



INNOVATION SHOWCASE

Mayor Satya Rhodes-Conway, Madison, WI

SUMMER
2024

CITY OF MADISON, WISCONSIN

BILINGUAL COMMUNITY CONNECTORS

Engage community members who prefer a language other than English in culturally relevant and inclusive ways.



MAYOR SATYA RHODES-
CONWAY





OUR WHY

Interpretation and translation, while critical, are NOT enough!

OUR MODEL

3 Bilingual Community Connectors in our top three spoken languages who:

- Coach city staff on best practices
- Facilitate solution-building
- Build trust and engagement between community members and city government

OUR SUCCESSES

- Reaching people who we have never reached before
- Increased use of city services by diverse language communities
- Increased attendance of first time attendees for city meetings
- Reimagined approach to city communications

