

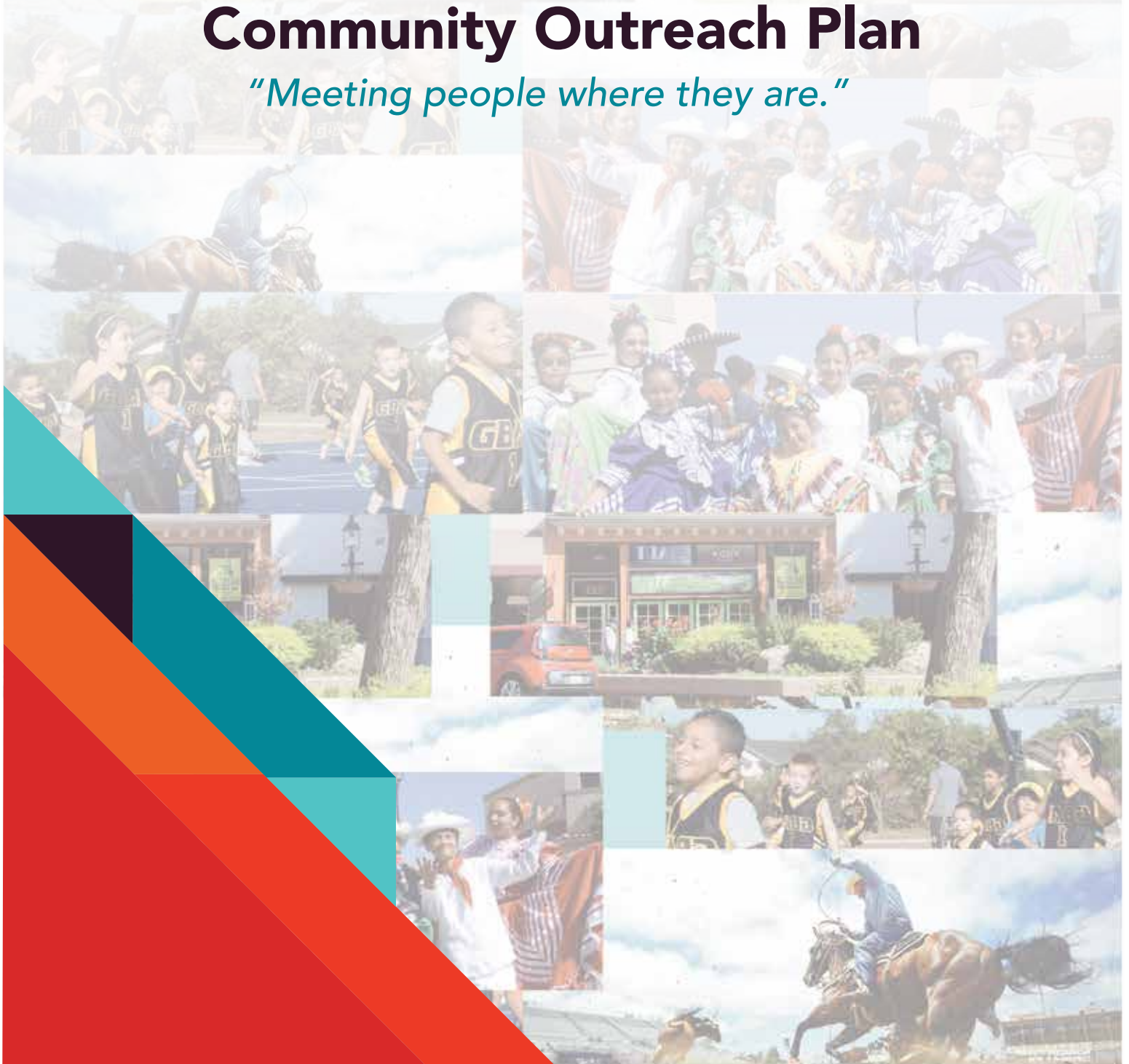
Salinas

Plan de Alcance Comunitario

"Conocer a la gente donde están."

Community Outreach Plan

"Meeting people where they are."



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Disclaimer

This report represents original student work and recommendations prepared by students in California State University Monterey Bay's Sustainable City Year Program with the City of Salinas.



California State University
MONTEREY BAY



The Sustainable City Year Program is a campus-community partnership to engage students, faculty, and community members in course-based research projects that help to advance innovation and contribute to sustainable communities.

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EXECUTIVE SUMMARY

Participatory planning is considered essential to sustainability and the transformation of power relations in communities. Participation in local decision-making can contribute to family and community well-being, local organizations and activities, and community concerns and visions.

In the city of Salinas, where 32% of residents are children and youth, outreach strategies that embrace participatory practices can enlarge young people's perceptions and contribute to a more socially and environmentally just community. They can also provide young people with skills and a sense of empowerment to effect change in their communities.

This plan lays a framework for short- and long-term strategies for outreach to accomplish this. Long-term outreach lays a foundation for a process of how to connect with community across projects and time frames. It includes a model for neighborhood networks that support youth allies as leaders of outreach efforts, with support from community organizations, the city and CSUMB.

Short-term outreach draws from a rich and extensive participation toolbox and present a few examples of ways to engage community members at existing places and events. These include art-based methods for engagement and youth radio.

A central tenant of this plan is that in order for outreach to be effective, it needs to meet people where they are. This means going to the places where people already gather, such as the Constitution soccer fields or the Take it Outside event. It also means meeting people where they are in language and desired approaches to engagement. This plan reflects ideas and interests we heard from people within Salinas as well as best practices in participatory research and community engagement.

This plan reflects only 6 weeks of research and work in a CSUMB Environmental Studies course. We hope it plants seeds that can grow into sustained outreach efforts that can support our vision for a thriving and inclusive community that draws from cultural assets and community strengths.

Victoria Derr, Assistant Professor in Environmental Studies, California State University Monterey Bay

VISION // VISIÓN

A thriving community that is guided by principles of acceptance and inclusivity and that promotes the cultural assets, needs and diversity of Salinas' residents.

Una comunidad próspera que se guía por principios de aceptación e inclusividad y que promueve los bienes culturales, las necesidades y la diversidad de los residentes de Salinas.

GOALS // METAS

Social justice advocated by community engagement

Establish ***trust*** between community and government

Ensure ***community members play an active role*** in community decisions

Involve ***youth & families*** through community outreach activities

Encourage community participation through ***arts & greenspace programming***

La ***justicia social*** defendida por la participación de la comunidad

Establecer la ***confianza*** entre la comunidad y el gobierno

Asegurar que ***diversos miembros de la comunidad participen activamente*** en las decisiones de la comunidad

Involucrar a los ***jóvenes y las familias*** a través de actividades comunitarias

Proporcionar un medio para la participación de la comunidad a través de la ***programación de artes y espacios verdes***

METHODS // MÉTODOS

As part of the Sustainable City Year Program - which partners local cities with faculty and courses at California State University Monterey Bay - students enrolled in the Environmental Studies' Social and Ecological Justice course (ENSTU 384S) explored the role of outreach and communication in promoting justice in the city of Salinas. To develop this plan, students collectively:

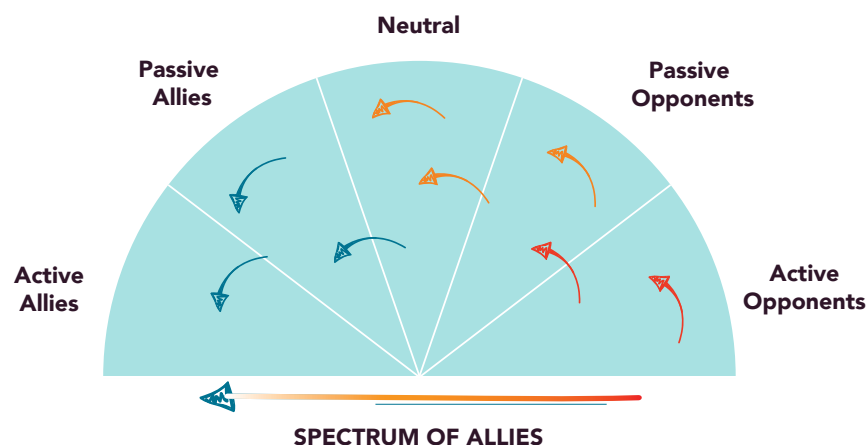
- ▶ Discussed outreach approaches and strategies with community members non-profit organizations, and city staff
- ▶ Researched plans and outreach methods from other cities and from academic literature
- ▶ Generated a vision statement
- ▶ Presented draft ideas to city staff and non-profit staff members in Salinas
- ▶ Selected a few short and long-term engagement strategies as focal points based on community input
- ▶ Piloted outreach ideas at the Take it Outside Salinas event
- ▶ Generated a summary plan

ORGANIZING FRAMEWORK

Through our Outreach and Communications Plan, we strive to improve communication and foster trust between youth, community members, city government, and organizations in the city of Salinas. In so doing, we hope to foster outreach that builds a more equitable future for the city of Salinas by addressing social and environmental justice issues.

Currently, 69% of Salinas residents speak a language other than English at home and 32% of residents are under the age of 17. The city must tailor its outreach strategies to gain critical feedback from predominantly bilingual residents, youth and families. In our research, community members highlighted the importance of building trust, both because of the current political climate nationally, and recent decisions in the city that not all community members support.

The spectrum of allies is a useful organizing strategy for building trust. The goal of this framework is to work with active allies in the community, and, over time, to shift the balance of residents, city leaders, and organizations who are working together, as allies.



In order to achieve this, we recommend two approaches which embrace the philosophy of “meeting people where they are.”

SHORT TERM OUTREACH

Short term strategies draw from existing events and partnerships, consider creative methods of engagement and ways to effectively publicize and reach a broad number of Salinas residents. Short term methods draw from principles of tactical urbanism and youth participatory action research and include radio and art-based engagement methods.

Creative Forms of Engagement

Map of Good Memories

CSUMB Students created a “Map of Good Memories” with the purpose of learning about places within the city that people have positive associations with, and places that might need more work. Students brought this map to the city’s Take It Outside/Vamos Afuera Event on May 7th, 2017. Taking the project to a previously established event ensured involvement from community organizations, families, and youth.

Residents were encouraged to place color coded stickers on the map of major landmarks around Salinas. Green stickers were for places of good memories in the city. Orange stickers were for places that needed more work in some way. Those who participated left stickers where applicable. They could also suggest or draw additional places that they wanted to see included on the map.



SHORT TERM OUTREACH

Our Reflections

The map was an accessible activity, with bilingual, simple directions. It allowed for CSUMB students (facilitators) to create personal relationships with residents while they gained valuable information about the needs and wants of Salinas residents regarding public areas and greenspaces. Projects like this engage the community and allow for improved communication between the city and its residents, at the same time, creating a vibrant and positive experience for youth.



Some people had never heard of the landmarks I had researched, such as the Planetarium at Hartnell College. That's when we decided to incorporate the pink stickers to represent a place they had never visited. - Ann



*The images and summary table show some of the opinions expressed by participants about places in their city.

Schools

	Good Memories (Green)	Places that need work (Orange)	Unfamiliar places (Pink)
Hartnell College	5	0	2
Everett Alvarez High School	5	2	2
Salinas High School	1	2	2
North Salinas High School	3	9	2
Washington Middle School	0	2	2
Boronda Meadows Middle School	1	0	1
Subtotal	15	15	11

Parks

	Good Memories (Green)	Places that need work (Orange)	Unfamiliar places (Pink)
Natividad Creek Park	22	7	0
Santa Rita Park	8	0	0
Central Park	0	6	1
Subtotal	30	13	1

Other Public Spaces

	Good Memories (Green)	Places that need work (Orange)	Unfamiliar places (Pink)
Tatum's Garden	13	0	1
Old Town	7	0	1
Constitution Soccer Field	7	8	1
Planetarium	3	1	8
Garner Alley	0	2	0
Train Station & Museum	2	2	1
National Steinbeck Center	2	1	0
Subtotal	34	14	12

SHORT TERM OUTREACH

Creative Forms of Engagement

Petal for your Thoughts

Students also developed an activity for visitors called "A Petal for your Thoughts." At the TIO event, visitors could write something they love about Salinas and place these thought-petals on a central flower. More visitors participated in the Map of Good Memories project than the Petal for your Thoughts. CSUMB students reflected that language barriers and placement of the booth (at the far edge of the event) could have contributed to low participation rates in this activity.

With the Map of Good Memories, it may also have been easier for visitors to look at existing places they know in the community, to understand the directions without explanation, and comment on these rather than to write something from scratch as in the Petal for your Thoughts - where the instructions needed to be conveyed verbally by non-Spanish speaking students.



SHORT TERM OUTREACH

Radio

Community members have expressed the desire for greater transparency between the community and political figures. Utilizing radio is a simple, effective way to reach the population, especially in Salinas where a high percentage of the population listens to the radio on a daily basis.

La Campesina has about 11,600 likes on Facebook, in comparison to the City of Salinas' Facebook page which only has 1,900 likes.

The disparity between the city's social media presence and the radio station's shows the effectiveness of radio as a communication tool for Salinas residents.

Possible ways to utilize radio:

Public Figures	<p>Interactive interviews with city officials</p> <p>Elaboration of a current political or community issue</p>	<p>Decrease the discomfort of meeting face to face</p> <p>Broaden audience of outreach at any given time</p>
Youth	<p>Radio Bilingüe/KHDC Salinas Youth Radio Training Program</p> <p>Allows youth to create content covering self-identified issues and concerns in the community</p>	<p>Reach out to youth on a pre-existing platform about citywide issues and events</p>
Public Service Announcements	<p>Brief and concise message that offers listeners a way to learn more about an event or subject</p>	<p>Help communicate with demographics hardest to reach in Salinas</p>

La Campesina

KSEA - 107.9 FM

Jose Diaz

(831) 754- 1469

Tri Color

KLOK - 99.5/99.9 FM

Tony Valencia

(831) 642-4457

Radio Bilingüe

KHDC - 90.9 FM

Jesus Ramirez

(559) 264-9191

SHORT TERM OUTREACH

Posters & Flyers

Posters and flyers have the advantage that they can be placed in a variety of locations, but in order for them to be effective they should be placed in areas that have a captive audience, including:

- ▶ Farmer's Market
- ▶ Schools
- ▶ Public Transit Stops
- ▶ Community Organization Offices
- ▶ Windows of Downtown Businesses
- ▶ Waiting Rooms at Dental & Medical Clinics
- ▶ Community Bulletin Boards in Markets & Laundromats

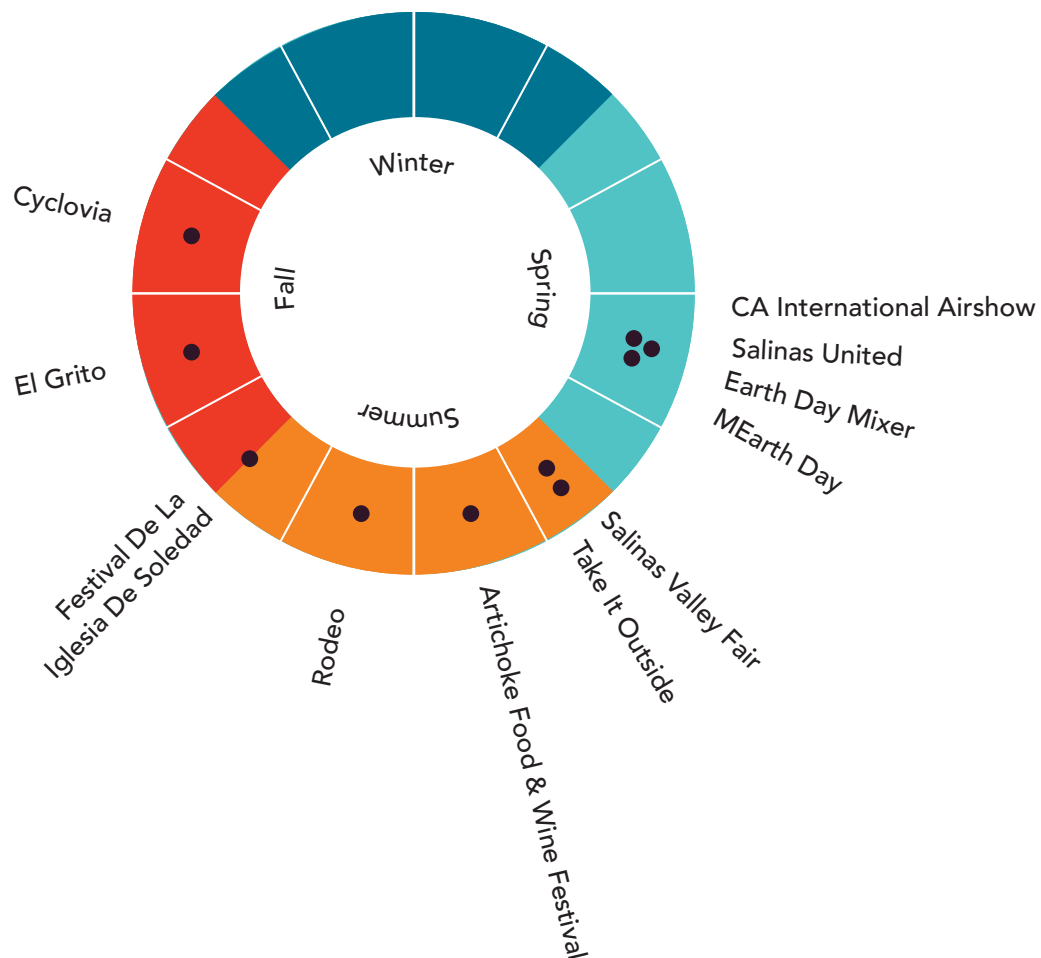


CSUMB students solicited input at the TIO event on May 7th to identify what Salinas residents preferred to see on city posters. Passersby at TIO were asked to comment on categories including color, message, and style. Participants expressed their opinion by placing a green sticker in areas that they enjoyed about the flyer and conversely a red in areas where they did not like. They were also able to write down comments, such as "needs to be bilingual" and "too busy". We were able to conclude that most favored posters were concisely worded, had animated images, subtle colors, and appropriate social media platforms and contact information.

SHORT TERM OUTREACH

Existing Events and Opportunities

We recommend that engagement occur at existing venues as much as possible. Students compiled major events in Salinas where outreach can occur as well as potential gaps in events during winter months that might be good times for new or additional outreach activities to take place.



LONG TERM OUTREACH

The long term outreach strategy builds a system of neighborhood networks, in which youth play a central role, as allies and connectors between diverse organizations working within a neighborhood. In this model the city serves as both a generator of new issues and ideas to consider as part of a planning process and serves as a recipient of ideas generated by the community. CSUMB students and faculty can play a role in facilitating training and youth development to promote effective youth participation, through its service learning, research methods, and/or capstone courses.

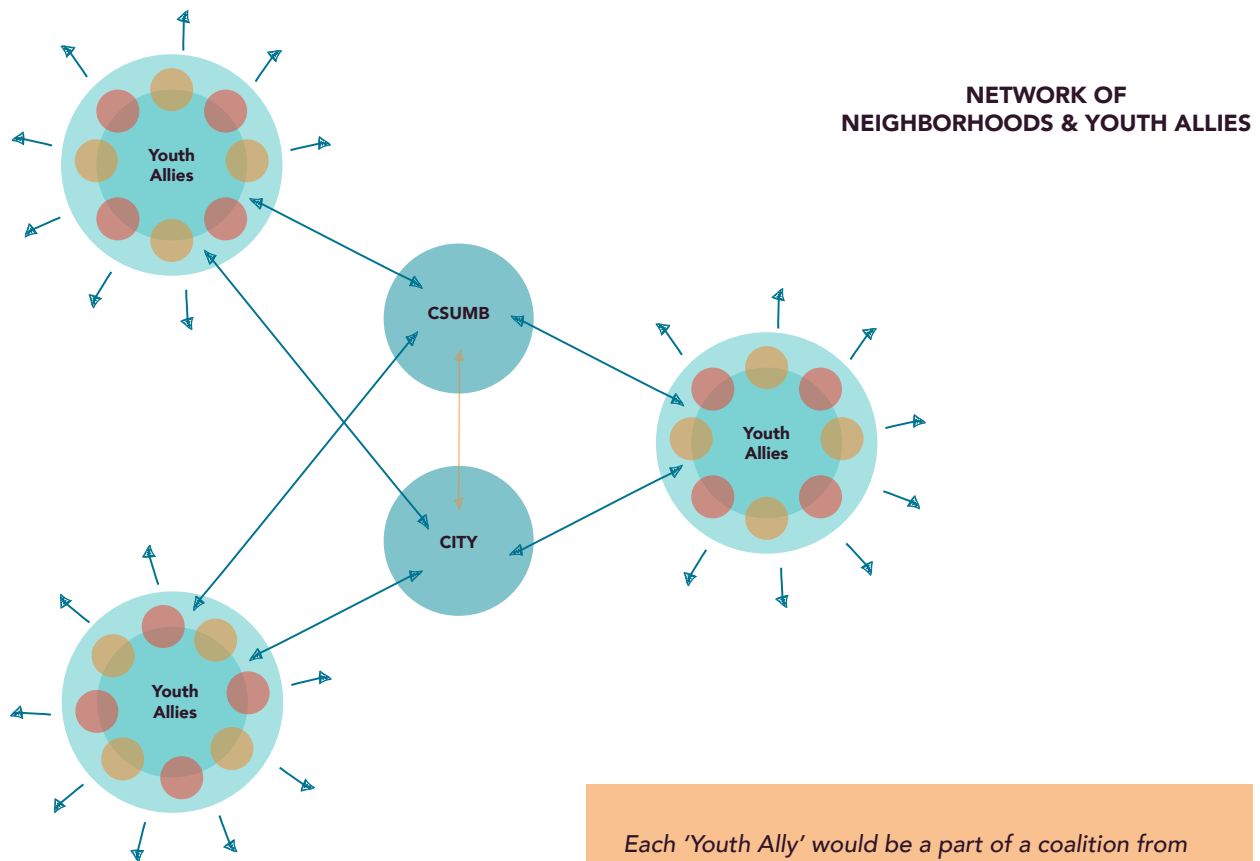
Youth and Neighborhood Network

A large barrier in any community planning effort is developing a trusting relationship with residents. In today's tumultuous political climate some citizens are wary of both local and federal government entities. This presents a challenge when trying to involve community members in city planning efforts because residents are uncomfortable with participating. This issue can be mitigated using bottom-to-bottom network organizing techniques (Anguelovski, 2014). Instead of information and engagement being passed down from city leaders, it will be generated and circulated by a network of community partners and organizers who hold a stake in community planning and development projects. This collective network can amplify the voice of the community, which will allow opinions and ideas to be passed onto the city and integrated into various planning projects.



LONG TERM OUTREACH

Trust between non-profits and other community organizations has already been established within Salinas. These bottom-to-bottom networks support relationships and have created loose community networks that simply need to be expanded upon and given a larger platform within city planning. The more community stakeholders and voices in the outreach web the more city plans will represent the ideals of the community as a whole.



Each 'Youth Ally' would be a part of a coalition from designated neighborhoods or areas of Salinas.

These allies would be representative of the community they live in and serve.

We recommend that the city compensate allies, whether monetarily or through internships, to retain participants and increase community investment.

LONG TERM OUTREACH

Youth allies will be part messengers and part stakeholders in the community network as they contribute valuable ideas and insight to city planning projects. City plans can span generations so it is imperative that youth be involved in the process.



Youth are already connected to the community at a grassroots level and are ideally situated for spreading and gathering information around the community through schools, extracurricular activity, and parental involvement. In addition, the community's youth are trusted members of society and do not have any special interests in community planning; their focus is improved quality of life.

CSUMB students could be an asset to this project because they have access to resources, such as time, materials, and experienced and dedicated faculty. CSUMB students could mentor Salinas youth, helping them to develop career-applicable skills and a greater sense of engagement in their work - which can encourage long term participation. In addition, CSUMB students are willing to test community outreach strategies and research techniques. For example, Youth Participatory Action Research is an effective approach to engagement that has been used in the city of Salinas for health projects and in many cities across the U.S.

The Youth Ally and Neighborhood Network model differs from the city's formerly established Youth Advisory Commission because participants would be compensated and be actively involved within their neighborhoods, shaping the projects they work within, thus creating ownership and interest.

SUMMARY OF RECOMMENDATIONS

This plan embraces the strategy of *“meeting people where they are.”* For the city of Salinas, this means:

- ▶ Experimenting with creative outreach methods - such as art-based or tactical urbanism methods - at existing events within the city
- ▶ Thinking creatively about radio as a form of communication and outreach, especially with some of Salinas’ hardest to reach residents
- ▶ Working within and enhancing support for existing networks
- ▶ Piloting, and potentially adopting, a neighborhood network approach to engagement in which youth allies reach out to established neighborhood organizations and serve as a bridge between city planning and decision making within their communities
- ▶ Draw on support from CSUMB for youth training in participatory practices
- ▶ Seek to move the needle over the long term, to build a greater spectrum of allies who listen to and support each other in support of social and environmental justice in the city

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