

## HATFIELD RESIDENT FELLOWSHIP PROJECT BRIEF

### Developing and launching a Community Engagement Strategy in the City of Portland Auditor's Office

**Project Dates: July/2023 – March/2024**

#### PROJECT GOAL

The overall goal of this project was to develop an Office-wide community engagement strategy for the City of Portland Auditor's Office. The Hatfield Resident Fellow (HRF) acted as the primary project manager for this strategy. In addition to creating this strategy, the HRF started the process of implementing this strategy through the planning of community engagement activities and events.

#### CHALLENGES

The City of Portland Auditor's Office is responsible for upholding accountability and transparency within the City of Portland government. Within the Office, there are six different divisions with unique activities and operations that all align towards this goal of accountability and transparency. To create a unified community engagement strategy for the Office, the HRF collaborated with each of the division managers, the elected City Auditor, and others on the management team to ensure that division-specific needs and opportunities for engagement were included while still producing a cohesive strategy with shared Office goals.

#### STRATEGY

The HRF served as the project lead for developing an Office-wide community engagement strategy. This project had several phases.

**Phase 1:** This phase involved conducting comparative analysis research in peer city auditor's offices and City of Portland bureaus to identify best practices in community engagement activities and strategy development. The HRF also met individually with division managers, the elected City Auditor, and relevant staff to understand the Office's previous community engagement activities and current goals for engagement.

**Phase 2:** The HRF used research and initial scoping from phase 1 to develop a draft of the strategy. During this phase, the HRF also piloted community engagement activities in the strategy to test their feasibility and effectiveness.

**Phase 3:** After completing a draft of the strategy, the HRF began collecting feedback from division managers and staff through an iterative process to ensure that managers and staff felt that the strategy was adequate and adaptable to their specific needs and goals.

**Phase 4:** After finalizing the strategy, the HRF created performance measures and a workplan to aid in further implementation of all elements of the strategy.

#### OUTCOMES

At the end of the fellowship, the HRF achieved the following outcomes.

- Developed an Office-wide community engagement strategy
- Began developing a stipend policy that outlined use case examples and criteria for paying out stipends
- Managed a database with community contacts and operationalized Office-wide use of the database to improve consistency and cohesiveness in community engagement across divisions
- Initiated meetings and planned outreach events with community-based organizations, resulting in over 20 new established relationships for the Office