



# City of Carson Report to Mayor and City Council

January 18, 2011  
New Business Discussion

**SUBJECT: CONSIDERATION OF THE ESTABLISHMENT OF A CIVIC ENGAGEMENT  
ADVISORY BOARD**

Submitted by Clifford W. Graves  
Interim City Manager

Approved by Clifford W. Graves  
Interim City Manager

## **I. SUMMARY**

This item is on the agenda at the request of Mayor Dear.

Tonight the City Council is asked to consider the establishment of a Civic Engagement Advisory Board. Attached is proposal of the mission, goals and objectives the board would be tasked with accomplishing (Exhibit No. 1).

## **II. RECOMMENDATION**

CONSIDER and PROVIDE direction.

## **III. ALTERNATIVES**

1. CONTINUE this discussion to a meeting in March 2011, when all commission, committee and board members are appointed and/or reappointed.
2. ESTABLISH the board and DESIGNATE the board to work in conjunction with one of the already established city commissions.
3. TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

The concept of establishing such a board originally came from a number of faculty and staff members at California State University Dominguez Hills. Other citizens involved are Rose Ibanez, Paz Velasquez and Rosita Mendoza. Some of the preliminary goals and objectives submitted include:

### Goals and Objectives:

- Collaborative approach among the government, institutions, and communities to work together
- Bring diverse cultures together to create inter-ethnic understanding
- Share resources and plan collaboratively on projects, programs and service activities
- Promote and centralize charitable events and services
- Discuss community issues and work with others in the community to solve problems
- Ultimately work towards making Carson a model city

Tasks:

- Assist in disseminating information and resources
- Promote multi-cultural diversity
- Build solidarity among the citizens in our community through civic and public involvement

**V. FISCAL IMPACT**

Funding for establishing another board will depend on the action of the City Council. The individuals proposing this idea have asked for city staff support and access to city resources.

**VI. EXHIBITS**

1. Civic Engagement Board Proposal. (pgs. 3-11)

Document4

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TO:Rev010511

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development Services	Public Services

**Action taken by City Council**

Date \_\_\_\_\_ Action \_\_\_\_\_

\_\_\_\_\_



**Proposal**  
**Civic Engagement Advisory**

**Presenters:**  
**Rose Ibanez, MPA**  
**Paz Velasquez**  
**Rosita Mendoza, PhD**



# Agenda

- Rationale
- Mission Statement & Objectives
- Proposed Approaches
- Team Structure
- Plans, Programs and Activities
- Proposed Composition of the Commission
- Open Forum



# RATIONALE

- **Current Challenge:** Existing gaps and problems : community roles and responsibilities.
  - Collaborative approach among the government, other institutions, and communities in achieving social change.
  - Citizens, City entities, educational institutions, and profit and non-profit organizations need a venue for
    - diverse cultures to come together to create interethnic understanding
    - sharing resources and collaboratively planning projects, programs and service activities
    - Promoting and centralizing charitable campaigns
- **Proposed Solution:** City of Carson to create a “Civic Engagement Advisory” to assist and help drive resources to address concerns and promote multi-cultural diversity and solidarity among the people in the community through involvement in both civic and public political affairs.



# Mission Statement & Objectives

## **Mission:**

The commission is committed to enforce and sustain the citizens' need to remain informed about the concerns of their community and to encourage and create a sense of pride and responsibility towards the community which will enhance a genuine community development.

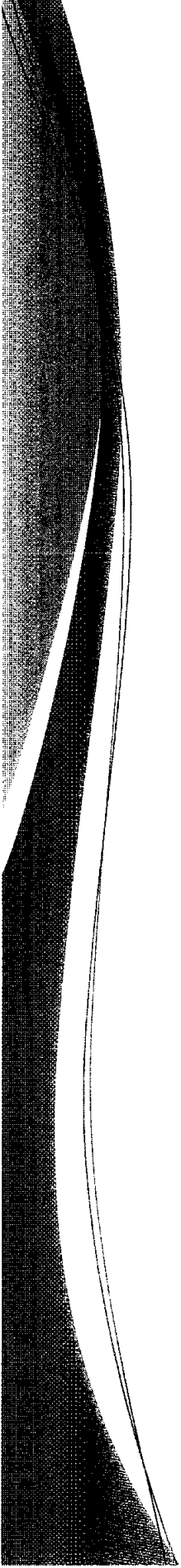
## **Objectives:**

- To foster the relationship between the city and the community ;
- To build interdependence and community connectedness and to encourage community participation in neighborhood associations, civic clubs, and other membership organizations; and
- To encourage active citizen participation in city and community governance.

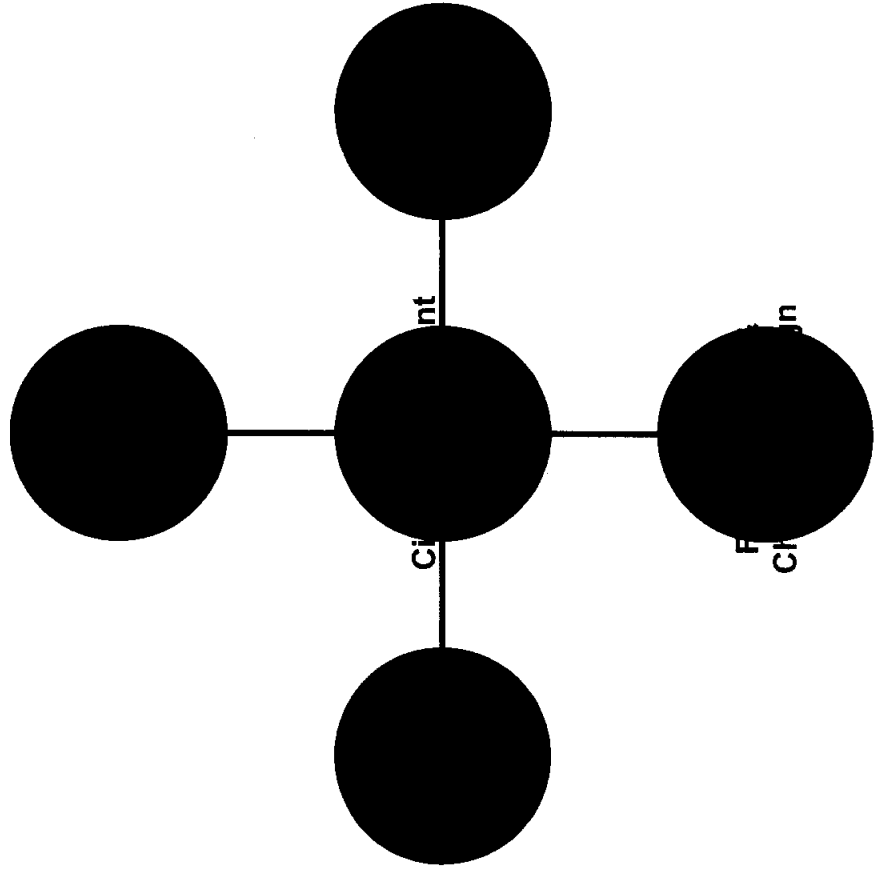



# Proposed Approaches

- Participatory
  - Grassroots Approach = creating a network of concerned citizens willing to work with the city government, community agencies, and members of the Carson community to assist in identifying the needs interests and concerns of the community.
- Developing partnership/networking that would create and strengthen community development through civic engagement
- Sharing of Resources
  - To encourage community members, organizations, businesses, and educational institutions to work together to identify and share resources. (i.e.: tangible/intangible)



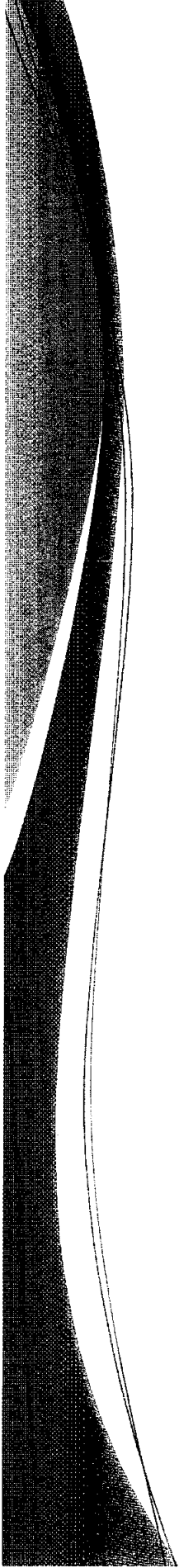
# Team Structure





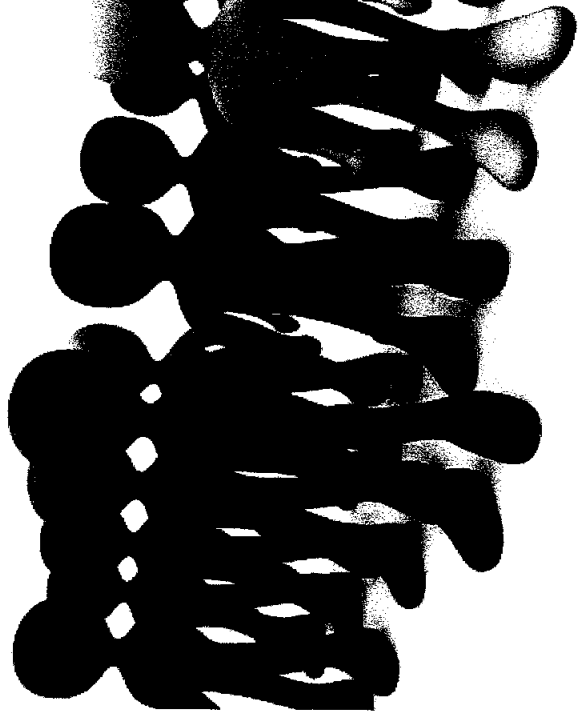
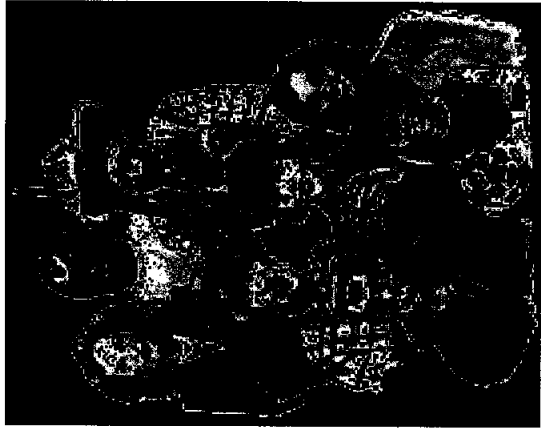
# Sample Proposal of resources and plan projects, programs and activities

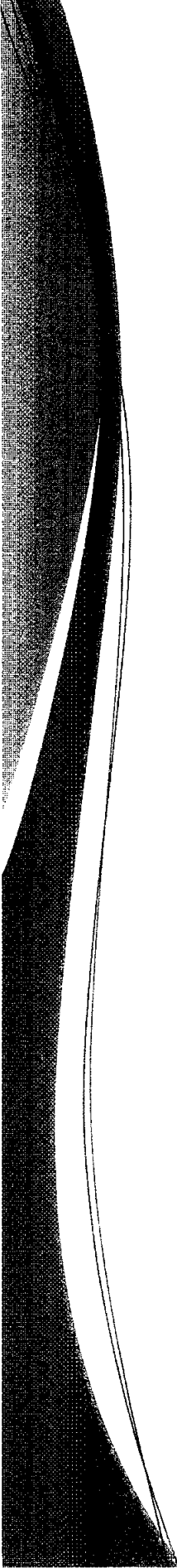
- **Multi-Cultural:**
  - Unity day/ various days celebrating the diverse ethnicity that make up the Carson community with specific days designated to celebrate the various individual cultures.
- **Educational:**
  - partnership with the surrounding community colleges and universities.
- **Service:**
  - Creating a sense of community /cultural service especially for the youth
  - The commission will lead fundraising and charitable drives and activities for the betterment of the community through the direction of the city council.
- **Resource Generation and Charitable Campaigns:**
  - hold events to help fund the various projects developed by the Commission.



# Why are you here?

- We need your support for the “Civic Engagement Advisory” to be created and approved by the members of the council.





# Open Forum

- Please provide insights, concerns, and comments.

