*EXECUTIVE ORDER: Establishes public engagement and outreach principles and directs the Department of Neighborhoods to lead a citywide effort that results in the timely implementation by all City departments of equitable outreach and engagement practices that reaffirm the City’s commitment to inclusive participation. (used in Seattle)*

WHEREAS, I, (name), Mayor of (city), reaffirm my commitment to advance the effective deployment of equitable and inclusive community engagement strategies across all City Departments; and

WHEREAS, a focus on equity is essential to any community involvement process that builds relationships and improves outcomes, especially for under-represented and under-served communities, including, but not limited to, renters, immigrants and refugees, communities of color, people experiencing homelessness, LGBTQ, low-income households, youth and seniors; and

WHEREAS, successfully engaging community members in decision-making processes increases the likelihood of public support and better outcomes; and

WHEREAS, all City departments should implement inclusive community engagement practices by performing public outreach and engagement in a consistent, Citywide manner reflective of our city’s racial and cultural diversity; and

WHEREAS, the City of (name), as a steward of public funds, has a responsibility to direct its limited outreach staff and other public engagement resources to programs and activities that are inclusive, effective and encourage participation by a broad range of community members; and

WHEREAS, as the composition of (city’s name) population continues to change, the City needs to continually revisit and expand its public engagement efforts in order to ensure growing demographic groups are represented in City decision-making processes and barriers that discourage people from participating are eliminated; and

WHEREAS, the public involvement programs and practices advanced by City departments should reflect the city’s focus on ending structural racism and race-based inequities both within City government and across the community; and

WHEREAS, all City departments should apply outreach practices that are culturally sensitive, responsive and acknowledge and address barriers to participation; and

WHEREAS, it is within my authority as the Chief Executive of the City of (name) to manage, direct and restrict the expenditure of funds appropriated annually through the budget adopted by the (name) City Council;

NOW, THEREFORE, I, (mayor’s name) , Mayor of (city’s name), hereby reaffirm the City’s commitment to implementing inclusive and equitable outreach and engagement practices that serve all people in (city’s name) by initiating the creation of a new public involvement framework and ordering the following actions:

1. By (set date), the (appropriate city department) shall initiate and lead an effort that directs all City departments to develop community involvement plans that make information and opportunities for participation more accessible to the public by implementing practices consistent with the following principles:

• Improve and expand inclusive outreach and engagement, as well as the creation of more equitable representative systems that are more reflective of, and accessible to, communities throughout the City of (city’s name).

• Create well-designed, responsive and culturally-relevant public involvement plans.

• Build community capacity for meaningful participation and authentic outreach and engagement.

• Provide a wide range of opportunities for obtaining information and involvement in decision-making processes.

• Achieve greater equity with meaningful involvement of under-served and underrepresented communities.

• Effectively and efficiently manage the use of all resources, including community members’ time.

2. Effective immediately, the Director of the (the appropriate city department named above) shall reallocate and/or deploy resources, including staff, within the department to (a) prioritize the application of the community outreach and engagement principles described under 1, above, and (b) enable the department to effectively provide ongoing consulting services and advice to City departments developing new community outreach and engagement plans and strategies.

3. On or before (insert date), the (appropriate City department), Office for Civil Rights and City Budget Office shall develop a proposed City Council resolution with mayoral concurrence that memorializes the community outreach and engagement principles described and developed under 1, above. Upon passage by the City Council, the resolution shall supersede any other, previous, related resolutions.

4. On or before September 26, 2016, the (appropriate City department), shall prepare an ordinance articulating a new citywide framework and strategic plan for community engagement, including the creation of a (city’s name) Community Involvement Commission.

5. Effective immediately, the (appropriate City department), shall work with city’s Information Technology to explore, identify and develop an array of tools that broaden public access points

for digital engagement. A plan outlining the framework is due to the Mayor’s Office by (insert date).