SACOG
Sacramento Area Council of Governments
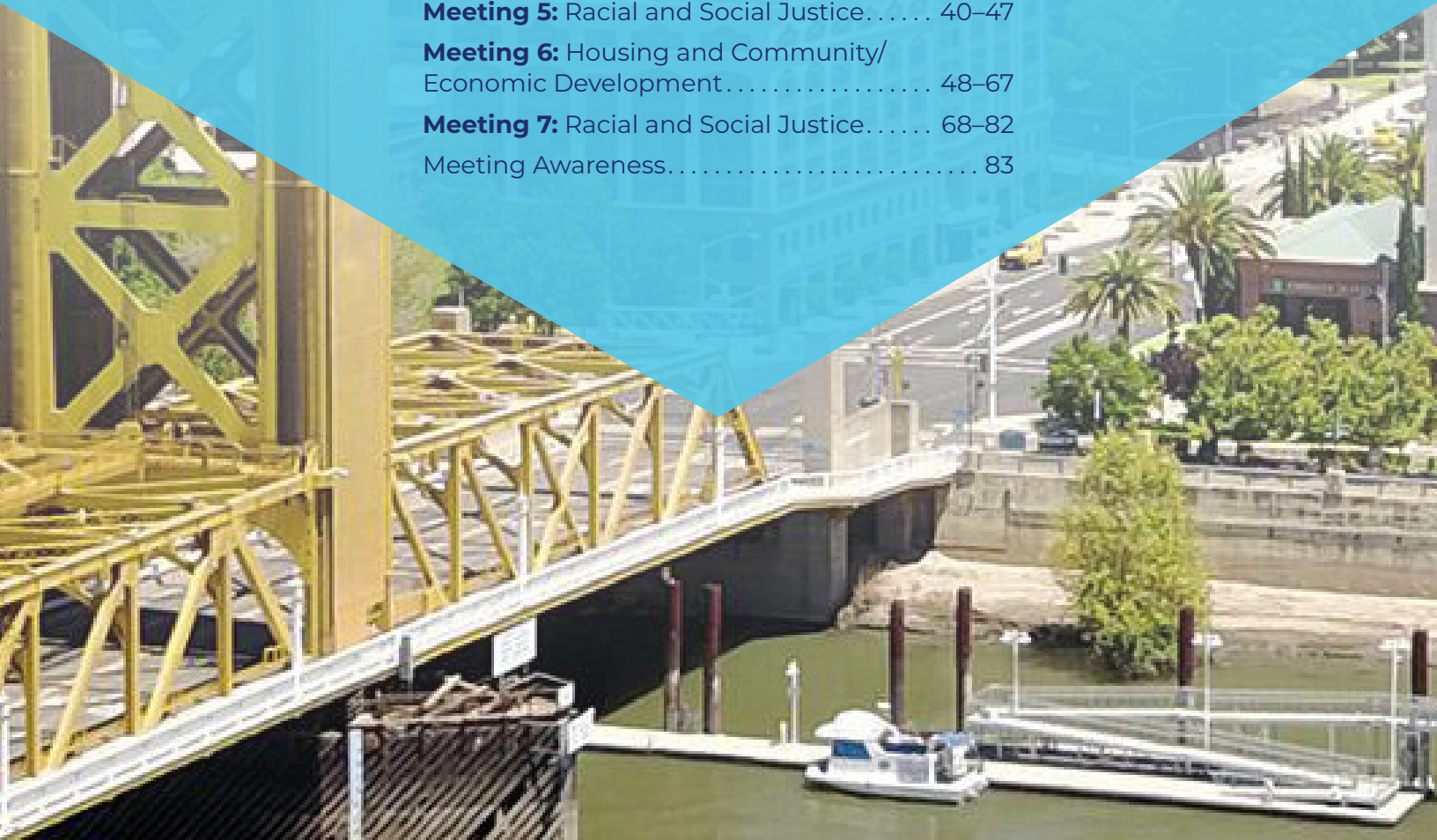
ENGAGE, EMPOWER, IMPLEMENT
(EEI) Program

Focus Group
MEETING 3–7 SUMMARY

JUNE/JULY 2023

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INTRODUCTION

Throughout June and July of 2023, the Sacramento Area Council of Governments (SACOG) hosted a series of virtual key stakeholder workshops to discuss the Sacramento Area Council of Governments (SACOG) Engage, Empower, Implement (EEI) program. SACOG's EEI program is a new funding program that will establish, and fund outreach and engagement processes focused on community-based planning for the region's six-county jurisdictions and community-based organizations (CBOs) to implement in their local communities. These stakeholder sessions provided participants with an overview of the program and invited stakeholders to create and identify community-driven and equitable projects ready for funding from federal, state, and local sources.

MEETING SCHEDULE

Five stakeholder meetings were held throughout June and July 2023. The meetings were held virtually via Zoom at various times to maximize stakeholder participation and engagement.

MEETING OVERVIEW

The meeting began with a brief meeting orientation given by Katie DeMaio of AIM Consulting. After the presentation, DeMaio led an interactive stakeholder session, asking stakeholders questions about EEI and what they would like to see for the program. To start the presentation, DeMaio instructed attendees that they would be able to participate by unmuting themselves, and they could add any questions or comments in the chat box. After the brief orientation, the agenda of the meeting was presented.

AGENDA & OBJECTIVES

- Team Introductions

- EEI Mission Overview

- Launch of the EEI Program

- EEI Framework Development Engagement Plan

- Interactive Activity – Rural Communities Focus

- Debrief and Next Steps

PROJECT TEAM

Rosie Ramos

External Relations
Group Manager
with SACOG

Katie DeMaio

President and
Senior Facilitator
with AIM Consulting

Nicole Zhi Ling Porter

Innovative Mobility
Program Analyst
with SACOG

Judith Taylor

Partner
with HR&A

Tommy Truong

Analyst
with HR&A

Raymundo Cabrera

Senior Analyst
with HR&A

EEI MISSION OVERVIEW

After the project team introductions, the presentation was handed over to Rosie Ramos, External Relations Group Manager with SACOG.

Ramos stated the Engage, Empower, Impement (EEI) mission. The mission is to create a pipeline of equitable, safe, and sustainable projects throughout the six-county SACOG region that are rooted in community-based planning efforts. Ramos explained EEI is a new funding program designed to support engagement-focused planning for community-based organizations. EEI is about community-based solutions, acknowledging that communities have needs beyond transportation and that many factors impact mobility for people. To end this slide, Ramos mentioned three million was committed to the first EEI funding round, with the potential for expanded funding in the future.

LAUNCH OF THE EEI PROGRAM

Ramos then stated that before launching EEI, SACOG needs to develop a framework that will create accessible and equitable program guidelines and requirements for the program. Remos illustrates the schedule for launching the program:

- Engage CBOS to understand funding needs and challenges, and opportunities for accessing grant funding.

- Develop EEI program framework recommendations.

- Share recommendations for CBO feedback and further refinement

- SACOG adopts the EEI framework.

- Launch the EEI program and call for applicants.

EEI FRAMEWORK DEVELOPMENT ENGAGEMENT PLAN

Ramos passed the presentation to Raymundo Cabrera; Senior Analyst with HR&A. Cabrera explained the engagement plan. This includes the framework and the development process for leveraging CBO input to ensure that the EEI program is shaped to best suit the needs of the community. These steps would include:

- April 2023: CBO roundtable to introduce the EEI program and framework development process and receive preliminary ideas.

- April – May 2023: EEI survey to gather insights from CBOs through a survey process.

- May – July 2023: CBO focus groups to conduct targeted, small-group conversations to ensure diverse representation.

- July 2023: CBO feedback session to vet recommendations and refine program framework.
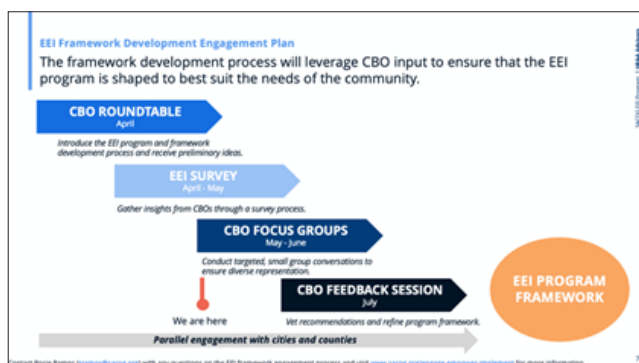
UNDERSTANDING CBO NEEDS THROUGHOUT THE KEY STAGES OF A GRANT PROCESS

Cabrera stated that to create an EEI framework best suited to community needs, SACOG understands it is critical to promote accessibility, equity, and transparency throughout the key stages of a grant process.

MENTI METER QUESTIONS

Once Cabrera finished, he handed it off to Katie DeMaio of AIM Consulting to lead the stakeholder activity. At this point, SACOG left the meetings, and DeMaio began the Menti Meter poll.

The focus group meetings serve as a way for SACOG and the Project Team to engage key stakeholders in a conversation about the EEI program, build awareness about the EEI program framework, and solicit feedback from CBOs on topics to mold the strategic framework going forward. The topics discussed at the meets were Geography, Transportation and Environmental Justice, Racial and Social Justice, Housing and Community/Economic Development, and program metrics.

The following is a breakdown of the focus group meetings and compilations of the input gathered. Community members were asked to participate in an interactive discussion activity, using Menti Meter (online polling software) as an exercise.

Event/Location	Date & Time	Target Audience
Virtual Focus Group Meeting 3	**Tuesday, June 13** 2:00 pm – 3:00 pm	Geography
Virtual Focus Group Meeting 4	**Tuesday, June 20** 10:00 am – 11:30 am	Transportation and Environmental Justice
Virtual Focus Group Meeting 5	**Friday, June 23** 10:00 am – 11:00 am	Racial and Social Justice
Virtual Focus Group Meeting 6	**Wednesday, June 28** 10:00 am – 11:00 am	Housing and Community/ Economic Development
Virtual Focus Group Meeting 7	**Wednesday, July 24** 10:00 am – 11:00 am	Program Metrics

VIRTUAL FOCUS GROUP MEETING 3 TUESDAY, JUNE 13 (2:00 PM–3:00 PM) *GEOGRAPHY*

Key Takeaways

Applying for Grants

o   CBOs are concerned about being "heard" by SACOG regarding grants and other funding opportunities. Due to the remoteness and distance of many CBOs, the current funding priorities are not in line with the needs, which results in many gaps in services/funding and systematic barriers in the application process resulting from language and other cultural barriers.

o   Many CBOs have never heard of SACOG or their funding priorities. CBOs recommend using elected officials and local community groups to bridge the accessibility gap.

Receiving Funds

o   Aside from general access to funding, many rural CBOs need help meeting the administrative and staffing requirements that come with receiving funding from federal, state, or local governments.

o   CBOs want more direct guidance and support in managing finances through trainings and grant workshops.

Creating Partnerships

o   CBOs in rural communities want an opportunity to give feedback and be included in the conversation. Invitations to public meetings, community workshops, and training access are a good start to forging better relationships with isolated communities and disillusioned community members.

o   CBOs think SACOG should communicate directly with community leaders and CBOs across the region. Working with trusted partners will create relationships.
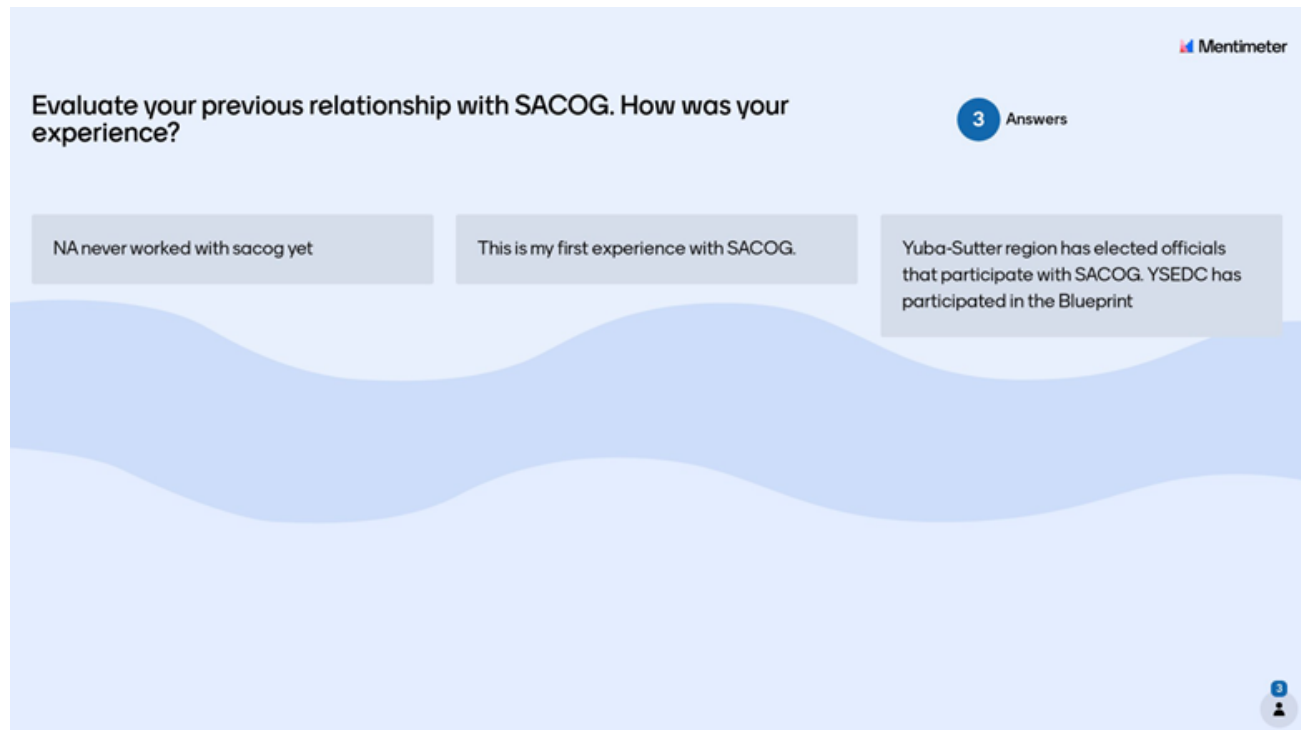
⬡ **1.**   *QUESTION 1: Evaluate your previous relationship with SACOG. How was your experience? (1 response)*

- NA never worked with SACOG yet

- This is my first experience with SACOG

- Yuba-Sutter Region has elected officials that participate with SACOG. YSEDC has participated in the blueprint

2. **QUESTION 2:** *Where is your organization/CBO located in the SACOG Region? Do you serve any specific rural communities?*
(8 responses)

·   Sutter county

·   Solano county

·   Yuba county

·   Putah Creek watershed

·   Yolo county

·   Homeless or at risk

·   Our main office is in Auburn. We have a small satellite in Placerville, but it is not staffed right now. We serve people with disabilities of any age and with any type of disability.
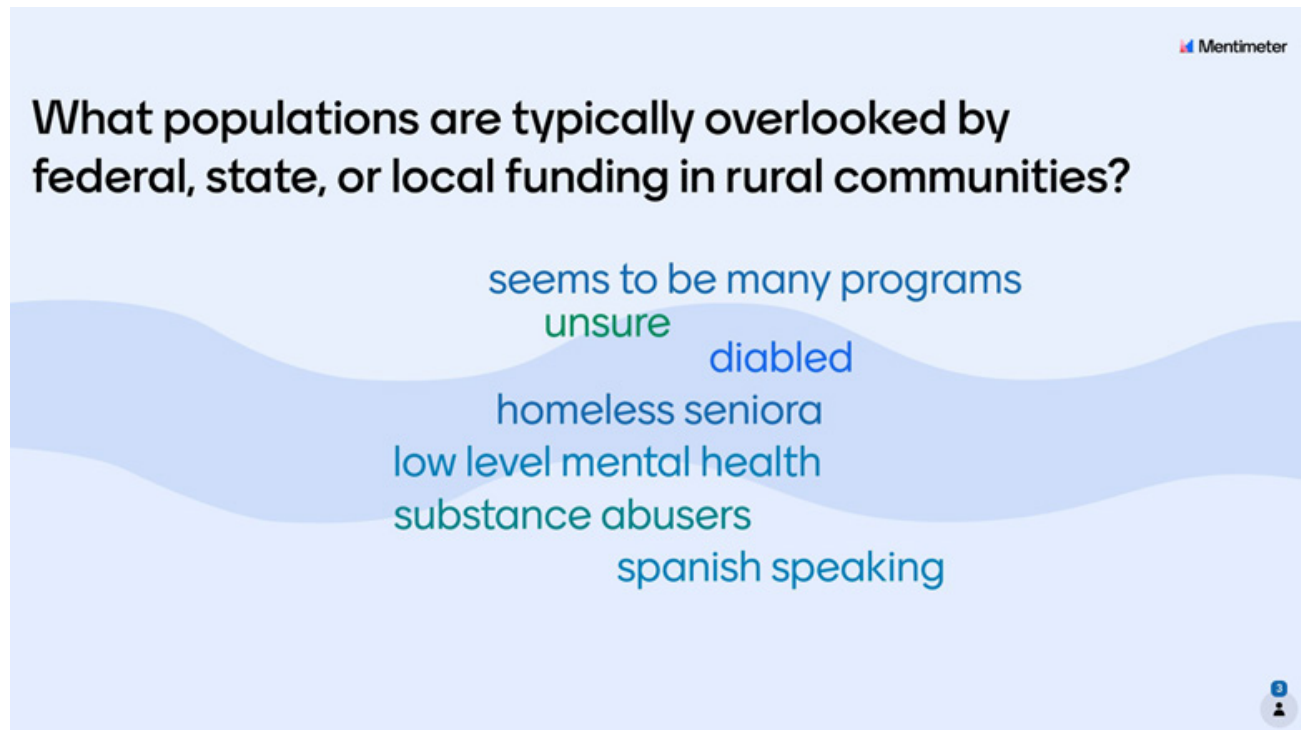
3. QUESTION 3: **What populations are typically overlooked by federal, state, or local funding in rural communities?** (10 responses)

- Disabled

- Homeless

- Seniors

- Low level of mental health

- Substance abusers

- Spanish speaking

- Limited funding toward disability needs for adults. We mainly focus on children and young adults.

- The most flagrant example we have encountered is for people whose language is not written with an English alphabet. They speak English well but cannot read materials written in English.
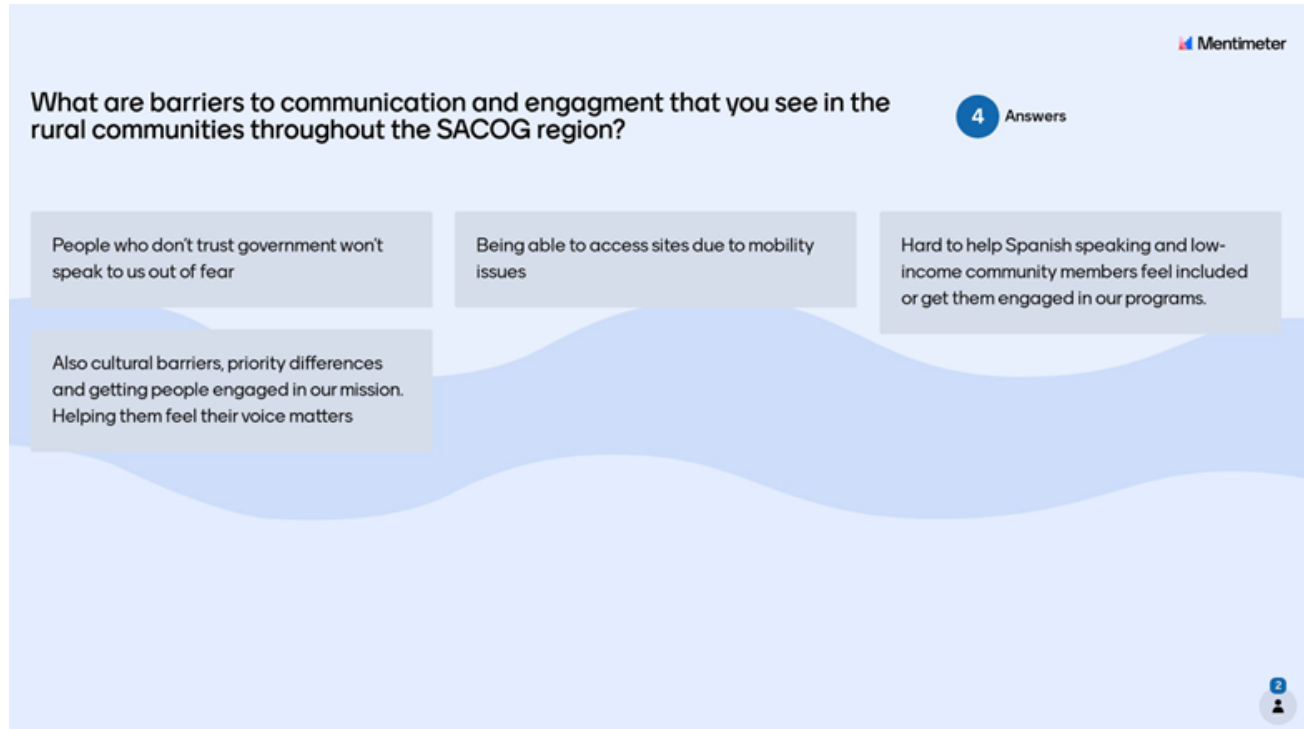
4. *QUESTION 4: **What are the barriers to communication and engagement that you see in the rural communities throughout the SACOG region?** (5 responses)*

- People who don't trust the government won't speak to us out of fear

- Being able to access sites due to mobility issues

- It is hard to help Spanish-speaking and low-income community members feel included or get them engaged in our program.

- Cultural barriers and priority differences and getting people engaged in our mission. Helping them feel their voices matter.

- I would add communication with people that use alternative methods or equipment. Systems do not accommodate the equipment and people do not know how to engage.

SACOG Engage, Empower, Implement (EEI) Program | Focus Group Meeting 3–7 Summary | June/July 2023
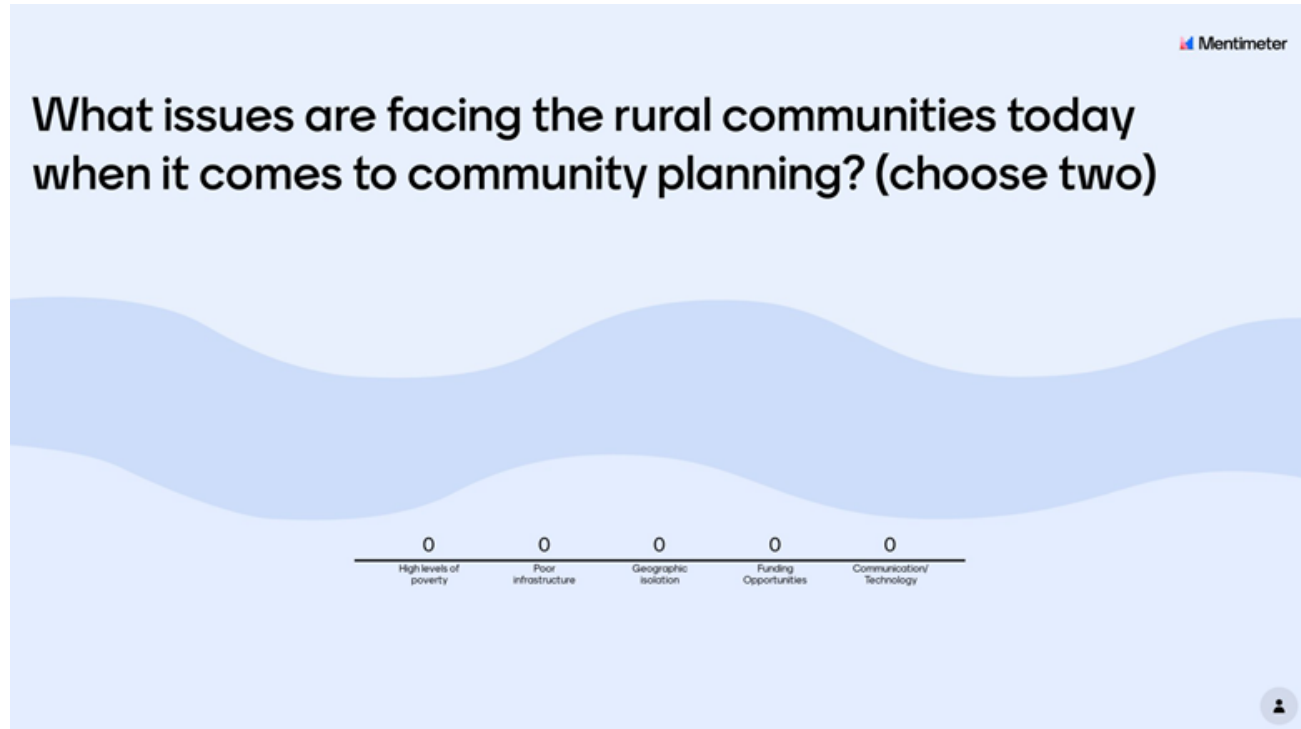
5. *QUESTION 5: **What issues are facing rural communities today when it comes to planning?** (1 response)*

- Zero votes for High level of poverty

- Zero votes for Poor infrastructure

- Zero votes for Geographic location

- Zero votes for Funding Opportunities

- Zero votes Communication/Technology

- Other: The most flagrant example we have encountered is for people whose whole language is not written in English

6. *QUESTION 6: What have been the challenges in the past with government partnerships in these communities? What can help change that perspective?* (6 responses)

- The challenge for Yuba-Sutter is being "heard" amongst the larger counties

- Differences of opinions between agencies

- The onus of reporting for small CBOs can be daunting

- Upstanding reporting is important but the need for so much documentation is sometimes difficult due to the clientele we serve

- Meeting priorities of State or Federal grants, which do not always align with the ecological needs of the community

- For example, the need for access not being an accepted feature of an ecological restoration grant

7. *QUESTION 7:* **What types of projects would organizations representing rural communities be most interested in proposing? (Select up to 3)** *(9 responses)*

- Two votes for transportation and mobility

- One vote for beautification and public art

- One vote for open space and parks

- One vote for housing

- One vote youth education and Development

- Two votes for economic and workforce development

- One vote for health and wellness services

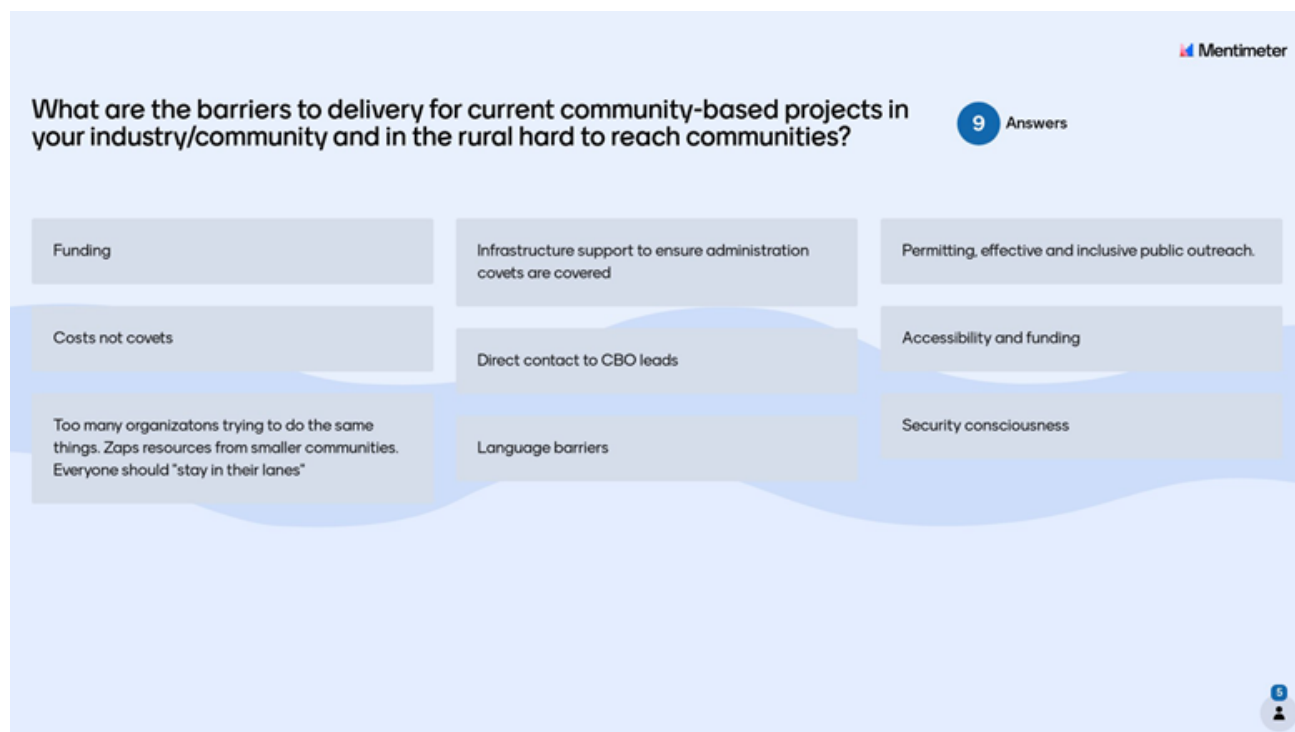**8.** **QUESTION 8:** *What barriers do these communities have to receive future funding from SACOG or other federal, state, or local funding?*

In order of most responses

- Awareness of funding opportunities

- Geographic location/access

- Alignment of priorates of funding

- Funding administrative requirements

- Amount of funding

- Cash flow and reimbursement

9. *QUESTION 9:* **What are the barriers to delivery for current community-based projects in your industry/community and the rural hard-to-reach communities?** *(17 responses)*

- Funding in all aspects
- Infrastructure to ensure administration costs are covered
- Permitting effective and inclusive public outreach
- Costs not covered for staffing
- Direct contacts to CBO leaders
- Too many organizations trying to do the same thing. Zaps resources from small communities. Everyone should stay in their lanes
- Language barriers
- Security Consciousness

- Access to broadband for people in the outermost areas is limited. That can prevent participation in some programs that deliver services online
- Adequate and timely information dissemination
- Remoteness and distance
- More accessibility to funding
- We have challenges with staffing and wages. The ability to draw funds in advance or as needed would relieve cashflow issues. The cost and time of travel across the territory must be covered. Seasonal weather impacts the deliverability of the project.
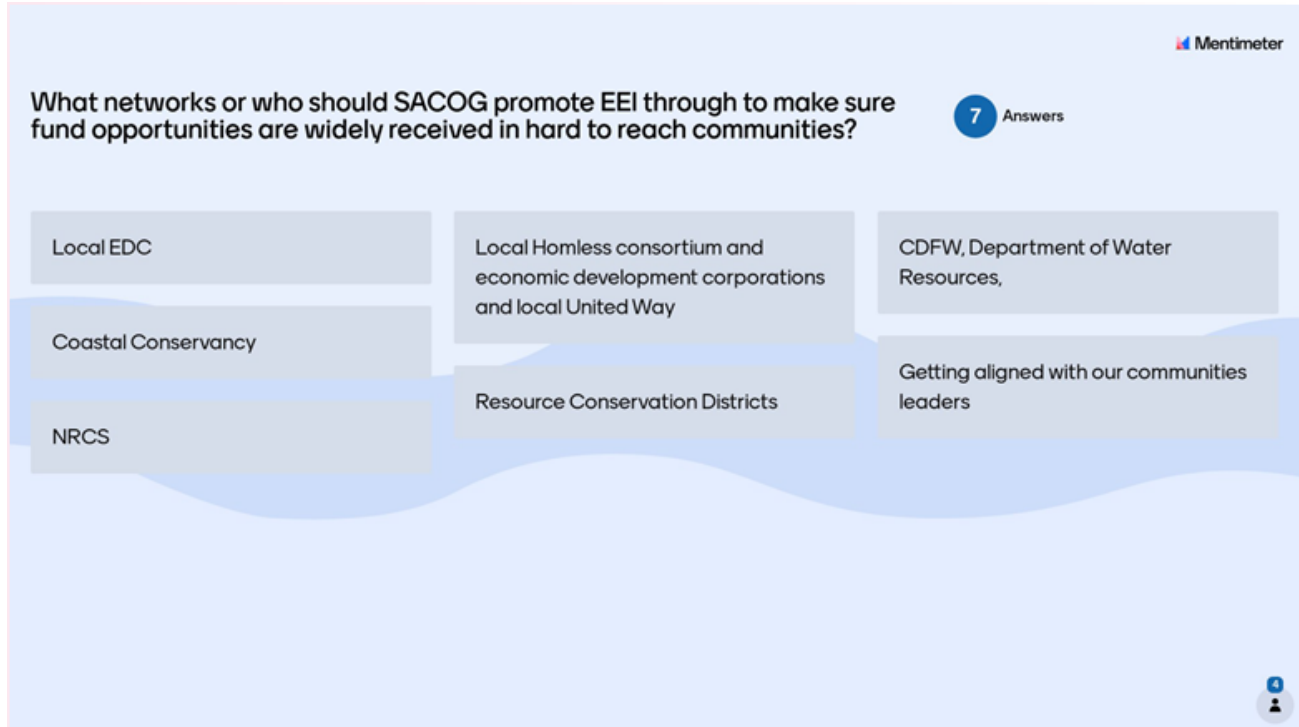
10. QUESTION 10: *What networks or who should SACOG promote EEI through to make sure fund opportunities are widely received?* *(12 responses)*

- Local homeless consortium and economic development corporations, and the local United Way
- CDFW Department of Water Resources
- Coastal conservancy
- Resource conservation districts
- Getting aligned with our community leaders
- Various faith groups
- Making use of community leaders
- In Placer, we have the Placer Collaborative Network with about 50 or 60 public and private agencies sharing information on a list serve and occasional meetings online or now some in person. We also have the Placer County Campaign for Community Wellness (CCW) that meets and shares information
- Social media (Facebook, IG, Nextdoor)
- SACOG needs to know the leaders in the harder-to-reach communities and populations
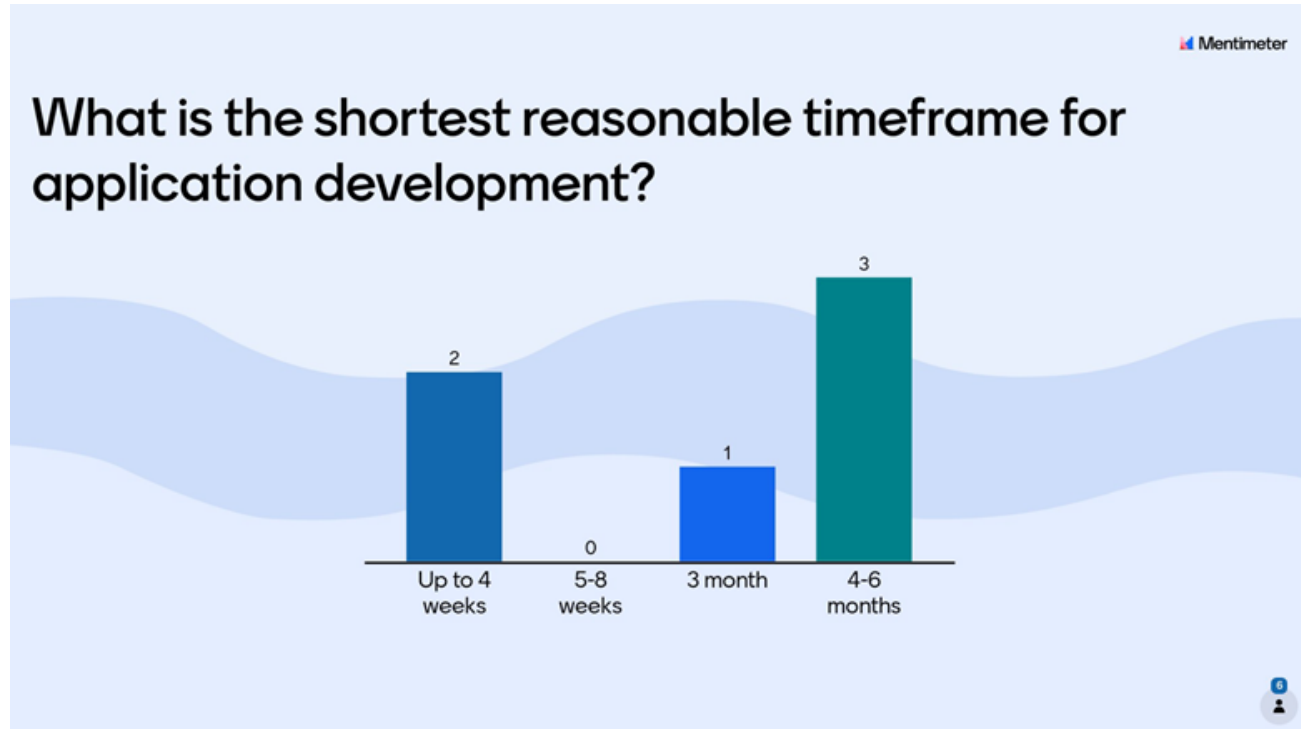
11. *QUESTION 11: **What is the shortest reasonable timeframe for application development?*** (10 responses)*

- Two votes for weeks up to 4 weeks

- Zero votes for 5 – 8 weeks

- Two votes for 3 months

- Five votes for 4-6 months including the votes from the chat

- Other: This depends on the size of the project and the nature of the funds
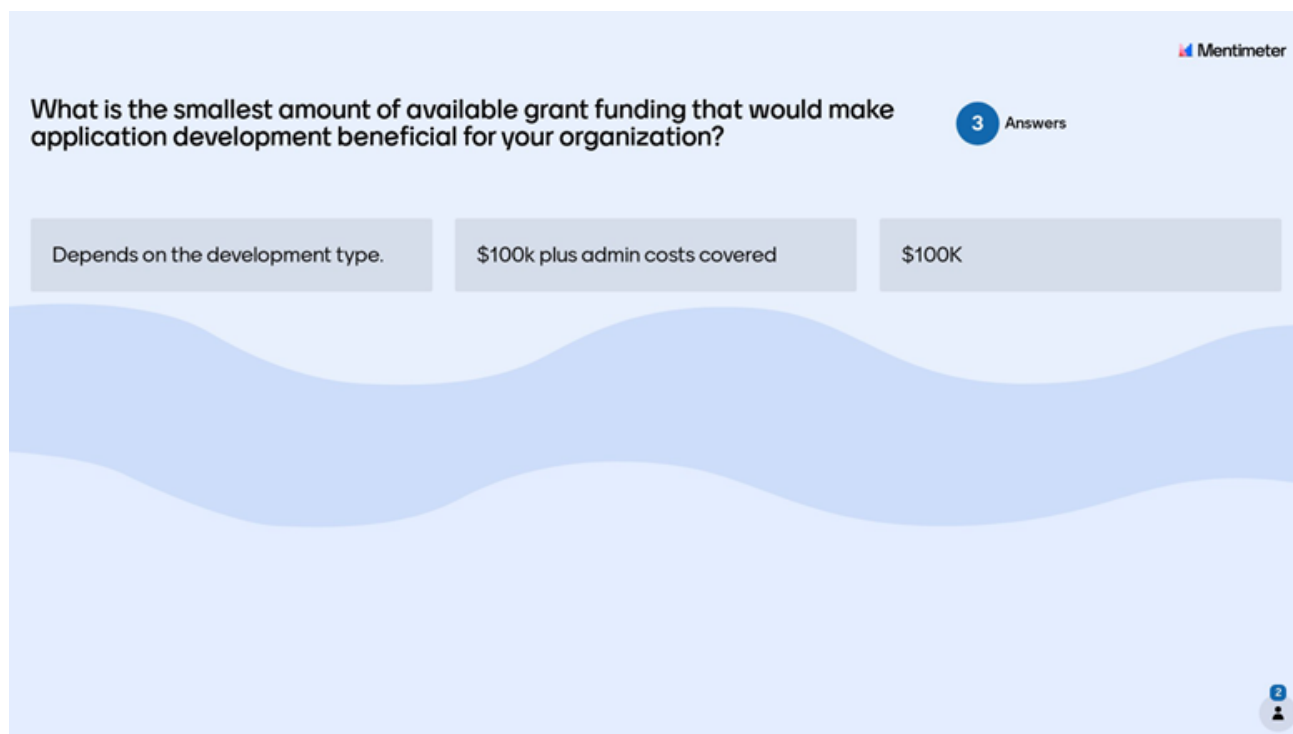
12. *QUESTION 12: **What is the smallest amount of available grant funding that would make application development beneficial for your organization?** (3 responses)*

- Depends on the development type

- $100K plus admin costs covered
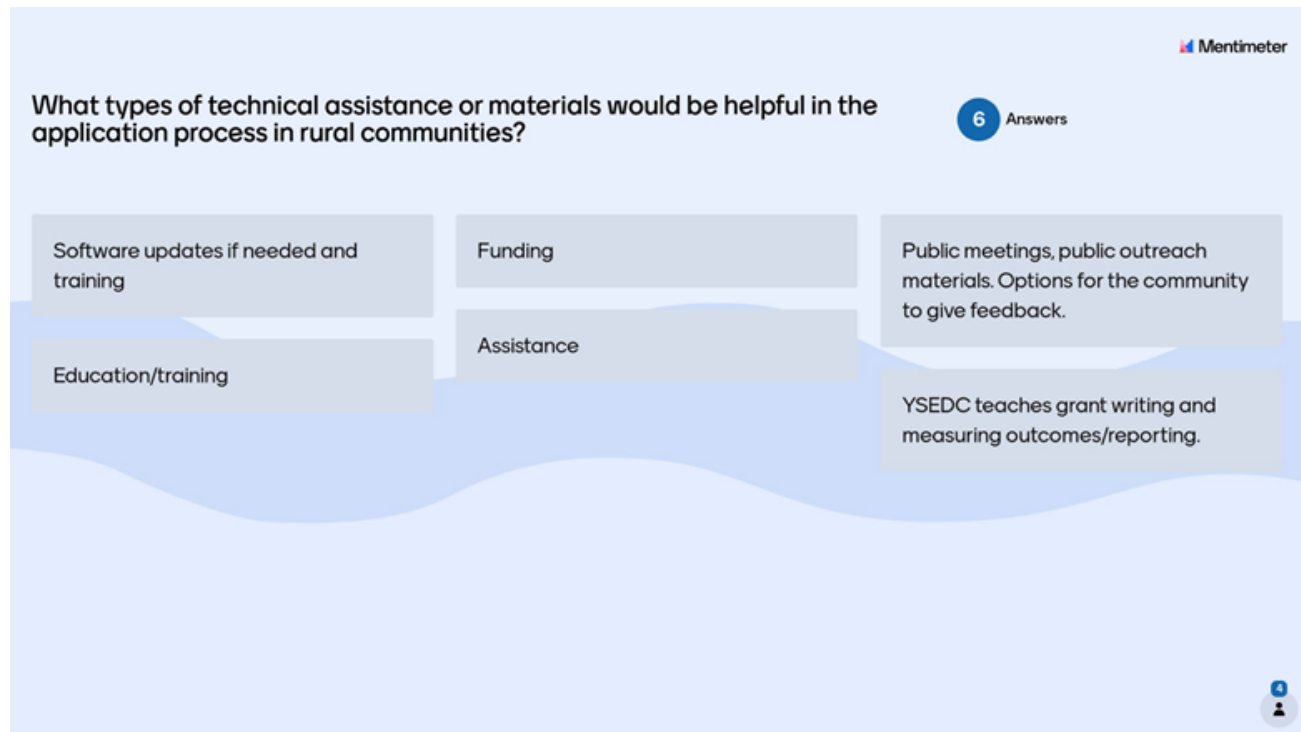
13. *QUESTION 13:* **What types of technical assistance or materials would be helpful in the application process?** *(9 responses)*

- Software updates and training
- Funding for staffing
- Public meetings and public outreach materials. Options for the community to give feedback
- Education/training on the process
- Assistance on executive levels
- YSEDC teaches grant writing and measuring outcomes/reporting
- CBOs need to understand the application process and need training (workshops for this)
- IT training in general – applications are complicated
- Training and assistance in applying should be available to rural community staff especially

14. *QUESTION 14:* **How can SACOG best support CBOs in making relationships with local hard-to-reach jurisdictions?** *(3 responses)*

- Specify collaboration is a part of funding requirements

- Giving competitive points for remoteness

- If the funds can be used in a way that enables us to benefit our consumers in some way and is not too labor-intensive to write, I will write it. With the City of Roseville Fund, I have written proposals for less than $5,000 to help a few people get the assistive devices they need. It can be hard to spend a big chunk of money in a short time frame, and like might not be well-used. The real problem is that so many funding sources are one-time-only short-term. I cannot hire staff to handle small one-time projects. People want ongoing employment with competitive wages and benefits. A one-year project does not attract qualified candidates
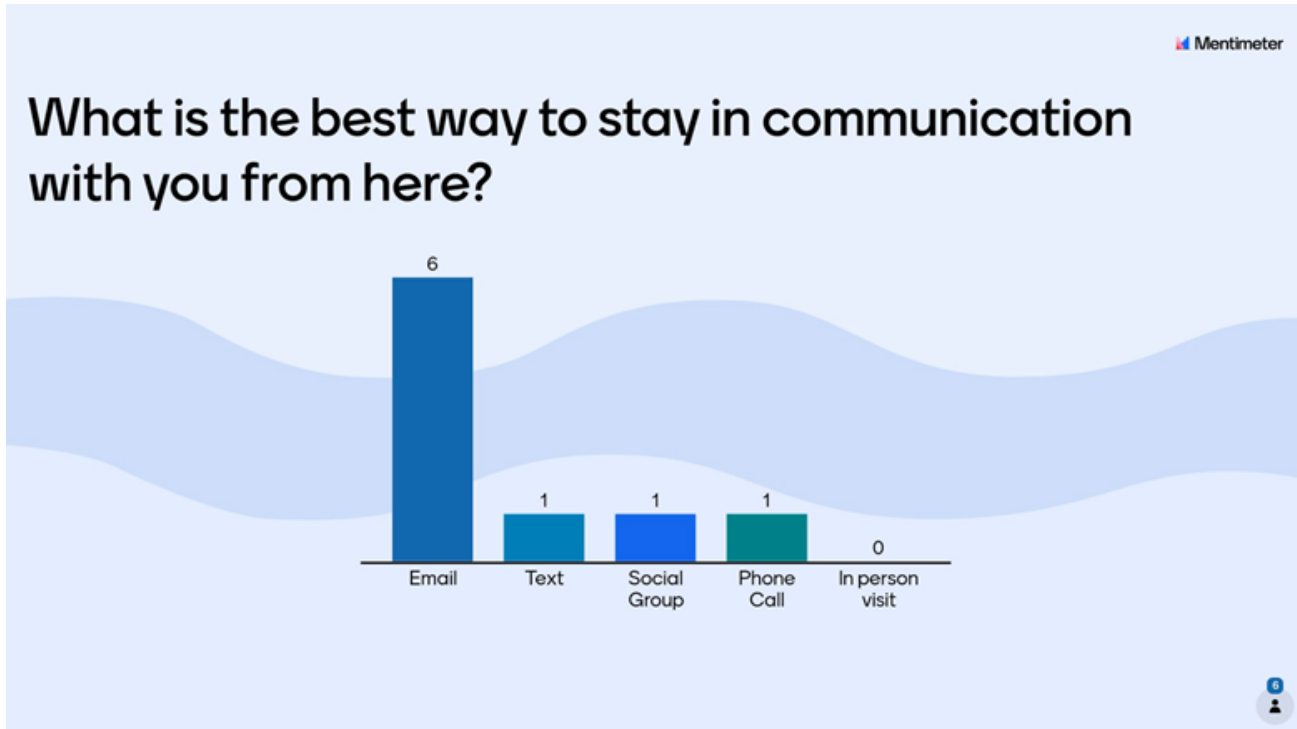
15. *QUESTION 15:* **What is the best way to stay in communication with you from here?** *(17 responses)*

· Fourteen votes for Email

· One vote for Text

· One vote for Social Group

· One vote for a Phone Call

· Zero votes for In-Person

VIRTUAL FOCUS GROUP MEETING 4
TUESDAY, JUNE 20 (10:00 AM–11:30 AM)
TRANSPORTATION AND ENVIRONMENTAL JUSTICE

Key Takeaways

Applying for Grants

o CBOs need more funding options to meet Transportation and Environmental needs.

o Language barriers and the lack of multi-lingual documents and applications restrict funding to needed projects.

Receiving Funds

o CBOs want more funding for their project. They feel the opportunity to increase awareness of their needs is critical to providing additional and better-quality services.

o There is a need for unrestricted flexible funding opportunities, specifically to build organizational capacity and grow program scope. Funding should be made available for administrative and staff costs.

Creating Partnerships

o CBOs believe connecting with trusted community partners like faith communities, housing representatives, and community health workers can be a good way to disseminate information and create partnerships with Transportation and Environmental Justice CBOs.

o Lean on strong CBOs such as the El Dorado Community Foundation, Impact Foundry, Sacramento Metro Chamber, and Sierra Health Foundation to connect with other CBOs.
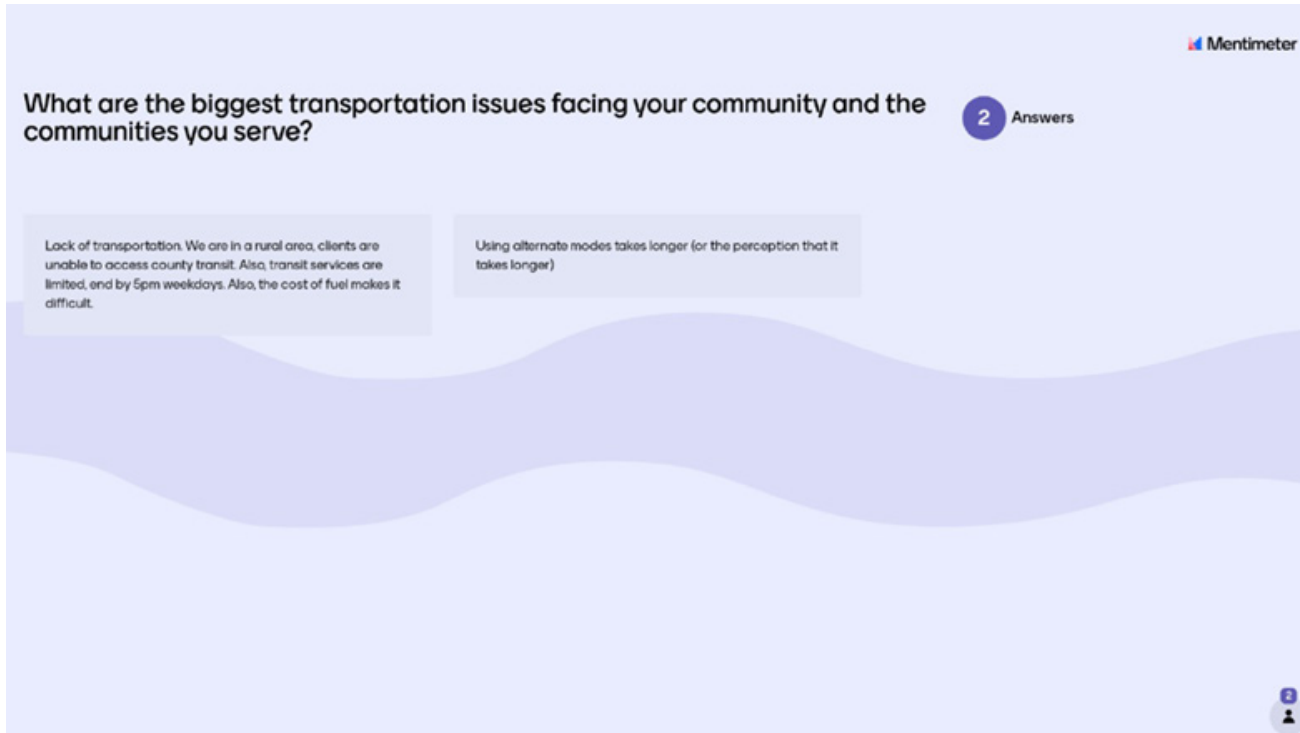
1. *QUESTION 1:* **What are the biggest transportation issues facing your community and the communities you serve?** *(2 responses)*

· Lack of transportation. We are in a rural area, and clients are unable to access county transit. Also, transit services are limited, and end by 5 pm on weekdays. Also, the cost of fuel makes it difficult

· Using alternate modes for the perception that it takes longer
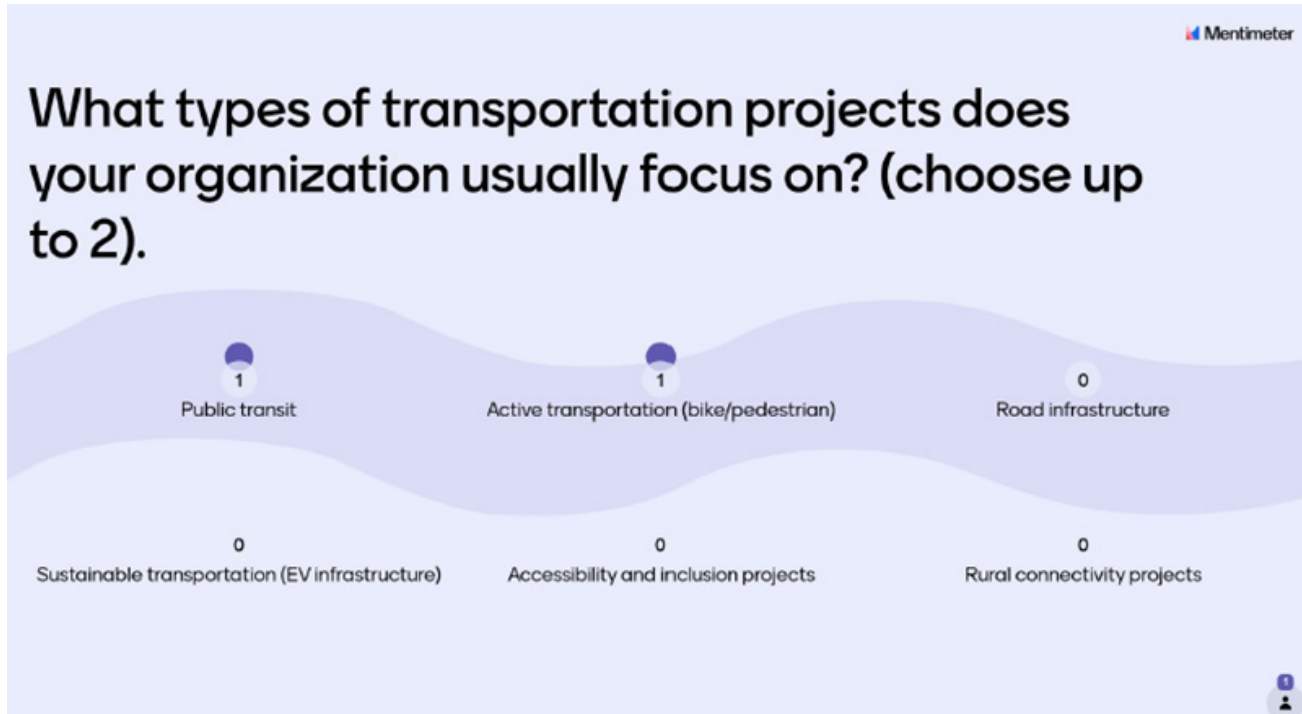
2. *QUESTION 2:* **What types of transportation projects does your organization usually focus on?** *(2 responses)*

- One vote for Public Transit

- One vote for Active Transportation

- Zero votes for Road Infrastructure

- Zero votes for Sustainable Transportation

- Zero votes for Accessibility and Inclusion Projects

- Zero votes for Rural connectivity Projects
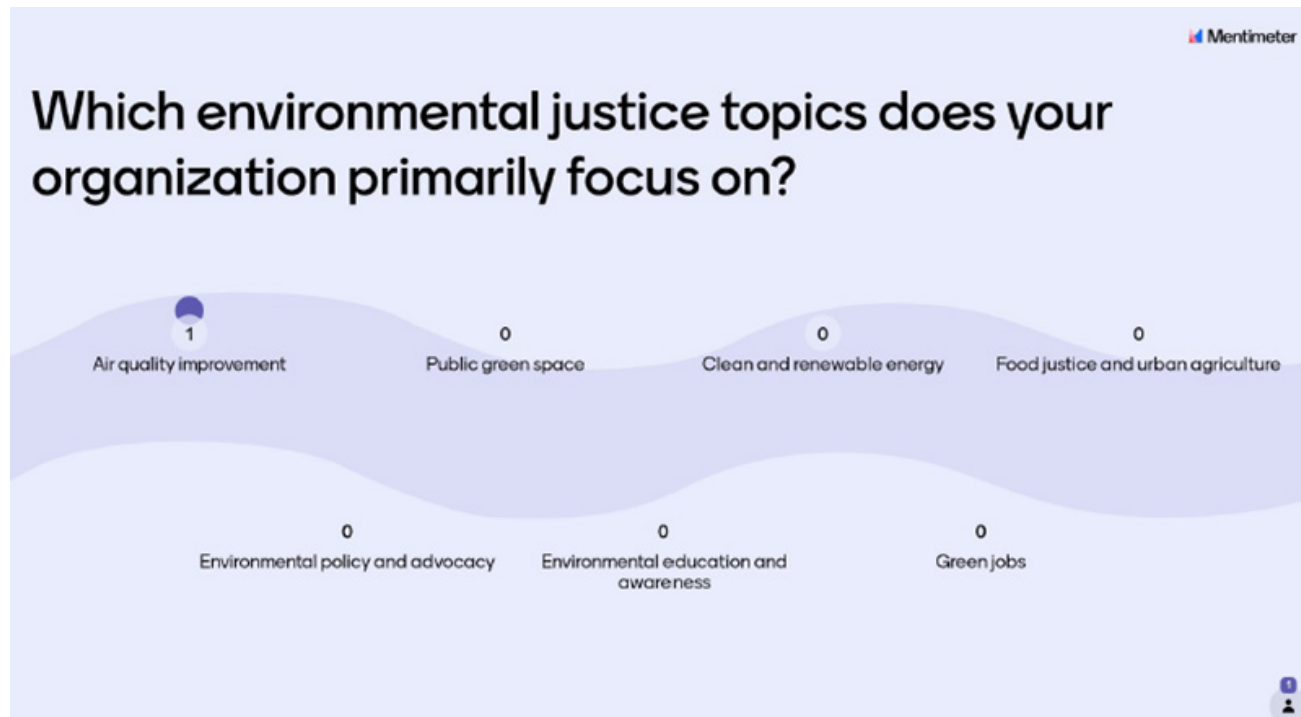
3. *QUESTION 3:* **Which environmental justice topics does your organization primarily focus on?** *(1 response)*

- One Vote for Air Quality Improvement

- Zero votes for Public Green Space

- Zero votes for Clean and Renewable Energy

- Zero votes for Food Justice and Urban Agriculture

- Zero votes for Environmental Policy and Advocacy

- Zero votes for Environmental Education and Awareness

- Zero votes for Green Jobs

QUESTION 4: *Which of the following are the biggest transportation funding gaps and needs?*

In order of most responses

· Increase public awareness about transportation options

· Enhance transportation systems to make travel easier to primary destinations

· Enhance community health and safety through transportation improvements

· Improve connections between land use and transit

· Improve safety for all modes of travel

· Improve affordability or transportation services

5. *QUESTION 5: What types of transportation or environmental justice projects would you like to see funded in the future?*
(3 responses)

- Enhanced public transportation, to build on the system we already have but include amenities like shaded bus stops, tree scaping, and separated sidewalks.

- Expanded access and messaging that is linguistically inclusive. And increase safety training.

- Complete street projects
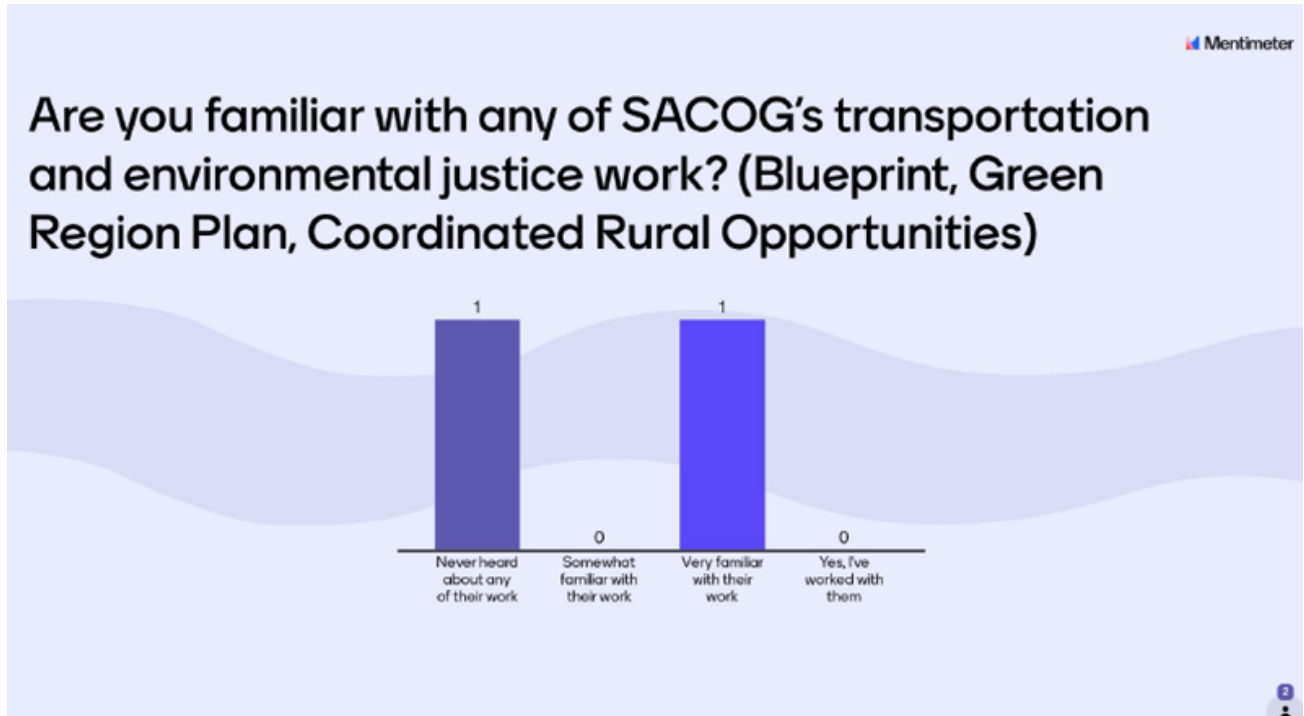
6. *QUESTION 6:* **Are you familiar with any SACOGs transportation and environmental justice work?** *(2 responses)*

- One vote for Never heard about any of their work

- One vote for Very familiar with their work

- Zero votes for Somewhat familiar with their work

- Zero votes for Yes, I have worked with them
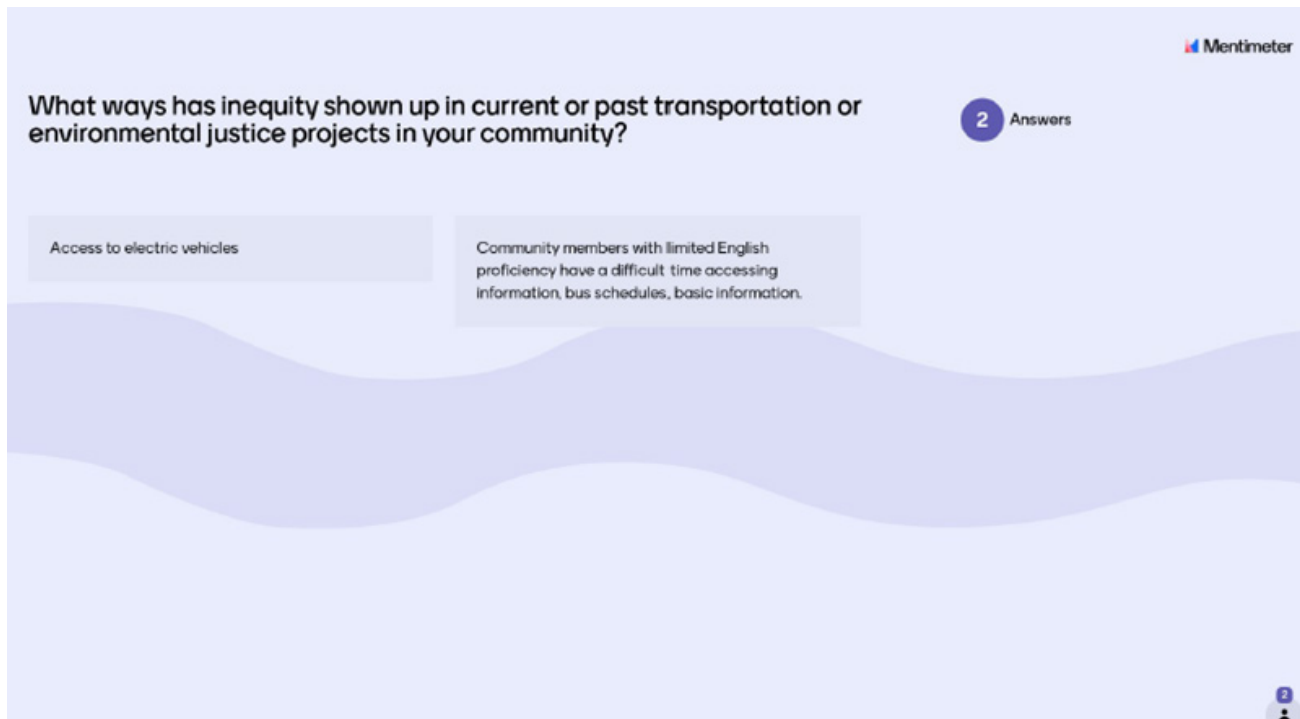
7. QUESTION 7: *In what ways has inequity shown up in current or past transportation or environmental justice projects in your community? (2 responses)*

- Access to electric vehicles

- Community members with limited English proficiency have a difficult time accessing information, bus schedules, and basic information
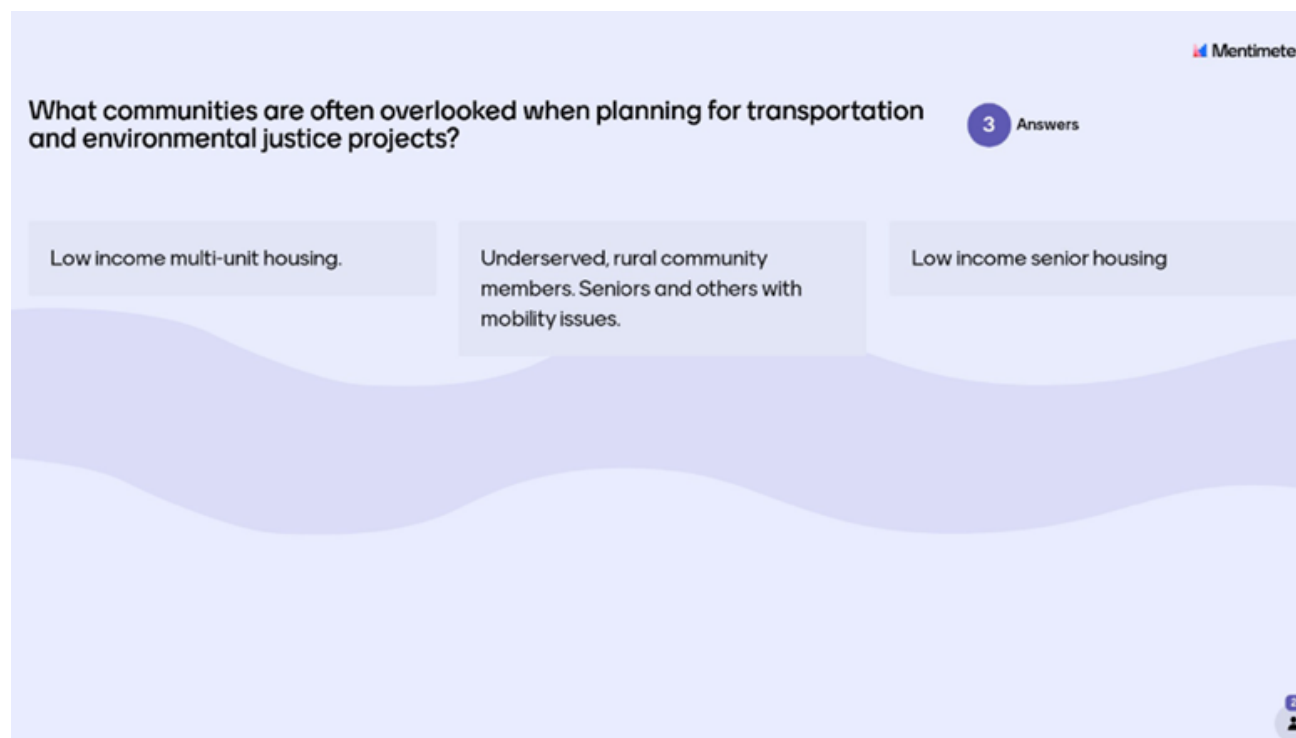
8. *QUESTION 8: What communities are often overlooked when planning for transportation and environmental justice projects?* *(3 responses)*

- Low-income multi-unit housing

- Underserved rural community members, seniors, and others with mobility issues

- Low-income senior housing

9.

QUESTION 9: *What are some ways to ensure the inclusion of these communities in planning transportation and environmental justice projects? (8 responses)*

· Go to their sites with materials and in appropriate languages to share information
· Community outreach to share project planning – meetings!
· Connect with a trusted community rep or housing representatives
· Fact sheets/educational information
· Public forums to discuss gaps
· Connect with subsidized housing units
· School outreach
· Community health centers
· Push local government to do the same thing. Have them do the same sessions to ensure SACOG has all the info. Local gov tends to resist engaging in these projects
· Need to be informational meetings, and they need to be with the local government
· The community needs to be sure to reach hard-to-reach parts of the community by working with CBOs and faith-based groups

10. *QUESTION 10:* **What elements make for a good partnership when it comes to government grant programs?**

In order of most responses

- Opportunities to build capacity or grow

- Mission alignment

- Clear expectations and accountability

- Flexibility

- Address cultural barriers

- Central partnership manager or database
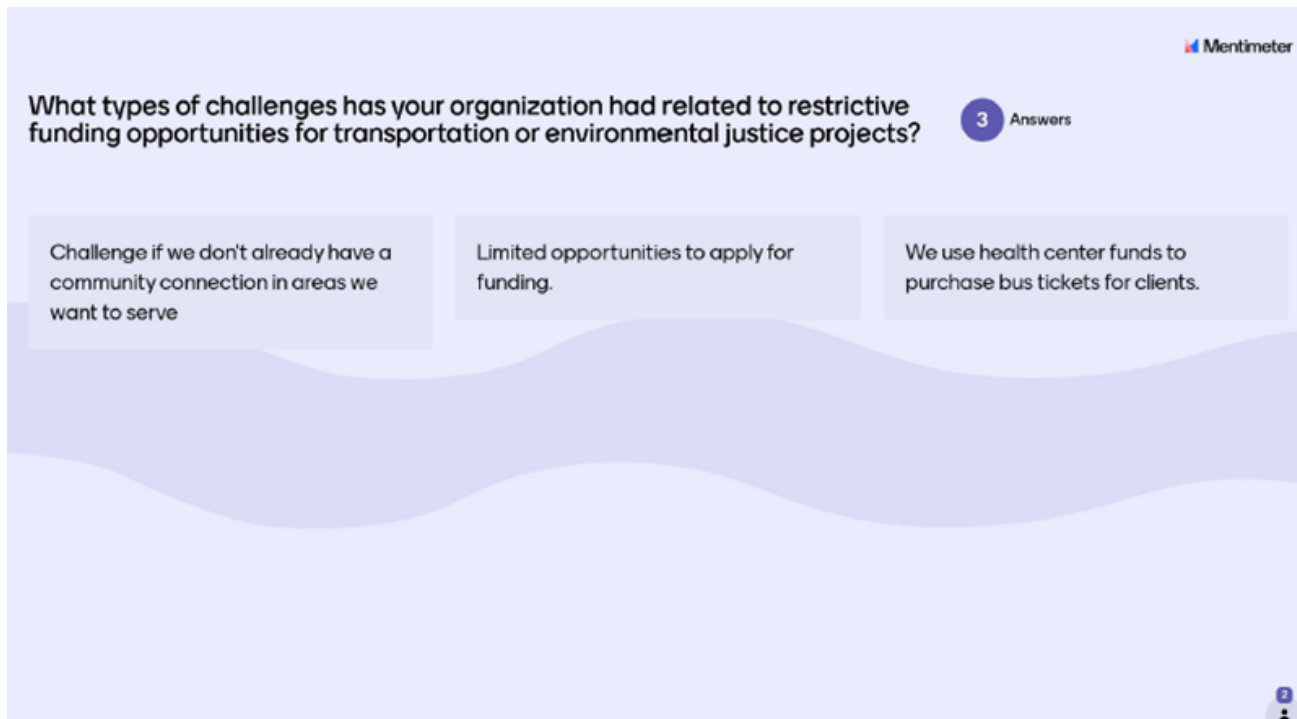
11. *QUESTION 11:* **What types of challenges has your organization had related to restrictive funding opportunities for transportation or environmental justice projects?** *(3 responses)*

- Challenge if we don't already have a community connection in areas we want to serve

- Limited opportunities for funding

- We use health center funds to purchase bus tickets for clients
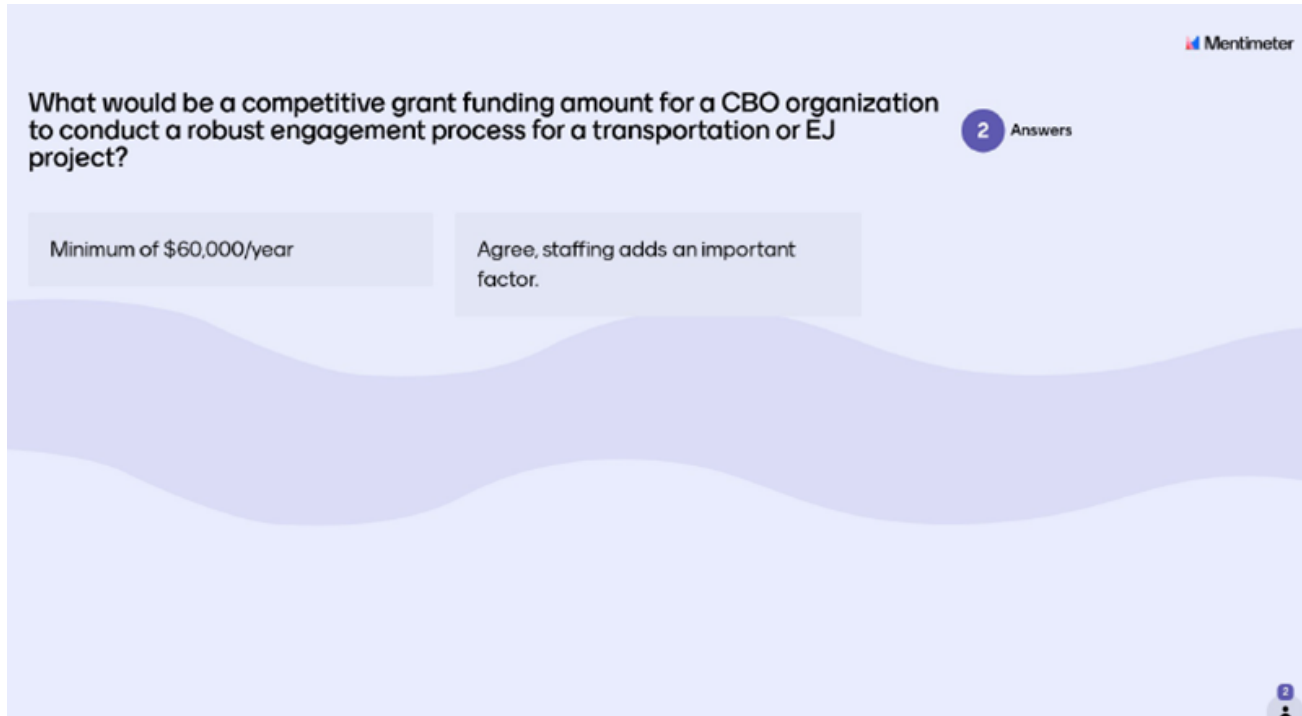
12. *QUESTION 12: What would be a competitive grant funding amount for a CBO organization to conduct a robust engagement process for a transportation or EJ project? (3 responses)*

- Minimum of $6,000/year

- Staffing adds an important factor

- Rural areas don't have staffing and need to be able to hire staff to apply for funds. Adding money for admin costs can make a difference in enabling an agency to apply
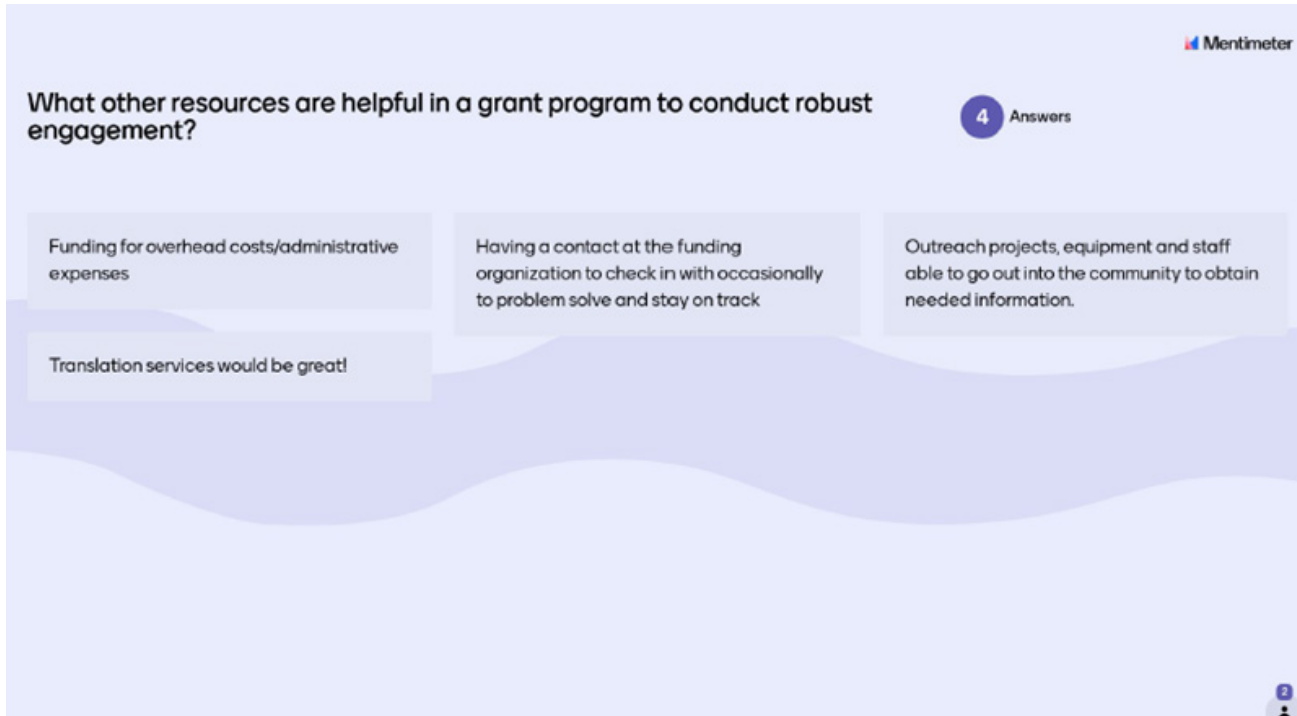
13. *QUESTION 13:* **What other resources are helpful in a grant program to conduct robust engagement?** *(5 responses)*

- Funding for overhead costs/administrative expenses

- Having a contact at the funding organization to check in with to problem-solve and stay on track

- Outreach projects, equipment, and staff can go out into the community to obtain needed information

- Translations services would be great

- Need the basic ability to have equipment and staff and be able to communicate. Not everyone who can be competitive had access to basic computer equipment and other things to make work possible.

14. *QUESTION 14:* **What networks should SACOG promote EEI to make sure fund opportunities are widely received?** *(4 responses)*

- El Dorado Community Foundation
- Impact Foundry
- Sacramento Metro Chamber
- Sierra Health Foundation
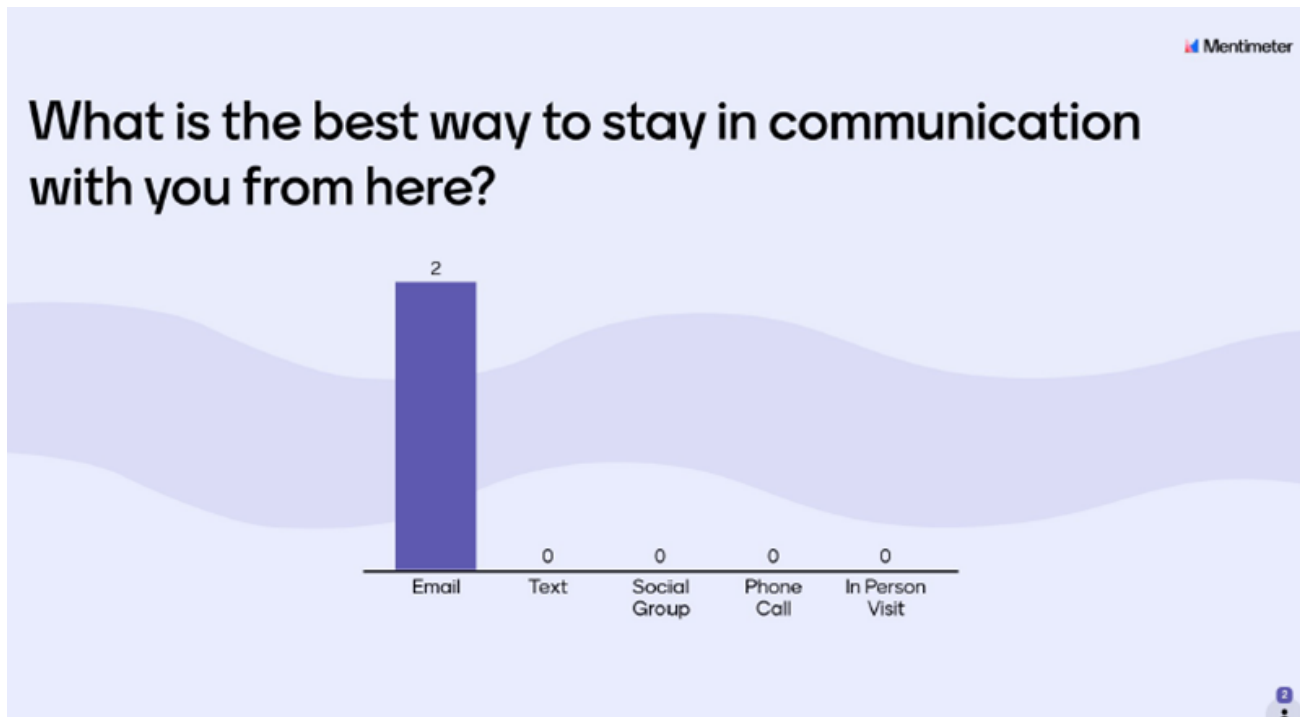
15. *QUESTION 15:* **What is the best way to stay in communication with you from here?** *(3 responses)*

- Three votes for Email

- Zero votes for Text

- Zero votes for Social Groups

- Zero votes for Phone Calls

- Zero votes for In-Person Visits

VIRTUAL FOCUS GROUP MEETING 5
TUESDAY, JUNE 23 (10:00 AM–11:00 AM)
RACIAL AND SOCIAL JUSTICE

Key Takeaways

Applying for Grants

o CBOs express issues with the length and complexity of grant applications through federal, state, and local funding sources. Extensive forms and documents prevent CBOs from applying for and preventing funding to small organizations.

o SACOG should ensure funding priorities of grant applications align with community and CBO needs and priorities.

Receiving Funds

o Grant managers with SACOG are "fantastic." There is, however, difficulty in using funds when the priorities of the funding agreement are not in-line with the scope of service of the CBO.

o CBOs want to make sure funding timetables are consistent and set up front. If CBOs need to wait 60 days to be reimbursed, they want to know that before they request the funding.

Creating Partnerships

o CBOs put trust in community organizations such as faith-based communities, local justice organizations, and individual advocates that have a long history of serving their community. SACOG could benefit from engaging with these key stakeholders and creating long-term relationships.

o CBOs find the best way to create relationships with the people we survey is to meet them where they are at. If they have a substance abuse issue or are unhoused, CBOs are accepting and do not limit services.

1. *DISCUSSION QUESTION 1: Can you talk about the types of communities that you primarily serve and are focused on?*

- We do a lot of work in South Sacramento, specifically in Meadowview. Our job is transportation related. We're working in partnership with several schools, which has been fantastic. Schools provide a space for us. We provide education and curriculum, they provide space and kids, and we're off to the races and make things happen. It's been great. We've been working in that way for two or so years. And consistency is one of the reasons why we're doing so well. We've spent a lot of time investing in the community and showing up for the community, and bringing bicycles and activities that are bicycle-related to the community. And it's just growing and getting deeper. So not a wider swatch, more of we're going deeper with time. We've spent a lot of time investing in the community, showing up for the community, and bringing bicycle-related bicycles and activities to the community. And it's just growing and getting deeper.

- I work at a federally qualified health center in El Dorado County. We provide primary care to the underserved in our area, and I'm new to SACOG. I'm excited to learn more and partner, this is great. Thank you for the opportunity.

- We serve low-income, very low-income, and extremely low-income communities in the rural areas surrounding Sacramento and in the SECOG region as well as statewide. One of our focus groups is farm workers, in addition to very low-income, low-income, and extremely low-income communities. We are exclusively a legal services organization.

2.

*DISCUSSION QUESTION 2: **In terms of the communities that you all just mentioned, what are the key elements of an equitable engagement process?***

- I think accessibility is being mindful of what works best for some of our community members. Oftentimes it's evenings and weekends because of work requirements, so that's always on the top of our list when we are planning any type of outreach. We also know what's the best way to reach out, and we always keep in mind the days and the most appropriate times.

- Yes, accessibility is a huge topic, and I think there are lots of different forms of accessibility that we've been exploring in our focus groups like timing and language, and I'm sure there are others that folks might want to bring up.

- I think language and cultural appropriateness, and making sure that if you're going out to a community you have people who look like and speak like the community that you're trying to reach.

- I think that piece about consistency is important. Going in once, you may not get the kind of relationship or the information that maybe you are seeking. You need to make relations with the community and show up consistently. You are perceived as a part of the community and an ally to the community. There's no way I'll ever be a part of Meadowview. I don't live there but I am perceived as an ally, and therefore, the people that I work with are more open to working with me.

- I think that one of the most important things is that you need to go to the community and not ask the community to come to you. Is that at the schools? Is that at the grocery stores? Is that at events that are already happening in the community that you can join? And then ask questions, whatever the engagement is that you're trying to do. A lot of the events that we do are like this. And consequently, hopefully, you get stronger feedback and information.

- I agree. We do meet a lot of our community members, patients, and our families out where they live. We've had the most success with taking our staff directly to these communities and neighborhoods. And we always find that if we incorporate some kind of food sharing, it becomes very accessible. The Boys and Girls Club is a relatively safe space for a lot of our community members to be able to share. We always try and incorporate some kind of food when we go out to do any type of outreach.

- I also think it's important not to assume that you know what the community's priorities are and to ask and listen. Because I certainly know that sometimes I've had an idea of what the Community priorities should be, and that differs from what the community thinks.

3.

*DISCUSSION QUESTION 3: **We'd love to hear from you all on what you think are the biggest racial and social justice issues that are facing your communities.***

- For us, I'd say some of it is communication while we show up. We are in South SAC in the Meadowview area regularly. There's always education when we are at an event etc. Still, it seems like, short of walking the neighborhood, which some partners do, we always are somewhat surprised by a lack of knowledge that we're there or we're doing what we're doing, etc. Even though we've been doing it now for two years, we would have thought that we'd have reached that level of just people knowing that we're going to be at such and such a place on the third Saturday morning from this time to this time. It never ceases to amaze me how so many people come by that had no idea we were going to be here.

*FOLLOW-UP QUESTION: **Do you think that there are barriers to people not having access to that information?***

- Yeah, I mean, a lot of what we're doing is in concert with the school district, and the school district has a very wide network that they can use from the e-mail, for kids, for teachers, and parents. It seems like there need to be more communication channels, whether it's a flyer that goes home with kids in their backpacks. We need something in addition to the one major communication channel that may or may not get to the end user.

- It's also important to identify local community leaders to have their trust and to work closely with them so that you're not imposing things. But it's things that are grown from the community and working with the people who are trusted in the community.

- And we find that working with faith-based organizations - our community tends to be rural. Faith-based organizations, give us a chance to reach out at least every week every Sunday if we have some type of messaging or event that is coming up that we want to get widespread to community members. This works especially well with our Latino community. I think, again, connectivity in those outlying areas is just a continuous problem and issue that we have here in El Dorado County.

4. *DISCUSSION QUESTION 4:* **Are there strategies you've seen that were effective for government agencies to go about building trust in these communities?**

- I think it's partnering with Safe Spaces. I know a lot of it is built on trust, and we're fortunate that I have a team of five promotors and community health workers. They're pretty much born and raised and went to school in this area. So, we've been in the county for over 20 years. For us, we have built a platform where it is a safe space.

- I've always felt that working with at least one community, the Mexican Consulates Office can be very helpful when working with public health nurses.

5. *DISCUSSION QUESTION 5:* **What are the projects you all are focused on right now and what are some of the equity issues that you might be grappling with in those projects?**

- It's a little complicated. I have two SACOG grants. One is to run Bike Month. And the other is a mode shift project which is very specifically targeted at low-income and underserved neighborhoods. The idea is to help people choose an E-bike over their car so they can make some others shorter daily trips by bike. It helps for communication; it helps with climate and all that other kind of stuff and won't go into. I earned the grant in January and have not yet been contracted by SACOG. So, I'm patiently waiting for the procurement office. I don't know what they're doing. This grant is going to be hopeful targeting underserved neighborhoods specifically in the Meadowview area in South Sacramento. There is a voucher system that the state is also providing that allows you to get an E-bike for a lot less money so. My grant is to help get people interested in E-bikes, understand them, how they work, etc., because they're a different beast, and then get them to this voucher system, etc. So, it's kind of a link at the local level that syncs up to a state or other program. Getting these things to sync up is an interesting challenge because I'm waiting for my contract from SACOG to launch the work to get going at the same time the state is trying to figure out the final criteria for the voucher system. There are fights at the state level about how much money will end up in the pot for these vouchers, and it's a really good idea. I feel like besides working on getting my contract, doing the work, and getting people to the voucher system, I need to advocate for the program at large at the same time at the state level.

6. *DISCUSSION QUESTION 6: We haven't encountered a lot of people who have worked with SACOG in the past in terms of grants. Are there any other administrative narratives that you want to let us know about? How's your overall experience been with the SACOG grant process?*

- My grant people, the people that I work with in SACOG that are my grant managers, basically are fabulous. I love them. They're great. We are aligned on lots of things, which is awesome. The grant that we pulled down was exciting, and it has probably been the largest grant that we'd ever pulled down. We know that we won't get paid for like 60 days. So, it's like, all right, not one month, two months later. So that's okay from a cash flow standpoint. There are a lot of forms that were way new to us, maybe because they're federal dollars etc.; there are a lot of different forms after your proposal and your budget. There are a lot of other side forms at the very end before you finally get to your contract that is not written in. Nonprofit language speaks. So, we were like, "Oh my gosh," what are these? I felt like I needed a lot of handholding to help work through the correct information in the contract.

FOLLOW-UP QUESTION: We've looking into different types of technical assistance we would recommend for SACOG to provide to eliminate administrative burdens, especially for small organizations. Eileen wrote in the chat about world local governments typically needing more staffing support. Eileen, do you want to talk a little bit about that as well?

- Yes, I think that they often have less funding, less money, and less ability to submit applications quickly. Sometimes rural local governments need to hire consultants, so I just think having additional staffing support can make the local rural governments more competitive. When it comes to funding, and you know, various competitive grants.

6.

DISCUSSION QUESTION 6: What are other types of challenges that you all have had in terms of restricted funding opportunities in the past?

- I kind of go at it two ways. Do I have a project and a program that's going on in my community or something that I like to launch, and then I go to seek funds for it? So, I'm trying to match. With that, or I get a funding opportunity that comes across my computer, and it says, apply for fill in the blank, we'll fund "XYZ," and then I start. It's pretty much how I work at trying to match up grants and funds for any grant or fund unless it is a straight-up capacity-building grant, which is very, very, very, very few and far between.

FOLLOW-UP QUESTION: Are there any specific language or racial justice challenges that you all have encountered in terms of grant funding opportunities?

- Well, I would just note that from the CRLA perspective, we will try when we can provide a bonus for hiring someone from the community who speaks a particular language so that it's a better-paying job for that person, and we can hopefully recruit more staff. That way our staff is paid a reasonable wage and are culturally, in language, appropriate to the community that we're serving. I mean, people who look like you and sound like you often are the better people to hire for the job.

FOLLOW-UP QUESTION: Have you found any strategies that have been successful in reaching those populations, or when you've tried in the past, what would you warn against doing?

- Again, we find that the most successful outreach is needing those individuals in real-time where they work. So, we have a substance use disorder grant that we're working with right now that's specific to Latino community members and targeting opioids. So, recently we are going out into those work areas as well as faith-based organizations to try and engage the community specific to that topic. It's a long process, and I think it may also be cultural when you're looking at opioid dependence and overdose. It's typically a community that doesn't want to share. There's a lot of stigmata attached to that. Meeting community members where they reside, and work is beneficial for us.

- Yeah, the one thing that I would mention is that indigenous groups, within the farm worker, and the Spanish-speaking community are often not reached at all. They have completely different cultural and language backgrounds. Hiring people from those communities and doing outreach with the organizations that serve those communities is important because we often just lump them in with the Spanish-speaking communities, and that's wrong.

7.

DISCUSSION QUESTION 7: *We've heard in the past that SACOG grant funding amounts are so small that it's not even worth applying for because they don't cover the overhead or administrative costs. We are in the process of developing this framework and want to give SACOG an idea of what those thresholds should be to run a robust engagement process. I'm wondering if you all had a perspective on what those funding amounts would be for you to be eager to pick up the pencil and apply for a grant to run an engagement process well.*

- I would say it can't be $10,000 because that's not going to be worth anybody's while. I think that the amounts must be enough to hire someone and give them support staff and office space. I mean, it's important to recognize that sometimes the grants can be so small that they end up costing an organization more to run them than they're worth.

- My organization would not apply, but housing would be my priority.

- I would guess the amount of funding and admin costs.

- I would think that 3 months is adequate.

- I think it depends on the type of application and the requirements needed within the application to be competitive.

FOLLOW-UP QUESTION: *I want to ask. I think you made a good point about having administrative costs. Is that something you're often thinking about as a nonprofit? Being able to hire someone with a grant, whether it be part-time or full-time? Because ostensibly, you're doing something new, and you can't do it within your current staffing?*

- I would say yes. It's problematic to try and add another piece to anybody's job. So, to have someone dedicated exclusively to meeting those deliverables is helpful and useful. For example, if we are doing Latino outreach for opioid dependence and we still have our regular duties on our plates, it is difficult to focus exclusively on what your deliverables are specific to that funding.

- Rural Governments typically need staffing support.

- Trying to build staff and not hiring someone for only one year.

VIRTUAL FOCUS GROUP MEETING 6 WEDNESDAY, JUNE 28 (10:00 AM–11:00 AM) *HOUSING AND COMMUNITY/ ECONOMIC DEVELOPMENT*

Key Takeaways

Applying for Grants

o   The overarching sentiment of the meeting was for SACOG to focus on funding housing programs and related services. CBOs believe there needs to be more funding for high-need programs, considering the breadth of the housing issue in the SACOG member regions.

o   CBOs want a simple and fully transparent application process so they can focus on providing services. Some groups are all volunteer-run and applications take away from limited volunteer time.

Receiving Funds

o   CBOs that work in the housing space want multi-year funding agreements and allow for a comprehensive set of programs. These CBOs also want sufficient time to create a proposal and gather community partners to develop a complex and comprehensive implementation plan.

o   CBOs believe they have a quality solution to the issues at hand, they just need flexible and an appropriate amount of funding to get to implement a series of solutions which include Permanent Supportive Housing, Transitional Housing, and Emergency Shelters.

Creating Partnerships

o   CBOs think SACOG can be critical in addressing NIMBYism in their service area. This includes communicating with community members, housing developers, and other CBOs.

o   CBOs want cross-industry accountability and transparency of funding for housing and homeless services funding.

What are the biggest housing issues facing your community and the communities you serve?

14 Answers

- Not enough housing. High rent
- Rental prices and availability inventory
- Regulated affordable housing for very low and extremely low income households
- Non-existent, limited availability for subsidized housing, exorbitant rental costs.
- lack of inventory
- Affordability
- Non existent low income housing.
- Lack of employment opportunities
- NIMBYism

1. **QUESTION 1: What are the biggest Housing issues facing your community and the communities you serve? (Open-ended) (16 responses)**

- Non-existent, limited availability for subsidized housing
- Lack of inventory
- Rental prices and available inventory
- Lack of employment opportunities
- Price increases
- Transitional/temporary housing
- Regulated affordable housing for very low and extremely low-income households
- NIMBYism
- Limited housing which drives prices up

- Households with substandard conditions
- No access to programs
- Rent costs are escalating
- Substandard conditions
- Exclusive neighborhoods
- Evictions due to increasing rents
- Younger people not having enough money to move out
- Couch surfing
- Inadequate infrastructure
- The lack of affordable housing is increasing homelessness

2. *QUESTION 2:* **What types of Housing projects does your organization usually focus on? (Choose up to 2)** *(15 responses)*

- Six votes for Affordable Living/Housing

- Four votes for Individuals Experiencing Homelessness (Direct Service)

- Three votes for Temporary Housing/Emergency Shelter

- Zero votes for Help Repairing an Owner-occupied Home

- Zero votes for Affordable Homeownership Opportunities

- One vote for Protecting Civil Rights/ Housing Equity/ Fair Housing

- One for Housing Development

3.

QUESTION 3: **Which Community/Economic Development topics does your organization primarily focus on? (Choose up to 2)**
(8 responses)

- Five votes for Infrastructure Improvements

- Two votes for Business Economic Development

- Zero votes for Eminent Domain

- Zero votes for Ownership of land/Right of Way

- One vote for Zoning/Permits

- Zero votes for the Construction and Operation of Public Facilities

4. QUESTION 4: *Which of the following are the biggest funding gaps and needs for the Housing community? (Rank)*

In order of most responses

- Affordable Housing

- Temporary Housing/Emergency Shelter

- Housing for Seniors/People with Disabilities

- Affordable Homeownership Opportunities

- Single-family Homeownership

- Owner occupied Repairs

- Other: Need more Affordable Housing but also need resources to prevent displacement

5. *QUESTION 5:* **What types of housing or community/economic development projects would you like to see funded in the future?** *(30 responses)*

- Funding to leverage other grants specific to business retention & expansion and infrastructure development

- Projects that keep people from being evicted – keeping people from becoming homeless.

- Additional temporary shelters

- Easier access to PSH

- More permanent supportive housing to address homelessness.

- Homeownership for low-income seniors

- Cooling and warming centers

- More regulated assisted affordable and accessible homes for very low and extremely low-income housing

- Emergency housing considers the needs of the individual. Access within 48 hours.

- Displacement assistance, including building new subsidized housing, repair of senior housing, and rent assistance

- Reservation of mobile home parks

- Improve access to mental health resources

- Provide jobs or invite employees to different areas

- Repair of seniors still living in their homes

- Non-profit purchasing of low-income apartments

- Decriminalize homelessness

- More permanent supportive housing

- Address impacts of historical racial inequalities

- Subsidy program for deposits/down payments

- Housing for formerly incarcerated people

- Affordable housing

- Decent, affordable housing for low-income individuals and families, multi-family housing, equitable zoning

- Protect mobile home parks and keep them affordable

- Agree with mobile home park preservation at low rental rates

- Mobile home parks that evict people, with low rent costs

- Rent control in general

- Seniors and the disabled are being evicted because of rent increase

- Housing for formerly incarcerated people. Affordable housing developers and for-profit developers do criminal background checks

- Domestic violence survivors are often evicted by the people that cause the harm
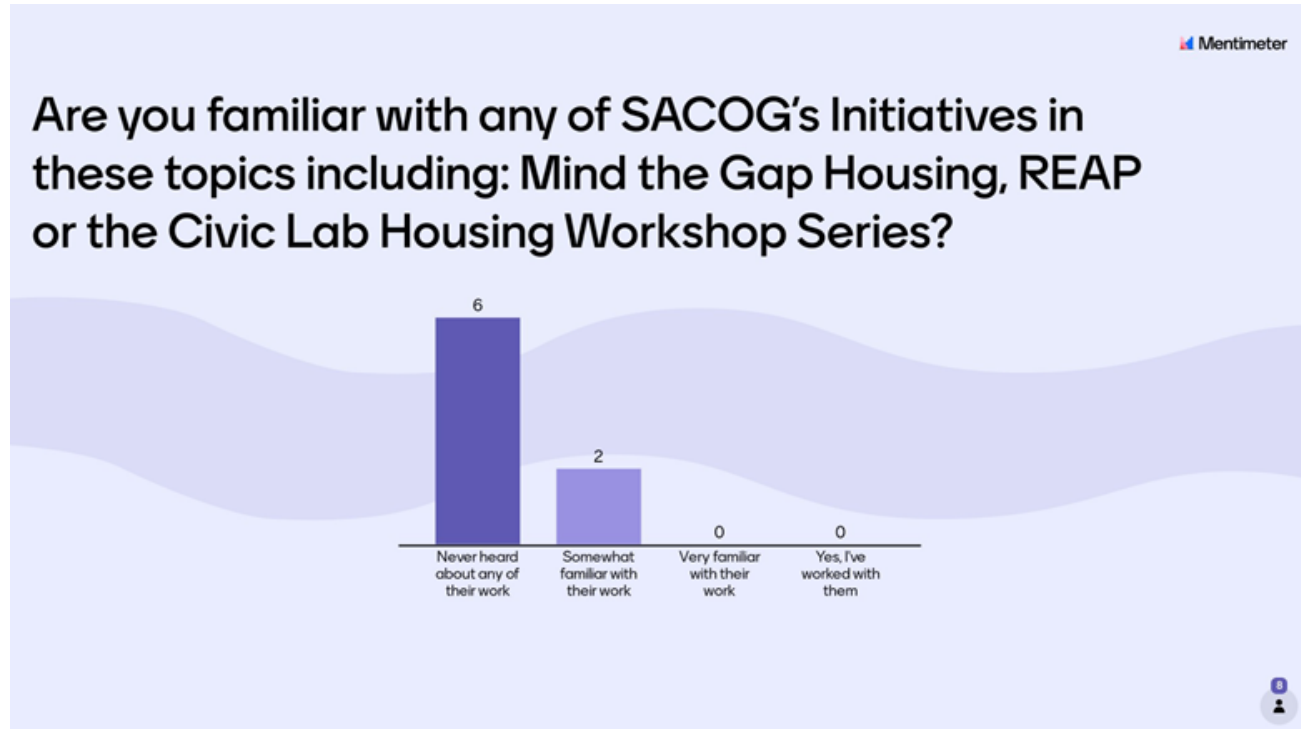
6. QUESTION 6: *Are you familiar with any of SACOG's Housing or Community/Economic Development Work or Initiatives?* *(10 responses)*

- Eight votes for Never heard about any of their work

- Two votes for Somewhat familiar with their work

- Zero votes for Very familiar with their work

- Zero votes for Yes, I've worked with them in the past
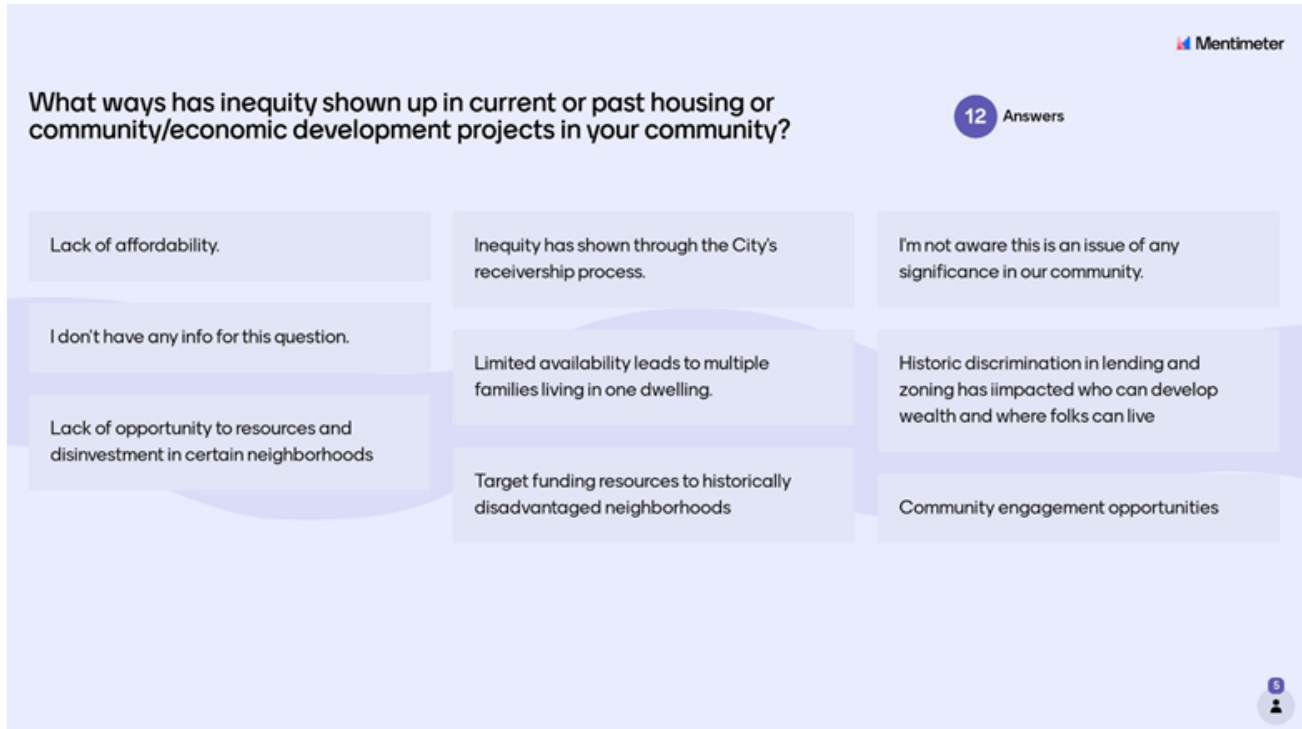
7. QUESTION 7: *In what ways has inequity shown up in current or past Housing or Community/Economic projects in your community?* (20 responses)

- Lack of affordability

- Lack of opportunity for resources and disinvestment in certain neighborhoods

- Inequality has shown through the city's receivership process

- Limited availability leads to multiple families living in one dwelling

- Target funding resources to historically disadvantaged neighborhoods

- I'm not aware this is an issue of any significance in my community

- Historic discrimination in lending and zoning has impacted who can develop wealth and where folks can live

- Community engagement opportunities

- Seniors need. Liaison between them and contractors/code enforcement

- Target funding to neighborhoods that have suggested disinvestment

- Access to funding before eviction

- It is not just about supply; affordability is the most important factor

- Inequities exist both geographically and for communities of color

- Extremely low-income needs focus

- Inequity for disabled

- African Americans are obtaining affordable housing at lower rates than they used to for various reasons that haven't been addressed

- Not in my backyard, people, and education

- Focus on funding for non-profit housing developers

- Agreed. Exclusionary neighborhoods. Need more education about what affordable housing is --the high quality. Bring people to affordable housing

8. *QUESTION 8:* **What are some ways to ensure the inclusion of these communities in planning Housing or Community/Economic projects? (Open-ended)** *(17 responses)*

- Asking the people that live in communities directly. Make sure to use language that is understandable to them, not over-explain to confuse people. Community Education

- Convened about how trespassing citations are unforced ten times, and you go to jail

- Consider the needs of the individuals

- Target funding to neighbors that have suffered from disinvestment

- Community Outreach

- Path to resolve 602 violations

- We need to make sure we have the money to do projects

- Systems need to change, such as incarcerated people

- Homeless are our neighbors. They grew up in the neighborhood and knew the area. Want to stay?

- Also educating the populous. Bringing community out. Talking to people

- Our regional housing authority and Habitat for Humanity should be surveyed with these questions

- Target assistance directly to people who have suffered from discrimination.

- Assistance to applicants who are filling out funding requests or program requests

- Educate neighborhoods where most homeless are people and neighbors

- Rent deposits are needed for low-income people

- Building more affordable housing is an area of opportunity

- Utility deposits are needed, along with rent deposits
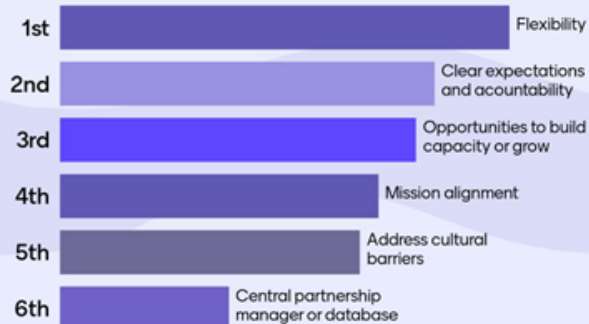
9. *QUESTION 9: What elements make for a good partnership when it comes to government grant programs? (Rank)*

In order of most responses

- Flexibility

- Clear Expectations and Accountability

- Opportunities to Build Capacity or Grow

- Mission Alignment

- Address Cultural Barriers

- Central Partnership Manager or Database

- Other: Utility Deposits are needed, along with Rent Deposits

- Other: Let the nonprofit decide where the money is needed--which program is needed for their constituency. Let the people closest to the problems create the program, not the funder

What types of challenges has your organization had related to restrictive funding opportunities for housing or community/econ development projects?   **21** Answers

Lack of capital for match requirements	Need more direct funding to build affordable housing	Didn't know about them
reporting can be onerous	Focus on supporting and encouraging affordable housing in all programs	Being new to housing and need to partner with more experienced agencies.
SACOG staff aren't well versed enough in affordable housing	make sure there is sufficient time prior to deadline	60 days

10.   *QUESTION 10:* **What types of challenges (if any) has your organization had related to restrictive funding opportunities for Housing or Community/Economic projects?** *(24 responses)*

- Lack of capital for match requirements reporting can be onerous
- SACOG staff aren't well-versed enough in affordable housing
- Need more direct funding to build affordable housing
- Focus on supporting and encountering affordable housing in all programs
- Make sure there is sufficient time before the deadline
- Being new to housing and needing to partner with more experienced agencies
- Lack of understanding of the link between affordable housing and homelessness
- Minimum funding $300,000
- Having matching funds for grant
- Mental health. Anger management

- Programs aren't focused enough on increasing affordable housing

- Define engagement process

- Minimum funding of $1,000,000

- Lack of a Program Manager

- Language services

- Staffing, resources

- Funding for just one year for a complex program that will be multi-year. Funders want to see quick outcomes

- Funders of a good program would also help bring other funders to the table

- Renters' insurance sometimes is required but is not available or accessible

- 60-90 days. Especially for volunteer-run organizations. It can take them longer to gather needed documents

What would be a competitive grant funding amount for a CBO organization to conduct a robust engagement process for a housing or community/ed project?

7 Answers

50k	Multi year funding of $250,000 a year.	A house in midtown is at least $1M 🙁
$200,000	Funding over many years —$150,000 minimum per year	Up to date data for the county and state.
Unsure.		

◆ Mentimeter

11.

QUESTION 11: *In your experience and opinion, what would be a competitive grant funding amount for a CBO organization to conduct a robust engagement process for a Housing or Community/Economic project? (Open-ended)* *(9 responses)*

1) 50k

2) $200,000

3) Multiyear funding of $250,000 a year

4) Funding over many years - $250,000 minimum per year

5) $250,000

6) $75,000 outreach budget for the vanilla project. Double that for projects with high levels of community resistance
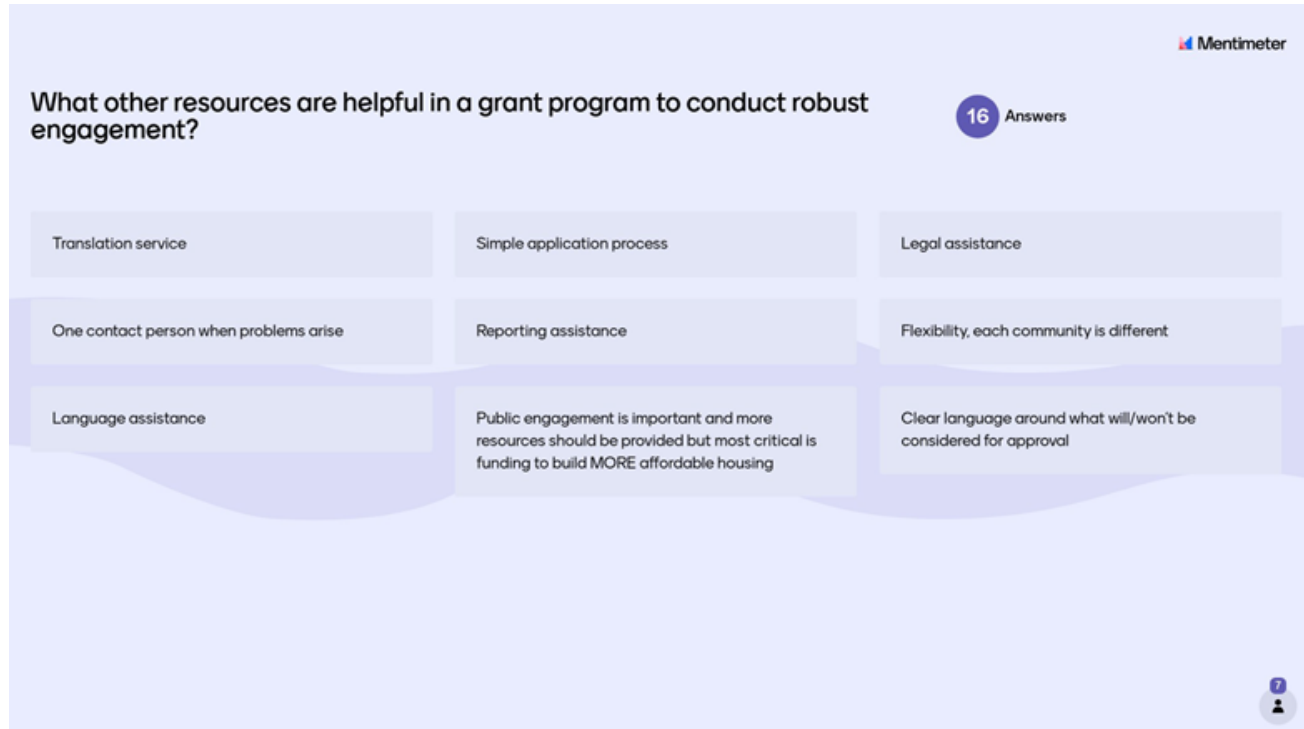
13. **QUESTION 13:** *What other resources are helpful in a grant program to conduct robust engagement?* *(24 responses)*

- Translation services

- One contact person when problems arise

- Simple application process

- Reporting assistance

- Public engagement is important, and more resources should be provided, but most critical is funding to build more affordable housing

- Legal assistance

- Flexibility, each community is different

- Clear language around what will/won't be considered for approval

- Simple process

- Up-to-date data for county and state

- Use the mailing list you had for this session

- Designate rep for questions

- The application should be clear about priorities

- Staff assistance, technical and pro bono legal assistance

- Understandable applications

- Applications were not clear about what types of projects were most desirable. Priorities and certainty are important

- Representative to teach the homeless how and what is available and how to get it. Attend our activities for an event, i.e., Saturday morning shower ministry

- For outreach related to NIMBY battles, it would be good to have SACOG spokespersons at public hearings backing developers up with needed info

- For outreach to people applying for housing, the nonprofits should take care of that, and financial resources are most important

- If we are always the go-between and we don't teach unhoused how to get access, it's like feeding them fish instead of teaching them how to fish
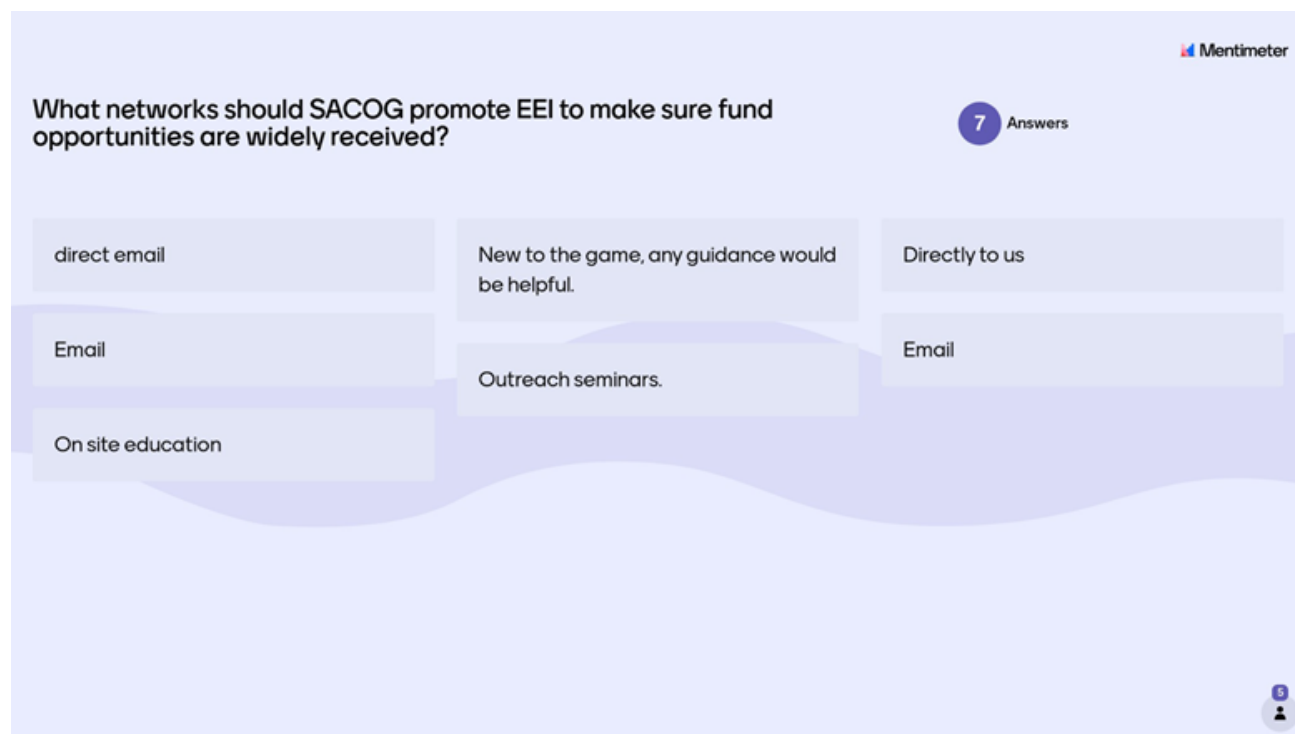
QUESTION 14: *What networks should SACOG promote EEI to make sure fund opportunities are widely received? (9 responses)*

- Direct email

- On-site education

- New to the game, any guidance would be helpful

- Outreach seminars

- Directly to us – come see us!

- Sacramento Housing Alliance newsletter

- Use the mailing list for this session to mail information directly to groups here
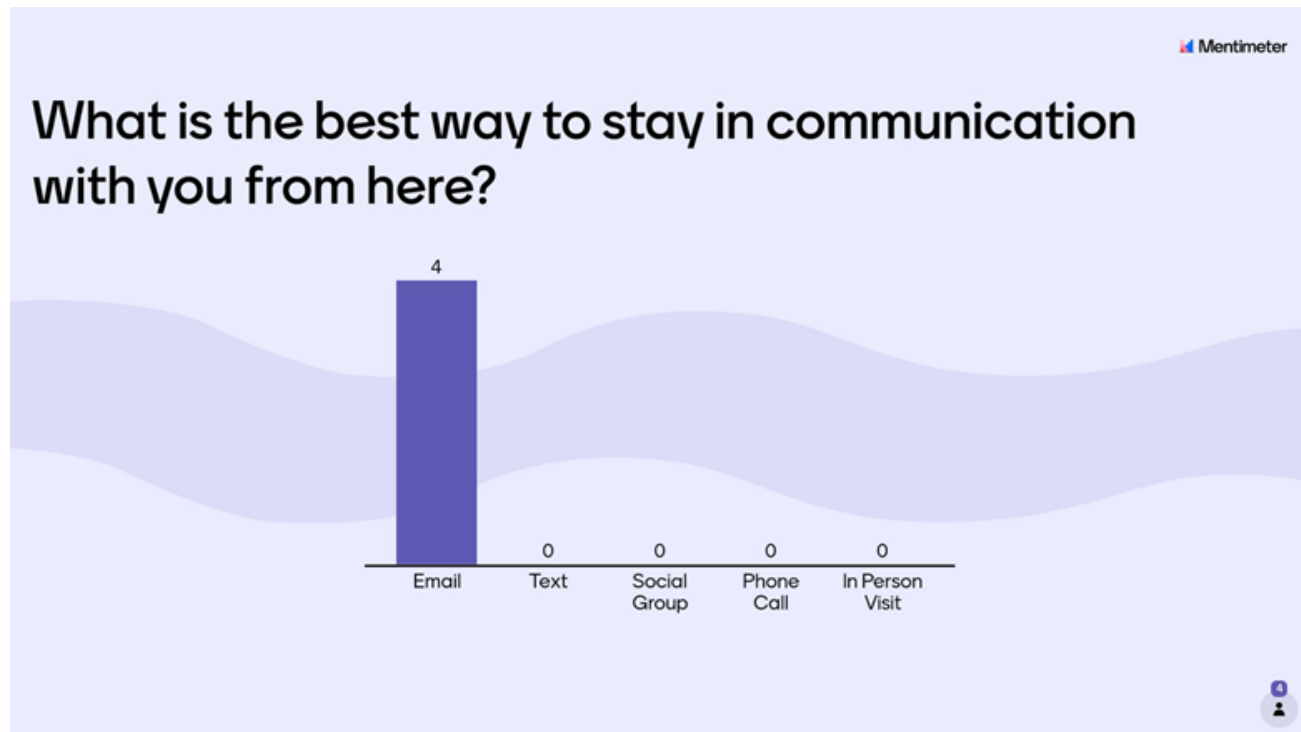
15. *QUESTION 15:* **What is the best way to stay in communication with you from here?** *(8 responses)*

- Five votes for Email
- Two votes for Text
- Zero votes for Social Group
- Zero votes for Phone Calls
- One vote for keeping these focus groups going is to keep us informed

VIRTUAL FOCUS GROUP MEETING 7
MONDAY, JULY 24 (10:00 AM–11:00 AM)
PROGRAM METRICS

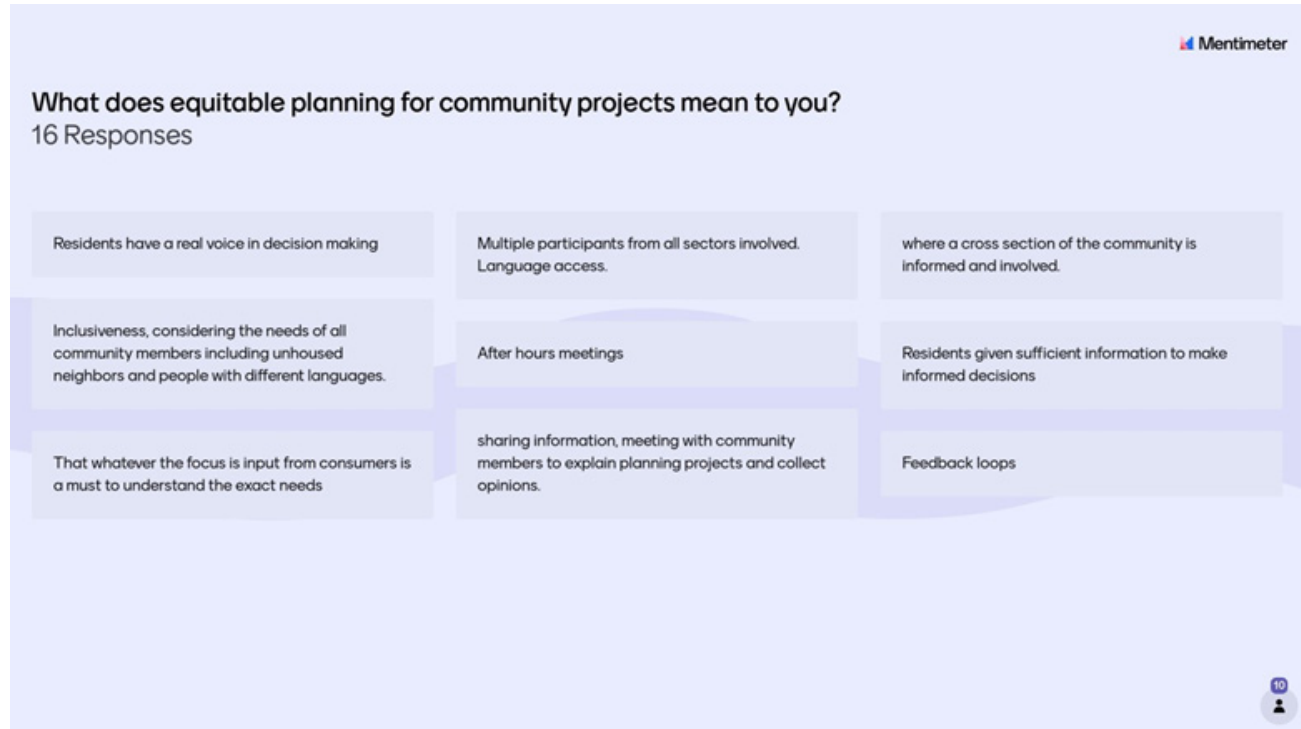## Key Takeaways

Equitable planning for a community project

o   CBOs think equitable planning for community projects includes community involvement along all steps of the planning process and all-encompassing access to information to all parts of the represented community. The final project should reflect the community!

o   CBOs see language barriers as a critical aspect of equitable planning for community projects. All information should be translated to increase representation.

Evaluating EEI Project

o   CBOs believe that sustainability, collaboration, representation in the planning process, and transparency (of funding and partnerships) are essential when evaluating EEI success.

o   CBOs need more trust, government involvement, and better communication/information sharing. This is a barrier to evaluating EEI projects and preventing EEI projects from succeeding.

EEI Project Review Panel

o   CBOs think a combination of SACOG staff and community-wide nominations should comprise project funding review panels. However, some projects may need expert input. In that case, a 3rd part representative can be added.

o   CBOs see the success of EEI Projects as two-fold. First, does the project meet established and agreed-upon goals? Second, has the community embraced the

o   project and the project's impact (tangible or intangible)? Review Panels should consider this when determining the impact of the project.

What does equitable planning for community projects mean to you?
16 Responses

Residents have a real voice in decision making	Multiple participants from all sectors involved. Language access.	where a cross section of the community is informed and involved.
Inclusiveness, considering the needs of all community members including unhoused neighbors and people with different languages.	After hours meetings	Residents given sufficient information to make informed decisions
That whatever the focus is input from consumers is a must to understand the exact needs	sharing information, meeting with community members to explain planning projects and collect opinions.	Feedback loops

1.

*QUESTION 1: **What does equitable planning for community projects mean to you? (Open-ended)** (19 responses)*

- Residents have a real voice in decision making

- Multiple participants from all sectors were involved. Language Access

- Where a cross-section of the community is informed and involved

- Inclusiveness, considering the needs of all community members including unhoused neighbors and people with different languages

- After hours meetings

- Residents and given sufficient information to make informed decisions

- That whatever the focus is input from consumers is a must to understand the exact needs

- Sharing information, meeting with community members to explain planning projects, and collecting opinions

- Feedback loops

- Both sharing info and deep listening from each participant

- Planning that considers multiple perspectives and various methods of access to the project

- That the local community's needs are put first and foremost, and that private developer needs are 2nd

- The results reflect the input from the community

- Variety of ways to receive input - online as well as in-person

- The final product reflects community voices

- Need multiple community meetings that are small and intimate. Building trust

- Multiple participants from all sectors and language access

- Allowing sufficient time to involve the community. What is significant time? Probably at least 2 months. First, inform and educate. Then follow up. Getting a cross-section takes time to gather

- Looking like all aspects that are necessary to complete the project, especially including full accessibility for those with disabilities. That goes beyond physical access to accessible communication in how information is disseminated, and how funding is prioritized. Access cannot be an afterthought
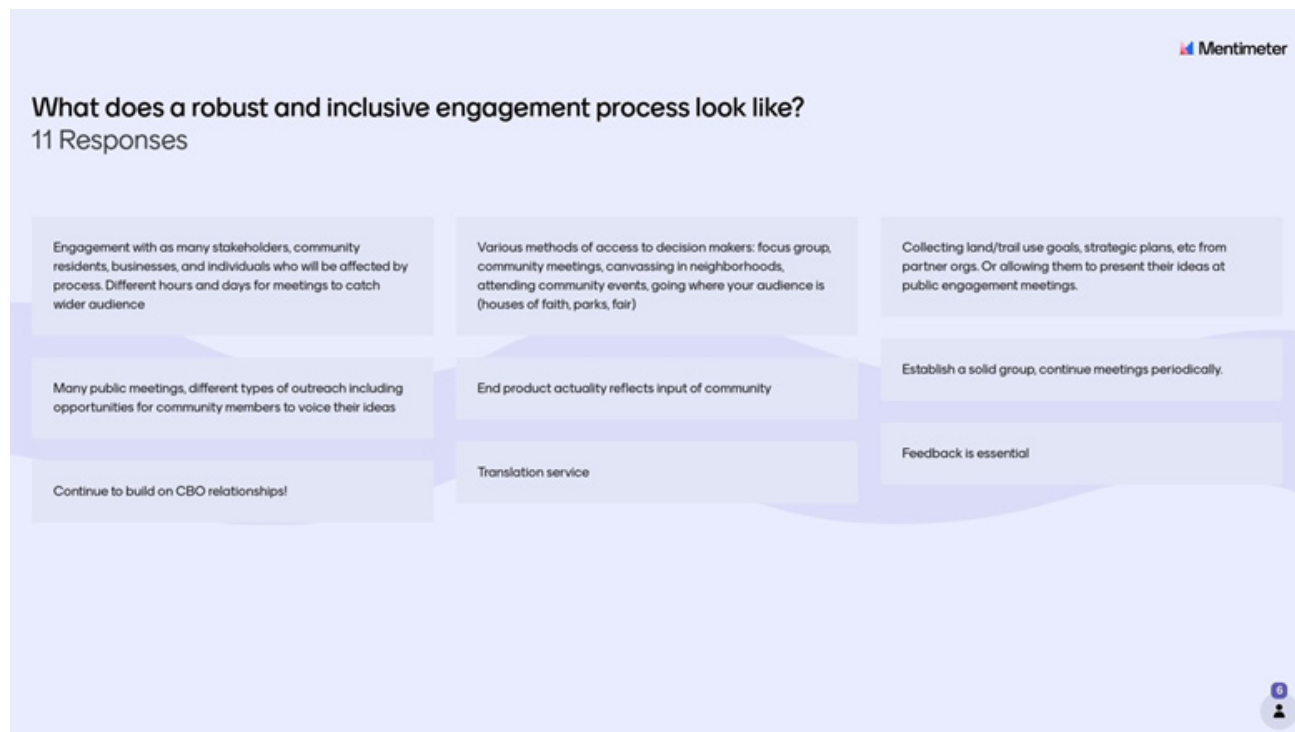
2.

QUESTION 2: ***What does a robust and inclusive engagement process look like? (Open-ended)*** *(15 responses)*

- Engagement with as many stakeholders, community residents, businesses, and individuals who will be affected by the process. Different hours and days for meetings to catch a wider audience

- Various methods of access to decision-makers: focus groups, community meetings, canvassing in neighborhoods, attending community events, going where your audience is (houses of faith, parks, fair)

- Collecting land/trail use goals, strategic plans, etc., from partner organizations. Or allowing them to present their ideas at public engagement meetings.

- Many public meetings, different types of outreach including opportunities for community members to voice their ideas

- End product actuality reflects the input of the community

- Establish a solid group, continue meetings periodically

- Continue to build on CBO relationships!

- Translation service

- Feedback is essential

- Notifications in public places where the stakeholders are.

- Trust in diverse populations!

- It should be long-term and relevant for each hard-to-reach community

- Alternative communication styles are planned for and included so that people with different disabilities can learn about the options and provide input

- I think reaching out to people more than once - at the grocery store, at the library, at the park. Different answers may bubble up depending on when and where you reach out and chat with people.

- It is wise to have trusted messengers involved

3. *QUESTION 3:* **What are barriers in our region currently preventing an equitable and robust engagement process?** *(18 responses)*

- Lack of commitment by the government
- Homelessness
- Politics
- Trust
- Accessibility
- Language
- Transportation
- People are struggling
- Factual communication information
- Willingness to engage
- Lack of time to respond
- Time
- Understaffed

- Navigating online tools
- Resources
- Social economics education levels
- Ensure that the same information is provided to all at every session held, whether one-on-one or in a group. Remember, many do not have digital access
- For in-person meetings, lack of suitable meeting rooms
- Relevance to particular communities should be explained
- The same what is needed to reach communities, trusted messengers, language access, accessible locations for all groups
- Materials in alternative formats, including braille and plain language for those with developmental or intellectual disabilities

4. *QUESTION 4:* **How would you measure public support for a project? (Open-ended)** *(14 responses)*

- Knowledge of project

- By the amount of contacts, we get from the public about the project or donations that come in

- Engaged group members, knowledgeable, committed

- Use of the project site after completion, no one is suing, various groups benefitting from the project are happy with the results

- Involvement and a sense that they were heard

- Ask the public if they are interested

- Amount of contacts, but more importantly, a deeper understanding of the project's goals & workplan
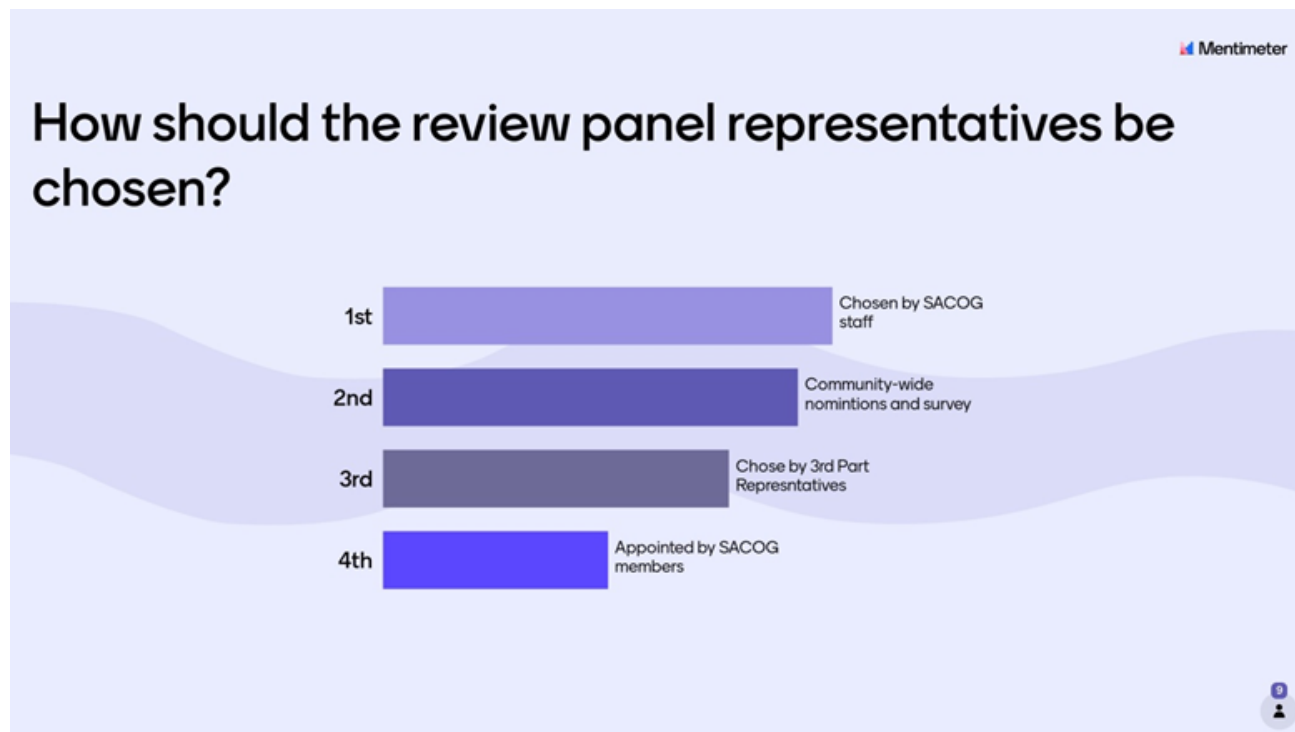
- Community-wide interest

- Community representatives speaking to support

- Whether you reach different types of stakeholder groups

- I work for a 501C, and we receive donations, so if the public is happy with a project, we are involved in we may bring in more donations

- There is an adage when doing fundraising called "WIFM". That stands for "What is in it for me?" People need to hear in very concrete terms how they will benefit from the project. Otherwise, they will smile politely but vote against it at the ballot box, given the chance

- I'm trying to figure out the best way to estimate usage of the trail to show local governments the demand for the service as well as the responses to issues on our Facebook page and Instagram

- I agree with community representatives - expressing support
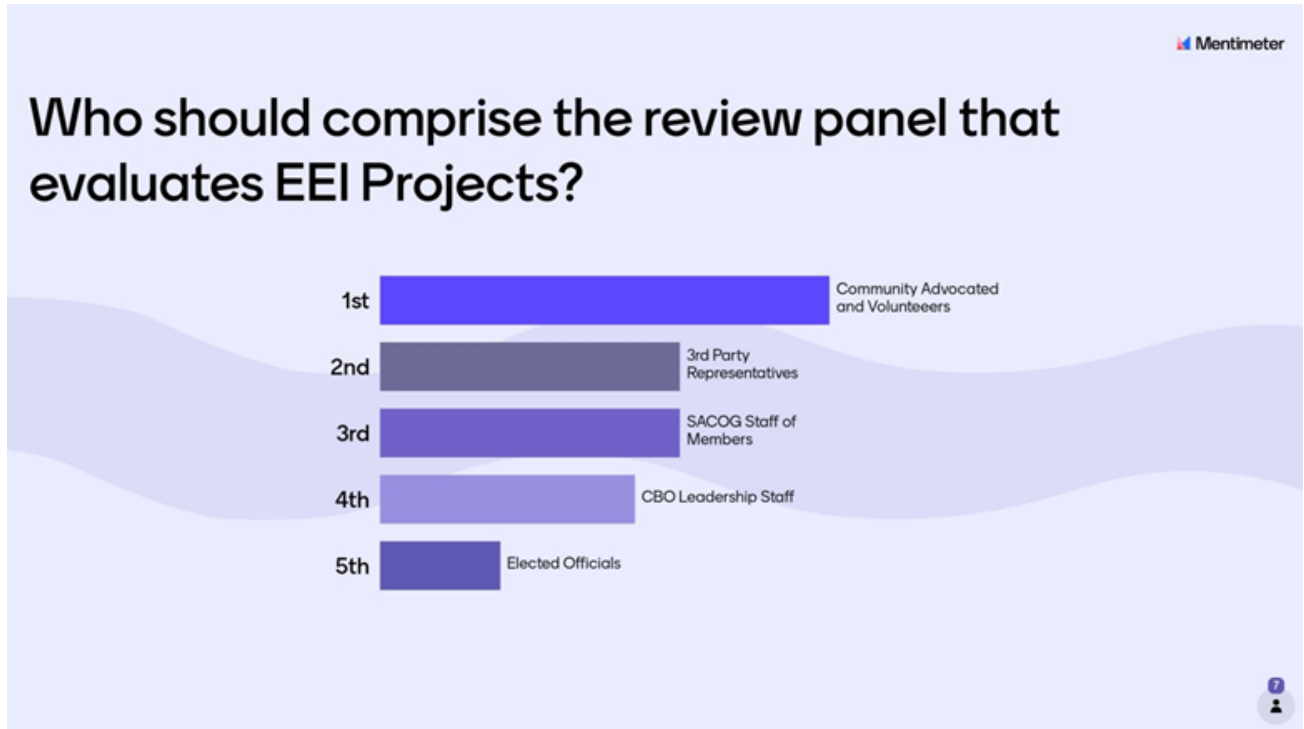
5. *QUESTION 5: Who should comprise the review panel that evaluates EEI Projects? (Rank)*

In order of most responses

1. Community Advocated and Volunteers

2. 3rd Party Representatives

3. SACOG Staff of Members

4. CBO Leadership Staff

5. Elected Officials

6. **QUESTION 6:** *How should the review panel representatives be chosen? (Rank)*

In order of most responses

1. Chosen by SACOG staff
2. Community-wide nominations and survey
3. Chose by 3rd Part Representatives
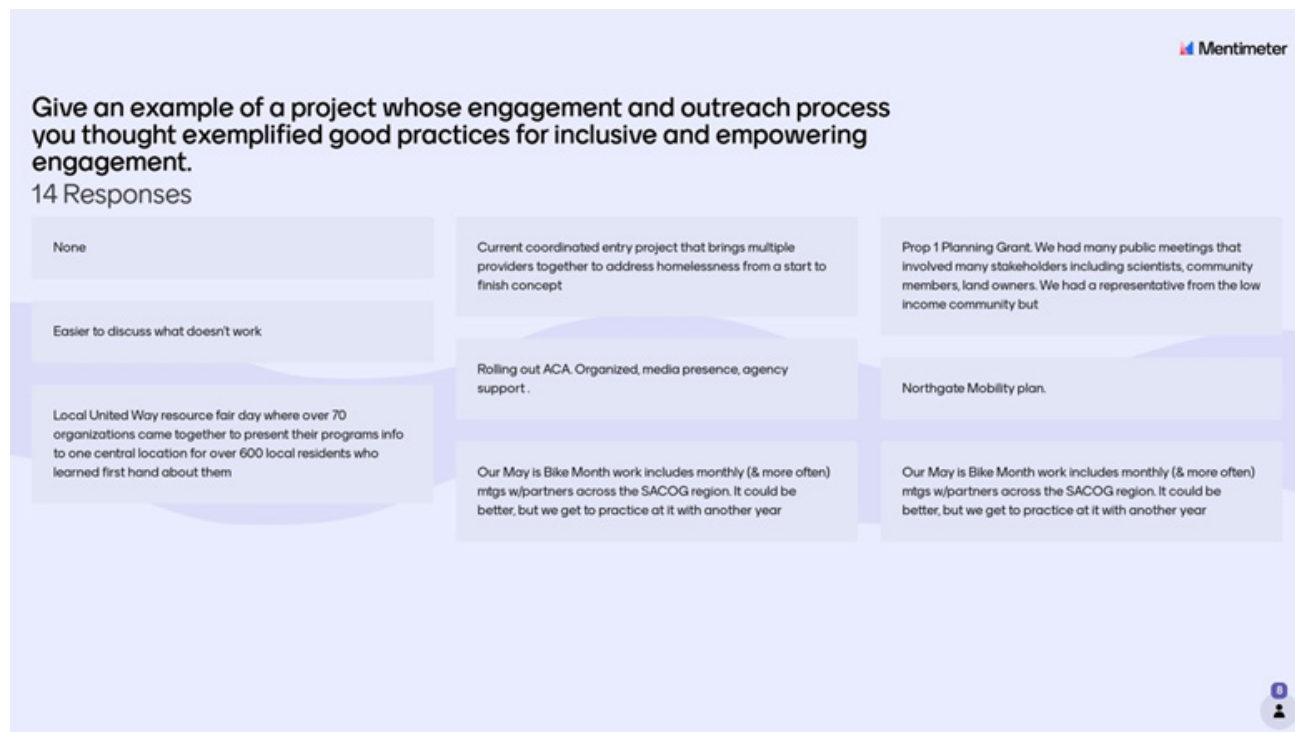4. Appointed by SACOG members

Other Comments

- Perhaps a combination of each of these options - depending on the project - you might need expertise that would be better known by different groups

- All constituencies need to feel represented. There needs to be someone with relevant expertise, as well as good diversity from the public. Depending on the scope of the proposal in size, funding, and impact, maybe do a 2--stage review with sub-panels and funneling into the final panel

- Constituencies should have a voice in who represents them. Trusted allies

7. **QUESTION 7: What questions or topics should be discussed by the panel when evaluating EEI Projects?** *(25 responses)*

- Sustainability
- Equitable
- Collaborative
- Representation
- People first
- History of organization
- Success in the focus area
- Current partnerships
- Protect vulnerable people
- Openness
- Accessibility, equitable public opportunity
- Environmental impact

- Impact and reach
- Describe your experience and knowledge of community
- Needs met
- Long term planning
- Relevancy of project
- Experience with community
- Why do we need to do this? Who will be impacted negatively or positively? What is the scale of benefit versus negative impacts? Is there a middle ground? What is needed in resources and regulations to move forward on this? What will be different as a result of this project? How long will the benefit last and to what degree?
- Impact and reach

Give an example of a project whose engagement and outreach process you thought exemplified good practices for inclusive and empowering engagement.
14 Responses

8. **QUESTION 8:** *Given an example of a project whose engagement and outcome process you thought exemplified good practices for inclusive and empowering engagement. (Open-ended)* *(15 responses)*

- Current coordinated entry project that brings multiple providers together to address homelessness from a start-to-finish concept

- Prop. 1 Planning Grant. We had many public meetings that involved many stakeholders including, scientists, community members, and landowners. We had a representative from the low-income community but

- Easier to discuss what doesn't work

- Rolling out ACA

- Northgate Mobility Plan

- Local United Way resource fair day where over 70 organizations came together to present their programs info to one central location for over 600 residents who learned first-hand about them

- Our May is Bike Month work includes monthly (& more often) meetings with partners across the SACOG region. It could be better, but we get to practice

- Make it a safe place to engage

- We are new to these types of projects. Inclusive and empowering projects are difficult and require individuals to be honest, really listen and be willing to change direction mid-project. Often this does not happen because of timelines, resources (money), or will to truly engage

- A coalition of support that touched the people being served was pulled into a group that established priorities, help fund, and designed the program. They saw it through the opening of the program

- El Dorado County Parks and Trails Plan meetings

- It was the involvement and long-term commitment to seeking, applying, and spending the funds. CBOS and the government's working together and putting work in to see the project through

- Depending on the topic, the outreach and engagement will vary. For projects designed to support more affordable housing, you need to focus on folks who need housing, but often there are too many barriers for them to get involved. In addition, the opposition also comes and can diminish the engagement

- Having transportation and housing organizations and advocates talking together is key. Those groups are often not involved and talking about the project. Have them work together!

9. *QUESTION 9:* **How should SACOG define the success of EEI projects? (Open-ended)** *(24 responses)*

- Community involvement, community awareness and acceptance of the project, usefulness
- SACOG measures the number of new faces and organizations involved
- Establish quantitively and qualitative
- Does the project meet established goals - Was funding used properly - Depending on the time frame - has the project garnered community support
- Have the community embrace the project
- Success can be measured by the data and outcomes reached derived from the specific parameters of each grant proposal
- Sustainability and positive ongoing impacts on people and the environment
- Circle back to the community in which you tried to engage. Ask the community how they perceived the project! Yes, new voices matter!
- A larger number of community members are aware of SACOG
- Confidence in local government
- Is there an end product, something tangible and long-term?

- The only semi-recent planning rejection that comes to mind was an effort with SACOG and PCTPA to develop a plan for the corridor between Sacramento and Roseville/Rocklin area. I missed a lot of the sessions, but the process seemed to make a good effort at reaching diverse constituencies, etc.

- My experience in prior SACOG engagement efforts is that you always see the same people involved. We have to find new ways for folks to see why a "regional" effort matters to them

- Success is when the outcome satisfies the constituencies that will be impacted, regardless of whether the outcome is to move forward, with or without modifications, or to abandon

- I see the same people at different meetings

- Lack of opposition

- Community members who do not usually participate are involved

- We must see people invested in the project. Participants need to be involved in something that they can see

- The community needs to see their input in the final project, so they know their input was valued

- Explain why things are not possible to do. People need to know why things couldn't be done a certain way

- There are examples of when things are successful. Such as SEQUA environmental reviews. Or like when states do regulatory work

- Even where comments are not accepted, it builds trust when funders explain why things don't happen

- I think we need better outreach to younger citizens so that we get them involved earlier, that way they can understand the challenges of longer-term projects better

- I want to express the importance of the community. People like to see the result of their involvement. If their community can see how their participation made changes, that is meaningful. Communities talk amongst each other. They will talk about how they contributed to outcomes. People will be more willing to participate. Over time, people will change if they know they are making an impact

- It also is important for the planners to recognize the scope of the differences between the support and opposition and to allow and plan for enough time to get to an outcome that satisfies all the parties. There is a famous example that took 20 years involving the Forest Service and local constituencies with vehemently opposing objects, goals, fears, etc. I forget the name of the project that was focused on land in northeastern CA. But it took 20 years to agree on how to proceed. They moved from being passionate enemies to becoming partners in implementing the plan

MEETING AWARENESS

The Project Team identified over 125 key CBO stakeholders within the six-county SACOG region. The CBOs represented El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba, along with the 22 member cities within the counties. Stakeholders' representatives were invited by the Project Team via email and phone call to register for the Zoom meetings and again the week of the focus group meeting. All guests who registered on Zoom were sent meeting reminders the day before the focus group meeting and again on the morning of the meeting. All direct awareness urged key CBOs to share meeting information and registration with their network. A meeting announcement was also made by the Project Team on social media and at the April CBO roundtable about the upcoming focus group meetings.

The Six-County SACOG Region