



The Importance of Community Engagement

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+ Welcome to Claremont

- Founded in 1887
- Claremont Colleges
- 35,000 people;
11,000 households
- 65% have a bachelors or more
- 14.14 square miles
- Council (5)/Manager Govt.



+ Sustainable Claremont

- Sustainable Claremont Founded, 2009 as a result of the Sustainable City Plan
- Hub for Sustainable Lifestyle; Awareness, Advocacy, and Programing
- Named "Coolest City in California" 2016 (EUC)
- Finalist in the Georgetown University Energy Prize 2017





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What is Community Engagement?



DEFINITION: positively interacting with community members regarding an issue or situation that affects them.

- Tenant of Democracy
- Identifies barriers, concerns, misconceptions
- Builds community & relationships
- Fosters support
- Ensures success

+ David Smith Knows Community Engagement is Hard



“What are National Parks for: Conservation or Recreation?”

+ What's Wrong with this Question?

“What are National Parks for;
Conservation or Recreation?”

- Polarizing = “Us vs. Them”
- Antagonistic; Black and White



How do we balance the
needs of conservation and
recreation in our parks?

+ What's Wrong with this Question?



How do we balance the needs of conservation and recreation in our parks?

- Suggests the need for concessions/giving up something
- Not solution oriented



“How do we maximize the enjoyment of national parks and conserve them?”

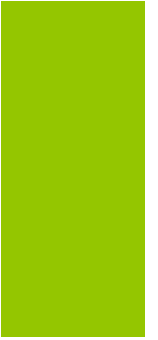
+ Perceived Hurdles

- Communities tend to be marketed to, threatened with, or incentivized by.
- City staff are afraid of the “Pandora’s Box” of unscripted discourse.
- People are politically angry.
- Engagement requires resources.

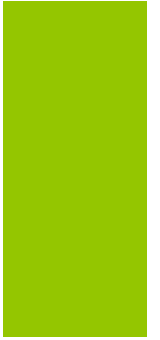


+ Strategies for Success

- Build trust
- Listen
- Diversify communications

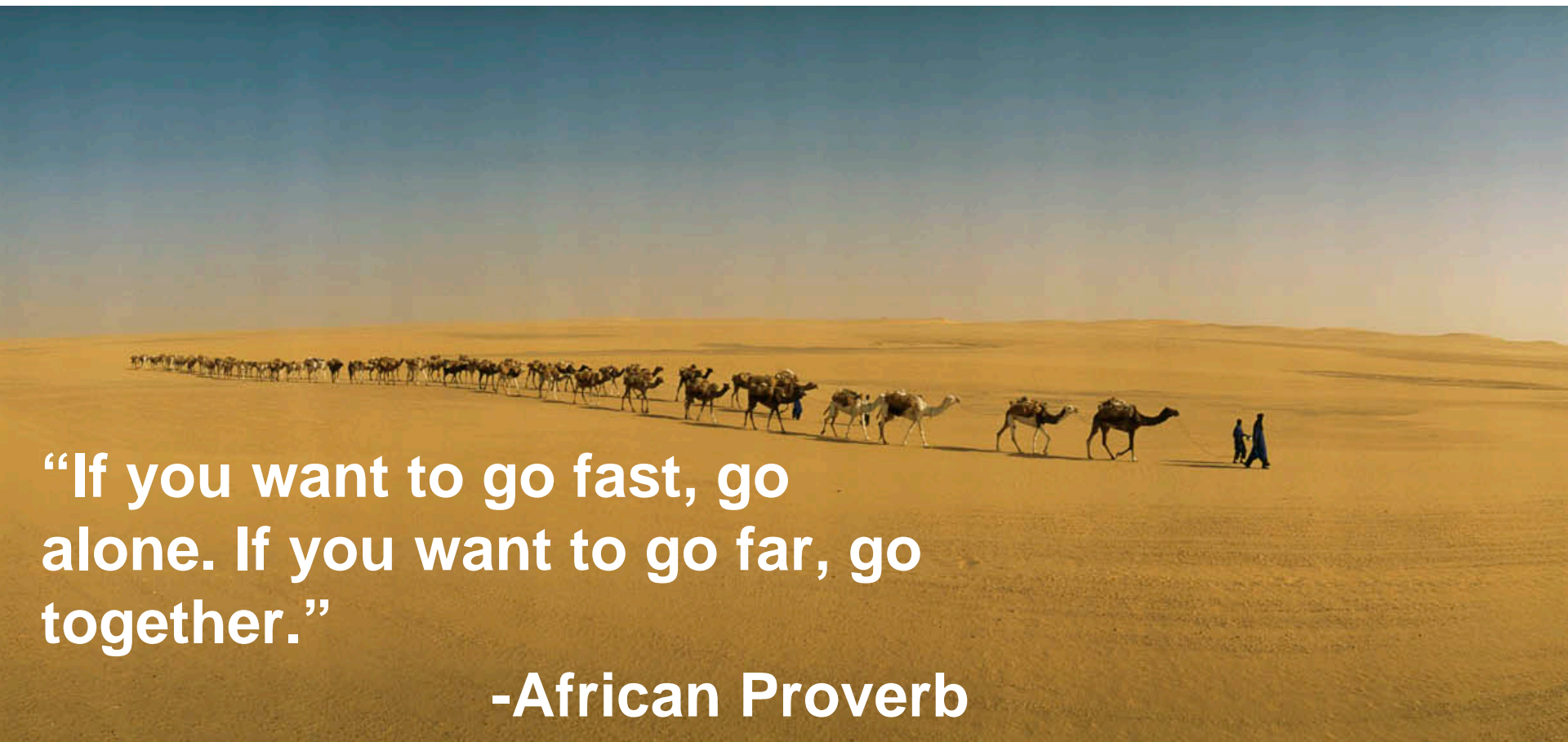
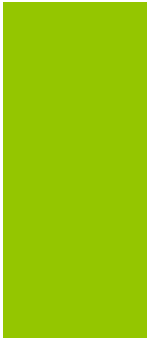


+ How to Engage



- **Change is Coming:** Signal changes early and often so stakeholders can prepare.
- **Don't Sugar Coat:** Focus less on "exciting" new practices & show empathy for concerns.
- **Listen:** Seek first to "understand"—and then to be "understood"
- **Buck Stops Here:** Disclose how and why decisions were made; who made them.
- **Reality Check:** Acknowledge trade-offs & losses

+ Community Matters

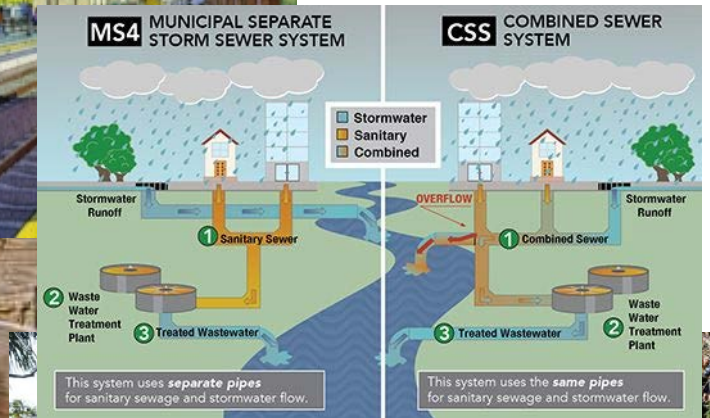


“If you want to go fast, go alone. If you want to go far, go together.”

-African Proverb

+ Agenda for Today

- Four Case Studies
- Two Field Trips
- Good Food
- Measuring Stick
- Dean Kubani
- Beer!





THANK YOU

*for making Claremont
more sustainable.*

