

ENGAGE DANE

The logo features the word 'ENGAGE' in large, black, sans-serif capital letters. Below it, the word 'DANE' is written in large, colorful, sans-serif capital letters: 'D' is green, 'A' is blue, 'N' is orange, and 'E' is pink. The letters 'D', 'A', and 'N' are partially filled with black silhouettes of a cyclist, a barn, and a windmill respectively. The letter 'E' is filled with a silhouette of a person. The entire graphic is set against a black silhouette of a landscape with a horse and a person. Two horizontal red lines extend from the left and right sides of the 'DANE' letters.

Inclusive Engagement



Background - Issue

Acknowledging a two-way engagement gap with the public and County government – specifically the Board

Public wants to engage but unsure how

All engagement efforts don't reach everyone



Background

Early summer of 2018 the Engage Dane team began discussions on how to create a framework for inclusive engagement.

Team:

Supervisor Tanya Buckingham

Supervisor Yogesh Chawla

Supervisor Kelly Danner

Supervisor Paul Nelson

Chair Corrigan

Mindy Habecker – UW Extension

Sharon Lezberg – UW Extension

Karin Peterson-Thurlow – County Board Office

Colleen Clark-Bernhardt – County Board Office

Lauren Kuhl – County Board Office

Michael Moody – County Board Office Intern



What has been done so far

In summer of 2018 Chair Corrigan, Supervisors Buckingham, Chawla, Danner, and Nelson with participation from Supervisors Schwellenbach, Stubbs, Miles, and Kuhn did outreach with various community groups to gather their input on what the most effective engagement techniques are and how they would like to engage with the County Board.

Supervisors met with 8 different community groups – tried to meet with different populations, realize this list is not inclusive – but what could be accomplished in 2 months

Also had survey posted on POLCO



What has been done so far - Outreach

Area Agency on Aging Committee
LaSup
City-County Homeless Issues Committee
Youth Governance Program
Dane County Towns Association
South Metropolitan Planning Council
Wednesday breakfasts at First United Methodist Church
Senior Advocacy Training



What we learned from outreach

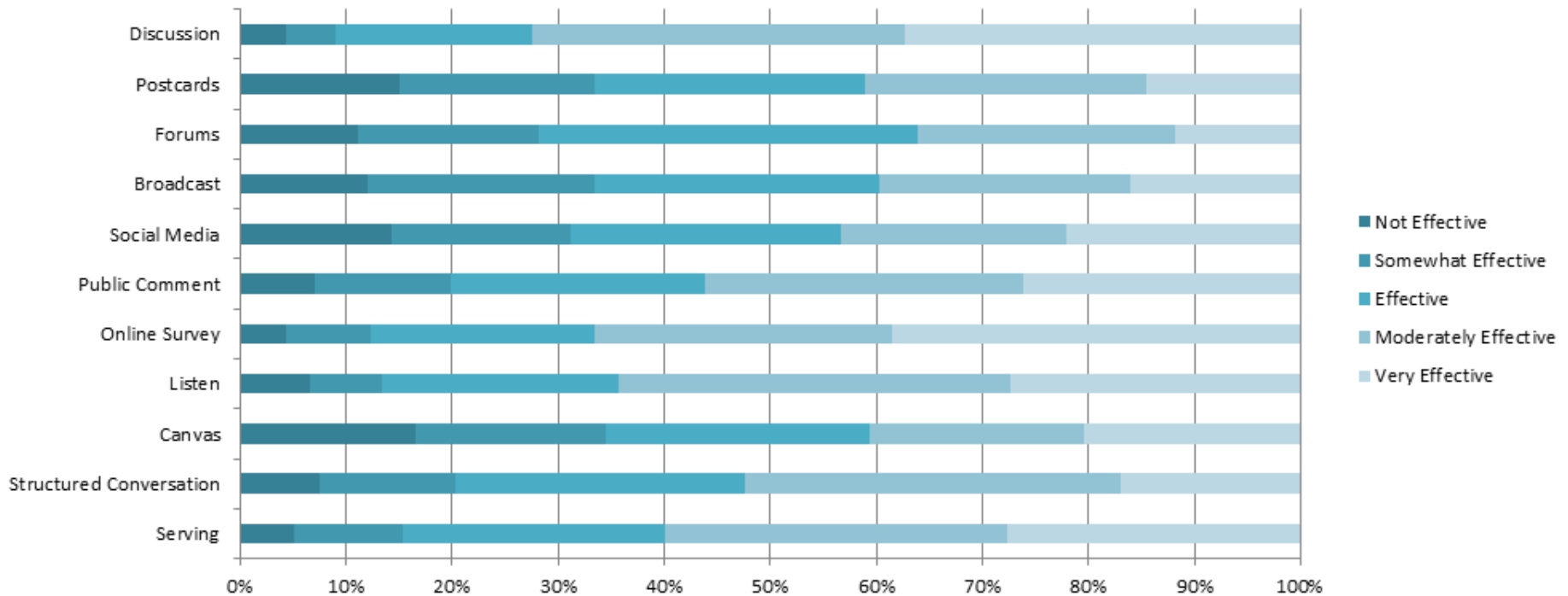
Groups were all asked to rank effectiveness of different types of engagement based on a widely used public participation spectrum:

- Informing
- Consulting
- Involving
- Collaborating



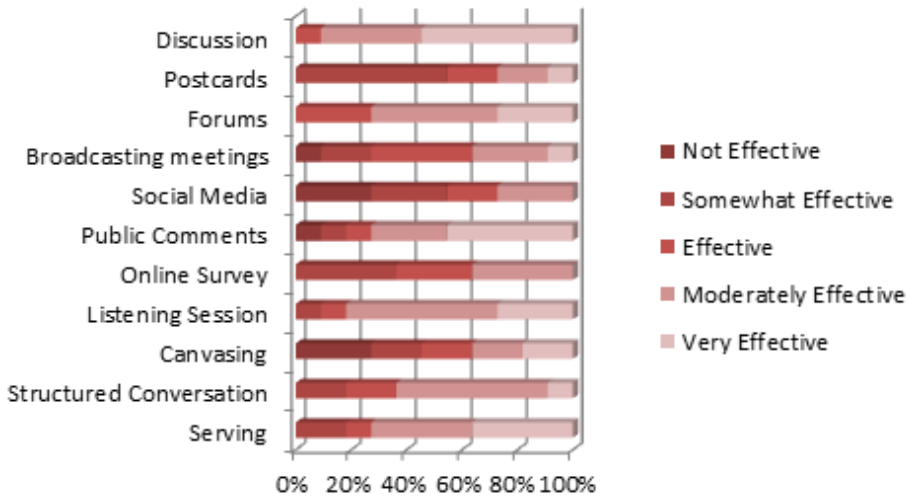
What we learned from outreach

412 total responses

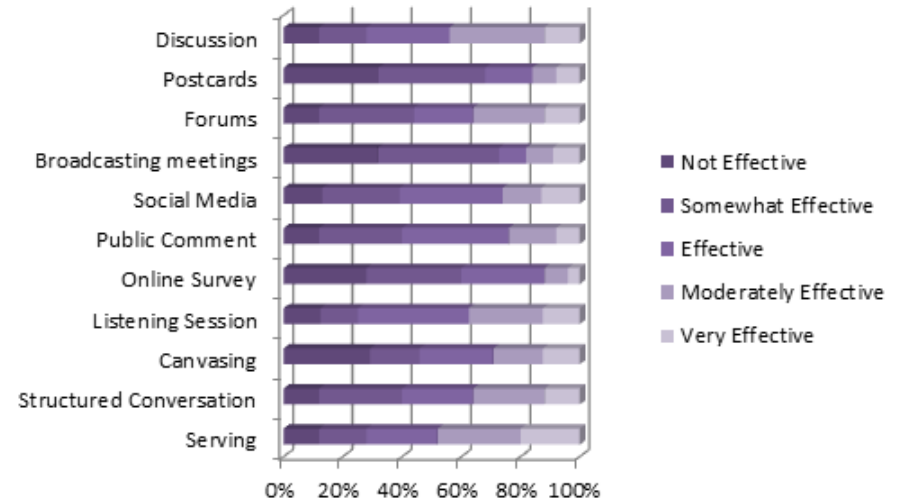


What we learned from outreach

AAA Committee

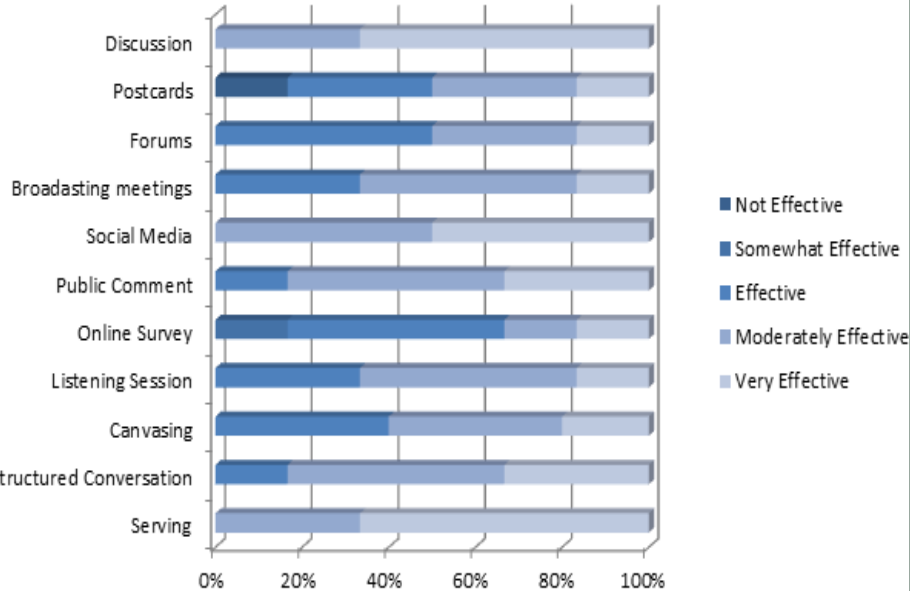


LaSup

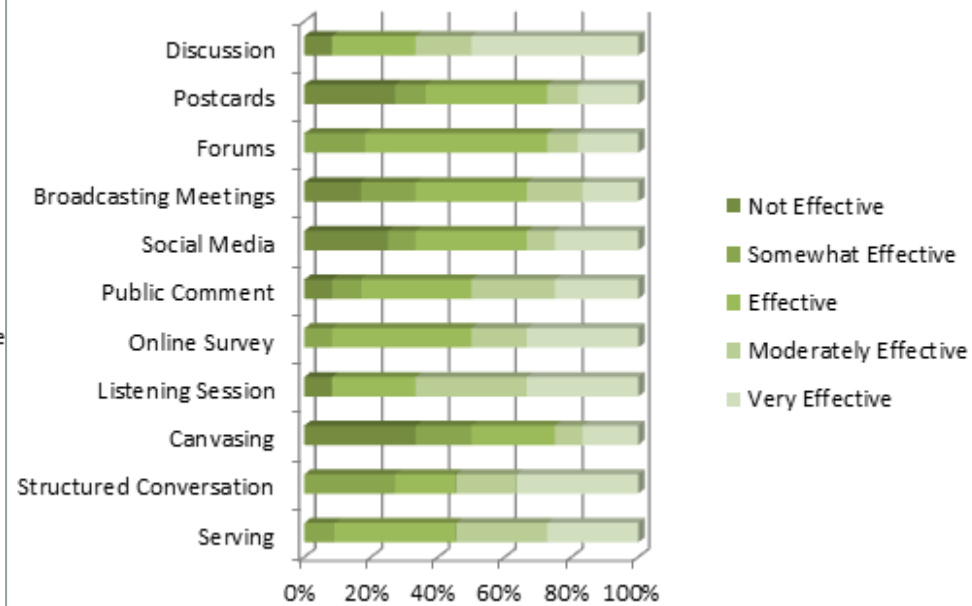


What we learned from outreach

Youth Governance Program



South Madison Planning Commission



What we learned from outreach

Themes

- Go to people
- Multi-faceted approach
- Language access
- Inclusivity of minorities
- Use of technology
- Would like more conversation than being talked at



Recommendations

Create a formalized initiative with three main outcomes:

For Residents: Robust website to direct citizens towards meetings, service opportunities, information, open data, and more.

For Supervisors: A detailed “toolkit” documenting different engagement strategies, and best practices for execution.

2019 Engagement Plan: Focus areas for 2019 where we utilize various strategies to drive engagement and measure outcomes.



Recommendations

Building internal capacity to implement Engage Dane

- Staffing
- Interpreters/Translators
- Media
- Online surveys/social media
- Meeting logistics
- Printing
- Postage

