Attaining Equity Through Inclusive Engagement

Thursday, April 18, 2024 • City Leaders Summit • Speed Session
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ILG Public Engagement & Equity Advisory Council & City of East Palo Alto
ABOUT ILG

NON-PROFIT, NON-PARTISAN AND HERE TO HELP

• The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations

• Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts

• We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground
UNDERSTANDING EQUITY AND EQUALITY

EQUALITY:
Everyone gets the same—regardless if it’s needed or right for them.

EQUITY:
Everyone gets what they need—understanding the barriers, circumstances, and conditions.
WHAT IS “AUTHENTIC” PUBLIC ENGAGEMENT?

- **Inclusive**
  - Ensuring reach is focused to include traditionally marginalized communities

- **Accessible**
  - Overcoming the unique challenges from the community

- **Focused on Dialogue**
  - Ensuring two-way communication

- **Culturally Competent**
  - Relevant materials/messaging reflective of the community
SPECTRUM OF PUBLIC PARTICIPATION

Increasing Level of Public Impact

**Inform**
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**Consult**
To obtain public feedback on analysis, alternatives and/or decisions.

**Involve**
To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

**Collaborate**
To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

**Empower**
To place final decision-making in the hands of the public.

Source: IAP2 Spectrum of Public Participation [https://iap2usa.org/](https://iap2usa.org/)
ADVANCING EQUITY THROUGH INCLUSIVE PUBLIC ENGAGEMENT

Collaborate with your communities early and often

Establish open, honest, and transparent process and communication

Approach communities with a vision and draft scope

Engagement is a tool for advancing equity and meeting the diverse needs of your communities.
ROLE FOR ELECTED OFFICIALS

- Adequately Fund Engagement Efforts
- Provide Outreach Support
- Help Identify Stakeholders
- Engage in Conversation/Dialogue
EXAMPLE IN EAST PALO ALTO

• Accessory Dwelling Units (ADU) Policy (Collaborate)
  – Bridging Community and Government
  – Managing language inclusion/access

• Community Safety and Emergency Preparedness Roundtable (Inform/Consult)
  – Identify key community stakeholders and keep current
  – Strengthen government-community communication
  • Maintain relationships through consistent meetings
WHAT CAN YOU DO?

- Think about what you can do as an individual councilmember to advance equity through engagement.

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<th>Public Engagement Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
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<td>Provide objective and balanced information</td>
<td>Obtain feedback on solutions, alternatives, decisions</td>
<td>Work with the public to ensure concerns and ideas are understood and considered</td>
<td>Partner with the public in each aspect of the decision incl. development of alternatives and preferred solutions</td>
<td>Community has final decision-making authority</td>
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How can you, as an individual elected official, contribute here for each level?
RESOURCES

• Inclusive Public Engagement – www.ca-ilg.org/engagement

• Going Beyond the Usual Participants – www.ca-ilg.org/increasing-outreach

• Partnering with Community Based Organizations – www.ca-ilg.org/partnering-community-based-organizations

• Providing Language Access – www.ca-ilg.org/post/providing-language-access

For more information on ILG and how they can help, contact **Roberto Carlos Torres** at rtorres@ca-ilg.org
THANK YOU!

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