

Civic Engagement Framework

PROJECT OR ISSUE

City Department:

Project Lead:

Goal:

Scope:

Decision-making benchmarks / calendar:

Overall project timeline:

INFORMATION (ORGANIZING, GATHERING, UNDERSTANDING)

RELEVANT PRINCIPLES

ACCESSIBLE AND INFORMED PARTICIPATION	MEANINGFUL ENGAGEMENT
CIVILITY	MUTUAL ACCOUNTABILITY
EARLY INVOLVEMENT	SUSTAINED COOPERATION
INCLUSIVENESS AND EQUITY	TRANSPARENCY

ACTIONS:

- Define the issue to be explored
 - o Develop consensus on what the problem/issue/project is (scope)
 - o Identify: issue/cost/benefits/reasons/define process
 - o Set project expectations for the community and City
- Identify and engage stakeholders
 - o Determine who cares about and/or is affected by the issue (groups and individuals)
 - o Get people involved in the engagement process early
 - o Educate all
- Establish a clear process/framework for exploring the issue
 - o People need to know how issues/projects/plans are developed
 - o Develop timeline/outreach framework – what are the major milestones and where can the community have input throughout this process?
 - o Clarity - make the process clear and simple
 - o Design an outreach strategy that will effectively involve identified stakeholders in exploring the issue.
 - o Establish mechanism for mediation around issues
 - o Establish mechanism, standards, expectations for answering community questions, responding to input
 - o Set standards for moving on to the next phase of the project/issue
- Gather all relevant information
 - o Determine relevant facts
 - o Involve neutral experts in information gathering
 - o Engage community in fact-gathering, in identifying issues, opportunities and concerns, and in identifying vision, goals and objectives, and needs
 - o [this idea belongs in the next phase]
- Document completion of information-gathering phase
 - o Definition of issue
 - o Identity of stakeholders
 - o Planning and engagement process and how/why it was selected
 - o Compendium of verbatim input from all sources
 - o Summary of facts, issues, community vision and goals clearly linked
- Schedule work session or other public event to discuss/mark movement to next phase

ENGAGEMENT TOOLS: Tools that (1) get the word out about the project or issue to stakeholder groups and individuals and (2) are designed to gather facts, information, perspectives, vision and goals.

- Community Meetings: one or more meetings focused on this issue, typically small group discussions with emphasis on information gathering from participants
- Participation in other community-wide events: booths, tables or announcements at events that are primarily for other purposes (such as Earth Day or farmer's market).
- Surveys: mail or online, self-selected or statistically valid, to understand perspectives of stakeholders (in languages of stakeholder groups)
- Online engagement: crowdsourcing activities
- Social networking: emails, bulletin boards and listservs, online videos, to get the word out to stakeholder groups and individuals
- Door-to-door: flyers, door knocking & face-to-face discussions
- Phone calls
- Expert panels, community focus groups and studies
- Status reports
- News media

Minimum/maximum # of meetings: Up to 3 community meetings. The phase may conclude with a report to Council or relevant board or commission (such as Parks and Recreation Commission, Planning Commission, etc) marking transition from this phase to next.

Review project specific indicators for moving to the next phase. Ensure that phase has adhered to community engagement principles

DEVELOP AND EVALUATE OPTIONS

RELEVANT PRINCIPLES

ACCESSIBLE AND INFORMED PARTICIPATION	MEANINGFUL ENGAGEMENT
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ACTIONS:

- Develop options
 - o Continued discussion
 - o Distill realistic options - be transparent about this step
 - o Stakeholders develop options and THEN bring to City
 - o Present best practices (perhaps have a public call for other options)
- Evaluate options
 - o Make sure that there is broad outreach in understanding of community options
 - o Continue education about the issues
 - o Establish decision-making criteria
 - o Provide 'impacts' of different proposals, including budgetary impacts
 - o Provide in-person and online mechanism for stakeholders to participate in evaluating options
- Document completion of "develop and evaluate options" phase
 - o Define options
 - o Document how options were developed
 - o Describe evaluation criteria and process
 - o Document results of community evaluation of options
 - o Publish report for public review and comment; work with local news media and social media to publicize
- Schedule work session or other public event to discuss/mark movement to next phase

ENGAGEMENT TOOLS:

- Community Meetings: featuring activities to facilitate community evaluation of options, such as small group discussion and clicker voting
- Online engagement: activities to facilitate community understanding and evaluation of options such as Q&A comment board
- Social networking: to get the word out about the options and the opportunities to evaluate them
- News media
- [if used, belongs in previous phase]Expert analysis
- Status reports

OFFICIAL PUBLIC TOOLS:

- Public hearings
- Q&A Forums

Minimum/maximum # of meetings: Up to 3 community meetings. The phase may conclude with a report to Council or relevant board or commission (such as Parks and Recreation Commission, Planning Commission, etc) marking transition from this phase to next.

Review project specific indicators for moving to the next phase. Ensure that phase has adhered to community engagement principles

RECOMMENDATIONS

RELEVANT PRINCIPLES

ACCESSIBLE AND INFORMED PARTICIPATION	MEANINGFUL ENGAGEMENT
CIVILITY	MUTUAL ACCOUNTABILITY
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ACTIONS:

- Development of initial recommendations
 - o Staff prepares initial recommendations based upon options, evaluation criteria, and results of community evaluations in previous phase.
 - o Staff publishes and publicizes initial recommendations report, including "How we got here..."
- Public engages in discussion, modification of recommendations
 - o Open discussion of staff recommendations, public should be involved in making recommendations
 - o Open decision-making
 - o Have a dialog/allow community to take part in recommendation selection: opportunity for questions and answers, modifications to recommendations based upon community feedback, consideration of alternative recommendations suggested by community
 - o Online and in-person activities
 - o Documentation of all questions, answers, feedback
 - o Follow up if there are delays
- Consideration of final recommendations
 - o Staff prepares and releases final draft plan/report/set of recommendations for the formal approval process
 - o Have a dialog with community about recommendations: opportunity for questions and answers, feedback, modifications to recommendations based upon community feedback,
 - o Documentation of all questions, answers, feedback
 - o Public hearing, discussion and vote by relevant board or commission(s)
 - o Public hearing, discussion and vote by City Council.

ENGAGEMENT TOOLS:

- Community Meetings: featuring activities to facilitate community understanding of recommendation(s) and community evaluation of recommendation(s), such as small group discussion and clicker voting
- Online engagement: activities to facilitate community understanding and evaluation of recommendations, such as Q&A comment board
- Social media and news media: to get the word out about recommendations and schedule/process of final consideration by public officials

OFFICIAL PUBLIC TOOLS:

- Public hearings
- Q&A Forums

Minimum/maximum # of meetings: Up to 3 community meetings, plus public hearings

Review project specific indicators for moving to the next phase. Ensure that phase has adhered to community engagement principles

IMPLEMENTATION & MAINTENANCE

RELEVANT PRINCIPLES

ACCESSIBLE AND INFORMED PARTICIPATION
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TRANSPARENCY

ACTIONS:

- Continued discussion
 - o Establish interagency/intergovernmental implementation team
 - o Establish schedule and process for implementation, including timeline of milestones and outreach framework
 - o Conduct site visits and provide other opportunities for the public to interact in implementation process
- Designate a "point person"
 - o Agency/government department single point of contact
 - o Create web page or portal to facilitate communication about next steps and progress
- Monitor and report progress
 - o Evaluate implementation, make adjustments, and notify the public
 - o Follow up if there are delays
 - o At regular intervals, communicate progress

ENGAGEMENT TOOLS:

- Progress reports
- Timeline to completion

Minimum/maximum # of meetings: