

Wake Community Outreach & Engagement

Inventory Project Report

BOC Work Session

March 11, 2024



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Today's Objectives

- **Share intent and methodology for community outreach and engagement inventory project**
- **Communicate results of inventory project**

Outreach and Engagement: Context and Frameworks

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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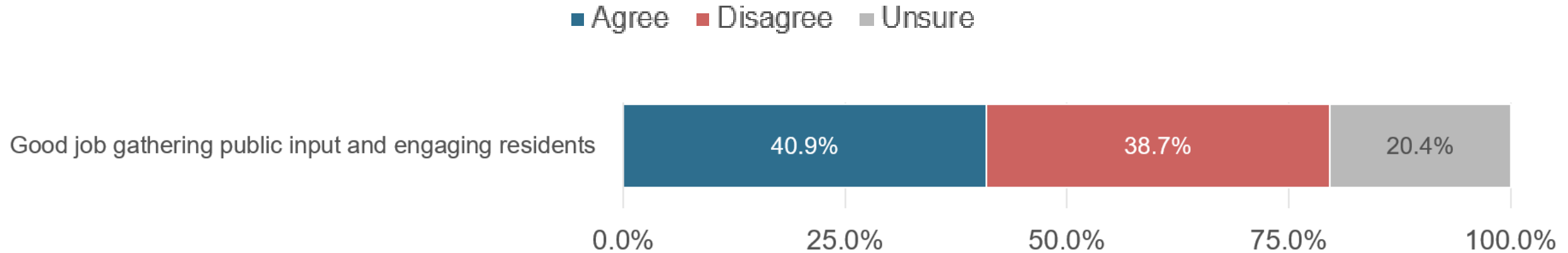
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IAP2's Public Participation Core Values

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

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Community Survey Data



Source: Wake County community survey,
Sept – Oct 2022, Margin of Error +/- 2%

Project Intent and Methodology

Community Outreach and Engagement

- **Goal GG 1: Engage our community to envision the County's future.**
 - **GG 1.1: Develop and implement strategies to improve community engagement.**

Project Assignment

- **Develop an inventory of Wake County community outreach and engagement methods**

(In other words, how are we talking and engaging with the public?)

Project Methodology

- Community is defined broadly as the general public and stakeholder groups
- Sought to capture outreach and engagement work for last five years (2019 through 2023)
- Used IAP2 and Tamarack Institute tools and frameworks for project foundation

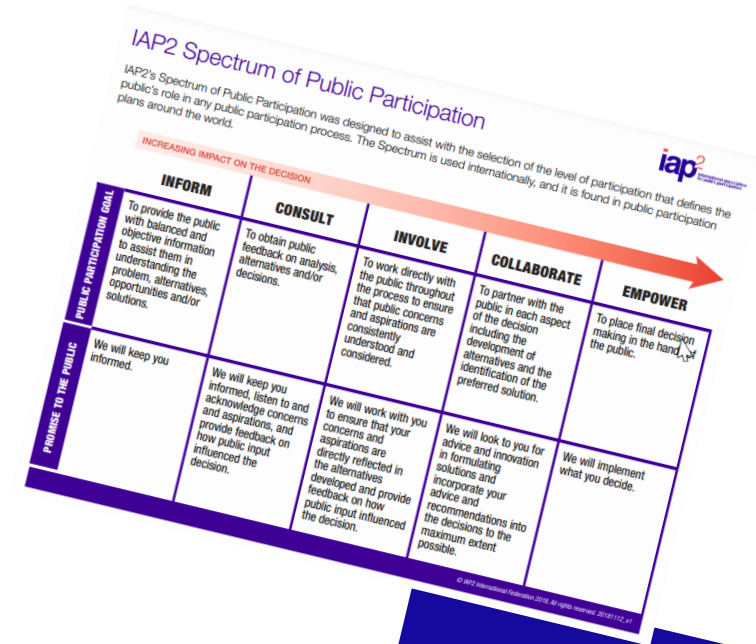


Image Sources: ©International Association for Public Participation www.iap2.org; Tamarack Institute

Project Methodology

- Worked with departments in Fall 2023 to explain project, establish topics, and set deadlines.
- For each topic, a department submitted a unique inventory entry.
- Entries included: topic point of contact, purpose statement, methods used, reflection on successes and opportunities for improvement, and collaborating departments.

Inform	Consult	Involve	Collaborate	Empower
Goal: To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	Goal: To obtain stakeholder feedback on analysis, alternatives and/or decisions.	Goal: To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	Goal: To partner with stakeholders in each aspect of the decision from development to solution.	Goal: Shared leadership of community-led projects with final decision-making at the community level.
<ul style="list-style-type: none"> Website Email / phone lines Social media Advertising Public meetings 	<ul style="list-style-type: none"> Polls Surveys Focus groups Online forums 	<ul style="list-style-type: none"> Design charette Visioning Citizens' panels 	<ul style="list-style-type: none"> Online communities Large group meetings 	<ul style="list-style-type: none"> Citizen committees Community indicator projects

Outreach and Engagement Methods - Examples
Source: Tamarack Institute (citing IAP2 Public Participation Spectrum)

Project Findings

Countywide Findings

Note: Graphic shows distribution of methods out of 187 topic submissions. For example, 184 topics had at least one “inform” method.

- Inform and consult methods used in the most topics.

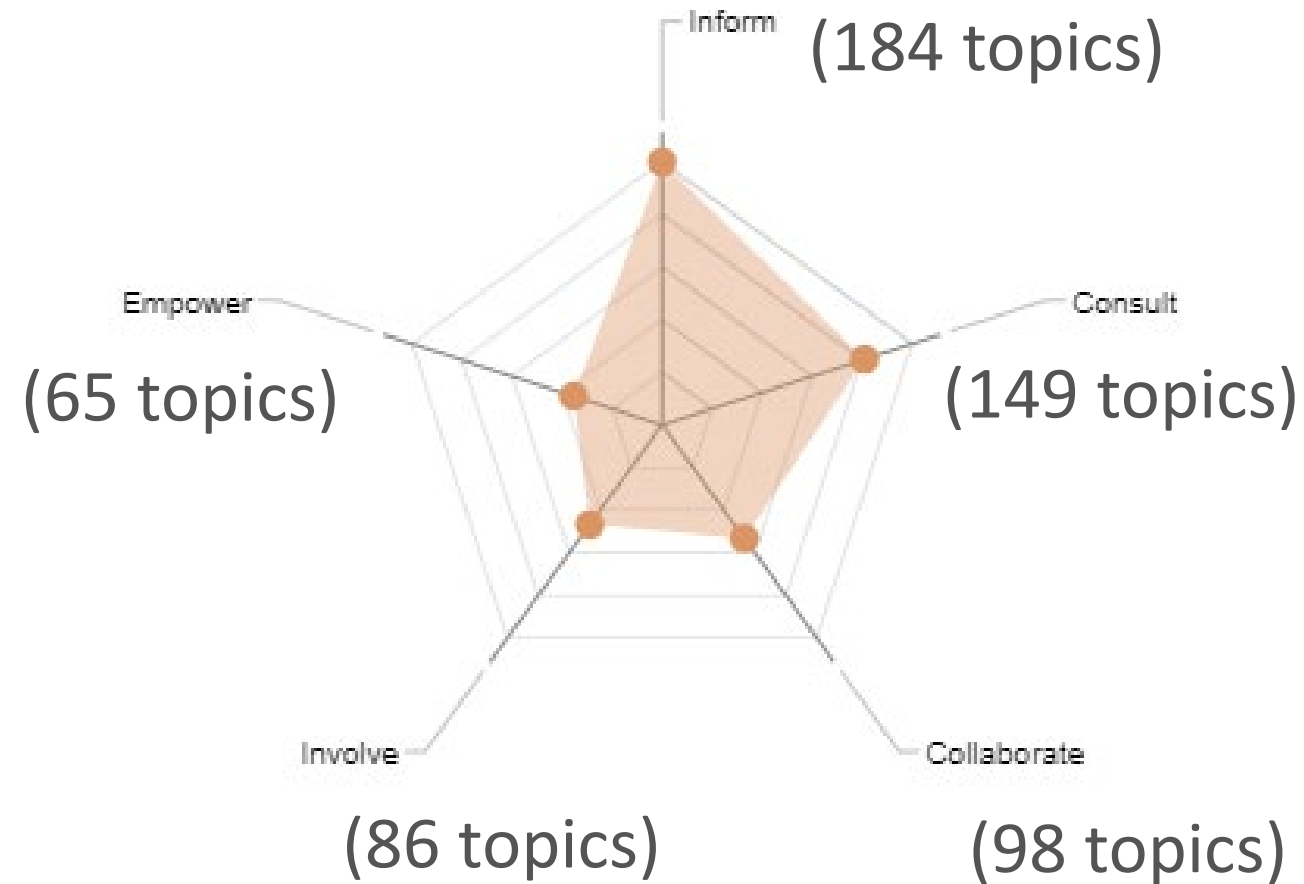
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Top 10 Most-Used Methods (1-5)

- 
1. Website (in 158 topics)
 2. Social media (in 117 topics)
 3. General information channels (phone lines, email, etc.) (in 109 topics)
 4. Presentations / live-streaming (in 105 topics)
 5. Printed collateral (fact sheets, newsletters, etc.) (in 97 topics)

Top 10 Most-Used Methods (6-10)

- 
- 6. Surveys (in 81 topics)
 - 7. Media Coverage (earned media via radio, TV, newspaper, etc.) (in 76 topics)
 - 8. Public Meetings (in 76 topics)
 - 9. Large Group Meetings (in 62 topics)
 - 10. Videos (in 56 topics)

Most-Used Method By IAP2 Category

- 
- Inform: Website (in 158 topics)
 - Consult: Surveys (in 81 topics)
 - Involve: Community mapping (in 41 topics)
 - Collaborate: Large group meetings (in 62 topics)
 - Empower: Citizen committees (in 46 topics)

Sample Inventory Topics Generally Aligned with Community Health & Vitality Board Goal

**Seasonal
Outreach
Programs**

Transportation

**Community
Event
Attendance**

**Resource
Promotion**

**Advisory
Boards and
Commissions**

**Opioid
Settlement**

**Familiar
Faces**

**Strategic
Planning for
Behavioral
Health System**

**Food
Security**

**Partnership
Development**

**Senior and
Adult
Services**

**HHS Quality
Improvement**

**Youth
Services**

**Intersections
of Criminal
Justice and
Behavioral
Health**

**Crisis
Services**

**Health
Education**

**Veteran
Services**

**Employment
and
Financial
Stability**

**Behavioral
Health**

**Health
Outreach**

**Housing
Consolidated
Planning
Process**

**Housing
Community
Agency
Funding**

**Wake County
Animal
Center Tours**

**Kids 4
Critters**

**Housing
Municipal
Engagement**

**Responsible
Pet Owner
Presentations**

**Homeowner
Rehab & Anti-
Displacement**

**Community
Pet Days**

**Rental and
Homeowner
Housing
Opportunities**

Sample Inventory Topics Generally Aligned with Growth & Sustainability Board Goal

Permits and
Inspections
Customer
Service Survey

Land Cover
Analysis and
Tree Canopy
Assessment
Study

Tree Canopy

Solar Power

I Heart Parks

Planning for
Rural Areas
and Working
Lands

Transportation

Historic
Preservation

Orphan
Roads

Land Use
Policy
Changes

Collaboration
and Outreach
to Regional
Governmental
Partners

New Project-
Specific
Planning

Community
Partners
Strategic
Planning
Support

Water
Partnership

Outreach
to the
Development
Community

Amendments to
the County's
Code of
Ordinances
(Firearms &
Noise)

Creation of
PLANWake
(Wake County
Comprehensive
Plan)

East Wake
Counts

Program
Satisfaction
Evaluations

Geographic
and
Demographic
Analyses and
Presentations

One Water

Departmental Snapshots

Housing Affordability & Community Revitalization

Eight topics, including:

- Housing Affordability Education for Nonprofits and Advocacy Groups
- Rental and Homeowner Housing Opportunities
- Housing Municipal Engagement
- Housing Community Agency Funding
- Housing Navigation
- Housing Rehab & Anti-Displacement
- Veteran Services
- Housing Consolidated Planning Process

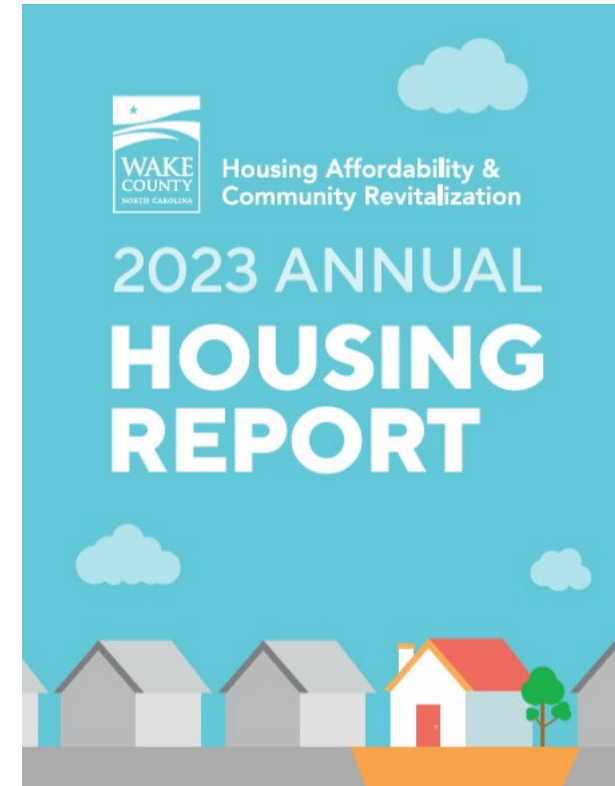


Image Source: Housing website

Sample Topic: Housing Affordability Education for Nonprofits and Advocacy Groups

Purpose

- Ensure consistent messaging about housing affordability. We are trying to maintain consistency regarding the needs of our community, how Wake defines affordability, Wake's housing priorities, and information about new policies re: affordability.

What Went Well

- Not only are we sharing from Wake's perspective, but it has helped the housing department to build relationships and trust, which enables nonprofit and advocacy stakeholders to share their perspective with us.

What Could Improve

- There's a lot of turnover in the nonprofit space currently, so maintaining these relationships during those transitions and keeping institutional knowledge is sometimes difficult.

Sample Topic: Housing Rehab & Anti-Displacement

Purpose

- Help residents, particularly lower-income homeowners, understand their options / resources available to help them keep their homes.

What Went Well

- This engagement has helped residents not only stay in their homes, but through major repairs they're able to thrive in their homes.
- It is leading to higher quality of life as residents take advantage of our programming.

What Could Improve

- Unless someone is seeking this specific assistance, it is difficult to let residents know about this program.
- We are looking to expand our communications reach and outlets for this specific area so that it's more inclusive to a broader continuum of residents.

Fire Services & Emergency Management

Nine topics, including:

- Fire Safety
- Fire Tax District
- Logistical Support for Various Departments and Organizations
- Emergency Planning Outreach to Community Partners
- Fire Department Recruitment and Diversity
- Harris Nuclear Power Plant Preparedness
- Ready Wake Program
- Chemical Reporting and Preparedness
- Firefighter Wellness - Cancer and Mental Health



Image Source: ReadyWake website

Sample Topic: Fire Department Recruitment and Diversity

Purpose

- Promote Fire Department recruitment, including increasing diversity and the awareness of diversity in the fire tax district.

What Went Well

- We received over 1,000 applications during each of our "Career in a Year" campaigns.
- We have seen positive progress in all demographic areas for the fire tax district, with a 1.7 percent increase in overall diversity.

What Could Improve

- We will need to find another funding source once ARPA funds are unavailable.
- We could enhance our outreach efforts by utilizing more social media and working with our local fire departments to do the same.

Sample Topic: Ready Wake Program

Purpose

- Empower stakeholders and residents to take proactive steps to ensure the safety and security of themselves and their loved ones in the event of a large-scale incident.

What Went Well

- Forged a lot of positive relationships in the community and have many organizations that serve as force multipliers for our messages.
- Seen increases in sign-ups for Ready Wake Alerts and increased social media followers.

What Could Improve

- Securing more partner organizations to help us share our messages so that we can expand outreach efforts.
- Opportunity to grow social media outreach.

Facilities Design & Construction

Six topics, including:

- Library Capital Improvement Program Projects
- County Parks, Preserves, and Greenways Capital Improvement Program Projects
- Public Art Procurement for County Capital Improvement Program Projects
- Health & Human Services Capital Improvement Program Projects
- Public Safety Facilities Capital Improvement Program Projects
- HUB and MBE Professional Services Outreach



Image Source: FD&C

Sample Topic: Public Safety Facilities CIP Projects

Purpose

- Inform the public about our upcoming facilities projects supporting safety in the community and to help communicate construction, infrastructure, and operational impacts to local residents.

What Went Well

- Public gets accurate and updated information about project plans and timeline at various phases in the project.
- Impacted residents can voice concerns and ask questions.

What Could Improve

- Can be difficult to incorporate public feedback or find ways to engage beyond informing.
- Design and location is driven by unique requirements of public safety operations and adherence to local municipal guidelines.

Sample Topic: County Parks, Preserves, and Greenways CIP Projects

Purpose

- Receive public input on the desired amenities at the park so that we can incorporate that feedback into the park design.

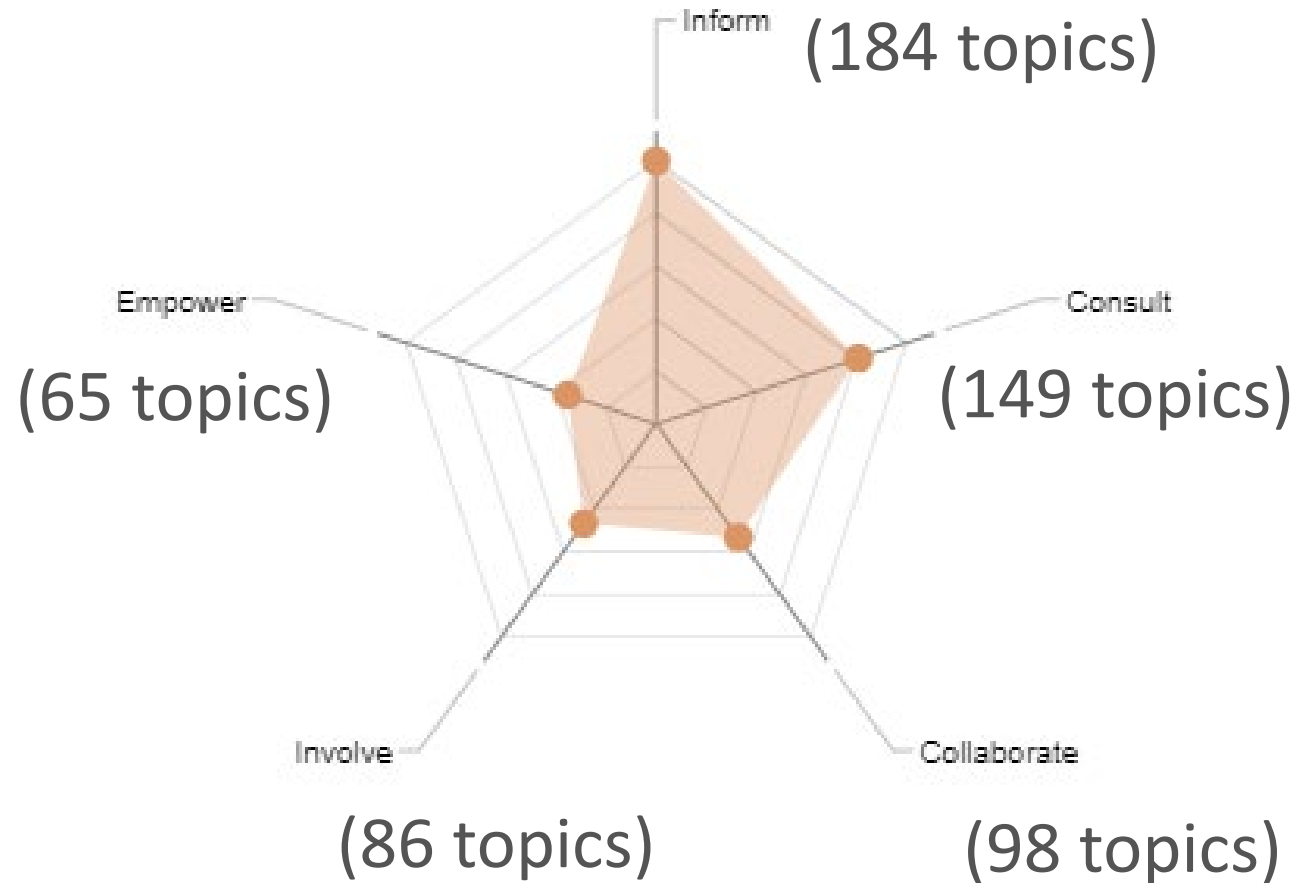
What Went Well

- The community gets excited about upcoming projects and feels a sense of ownership in the result. Historically, there has been large turnout at outreach events for these projects.

What Could Improve

- Opportunity to engage a diverse group of the public and not just those who have the time and resources to seek out involvement.
- Not all requests can be accommodated, which can be frustrating for those who provide input.

We Invite Your Feedback



Note: Graphic shows distribution of methods out of 187 topic submissions.



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