

Roseville Human Rights, Inclusion and Engagement Commission

Agenda Item

DATE: March 20, 2019

ITEM: 7B.

ITEM DESCRIPTION: Engagement Project Discussion

Background

Listed below is the information that was presented to the City Council outlining the two-pronged approach the Commission is seeking to take to assist the city with engagement and outreach. 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

At the December meeting, the Commission discussed next steps for the Engagement project. These next steps have been broken out based on the two approaches listed above.

Roseville Human Rights, Inclusion and Engagement Commission

Agenda Item

	Next Steps
<u>FOUNDATION</u>	<ol style="list-style-type: none">1. Summarize staff survey results & begin draft of best practice document. The best practice document will include:<ol style="list-style-type: none">a. Demographic data based on our census survey tracksb. Information from IAP2 trainingc. Recommendations and templates for tracking who, when, how, etc.
<u>OUTREACH</u>	<ol style="list-style-type: none">1. Discuss the overall goal or aim of the Engagement Project and develop messaging that can help others understand the goal of the community outreach.2. Research community contacts for individuals/groups that city departments have identified as being difficult to engage and/or historically underrepresented communities. Groups to include are:<ol style="list-style-type: none">a. Rentersb. Immigrant communitiesc. People of colord. Young Adults/Familiese. Low-Income Individuals/Seniors3. Research best practices or outreach methods for groups listed in 3.<ol style="list-style-type: none">a. Think about outreach questions or topics for community members to facilitate relationship building. (This has been postponed until item 1 under Outreach has been discussed)

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 the discussion.

Roseville Human Rights, Inclusion and Engagement Commission

Agenda Item

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

The City became part of the Government Alliance on Race and Equity (GARE) Cohort in January 2018. The Government Alliance on Race and Equity (GARE) is a national network of governments working to achieve racial equity and advance opportunities for all. The GARE Leadership team uses curriculum, expertise of practitioners and academia to share a field of practice to approach complex race issues and help governments take effective action toward racial equity.

The City of Roseville identified 14 employees across all departments and levels to participate in the yearlong cohort. The Roseville GARE team attended several hours of training and education, learned how to utilize a 'Racial Equity Toolkit' and has piloted the use of that toolkit on a project regarding snowplowing. In addition, the team developed a Racial Equity Narrative that was presented to the City Council in May 2018, which outlines how the organization can make a commitment to racial equity.

The GARE team has also been working to develop a strategic Racial Equity Action Plan that will build staff capacity, and outline meaningful and measurable results that will move the organization toward racial equity. The goal of this Racial Equity Action Plan is institutional and structural change. This action plan was presented to the City Council on March 18, 2019.

One of the City's strategic priorities is Inclusive Community and Governance. As part of this, leadership wants to give staff the tools, training and understanding of how to review city policies and procedures to address inequities. Communities of color have borne the burdens of inequitable policies and practices. Their expertise and ownership of this plan is critical to success. Engaging residents of color in the process will improve the process and final product.

Additionally,

- The city realizes 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.

Roseville Human Rights, Inclusion and Engagement Commission

Agenda Item

- To acknowledge the desire for humans to participate in decisions that affect them.
- 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 city staff in disseminating 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

Discuss the goals of the outreach, and consider next steps, and how they relate to the city's work with GARE.