

SOUTHERN NEVADA STRONG COMMUNITY ENGAGEMENT SPECTRUM

The SNS Community Engagement Spectrum was designed to help clarify and determine the level of community participation in a public process or decision. The Spectrum was adopted from IAP2's model, which is used internationally and found in many public participation plans. The further to the right on the Spectrum, the more influence the community has over decisions. Each level can be appropriate depending on the context.

	INFORM	CONSULT	INVOLVE	COLLABORATE	DIRECT
MESSAGE & GOAL	<p>MESSAGE: We want you to know</p> <p>GOAL: To provide the community with factual information regarding current initiatives/challenges</p>	<p>MESSAGE: We want your feedback</p> <p>GOAL: To obtain general feedback from the community on current initiatives/challenges/services</p>	<p>MESSAGE: Work with us to inform the decision-making process</p> <p>GOAL: To work directly with communities throughout the process to ensure that their issues and concerns are consistently understood and considered</p>	<p>MESSAGE: Work with us throughout the process to develop solutions</p> <p>GOAL: To partner with the community in all aspects of the decision-making process to synergistically create solutions</p>	<p>MESSAGE: We implement what the community decides</p> <p>GOAL: To assist and participate in community directed strategy and actions</p>
WHEN THE COMMUNITY IS INCORPORATED	After development and decisions for project/plan	After direction of project/plan; Before decision on a solution	After development of project/plan; Before decision of process so that voice can inform the way to a solution	Community and public entity share development of project/plan; Both partners define scale, scope, resources, and create solutions	Community develops a project/plan by identifying the need; Community requests participation from public entity, which then responds as a stakeholder
ENGAGEMENT TOOLS & TACTICS * <i>Red text designates online and virtual tools and tactics</i> <i>It's recommended to use a combination of techniques (in-person and virtual), ensuring that the process provides adequate opportunities for broad participation.</i>	<ul style="list-style-type: none"> • Press/media release • Brochures & fact sheets (translated) • Message boards, mailers, and door hangers • Partnerships with community organizations & community events • Open houses • Social media, web, & e-communications • Paid digital/social advertising 	<p>ALL PREVIOUS TOOLS PLUS:</p> <ul style="list-style-type: none"> • Surveys/polls (in-person or online) • Public meetings • Public comment • Neighborhood meetings • Conversation cafes • Feedback kiosks • Social media polls • Telephone town hall meetings • Social listening and trends research 	<p>ALL PREVIOUS TOOLS PLUS:</p> <ul style="list-style-type: none"> • Action planning • Focus groups • Advisory boards • Stakeholder meetings • Design charrettes & workshops • Social media live & discussion threads • Video conferences • Workshops, local issues forum, and summits with community partners 	<p>ALL PREVIOUS TOOLS PLUS:</p> <ul style="list-style-type: none"> • Citizens advisory committees • Community dialogues • Participatory planning & decision-making • Consensus building activities • Crowd wise decision making • Document sharing • Online working sessions • 1-on1 conversations 	<p>ALL PREVIOUS TOOLS PLUS:</p> <ul style="list-style-type: none"> • Community-led planning • Community budgeting • Ballots • Citizens' jury • Delegated decisions • Consensus conferences • All might apply
ROLE OF COMMUNITY MEMBERS	Audience	Audience and consultant	Technical committee	Stakeholder	Decision-maker
ROLE OF LEAD AGENCY	Decision-maker	Decision-maker	Decision-maker	Leader	Stakeholder
EXAMPLE ACTIVITIES FOR ABOVE ENGAGEMENT LEVEL*	<ul style="list-style-type: none"> • Disaster/health planning • Medical screenings/research projects • Program enrollments • Work zone management 	<ul style="list-style-type: none"> • Special use permit applications • Transit service monitoring • School zoning and new construction • Capital improvement projects 	<ul style="list-style-type: none"> • New or existing ordinance changes • Designing pilot programs • New development projects • Infrastructure improvements 	<ul style="list-style-type: none"> • Development of master plans, revitalization plans, or strategic plans • Developing social service solutions • Preservation planning 	<ul style="list-style-type: none"> • Creating community coalitions • Policy change • Community development • Participatory budgeting
ENGAGEMENT TIMELINE	Fast, often time sensitive	Generally short and tied to a specific project	Variable and ongoing, focus is on building support and problem-solving, generally tied to specific projects and short-term planning efforts	Variable and ongoing, focus is on relationship building and collaboration, generally tied to community-focused development and long-term planning efforts	Variable and ongoing, focus is on community empowerment and systems change

* Products and companies featured in provided links are included for educational purposes and should not be construed as an endorsement by Southern Nevada Strong

