



# Community Connections Strategy

## Town Council Business Meeting

### April 17, 2019

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RAAF



# Agenda

- Background
- Our New Approach
- Our Framework & Strategies



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# Town Council Consideration

- Receive the report and provide input on the Community Connections Strategy





# 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.



# A connected and engaged community is important.



Source: Current Population Survey, September 2015: Volunteer Supplement

# Our Process

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





# Community Connections Goal

- Adopt and sustain a culture and practice of meaningful civic engagement and community partnership in Chapel Hill 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.

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# Our New Approach

RACIAL EQUITY



HUMAN-CENTERED  
DESIGN



COMMUNITY  
ENGAGEMENT



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# Our Guiding Principles

- Joint Design
- Transparency
- Reciprocity
- Compassion
- Equity



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# Community Connections Framework

**COMMUNITY CONNECTIONS GOAL**



**OBJECTIVES**



**STRATEGIES**



**RESULTS**



**PERFORMANCE MEASURES**

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# 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.***

## **Strategies**

- 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

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

## **Strategies**

- 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

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# Objective 2

- **Deepen the Town's connections** and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.



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# ***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.***

## **Strategies**

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

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

## **Strategies**

- 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

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# 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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