Prioritize and Focus
Your Local Broadband
Community Engagement

Broadband & Digital Equity

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Objective

• Identify who, why, what and how to engage community members in your broadband and digital equity planning.
The benefit of 'Internet for All' is improved and enhanced:

- Health
- Education
- Economic opportunity
- Quality of life

For EVERYONE!
Community Engagement

The purposeful activity of community members taking part in decision-making outside of the electoral (voting) process. (Such, 1989)

The process of involving the public in problem-solving, planning, policy-setting, and decision making.
1. **WHO** do you need to engage?
2. **WHY** is it important to engage them?
3. **WHAT** do you want to accomplish by engaging them?
4. **HOW** can you effectively engage them?
WHO do you need to engage?
Who should we engage?

Local Partners

Community Members
Putting it into practice
WHY is important to engage community members?
Reasons to engage community

1. Community engagement produces better results.

2. Community engagement produces more engaged community members.
WHAT do you want to accomplish by engaging community members?
Five purposes for engaging community members

1. Awareness
2. Education
3. Input
4. Interaction
5. Partnership
Awareness

**Purpose**: Make the community aware of your broadband and digital equity planning effort.

**Promise**: We will keep you informed.
Education

**Purpose:** Provide the community with information to assist them in better understanding broadband and digital equity needs, concerns, solutions, and plans.

**Promise:** We will try to help you understand.
Input

**Purpose:** Obtain community feedback on broadband and digital equity needs, concerns, solutions, and plans.

**Promise:** We will provide opportunities for your input, and feedback on how your input was used.
Interaction

**Purpose**: Work directly with the community to ensure that their issues and concerns are consistently understood and considered.

**Promise**: We will work with you to ensure your concerns are directly reflected in the alternatives, strategies, and plans; and provide feedback on how your input influenced decisions.
Partnership

**Purpose:** Place decision-making responsibilities in the hands of the community.

**Promise:** We will work to implement what you decide.
Five purposes for engaging community members

1. Awareness
2. Education
3. Input
4. Interaction
5. Partnership
HOW can you effectively engage community members?
Awareness

**Purpose**: Make the community aware of your broadband and digital equity planning effort.

**Promise**: We will keep you informed.

**Methods**: direct mail, news releases, mass media, social media, displays and exhibits
Education

**Purpose**: Provide the community with information to assist them in better understanding broadband and digital equity needs, concerns, solutions, and plans.

**Promise**: We will try to help you understand.

**Methods**: public education meetings, websites, newsletters
Input

**Purpose:** Obtain community feedback on broadband and digital equity needs, concerns, solutions, and plans.

**Promise:** We will provide opportunities for your input, and feedback on how your input was used.

**Methods:** open houses, public hearings, surveys, focus groups
Interaction

**Purpose:** Work directly with the community to ensure that their issues and concerns are consistently understood and considered.

**Promise:** We will work with you to ensure your concerns are directly reflected in the alternatives, strategies, and plans; and provide feedback on how your input influenced decisions.

**Methods:** asset mapping, community forums, citizen advisory committee, visioning
Partnership

**Purpose**: Place decision-making responsibilities in the hands of the community.

**Promise**: We will work to implement what you decide.

**Methods**: citizen planning committee
Your Community Engagement Plan
Community Engagement Guidelines

1. Multiple ways to engage.
2. Equitable access.
3. Communicate how input was used.
Wrapping Up

- Where to find the worksheets and recording of this meeting
- Office hours
- Other tools on their way!
- Broadband toolkit
- Next webinar: DATE
Questions?