

Standard communication approaches**Potential Messaging**

The Task Force on Government Structure is exploring ways to improve the effectiveness and fairness of governance in our city. Governance is closely related with issues that impact the lives of all Madison residents every day. How are city services organized and delivered? Who decides how the city spends money and how resources are allocated? Do we have fair representation in city structures?

The Task Force is seeking input from community members on what alternative government structures might better serve the City's residents and what changes to the current City government could help make the City work more effectively for all of its residents, and, particularly, for people of color and low income.

Communication & Outreach Resources/Modes

Outreach at community events (Farmer's Market, Festivals) – meet people where they are
TFOGS members networks
TFOGS Website
(Toriana's) stakeholder list
Email: Alders' and other listservs, blogs
Other electronic: Social media, Next Door
Press release

Public Input Format

Open House (similar to Oscar Mayer reception)
Zoom and other remote opportunities
Survey (agenda voting online, paper) – (per BRT team, if we are using Survey Monkey, that is an accessible platform)
Listening sessions

Resources needed for public input events (to be considered as appropriate)

Food
Child care
Venues (neighborhood locations)
IT, other City staff time and resources

Timeline

TBD

Walking the extra mile

In order to ensure comprehensive and fairly representative input from diverse communities across the city, we will need to reach communities that we often do not hear from in governmental processes - people that are underserved and marginalized, yet often over-surveyed and over-studied, tired of answering questions and seeing no change. An electronic survey disseminated with the help of community leaders and organizations may be the most feasible way to address the barriers to engagement.

Phase I

- Define the audience, the people we are trying to engage with additional efforts beyond the traditional communication approaches (a critical step).
- Create resources and materials (including a video), messaging about the purpose and charge of the Task Force, and conclusions from the subcommittee reports. The education/information sharing piece of this effort is as important as feedback collection.
- Identify community organizations who serve and regularly convene the populations of interest; standing meetings and places where the people gather.
- Identify community organizations and/or potential liaisons, community leaders who may be interested in participating as “ambassadors/consultants/contributors” to the Task Force’s outreach effort. In a way, outsource the outreach process to those who are closest to the communities of interest.
- Pilot survey questions with the liaisons to ensure questions are appropriate and asked in a way that makes sense/solicits the type of feedback the Task Force is looking for.

Phase II

- Disseminate survey with the support of the community liaisons (we mostly discussed electronic format, but a paper format may also be feasible).
- Ensure liaisons and organizations are incentivized for increasing number of feedback / survey responses (monetary incentives, certificate of contribution, clear understanding of how critical their participation and contribution to this effort is).
- Analyze survey results and share back with communities.

To succeed, we need:

- Clear and appropriate messaging, educational materials (video, flyer/one-pager, etc.) about the purpose and goals of the Task Force and conclusions in subcommittee reports (potentially summaries of the reports).
- Clear definition of communities of interest
- Survey questions that are clear, concise and communicate the complexity of the issues we are examining
- Comprehensive list of community organizations/partners and events/gatherings
- City staff and Task Force members expertise on community engagement, and leveraging existing relationships
- To be as inclusive and comprehensive in our outreach and engagement, but to also recognize the limitations of any community outreach effort

Notes:

- Focus on collecting feedback in an electronic format through a community survey.
- Channel most outreach towards survey
- Create a short video explaining the Task Force purpose and conclusions (summaries committee reports) and other short bits of information to educate. Share with community orgs and ask them to play those at gatherings with link to survey
- Provide incentives and introduce motivators
 - Monetary awards to key community organizations / people who can reach out to others in the community to collect feedback (ex.\$100 to 100 key people to reach out to 10 ppl). Referral marketing.
 - Non-monetary recognition of contribution: “certificate”/”title” to those key community representatives (ex. Contributor, consultant, liaison, certificate of contribution, etc.) – something people can put on their resume for example.
- Another way of decreasing barriers to participation is (targeted?) telephone survey/outreach
- Create short educational resources for outreach to attach to survey (outreach) efforts. (Also, consider building some educational pieces within the survey.) The idea is to be educating as we are collecting feedback.
- Begin by describing who are the constituents and groups we are really looking to reach with this call for feedback. Who are we looking to hear from and engage?