

It is important to plan and account for community engagement at the beginning stages of any project. By planning for this vital step, informed decisions can be made which will holistically consider all stakeholders and promote the involvement of Historically Underserved Communities (HUC). Thoughtful and respectful approaches to civic engagement can yield effective, reciprocal communication while forging new mutually productive partnerships.

Here are some key considerations for outreach and engagement of all communities—challenges and issues to think about from the get go—with the goal of promoting internal and external *capacity building* via inclusive collaborations.

## FOR MORE INFO, PLEASE CONTACT:

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## A Brief Summary of Some

# BEST MANAGEMENT PRACTICES

- 1. Plan for community engagement and community involvement from the beginning stages of the design of policies, programs, projects and materials.**
  - Allow for time, budget, and staff needed to do important preliminary and on-going outreach and community building.
  - Communicate early and communicate often; listen carefully.
- 2. Partner with communities to build capacity and ensure success.**
  - Identify and work collaboratively with Community Based Organizations (CBOs); identify Community Builders, consultants within diverse communities.
- 3. Know and learn about your audience; what is culturally relevant for them.**
  - What are the demographics, cultural norms, and traditions of your audience?
  - How are messages most effectively heard/received?
  - Mutually establish ground rules that recognize taboos and identifies strategies to overcome them.
- 4. Work collaboratively by forging reciprocal partnerships.**
  - Involve communities in planning and take time to understand their needs and perspectives.
  - Identify and engage other city and government agencies, as well as non-profits interested in doing work in communities you want to engage.
- 5. Collaboratively design and develop appropriate communication tools.**
  - Reflect all communities and enable people to be involved and have opportunities for participation.
  - Recognize and utilize most effective communication methods/tools for specific audiences.
- 6. Build trust and respect with consistent, honest, and transparent follow-through; nurture and build relationships.**
  - Identify and agree on common goals.
  - Keep communities informed of your plans.
- 7. Build social & environmental sustainability through community empowerment.**
  - Be prepared to fund the work you are requesting—value time and effort given.
  - Provide opportunities to develop youth leadership; include youth in decision making process, value their ideas and opinions.
  - Train the trainer is a model which promotes sustainability by allowing knowledge, training, and information to be passed on through existing community networks.
- 8. Utilize and promote available resources.**
  - Create reciprocal resource sharing by informing community members about available resources from City of Seattle and others sources that may be beneficial for all stakeholders.