ivic Engagement Framework

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(Choose One)

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- Master plan for a neighborhood
- New park
- Transportation improvements

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- gather info from whole pop.
  1 ↳ connect w/ partners/ advocacy groups to gather info
  2 ↳ door knock residents
  3 ↳ "deliberate ~~involvement~~ polling ~~survey~~" → FACE TO FACE RANDOM SAMPLE
  4 ↳ "table tents" → info in pub. spaces
  ↳ opportunity for citizens to speak @ meetings, council
  · input thru web may not promote understanding

- majority feels informed,
- understanding of the group
- set limit / time line for info gathering

- have a sufficiently broad input

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Opportunities to hear each other – small group discussions
- Deliberative polls - including random sample of residents

- Vote @ representative public meetings
- legal requirements
- establish timeline for process
- timeline for meetings
- have a sufficiently broad input?

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- have sufficiently broad input

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

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1 INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Information gathering based on neutral community experts coming together to identify information, analytical processes + make recommendations. Staff provides professional analysis + support.
Includes early dialogue on planning assumptions.

a workplan building for process / product

There is a basic set of facts that are needed for review / survey for

consensus on
- problem definition
- several courses of action / possible solutions
- implications / costs of alternative solutions

STOP! How do we know it is time to move to the next phase?

2 DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1) USE SOCIAL MEDIA

AVAILABLE TOOLS
ONLINE / DIGITAL
GUEST SPEAKERS / EXPERTS
OPEN COMMUNITY MEETINGS
ONLINE PARTICIPATION

OP tools based on facts

Open & not defensive on community engagement

2A - TAKE PRECAUTIONS FROM FAVORITE DECISIONS ABOVE & WITHOUT BEING DEFENSIVE, ISSUE DRAFT INTERVIEW BASED ON BEST INTERESTS OF COMMUNITY AS A WHOLE
WITH WIDE DISSEMINATION
- OPPORTUNITY FOR FEEDBACK
- MAKE REVISIONS

STOP! How do we know it is time to move to the next phase?

3 RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

REPORT TO APPROPRIATE AUTHORITY
COMMUNITY'S RESPONSIBILITY IS TO SUPPORT PROCESS + DECISION

STOP! How do we know it is time to move to the next phase?

4 IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

DECISIONS WILL BE EVIDENCE BASED WITH STAFF ANALYSIS
2 PUBLIC INPUT ~~WITH THE~~ IN THE BEST INTEREST OF THE ENTIRE COMMUNITY

STOP! How do we know it is time to move to the next phase?

Activity #2 - Group 2
Attach to large sheet

Available Tools

MEETINGS

✓ Facebook and Twitter	~~Real-time Clicker Voting~~
✓ Website / City Blog	#2
✓ Emails / eNews	✓ Small-group Discussions + Report Outs
✓ Online Surveys / Polls	✓ Guest Speakers and Experts
✓ Online Forum	~~Individual Testimony~~
✓ Online Comment Board	Topical Presentations
✓ Online Livestream / Webcast	
✓ Online News	

OTHER

Civic Associations	Maps
Churches / Community Organizations	Diagram and Graphic Illustrations
Telephone Town Hall	Meeting Evaluations
PTAs	Local Print News
Advisory Groups	Boards and Commissions

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- WHO IS RESPONSIBLE — CITY? NEIGHBORHOOD? PRIVATE SECTOR
- WHO ARE THE STAKEHOLDERS?
- IDENTIFY NEIGHBORHOOD CONCERNS + ISSUES + UNAFFILIATED NON-ENGAGED FOLKS
- DEVELOP OUTREACH STRATEGY TO HELP REACH DIFFERENT SEGMENTS (OLD RESIDENTS, NEW FOLKS)
- DEMOGRAPHICS + CENSUS INFO
- IDENTIFY ACTIVE CIVIC GROUPS
- USE HISTORICAL DATA + ALREADY DEVELOPED PLANS
- ORGANIZE DISCUSSION FORUMS
- EXPLAIN PROCESS FROM BEGINNING TO END
- CLARIFY EXPECTATIONS TO CLARIFY PERCEPTION
- EXPLAIN AVAILABLE FEEDBACK + BRINGING UP TO SPEED-MECHANISM
- IDENTIFY INFORMATION GAPS
- GATHER BEST PRACTICES AND APPLY TO ~~[illegible]~~ INDIVIDUAL INITIATIVES

→ CREATE WORKING GROUP

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- UTILIZING EXPERTS, AND BEST PRACTICES, BASED ON INFO GATHERED, DRAFT MASTER PLAN
- DISTRIBUTE FOR FEEDBACK
  - ↳ ORGANIZE EXPERT ROUNDTABLES/ONLINE Q+A FORUMS
  - ↳ CLARIFY DECISION-MAKING + HOW INPUT WAS USED
  - ↳ CHECKS/BALANCES FOR VISION OF COMMUNITY
  - ↳ IDENTIFY UNRESOLVED ISSUES
  - ↳ FINANCIAL CONSIDERATIONS (CITY/PRIVATE FUNDING)
- FIND DIFFERENT TOOLS THAT MOST EFFECTIVELY CAN BE USED
  - ↳ ENSURE MECHANISM FOR MEDIATION AROUND ISSUES
  - ↳ SPECIFICALLY REACH OUT TO DISENGAGED GROUP + CREATE ENVIRONMENT WHERE THEY ARE COMFORTABLE CONTRIBUTING
- REVAMP EXISTING PLANS THRU CITIZEN FEEDBACK
- 2ND GOES DRAFT GOES TO CITY FOR APPROVAL
- APPROVAL RECEIVED
- CITY PLANNING DEPT. DEVELOPS IMPLEMENTATION PLAN

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- CREATE WORKING GROUPS AROUND INITIATIVES (REPRESENTATIVE OF NEIGHBORHOOD) + CLARIFY THEIR ROLES + RESPONSIBILITIES)
- REAL TIME CLICKER-VOTING AT FORUMS
- CLARIFY PROCESS FROM BEGINNING TO END + EXPLAIN DECISION-MAKING PROCESS + CRITERIA AT OUTSET
- MAXIMIZE USE OF ELECTRONIC COMMUNICATION (CELL PHONES)
  - ↓ RASHAD'S

DIALOGUE → ON-GOING REPORTING OUT OF PROGRESS

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- → PLAN/VISION DEVELOPED w/ COMMUNITY
- → IDENTIFIED ISSUES WERE / ARE BEING ADDRESSED
- → MILESTONES, ACTION ITEMS, KEY RESPONSIBILITIES DEFINED
- → NEIGHBORHOOD IDENTITY CLEAR
- → IMPLEMENTATION PROCEEDS IN ACCORDANCE TO ESTABLISHED STANDARDS
- → ESTABLISH AN ON-GOING DIALOGUE
- → MEASURABLE PROGRESS AND REPORT-OUT

SUPPORTED BY A BUDGET ~~[illegible]~~ ~~[illegible]~~ PLAN

STOP! How do we know it is time to move to the next phase?

STOP! How do we know it is time to move to the next phase?

STOP! How do we know it is time to move to the next phase?

Table 4: Inclusiveness & Equity

All community members' views are equally heard and should ~~have an impact~~ inform the outcome. Those who haven't been engaged are informed, engaged and empowered.

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Table 4

— Healthy choices in Vending machines
— Have a community garden

Closely connected – Intermingled

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Domographics, PTA's

Current & projected enrollment connected to development plans, births, etc

- Identify relevant business community
- Get general inventory of the communication methods, languages, frequencies (follow best practices for the community)
- Community-based decision-making about the type of school / focus of school based on needs of community (STEM, ARTS, etc)
- What resources are needed to address the needs of the community (eg. early learning, Headstart, after school extended learning)
- Identify additional community uses for the space & consider other community needs (eg. adult-sized chairs for civic meetings, sporting opportunities, etc)
- Meeting sites nearby to discuss & plan the [new school]

Budget note: Ensure bonds pass referendum

STOP! How do we know it is time to move to the next phase?

Public Voices Not being heard — Not Having considered Plans & Timeline — Budget in place — Elected officials had the wrong expertise had the wrong information

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Assess available sites
- Develop a checklist to assess the local & state requirements, ordinances, guidance for a new school (eg playspace, real estate availability)
- Develop a communication plan to inform & engage the local community (break down & target communication based on demographics & community needs)

Check list & Communication plans completed

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Safe Routes to School / walking School bus
- Communicate with to include Civic & Business Association (Chamber of Commerce, Arlandria, DRBA etc
- Communicate via all possible community outlets

Translation, minutes posted publically, reach out as needed

- churches, rec. Centers, Facebook & social media
- online email / Patch
- Identify community ombudsman archivist, reporter to organize the information for the community
- Have cafeteria (which reflect cultural & ethnic background food preferences)
- No matter which venue you turn to, you can find all the information aggragated & archived eg at local library and/or other public location
- Wider sidewalks & tree canopies
- Incorporate safe and secure environment

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Convene

- Community meetings / Forums (consider same location where all info. is aggragated & archived)
- Develop an Ad Hoc Committee / Commission or "Implementation group" that sees the whole process through to completion (include representation from all stakeholder groups)
- jointly staffed by School Board & City Staff

Everyone is smiling

The bell rings & the ribbon cutting provides nice photo op!

Consider moving to evaluate options or implementation

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INFORMATION GATHERING

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Start w/ basic questions that stimulate community thought + fdback.
- Share the info in a way that makes the budget issues relevant to them
- Reach beyond the choir the un-usual suspects. Assertive outreach to where they are! (babysitting, evening)
- Visual imagery to bring budget text alive, understandable, relevant (visual analysis)
- Social Media! Still needs to make it not just accessible but usable.
- Multiple avenues to recieve info.
- Community based, neighborhood based, "field hearings"
- Meaningful engagement!
- Reformat meetings to pre-inform attendees, + use meeting time for Q + A, dialogue

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Put the budget dev. process through the same "small area plans" process.
- Have budget staff describe the process of how priorities are decided. What's the thinking behind the decision-making process? Tell the public!
- Share the Masterplan as the over-arching paradigm
- Inform public of points of influence (city staff? Boards? Commissions? etc)
- Summarize / Synthesize meeting minutes
- Assurance that decisions are not pre-made ~~at~~ by the time public is engaged

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

(50/50?)

- Format meetings w/ equitable time for professional staff/ leadership + public input
- Implement process that utilizes the 8 Principles
- train public in tools to gather info, ~~create~~ make analysis + generate recommendations
- Press the button! Send info at every step of the way
- Make the principles actionable.

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Utilize Social Media (FB, Twitter, E-blasts)
- Continue virtual mtg formats like tonight.
- Create a citizenry that is able to use all the info they (we) have access to.
  - ↳ educate on process, tools, + skills to gather, ~~an~~ synthesize, analyze + shape recommendations

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Environmental Impact
Stake holders
Demographic
Rationale
Engage Civic Associations →
List servs →
Social Media →
Surveys / Polls →
Stakeholder Mtgs w/ Online / Phone participation →

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1. Provide "impacts" of the Proposals
2. Options w/ Pros/Cons Cost.
Direct Developer Engagement w/ Citizens
"Comment Resolution" i.e. why options NOT selected.
Effective feedback for all thoughtful inputs.
(contributes to institutional knowledge)

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Cross-section of communications paths to reach all citizens →
"Keep it simple" so all can understand it.
= Benchmark against objective standards
→ Engage the right Subject Master Experts, preferably unbiased/honest brokers

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Keep "Institutional knowledge" visible to both City staff, & citizens →
Knowledge Management to keep History/Record of Decisions & Rationale

STOP! How do we know it is time to move to the next phase?

STOP! How do we know it is time to move to the next phase?

STOP! How do we know it is time to move to the next phase?

- *Simplify
- codify
- Make the process Transparent

Call Dave or Courtney if Questions

X Overall: - Simplify/Streamline the Process & Make it Transparent/Codified Process

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Convene neighborhood *Alex. Comm.
E-news (alerts)
*Early Notice in process
Other forms of media
Go to Civic Assoc.
Online Surveys
Gather data
Engage all stakeholders, including developers
Open mtg. to ~~announce~~ introduce the idea of a new plan - before planning begins!
*at the onset of any consideration
Educate Citizens about Planning Process + Priorities

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Landowner/developer presentations to citizens
Neutral assessment of options/plans by professionals *ahead of comm. to any plan
Not city staff
Open site blog for comments
Open comm. forum
Determine critical (*communicate) junctures/timelines
Innovative outreach

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Go back (staff) (to citizens) for feedback *proactive while it's still open.
Education - this is how we got here
*include list of possible proffers before decided then check in w/ citizens
*Time limited iterative process

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Proactive communication by the city regarding plan status.
Annual update on status of approved plans. (Elec., media)
Note changes or revisions

Who is "We"

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Pre-work

Why do we need this?

opportunity to challenge it

Who decided we need the park?

Have a box over here asking why

* INFORMATION GATHERING

most important

(Actions we should take, events we should hold, tools we should employ, community responsibility)

Who are the stakeholders?

Why do we need it

ask people closest to park

What do they want?

group size depends on park

What were the alternatives? objective

why we chose this?

Demographics of the area

Get the participants

Give background to everyone

Survey citizens - with define of what we'll do w/ survey results

What kind of park do you want?

What are the parameters?

some on-line, but must be more inclusive

Seek participants

Let the stakeholders choose themselves.

Informed participation

Unbiased info

Discussion + Challenges

Open +

Citizen Participation EARLY + OFTEN

create some urgency to get interest for participation

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

What if we did nothing?

Distill ~~down~~ the info to realistic options.

Participants should be involved w/ this process too.

Genuine participation

get additional input + feed back to evaluate

Have stakeholders come up w/ options

THEN brings in the city workers.

(not city workers dictating the options)

Public Hearings are too late *

find out how people get their info

How does the info get out?

Newspaper Print

Don't leave it out!

Don't forget, as a citizen you could call and ask for info

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Reach out to other groups to have them help get the info out.
- Citizen participation in the entire process
- Have contingencies to make sure you get the proper input
- e-mail civic associations or other neighbor hood mechanisms to alert to the info gathering
  - eNews
- Think out-side the box to get MORE participation from all segments
- look at Best Practices in other Communities
- Post info at Libraries - Have executive summaries
- ~~Put~~ Publicize timelines
  - make sure folks know
  - (goes back to sense of urgency)
- Give enough notice - should be a policy (week prior to votes)
- Timely communications
- Update website so it's easier to find things

Note: Translation services

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE

(Actions we should take, events we should hold, tools we should employ, community responsibility)

Community planning board

+ translate

Build TRUST

Integrity + Honesty

STOP! How do we know it is time to move to the next phase?

note: citizen still needs to take some responsibility

(sometimes, the ~~best~~ city CAN'T talk about an item - but be transparent about that)

too many projects!
too many / too much people can't keep up.

8

Final Thoughts

* civic engagement of YOUTH
The Next Gen

* Think of all subsets - How can we ENERGIZE engagement

Before we finish this process, we should have a town hall meeting.

Ad Hoc views of Citizen Participation - Should ~~come~~ be more Regular & Planned!

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1. Town hall meetings in community based locations: eg. churches, schools (PTA), Rec Ctr, daytime, nighttime, weekends - childcare
2. door knocking to provide info and to invite to meetings
3. phone calls -
4. Improve Outreach efforts
   - Commissions
   - Bus Stops - flyers
   - How to know what is available for participation
5. Debates about what the community wants
6. How does this affect me?
7. Community leaders from different communities

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1. Community survey in major languages in city via libraries, rec. centers, major local retail outlets, door to door,
2. Focus groups - in various languages, various localities
3. Panel of Experts to explain to the Community (Pros/Cons)
   - ~~State~~

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1. letter writing campaign (City leaders/newspapers) Office planning, School Board
2. Ongoing status updates to the Community using
   - Print media
   - Social media
   - texting
   - City Alerts (advertise this more)
3. Invite Public to testify to support or oppose ~~[illegible]~~

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

1. Citizen Advisory Council on Projects
2. Attend School Board / Council hearings.
3. ~~[illegible]~~ On going focus groups in various languages, various locations with diverse groups to maintain integrity of the ~~[illegible]~~ project/process

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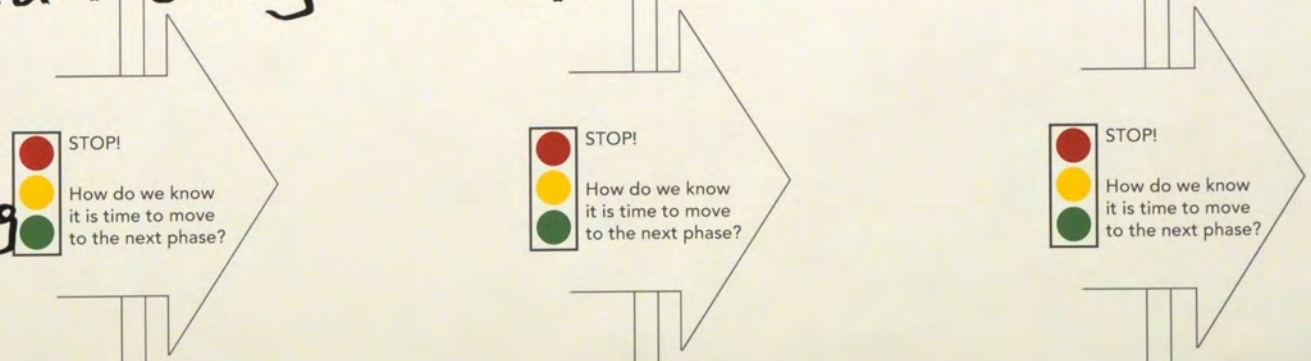
SAMPLE ISSUE OR PROJECT (Choose One)	INFORMATION GATHERING (Actions we should take, events we should hold, tools we should employ, community responsibility)	DEVELOP AND EVALUATE OPTIONS (Actions we should take, events we should hold, tools we should employ, community responsibility)	RECOMMENDATIONS (Actions we should take, events we should hold, tools we should employ, community responsibility)	IMPLEMENTATION & MAINTENANCE (Actions we should take, events we should hold, tools we should employ, community responsibility)

New school	- Benchmarking (?) ✓
	- Capacity
	- Census data
	- Demographics
	- needs assessment
		- Data analysis
		- Location, etc.
		- Surveys / feedback
		- SMEs
		  - A&E
		  - Teachers
			- Options A, B, C
			- Review w/ Commissions
			- TH meetings
			- Yes/No decision
			- Naming
				- Build
				- Districting
				- Communication w/stakeholders
				- Change management

City budget	- Community involvement
	  - Survey
	  - Town
	  - neighborhood			

Proposed development	- Stakeholders (Parents)
	- Resources
	  - Budget
	  - People
	  - city masterplan
		Data analysis Loop (for equity) ↓ Gain consensus?		

Master plan for a neighborhood	ACPS (Lead) & input			
	← Community Involvement →			
New park	- Academic experts involvement from beginning			
Transportation improvements				



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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- priorities for dev't
- go to each demographic to see what their voice is.
- type of dev't
- legal issues
- values

mail surveys

- emphasize importance of face to face discussion/dialogue

go to places people gather (grocery store, etc)

resolve current deficiencies in reaching diverse communities

contact leaders of diverse communities

legal requirements for engagement

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- design ~~alternatives~~
- design alternatives
- evaluate options
- usability
- environment
- econ feasibility
- adaptability
- sustainability
- density open space
- appearance

not all civic associations are good for engaging community

the same

email for communication

every contribution should be acknowledged and used.

substantive responses

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- stopping plan
- conducting studies
- re-evaluation
- constant community feedback loop
- communication w/ diverse population (limited English, persons w/ disabilities)

streamline resolution of issues

- equity statements on notices

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- timeline for dev't
- continual (progress) reports & communication
- any changes? restart collaboration
- impact on neighborhood of construction
- monitoring & reporting
- point person
- mediate & resolve disputes
- site visits

Civic Engagement Framework

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SAMPLE ISSUE OR PROJECT (Choose One)	INFORMATION GATHERING (Actions we should take, events we should hold, tools we should employ, community responsibility)	DEVELOP AND EVALUATE OPTIONS (Actions we should take, events we should hold, tools we should employ, community responsibility)	RECOMMENDATIONS (Actions we should take, events we should hold, tools we should employ, community responsibility)	IMPLEMENTATION & MAINTENANCE (Actions we should take, events we should hold, tools we should employ, community responsibility)
New school	need to determine process if issue was suggested from city or community - public hearings - advisory group - public posting of info. on web (inc. when project is 1st proposed) - local newspapers – newsletters distributed via mail - civic assns. - polling on regular basis	facilitated - town hall meeting (public) - diagrams & graphic illustrations developed - budgets drafted - use clicker voting to ascertain true perspectives	- print & distribute proposed plan w/ recommendations - paper, online (web), public news TV	advisory committees commissions e-news
City budget				
Proposed development				
Master plan for a neighborhood	- ask for feedback - balance with timing of project to ensure things don't slow down - teach process so public knows how the process works	majority of participants are supportive of a course of action or particular option	project is formally approved budget $ are allocated	evaluate implementation evaluate overall process make professional adjustments if needed
New park				
Transportation improvements				

STOP! How do we know it is time to move to the next phase?

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Civic Engagement Framework

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(Choose One)

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- City budget
- Proposed development
- Master plan for a neighborhood
- New park
- Transportation improvements

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

① Identify & explain all Stakeholders very early in process
② Publize issue/project newspaper, etc
③ Go to civic assoc's, CBO's, bus assoc's, chamber,
④ Public forums
⑤ Brainstorming sessions w/ ~~citizen involvemt~~ stakeholders
~~⑥ Need budget/funding relevant statistics~~

citizens
businesses
city staff
develop~~ment~~ors

- would help to get younger residents involved
  - childcare
  - provide food

⑥ stakeholders prioritize options

- we need to ~~make~~ use a different word than "stakeholder" that all residents would identify with

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

① city staff summarize ~~ideas~~ by priority options
~~② citizens etc prioritize options~~
② must include true cost analysis
③ Present ~~evaluation~~ Analyses to stakeholders ~~w/ information~~
④ Have more public mtgs to gather feedback
⑤ reevaluate priorityes & iterate process if necessary

document process all along the way

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

① Publicity about outcome
② Public outreach for any additional input/comment
③ include prior history & recommendations

the Planning Commission Approval Process ~~[illegible]~~ should not have to approve at first meeting

The comments from the commissioners in response to public comment should guide an iteration of the plan.
PC work sessions almost never include public comment — only staff presentation
In general all of the city's Boards, Commissions, worksessions etc need a well defined procedure for public input that is timely.

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IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

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INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- survey - do we want/need park or effected areas
- fliers for effected households
- website / emails
- civic assoc (multiple mtg)
- Comm. mtg.
- ~~public hearing~~
- direct mail
- Libraries - notices

- survey - representative sample was responded
- adequate amount of time given
- major issues addressed
- consensus reached
- public hearing

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- surveys
- reports / research
- fliers
- website / emails
- civic assoc; churches
- community mtg
- mailer
- Notices in various places / newspapers
- Virtual ways to respond

- Adequate & ~~limited~~ reasonable time given
- consensus?
- Adhere to budgetary time limits

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- choose representatives - optional
- clicker - voting
- community votes

- After vote
- Decisions reached

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Opening ceremony
- Community feedback when necessary

15

Civic Engagement Framework

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*people need to be a part of creating the list of issues or projects

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(Choose One)

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- Transportation improvements

*tell people how the list is created – these committees, boards, this master plan – elo-cities initiative – citizen suggestion *

*how do residents get items onto this list

*people need to be involved in master planning efforts b/c that's when our priorities as a City are set

people need to know where ideas come from

? list generated by pressures from the public – ~~needing action; sometimes~~ things like BRAC, sometimes due to a lot of rezonings in one area that might change an area significantly

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

10 who we are collecting info from
- Mtgs where people can get to them *point of input must be accessible to all
*go to the people – at places where people are not participating
- what is needed for each culture or population (businders, ethnic groups, etc.)

find key people in each community
- brainstorming – anything goes

- standards need to be set to allow for the ability to judge/move on certain topics

? time
*depends on nature of project; other orgs (federal funding)
- people need to understand the timeline from the start
*communicate this to the public

- must move forward at a certain point – not everyone will get it when you move forward

"not being heard" is being said, but what they should be saying is "you're not going along with my opinion"

STOP! How do we know it is time to move to the next phase?

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- use constraints – some things aren't possible (physically, $, feasibly)
- further participation – dot voting (nominal group technique) or clicker voting @ meetings
*why do we have staff if we don't trust their expertise to develop & evaluate options
- staff may be the expert, but may not know the community to be affected
*COLLABORATION b/t staff & community
- create a useful dialogue – not just being "talked at"
- everyone has to get their say, but can't be allowed to monopolize

cooperation & listening to each other

- facilitated workshop – trying to narrow down the options

*moderated online comment boards

- when the list is short enough
- when people stop coming to meetings
- not everyone will like the outcome
- must accept that you won't get everything you want in life
- meaningful engagement is success – ok as long as you can tell people why the certain outcome was reached

STOP! How do we know it is time to move to the next phase?

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- public is involved in making recommendations
*this goes beyond simply sharing staff's recommendations
- people will not always agree that the recommendation is what the group came up with
- include decision-making process in the recommendations
- unbiased facilitators – but when meeting, everyone has a bias
*participants need to disperse info in pieces ~~stop~~ with the long reports – all dep'ts should be used to reach out to their contacts/populations
*getting the word out must be a big effort with conscious outreach to diverse groups
- recognize that everything that happens in the City affects us all (i.e. traffic changes affect the schools)
*ensure that all languages/translations are available
*just go in – need to find one person in the specific community that you are trying to reach out to ...
- need ways to develop understanding

need for/effort put into the process should reduce at each stage
*once you have those who are interested identified, City needs to provide ways to access the info

STOP! How do we know it is time to move to the next phase?

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

*community must see action
- need to get past idea that not all have access to internet – libraries provide access
- people need to take on responsibility of getting the info
- e-newsletters
- word of mouth – one person in the community reports back

*no online polls – these are self selected & not statistically significant

3 main languages are ~~available~~ spoken in Alexandria; 90 languages in TC Williams

*people who want to be engaged will be engaged

*some people will only participate if its not button

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New school	Surveys, Meetings - Needs assessment - PTA - School Board input - Headstart - Rec Centers - sporting events - Local gathering places/barbershop - churches, mosques - grocery stores - library - Farmers markets - civic associations - personal networking	Small focus meetings in density populated buildings in various languages School Board would synthesize and disseminate information back to involved groups/stakeholders Technical input from from architects & engineers Evaluations taken back to groups planning commission → develop plan to reach	Accountability - Reach out to same groups to disseminate info & solicit feedback. - City Council ~~Need~~ Insure that a diverse population is soliciting the information Public hearing Planning Com votes City Council votes	groups continuously involved
City budget	Planning Com available & ~~our~~ active listeners & absorbing info during community mtgs			
Proposed development	- Flyers - ~~local business~~			
Master plan for a neighborhood				
New park				
Transportation improvements				

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(Choose One)

- New school
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- Master plan for a neighborhood
- New park
- Transportation improvements

IMPLEMENTATION & MAINTENANCE

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- MAKE SURE THERE IS A PLAN
- PERIODIC STATUS REPORTS TO SEE IF WE'RE ON TARGET
- CITIZEN GROUP TO REVIEW IMPLEMENTATION (BROADLY REPRESENTATIVE)
- CHARRETTES WITH DESIGNERS
- REFLECT CONNECTIONS TO RECOMMENDATIONS

- PERPETUAL PHASE

STOP!

How do we know it is time to move to the next phase?

- MAYOR CUTS RIBBON

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(Choose One)

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- Master plan for a neighborhood
- New park
- Transportation improvements

DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- CHECK OBJECTIVES
- IDENTIFY STAKEHOLDERS
- IDENTIFY ALTERNATIVES
- EXPLORE BUDGET OPTIONS AND EDUCATE COMMUNITY ABOUT BUDGETS
- CHARRETTES WITH DESIGNERS
- INVOLVE SCHOOL STUDENTS
- HAVE MEETINGS, BUT NOT TOO MANY MEETINGS
- HAVE COMMUNITY MEETING LIKE TONIGHT'S

STOP!

How do we know it is time to move to the next phase?

- OPTIONS WRAP-UP MEETING
- ALL REASONABLE ALTERNATIVES HAVE BEEN CONSIDERED

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- New school
- City budget
- Proposed development — GOOD FOR ALL 4 PHASES
- Master plan for a neighborhood
- New park
- Transportation improvements

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- COMMUNICATE ALTERNATIVES AND RANK THEM
- EXPLAIN WHAT STAFF DID NOT AGREE WITH AND WHY
- CLEAR JUSTIFICATION FOR RECOMMENDATION
- PROVIDE SUPPORTING DATA AND REFERENCES (TECHNICAL MATRIX)
- SHOW HOW RECS WERE REACHED (METHODOLOGY)
- MEET RESIDENTS WHERE THEY GATHER (COFFEE SHOPS, FARMER'S MARKETS)
- PUBLICIZE RECOMMENDATIONS AND SUPPORTING MATERIAL
- MAKE SURE INPUTS ARE VALUED
- EXPLAIN WHAT REST OF THE PROCESS WILL BE + WHAT CITY BOARDS MUST REVIEW
- SPONSOR SOCIAL MEDIA DISCUSSIONS
- SET EXPECTATIONS FOR ~~RECOMMEND~~ IMPLEMENTATION
- DETERMINE HOW MANY OPTIONS ARE REASONABLE
- FOLLOW UP IF DELAYS

STOP!

How do we know it is time to move to the next phase?

CERTAIN # OF MEETINGS, THEY "GO"

CONSENSUS?

TIMELINE

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- New park
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INDEXED PUBLIC REPOSITORY OF DOCS FOR ENTIRE PROJECT

~~INVOLVER~~

INFORMATION GATHERING

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- DEFINE OBJECTIVES (EVEN BEFORE INFO GATHERING)
- IDENTIFY BENEFITS OF A NEW PARK
- CONVERSATIONS / SURVEYS WITH THE COMMUNITY
- UNDERSTANDING THE FACTS
- IDENTIFYING COSTS / COST-BENEFIT ANALYSIS
- BENCHMARKING / COMPARABLE EXAMPLES
- LAWS / REGULATIONS / CODES IMPLICATED
- IDENTIFY CONSTRAINTS

- SET EXPECTATIONS (E.G. SCOPE)
- EDUCATE COMMUNITY ABOUT BUDGETS RELATED TO PROJECT
- USE ONLINE OPPORTUNITIES
- CHARRETTE TO ALLOW DIRECT ACCESS TO DESIGNERS
- TREAT ALL IDEAS EQUALLY, REGARDLESS OF HOW THEY WERE SUBMITTED
- ENSURE THAT ONE GROUP CAN'T HITJAK PROCESS

- USE A PREDICTABLE SCHEDULE + PROCESS / ~~SO~~ LET PEOPLE CAN JUMP IN AT ANY POINT (BUT NOT FORCE A RESTART)
- LET PEOPLE FEEL HEARD AND THAT THEY STILL HAVE A CHANCE

TASKS W/OUT WELL-DEFINED CONCLUSION SHOULD HAVE TIME LIMIT

LINK TO BUDGET PROCESS

STOP!

How do we know it is time to move to the next phase?

- WHAT IT IS
- WHO IT WILL SERVE
- WHAT ARE BENEFITS
- HOW MUCH IT COSTS
- WHY WE'RE DOING IT
- CERTAIN # OF MEETINGS / INPUTS

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~~HOWDEVER~~

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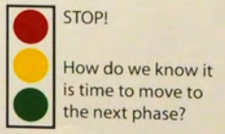

STOP!

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CERTAIN # OF MEETINGS, THEY "GO"

CONSENSUS? TIMELINE SO IT DOESN'T GO ON FOREVER