

Proposed Community Outreach Concept for the City of Riverside



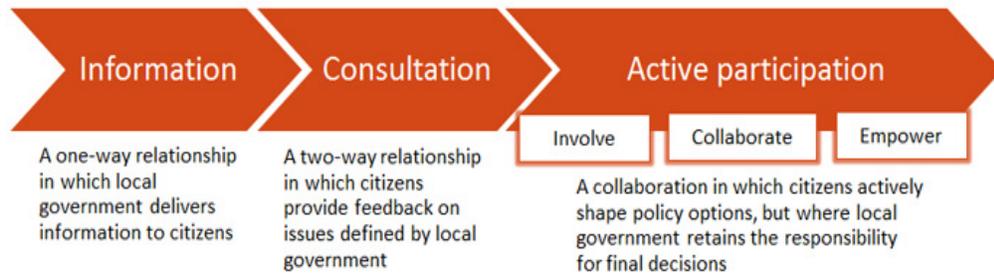
Overview

Community stakeholders have identified a need for the City of Riverside to develop / enhance / clarify the procedure for Community outreach and engagement on projects and policies that impact City residents. The proposed concept outlined below is consistent with our Seizing our Destiny pillars, and the Riverside 2.0 Strategic Plan. This concept advocates for an open, transparent outreach process focused on providing the highest level of customer service to all residents. This proposed policy outline is aligned with the Core Values for Public Participation developed by the International Association for Public Participation (www.iap2.org).

Concept Goals

- **Thinking Ahead:** Facilitate robust, timely communications between city and community
- **No Surprises:** Enhance trust between government and residents
- **All On Board:** Fully engage community in city decision-making

Concept Principle



There tends to be 3 different modes of engagement to choose from by local government. Here they are in progression. We hope that we would aspire as a city/community to practice the most evolved of these three approaches – Active Participation. We would like the opportunity to work with City Staff to develop an official process/policy that integrates active participation into the community development process and general mode of operation for the city.

Information

- Provide timely and broad-based notifications of city plans for upcoming projects, using existing government and community communication networks
- Engage the community through direct communications, public meetings, social media, local print media (Press Enterprise), online surveys and portals (e.g., Engage Riverside, Survey Monkey, etc)
- Keep the community informed of all projects from beginning to end – from concept and design through all stages of implementation and post-completion evaluation
- For every project, follow up with the community on what worked and what didn't

Consultation

- Engage the community prior to finalization of a project's concept, design, and scope to ensure consistency with the community's vision and self-identity
- Ensure consultation with all community stakeholders, including neighborhood groups, the business community, and special interest and civic groups
- Acknowledge that agreement / consensus of community members is not required for projects to move forward, but all views must be heard, understood, documented, and responded to by the City
- Consult with all appropriate city and community organizations and groups, including city boards/commissions, neighborhood and civic groups, churches, HOAs, schools, PTAs, etc.

Active Participation

- Facilitate ongoing community participation through all stages of project implementation, including regular updates and check-ins
- Provide for an annual review of the implementation of this concept
- Seek constructive feedback and criticism, and be willing to change direction when needed
- Challenge community groups to accept responsibility for participation and assisting in facilitation of public meetings.
- Support a civil and constructive process for community participation to insure all sides of the issue or a project are heard, debated, documented and communicated to all stakeholders
- Encourage and empower residents to collaborate and participate in all aspects of city decision-making
- Dedicate city resources to support the development of an informed, engaged, and participatory citizenry