

City of Madison Racial Equity and Social Justice Community Engagement Continuum

The continuum provides details, characteristics and strategies for five levels of community engagement. The continuum shows a range of actions from county-led information sharing that tends to be shorter-term to longer-term community-led activities. The continuum can be used for both simple and complex efforts. As a project develops, the level of community engagement may need to change to meet changing needs and objectives.

The level of engagement will depend on various factors, including program goals, time constraints, level of program and community readiness, and capacity and resources. There is no one right level of engagement, but considering the range of engagement and its implications on your work is a key step in promoting community participation and building community trust. Regardless of the level of engagement, the role of both the City of Madison and community partners as part of the engagement process should always be clearly defined.

Levels of Engagement				
<p style="text-align: center;">City Informs</p> <p>City of Madison initiates an effort, coordinates with departments and uses a variety of channels to inform community to take action</p>	<p style="text-align: center;">City Consults</p> <p>City of Madison gathers information from the community to inform city-led projects</p>	<p style="text-align: center;">City engages in dialogue</p> <p>City of Madison engages community members to shape city priorities and plans</p>	<p style="text-align: center;">City and community work together</p> <p>Community and City of Madison share in decision-making to co-create solutions together</p>	<p style="text-align: center;">Community directs action</p> <p>Community initiates and directs strategy and action with participation and technical assistance from the City of Madison</p>
Characteristics of Engagement				
<ul style="list-style-type: none"> • Primarily one-way channel of communication • One interaction • Term-limited to event • Addresses immediate need of City and community 	<ul style="list-style-type: none"> • Primarily one-way channel of communication • One to multiple interactions • Short to medium-term • Shapes and informs city projects 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems 	<ul style="list-style-type: none"> • Two-way channel of communication • Multiple interactions • Medium to long-term • Advancement of solutions to complex problems
Strategies				
<p>Media releases, brochures, pamphlets, outreach to vulnerable populations, ethnic media contacts, translated information, staff outreach to residents, new and social media</p>	<p>Focus groups, interviews, community surveys</p>	<p>Forums, advisory boards, stakeholder involvement, coalitions, policy development and advocacy, including legislative briefings and testimony, workshops, community-wide events</p>	<p>Co-led community meetings, advisory boards, coalitions and partnerships, policy development and advocacy, including legislative briefings and testimony</p>	<p>Community-led planning efforts, community-hosted forums, collaborative partnerships, coalitions, policy development and advocacy, including legislative briefings and testimony</p>

Adapted from *Community Engagement Guide: A tool to advance Equity & Social Justice in King County*