Community Connections Strategy

Town Council Business Meeting April 17, 2019

Sarah Osmer Viñas, Assistant Director for Housing and Community Megan Peters, Community Connections Coordinator











Agenda

- Background
- Our New Approach
- Our Framework & Strategies

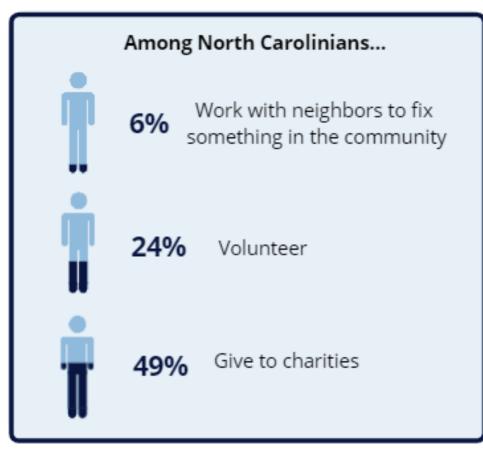


Town Council Consideration

Receive the report and provide input on the Community Connections Strategy



A connected and engaged community is important.



Source: Current Population Survey, September 2015: Volunteer Supplement





Advance Council's Goal to create a vibrant and inclusive community

 Create a vibrant and inclusive community by enriching the lives of those who work, live, and visit
Chapel Hill by building community and creating a place for everyone.



Our Process

- Reviewed national approaches
- Collaborated with key Town departments
- Shared strategy with key community partners







- Adopt and sustain a culture and practice of meaningful civic engagement and community partnership to achieve outcomes that reflect our community's concerns, aspirations, and values.
- Focus on engaging those who have been historically disengaged or disconnected from the Town with an emphasis on most impacted and historically marginalized populations.

Our New Approach



Our Guiding Principles

- Joint Design
- Transparency
- Reciprocity
- Compassion
- Equity



Community Connections Framework



Objective 1

Increase the diversity of residents engaged in Town processes and programs to fully reflect the composition of the community, with particular focus on engaging populations that have been historically disengaged or disconnected from the Town.



Result 1.1: The Town creates effective pathways for residents to learn about and engage in Town processes and programs.

- Conduct gaps analysis and complete Engagement Study
- Assess our current and existing engagement tools and techniques
- Pilot new approaches, rooted in the findings of the Engagement Study
- Develop a Community Engagement Tool Kit



Result 1.2: Town communications are accessible to Chapel Hill's diverse community.

- Explore implementation of new communications and marketing tools
- Develop and implement plain language guidelines for Town communications
- Create a Language Access Plan with a focus on language justice
- Train Town staff on Language Access Plan and plain language guidelines



Objective 2

Deepen the Town's connections

and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.



Result 2.1: The Town builds community partnerships and programs that prioritize the needs and interests of residents historically disengaged and disconnected from the Town.

- Determine who the Town is currently serving through existing programs and partnership
- Increase Town investment in community organizations and community organizing based on findings of Engagement Study and identified gaps
- Pilot new partnerships and programs



Result 2.2: The Town strengthens internal capacity and coordination to implement the Community Connections Strategy.

- Define roles and charter for the cross-departmental team
- Conduct internal analysis to identify gaps in Town capacity to carry out Strategy
- Develop a Community Engagement Tool Kit
- Build skills and understanding among Town employees of Strategy
- Develop cohort of multilingual and multicultural Town employees



Proposed Next Steps

- Incorporate input from Council
- Assemble Community Connections Team
- Build out work plan for Strategy implementation
- Plan and begin Gaps Analysis and Engagement Study



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	FY19	FY20				FY21				
Strategy	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	

Result 1.1. The Town creates effective pathways for residents to learn about and engage in Town processes and programs.

		_				_		
1.1a. Conduct Gaps Analysis & Engagement Study	•	•						
1.1b. Assess engagement tools				•				
1.1c. Pilot new approaches				+				
1.1d. Develop Community Engagement Tool Kit					х			
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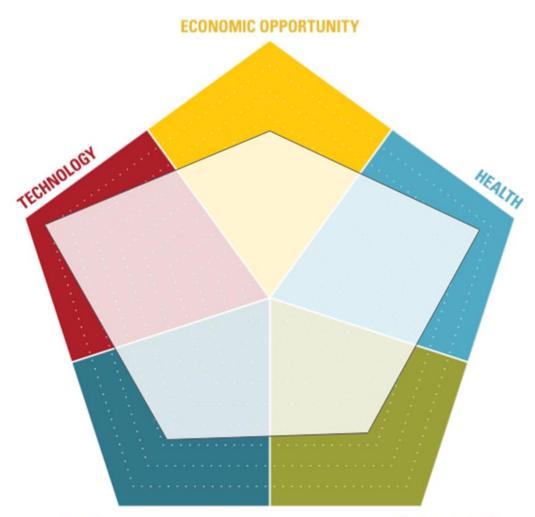
Result 1.2. Town communications are accessible to Chapel Hill's diverse community.

1.2a. Explore implementation of new communications and marketing tools	.						
1.2b. Develop and implement plain language guidelines					+		•
1.3c. Train Town staff on Language Access Plan and plain language guidelines			+				
1.4d. Create a Language Access Plan	+						

Result 2.1. The Town builds community partnerships and programs that prioritize the needs and interests of residents historically disengaged and disconnected from the Town.

2.1a.	Determine who the Town is currently serving			Х				Х		
2.2b.	Increase Town investment in community organizations and organizing					х				
2.3c.	Pilot new partnerships and programs			+						
Result 2.2. The Town strengthens internal capacity and coordination to implement the Community Connections Strategy.										
2.2a.	Define roles and charter for Community Connections team	Х								
2.2b.	Conduct internal analysis to identify gaps in Town capacity		+	•						
2.2c.	Develop Community Engagement Tool Kit					х				
2.2d.	Build skills and a shared understanding among employees of Strategy	+								
2.2e.	Further develop cohort of multilingual and multicultural employees	+								

Orange County Social Connectedness



CIVIC ENGAGEMENT RURAL-URBAN CONNECTION