

## **Community Connections Strategy**

### **Town Council Business Meeting April 10, 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









## 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.

## Our New Approach



## **Our Guiding Principles**

- Joint Design
- Transparency
- Reciprocity
- Compassion
- Equity



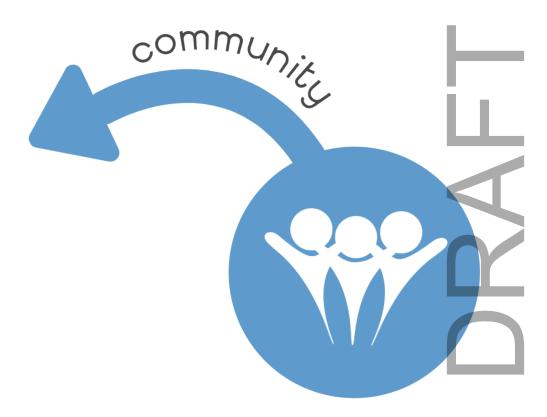
## **Community Connections Framework**

COMMUNITY CONNECTIONS GOAL **OBJECTIVES STRATEGIES RESULTS** PERFORMANCE MEASURES

P A P D

## **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 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



# 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









#### **Town Council Consideration**

Receive the report and provide input on the Community Connections Strategy









## **Community Connections Strategy**

### **Town Council Business Meeting April 10, 2019**

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









