

# Roseville Human Rights, Inclusion and Engagement Commission

## Agenda Item

---

**DATE:** January 16, 2019

**ITEM:** 7B.

---

**ITEM DESCRIPTION:** Engagement Project Discussion

---

### Background

At the December meeting, the commission discussed next steps regarding the engagement project. The following was suggested:

- 1) Discuss the overall goal or aim of the Engagement Project and formulate written material that can help others understand the goal of the community outreach. **(New)**
- 2) Summarize survey results & begin draft of best practice document
  - a. The best practice document will include demographic data based on our census survey tracks
  - b. Information from IAP2 training will be included
  - c. Provide recommendations and templates for tracking who, when, how, etc.
- 3) Research community contacts for individuals/groups that city departments have identified as being difficult to engage and/or historically marginalized communities.
  - a. Groups to include are:
    - i. Renters
    - ii. Immigrant communities
    - iii. People of color
    - iv. Young Adults/Families
    - v. Low-Income Individuals/Seniors
- 4) Research best practices or outreach tactics for groups listed in 2.
- 5) Think about outreach questions or topics for community members
  - a. Spend a few minutes thinking about information or questions we would want to collect from the community we can pull together questions at a future point. **(This has been postponed until item 1. has been discussed)**

# Roseville Human Rights, Inclusion and Engagement Commission

## Agenda Item

Over the past several months, the Human Rights, Inclusion and Engagement Commission (HRIEC) has been reviewing the direction provided by the City Council at the joint meeting on March 26, 2018.

Based on that meeting, the Commission discussed taking a two-prong approach to the directive by the City Council. These two approaches consist, very broadly, of:

1. Developing a **Foundation** for outreach/engagement/public participation (for city initiatives/projects) focused on:
  - Best practices, tools, techniques, methods for public participation
  - Understanding of current and future demographics
  - Previous experiences at the city level
  - Understanding of objectives and outcomes
  
2. **Outreach** within the Community in order to bring the community's voice to the table:
  - Engagement of historically under-represented/marginalized communities
  - Identifying community leaders, establishing relationships
  - Methods to gather feedback/insight from these communities

Tonight's discussion will focus on the goal/aim of the outreach piece. This is intended to give a greater definition of why the commission is seeking to further engage historically underrepresented communities and how this will help the city and ultimately help the community.

Staff has prepared some initial thoughts to help frame some of the discussion.

### ***Why is the City seeking to engage historically underrepresented community members?***

- The city acknowledges the fact that the traditional methods of communicating and delivering information does not reach everyone in the community, nor may it be the best method.
- The role of the city is to provide services for *all* residents. If we are unable to reach or gather feedback from all community groups, we cannot be sure we are providing the best, most effective or efficient services in the manner that meets all residents' needs.
- To acknowledge the desire for humans to participate in decisions that affect them.

# Roseville Human Rights, Inclusion and Engagement Commission

## Agenda Item

- To improve decision making. It brings a fuller view of the challenges, desires, needs, and opinions of the community to those who make decisions.
- It can help identify issues that are not otherwise brought to light.
- It can facilitate understanding of needs, resources, plans, etc. from both sides.

### ***What is the Goal of the outreach as part of the Engagement Project?***

- To develop contacts and build relationships with and in historically underrepresented communities in Roseville. These contacts and relationships can assist the city to disseminate information in a manner that is best for those communities. By building relationships, the city can provide better services to those communities. The communities can provide ideas, feedback and present other issues to help improve the community.
- To improve services and service delivery to members of those communities.

### **Recommendation**

Discussion purposes.