Gaps Analysis & Engagement Study

Summary and Recommendations







Agenda

1) Background

2) Purpose & Approach

3) What We Learned

4) Next Steps









Council Consideration

 Receive this report and provide input on prioritization of implementation steps





Centering Equity in our Approach to Engagement

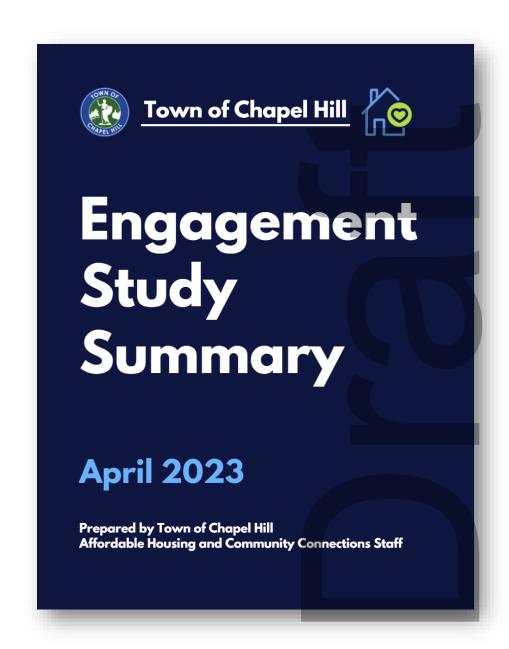
- Alignment with Council Goals & One Orange Racial Equity Framework
- Supports success of Complete Community implementation
- Strategy outlined in our Community Connections Equitable Engagement Framework





Purpose of the Study

- 1. Identify populations not engaged
- 2. Deepen our understanding of the reasons for lack of engagement
- 3. Develop recommendations for new equitable community engagement approaches



Three Phases of the Study

1 Community Partners

2 Internal Analysis

3 Community Conversations



Community Partners

19

Community Partner Survey Responses

9

Community Partner Interviews

Shared Perspective on:

- Communities Engaged
- Engagement Barriers
- Successful Equitable Engagement Ideas



Internal Analysis

100%

Town
Department
Participation in
Interviews & Survey

Shared Perspective on:

- Communities Engaged
- Engagement Barriers
- Successful Equitable Engagement Ideas

Community Conversations

7

5

Community Facilitators

Languages

9

169

Community Conversations Residents
Participated in
Community
Conversations

Residents from Under-Engaged Populations Shared:

 Feedback on their experience engaging with the Town

Reasons for not engaging

 Ideas for how the Town should do engagement differently

*Facilitators & participants compensated for their expertise















Under-Engaged Populations

- 1. Black or African American residents
- 2. Immigrant & Refugee residents
- 3. Low-income residents
 - Seniors on a fixed income
 - Public housing residents
 - Manufactured home communities
- 4. Students & Young Adults
- 5. Renters



Engagement Themes



Trust & Accountability



Communication



Inclusivity



What We Heard:

- Leadership Interactions
- Institutional Systemic
 Disenfranchisement
- Purpose of Engagement
- Relevance

Recommendations:

- Expand compensated engagement
- Meet People Where They Are
- Set Clear Expectations
- Improve Follow Through



Communication

What we heard:

- Diverse Preferences
- Reliance on Community Partners
- Lack of Awareness of Services
- Literacy Barriers
- Language Access

Recommendations:

- Know the target audience & tailor communications
- Continue & expand language access
- Expand opportunities for face-to-face communications
- Develop a service guide
- Create a Town App
- Expand training & learning opportunities



What We Heard:

- Meeting Location and Schedule
- Layers of Barriers to Participation
- Renters and BIPOC residents feel particularly excluded

Recommendations:

- Alter the structure & schedule of Town meetings
- Expand existing incentives
- Jointly design programs & policies
- Intentionally focus on including renters and BIPOC populations
- Make representation more inclusive

Progress to Date on Next Steps

Completed:

- ✓ Incorporated implementation steps into work plan
- ✓ Met with departments to review results and feedback
- Reviewed paid engagement process and including in future projects
- ✓ Participated in Public Housing pop-ups
- ✓ Purchased technology tools to support engagement and outreach
- ✓ Updated Engagement Toolkit and templates
- ✓ Created Prototype of Engagement Demographic Summary
- ✓ Developed multi-lingual video content for several initiatives

In Progress:

- ✓ Piloting regular community office hours
- ✓ Piloting the use of WhatsApp as communications tool
- ✓ Townwide Language Incentive included in Manager's Recommended Budget
- ✓ Providing Language Access training employees
- ✓ Working with community partners to develop list of holidays and celebrations to recognize
- ✓ Conducting targeted outreach for Neighborhood Liaison program

And much more to come...



Thank You!

DR. IRMA MCCLAURIN
COMMUNITY PARTNERS
TOWN DEPARTMENTS &
LEADERSHIP

COMMUNITY FACILITATORS

- Kathy Atwater
- Betty Curry
- Deirdre Keenan
- Rubi Morales
- Katie Palmer
- Samuel Rushombo
- Hsar Paw Paw Wei





Council Consideration

 Receive this report and provide input on prioritization of implementation steps



