

Gaps Analysis & Engagement Study

Summary and Recommendations

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Town Council Work Session
May 17, 2023



Agenda

1) Background

2) Purpose & Approach

3) What We Learned

4) Next Steps



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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



COMPLETE
COMMUNITY
STRATEGY



Purpose & Approach

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



Purpose & Approach

Three Phases of the Study

1 Community Partners

2 Internal Analysis

3 Community Conversations

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Purpose & Approach

1 Community Partners

19

Community Partner
Survey Responses

9

Community Partner
Interviews



Shared Perspective on:

- Communities Engaged
- Engagement Barriers
- Successful Equitable Engagement Ideas

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2

Internal Analysis

100%

Town
Department
Participation in
Interviews & Survey

Shared Perspective on:

- Communities Engaged
- Engagement Barriers
- Successful Equitable Engagement Ideas

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3 Community Conversations

7

Community Facilitators

5

Languages

9

Community Conversations

169

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**



Purpose & Approach



Purpose & Approach

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**

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What We Learned

Engagement Themes



Trust & Accountability



Communication



Inclusivity

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What We Learned



Trust & Accountability

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

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What We Learned



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



Inclusivity

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



What We Learned

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...



Next Steps

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

Chapel Hill



Acknowledgements



Council Consideration

- Receive this report and provide input on prioritization of implementation steps

