



# ***REAL* Engagement**

A City-wide Framework for Public Engagement

# ***REAL* Engagement**

- Key Definitions
- Components of *REAL* Engagement
- Creating a Culture of *REAL* Engagement

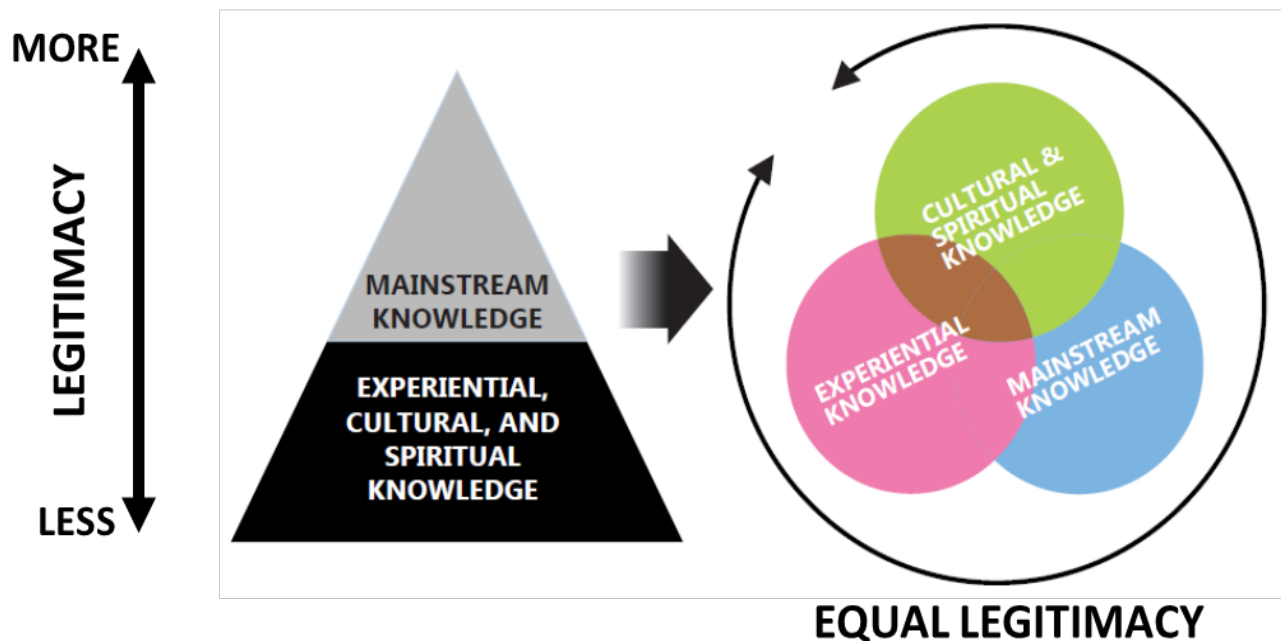
# Public engagement is...

Any process where city officials participate in face-to-face activities that:

- Build community
- Invest in community power
- Inform city decision making and improve city services
- Build an engaged city workforce

# Key Idea - Equity

## *LEGITIMACY AND FORMS OF KNOWLEDGE*



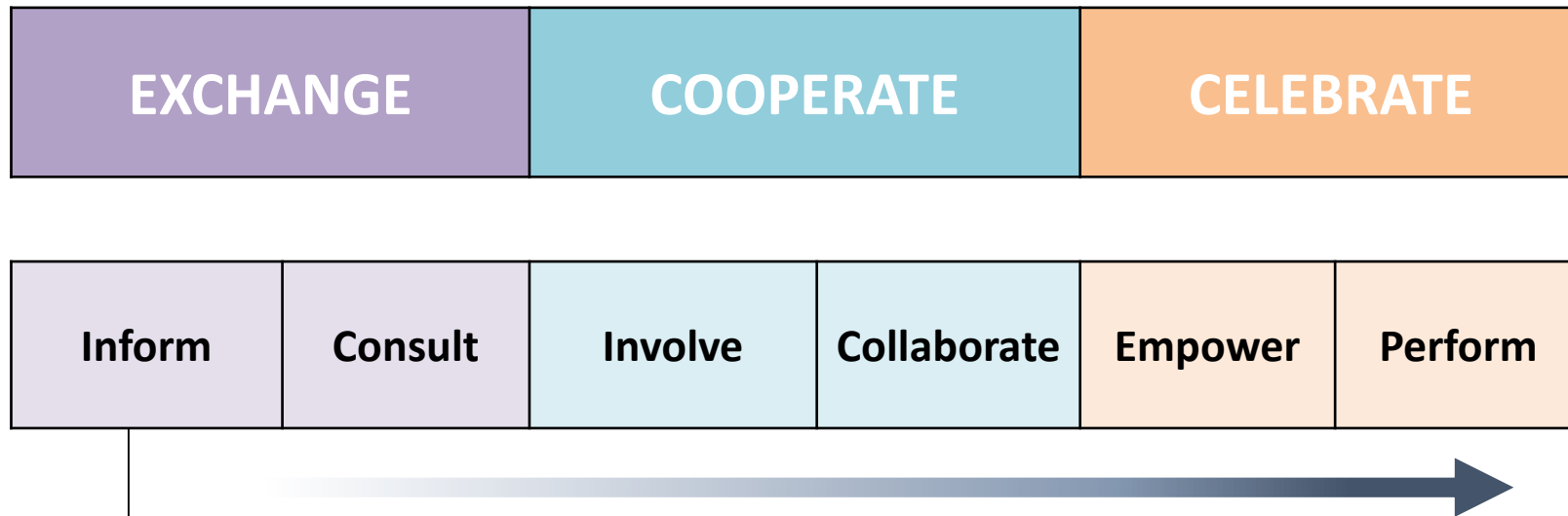
- **Professional/Mainstream**  
Published facts and data;  
Held by institutions
- **Experiential**  
Lived day-to-day observations;  
Held by all individuals
- **Cultural & Spiritual**  
Customs and beliefs;  
Held by communities and lineages

Adapted from Data Center Research for Justice. *An Introduction to Research Justice*, 2015.

# Principles of *REAL* Engagement

- Relevant
- Equitable
- Accountable
- Listening-oriented

# Spectrum of *REAL* Engagement Activities

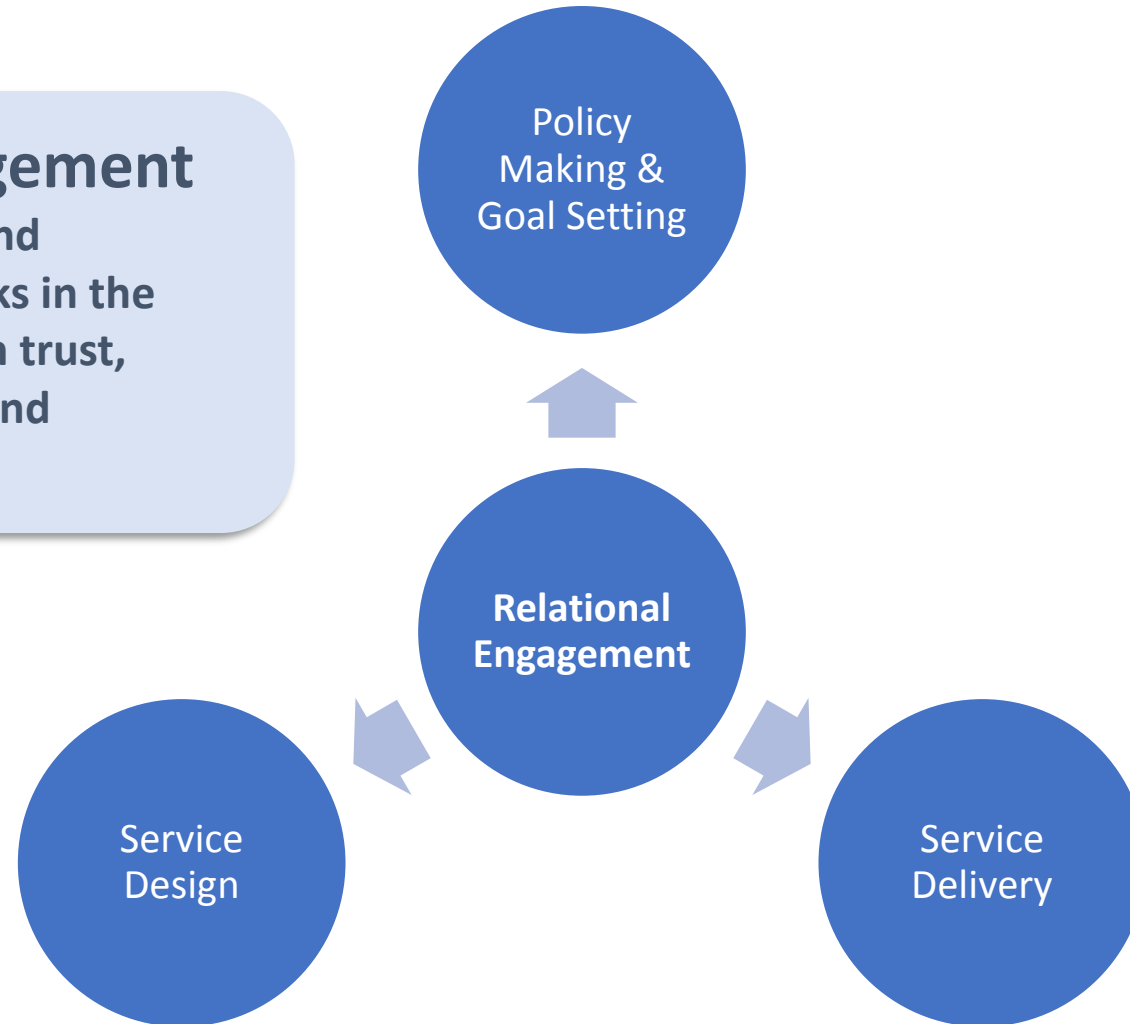


*REAL* Engagement requires exchange. Informing activities can be a critical component to inviting community members into a process and staying in touch, but *REAL* engagement begins with consulting and grows from there

# Forms of *REAL* Engagement Practice

## Relational Engagement

Building, maintaining and participating in networks in the community grounded in trust, shared understanding and cooperation



# Forms of *REAL* Engagement Practice

## COMPONENTS

### Design Engagement

Shaping and describing a shared vision for the community

- Creating ordinance changes
- Setting budgets
- Creating Capital Improvement Plans
- Developing annual department plans
- Creating new departments/programs
- Developing a Comprehensive Plan

### Policy Making & Goal Setting

### Service Design

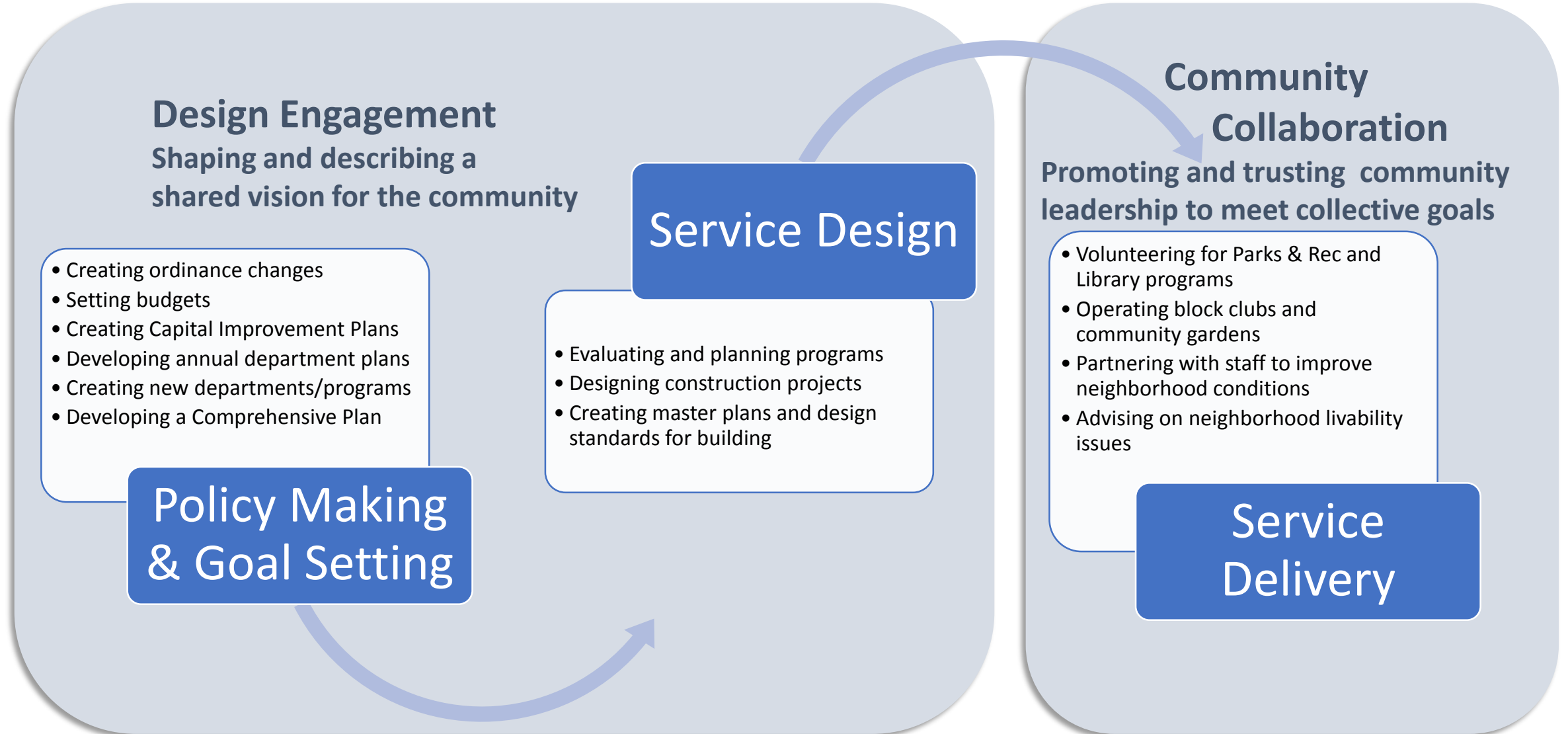
- Evaluating and planning programs
- Designing construction projects
- Creating master plans and design standards for building

### Community Collaboration

Promoting and trusting community leadership to meet collective goals

- Volunteering for Parks & Rec and Library programs
- Operating block clubs and community gardens
- Partnering with staff to improve neighborhood conditions
- Advising on neighborhood livability issues

### Service Delivery





# Who practices *REAL* Engagement?

In short, everyone...

- Compare the function of your role to its associated form of engagement
- Consider how *relational engagement* is currently integrated into your work

# Steps Toward a *REAL* Engagement Culture

- Identifying engagement projects in 2019 departmental equity plans
- New *REAL* Engagement Toolkit
- New trainings for staff in 2019
- Formation of inter-departmental staff committee to prioritize improvement actions