




strategic engagement report

Dane County
Board of
Supervisors

PRESENTED BY:

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Colleen Butler, &
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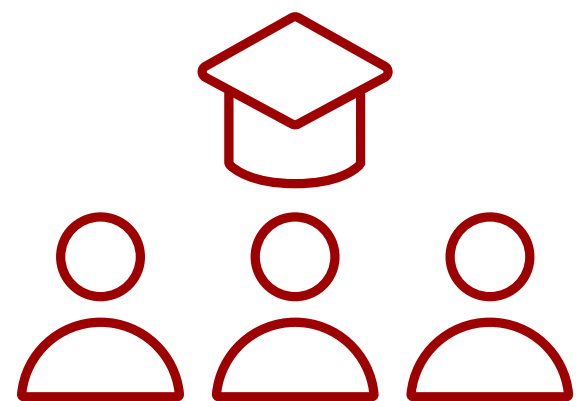
The nINA Collective collaborates with individuals, teams and organizations to advance racial justice and belonging.

VISION

At nINA Collective, we believe change is imperative and possible. We envision a racially equitable world where everyone belongs and racial justice is at the foundation of all systems and structures.



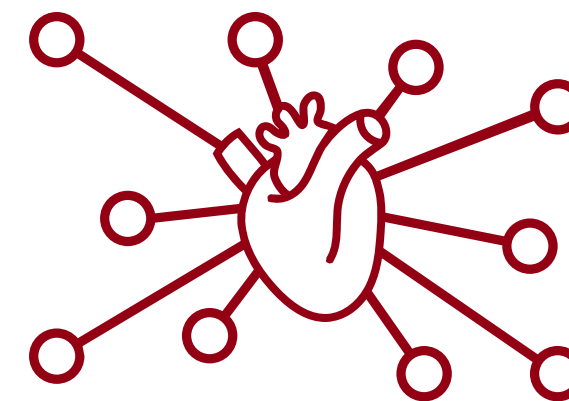
our values



Collective Learning
& Humility



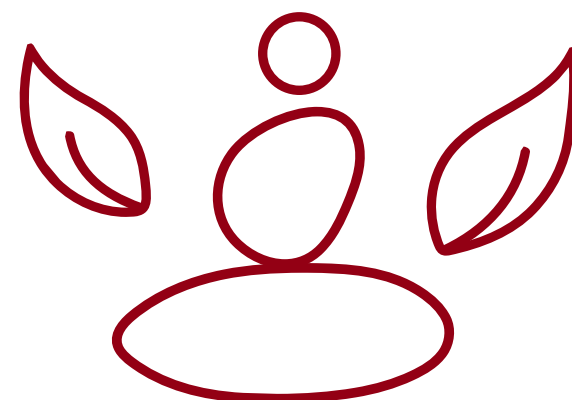
Reverence for Truth,
Humanity & Justice



Collective Love
& Interconnectedness



Courage &
Tenacity



Wellnes
s



Belongin
g

Focus Group Demographics + Methodology



- During May and June 2024, the nINA Collective facilitated ten focus groups. Four groups were facilitated virtually. Six of these groups were in person:
 - One at the Middleton Public Library
 - Two at the Sun Prairie Public Library
 - One at the Fitchburg Public Library
 - One at the Bayview Community Center, facilitated in Hmong
 - One at the Latino Academy, facilitated in Spanish
- We had 101 focus group participants; 13 people participated in Hmong, 11 in Spanish, and 77 in English.
- Spanish facilitation was also available during the in-person sessions at the public libraries and at two of the virtual sessions.
- Sign language interpreters were available for two of the virtual focus groups.
- We had representation from 31 of the 37 Supervisor districts in Dane County.
- We had strong diversity across age and race; however, the gender representation skewed heavily towards female participants.

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Dane County Strengths

1. Appreciate the natural environment
2. Like the free family and community events
3. Generally find Dane County to have a high quality of life (especially people who do not have marginalized identities.)

policy priorities

1. Increase the accessibility of Dane County, specifically in regards to:

- affordable housing
- transportation
- civic engagement
- education

1. Increase diversity in neighborhoods and foster a true sense of belonging in the wider community, especially for people who identify as Black, Indigenous, or People of Color.

2. Prioritize sustainable growth and ensure that the cost of living does not continue to price current residents out of Dane County.



“There’s definitely a large need for more affordable units. People are getting pushed into units that are then putting them over budget, and then they’re not able to maintain it.”



“The thing about the Madison area and Dane County is that everyone has a Master’s. And if they don’t, it’s hard to find a job that’s sustainable for an individual.”



“Having to rely on mass transit, that would drive me crazy. I couldn’t do that, as somebody who uses a wheelchair, I can’t wait outside or even get to the bus stop. I can’t even wheel that far.”



“You can be inclusive and not welcoming, like you can ask people to join, but if you’re not really looking for their feedback, then it’s just sort of performative.”



“I will say that Blackness, specifically Black American culture, is tolerated here. There is no space for celebration. There is no space for Black Americans to experience their culture.”



“I would say that as a marginalized person it has been really difficult to live here, I could never see myself living here for any longer than I absolutely have to.”

civic engagement reflections

1. Residents experience a lack of intentionality and coordination around civic engagement efforts which leads to confusion and mistrust.
2. Residents are also unsure who to contact regarding their concerns, and what falls in the purview of the County and the Dane County Board.
3. Many BIPOC residents shared a general feeling of disengagement, because many of them have given feedback before and don't know what (if anything) has come of their past contributions.





“Things get done by people who show up, and not everyone can show up, right? Because you got kids or a job that’s third shift...so the people with the time or the flexibility to participate in civic issues are the ones who end up making the decisions or informing the decisions.”

“Despite good faith efforts from the county or the city to provide opportunities for engagement, civic engagement is a volunteer activity or a part-time job. It just is.”



focus group recommendations

1. Increase housing supply at ALL price points/tenancy structures (own, rent, etc.) with a focus on affordable housing
2. Establish cross-sector partnerships to broaden modes of communication and create a business community and government partnership that streamlines information directly to communities most in need.
3. Increase recognition of Indigenous history and land at County spaces, especially at the airport.
4. Offer resources on navigating the new bus system - particularly in other languages
5. Improve outreach and communication between the County/Dane County Board and the public. There is a need to rebuild (or build) trust with the BIPOC community.
6. Increase opportunities for residents to gather and build community, especially in the winter. Specifically, create spaces for: youth and teens; different cultural groups; and communal gardening.

survey methodology

The survey was distributed to Dane County's list of residents who have utilized its POLCO survey system. The nINA Collective also shared the survey through its contacts and social media channels.

The Strategic Engagement Survey included 10 questions related to residents' experiences with and perceptions of their communities and Dane County more broadly. The survey also included five demographic questions on age, race, gender, ZIP code, and duration of residence in Dane County.



survey demographics

There were 839 respondents total.

- This group is considerably older than the general population of Dane County, with nearly half (47.5%) of respondents reporting an age of at least 55 years.
- The racial and ethnic makeup of the group is less representative than the general population of Dane County, with a slightly higher proportion of White respondents. We have created a grouping of Black, Indigenous, and other People of Color (BIPOC) to address the relatively small numbers of racialized groups and to highlight any differences between BIPOC and White respondents' perspectives.
- Gender was fairly representative of our community demographics.
- Nearly 2/3 (64%) of respondents have lived in Dane County for at least 20 years.
- The ZIP codes with the highest number of respondents were as follows: 53562 (160 respondents); 53711 (70); 53590 (66); 53704 (64); and 53593 (54).



high level findings

1. The majority of survey respondents are satisfied with their community in general. (83.8% all; 70.7% BIPOC)
2. Similarly, the majority of respondents feel the community is moving the right direction. (66.1% all; 47.7 BIPOC)
3. The vast majority of respondents rate their sense of community as positive. (74.8% all; 54.1 BIPOC)
4. The majority of respondents feel their community is either very or somewhat open and accepting of people of diverse backgrounds. (73.8% all; 60.2% BIPOC)
5. The majority of survey respondents indicate that they feel either very or somewhat safe in their community. (84.3% all; 74.3% BIPOC ; 42.8% Non-binary/Trans)
6. The majority of respondents feel their community is either very or somewhat ready to come together in times of emergency. (68.2% all; 44% BIPOC)
7. Most respondents feel they have good or excellent opportunities to participate in community matters. (65% all; 45.9% BIPOC)

demographic variances

1. In every finding listed on the previous slide, there is a shift when disaggregating by race. Specifically, for all questions, when you look at BIPOC only responses:
 - a. Levels of satisfaction decrease
 - b. levels of neutrality increase
 - c. Levels of dissatisfaction increase
2. In question number 5 (How safe do you feel in your community), we also find additional variances based on gender identity. Specifically, a majority of survey respondents who identify as non-binary or trans report feeling significantly less safe than any other demographic

survey overlap with focus group policy priorities

Approximately 69% of survey respondents agreed with the listed policy priorities of focus group participants.

Specifically, survey respondents shared similar concerns regarding:

Housing and Development

Education and Schools

Social Services and Community Resources

(listed in order of how frequently they were mentioned)



the top three policy priority areas from survey respondents in order of how frequently they were mentioned were:

Taxes and Economic Concerns

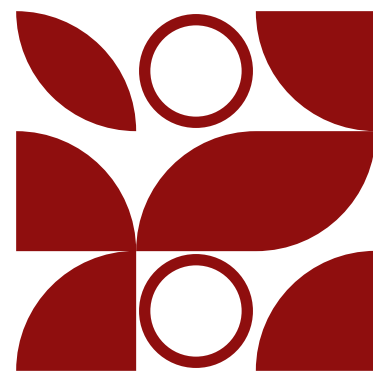
Crime and Public Safety

Environmental Concerns



nina recommendations

- Increase communications between supervisors and residents
- Expand the pool of POLCO users
- Develop (or strengthen) county relationships with municipalities concerning your mutual interests and concerns around residents' feelings of belonging, inclusion, and equity.
- Consider hosting more opportunities for residents to engage with their neighbors outside of this type of structured process.
- Build and resource a county working group with representatives from relevant commissions and committees to develop a strategy for identifying policy priorities and implementation based on feedback from this report.
- Support continued County leadership discussion and understanding around identity, equity, and belonging.
- Develop a communication plan



next steps for nINA

- Complete and share the Toolkit for future implementation by July 31, 2024
- Communicate :
 - share the final report with all focus group participants
 - host a follow-up session with Hmong participants on July 23, 2024
- Coordinate and facilitate three strategy sessions
- Host two body worn video camera focus groups in the Fall. Complete report, and share back what we learn by Nov. of 2024.*

*This was delayed because of a delay in the purchase and implementation of the body worn video cameras.

next steps for you

- Translate the one-page executive summary
- Share one-pager with your constituents
- Create implementation/strategy team or designate responsibility to a current committee
- Review the Toolkit for future implementation
- Participate in three strategy sessions with the nINA Collective to:
 - Prioritize recommendations
 - Develop implementation strategy and communication plan



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