

Silver Spring Regional Center

Community Outreach And Engagement Model

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Silver Spring Regional Center

Mission Statement

- The mission of the SSRC is to represent the County in the Silver Spring region by providing effective, timely liaison between the County and its residents and businesses and by working with individuals, community groups, regional citizen advisory bodies and other public agencies to provide information, identify and assess regional problems and issues and bring community perspectives to major policy issues.

Linkages to County Results Areas

- A Responsive and Accountable County Government
- Healthy and Sustainable Neighborhoods
- Safe Streets and Secure Neighborhoods
- Vital Living for All of Our Residents
- A Strong and Vibrant Economy

Guiding Principles

- Collaboration
- Competence
- Innovation
- Efficiency
- Adding Value
- Knowledge
- Mutual Respect
- Affirming Diversity
- Inclusiveness

SSRC Core Areas Of Responsibility and Program Services

- **Regional Representation**
- **Community Assistance**
- **Community Outreach/Engagement**
- **Issues/Project Coordination and
Facilitation**

SSRC Model of Community Outreach/Engagement

An Essential Model of PROCESS

- **Community Knowledge – Community Composition, History and Culture**
 - **Community Assets, Strengths, Challenges/Building Blocks**
 - **Nature of Community Organizations, Networks and Relationships**
 - **Nature of Existing (Manner) of Dialogue/Community Participation**
 - **Recognizing/Acknowledging Diversity and Need For Inclusion**
- **Communication – Building Understanding, Listening and Learning**

Community Engagement

Defines the Relationship
Between Our County
Government and the
Community

What It Takes

Community Engagement

=

Community Consultation

+

**(Active) Community
Involvement/Participation**

+

Community Information

Community Consultation

- Provide Information/Ideas/Plan to the Community, or a Segment of it
- Community Feedback/Response
- Representation From the Community

Citizen Advisory Boards/Committees, Leaders, Stakeholders, Target/Special Interest Groups

Community Involvement/Participation

- Implies the Issue/Process Has Been Decided
 - Encourages Community Involvement/Participation in Some Form
- Workshops, Community Boards/Committees, Focus groups, Public Forums, Citizen Panels

Community Information

- Providing Information About the Idea, Plan to the Community
- Establish Information Sources/Points of Contact

Newsletters, Letters, Press Releases, Briefings, Meetings, Workshops, Online Tools, Etc.

Community Engagement

- A 'Government System' and a 'Community System'
- Collaborative Relationship
- Acknowledging Community Dynamics
- Mutual Dialogue
- Processes/Structures Elicit Input/Represent the Viewpoint of the Community
- Community Can Lead the Way
- Transparency

SSRC Community Outreach/Engagement Model

(ICIE Model)

- **Information Sharing:** A Two-Way Communication Channel
- **Consultation:** A Two-Way Relationship
- (Active) **Involvement/Participation:** Citizens getting involved
- **Engagement:** Mutual Dialogue and Need to Engage With Each Other

Silver Spring ICIE Results

- Silver Spring Civic Building and Veterans Plaza
- Silver Spring Library
- Montgomery College Expansion
- South Silver Spring Gateway Revitalization
- Fenton Street Village project
- Silver Spring Transit Center

ICIE Results Continued

- Silver Spring Commercial/Residential Projects
- County CIP/Operating Budget Processes
- Silver Spring CBD Redevelopment/Urban District Program/Services
- Silver Spring Regional Center

Why Community Engagement

- Policy Making, Implementation, Evaluation
- Local planning and Action
- Cross Agency/Organization Planning and Strategy Development
- Program/Project Planning and Management
- Government/Community Capacity Building/Co-Learning Potential
- Community Democracy
- Increased Transparency, Accountability and Building Trust
- Effective Service Delivery/Sustainable Policies and Programs