IAP2

Relevancy, Diversity, Inclusion, and Equity

Three commonly accepted reasons for bringing people together

- To celebrate,
- To use their collective intelligence to solve problems, and
- To learn

What is our ultimate objective?

- To create a community in which all residents are safe, healthy, unafraid, prosperous, literate and live in healthy sustainable communities

- What is the most powerful contribution community engagement can make toward achieving that end?

Definition of terms

- Relevancy: When programs, products, services and curriculum establish a personal connection between traditional, and new, internal stakeholders and when what we do has undeniable value and meaning in their lives.

- **Is the deliberate, systematic inclusion of diverse and contrasting perspectives and viewpoints to create innovative, meaningful, and lasting results.**

Definition of terms

- Diversity represents the wide range of visible and invisible differences and similarities that make each of us unique.

- Diversity is a problem-solving tool **"Diversity increases the larger group's ability to solve problems. (Johnson)**

- Diversity is critical to building our cultural, emotional, and creative intelligence and to creating relevant effective solutions to complex challenges.

- New possibilities, productivity, creativity and innovation emerge when the vision, mission, resources and expertise of individuals and different organizations intersect.

What is a community?

Residents:

- Rise above their self interest for the common good...

- Are mindful of the collective impact of their individual acts...

- Are constantly mindful of how their actions, good or bad, impact others...

- Provide a safety net for their most

- vulnerable citizens without creating a culture of entitlement

- Are focused on why they chose to live together

- See their differences as a community asset

What does democracy ask of us?

- Democracy is not a spectator form of government. Democracy demands three essential qualities from its citizens; passion, commitment and energy, participation, the intelligences required to confront and solve complex challenges.

What is a community?

- Responsibly pursue their view of "happiness" without adversely impacting the happiness of others.
- We build a sense of community by finding our commonality and exploring our differences
- We provide experiences that encourage residents to get know and care for each other
- Extend their love, respect, trust, credibility, generosity, and philanthropy to those outside of their affinity groups…

Inclusion …

… the practice of intentionally building a culture that is flexible, values diverse ideas and embraces the meaningful participation of all.

Relevancy

- We are relevant when our organizations' programs, products, services establish a personal connection between traditional, and new users, internal and external stakeholders -- and when what we do has undeniable value and meaning in their lives.

- How do we become irresistible to the people with whom you're trying to connect?

Our charge…

- …to create communities that reflect our commitment to an inclusionary, participatory democracy in which all citizens are engaged in the policy and budget decisions and in the design, delivery, and evaluation of programs and services, in order to create and sustain communities that are resistant to the kind of factionalization, splintering and segmentation that paralyzes democratic processes.

- When splintering and segmentation occur there is a tendency for residents to attach themselves to a segment or splinter and to become an advocate for a narrow constituency. Residents believe they would be better served serving themselves.

What are citizen's responsibilities

- Vote
- Engage in an inclusionary, participatory, democracy, in which citizens
have multiple opportunities to engage as citizens, partners, customers, and co-creators.

Defining community engagement

- A legal obligation in the planning process?

- The process of building and sustaining important relationships?

- Gatherings to get info for policy, program & budget-making?

- The 2-way flow of info between government and residents?

What is community engagement?

- **The 1000's of daily transactions that occur between residents and their government**
- A vital component of the City's commitment to continuous learning.
- Is it the constant flow of energy, knowledge, and information between residents and their government?
- Building and sustaining community, kinship, stewardship, and Community spirit?
- Harnessing an focusing the intelligence, creativity, and energy of the citientry

What we believe

- Our community is not a distraction from our work – They are the reason for our work.
- We value the commitment, opinions, resources, and emotions of our community as a source of wealth and an organizational asset.

What we believe

- Community engagement as an investment – not an expenditure
- Residents extend our senses. Their daily activities and the places where they work and play enables them to see, hear, touch and experience things government does not. 500,000 residents take in more information in a day than 7,000 employees possibly can.
- We are responsible for creating the next generation of "Big Citizens and Civic Stewards

Community Engagement as an organizational value

- When community engagement is an organizational value, it exists in all of the organizations transactions.

- Community engagement is the responsibility of all employees who deliver direct service and who support the public servants who deliver direct service.

- All direct service components in the organization have the potential and should have direct responsibility to engaged in citizen engagement activities?

Forms of engagement

- **Transactional**
- **Episodic**
- **Routine**
- Strategic

- Sequential
- **Interagency**
- **Interdisciplinary**

Community engagement process and content varies according to department's core line of business

Direct service departments
- Parks and recreation and citizen enrichment
- Human services
- Community safety
- Utilities
- Planning

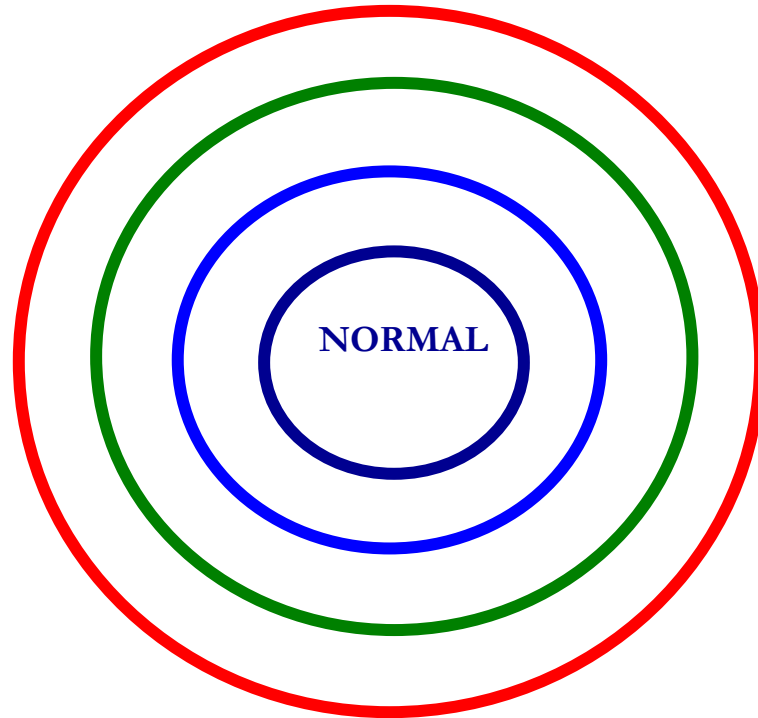**Support departments**
- Budget
- Policy
- General services

Community Interest

- Zoning
- Environment & Ecology
- Affordable housing
- Access to transportation
- Economic development
- Jobs/Employment
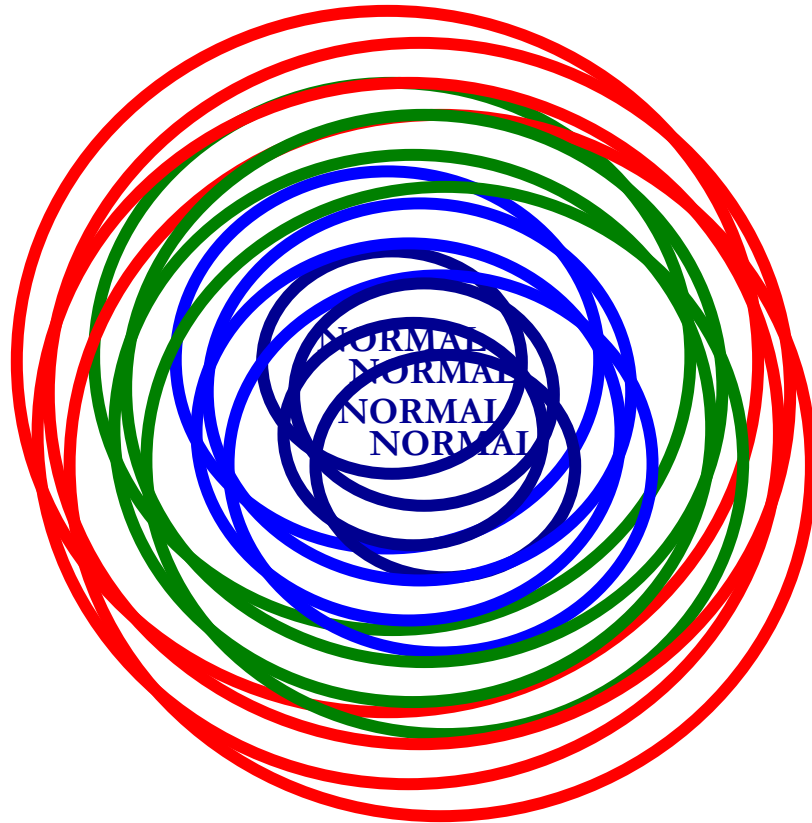- Education
- Quality of Life
- Health
- Youth Development

Community interest

- **Gentrification**
- **Arts & Recreation**
- **Parks**
- **Equity**
- **Safety nets for our most vulnerable citizens**
- **Crime & Safety**
- **Homelessness**
- **Traffic**

What is normal?

There's no such thing as normal!

Complexity

…to a heterogeneous community 85 ethnic groups speaking 135 languages

What happens when you evolve from homogeneous social organization to a more complex social organization?

Seattle 1985
80% white
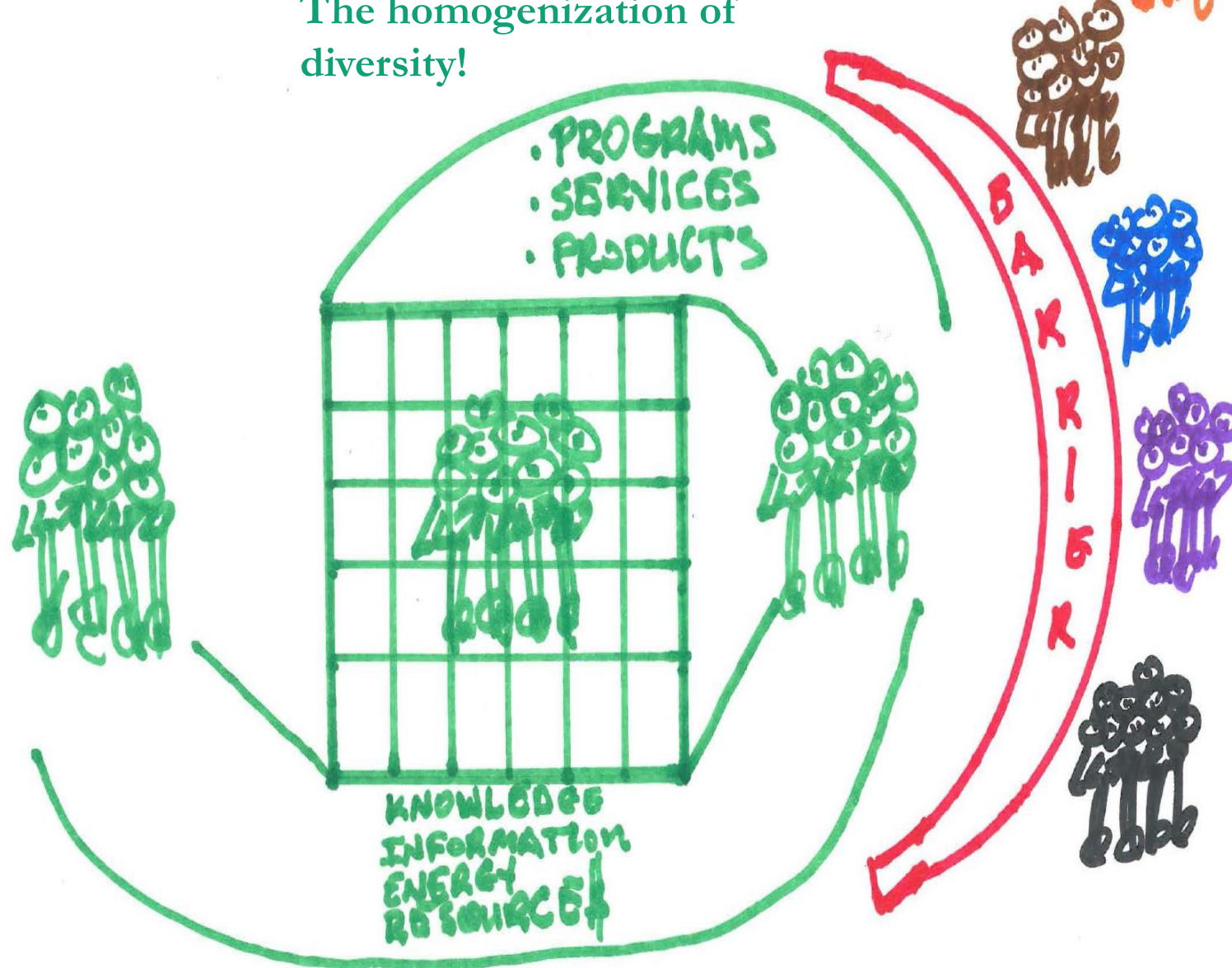**8% Black**
12% Other

Behaviors

Level of Complexity

We create the organizational culture, skills, habits, beliefs, assumptions, predispositions, systems, behaviors, and practices, in response to our demographic, ethnic, cultural, socio-economic circumstances. Will those behaviors, systems, etc. be helpful in a new and more complex reality?

It's their choice…

- There is a certain of disengagement that should be expected and is therefore acceptable

- All citizens are free to engage. If they elected not to they should be expected to live with the consequences of their disengagement

The homogenization of diversity!

- PROGRAMS
- SERVICES
- PRODUCTS

BARRIER

KNOWLEDGE
INFORMATION
ENERGY
RESOURCES

"Socially homogenous memberships inevitably results in movements that reflect
The practices, lifestyles, language, thought processes, and values that will be an
extension of the culture of that group." Rose (Stories of Inclusion) Failure to recognize
Take responsibility, and learn from the cultures and conditions they created.

The challenge

Design and implement activities that increase the engagement of marginalized citizens to city programs and services, inclusion in community and citizen engagement activities, and influence in decisions that impact this project.

Inclusionary Community Engagement

- You must be committed to understanding how race, ethnicity, culture, and class impact community engagement and citizen stewardship Raleigh is committed to designing and conducting inclusionary community engagement in which all residents have the opportunity to engage in budget, policy, and program design, and development, implementation, and evaluation.

Youth development

- Who is responsible for producing the next generation of "Big Citizens?"

- Be cautious of adultism. There should be a parallel engagement process for the community's young people. It is critical that we understand how they perceive the park and what would be relevant to them.

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Aware Users	**Non-Aware Users**
Aware non Users	**Non-aware Non-users**

Implicit Bias

- We can't use our values to motivate people whose culture lifestyles and choices have emerged from different cultures and values system.

  We must understand how they experience us and what relevancy we have in their world.
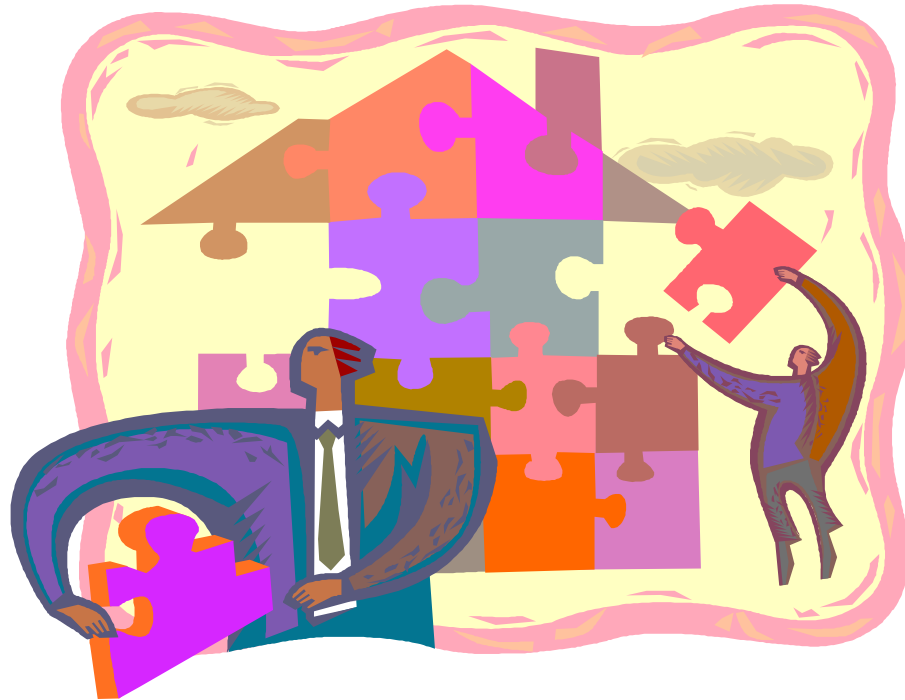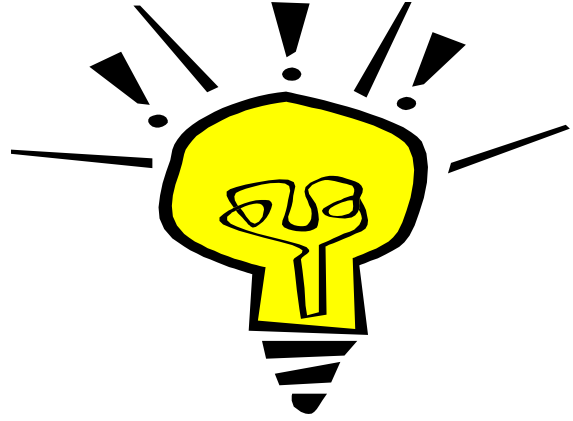
Unconscious biases

- Systems are created to serve the people who created the systems. They are, therefore, subject to act according to conscious or unconscious biases and assumptions that have undeniable, profound impacts on the programs services and products they deliver and the organization and systems they use to deliver those programs, products and services.

Innovation and creativity
grow in the gaps between the disciplines

Schools

Law Enf. CJ
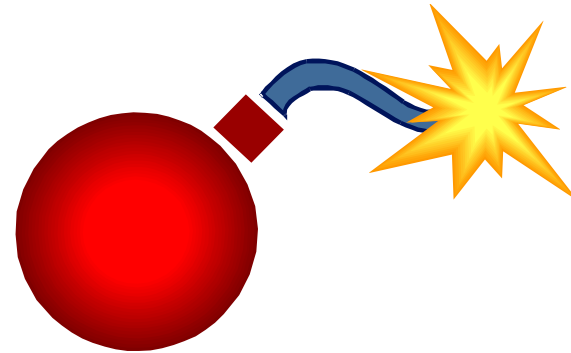
Parks

Env. & Infra.

Process is a product!

For every act
of creativity

There is an act
of destruction!

You can't solve a problem until you realize you are a part of the problem you are trying to solve