

# Chinatown Urban Greening Project

The Future of Urban Greening in Fresno

## Community Engagement Plan

Transform Fresno is supported by California Strategic Growth Council's Transformative Climate Communities Program with funds from California Climate Investments – Cap-and-Trade Dollars at Work



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## Community Engagement Plan

Work Plan		
<b>Phase I</b>  <b>INTRODUCTION AND UNDERSTANDING</b>  <b>Purpose:</b> <ul style="list-style-type: none"> <li>- Introduce the process and goals of the project</li> <li>- Seek feedback on key opportunities and issues to explore</li> </ul> Community Engagement 1	<b>Phase II</b>  <b>PROJECT PROGRESS UPDATES</b>  <b>Purpose:</b> <ul style="list-style-type: none"> <li>- Present progress of work to date, including how previous public input has been integrated</li> <li>- Seek feedback on ideas and developments to date</li> </ul> Community Engagement 2	<b>Phase III</b>  <b>DECIDING ON A PATH FORWARD</b>  <b>Purpose:</b> <ul style="list-style-type: none"> <li>- Present progress of work to date, including how previous public input has been integrated</li> <li>- Seek input on opportunities to refine the proposed path forward</li> </ul> Community Engagement 3

	Purpose	Key Messages	Levels of Engagement	Result	Date
<b>Community Engagement Event #1</b>	Understanding the issues	<ul style="list-style-type: none"> <li>- Introduce the project and its purpose/goal</li> <li>- Review the different stakeholders and their connections to the project. This includes reviewing roles and responsibilities</li> <li>- Outline the decision-making process including timeline - focusing on decisions most open for influence</li> <li>- If there has been previous feedback or discussion share the highlights</li> <li>- Explain next steps</li> </ul>	Communicate - keep community informed on project updates, changes, and progress	Shared understanding of concerns and issues to resolve	09/01/2020



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	Purpose	Key Messages	Levels of Engagement	Result	Date
<b>Community Engagement Event #2</b>	Project Progress Updates	<ul style="list-style-type: none"> <li>- Deliver a brief reminder of the overall purpose of the project and quickly review the process again</li> <li>- Introduce and describe the Ideas to test that have been identified/ developed since last contact with stakeholders from phase 1</li> <li>- Explain the difference between design alternatives</li> <li>- Explain the factors to consider when determining the relative merit of the alternatives</li> <li>- Explain the next steps</li> </ul>	Communicate and consult: keep community informed, listen to views and provide feedback on how the input influenced the project and/or decisions	Shared understanding of the strengths and challenges associated with the concerns and issues being raised	TBD



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	Purpose	Key Messages	Levels of Engagement	Result	Date
<b>Community Engagement Event #3</b>	Deciding on a path forward	<ul style="list-style-type: none"> <li>- Deliver a brief reminder of the overall purpose of the project and quickly review the process again</li> <li>- Review the feedback from phase 2</li> <li>- Introduce and describe the Recommended Solution that has been identified/ developed since last contact with stakeholders during Phase 2. Explain how feedback from Phase 2 has informed the Recommended Solution on concerns and issues raised.</li> <li>- Explain the next steps</li> </ul>	Communicate, consult, involve, & collaborate: Share how concerns/ views were reflected in analyses and/or solutions and designs developed; share how inputs influenced the final decision or project; seek community input in partnership with stakeholders	Common ground necessary for community/stakeholder support	11/11/2020

### Communications Tool Kit:

- **Website:** project overview, meeting dates and meeting results, discussion guides and or feedback forms, contact information and links to information
- **Social Media platforms:**
  - o Facebook - project overview and meeting updates
  - o Twitter - update about upcoming meetings, project updates, media mentions, retweets of related Twitter activity
  - o Instagram - visual photos on project updates, media mentions, stakeholders' stories
- **Email:** invitations to community engagement events
- **Mail:** send out FAQ's and flyers of community engagement events



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