

Engagement Techniques/Tools for Inclusive Community Engagement

Inform			
<i>Goal: to provide stakeholders with balanced and objective information to assist them in understanding the issue, alternatives to address issue, and potential solutions</i>			
Process/Technique	Description	Inclusive Engagement Strategies	Details - Reference Link
Fact sheets, brochures	Printed documents, for distribution at public meetings	Translated materials	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-printed-information
Mailings to constituents	Printed documents	Translation of materials	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-press-and-media
Web sites, social media	Electronic media, searchable (user initiated search)	Translated page on web-site	EPA Public Participation Guide: Websites: https://www.epa.gov/international-cooperation/public-participation-guide-web-sites Social Media: https://www.epa.gov/international-cooperation/public-participation-guide-social-media Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pgs. 3, 5)
e-newsletter	Electronic media, distributed to lists developed	Translated version	

	and maintained by Supervisors		
Newspaper columns	Articles by public representatives in community newspapers ; press releases; articles by press corps featuring work of County	Translated version	
Open House/ Live streaming	Reach out to affected populations	Interpretation	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index', pg.6)
Exhibits/displays in public areas Informational Kiosks	Poster highlighting a specific issue	Translation & interpretation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-information-kiosks
Community Meeting	Presenting an issue at a community meeting held by partner organizations	Interpretation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-public-meetings ; Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index', pg. 8)
Informational Hotlines		Interpretation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-information-hotlines

Briefings	Generally designed for smaller groups		EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-briefings
Site Visits/Tours	Works well for projects that involve developing infrastructure or a site; means to educate and involve.	Interpretation; attention to accessibility	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index', pg. 7)

Consult

Goal: to ask advice from stakeholders to better inform the County Board's decision-making; to get feedback on analysis, alternatives, and/or decisions

Process/Technique	Description	Inclusive Engagement Strategies	Details - Reference Link
Community Conversations / Large group meetings	Public meeting with inclusive participation to gather a wide range of community resident ideas	Translation & interpretation; matrix of stakeholders to insure representative participation	Dane County UW Extension Public Participation https://drive.google.com/file/d/1tXoumXi-V_K87eFkCvUJvgf5MYyNwAWh/view
Focus Groups	Structured small meeting of select group to ask questions about a particular topic. Useful	Interpretation; attention to who participates	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-focus-groups

	in research about a topic or issue. Can be used to reach people who might not otherwise get involved.		
Surveys, interviews, questionnaires	Structured methods to gather input from a relevant population group or wide range of residents to gather data, assess needs, gain feedback and/or find out opinions about an issue	Translation & interpretation; attention to who participates	EPA Public Participation Guide: Interviews https://www.epa.gov/international-cooperation/public-participation-guide-stakeholder-interviews
Polling - PolCo or other internet polling mechanism	Link to survey available to public to comment on timely, important issues	Outreach efforts to reach diverse constituencies and report back on findings and actions	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 8); Frontend.com Design Principles for Civic Dialogue in a Post-Truth Era. https://www.frontend.com/wp-content/uploads/2018/09/DesignFix2017_Rules_of_Engagement_R1.2.pdf
Online Forums	Part of a website where expression of viewpoints and	Needs an administrator to guard against inappropriate	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-electronic-democracy

	discussion can take place in the form of electronic postings	content and/or bots	
Social Media Discussion	Convening a group online using social media platforms to engage around questions, ideas and/or solutions around a particular issue (using a hashtag)	Needs an administrator to post comments, share resources, and make conversation accessible for others to reference; attention that platform reaches diverse constituencies	
Public Meetings	Public meetings on diverse issues; add a component that asks for public comment on issue of concern	Attention to whether the attendance at public meetings attracts diverse constituents; can be combined with other methods	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-public-meetings
Interviews, focus groups	Individual meetings with target group or community leaders representing a	Attention to diversity in determining who is regarded as a community	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 10); University of Wisconsin-Extension Quick Tips for Focus Group Interviews http://www.racialequitytools.org/resourcefiles/Tipshe

	constituency to gather information about perceptions of issues and response to issues	y leader	et05.pdf
Workshops, working sessions	Interactive session to get public ideas and recommendation on specific issues	This may involve a select group of community residents with specific knowledge or interest; attention to diversity in participation	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 13)
Door-to-Door	In person outreach where individuals are engaged at their doorstep; check-in with residents to gain understanding of needs, priorities, thoughts	Attention to reaching a representative sample of the population ; interpretation may be necessary	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 13)
Open houses/pop-ups	Organizers pop-up a booth or table in a busy public location,	Bringing issue to public spaces engages people	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 14)

	often in conjunction with another event, and offer simple/fun ways for stakeholders to learn about issue	who wouldn't normally engage; attention must be paid to diversity in types of locations chosen; translation of materials and interpreters on site	
Study Circles	For small groups of 5-20 people. Can have multiple study groups.	Interpretation and Translation.	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-study-circles The Community Toolbox: https://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-research/study-circles/main
World Cafe	A World Café is a meeting process that involves a series of simultaneous conversations around a particular issue or topic. A World Café can involve many people with 3-5 persons per table.	Interpretation and Translation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-world-cafes The World Cafe website: http://www.theworldcafe.com/key-concepts-resources/world-cafe-method/

Appreciative Inquiry Process	Appreciative Inquiry is a facilitated process to discover past and current practices that inform and inspire participants as they strive to collaboratively create and implement an ideal future.	Interpretation and Translation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-appreciative-inquiry-process The Appreciative Inquiry Commons: https://appreciativeinquiry.champlain.edu/learn/appreciative-inquiry-introduction
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Involve

Goal: to work directly with stakeholders throughout the inclusive engagement process to ensure that their concerns and aspirations are consistently understood

Process/Technique	Description	Inclusive Engagement Strategies	Details - Reference Link
Crowdsourcing ideas/Ideation	Participatory online activity where the 'crowd' (a group of people) take on a task	The people involved will care about the issue; attention to who gets invited is critical	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 15)
Community Mapping	Participatory process that engages residents in mapping social, ecological,	Attention to representation of group that participates;	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 15)

	economic, or historic aspects of community. Useful for initiating planning dialogues	interpretation	
Digital Storytelling	People use digital tools to tell their story. Used to empower community members, educate stakeholders and the public; creating digital story can be done in interactive workshop	Attention to representation of group that participates; interpretation	E-learning Industry: https://elearningindustry.com/18-free-digital-storytelling-tools-for-teachers-and-students ; Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 16)
Design Charrette	Intensive planning session where residents, designers, and others collaborate on a vision for development; all who participate are mutual authors of the plan generated.	Translation & interpretation; matrix of stakeholders to insure representative participation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-charrettes ; Whole Building Design Guide: https://www.wbdg.org/resources/planning-and-conducting-integrated-design-id-charrettes
Participatory Engagement Workshops (mind mapping,	Using various forms of participatory meetings to	Translation & interpretation; matrix of	Participatory facilitation techniques are described in 'Liberating Structures' http://www.liberatingstructures.com/ ; Tamarack Institute Index of Community Engagement Techniques

most significant change, visioning, scenario testing, hackathons, participatory budgeting, open space)	engage stakeholders. Facilitated processes, usually replicated to increase access.	stakeholders to insure representative participation	http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 17-18)
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Citizens' Panels	Involves ongoing panels of ~ 1,000 - 2,000 people who are representatives of the local community. These people are surveyed or interviewed several times a year.	Translation & interpretation; matrix of stakeholders to insure representative participation	Southeast Community Research Center: https://www.cbpr.org/citizen-panels/ Participation Compass: http://participationcompass.org/article/show/131
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Collaborate

Goal: to partner with stakeholders to work with County Board/Committees to identify problems, generate solutions, react to policy recommendations

Process/Technique	Description	Inclusive Engagement Strategies	Details - Reference Link
Citizen Advisory Committee/Board or Liaison Groups	Committee charged with research, deliberation, decision-making	Translation, interpretation where needed; attention to adequate	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-citizen-advisory-boards

		representa tion	
Citizen juries	Comprised of a group of citizens who are representative of the general public who are briefed on an issue and asked to discuss approaches; combined with Advisory panels that consider jury's findings and determines what recommendations to make.	Translatio n of all key document s; interpretati on at public events; childcare; provision of culturally appropriat e food; meetings with communit y leaders and support for outreach	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-citizen-juries
Document co-creation	A number of people co-own a document and have the ability to edit and contribute	Not accessible to all, but could be paired with other techniques; attention to representation of diverse community	
Online Community	Group of people with common interests who use	If initiated through government, needs administra	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 22)

	internet to work together	tor to assure that all users are welcome and follow communication protocols; attention to representation of diverse community	
Working groups/ Study circles/ Task Forces	Small select committee that meets regularly to address a critical public issue in collaborative way; makes recommendations	Groups should be formed in order to maximize diversity, balance, and complementary skills.	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 23)
Implementation Committee	Committee charged with implementing a policy or program	Translation, interpretation where needed; attention to adequate representation in committee	
Empower			
<i>Goal: to share leadership and to delegate decision-making power to stakeholders or give them a formal role in making final recommendations to be acted upon.</i>			
Process/Technique	Description	Inclusive Engagement	Details - Reference Link

		ent Strategies	
Decision-making platform	Computer algorithm that allows large numbers of people to express their preferences; aggregates possible decisions to find most agreeable options	For some populations, would need education and support to assure participation	EPA Public Participation Guide: https://www.epa.gov/international-cooperation/public-participation-guide-tools-consensus-building-and-agreement-seeking
Community Indicator Projects	Those where a community has a vision and has established ways of tracking progress through indicators.	Offers the opportunity to discuss what is important, to systematically review whether things have been getting better or worse, and to establish priorities for policy response.	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 25)
Ballots/Referendums	Issue is brought to the public as a referendum in elections. These are advisory in	Education about issues; partner with community based organizations to	

		assure diverse participation in voting on issue.	
Delegated decisions to specific representative citizen bodies or voters	Variations of citizen panels, advisory committees, and citizen juries.	Attention to diverse representation is important; assuring that those impacted by the issue have a voice.	Tamarack Institute Index of Community Engagement Techniques http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques (select 'view the index'; pg. 24)

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