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	MESSAGE: We want you to know GOAL: To provide the community with factual information regarding current initiatives/challenges	MESSAGE: We want your feedback GOAL: To obtain general feedback from the community on current initiatives/ challenges/services	MESSAGE: Work with us to inform the decision-making process GOAL: To work directly with communities throughout the process to ensure that their issues and concerns are consistently understood and considered	MESSAGE: Work with us throughout the process to develop solutions GOAL: To partner with the community in all aspects of the decision-making process to synergistically create solutions	MESSAGE: We implement what the community decides GOAL: To assist and participate in community directed strategy and actions
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 *	• Press/media release • Brochures & fact sheets • Translated information • Social media • Mailers & flyers • Webpages & e-communications • Door hangers • Open houses	ALL PREVIOUS TOOLS PLUS: • Surveys/polls • Public meetings • Public comment • Neighborhood meetings • Conversation cafes • Feedback kiosks	ALL PREVIOUS TOOLS PLUS: • Action planning • Town Hall meetings • Focus groups • Advisory boards • Stakeholder meetings • Crowd wise decision making • Design charrettes • Workshops	ALL PREVIOUS TOOLS PLUS: • Citizens advisory committees • Community dialogue • Participatory strategic planning • Participatory decision-making • Local issues forum • Consensus building activities	ALL PREVIOUS TOOLS PLUS: • Community-led planning • Community budgeting • Ballots • Citizens' jury • Delegated decisions • Consensus conferences
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
EXAMPLES PROJECT TYPES FOR ABOVE ENGAGEMENT LEVEL*	• Disaster/health planning • Medical screenings/research projects • Program enrollments • Work zone management	• Special use permit applications • Transit service monitoring • School zoning and new construction • Capital improvement projects	• New or existing ordinance changes • Designing pilot programs • New development projects • Infrastructure improvements	• Development of master plans, revitalization plans, or strategic plans • Developing social service solutions • Preservation planning	• 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