



INSTITUTE FOR
LOCAL GOVERNMENTSM

A photograph showing a diverse group of people from an overhead perspective. They are all leaning in and stacking their hands on top of each other in the center, symbolizing teamwork and collaboration. The background is a light-colored wooden floor.

Attaining Equity Through Inclusive Engagement

Thursday, April 18, 2024 • City Leaders Summit • Speed Session

RUBEN ABRICA



Councilmember

ILG Public Engagement & Equity Advisory
Council & City of East Palo Alto

ABOUT ILG

NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

UNDERSTANDING EQUITY AND EQUALITY

EQUALITY:

Everyone gets the same—regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need—understanding the barriers, circumstances, and conditions.



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WHAT IS “AUTHENTIC” PUBLIC ENGAGEMENT?

Inclusive

Ensuring reach is focused to include traditionally marginalized communities

Accessible

Overcoming the unique challenges from the community

Focused on Dialogue

Ensuring two-way communication

Culturally Competent

Relevant materials/messaging reflective of the community

SPECTRUM OF PUBLIC PARTICIPATION



Public participation goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Source: IAP2 Spectrum of Public Participation <https://iap2usa.org/>

ADVANCING EQUITY THROUGH INCLUSIVE PUBLIC ENGAGEMENT

Collaborate with your communities early and often

Establish open, honest, and transparent process and communication

Approach communities with a vision and draft scope

Engagement is a tool for advancing equity and meeting the diverse needs of your communities.

ROLE FOR ELECTED OFFICIALS



EXAMPLE IN EAST PALO ALTO

- **Accessory Dwelling Units (ADU) Policy (Collaborate)**
 - Bridging Community and Government
 - Managing language inclusion/access
- **Community Safety and Emergency Preparedness Roundtable (Inform/Consult)**
 - Identify key community stakeholders and keep current
 - Strengthen government-community communication
 - Maintain relationships through consistent meetings

Thinking about building an ADU?

BACKYARD COTTAGES - GRANNY FLATS - IN-LAW UNITS - CASITAS

The City of East Palo Alto has created resources to help you build an accessory dwelling unit (ADU).

Join us to learn more and get your questions answered



East Palo Alto Police Chief Jeff Liu (left) with Council Member Ruben Abrica (right).

WHAT CAN YOU DO?

- Think about what you can do as an individual councilmember to advance equity through engagement.



	Inform	Consult	Involve	Collaborate	Empower
Public Engagement Goal	Provide objective and balanced information	Obtain feedback on solutions, alternatives, decisions	Work with the public to ensure concerns and ideas are understood and considered	Partner with the public in each aspect of the decision incl. development of alternatives and preferred solutions	Community has final decision-making authority
How can you, as an individual elected official, contribute here for each level?					

RESOURCES

- **Inclusive Public Engagement** – www.ca-ilg.org/engagement
- **Going Beyond the Usual Participants** – www.ca-ilg.org/increasing-outreach
- **Partnering with Community Based Organizations** – www.ca-ilg.org/partnering-community-based-organizations
- **Providing Language Access** – www.ca-ilg.org/post/providing-language-access



For more information on ILG and how they can help, contact
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THANK YOU!

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