



CPA Assessment Outreach and Engagement

Last revised Spring 2023

PURPOSE

The Outreach Plan is intended to guide community engagement for each Community Planning Area (CPA) assessment. This document outlines a framework that Planning Department staff and/or consultant teams will consider when developing a specific outreach strategy for each CPA to honor its unique demographic, physical, cultural, and economic characteristics. Our framework includes attention to the audience, especially those historically left out of planning processes, and the engagement activities, locations, and analysis best fit for each CPA.

The CPA assessments are one way the City can address past harms and engage communities equitably. The Planning Department facilitates the CPA assessments in an ongoing cycle. The goal is not to produce comprehensive solutions for all issues identified during any particular assessment; rather, the assessments are intended to be a cycle of listening, learning, and acting to prioritize issues and opportunities to address next. This assessment process is an intentionally evolving strategy to ensure that community members have an ongoing say in the future of their neighborhoods.

OFFICE OF EQUITY AND INCLUSION

The Urban Design and Development Division in the Planning Department will continue to collaborate with the Office of Equity and Inclusion (OEI) to address gaps in planning efforts and development review and work toward more equitable engagement with all communities.

ACKNOWLEDGING HISTORY

The planning profession is implicated in racial and class-based segregation in many cities through discriminatory practices, such as zoning and land use laws; redlining and racially restrictive covenants; discriminatory lending, land speculation, and real

estate practices; and urban renewal policies. Government actors and private entities have worked together to maintain these violent and unjust practices, including in Albuquerque. We acknowledge our privilege as planners in a field that often maintains these practices, or the remnants of them, even as we work to address these historic wrongs.

AUDIENCE

To counter these injustices, we will prioritize and be accountable to folks who have been left out of and ignored in planning processes. We acknowledge that institutions, including local governments, were intentionally designed to exclude low-income and working-class communities, communities of color, women, youth, queer or gender non-conforming community members, unhoused people, previously incarcerated people, and many others. We also acknowledge that planning as a profession has relied on tokenism and extraction in place of meaningful community engagement. We commit to addressing and learning from this shameful past by actively listening to these community members, building genuine relationships, and doing our part to leverage resources to create lasting change shaped by the community.

We recognize that communities have been doing on-the-ground planning work for many years, and we honor the seasoned community organizers and leaders, committed community members, and organizations who have worked to address the concerns of their communities. We are committed to working to support their efforts. We aim to work alongside these efforts as well as pursue innovative ideas and methods to ensure that all community members have opportunities to provide meaningful input for the future of their neighborhoods. Some of the ways we plan to engage with community members include connecting through faith-based organizations, schools, community-based organizations, and the like, in addition to spreading the word through multiple forms of communication, such as social media, radio, word of mouth, and door knocking, when appropriate.

VALUES

Our CPA assessment team has shared values that are reflected in our approach to community engagement and the CPA assessment process. We come from varied backgrounds but share a deep commitment to the future of Albuquerque and the people who call this city home. This care is reflected in the following values:

Love of place (Querencia)

A link between a person and place that arises from the mix of cultural identity, personal identity, and landscape. As a collective, staff agrees that a large part of the reason for working for the City of Albuquerque is due to the love of this city and desire to see it grow sustainably and ethically.

Equity and inclusiveness

Fair treatment, access, opportunity, and advancement for all people, while striving to dismantle barriers to the full participation of historically marginalized groups. For staff, this means focusing on those most in need so that all residents have access to good public services, a range of housing options, and healthy places to live, work, learn, and play over time.

Relationships

Building partnerships within the community, to grow together and repair historic relationships that should have been stronger in previous planning processes. Community engagement has value beyond public input or analysis. Planning staff hopes to build trust, friendships, and partnerships through the engagement process in order to strengthen our bonds with communities.

Education and capacity-building

Working with community, where they are, to provide relevant resources and references to ensure equity in opportunity when it comes to the programs and processes within the City of Albuquerque.

Self-determination

Empowering local residents and ensuring the self-determination of their neighborhoods. This involves working with residents to develop processes to manage their own neighborhoods and improve their own quality of life, with or without governmental support. This also involves developing transparent governmental processes for residents to navigate and understand.

Challenging power and resource imbalance within systems

Addressing the bias within the systems that community members have to work within. Through the CPA assessment process, the CPA team will challenge these institutional systems and the way we as City staff view the role of public servants.

Accountability to community needs

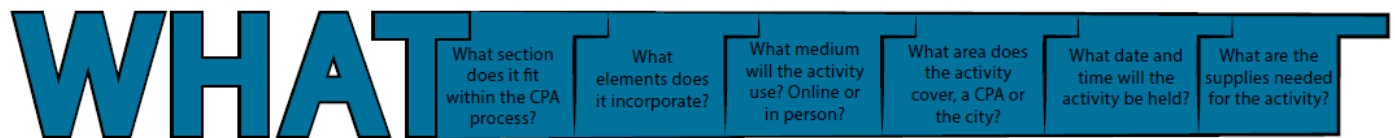
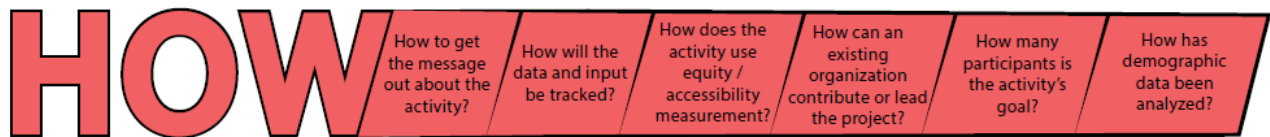
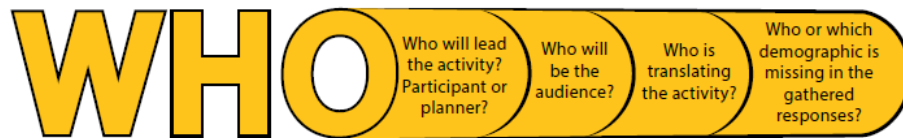
Showing the public what the CPA team brings to the CPA process but also holding us accountable to the public's voice, concerns, and priorities. These values will be used throughout the process as checks and balances to ensure that current and future planning staff is held accountable to our agreed-upon values.

Service

The way the CPA team looks at work and the responsibility to the community. Public servants empower community members that also want to grow their neighborhoods and places they love through equitable practices.

ACTIVITIES

Activities through the CPA process should be focused around equitable and inclusive engagement. The planning department will achieve this by providing a good balance of how these activities are to be presented. It will be a balance of online, in-person and informal meetings in order to gather all voices.



Ongoing Activities

In January 2021, the CPA assessment team launched several on-going activities that anyone can complete at any time, whether or not an assessment is actively taking place, by individuals and groups. All of these activities— from the Instagram competition to self-directed group activities— are on the CPA project website here: <https://cpa.abc-zone.com/going-engagement>

LANGUAGE ACCESSIBILITY

Interpretation and language services are key to effective and inclusive community engagement. Our team will offer interpretation services, closed captioning, and translated written activities as widely as possible and always by request.

ANALYSIS AND FOLLOW-UP

One of the most important aspects of the engagement process is continued follow-up with community members and organizational partners to keep them in the loop as best as we can. An iterative process will ensure that our work reflects community priorities. Trust between city government and the community can only grow when efforts, like the CPA assessments, are conducted with transparency and active communication. Each CPA Assessment Report includes baseline demographic information to ensure that community members providing input are reflective of the demographic makeup of the CPA.

Our analysis will consist of gathering information from community members with hands-on activities as much as possible. Where hands-on engagement isn't possible, staff will gather all input and share with the community to gather feedback prior to the creation of the report. Once the feedback is gathered and the report drafts have been created, staff will again, follow-up with the community for more input before the final versions are sent to the Environmental Planning Commission, Land Use Planning and Zoning and eventually City Council for approval or amendments.

To that end, in addition to each CPA assessment report a detailed public input appendix will also be included. Throughout the process, public input received will be available on the project website and promoted through newsletters. This documentation includes, but is not limited to, the pre-assessment survey report, the online Places I Love map, and online community input boards.

PROCESS AND OUTCOMES

As described above, good and just community outreach strategy seeks to engage with the full community and ensures that all voices are heard, specifically historically excluded communities and community members. Through the CPA assessment process, the team will make connections, summarize existing conditions and trends, and identify actions that respond to community priorities, using an equity-based lens, while also incorporating best land use, zoning, design, and community engagement practices.

Our process will involve communities identifying and prioritizing a broad set of assets and challenges that will contribute to an action plan that connects implementers in government, institutions, and community organizations. Because the Planning Department does not typically implement projects, we work to cultivate partnerships to move these community priorities forward.

FIGURE 2. CPA ASSESSMENT PROCESS



The CPA assessment process will:

- Build and enhance relationships among the Planning Department, other City Departments, community organizations, community members, and institutions in each Community Planning Area.
- Review, confirm, or propose changes to policies and regulations, including place-based tools, such as Centers and Corridors, small area rules, Overlay Zones, and other zoning regulations.
- Gather and convey input that may be relevant to other planning efforts and other City Departments.
- Identify community priorities for projects and partnerships that can improve quality of life in each CPA.
- Identify regulatory updates for the Annual Update to the Integrated Development Ordinance to achieve community priorities in each CPA.
- Identify goals and policies for the update to the Comprehensive Plan to address community priorities in each CPA.