

# TFOGS Committee Meeting

Project Update | September 17, 2020

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# Background

# Project Purpose

## Create a unified, equity-centered strategy for City engagement

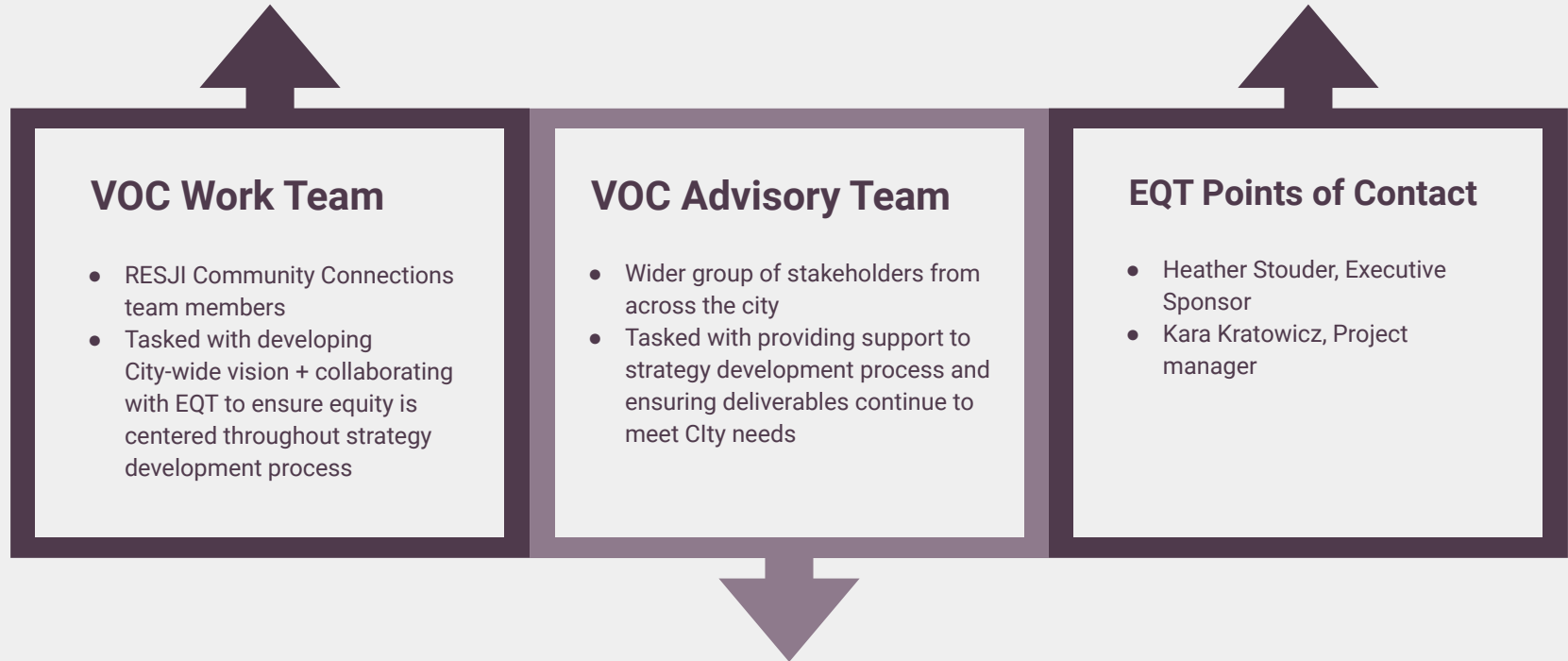
- *Which circumstances warrant a specific strategy?*
- *How do we ensure engagement is consistent across work units?*
- *How do we help the community understand the purpose and role of their engagement and how it will ultimately be used?*

## Elevate and leverage the City's current engagement efforts

# Project Timeline

FOCUS QUESTION: How can we develop a unified, equity-centered vision for city-wide engagement?				
Dec 2019 - Mar 2020	April - June 2020	June - Aug 2020	Sept - Oct 2020	Nov - Dec 2020
Internal Stakeholder Assessment	Committee Formation + Visioning	External Stakeholder Assessment	Strategy Development	Implementation Plan Development
<p>Document the City's community engagement strategies</p> <p>Assess and understand internal City engagement and identify themes</p>	<p>Develop VOC Work + Advisory Teams to assist with the development of a City vision for engagement based on the internal stakeholder assessment and through the framework of Imagine Madison</p>	<p>Assess and understand, an document external partner understanding of city engagement and identify themes to inform engagement plan</p>	<p>EQT will create an engagement plan centered on Imagine Madison that will include a holistic strategy for hearing from City residents</p>	<p>EQT by Design will propose a generalized pre-post engagement plan focused on the entire lifecycle of engagement</p>

# Project Stakeholders



**How can we create a cohesive, unified  
vision for City-wide engagement?**

**Focused Purpose**

# Survey Results

# Internal Stakeholder Assessment

How do internal City stakeholders **view, involve, and participate** with City engagement processes and practices? What's their **perspective?**

1. Communication
2. Culture of City
3. Cultural Competency
4. City Voice vs. Resident / Community Voice
5. Effective
6. Engagement
7. Expertise vs. Experience
8. Inform
9. Process / Transparency
10. RESJI Commitment



# External Stakeholder Assessment

Assess and document external  
partner understanding of City  
engagement

- VOC Work + Advisory teams identify stakeholders to contact (June)
- EQT gathers input using stakeholder survey + 1:1 calls (June - July)
- EQT develops themes to help inform vision for City engagement strategy (August)

# Survey Completion Overview

**82**

Stakeholder  
names provided

- External stakeholder list developed by VOC Work Team, VOC Advisory Committee, and EQT By Design

**79**

Usable emails

- 1 opt out
- 2 bouncebacks

**58**

Surveys opened  
by stakeholders

- **73% open rate**

**39**

**Total completed  
surveys**

- **49% response rate**
- All respondents answered all survey questions

**Question: How would you describe the community or communities you or your organization primarily work with / serve?**

**Race / Ethnicity,  
Gender, Age**

- **23%** BIPOC
- **26%** Black community
- **18%** Latinx
- **18%** Diverse communities
- **8%** Southeast Asian
- **3%** African
- **5%** Women
- **8%** Young people
- **5%** older adults

**Community-based +  
Nonprofit Organizations**

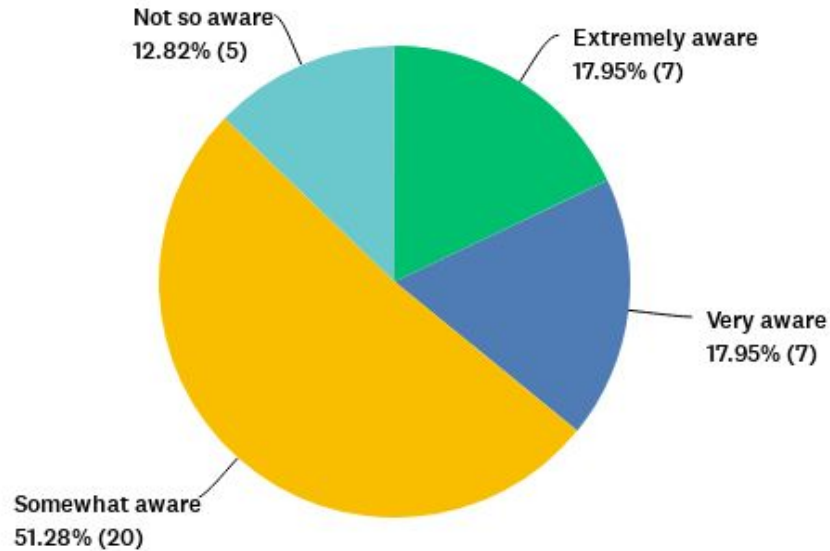
- **18%** Neighborhood-specific
- **18%** Lower wage / lower income
- **18%** LGBTQ+ community
- **18%** Families
- **10%** Immigrant communities
- **8%** Criminal justice system
- **5%** Differently-abled community members
- **5%** Faith community
- **5%** K-12 Schools / students
- **3%** Refugee community
- **3%** Undocumented community members
- **3%** Addiction support

**Other**

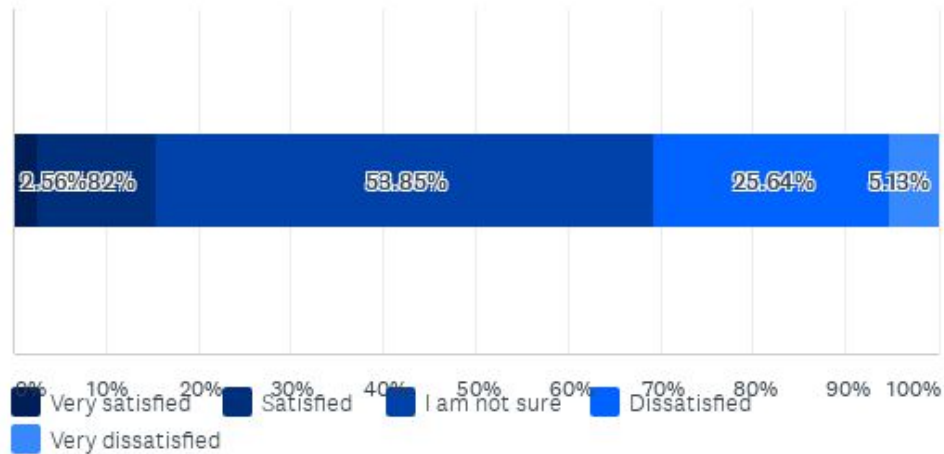
- **3%** UW Greek students (Black)
- **3%** Business owners
- **3%** Credit unions

# High-level Stakeholder Engagement Perspective

Q7 How aware are you with how the City of Madison is doing as it relates to city planning, development, funding of projects, initiatives, and/or programs?

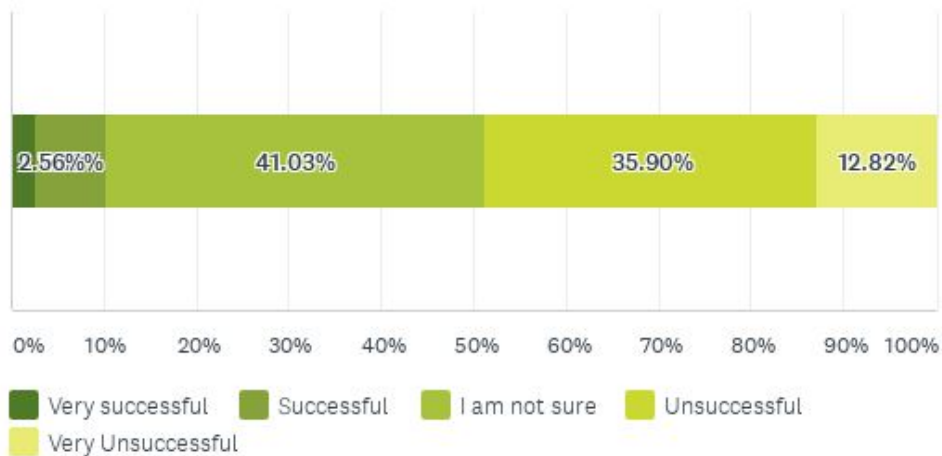


Q8 How satisfied are you with how the City of Madison engages with the community to get input about what types of projects, initiatives and/or programs it should implement?



43.59% (17)

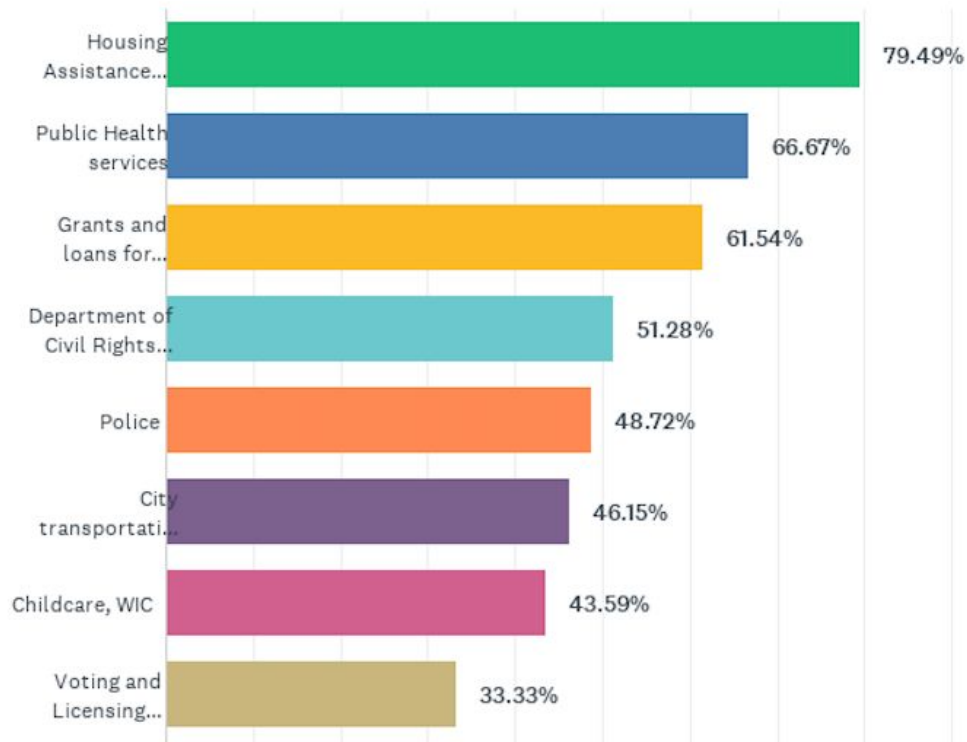
## Q9 How successful do you think the city is with engaging the community you serve/work with?



# Community Perspectives: Current + Future Engagement



Q11 What does the City of Madison do that community members you work with / serve care about the most? Please select the top (5) five options.



# What are the best ways to engage the community?

- *Attend a meeting in the community from a trusted source (community organization or nonprofit) - **75%***
- *Participate via social media platform or phone app for a Live event - **36%***
- *Other top choices online-based / remote:*
  - *Complete an online or paper survey for the City - **28%***
  - *Receive a call or text message from the City - **28%***
  - *Receive an email from City staff person working on the issue - **28%***

# What can the City implement or change?

## Community Connections

- Build stronger collaborations with community-based organizations
- Develop deeper relationships and more trust with City residents (communication, transparency, more consistently circle back to community members about the impact of their feedback - perception that feedback is not seriously considered)

## Voicing

- Ensuring BIPOC voices and youth voices are centered (and ensuring they have access to the City)
- Employ more staff that reflect the community (language, culture)
- More diverse City committee and commission members

## Accessibility

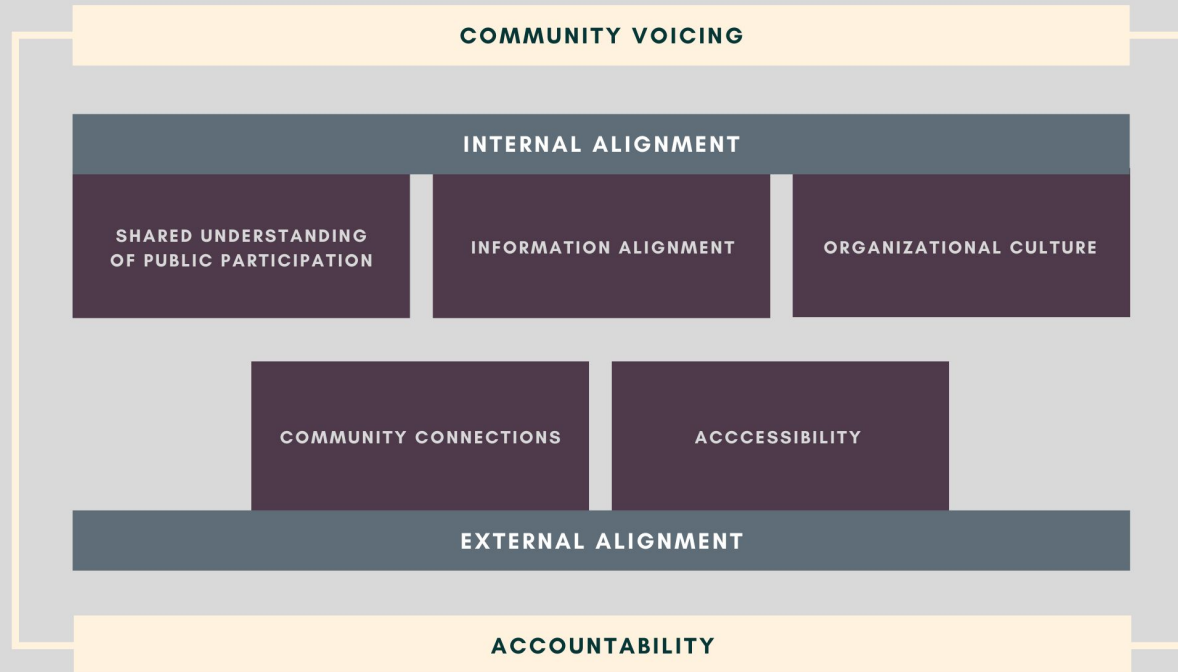
- Education about how access to the City works (including in different languages)
- City processes: Cumbersome rules, online links don't always work, language accessibility
- Stipends or employer PTO for participation
- "Approach the communities where they live"

# What's next?

- **Visioning** - *EQT finalizing and working with workteam*
- **Strategy Screen** - *EQT finalizing and working with workteam*

# VOICE OF THE CUSTOMER

**VISION** | What do we want to see as a result of our actions to create a cohesive, unified vision for city-wide engagement?



# Timeline on what's next?

June - July 2020

## External Stakeholder Assessment

- Identify stakeholders to interview (VOC Work team + VOC Advisory Team input)
- Develop survey questions (VOC Work Team input)
- Schedule engagement sessions (EQT)

August 2020

## External Stakeholder Data Analysis

- Analyze survey results
- Develop themes
- Prepare findings and recommendations
- Share with VOC Work Team and VOC Advisory Team

September - October 2020

## Strategy Development

- Create an engagement plan centered around Imagine Madison
- Include VOC Work Team + VOC Advisory Team
- Seek feedback from external stakeholders

November - December 2020

## Implementation Plan Development

- Develop pre-post engagement plan focused on entire lifecycle of engagement
- Include VOC Work Team + VOC Advisory Team



*Design thinking for inclusive, equitable, people-centered outcomes*

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