



Engagement Study Implementation

Progress Report

March 2024



OBJECTIVE

Involve under-engaged residents in Town decision-making processes by implementing the next steps outlined in the [Engagement Study](#).

Next Steps

Strategies	Status	Notes
1 Develop a detailed implementation plan	✓	<ul style="list-style-type: none"> Staff began implementing short term recommendations in spring 2023.
2 Share resident-identified issues not related to engagement	✓	<ul style="list-style-type: none"> Staff met with Town departments to share resident-identified issues gathered during the course of the Engagement Study that were unrelated to Town engagement. Staff continues to share feedback gathered during engagement events with Town departments.
3 Create a multi-lingual pocket service guide	✓	<ul style="list-style-type: none"> Staff developed a multi-lingual pocket resource guide to provide clear and concise information about Town and other community services. Staff implemented a distribution plan, sharing digital and printed copies with Town departments and community partners.
4 Pilot staff "office hours" in the community	✓	<ul style="list-style-type: none"> Staff launched Cookies & Community initiative, hosting office hours in five communities of under engaged populations in fall 2023. Staff continues to explore opportunities to expand into additional communities.
5 Continue buildout of the Neighborhood Liaisons program	✓	<ul style="list-style-type: none"> Staff uses a variety of Town and partner-led engagement opportunities to recruit under engaged populations, including: <ol style="list-style-type: none"> 1. Cookies and Community 2. Good Neighborhood Initiative Community Cook-Out 3. National Night Out 4. Peoples Academy 5. UNC Peoples Academy
6 Update the Community Engagement Toolkit and facilitate implementation	✓	<ul style="list-style-type: none"> Staff updated the Toolkit and shared with all departments for use Town-wide. Staff continues to provide on-going technical assistance.
7 Expand Town staff DEI and language access training	✓	<ul style="list-style-type: none"> Staff partnered with Tilde and RCP, to conduct Town staff language justice trainings. Over 100 staff participants learned how to apply inclusive practices that support multilingual spaces in Town programs and services.
8 Pilot use of video and oral communication	✓	<ul style="list-style-type: none"> Staff created an Engagement Summary video, piloting the use of oral and video communication in the Town's five primary languages. Staff continues to explore opportunities to expand communication interdepartmentally.
9 Expand paid engagement opportunities	⚠	<ul style="list-style-type: none"> Staff is working to integrate paid engagement opportunities in current and future engagement efforts.
10 Explore implementation of a language pay incentive	⚠	<ul style="list-style-type: none"> Staff researched best practices from jurisdictions that have implemented language pay incentive programs. Staff is working collaboratively with Human Resources Development to draft a Town incentive plan.
11 Develop a town-wide engagement summary tool	⚠	<ul style="list-style-type: none"> Staff and DEI staff drafted a summary template in the summer of 2023. Staff is collaborating with the Planning Dept. to test and refine segments before releasing the final template Town-wide.
12 Expand recognition and visibility of historically under-represented communities	⚠	<ul style="list-style-type: none"> Staff developed a list of culturally significant events and holidays to incorporate into Town communications and engagement activities. Through the use of the engagement summary tool, improved visibility and acknowledgment of diverse perspectives will occur in town policies and programs.
13 Reduce barriers to participation in Town meetings	⚠	<ul style="list-style-type: none"> Staff met with Governance Services to explore opportunities to reduce barriers to participation at Town and Council meetings. Staff partners with Town departments to reduce barriers; incorporating language access, virtual participation, childcare, food, and transportation.

LEGEND	✓	⚠	⚠	✗
	completed	ongoing	in progress	not yet started

For more information, visit: townofchapelhill.org/government/departments-services/housing-and-community/community-connections