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
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
WALKABLE COTATI

MAR. 24-25

CITY HALL
Opening workshop, Cutler-Orosi Design Fair — Nov. 2001
Mecca (Riverside County) Opening Workshop — January 2008
Round Valley (Mendocino County) Opening Workshop — August 2008
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
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
Richmond, CA —
Yellow Brick Road
Living Preview Plan
prepared by Fehr &
Peers
Thanks!

- Paul Zykofsky
  - Associate Director
  - Local Government Commission
  - pzykofsky@lgc.org
  - www.lgc.org