting for people to come to you
3. Working with partners to reach new audiences
1. The Invitation

• Join a conversation, rather “make your voice heard”

• Friendly tone, from a trusted source or in a familiar setting

• The community’s conversation, not the City’s alone
2. Going Where People Are

- Intercepts (1-on-1 interviews)
- Pop-ups/post-it parties
- Short surveys
- Existing events and meetings
- Community partners
  - Local organizations
  - Individual “super connectors”
Examples of community locations

• Libraries
• Farmer’s Market
• Transit Center
• Church, faith communities
• Festival/concerts
• Senior Centers
• Mobile Home Park
• Migrant Worker Housing
3. Working with Partners

- Reach out to organizations that serve the groups you would like to include
- Identify **shared values** or **common organizational goals**
- Explore range of partner roles:
  - Co-planner
  - Co-convener
  - Co-host
Partner Best Practices

• Use partner networks for **invitations**, **newsletters** and **word of mouth**

• Invite partners to **review** presentations and materials ahead of time
  
  • *How can we make this more accessible to your members or clients?*

• Co-plan and co-host, when appropriate

• Debrief meetings together

• Collaboratively develop next steps; hold each other accountable
Portola Valley

- Targeted **outreach** to churches, businesses and other stakeholders
- 70 people at March 3 Community Conversation
- 50 people at May 5 session about Second Units (most new)
- Also **continuing the conversation** online
Burlingame

- Started engaging residents in December through **pop-ups, intercepts and a survey**
- Held community conversation on Feb. 10 with **100 residents** and **all councilmembers** participating
- High repeat audience for April 28 second community conversation
Redwood City

• Started by engaging community partners
• Convened Spanish-language conversation with help from Casa Círculo Cultural
• Partnered with library foundation, RWC 2020 and Home for All to conduct bi-lingual community conversation on April 11
Including the “Highly Engaged”

• Positional stakeholders can play a constructive role if you are proactive about including them

• Assume good intentions

• **Channel** their interest and energy
  
  • Inviting their networks
  
  • Reviewing key facts
  
  • Serving as a listener

• Acknowledge their help

There is no need to fear the “usual suspects” if sufficient time is invested in prework and meeting design
Participant Q&A

• What questions do you have for Home for All pilot city team members or the Common Knowledge team?
Questions from April 26 LN

• Meeting times and planning considerations
  • What have you learned about what works best in your community?
  • What should other cities keep in mind?

• Planning bilingual meetings
  • What special considerations need to be taken into account?
  • How can partners be of assistance with outreach, planning, facilitation and technology needs?
Summary of Inclusion Practices

• Use outreach strategy that blends:
  • Broad invitation
  • Using networks of connectors
  • Increasing presence in the community

• Partners, co-hosts and co-conveners

• Hold strategic pre-meetings
  - New audiences
  - Highly engaged
Sustaining Inclusion

• Continue to build strong relationships with community partners

• Share responsibility for next steps

• Ensure that the conversation continues
  • Host additional conversations
  • Use the same outreach and engagement methods for other important topics facing the community

• Make inclusion part of your city’s civic culture: It’s just the way we do things here
Next Steps

• Learning Network invited to attend May 22 community conversation in Redwood City
• Note June 6 workshop on Inclusionary Zoning
• Share your examples for the Learning Network web page
• Please attend June 28 Learning Network session