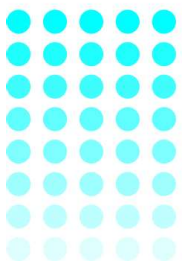


Stakeholder/Community engagement Process overview

by Juliana Gonzalez



- Conformed a Community Advisory Board
 - Engage community liaison though NGO active in the area.
 - Overcoming recruitment barriers
 - Defining composition goals
 - Regular meetings
 - Meeting times
 - Translation
 - Facilitation

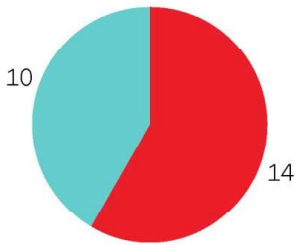


the
watershed
project

North Richmond Community Advisory Board

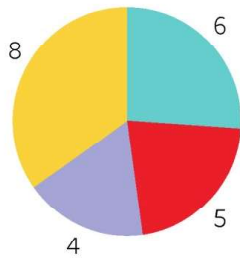
CAB STATS

Gender



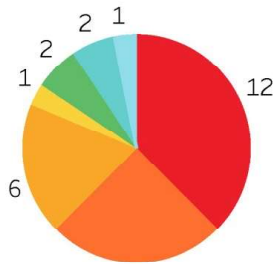
What is your gender?
■ Female
■ Male

Race



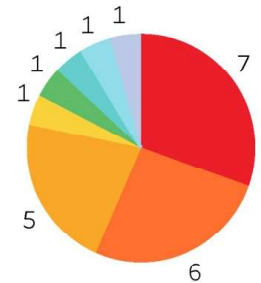
What is your primary racial identity?
■ Black
■ Hispanic
■ Mixed Race
■ White (not Hispanic)

Sector



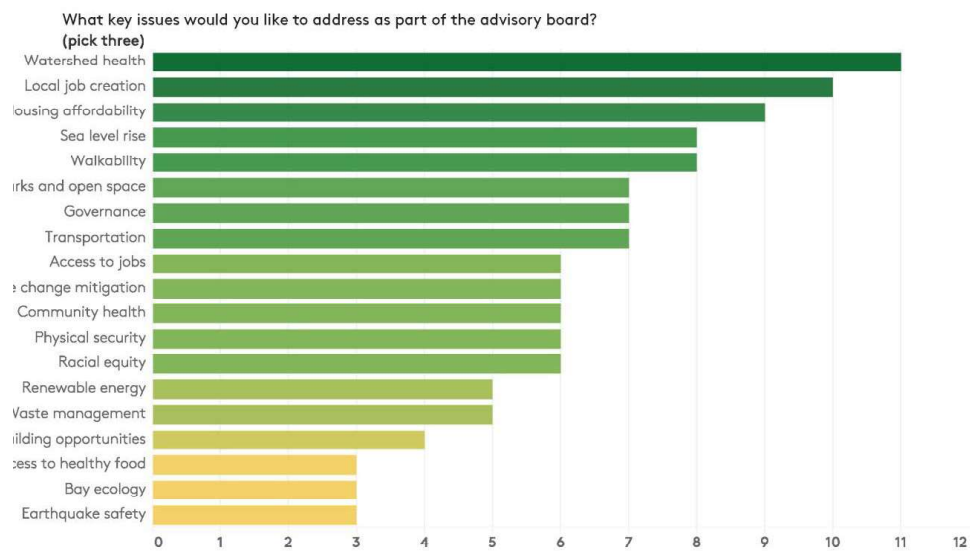
What sector do you currently work / volunteer in?
■ Local non-profit
■ Government employee
■ Community representative
■ Elected government official
■ High school student
■ Local small business
■ Other business

City of Residence



Where do you live?
■ North Richmond
■ Richmond
■ Contra Costa County, but not North Richmond
■ Hercules
■ Sebastopol, but am a homeowner in Richmond
■ Berkeley
■ Alameda County
■ San Francisco, CA

AB INTERESTS



- Most people applying were professionals from local agencies that had been engaged in previous visioning and planning efforts.
- Including multiple community needs helped increase the residents' interest.

Meaningful community Input and listening sessions

Number of meetings

Type of interactions



Community engagement and Outreach strategies

- Direct surveys to residents are best for need assessments and project buying.
 - Do not use high tech surveys to reduce barriers
- Community needs/campaigns help drive engagement

**North Richmond
Health and Wealth**



North Richmond RbD-Home Team CAB

