

FRAMEWORK TEXT

I. INFORMATION (ORGANIZING, GATHERING, UNDERSTANDING):

ACTIONS:

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

II. DEVELOP AND EVALUATE OPTIONS

ACTIONS:

- Develop options
 - Continued discussion
 - Distill realistic options - be transparent about this step
 - Stakeholders develop options and THEN bring to City
 - Present best practices (perhaps have a public call for other options)
- Evaluate options
 - Make sure that there is broad outreach in understanding of community options
 - Continue education about the issues
 - Establish decision-making criteria
 - Provide 'impacts' of different proposals, including budgetary impacts
 - Provide in-person and online mechanism for stakeholders to participate in evaluating options

- Document completion of “develop and evaluate options” phase
 - Define options
 - Document how options were developed
 - Describe evaluation criteria and process
 - Document results of community evaluation of options
 - 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.

III. RECOMMENDATIONS

ACTIONS:

- Development of initial recommendations
 - Staff prepares initial recommendations based upon options, evaluation criteria, and results of community evaluations in previous phase.
 - Staff publishes and publicizes initial recommendations report, including “How we got here...”

- Public engages in discussion, modification of recommendations
 - Open discussion of staff recommendations, public should be involved in making recommendations
 - Open decision-making
 - 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
 - Online and in-person activities
 - Documentation of all questions, answers, feedback
 - Follow up if there are delays
- Consideration of final recommendations
 - Staff prepares and releases final draft plan/report/set of recommendations for the formal approval process
 - Have a dialog with community about recommendations: opportunity for questions and answers, feedback, modifications to recommendations based upon community feedback,
 - Documentation of all questions, answers, feedback
 - Public hearing, discussion and vote by relevant board or commission(s)
 - 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

IV. IMPLEMENTATION AND MAINTENANCE

ACTIONS:

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

ENGAGEMENT TOOLS:

- Progress reports
- Timeline to completion

Minimum/maximum # of meetings: