The Edward J. Collins, Jr. Center for Public Management presents:

Building Stronger Communities Through Civic Participation

Thursday, September 19th 12pm - 1pm





Webinar Agenda











Data



Recommendation s



Interesting Solutions

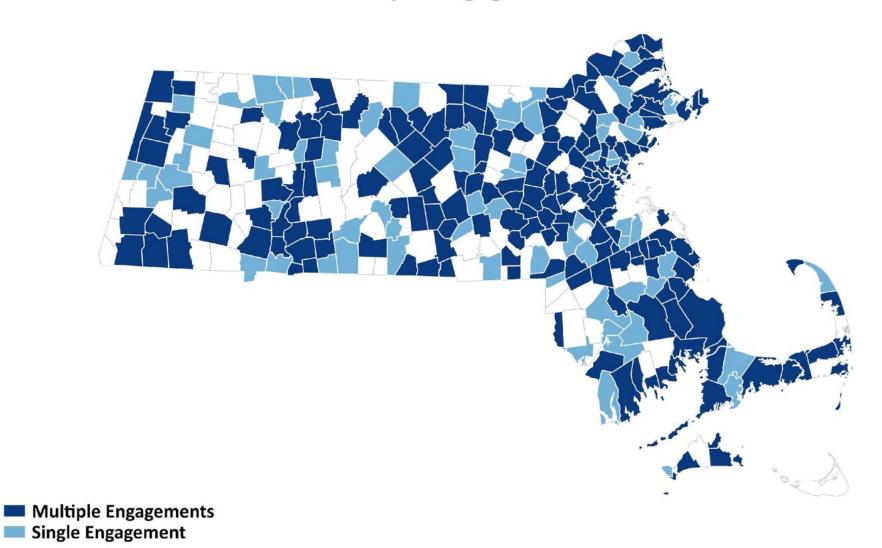


About the Collins Center WHAT WE



WHERE WE WORK

Collins Center Municipal Engagements since 2008





Problem Statement

Cities and towns struggle to inspire and mobilize community members to actively participate in local government through boards and committees

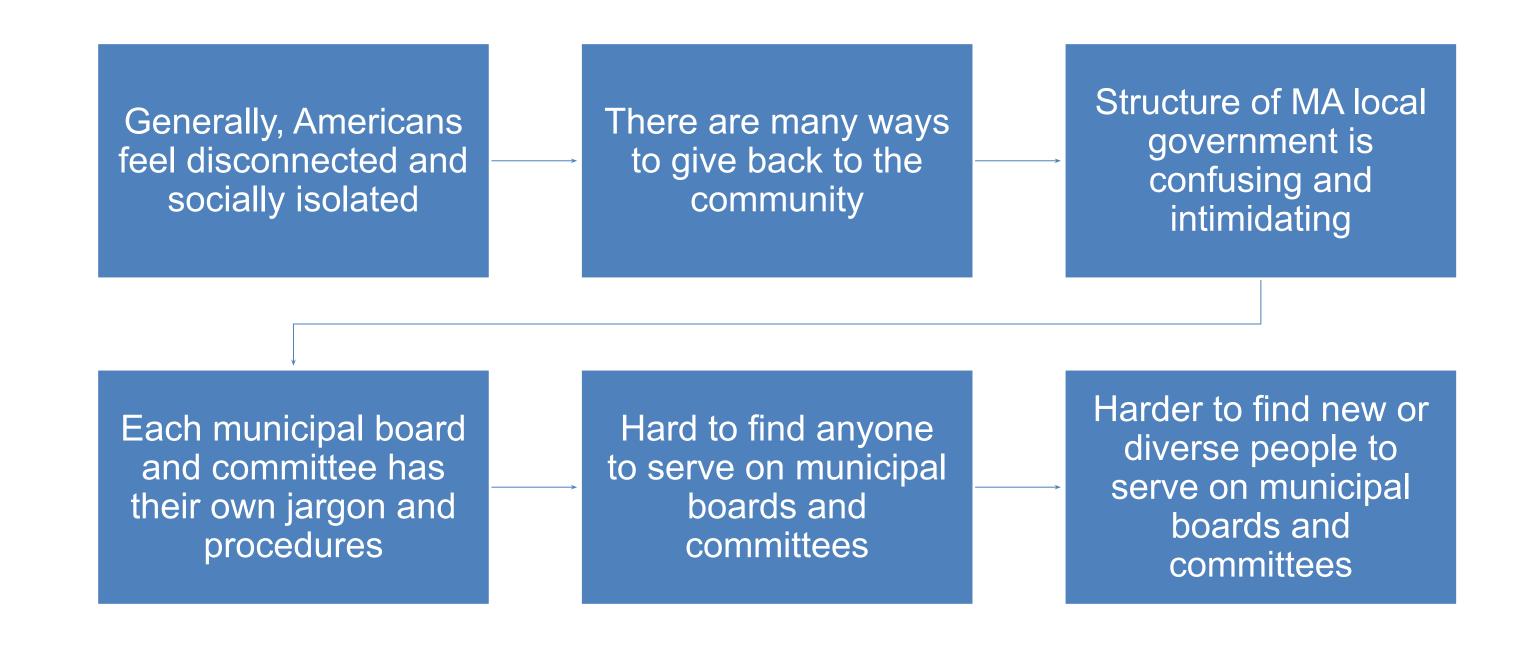


Warm Up

What made you get involved in your municipality?

What barriers do you have to overcome or manage to get to your board's meetings?

Our Perspective







Supporting Data

Volunteering is on the decline

Nationally, volunteering dropped more than 23%

(2019 - 2021)

, volunteering declined almost 10%

(2017-2021)

In

Massachusetts

Residents aren't looking for volunteer opportunities from their towns

Source: Council of Nonprofits

Source: <u>Americorps</u>



- Women volunteer more than men at rate of 34% compared to 26.5%
- People with higher levels of education volunteer more than those with lower levels of education
- Generation X has the highest rate (36.4%) of volunteering, while Baby Boomers are giving more hours of service (2.2 billion)

Supporting Data



Top Causes for Volunteering

Hunger & homelessness

Health & wellness

Faith & spirituality

Animal & wildlife

Children & youth

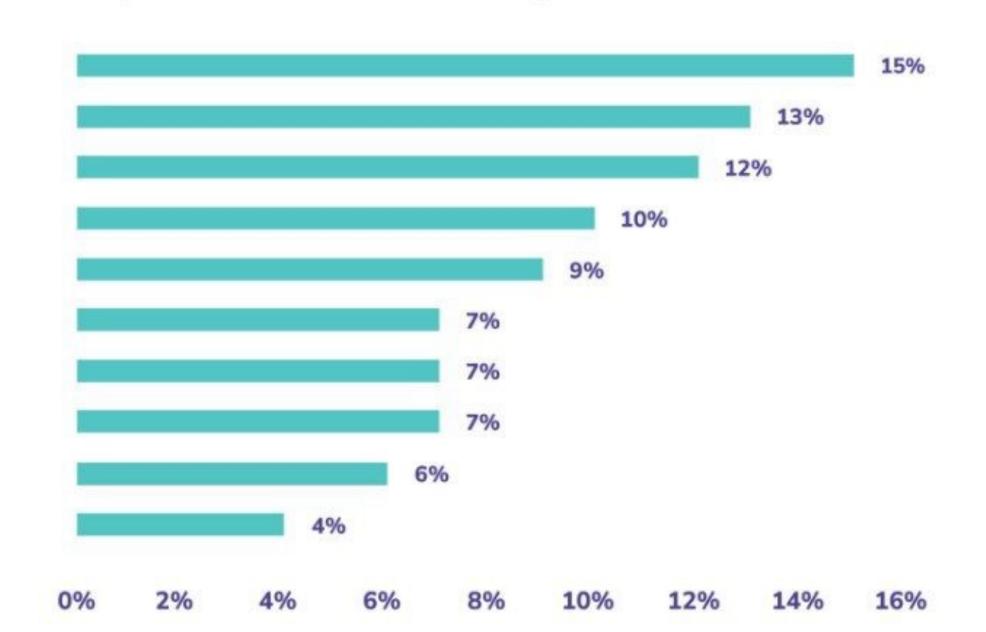
Environment & conservation

Human & social services

International development

Arts & culture

Women & girls





Source: <u>Team Stage</u>

35

of volunteers do so to socialize. Other reasons include altruism, gaining new skills, and improving career prospects

Source: <u>Sterling</u> <u>Volunteers</u>

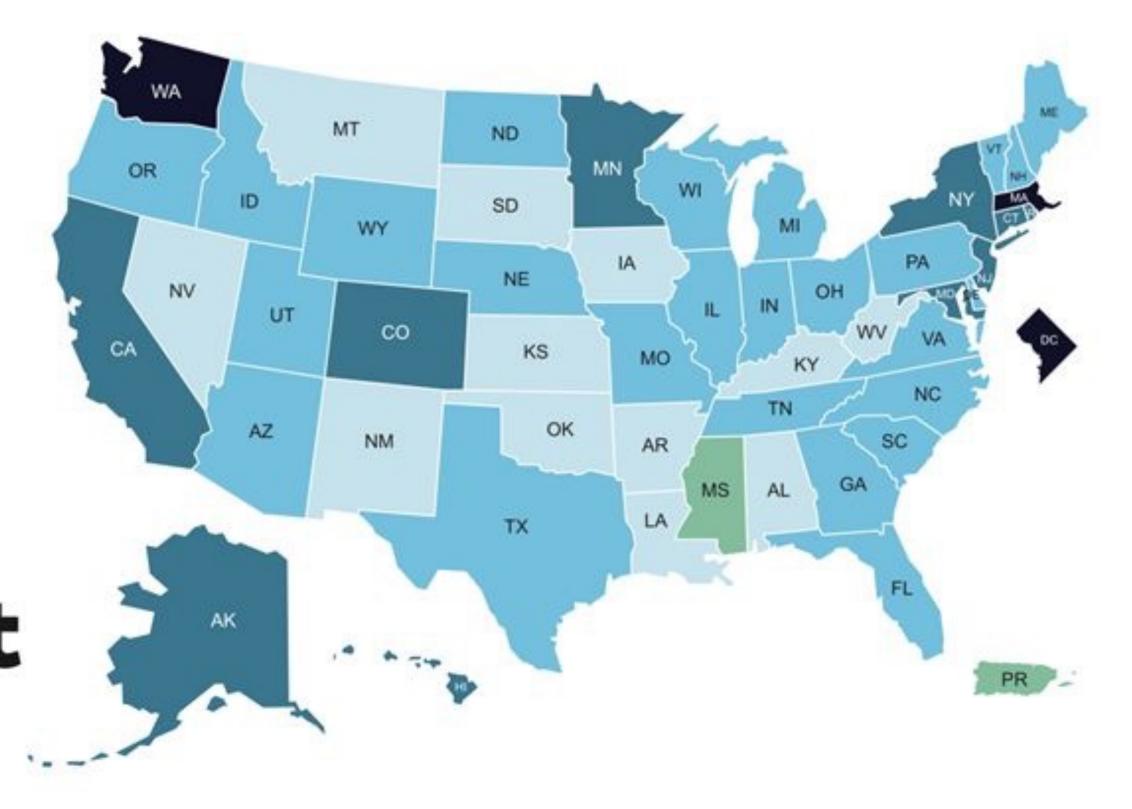
67

of volunteers found the Volunteer opportunity online





2024
Value of
Volunteer
Time Report



2023 Value of Volunteer Time

>\$40 \$35 - \$39 \$30 - \$34 \$26 - \$29 \$26>





RECOMMENDATIONS

To recruit and retain a diverse and engaged pool of volunteers for municipal boards and committees...

5 Tips



Make it Essential



Make it Clear



Make it Meaningful



Make it Inclusive



Make it Known

Make it Essential





Make it Essential -

Continued

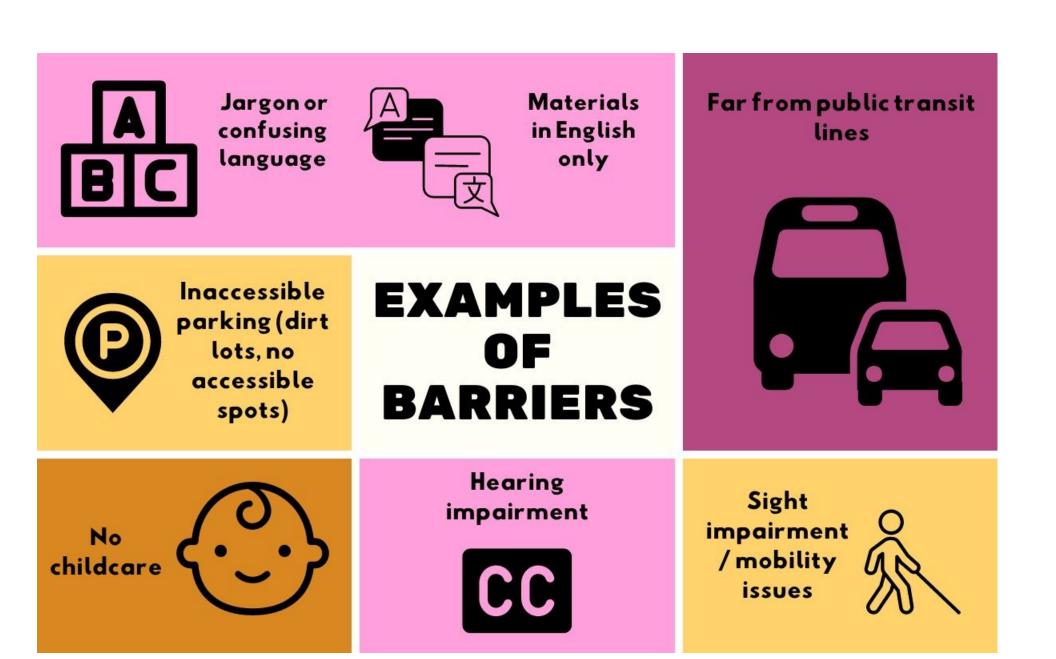
Demonstrate the importance of the board / committee by providing it with resources needed for

success



Make it Essential - Continued

- Make it attractive to volunteer
 - Provide incentives
 - Eliminate barriers
 - Make accessible in all ways, including hybrid participation
 - Are there more inclusive ways to run the meeting? Do folks struggle with Robert's Rules?
 - Board mismanagement can also be a barrier



Make it Clear

WHO: Are the members of the committee? And who do you contact for more information?

WHAT: What does this committee do (in terms your average resident can understand)? What is the term length?

WHERE: Where are meetings held?

WHEN: When are the meetings? What is the meeting cadence?

HOW: How does the committee fulfill its charge? How does it operate (Robert's Rules? Something else?) Are meetings in person, hybrid, fully remote?



Make it Meaningful

- What is someone contributing to their community by serving this board or committee?
 - What difference are they making?
 - What would not happen if this board or committee did not meet?
- Show appreciation!

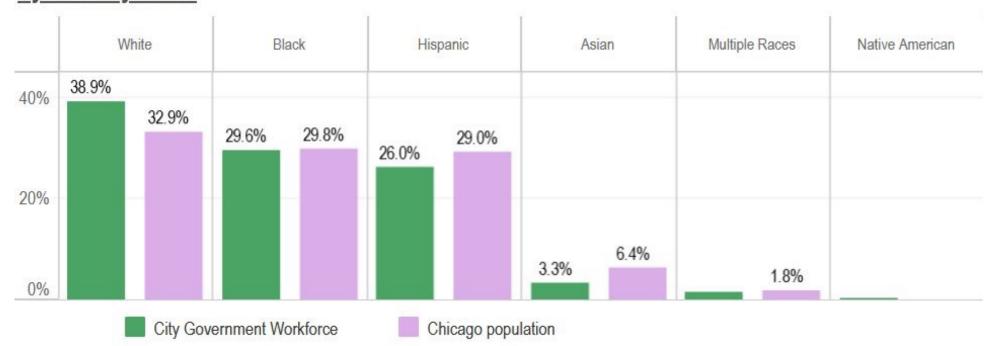
Make it Inclusive

If your board / committee demographics don't reflect your community's demographics, there's a disconnect

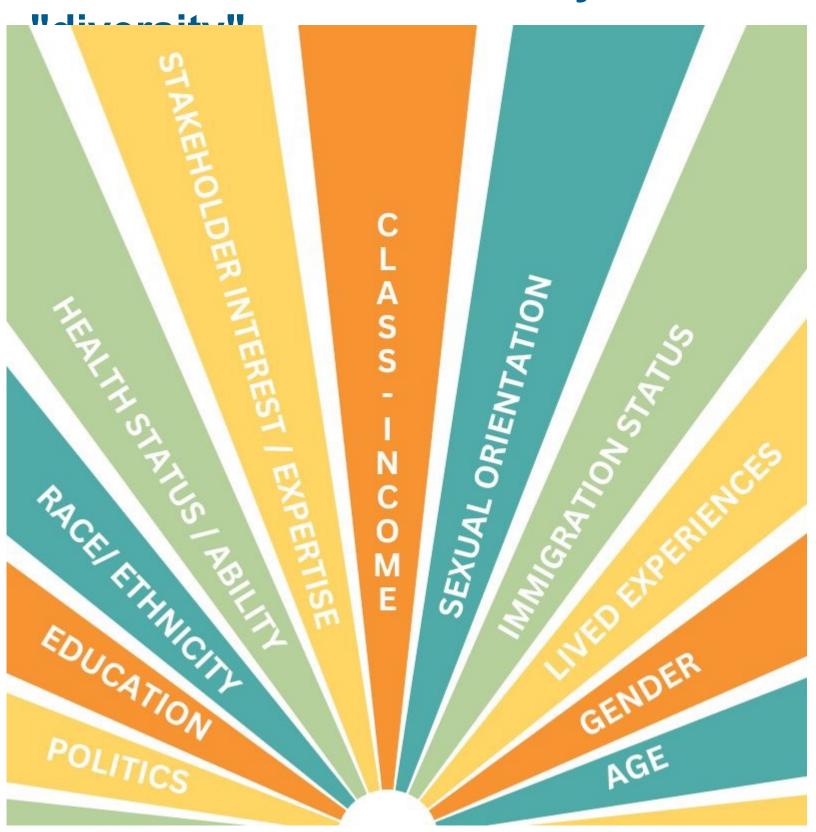
Equity Dashboard: City of Chicago's Workforce Diversity

Total Number of Employees: 31,991

By Ethnicity / Race

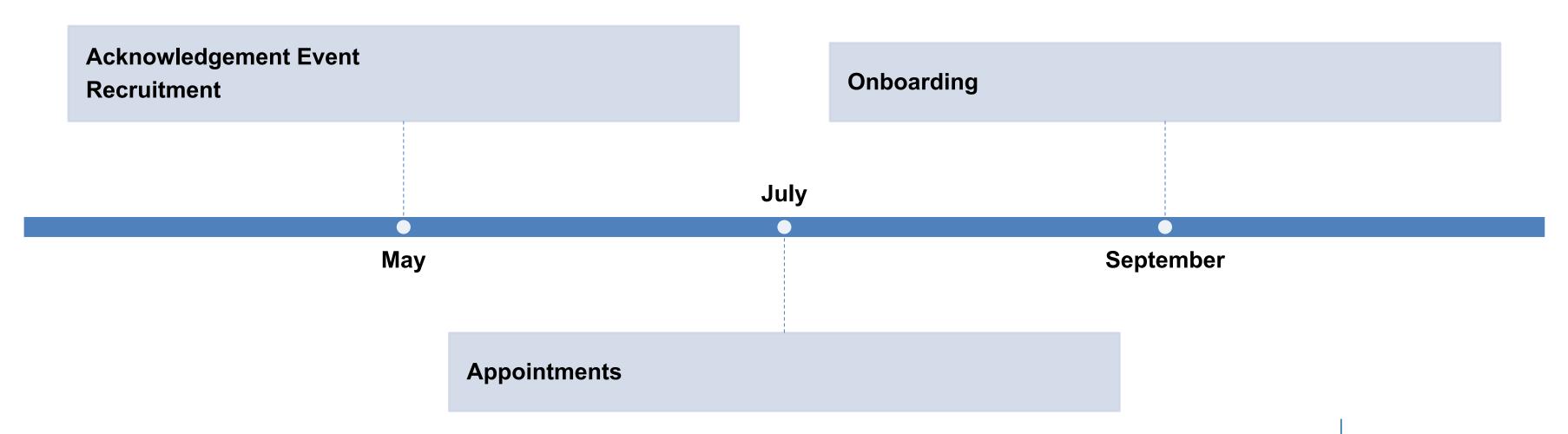


What we mean when we say



Make it Known

- Work with municipality's staff that perform communications to plan good, strategic communications about openings
- Plan an outreach calendar around a standardized recruitment process



Make it Known - Continued

- Use plain language
- Avoid jargon
- Frame the ask in a way that a lay person would understand

Join our... ALMONERS **BOARD OF** EXGESURERS OF LUMBER?



Make it Known - Continued



- Think about who you are targeting
 - Are those targets able to participate?
 - How can you reach those targets, specifically







SOLUTIONS

Interesting Solution: Make it Essential

- Periodic reviews:
 - Somerville's proposed charter includes a provision to review multiple member bodies at least every ten years
- Provide incentives (some examples, may not be appropriate for all boards and committees):
 - Guaranteed / preferred seating at Town Meeting
 - Free Town parking stickers
 - Paid membership(s) to professional organizations
 - Paid professional development and/or conference opportunities
 - Health insurance
 - Stipends



Interesting Solution: Make it Clear

Have staff review board / committee materials and update in plain language / lay terms (Worcester)

PLANNING BOARD

Name	Planning Board
Membership	Five (5) Members - View Members
Classification	REGULATORY - What Does It Mean?
Term	Five (5) Years; Expires May 31
Meetings	Meet 1 - 2 times per month on Wednesdays at 5:30 p.m.
Board/Commission Duties	Review site plans, parking plans and subdivision plans; propose and make recommendations regarding the Zoning Ordinance changes; support long-range planning initiatives. MORE INFORMATION
Member Responsibilities	Participate in meetings and scheduled site visits; become familiar with the Zoning Ordinance, subdivision regulations and applicable land use regulations; review applications, plans and staff memos.
Member Skillset	Members have varied backgrounds, including engineering, law, business, property management and other fields. They share a common interest in development in the City. Members review engineering and architectural plans, with guidance from staff. Members must make decisions based on established laws and regulations and the facts of each particular application.

Interesting Solution: Make it Clear

- Post opportunities like a job posting (MA-DPH / Lynn)
- Make board / committee information packets (Danvers)



THE MASSACHUSETTS DEPARTMENT OF PUBLIC **HEALTH WANTS YOUR** PARTICIPATION!

We need your voice and perspective to help guide our work in maternal and child health, substance use, COVID-19, the effects of climate change on public health, and much more.

community needs Applicants must be age 18 or older and able to meet monthly, either remotely or in person. A modest stipend will be paid.

INTERESTED?

Apply online by August 31, 2023 at: tinyurl.com/JoinPHDCAB Or call 781-468-6370.

QUESTIONS? DPH.PHD@mass.gov

BOARD MEMBERS WILL:

· Hear the latest public health

· Provide opinions and feedback

Make recommendations about

data and what it tells us

to help us set priorities



JOIN THE ZONING BOARD OF APPEALS

Mayor Jared Nicholson is currently seeking volunteer applicants who are interested in serving on the Zoning Board of Appeals (ZBA). The ZBA is tasked with approving or denying variances for properties in Lynn that wish to be excused from the normal zoning requirements of the city. This board plays an important role in approaching development in the city in an informed and equitable way. The Zoning Bylaws regulate lot size, setback, frontage, and use. The Zoning Board of Appeals is empowered to hear and vote on requests for variances from the terms of the Zoning Bylaws.



Applicants must be able to read plans and maps, receive emails and knowledge of how to use a computer, to do on-site visits, provide feedback at meetings, and assist the residents of Lynn in accommodating their needs within the vision of City and abutters.

MORE INFO:

The ZBA is scheduled to meet on the 1st and 3rd Tuesday of each month at 7PM. Applicants should be able to commit to this time schedule. A lack of participation will qualify as grounds for removal from the board.

DEADLINE: Friday, May 31st

SCAN HERE TO APPLY:



Interesting Solution: Make it Meaningful

Show volunteers gratitude for their service





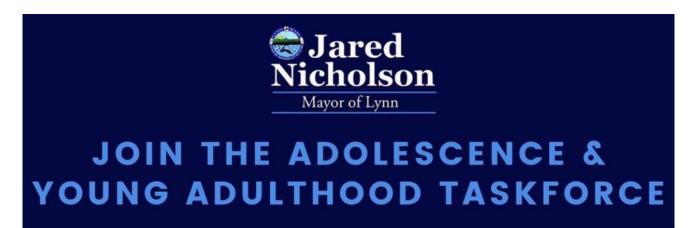


Interesting Solution: Make it Inclusive

- Offer gateway volunteer opportunities
 - Lower-barrier, one-time opportunities
 - Community clean ups
 - Town meeting ushers
 - Table facilitators at community charettes
- Provide opportunities for people to get familiar with their local government
 - Salem's City Academy
 - Natick 101



Interesting Solution: Make it Inclusive



The Mayor's Office and City Council are launching the Adolescence and Young Adulthood Taskforce with representatives from youth-serving organizations and young people.



The Taskforce will focus on after-school programming and workforce development. Its goal is to include direct participation from young people on policies concerning their future. Applicants with diverse knowledge and/or experience in youth-specific services are encouraged to apply.

Some examples include:

- Student Council Member
- School Class Officer
- Youth Advocate
- Youth Engagement Specialist
- Youth Services Director
- Counselor



- Establish a youth commission
- Consider allowing nonvoter members to boards and commissions:
 - Youth
 - Immigrants
 - Business owners (that live elsewhere)
 - Experts
 - Second homeowners





DEADLINE:

Friday, November 24

Interesting Solution: Make it Known

Frame communications in a way that's approachable and understandable for a member of the general public

If you care about....



- Planning Board
- Zoning Board of Appeals
- Affordable Housing Trust
- Housing Authority
- · Board of Health



SAFETY

- Disability Commission
- Bicycle Committee
- Complete Streets/Safe Streets
- Planning Board
- Transportation Committee
- Public Safety Commission
- Food Policy Council
- Domestic Violence Task Force
- Human Rights Commission



LOCAL **ECONOMY**

- Economic Development
- · Agricultural Commission
- Blue Economy Commission
- Planning Board
- Zoning Board of Appeals



ENVIRONMENT

- Open Space Committee
- Recycling Committee
- Trail Steward Committee
- Recreation and Parks Commission
- Tree Commission

... consider one of these boards





SUMMARY

5 Tips



Make it Essential



Make it Clear



Make it Meaningful



Make it Inclusive



Make it Known

Summary

Our tips to recruit and retain a diverse and engaged pool of volunteers for municipal boards and committees



Opportunities to Support Improvements

- Community Compact Best Practice Grant program is currently open.
 Relevant Best Practices include....
 - Public Engagement Develop an initiative to improve and increase community engagement, particularly with underrepresented members of the community and young people and improve access to local government
 - Charter Establish a committee to review an existing charter or to draft a new (or first) charter for the municipality
 - Equity Audit Conduct a town/city wide equity audit to determine what the existing barriers are to equitable representation and participation, access and opportunity for all residents and business owners in the community





Thank You!



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