

Community Engagement Spectrum/Continuum and Examples

	INFORM	CONSULT	INVOLVE	COLLABORATE	COMMUNITY DIRECTS
COMMUNITY PARTICIPATION GOAL	To provide the community with balanced, factual and culturally-appropriate information to assist them in understanding the problems, alternatives and/or solutions.	To obtain community feedback on analysis, alternatives and/or decision.	To work directly with communities throughout the process to ensure that community issues and concerns are consistently understood and considered.	To partner with communities in each aspect of the decision, including the initial development of alternatives and the preferred solution.	To place final decision-making in the hands of the public or community.
MESSAGE TO THE COMMUNITY	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how community input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how community input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions. We will incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Press releases • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Forums • Coalitions 	<ul style="list-style-type: none"> • Community Advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Juries • Ballots • Delegated decisions • Participatory budgeting
WHO IS INVOLVED	All members of the public or the community	A sample of members of the community who respond or participate	Invited representatives of communities	Volunteer and invited representatives of communities	Members of the public or communities acting within a formal structure
BUDGET EXAMPLES	0.1 to 0.5 FTE, unpaid members of the public	0.5 FTE plus cost of focus groups and surveys, stipends for participants	0.5 to 1.5 FTE, payments to organizations representing the public, stipends	1.5 FTE to 4 FTE, payments to organizations, stipends	4 FTE or more, including salaries for liaisons, stipends, infrastructure support
TIMEFRAME EXAMPLES	Usually fast, often time-sensitive. For example, 1 day to 1 week.	Often episodic, usually tied to one-time projects, decisions or grants. Often 1 week to 1 month, e.g. 30 day public comment periods.	Variable, often several months. Moving toward on-going relationships rather than episodic, e.g. 4 to 6 week RFP response times.	Often several months, to on-going.	Variable, often weeks, months or on-going.

Sources: © International Association for Public Participation (framework and Spectrum used with permission and available at: www.iap2.org), King County Continuum of Community Engagement (example tools at: www.kingcounty.gov/equity), Community Liaison Networks Overview Matrix (budget examples, at: www.livingcities.org/resources/294-webinar-racial-equity-and-community-engagement-in-collective-impact) and Communities of Opportunity experiences (timeframe examples at: www.kingcounty.gov/coo).