

A Study on the Integration of Community Planning and Governance in the "Three Professionals into Communities" Project by Chongqing Design Institute

Peiyuzhu Zhao

College of State Governance, Southwest University, Chongqing, China

Abstract: This paper examines the integration of community planning and governance in the "Three Professionals into Communities" project implemented by Chongqing Design Institute. In the context of the new era, social governance emphasizes collaborative construction, participation, and shared benefits, while urban renewal promotes the integration of community planning and governance. The paper discusses the sociological principles that should be followed in the practice of "Three Professionals into Communities," including targeting the daily life community, shifting towards relationalism, and advancing community emotional governance. Additionally, it proposes pathways for integrated development, encompassing mechanism construction, action frameworks, and interdisciplinary actions. Furthermore, institutional policy suggestions are provided to facilitate integration, such as establishing and improving integration mechanisms, strengthening platform and team development, and integrating policy resources. This study aims to promote deep integration between community planning and governance, thereby achieving sustainable community development and enhancing resident satisfaction

Keywords: Three Professionals into Communities; Community Planning and Governance; Integrated Development

1. Background

1.1 Fundamental Requirements of Social Governance in the New Era

The 19th and 20th National Congresses of the Communist Party of China both emphasized the pattern and goal of social governance that emphasizes co-construction, co-governance, and sharing. To this end, social governance in the new era should promote the concept of co-construction, co-governance, and sharing, stimulating the enthusiasm and sense of responsibility of various entities. On the other hand, it should facilitate collaboration among diverse entities, including governments, social organizations, enterprises and institutions, and residents, to enhance communication and jointly formulate and implement policies. Meanwhile, it aims to achieve comprehensive social governance covering the entire process and all regions, from the source to the terminal, providing comprehensive management and services. Lastly, it should also strengthen innovation to adapt to social changes, enhance the scientific, effective, and targeted nature of governance, strengthen the rule of law and fairness, govern in accordance with the law, protect rights and interests, and maintain social harmony and stability. Implementing these requirements necessitates government leadership, participation of social organizations, and conscious fulfillment of responsibilities by citizens, fostering a virtuous cycle of social governance and stable social development through co-construction, co-governance, and sharing.

1.2 Integration of Community Planning and Governance Driven by Urban Renewal

In the context of urban renewal and development, the integration of community planning and governance has become increasingly important. Early efforts focused on improving the physical environment, but now they encompass economic, social, and cultural aspects. Western countries emphasize community values, resident participation, and inclusive renewal. China faces issues such as urban villages and old residential areas, and the Ministry of Housing and Urban-Rural Development's "Urban Dual Cultivation" (urban repair and renewal) initiative involves community governance. The Fifth Plenary Session of the 19th Central Committee proposed the "urban renewal action," elevating it to a national strategy. In this context, urban renewal has become an innovative governance measure, promoting the integration of community planning and governance.

1.3 The Sociological Turn in Urban Planning

Modern urban planning in Western countries emerged to address the issues of the industrial revolution[1]. Early planning was based on instrumental rationality, emphasizing functionality and economics while neglecting aesthetic design. In the 1960s and 1970s, the planning community shifted its focus to social issues, marking the beginning of the integration of community planning and governance. Influenced by concepts such as "people-oriented" development, urban planning in China now emphasizes humanistic care, considering social needs and their impact on various aspects of life. The practice of "Three Professionals into Communities" exemplifies this sociological turn in urban planning.

2. Sociological Principles for the Integration of Community Planning and Governance in the Practice of "Three Professionals into Communities"

The sociological stance of urban planning, including community planning, requires us to cultivate a sociological consciousness, possess sociological insight, and apply sociological methods in our work. Specifically, in the practice of "Three Professionals into Communities", to achieve the integrated development of community planning and governance, the following principles should be adhered to: 1. Aim for a Community of Daily Life: The integration of community planning and governance should strive to create a harmonious and livable community where residents can enjoy their daily lives together. 2. Shift from Individualism and Holism to Relationalism[2]: Instead of focusing solely on individual interests or the overall structure, the integration should emphasize the relationships and interactions among individuals and groups within the community[3]. 3. Engage Hearts and Move People with Emotion, Promoting Emotional Governance in the Community: By understanding and addressing the emotional needs of residents, the integration can foster a sense of belonging and emotional connection among them, thereby enhancing community cohesion and satisfaction. In summary, the integrated development of community planning and governance requires aiming for a community of daily life, shifting from methodological individualism and holism to relationalism, and engaging hearts and moving people with emotion to promote emotional governance in the community. These principles will contribute to achieving sustainable community development and enhancing resident satisfaction[4].

3. Paths for the Integration of Community Planning and Governance in the Practice of "Three Professionals into Communities"

3.1 Mechanism Construction for the Integration of Community Planning and Governance in the Practice of "Three Professionals into Communities"

Since the reform and opening up, the rapid economic and social development in China has brought challenges to community governance, mainly manifested as fragmented governance and low resident participation. To address these issues, it is necessary to innovate community governance from a holistic perspective, clarifying the leading entity, governance objectives, and collaboration methods among multiple entities. The key lies in party-building leadership, therefore, the practice of "Three Professionals into Communities" needs to integrate the party-building leadership mechanism. Specific measures include: 1. Strengthening party-building as the center of governance, with the three professionals reporting to community party organizations; 2. Actively integrating into the community governance system, implementing paired assistance and regional party-building; 3. Utilizing the community governance platform to promote integration, thereby incorporating the "Five Social Entities Collaboration" and grid governance system, and collaborating with multiple entities to drive the integrated development of community planning and governance.

3.2 Action Framework for the Integrated Development of Community Planning and Governance

3.2.1 Role Definition and Action Guidelines for the Three Professionals in the Integrated Development of Community Planning and Governance

(1) Role Definition of the Three Professionals

In the practice of "Three Professionals into Communities," the role that the three professionals should play is crucial for the smooth progress of their work and the achievement of their goals. From the perspective of community governance, the overall role of the three professionals is as an important entity among the multiple subjects of community governance, serving as a vital professional force in participating in grassroots community governance and assisting in the creation of high-quality living communities. Specifically, the three professionals should play the following key roles: ① Professional service providers. This is the primary role of the three professionals. They should leverage their professional knowledge and skills to provide expert guidance and technical services for old community renovation and urban renewal projects. ② Volunteers. The three professionals should serve as volunteers for community planning and governance, acting on the principle of voluntarily serving the community's public interests without seeking financial rewards. ③ Managers. The three professionals need to oversee the overall planning, coordination, and monitoring of projects to ensure their smooth implementation. ④ Relationship coordinators. The three professionals need to communicate and coordinate with various entities such as street community departments, community residents, community organizations, property companies, and local enterprises and institutions to facilitate the smooth progress of work. ⑤ Resource integrators. When conducting community planning and services, the three professionals should be adept at identifying, linking, and integrating various forms of resources, including talent, funding, facilities, and supportive policies, to promote the progress of work. ⑥ Policy advocates. In the practice of "Three Professionals into Communities," the three professionals should actively provide suggestions and opinions to relevant government departments on common issues related to community planning and governance identified in their work, promoting the formulation, revision, and improvement of relevant policies. ⑦ Researchers. As professional technicians, the three professionals are not only professional practitioners but also professional researchers. Therefore, they should be adept at reflecting on their professional practice theoretically, elevating the rich materials obtained from practice from the empirical level to the theoretical level, thereby refining and developing professional knowledge and theory, and providing better theoretical guidance for subsequent professional

practice.

(2) Action Guidelines

The three professionals entering the community to carry out work must follow the following action guidelines: First, professional autonomy. As professionals, the three should proactively take social intervention actions to provide professional services to people. They should ensure professional autonomy and focus their energy on service orientation, service effectiveness, and professional development to provide higher-quality services. Second, localization. The three professionals and the professional services they provide should be accepted by the community and sustainably developed after being introduced to a specific community. This includes reducing the distance between the three professionals and community residents and other community entities, bringing workplaces closer to service objects, ensuring that community residents understand and accept the professional knowledge of the three professionals' work, and meeting the needs of community residents. Third, integrated planning and governance. The three professionals should be adept at organically combining community planning and community governance to achieve integrated development. They should deeply understand the concepts, logic, and goal aspirations of community governance, comprehensively consider the interests of relevant participants throughout the entire process from the perspective of public interest, and expand innovative paths and areas of community governance. Fourth, precise service. The three professionals should conduct thorough and detailed investigations and research to accurately identify the true needs of community residents, classify these needs, and provide targeted supplies for different types of needs. At the same time, they should strengthen interactions with multiple entities such as street community departments, community residents, and community social organizations to identify service targets accurately. Fifth, regular and sustainable service. The three professionals should have a relatively fixed service period and content when serving the community and dynamically adjust service provision based on changes in community needs. They can consider permanently residing in the community, engaging in long-term cooperation with the community, cultivating active participation of community residents, and continuing relevant services to achieve regular and sustainable service.

3.2.2 Interdisciplinary Actions for the Integrated Development of Community Planning and Governance

The integrated development of community planning and governance requires interdisciplinary actions. The following suggestions are made: First, establish an interdisciplinary alliance or team for "Three Professionals into Communities": Based on the three-professional platform at the municipal housing and urban-rural development commission level, expand the interdisciplinary alliance to attract more professionals from various disciplines to participate in community work. At the same time, within the served communities, the three professionals can form their own interdisciplinary teams. Second, flexibly form interdisciplinary teams based on project content, objectives, and aspirations to facilitate work progress. The expertise of professionals from different disciplines can complement each other, providing comprehensive resource support. Third, strengthen dialogue and exchange with professionals from other disciplines, learning from each other through forums, business training, workshops, and other forms. The three professionals can also participate in academic conferences and business training related to other relevant professions to expand their professional structure and enrich their theoretical knowledge and practical skills. Fourth, encourage the three professionals to take professional qualification certification exams for professions closely

related to community governance, such as social workers and psychological consultants. This can enhance their professional competence and provide more professional support for community work. Fifth, establish an interdisciplinary resource and information-sharing platform to facilitate communication and cooperation among different professions. This can promote knowledge exchange and drive the integrated development of community planning and governance. Through these interdisciplinary actions, community planning and governance can receive more comprehensive and in-depth support, promoting sustainable community development and good social governance.

3.2.3 Action Content System for the Integrated Development of Community Planning and Governance

The three professionals entering the community to carry out integrated development actions for community planning and governance should establish key content areas for action based on a comprehensive investigation and research of the served community, combined with the actual situation of the community and the true needs of residents, and through extensive consultation. The action content system for the integration of community planning and governance mainly includes ten aspects (see Table 1).

Table 1: Action Content System for the Integrated Development of Community Planning and Governance.

| Action Category | Specific Content and Format |
|---|--|
| (I) Community Industries and Residents' Livelihoods | Assess the current status of community industries, tap into geographical advantages, cultivate characteristic industries, enrich their forms, and extend the industry chain. Meanwhile, conduct surveys on residents' livelihoods, excavate their potential, and integrate with industry development through skills training, policy guidance, market matching, etc., to enhance residents' sustainable livelihood capabilities. |
| (II) Community Life Services | Cover diverse service items including convenience services (e.g., shoe repair, knife sharpening), household services (e.g., babysitting, moving), medical care, health lectures, psychological counseling, childcare, elderly comfort, end-of-life care, services for the disabled, and anti-domestic violence interventions. |
| (III) Community Culture | Foster community cohesion and enhance community awareness through various cultural activities. Key points include: first, inheriting and protecting community culture, tapping into historical resources, and promoting community identity; second, organizing rich public cultural activities such as festivals, cultural and sports events, daily entertainment, etc., to create fixed cultural brand projects. |
| (IV) Community Relations | Addressing the current state of stranger societies, enhance residents' understanding and interaction through activities such as "Community Neighborhood Festivals", building interactions, door-to-door acquaintances, parent-child games, etc., to promote neighborhood harmony and jointly build a beautiful home. |
| (V) Community Education | Advocate lifelong learning and carry out education in multiple fields such as citizenship, legal systems, ethics, and morals, through formats like Sunday schools, special lectures, and extracurricular schools, to enhance residents' overall qualities. |
| (VI) Community Corrections | Provide correction assistance, psychological counseling, skills training, and other services for correction targets, assistance targets, and marginalized youth, to prevent crime and stabilize order. This includes crime prevention, correction, victim services, drug rehabilitation, petition handling, and mental health services. |

| | |
|--|--|
| (VII) Community Environmental Protection | Conduct diverse activities themed around environmental protection, environmental remediation, waste classification, etc., promote environmental knowledge, and advocate green living, such as environmental protection classes, promotion of energy-saving products, and green schools. |
| (VIII) Community Public Welfare | Carry out public welfare activities such as reemployment for unemployed women, educational assistance, orphan support, etc., to cultivate residents' sense of social responsibility. At the same time, promote public welfare reading and a points system to encourage resident participation. |
| (IX) Community Public Relations | Promote resource integration and sharing among communities, implement themed action plans, strengthen public relations propaganda, build brand communities, and enhance their image. This includes community alliances, sister communities, and social events. |
| (X) Smart Community Construction | Utilize internet platforms and technologies to integrate resources and carry out online services, education, training, consultation, and other activities, realizing smart elderly care, home services, and cultural entertainment, enriching the forms of community activities. |

3.3 Institutional and Policy Recommendations for Promoting the Integration of Community Planning and Governance

Establish and Improve Integration Mechanisms and Institutional Policies. Firstly, focus on refining the integration mechanism, drawing on the practices of Shanghai, to establish and perfect the integration mechanism between community planning and governance. This includes a targeted pairing mechanism, a supply-demand matching mechanism, a communication and consultation mechanism, and a mutual empowerment and enhancement mechanism. Ensure that each sub-district or town is paired with at least 1-3 professionals (planners, architects, and engineers), and gradually develop towards equipping each community with one "Professional". Collect opinions through community platforms to form a demand list and achieve precise supply-demand matching. Regularly hold consultation meetings to address challenges in project implementation, and use community education platforms to disseminate professional knowledge, fostering two-way interaction and mutual improvement between the "Three Professionals" and community residents. Secondly, promote the optimization of institutional policies, improving the system that integrates the "Three Professionals" into the grassroots social governance structure and system. Clarify their role, responsibilities, and authority in community planning and governance, reinforcing their status as "independent third parties". Grant the "Three Professionals" independent discourse power through institutional policies, clarify their interface, consultation, and accountability mechanisms with communities, and enable them to play a greater role in stimulating and integrating social forces and improving grassroots consultation mechanisms.

Strengthen Platform and Team Building. On the one hand, strengthen the construction of both online and offline platforms for the integration of community planning and governance. In conjunction with smart community development, improve the "unified management network" platform to achieve cross-departmental, cross-entity, and cross-professional collaboration and data sharing. At the same time, utilize online channels such as community WeChat public accounts and offline facilities like community planner studios and resident council chambers to achieve online-offline integration, enhancing the flatness of the governance structure and the precision of

hierarchical transmission. On the other hand, improve the institutional policies for building the "Three Professionals" team, constructing a multi-level team hierarchy and expanding the scope of the "Three Professionals" to include diverse talent. Establish a multi-level selection and training mechanism for the "Three Professionals" team, cultivating local residents, activists, or community-based social workers as micro-community planners. Implement a full-time responsible "Three Professionals" system to encourage them to deeply engage in the community and provide stable and in-depth services.

Integrate Policy Resources and Promote Legislation and Financial Support. Strive to further integrate, coordinate, and unify relevant institutional policies across multiple departments to effectively promote the integrated development of community planning and governance. Address issues of fragmented management and improve policy implementation efficiency. Actively promote legislation related to community planning and governance, integrating, coordinating, and revising existing laws and regulations to reflect the integrated development of community planning and governance. At the same time, accelerate the legislative process of related laws such as the "Community Governance Law" and the "Urban Renewal Law", drawing on the successful experiences of other cities. Establish a special fund for community governance development to leverage social funds to support the integrated development of community planning and governance. Cultivate and develop self-organizing entities such as community foundations, integrate and activate various social funds, and improve fund management and oversight mechanisms. Drawing on Shanghai's "Guidelines for Participatory Community Planning", formulate the "Guidelines for the Integrated Development Action of 'Three Professionals' Entering Communities to Participate in Community Planning and Governance in Chongqing", clarifying guiding ideologies, action principles, goals, content systems, guidance details, and assessment and evaluation mechanisms to provide specific guidance for the "Three Professionals" entering communities.

4.Review and Prospects

This paper conducts an in-depth study on the integration of community planning and community governance in the "Three Masters Enter the Community" project of Chongqing Design Institute, and draws a series of conclusions with practical guiding significance.

Firstly, this paper clarifies the fundamental requirements of social governance in the new era and the important role of urban renewal in promoting the integration of community planning and governance. In the new era, social governance emphasizes co-construction, co-governance, and shared benefits, requiring the enthusiasm and responsibility of all parties to be stimulated and realizing collaborative governance among multiple entities. Urban renewal, meanwhile, is not merely about improving the physical environment but also covers economic, social, and cultural aspects, promoting the integration of community planning and governance. This background provides an important practical and theoretical foundation for the "Three Masters Enter the Community" project.

Secondly, this paper discusses the sociological principles that should be followed in the practice of the "Three Masters Enter the Community" project, including aiming at daily life communities, shifting to relationalism, and promoting community emotional governance. These principles contribute to the integrated development of community planning and governance, enhancing the sustainable development capacity of communities and residents' satisfaction. Additionally, this paper also proposes paths for integrated development, including mechanism construction, action frameworks, and interdisciplinary actions. Measures such as strengthening party building leadership,

clarifying the role orientation and action guidelines for the three masters, and forming interdisciplinary teams can effectively promote the integrated development of community planning and governance.

Furthermore, this paper puts forward specific suggestions for promoting integration from the institutional policy level. Measures such as establishing and improving integration mechanisms and institutional policies, strengthening platform construction and team building, integrating policy resources, and promoting legislation and financial support can provide strong support for the smooth implementation of the "Three Masters Enter the Community" project. These suggestions not only help to improve the level of integrated development of community planning and governance but also provide useful references for other similar projects.

However, this study also has certain limitations. Firstly, the research object of this paper is limited to the "Three Professionals into Communities" project of Chongqing Design Institute, which may not fully represent similar projects in other regions. Therefore, future research can further expand the research objects and scope to improve the universality and accuracy of the research. Secondly, there may be some subjectivity and one-sidedness in data collection and analysis in this paper. In future research, more objective and scientific methods can be adopted for data collection and analysis to improve the credibility and validity of the research.

Looking forward, the "Three Masters Enter the Community" project still has great potential for development in the integration of community planning and governance. With the continuous innovation of social governance concepts and the accumulation of practical experience, we can expect more innovative models and effective paths to be discovered and applied. At the same time, multiple entities such as governments, social organizations, enterprises and institutions, and residents should strengthen communication and collaboration to jointly promote the deep integrated development of community planning and governance. Only in this way can we achieve sustainable community development and continuous improvement of residents' satisfaction.

References

- [1] Hibbard, M., & Frank, K. (2020). The Efficiency/Community Duality in the Emergence of Planning: Cases in Rural Regional Development. *Journal of Planning History*, 1(1), 49-68.
- [2] Quadrio, P. A. (2012). Hegel's Relational Organicism. *Critical Horizons*, 3(3), 317-336.
- [3] Allen, P., & Cutts, D. (2017). Aspirant candidate behaviour and progressive political ambition. *Research & Politics*, 1(1), Article 205316801769144.
- [4] Jin, E., Lee, W., & Kim, D. (2018). Does Resident Participation in an Urban Regeneration Project Improve Neighborhood Satisfaction? A Case Study of "Amichojang" in Busan, South Korea. *Sustainability*, 10(10), 3755.