Taking Action on Inclusive Public Engagement: Emergency Response Connectors
Intros
Session Objectives

Understand the City of Boulder’s approach to inclusive public engagement that focuses on removing barriers and building trust.

Experience a case study of how engagement programs were innovated and redesigned to embody this approach during the COVID-19 pandemic.

Draft a plan to take action in your own community, in your own sphere of influence, in response to COVID-19 as well as in preparation for future disasters.
Our Agenda

- Welcome and Intros
- Inclusive Engagement Context
- Community Connectors and Better Together
- EOC, ESF 23, and COVID-19
- Emergency Response Connectors Program
- Emergency Response Connectors Perspective
- Questions and Action-planning
City of Boulder, Colorado

- Population: 107,100 (2019)
- 45K-60K in-commuters daily
- 27.8 City square miles
- 71 Open Space square miles
- 15 creeks
City of Boulder, Colorado

Demographics (2019):

- 79% White; 10% Latino; 6% Asian; 1% Black or African American; 4% two or more races
- Median single-family home value: $875,000
- 2015 County Median income (White): $75,802
- 2015 County Median income (Latino): $46,388
- 21% individuals in poverty
- Five manufactured home communities with more than 1,300 total homes
- More than 3,000 people served by Boulder Housing Partners, the local housing authority
Boulder County and COVID-19

Stats as of 7/29 at 3:00 pm

- 1,839 total positive cases
- 74 deceased
- 13 (average) new daily cases
- Current public health orders:
  - "Safer-at-Home and in the Vast, Great Outdoors"
  - Statewide mask order (July 16)
  - City and County mask orders (City – April 29)
  - Most city staff started working from home March 13; returning in phases
Inclusive and Meaningful Public Engagement
Community Connectors

Community Connectors are trusted voices within their own neighborhoods and help to strengthen the relationship between communities and city government.
Better Together and the Volunteer Cooperative

- Community Resilience training developed in 2017
  - Focus on individual, family, neighborhood, and community preparedness

In 2018, City of Boulder’s Volunteer Cooperative envisioned the Emergency Response Connectors as a potential model
ESF 23

- Emergency Services Function 23 (ESF 23) is part of the City of Boulder and Boulder County Emergency Operations Center.
- ESF 23 is a new ESF group after gaps were identified in the two-way flow of information during the 2013 flood.
- ESF 23 creates space to listen to community members to learn what they are experiencing and identify needs.
- ESF 23 is also committed to connecting less-connected populations to emergency information.
Emergency Response Connectors Program

Emergency Response Connectors are trusted voices within their own neighborhoods and help to strengthen the bridge between communities and city government.

Prioritizing their own health and the health of community members by strictly following public health guidelines, ERCs are able to effectively:

- co-design outreach strategies and share accurate COVID public health information
- educate about community resources
- surface and center any issues or ideas that community members experience

Volunteer and stipend-based roles – we're all in this together.
REMEMBER

importance: Stay Home

- Buy groceries once per week or less
- Wear a mask when out in public
- Go to the doctor or pharmacy
- Go to an essential job
- Act as a caretaker for loved ones
- Outdoor exercise 6 feet apart

DON'T GATHER IN GROUPS

Find out more at bouldercolorado.gov/coronavirus

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RECUERDA

importance: Quédate en casa

- Comprar comestibles 1 vez por semana
- Use una mascarilla cuando salga en público
- Ir al médico o farmacia
- Elijas libremente al aire libre
- Sal de casa únicamente para lo que es esencial

NO TE JUNTE EN GRUPOS

Obtenga más información en bouldercolorado.gov/coronavirus

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दरमा बस्नुहोस्

दर्दाना समान इत्यादः १ पत्नी माता वा कैन देखनुको लागेको हो।
- बाहर वा पाकस्तानेको माजी काम कर्त्यो खोजेको लागेको हो।
- पर छोड्नुहोस् नामुद्

समुहमा जम्मा नहनुहोस्।

पर जानकारीका लागी bouldercolorado.gov/coronavirus मा जानुहोस्।
We Are Stronger Together
Please, Be Kind

We take care of each other.
We wear face coverings and practice physical distancing to protect others.
We don’t yell at or confront those who behave differently than we do. Because we know we’re stronger together, even when apart.

Juntos somos más fuertes, guardemos respeto

Cuidamos unos de otros.
Usamos una cubierta facial y respetamos el distanciamiento físico para proteger a los demás.
No gritamos ni confrontamos a aquellos que se comportan diferente porque sabemos que juntos somos más fuertes, aun estando apartados.

एकसाथ हामीहरु अझ बलियो हुन्छ।
कृपया, दयालु बस्नेश्वर

हामी एक-अर्को खायार राखिँ।
अरुलाई बचाउनुप्रेरणा गामी खामी मेकाट हल्नाउँछ।
खामीहरूले फरक बन्दै देखाउनुहुन्छ।
हामी गामी नापैरी अथरा खिड्डा खोदिँ।
किनौं हामीहरू भाषा छ कि दुरूसँ दिक्को हिसाबले राखा भएका पनि एकसाम्य हामीहरु अझ बलियो हुन्छ।
David Ensign – Volunteer ERC
Local Involvement and Activism

- LGBTQ work-place equity and advancement of issues at the local and national level
- Non-profits that focus on social justice
- Commentary in the local newspaper (Boulder Daily Camera)
- City of Boulder Planning Board
- Neighborhood outreach

The nine most terrifying words in the English language are: I’m from the Government, and I’m here to help.
Volunteering for the City of Boulder

- Neighborhood Creek Cleanup for over 15 years
- Supported by Boulder Parks and Rec and Communications and Engagement departments
- Email list of 80 neighbors
Experience with Emergency Response Connectors (ERC) Program

- Dozens of committed neighborhood reps staying informed and helping to their community
- Needs vary dramatically between different neighborhoods
- Issues around risk factors, mask usage, and testing have been of the most interest in my neighborhood
- Trust in government and community leaders
Ana Karina Casas Ibarra, ERC

- Background in immigrant rights activism
- El Centro AMISTAD – Promotora de Salud program addressing health disparities for Latino community
- Connect with Spanish-speaking and Latino community members in my neighborhood
- ERC allows us to learn needs of community and share resources among ERCs
- Address need for masks and women with COVID-related job loss
- Stipend is essential – our community is focused on surviving
Claudia Sánchez, BHP ERC

- Mother of three, immigrant, Boulder community member for 22 years
- Glen Willow Boulder Housing Partners (BHP) community
- Neighbors have been responsive, shared issues such as need for masks, and have offered to help ERC efforts
- Witnessed more trust and relationship with the city because of ERC program
Next Steps

tinyurl.com/BoulderERCsTLG

- Emergency Response Connector guidance
- Session materials
- Action Planning
Questions
Thank you!

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