

3.3.1. OUTREACH METHODS & ENGAGEMENT APPROACHES

Outreach and engagement are both necessary when seeking input from community members. Outreach provides information to residents and informs them that a meeting, workshop, or other engagement event is scheduled. Engagement occurs when residents participate in a discussion – either by receiving information or providing input – about the project under consideration.

All community engagement must be preceded by robust outreach that encourages meaningful public participation and inclusive decision-making processes.

Outreach Methods

The outreach methods used should be appropriate in scale and type to the community being served, and must adhere to the language access requirements described in Section 3.3.3. In general, the materials should include the Measure A and/or RPOSD logo and other associated branding tools such as slogans and hashtags.

Utilizing at least one outreach method from each of the three categories listed below, for a minimum of three methods of outreach, is required. All outreach conducted for Measure A–funded projects must adhere to the language access requirements described in Section 3.3.3. Examples of acceptable outreach methods include but are not limited to:

Online Media Outreach

- Email blasts
- Social media
- Publication on a website

Local Media Outreach

- Newsletters
- Local and regional newspapers
- Local radio and television

Grassroots Outreach

- Door-to-door canvassing
- Phone banking
- Surveys and focus groups
- Distribution of flyers or other printed materials

RPOSD will support outreach efforts through social media and web-based platforms if requested at least four weeks prior to the requested publish date. All social media and other web-based platform materials must be submitted to RPOSD at least four weeks prior to the requested publication date. RPOSD should be included in all social media outreach and notified of all meetings and other engagement events.

Applicants will be required to provide supporting documentation to demonstrate which outreach methods were utilized and to identify approximately how many people were reached. RPOSD may require applicants demonstrating unsatisfactory outreach to conduct additional outreach and receive additional technical assistance before reimbursements will be issued.

Engagement Approaches

All community engagement must be preceded by robust outreach that encourages meaningful public participation and inclusive decision-making processes. Measure A recognizes three distinct approaches to engagement ranging from sharing information with community members to participatory approaches that

seek robust input on a project. Each approach is described below, and requirements are addressed in Section 3.3.2.

Information Sharing (IS)

Information Sharing is any type of engagement that educates and informs community members of potential and ongoing projects, facility needs and challenges, funding opportunities, and available programs and services. Information Sharing can occur at meetings, in the form of written communications such as newsletters or website posting, or through individual contact. Information Sharing should generally be conducted at each critical stage of a project.

Concurrent Participatory Engagement (CPE)

The CPE approach to engagement actively seeks input from community members and seeks to build strong, sustainable, authentic partnerships by enabling community members to identify needs and priorities and inform project decisions. The CPE approach allows agencies the flexibility to discuss Measure A–funded projects and plans in conjunction with other public meetings or events.

CPE events may occur as part of any public meeting with multiple agenda items, such as regularly or specially scheduled council, commission, or committee meetings where public input is invited; or at special community events such as festivals, fairs, or open houses where a table or booth may be set up to engage the community and solicit feedback pertaining to spending priorities within a Study Area; or at other meetings or events where community input can be given.

The CPE approach to engagement should occur during the stage(s) of the project which allows community input to be incorporated into project plans to the greatest extent possible. Input that cannot be feasibly incorporated into project plans must be explained to the community in a public forum.

Dedicated Participatory Engagement (DPE)

The DPE approach to engagement actively seeks input from community members and engages them in robust discussion while building strong, sustainable, authentic partnerships by enabling community members to identify needs and priorities and inform project decisions. The DPE approach requires that all engagement meetings, workshops, or events be dedicated to discussing project(s) to be financed with Measure A funds.

DPE events must focus entirely on parks and open space projects, plans, or priorities and may not include agenda items that do not pertain to specific projects, plans, or priorities. This is intended to provide more time and focus to allow for robust participation without agenda-based time constraints. DPE events include but are not limited to: public workshops or meetings, design charrettes, collective design/visioning, community mapping, model making, and participatory budgeting.

The DPE approach to engagement should occur during the stage(s) of the project which allows community input to be incorporated into project plans to the greatest extent possible. Input that cannot be feasibly incorporated into project or plans must be explained to the community in a public forum.