

Prioritize and Focus Your Local Broadband Community Engagement *Broadband & Digital Equity*



Extension
UNIVERSITY OF WISCONSIN-MADISON

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Objective

- Identify who, why, what and how to engage community members in your broadband and digital equity planning.

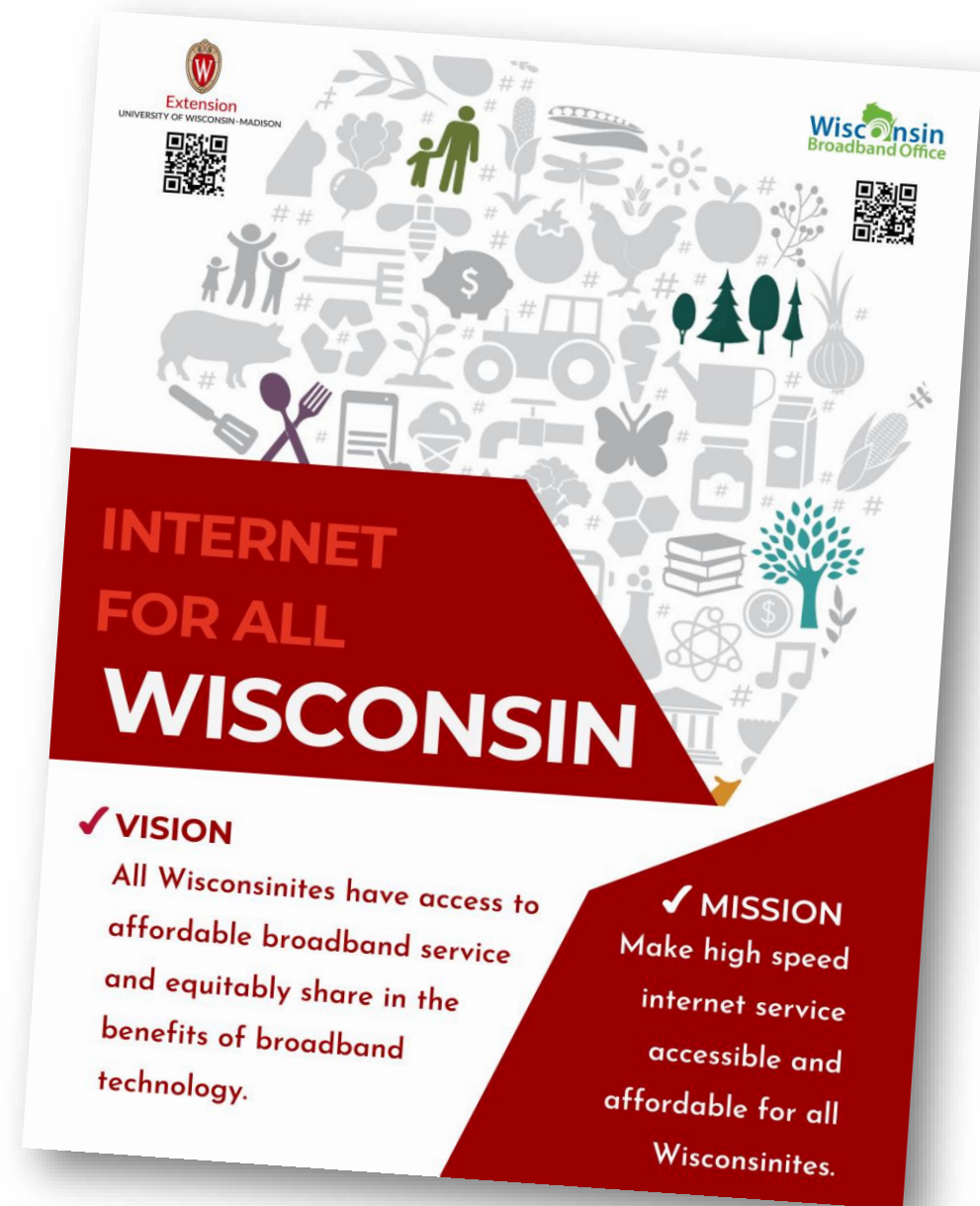


Internet for All

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.



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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



ENGAGE LOCAL PARTNERS

This worksheet will help you determine potential team members & partners who can provide perspectives, opinions, and experiences that will inform your plan.

- 1. Local Partners:** Use this list to get started, add more groups as you think of them.
- 2. Status:** Choose the option(s) that best suits the group. If you plan to involve the group another way, try to brainstorm one or two ways you might do that and write your ideas in the box.
- 3. Name of person or group involved/to involve:** List someone by name if you know them or put an asterisk in the box if you don't know anyone by name, indicating that you have some investigating to do. Then reach out to your networks to seek out individuals/groups that you can invite to your team or involve another way.
- 4. Who Will Follow Up? By When?** Assign who will reach out to the individual/group and the due date for this outreach. Make sure you know why you are reaching out – is it to invite them to your planning team or to involve some other way?

1. Local Partners	2. Status	3. Name of person or group involved/to involve	4. Who will follow up? By when?
City Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		
County Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		
State Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		

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



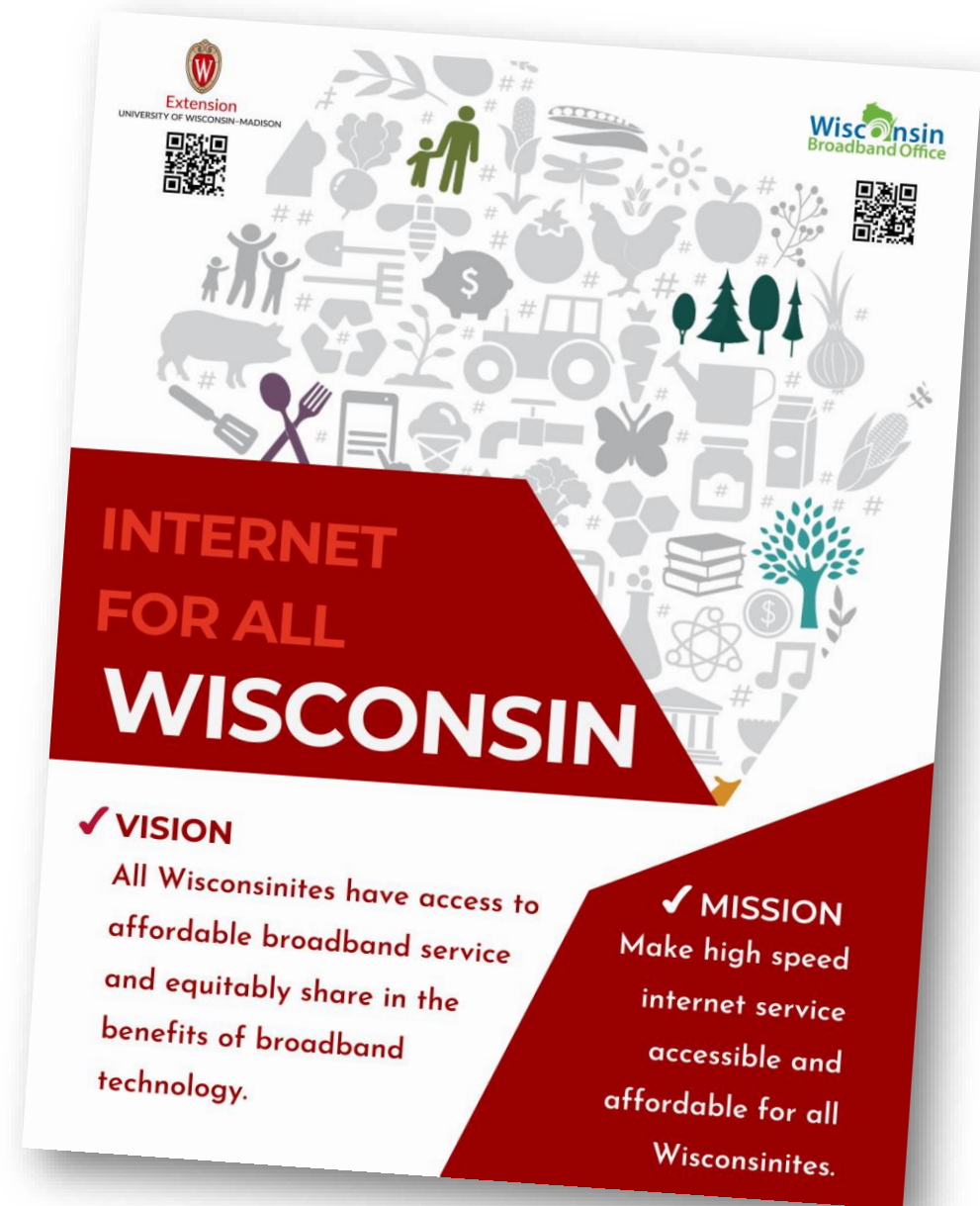
Community Engagement Guidelines

1. Multiple ways to engage.
2. Equitable access.
3. Communicate how input was used.
4. Celebrate milestones.



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?



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