Town of Manchester
Community Engagement Project
Community Meeting
March 2019
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Project Overview
Project Overview

Develop a strategy and plan for increasing inclusion & community engagement in the Town of Manchester.
Project Overview

**COLLECT**
COLLECT TOWN LEADERSHIP & COMMUNITY INPUT

**SYNERGIZE**
SYNERGIZE COMMUNITY INPUT & IDENTIFY PRIORITIES

**STRATEGIZE**
ESTABLISH STRATEGY, IMPLEMENTATION FRAMEWORK & PLAN

**EXECUTE**
EXECUTE PLAN

**TRAIN**
DIVERSITY EQUITY & INCLUSION TRAINING
Diversity, Equity, & Inclusion (DEI) Training
DEI Training Workshop Series

1. Equity 101

2. Everyday Anti-Racism

3. How to Have Conversations about Race, Bias, & Equity
Community Perspectives & Suggestions
What makes you proud to live in Manchester?

- School Quality: 50% (2017 Survey) 50% (2018 Focus Groups)
- Housing Choices: 18% (2017 Survey) 15% (2018 Focus Groups)
- Safe Neighborhoods: 5% (2017 Survey) 0% (2018 Focus Groups)
- Transit Options: 30% (2017 Survey) 30% (2018 Focus Groups)
- Living Wage Jobs: 6% (2017 Survey) 3% (2018 Focus Groups)
- Shopping Options: 12% (2017 Survey) 12% (2018 Focus Groups)
- Community Events: 34% (2017 Survey) 34% (2018 Focus Groups)
- Community Engagement: 36% (2017 Survey) 39% (2018 Focus Groups)
- Cultural Diversity: 37% (2017 Survey) 34% (2018 Focus Groups)
- Access to Recreational Facilities: 3% (2017 Survey) 4% (2018 Focus Groups)
- Technology Resources: 0% (2017 Survey) 0% (2018 Focus Groups)
- Other: 15% (2017 Survey) 15% (2018 Focus Groups)
Positive Community Perceptions – Other

What makes you proud to live in Manchester?

- Community Services & Programs, 83%
- Responsive Town Leadership, 8%
- Convenience, 9%

2018 Focus Group Responses Only
Negative Community Perceptions

What experiences have you had that have validated your perspective that Manchester is not welcoming, diverse, equitable, or inclusive?

- Communications: 39%
- Community Services & Programs: 8%
- Lack of Diversity: 17%
- Safety: 4%
- Schools: 10%
- Town Investments: 5%
- Harassment: 8%
- Other: 8%

2018 Focus Groups
Negative Community Perceptions

**Communication**

- Conversations: Community & Town Leadership
- Community Services & Programs
- School

**Lack of Diversity**

- Community Engagement
- Town Government
Community Suggestions

What suggestions do you have to make Manchester more welcoming?

- Community Services & Programs: 54%
- Communication: 25%
- Increase Diversity: 10%
- Schools: 6%
- Other: 5%

2018 Focus Group Responses Only
Community Suggestions

Services & Programs
- Conversations about DEI
- Multi-Cultural Events
- Community & Parenting Support Networks
- Youth Programming & Access to Programs

Communication
- Communication Campaign
- Town Leadership Communication
- Town Website
- Town Social Media Management

Increase Diversity
- Town Recruitment Practices
- Community Engagement Practices
Strategic Priorities
Strategic Priorities

#1 Strategic Priority

Create a forum for DEI conversations throughout the community

- Unite & empower a team of community leaders charged with creating a forum for DEI conversations throughout the community.
- Create an inventory of DEI programming throughout the community. Foster connections and collaboration among the groups undertaking this work.
- Establish on-going race-equity development programming throughout the community to raise internal awareness of systemic race and equity issues.
- Establish a community communication strategy and narrative designed to change the perception of race relations in Manchester.
Strategic Priorities

Strategic Priority #2

Create best practices for disseminating information to the community-at-large

- Create an inventory of methods utilized to distribute information across the community, audiences reached, and perceived effectiveness. Use this knowledge to recommend best practices for communicating with community organizations and all resident populations.

- Assess where information about community events and programs is housed. Use this knowledge to make recommendations for how to best aggregate and disseminate information to the community-at-large.
Equity & Inclusion Collaborative
Equity & Inclusion Committee Overview

Create a plan designed to achieve the strategic priorities:

– Forum for DEI conversations throughout the community
– Best practices for disseminating information to the community-at-large

Active participation in planning meetings. Communicate openly and demonstrate consideration and respect for the ideas and views of others.

March through June 2019

Get Involved!

Sign-up tonight or email us at: Heidi@kjrc consultancy.com
Collaborative Aspiration

- Acknowledge the past
- Shift mindset
- Foster inclusion
- Increase community engagement