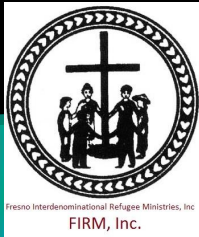


★ Fresno Part II

Connecting Smart Growth Principles with Hmong, Mixtec and African-American Community Desires

Christine Barker, FLARE Together Coordinator
Fresno Interdenominational Refugee Ministries (FIRM)
Yolanda Randles, MPH, Executive Director
West Fresno Family Resource Center (WFFRC)

Who We Are



FLARE

Together
Juntos
Ua Ke
Ndyi'i Yoo



★ Goal of this Session

Based in our Fresno General Plan Experiences, we intend to provide tools and tips for engaging diverse constituencies in planning and city decision-making.

- 1) Community Values and Priorities
- 2) Sample Interactive Activities: leadership, power, planning
- 3) Advice for Planners and Officials
- 4) Questions for Evaluation

✦ Outline

CBO perspective: Yolanda + Walter + Christine

City Perspective: Keith

Academic Perspective: Miriam

★ Place-Based Initiative

- Funded by the California Endowment through the Building Healthy Communities Initiative
- 6 agencies with deep community roots partnered together to learn about planning and engage residents in City Planning and Decisionmaking

★ So. Fresno.

- Population around ½ million
- Central Valley of CA
- 2005 Highest Concentrated Poverty in US
- Sprawl = flight of investment to the North
- Plan A = 45% INFILL General Plan
 - supported by community, especially South Fresno residents who FLARE Together worked with
 - Adopted as staff direction April 2012

★ Shortcut Summary:

1. We all want complete neighborhoods
2. Some residents have lived in *more* complete (walkable, mixed-use) communities in other countries or other cities
3. Relationships. Relationships. Relationships.
4. Being HEARD is empowering (we must feel heard to continue engaging)
5. Once heard, we expect results

★ Tool: Planning Bingo

Everyone should have a BINGO card at their table.

Take it out, and use the pistachio shells as chips

(PLAY PLANNING VALUE BINGO)

★ TIP: Use Pictures of Everything!

- Planning is its own language.
 - Having multiple simple pictures of each concept can help everyone understand what you're trying to convey
 - Especially DENSITY
- Teach Zoning by having everyone draw an “incomplete” intersection in their neighborhood, then complete it!

★ Tool: Multilingual Ice Breaker

- For multilingual groups, its fun to teach one another our languages/cultures
- Using 6 simple clip-art pictures on a page, we divided into small groups where everyone spoke a different language, and then taught one another the words for different elements of a good park.
- Not a word for park in many languages
 - do your homework to choose concepts well

★ Tool: Train the Interpreter

- Work with the *trained and experienced* interpreter ahead of time.
 - Share your presentation ahead of time
 - If possible, talk each interpreter through it
 - Explain what each concept means so that they can appropriately translate
- Pause Often. Be conscious of vocabulary.
- Simultaneous Interpretation is HARD!
- It is a skill beyond being bilingual

★ Tip: Teach the Organizers

- Train staff of partner CBOs privately in the vocabulary of planning
- Be available to meet more than once to explain the content of plan/proposal
 - Repeat again in public context with residents
- Try to wait before pressuring action one way or another

★ Tool: 1-1 relationship building

- 1-1 to determine what drives a person
- Vision
- We asked: *If you had all the money in the world, what would you change about your neighborhood?*
 - *Most Common Answers: Streets. Sidewalks. Lights. Parks. (ie. The City's Job)*

★ Tool: Research Meetings

- Community/CBO Set your own agenda
- Bring a list of questions to a meeting with city staff.
 - hold them accountable to explaining until it makes sense
- Private setting, builds relationship, and balances the power of who “knows”

★ Tool: Public Action

- Develop Public Relationships with Elected Officials and Community
 - so whole community sees and is included.
- Present community priorities + Pin 'em
 - *now we get called and decide when to engage as a coalition*
- Example: October 11th Action
- BEFORE THE VOTE!

★ Tool: Reflection

- FLARE Together meets weekly
 - discuss upcoming issues
 - educate ourselves
 - plan how to outreach to our communities
 - DEBRIEF and REFLECT after every city meeting
 - Strategize beyond the near future
 - Keep our relationships strong

★ Final Tips for Cities

- Did we mention long-term relationships yet?
- Adequate and Trained Interpretation?
- Eat Good Food Together.
- Appropriate Time+Place for meeting
- Ensure childcare providers speak the home languages of the children being watched

★ Final Tips for Organizers

- You can LEARN it! Planning can be FUN!
- Be Creative!
 - imagine interactive ways to teach what you learn
 - ask questions that incorporate previous life experiences, especially for immigrants
 - Skits!
- Let resident leaders do outreach and media messaging to their own communities