



# Engage Rockville

## Community Engagement Framework

### Communications and Community Engagement Department (CCE)

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## Outline

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- ❖ Requested Feedback
- ❖ International Association of Public Participation (IAP2)
- ❖ Engage Rockville - Framework for Community Engagement
- ❖ Current Outreach and Engagement Tools and Techniques
- ❖ Outreach and Engagement Opportunities
- ❖ Next steps
- ❖ Requested Feedback



## Requested Feedback

- Does the Mayor and Council support the presented framework for citywide community engagement?
- Are there additional community engagement opportunities the Mayor and Council want to explore?



## IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

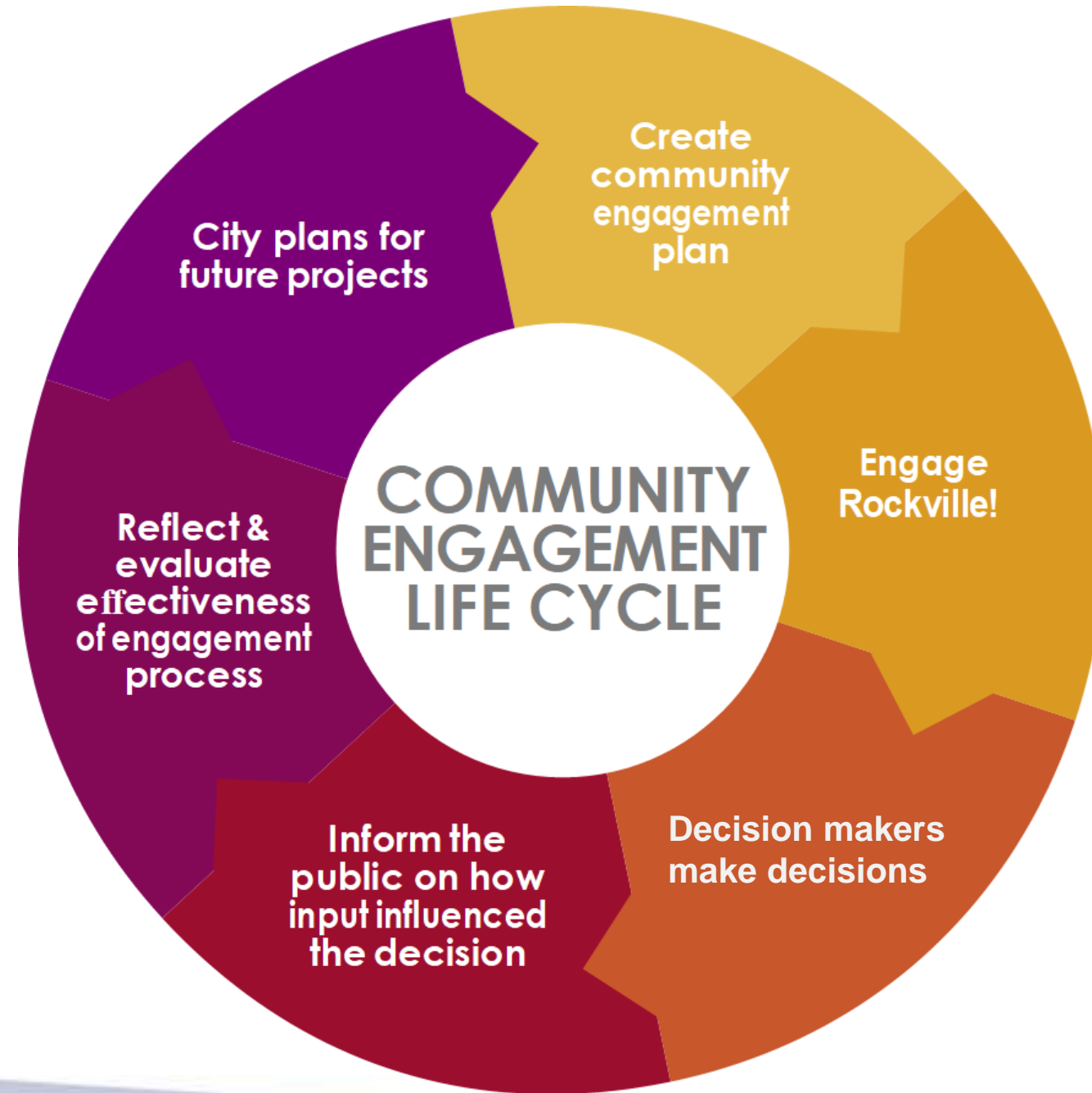
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### Example Tools and Techniques

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>SELECT BASED ON LEVEL OF ENGAGEMENT</b>	<ul style="list-style-type: none"><li>• Social Media</li><li>• Newsletters</li><li>• Website</li><li>• Print Materials</li></ul>	<ul style="list-style-type: none"><li>• Surveys</li><li>• Interviews</li><li>• Focus groups</li><li>• Public meetings</li><li>• Public comment</li><li>• Open houses (where there is an opportunity for the public to give input)</li><li>• Public engagement platforms</li></ul>	<ul style="list-style-type: none"><li>• Charrettes</li><li>• Focused conversations</li><li>• Community liaisons</li><li>• World cafes/table talks</li><li>• Open space meetings (self directed meetings)</li><li>• Card storming (using sticky notes to generate ideas, identify priorities)</li></ul>	<ul style="list-style-type: none"><li>• Appreciative inquiry processes</li><li>• Deliberative forums</li><li>• BCTF</li><li>• Study circles</li><li>• Workshops</li></ul>	<ul style="list-style-type: none"><li>• Citizen juries</li><li>• Deliberative polling process</li><li>• BCTF</li></ul>







## Current Outreach and Engagement Tools

### Outreach Tools:

- Print
- Social and Digital Media (E-Newsletter)
- City Website
- Rockville 11
- Copy/Print Production

### Engagement Tools:

#### EngageRockville.com

- Project Details, including a Project Engagement Plan.
- Project Progress
- Project Interactive Surveys and Feedback

#### Volunteer Rockville

- Interactive Website highlighting various city volunteer opportunities that allow the public to sign up and participate.



## Engagement Opportunities

- Town Hall Meetings (In-Person or Virtual or Hybrid)
- Walking Neighborhood Tours
- Drives or Giveaways
- Community Collaboration Workshops
- City Department Engagement Events
- “Neighborhood Connect” **(New)**
- “Connecting with the Community” – **(New)** *Rockville 11 monthly program hosted by the Mayor and Council members.*





## Next Steps

- Staff will work to operationalize the Engage Rockville Initiative

### Communications and Community Engagement Department

Communications Division	Community Engagement Division
<ul style="list-style-type: none"><li>➤ Responsible for official city communications</li><li>➤ Manages the city's official outreach tools and platforms</li><li>➤ Develops and executes outreach and communication plans for departments.</li><li>➤ Manages all outreach tools.</li><li>➤ Coordinates with Community Engagement Specialists on how to use outreach tools in the development of department engagement plans</li></ul>	<ul style="list-style-type: none"><li>➤ Develop the city's Community Engagement Strategy.</li><li>➤ Assist in the development of the department's project community engagement plans.</li><li>➤ Responsible for outreach and engagement for neighborhoods, HOAs, and civic associations.</li><li>➤ Creates engagement opportunities for the Mayor and Council.</li><li>➤ Coordinates with PIO Specialists on how to use outreach tools in the development of department engagement plans</li></ul>



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- Are there additional community engagement opportunities the Mayor and Council want to explore?
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  - Walking Neighborhood Tours
  - Drives or Giveaways
  - Community Collaboration Workshops
  - City Department Engagement Events
  - “Neighborhood Connect” (*New*)
  - “Connecting with the Community” (*New*) Rockville 11 monthly program hosted by the Mayor and Council Members.