

Summary of Community Based Organization Outreach

Flagstaff Regional Plan 2045 - March 2023 to January 2024

Purpose: Cascadia Partners reserved \$10,000 of their contract as approved by City Council in October 2023 to support engagement with marginalized and hard to reach communities within the Region. The method of creating relationships with Community Based Organizations (CBOs) is a model that combines financial support for working on behalf of the project and providing insight and input to improve the accessibility of public engagement.

Selection Process

In January 2023, the Regional Plan Communications and Outreach group which includes public affairs and outreach staff in various departments from the City and County brainstorm a list of community non-profits and networks that can share information with populations within Flagstaff that have not historically been well represented in the Regional Plan process. This list generated about a dozen groups that were well connected with these populations and were unlikely to participate in the Regional Plan without additional support.

Of the dozen groups identified in this meeting, staff and the consultants reached out and all were offered the compensation opportunity to participate in the Regional Plan per the attached agreement between Cascadia Partners and their organization. Some organizations stated they didn't have the capacity to participate at this time, some wanted to participate but declined the additional compensation.

Engaged Organizations

The groups that have participated with or without compensation include:

- ANew Living transitional housing
- Native American Club and Hispanic Heritage Club - Flagstaff High School/Coconino High School
- Native Americans for Community Action (NACA)
- Northern Arizona Interfaith Council (NAIC)
- La Plaza Veja Neighborhood Association
- Southside Community Association/ Black Lived Experience
- Sunnyside Neighborhood Association/ Market of Dreams

So far \$3,000 Of compensation has been distributed to five organizations with the completion of Phase 3 pending. Not all participating organizations have participated in all phases based on their availability and interest.

Accomplishments

Engaging with these organizations has improved participation in terms of both total outreach and diversity of populations heard from in the following ways:

- 18 Spanish speaking participants participated in the Face the Future Workshop in a fully Spanish environment
- 16 High School students engaged in a field trip/workshop
- 10 League of Neighborhoods representatives came to workshops and open house events
- Coordination meetings and process checks with the League of Neighborhoods
- Additional Open House hosted by the League of Neighborhoods with 40 attendees in July 2023.
- Higher attendance of youth (under 20) at public open house than previous engagement opportunities.
- Meeting with 20 residents in a transitional housing setting
- 1 Workshop held with seniors at the Montoya Center
- Sharing of social media advertising through newsletters, email lists and social media accounts of CBO partners.

In addition to these more measurable accomplishments, the partnerships with the CBOs have produced unique feedback that would not have been shared in the broader public engagement. For example:

- For Spanish-speaking participants, the areas where they were concerned about the risk of displacement were different than where English-speaking residents described similar concerns.
- The League of Neighborhoods brought forward concerns about the ongoing vulnerability of mobile home parks to displacement and loss of housing.
- Mobility and easier access to goods and services was a big theme for the transitional housing and Spanish-speaking workshops.
- Native American Club participants focused some of their input on how Flagstaff supports and promotes the wellbeing of native nations and neighbors in the County and at the edges of the City.
- Better representation of low income, African American, Hispanic and indigenous community members. Higher middle and high school youth participation in the same activities and engagement styles as older participants.

Upcoming Phase 3/Scenario Choosing engagement

Description of scenario choosing: Meetings with CBOs in advance of the Scenario Choosing Workshops are already influencing the methods and messaging of our next phase of engagement. While the feedback is overall very good for this process, we are also hearing challenging messages on the way we introduce, invite and collect input from the communities that are harder to reach. Some of the engagements we are planning for the next 4 months are:

- Ambassador Orientation at Hal Jensen Center (November 2023)
- Stone Soup Supper outreach (November 2023)
- Sunnyside Neighborhood Association meeting (January 2024)
- Indigenous youth-led workshop to be hosted by The Flagstaff and Coconino High School Native American Clubs (November 2023)
- Spanish language workshop to be hosted by NAIC (December- January 2023)