

Engagement Spectrum

	Participation		Engagement		Partnership
	Outreach	Consult	Involve	Collaborate	Share Leadership
Community Engagement Goals	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into process and inform planning	Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity by placing full decision-making in the hands of the community; bridge divide between community and governance
Message to Community	<i>“We will keep you informed”</i>	<i>“We care what you think”</i>	<i>“You are making us think (and therefore act) differently about the issue”</i>	<i>“Your leadership and expertise are critical to how we address the issue”</i>	<i>“It’s time to unlock collective power and capacity for transformative solutions”</i>
Outcome	To establish communication and outreach channels, while sharing information and providing services	To develop connections and learn about the needs, interests and perspectives of residents	To initiate partnership and increased cooperation	Increased trust and partnership building.	A strong partnership between residents and government with bidirectional trust that affects broader community health outcomes.
Activities	<ul style="list-style-type: none"> • Fact Sheets • Open Houses • Presentations • Billboards • Videos 	<ul style="list-style-type: none"> • Public Comment • Focus Groups • Community Forums • Surveys 	<ul style="list-style-type: none"> • Community Organizing & Advocacy • House Meetings • Interactive Workshops • Polling • Community Forums 	<ul style="list-style-type: none"> • MOUs with Community-Based Organizations • Community Organizing • Citizen Advisory Committees • Open Planning Forums with Citizen Polling 	<ul style="list-style-type: none"> • Community-Driven Planning • Consensus Building • Participatory Action Research • Participatory Budgeting • Cooperatives