



# Whose Streets? Our Streets!

## Engaging Under-represented Communities

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Paul Zykofsky, AICP  
Local Government Commission

Local Government Commission  
Sacramento, CA  
[www.lgc.org](http://www.lgc.org)

2016 New Partners for Smart Growth conference  
Portland, OR

# Local Government Commission

- Nonprofit membership organization based in Sacramento, CA of local government officials – elected and staff
- Founded in 1979 to work on energy issues
- During 1980s expanded to work on pollution prevention, waste management, hazardous waste
- 1991: Started working on land use issues with Ahwahnee Principles for Resource Efficient Communities
- Since 2001 have organized the New Partners for Smart Growth Conference



# Outline

- Background — How we got involved in community engagement
- Getting people to events
- Going out to the community
- Getting buy-in from local government



# Public Participation

- Plans should be developed through an open process and participants in the process should be provided visual models of all planning proposals.

— 1991 Ahwahnee Principles

Participation  
Tools for Better

Techniques  
&

## Participation Tools for Better Community Planning



Local  
Government  
Commission

second edition



Local Government Commission

[www.lgc.org](http://www.lgc.org)

# Why Involve Residents in the Planning Process?

- Get Better Plans
- Engage Residents in their Community
- Good Plans Survive Political Changes
- Way to insure that residents feel not that they have access to City Hall but that they own City Hall



# Getting people to events

- Partner with local organizations
- Consider Language and Culture issues
- Provide food, daycare
- Make events fun!



# Public Outreach

- Use every means at your disposal
  - Flyers, Posters, Billboards, Signs
  - Internet
  - Newsletters
  - Community Organizations
  - Churches, Health clinics, Schools
- Materials in different languages
- Working with trusted partners is key
- Not everyone is online or on social media



**CIUDAD DE STOCKTON**  
Plan Maestro de Ciclismo

Talleres sobre necesidades + demanda

Escoja su FECHA, escoja su UBICACIÓN

Comparta sus experiencias e ideas en uno de nuestros TALLERES

- 1 SUR**  
**Miércoles 2 de diciembre**  
Centro Comunitario Stribley | Calle Sonora Oriente #1760
- 2 CENTRO**  
**Jueves 3 de diciembre**  
Auditorio Cívico – Salón Sur | Calle Center Norte #525
- 3 NORTE**  
**Miércoles 9 de diciembre**  
Centro Comunitario Arnold Bae | Avenida Lorraine #5758

**TODOS LOS TALLERES: 5:30 a 8:00 de la noche**  
Registro y refrigerio a las 5:30 pm | Reunión empieza a las 6:00 pm

- ◆ Familias y niños bienvenidos.
- ◆ Habrá un refrigerio ligero.
- ◆ Los eventos se celebrarán en español e inglés.
- ◆ Sostenes para bicicletas disponibles.

**NECESITAMOS SU AYUDA**  
Stockton está tratando de mejorar el ciclismo en la ciudad. Estamos empezando el proceso para revisar el Plan Maestro de Ciclismo. Nos gustaría recibir sus comentarios sobre los principales destinos en bicicleta, los tipos de instalación más importantes, las áreas de mayor prioridad para una red de ciclismo y los principales obstáculos para andar en bicicleta en Stockton.

**MANTÉNGASE INVOLUCRADO**  
Revise la página regularmente:  
[stockton.gov/plan4bikes](http://stockton.gov/plan4bikes)

**PARA MÁS INFORMACION**  
Karla Cervantes, Departamento de Obras Públicas, 209.937.8492,  
[karla.cervantes@stocktonca.gov](mailto:karla.cervantes@stocktonca.gov)

**¿QUÉ PIENSA USTED?** ¡Teeve un minuto para comentar sobre el ciclismo en Stockton! Mande el TEXTO "SI" al 209.852.4808 para tomar la encuesta.



**WALKABLE  
COTATI**



**MAR. 24-25**

**CITY HALL**



PLANS FOR  
NEW OUTLET  
09/05/1





Opening workshop, Cutler-Orosi Design Fair — Nov. 2001



Round Valley (Mendocino County) Opening Workshop — August 2008



Mecca (Riverside County) Opening Workshop — January 2008



Delano, CA — Opening Workshop with Youth Mariachi Group — April 2009



Salinas Opening Workshop, March 2007 — Taiko Drummers, Dragon Dance



Round Valley (Mendocino County) Opening Workshop — August 2008



Laytonville (Mendocino County) Opening Workshop, High School Band — May 2007





Baldwin Park, CA — Opening Workshop — October 2009

# Going out to the community

- If residents won't come to workshops find ways to go to them
- Get input from different stakeholder groups
- Small group discussions
- Pop-up Events





Focus Groups in Cutler-Orosi (Tulare County) with Property Owners, Business People, County Staff, Social Service Providers



Stakeholder Group meeting in Cutler-Orosi (Tulare County) with residents of Villa de Guadalupe farmworker housing



Focus Groups in Salinas (Old Chinatown) with Social Service Providers, Japanese- and Chinese-American Community members, Social Service Clients



Huntington Park, CA — Pop-Up  
Event at Middleton Elementary —  
March 2015



Huntington Park, CA — Pop-Up Event at City Hall — March 2015



Huntington Park, CA — Pop-Up Event on Pacific Avenue — March 2015





Richmond, CA — General Plan  
PlanVan — 2013

# Getting buy-in from government

- Coordinate early on
- Local electeds and staff recognize value of getting residents involved
- Good process can provide cover for local electeds and staff
- Tactical Urbanism









Yellow Brick Road, Richmond, CA — Living Preview

# Richmond, CA — Yellow Brick Road Living Preview Plan prepared by Fehr & Peers

## LEGEND

### STRIPING

- Spray Chalk
- White Duck Tape
- Yellow Duck Tape
- ↔ Spray Chalk Sharrow Legend
- ↔ Spray Chalk Bicycle Lane Legend

- Curb: straw wattle or sandbags
- Raised landscape planter, wine barrel, or similar vertical element

### SIGNS

- ▽ YIELD sign on A-frame, place garbage bag over STOP sign
- ⊘ NO PARKING signs on A-frames

NOTE: Wayfinding signs to be located throughout route and key turning points along the route

















STOP







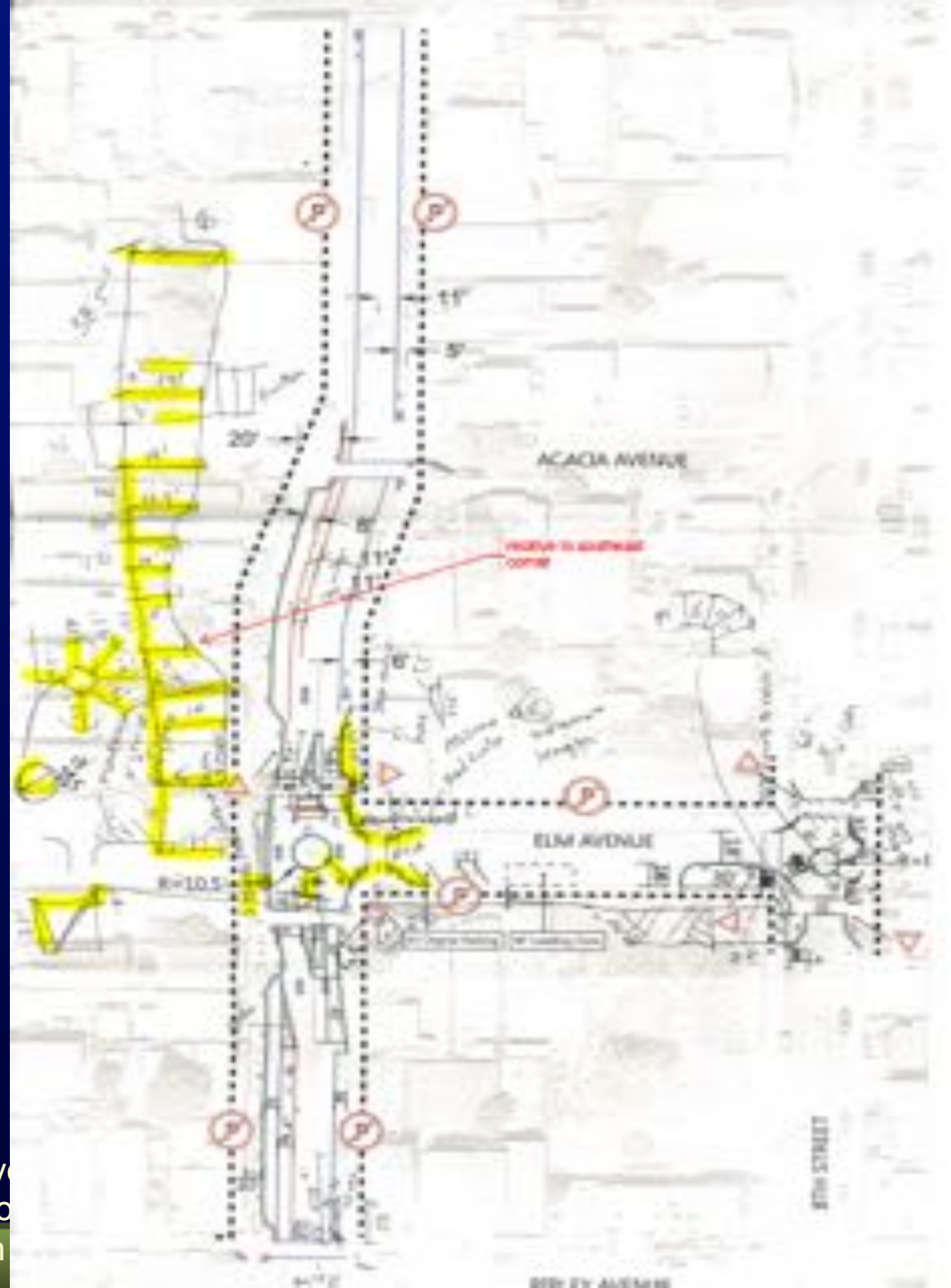
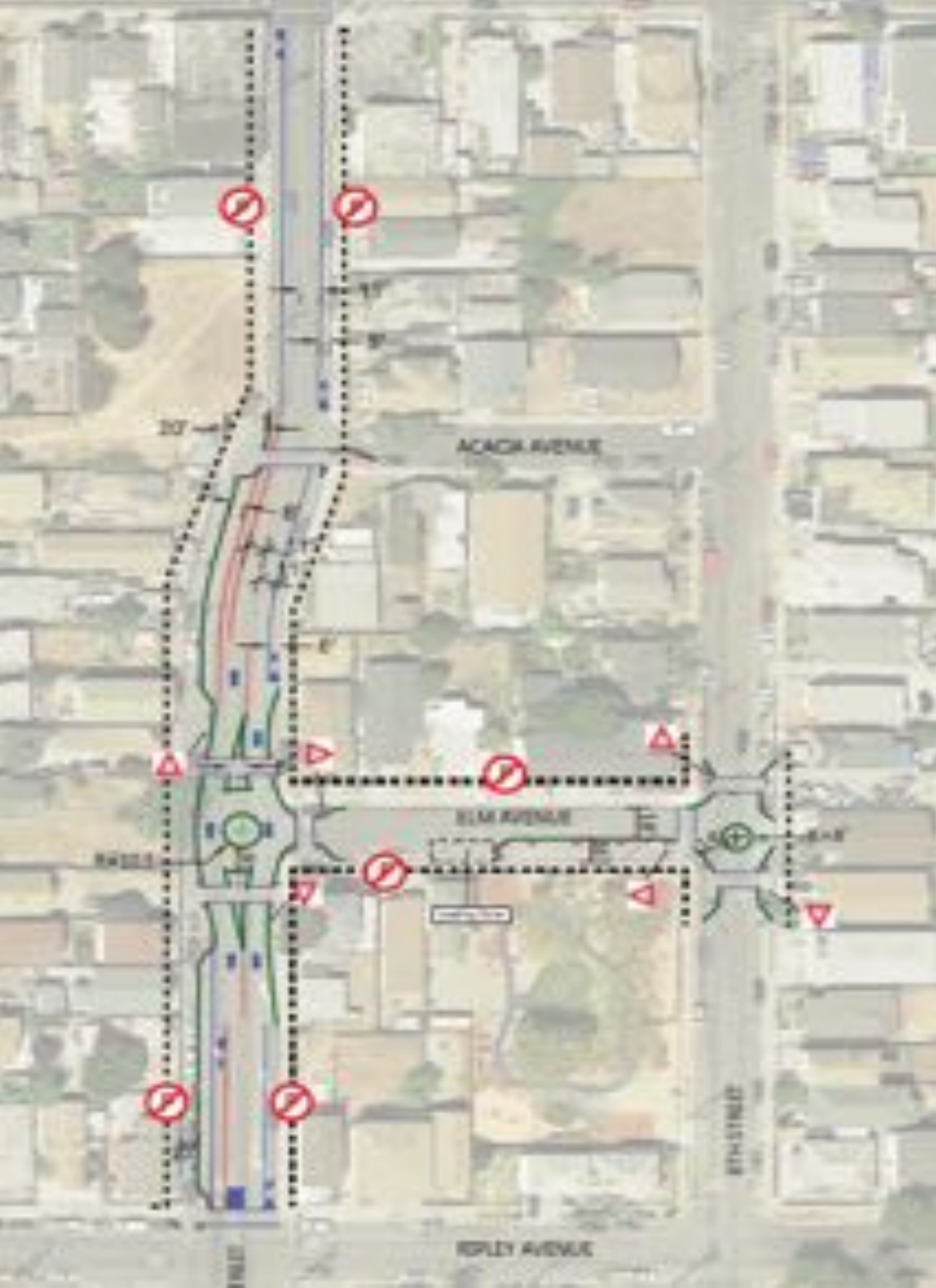


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# Thanks!

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