

# City of San Diego – Environmental Justice Element

Roundtable Meeting #3: “Engagement Strategies”

Meeting Summary Report

Sept. 6, 2023

Prepared by:

City Planning Department



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### Roundtable Meeting #3

#### Meeting Objectives and Agenda

- Provide clear guidance on data collection.
- Identify methods of engagement and incentives that can be paired with proposed activities to encourage participation.
- Provide the space to refine proposed engagement activities.

Agenda	
Time	Section
2:00 – 2:10 PM	Icebreaker
2:10 – 2:20 PM	Overview of Reporting Tools
2:20 – 3:20 PM	Engagement Tools & Gaps
3:20 – 3:30 PM	Next Steps

#### Project Team Present at the Meeting

**Facilitator:** Christian Rodriguez, Senior Community Associate (Kounkuey Design Initiative (KDI))

Consultant Project Team: KDI

- Jorge Cañes, Planning Coordinator | Martin Gil, Community Coordinator

City Planning Department Project Team

- Sameera Rao, Assistant Deputy Director | Paola Boylan, Senior Planner | Audrey Rains, Management Intern

Community-Based Organizations

- Kevin Renan, Bayside Community Center
- Kim Heinle, Bayside Community Center
- Cynthia Tecson, Bikes del Pueblo
- Matthew Pendergraft, Bikes del Pueblo
- Alejandro Amador, Casa Familiar
- Jesse Ramirez, City Heights CDC
- Manny Rodriguez, City Heights CDC
- Carmina Paz, Urban Collaborative Project

## Summary

### **Icebreaker**

Participants introduced themselves to continue to get familiarized with group members.

### **Overview of Reporting Tools**

Participants reviewed the activity report form that will be used for reporting and had an opportunity to ask clarifying questions (see page #5). An overview of housekeeping items such as invoicing was also provided.

### **Engagement Tools & Gaps**

Materials that will be needed for engagement events were discussed to ensure adequate resources are provided. The group also discussed strategies to motivate people to participate in engagement events. Together, the group looked at the [EJ Communities Map](#) to identify areas where additional engagement activities can be held to broaden engagement.

### **Next Steps**

KDI committed to following up with each organization to provide individual feedback on draft engagement plans.

## Roundtable 3

**Date of the event:** September 6, 2023

**Facilitator:** KDI

**Organizations:** Bayside Community Center, Bikes del Pueblo, Casa Familiar, City Heights CDC, Urban Collaborative Project

**activity 1**

**Engagement Activities  
Report Form**

Be ready to complete this checklist at every engagement event, so you can complete the [online form](#) within 14 days of completing the activity:

The image shows a screenshot of a web form titled "Activity Report" with the "SD" logo in the top right corner. The form is set against a blue header and a light green background. It contains several input fields and sections for text entry. A grey callout box on the right side of the form contains the text "KDI will send a template".

**Event Title \***

**Event Date \***

**Number of Attendees \***

**Approximate staff time expended \***  
(hrs)

**Name of Organization \***

**Event Type \***  
e.g. workshops, canvassing, phone banking

**Event Description (250-word max) \***  
Please describe the methods used to engage with community members.

**Event Summary (250-word max) \***  
Please summarize the main take-aways and key findings from community feedback.

**Lessons learned (250-word max) \***  
Please share opportunities to improve the experience of community members during the engagement process (e.g. what worked well, what did people enjoy, what services were provided that made it easier for people to participate).

**Uploads (Up to 10) \***  
Please include:  

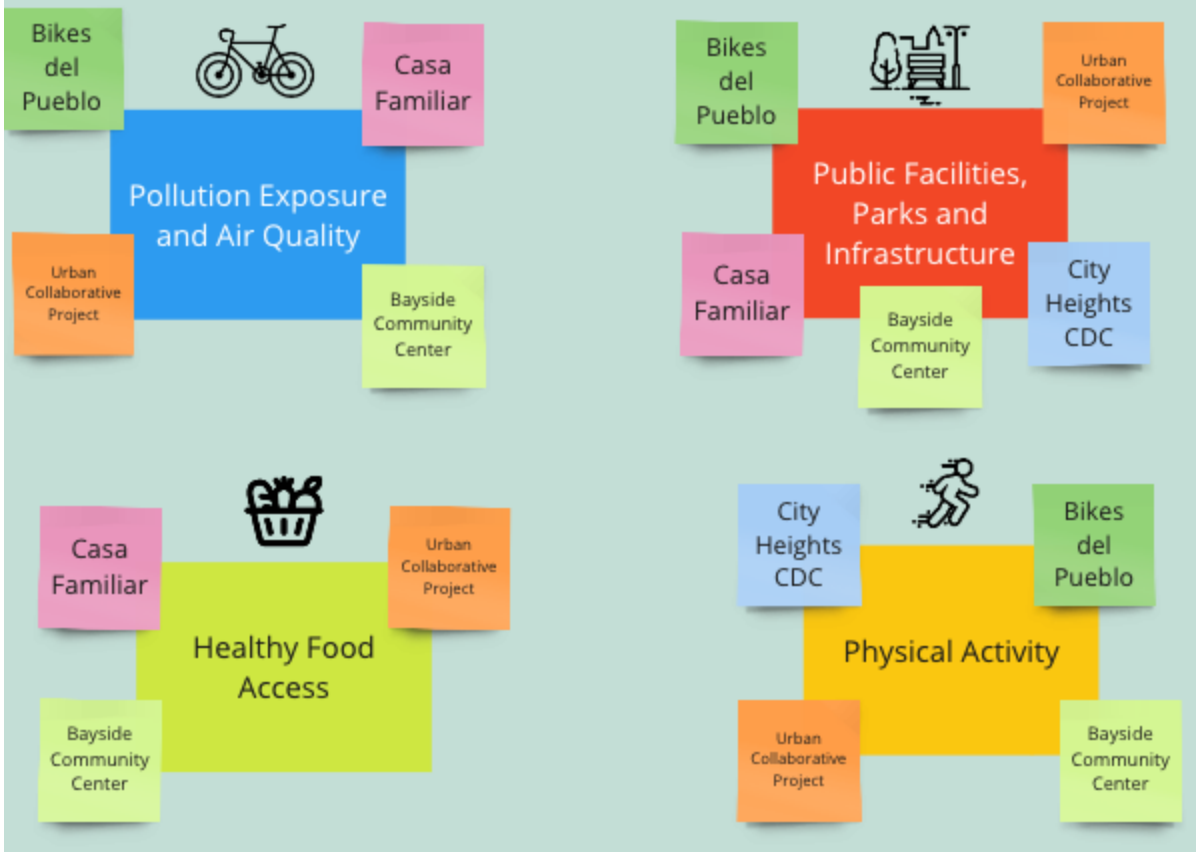
- A minimum of three photos and include a key with captions.
- Event sign-in sheet with demographic data (excel sheet).
- Any additional relevant documents (e.g. flyers, boards, survey results, spreadsheets etc.).

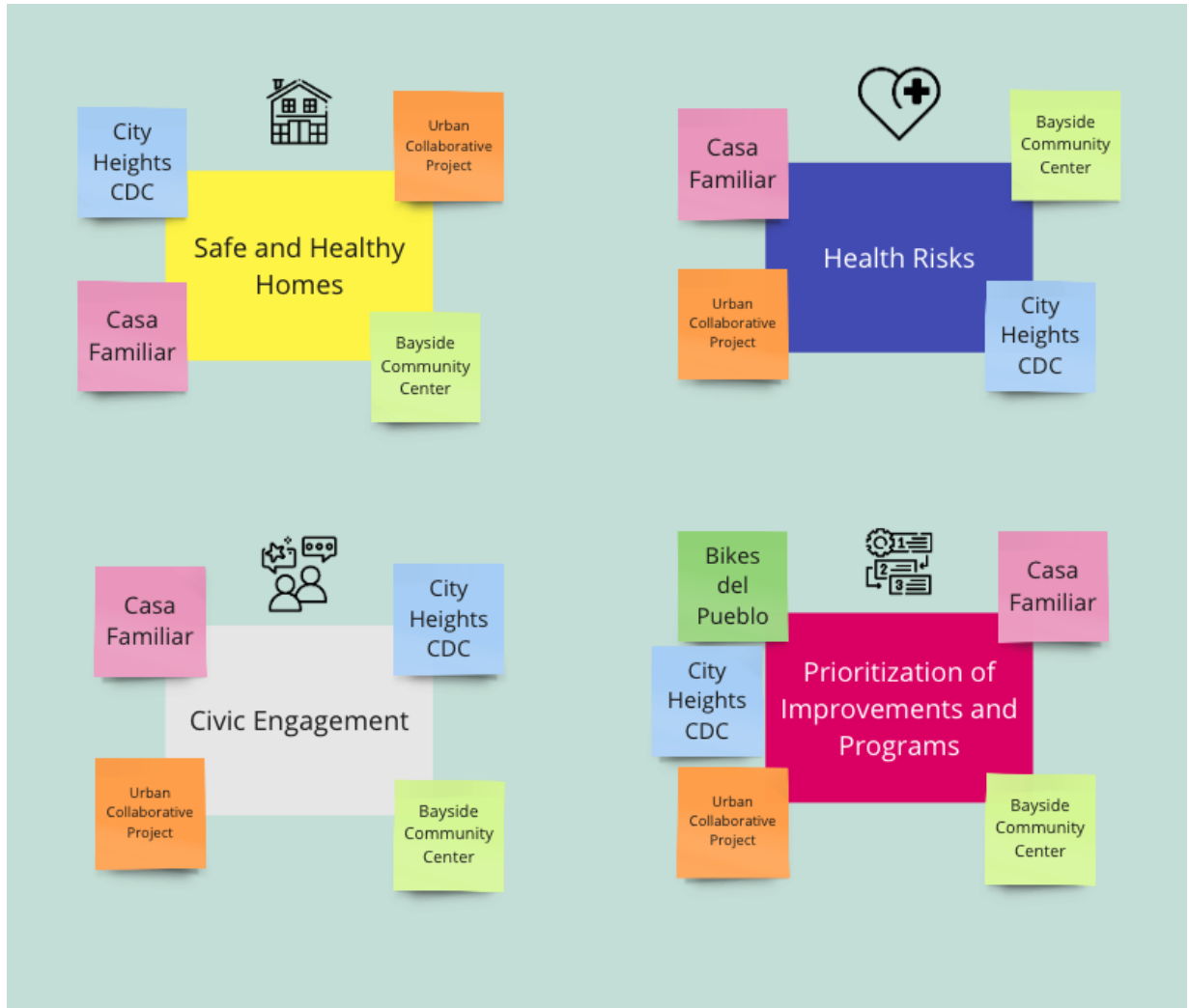
Drag and drop files here or [browse files](#)

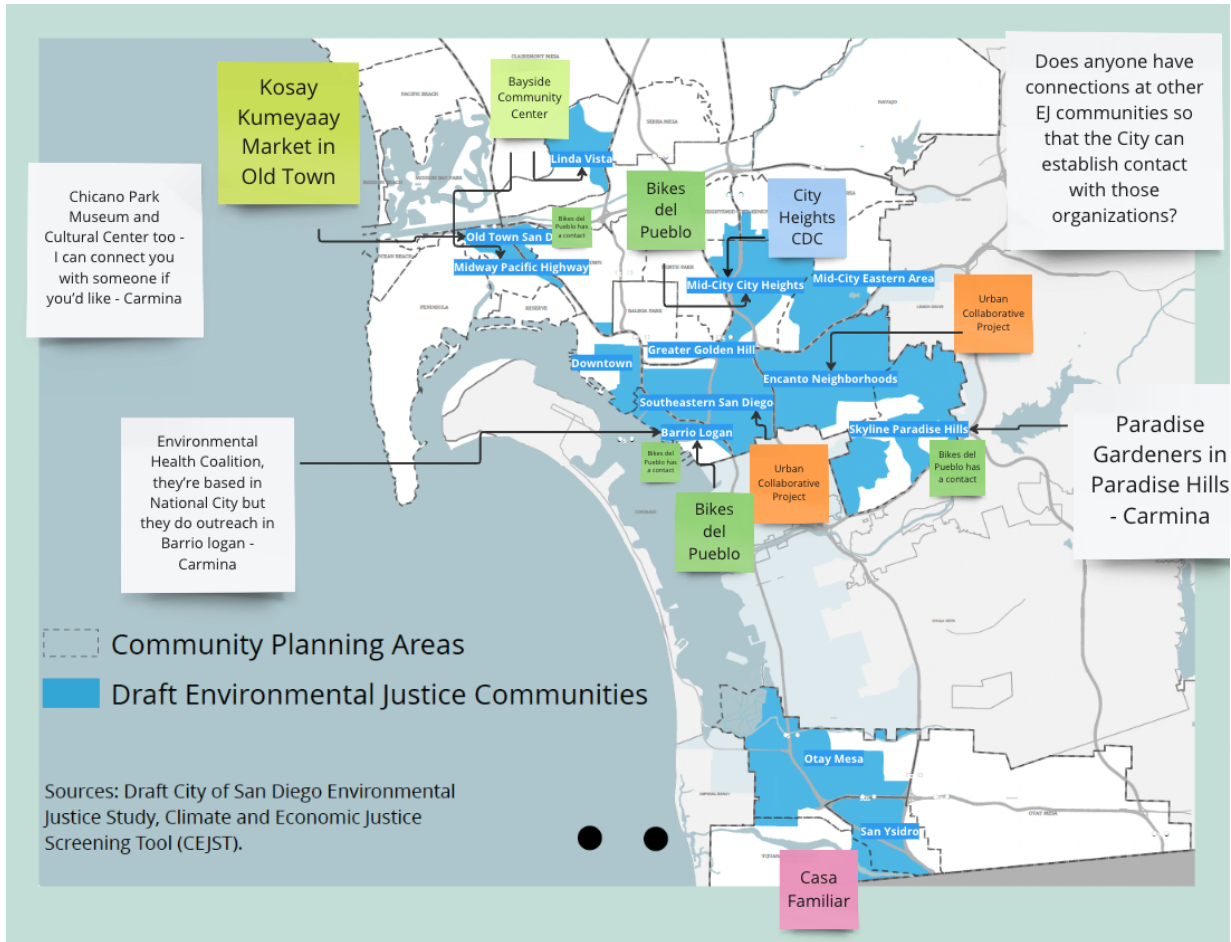
Send me a copy of my responses

# activity 2

## Engagement Plans Gaps and Overlaps









## **activity 3**

# **Incentivize Participation**

**What strategies do you use to motivate people to participate in engagement events?**

**Examples:**

- Raffles
- Gift Cards
- Gift baskets
- Food
- Child care
- Translated materials
- Go where people are gathered (Places of worship, parks, markets, food banks, etc.)

# City Heights CDC

- Food
- Gift Cards
- Raffles
- Translated Materials
- Go where people are (existing events)
- Use our own community gathering spaces (Tierra Central & New Roots Farm)
- Swag

# Bayside Community Center

- Raffles
- Gift Cards
- Food
- Translated materials
- Go where people are gathered
- Bayside swag
- Partner swag

## Casa Familiar

- Raffles
- Gift Cards
- Food
- Translated Materials
- Smaller incentive to all participants (snack, candy, pens, etc)

## Bikes del Pueblo

We provide assistance/service to the community. Sometimes food.

## Urban Collaborative Project

- Giveaway items
- Gift Cards
- Food
- Translated materials/ language interpretation
- Partner resources

## activity 4

### Engagement Materials

Do you have all the materials you need for your engagement events?

City Heights CDC

I already have:  
\* Tables and Tablecloths  
\* Pens  
\* Stickies/post-its  
\* Identified Locations/spaces

I will produce:  
\* Food/drinks  
\* Surveys  
\* Visual Aids  
\* Flyers/ Social Media Posts  
\* Translated Material

I need help to produce:  
\* Maps/ Mapping Tools  
\* Surveys  
\*  
\*

Bayside Community Center

I already have:  
\* tables and tablecloths  
\* chairs and canopies  
\* sticky notes, pens, paper, and basic office supplies  
\* identified locations / spaces

I will produce:  
\* food / beverage  
\* incentives (gift cards, and Bayside and partner swag)  
\* translated materials

I need help to produce:  
\* obelisk  
\* identity spectrum  
\* asset mapping  
\* demographic survey

Casa Familiar

I already have:  
\* Table, tablecloth, chairs, canopy, etc  
\* Office supplies  
\*  
\*

I will produce:  
\* gamified version of feedback needed to collect  
\* incentives  
\* Translated materials  
\*

I need help to produce:  
\* refining the details for feedback we want to receive  
\* EJ Element Powerpoint if it already exists - We can edit to make it more specific to SY & Otay Mesa  
\*

