

SAN FRANCISCO

PLANNING COMMISSION

RESOLUTION NO. _____

**ENDORING THE SAN FRANCISCO PLANNING DEPARTMENT'S PUBLIC
OUTREACH AND ENGAGEMENT PRINCIPLES.**

WHEREAS, the Planning Department seeks to achieve more effective and broader engagement of the City's residents and businesses; and

WHEREAS, the Planning Department seeks to develop more collaborative and positive working relationships with the public; and

WHEREAS, the Planning Department seeks to increase public knowledge and understanding of the Department's mission and work; and

WHEREAS, the Planning Department seeks to ensure that the Department is an adaptive organization that uses the latest methods for outreach and engagement when appropriate; and

WHEREAS, the Planning Department has developed a Public Outreach and Engagement Program in service of the above-described goals; and

WHEREAS, the Planning Commission supports the initiation of such a program to improve public outreach and engagement efforts for staff, stakeholders and the community at large; and

WHEREAS, the Planning Department acknowledges that a critical function of planning is to effectively interact with members of the public to inform, consult, or seek input on plans and projects and to involve the public in an ongoing dialogue about the future of the city; and

WHEREAS, the Planning Department believes that an engaged and informed community is essential to successful planning, sustained partnerships, and more effective government; and

WHEREAS, as professionals, Planning Department staff will guide the process to achieve what is best for the city and the people that live, work, and play in it; and

WHEREAS, in order to cultivate sustained relationships, Planning Department staff are committed to making information and the public process understandable and inclusive; and

WHEREAS, the Planning Department acknowledges that effective public engagement activities are timely, thoughtfully planned and participants understand their role throughout the process; and

WHEREAS, the Planning Department strives to create an atmosphere of mutual respect where participants are comfortable sharing their opinions and know how their input is used; and

WHEREAS, effective public outreach and engagement should be inclusive, transparent, understandable, respectful, meaningful, and accountable; now, therefore, be it

RESOLVED, that the Planning Commission endorses the following Public Outreach and Engagement Principles and encourages implementation of the Public Outreach and Engagement Program:

- Inclusive: We identify and involve all affected community members, including under-represented individuals and groups.
- Transparent: We conduct a clear, honest and open public process. Members of the public are aware of their level of involvement in decisions that affect them.
- Understandable: We communicate clearly and concisely to the general public. We use plain language while balancing the need to be precise with technical and complex information.
- Respectful: We foster authentic, civil dialogue and appreciate diverse views.
- Meaningful: We engage the public in a way that is genuine, appropriate, practical and well-planned to achieve the goal.
- Accountable: We communicate the results of the process to those involved and fulfill our commitments.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on July 12, 2012.

Linda Avery
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: