



Shannon Hein – Economic Sustainability
Amanda King – Communications Director

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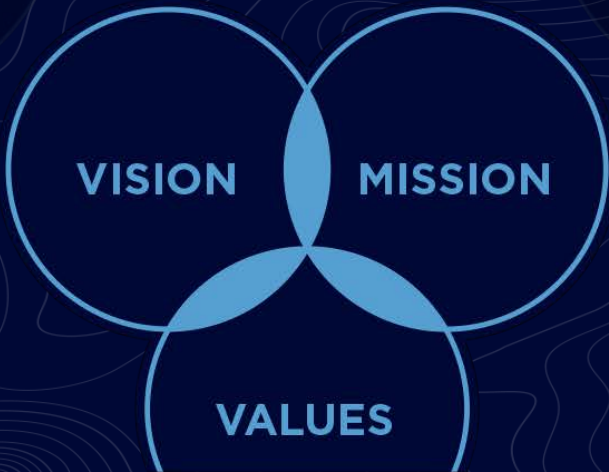


About Our Community – A Portrait of Fort Collins





Public Engagement



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WHAT IS PUBLIC ENGAGEMENT?

Public engagement is a process that brings people together to address issues of common importance, to solve shared problems, and to bring about positive social change.



Why Engagement?

CO-CREATION



UNIVERSITY



BUSINESS



GOVERNMENT



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Malcolm Baldrige
National Quality Award
2017 Award Recipient

Who are We Engaging?



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How Are We Engaging?



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PUBLIC ENGAGEMENT SPECTRUM






PUBLIC ENGAGEMENT SPECTRUM



- Not a one size fits all
- Every level equally important
- Clarity of decision making role
- Tools for every level

PUBLIC ENGAGEMENT SPECTRUM

INCREASING IMPACT OR PERCEPTION OF IMPACT ON PUBLIC

	 INFORM & CONSULT	 INVOLVE	 COLLABORATE
CONSIDER THIS OPTION WHEN...	<ul style="list-style-type: none"> • Routine or fairly routine matter • Time and/or budget constraints • Clear legal process • Manageable level of controversy • Fairly simple set of interests • Most issues have been heard, addressed through earlier processes • Parties have tried but are unable to come to resolution 	<ul style="list-style-type: none"> • Active and mobilized groups with competing views • Strong need for dialogue (not just input) • Need for multiple types of input designed for different groups • Fair amount of controversy • Complex issues 	<ul style="list-style-type: none"> • Intense controversy, mobilized groups with competing views • Need for education and buy-in by key constituencies • Long-term, far-reaching effects • Multiple jurisdictions • Parties willing to meet, discuss (vs. referendum, court, etc.) • Recommendation likely to be followed by decision makers
MAY NOT BE BEST OPTION WHEN	<ul style="list-style-type: none"> • Unclear or competing jurisdictions • Policy matters with unclear effects • Strong controversy or polarized parties • Public input will have no effect • Need for two-way dialogue 	<ul style="list-style-type: none"> • Intensive input will not satisfy need of public to influence the decision • Time and/or budget constraints 	<ul style="list-style-type: none"> • Too expensive for amount of controversy • No negotiating room • Other groups or individuals may intercede to invalidate any forthcoming proposals • Key parties unwilling to meet
POTENTIAL TOOLS & TECHNIQUES	<ul style="list-style-type: none"> • Fact sheets/FAQs • Public comment (via web, in writing, hearings) • Newsletter • Media releases and events • Informal surveys • Presentations to civic groups, B&Cs, HOAs, at Open Houses, etc. 	<ul style="list-style-type: none"> • Workshops, charrettes • Stakeholder meetings • Focus groups • Techniques from Inform and Consult 	<ul style="list-style-type: none"> • Citizen advisory committee • Participatory decision-making • Consensus-building
CITIZEN ROLE	Citizen Role: Residents engage to be informed and to influence	Citizen Role: Residents engage to advocate and to help frame issues <ul style="list-style-type: none"> • Residents engage to understand technical issues and how to effectively advocate • Residents engage to help define problem and find solutions 	Citizen Role: Residents are collaborators <ul style="list-style-type: none"> • Residents engage to identify different stakeholder interests • Residents engage to make informed decisions and forge effective compromises





INFORM & CONSULT

**CONSIDER
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WHEN...**

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Systematic Listening for Actionable Feedback

Understanding Satisfaction & Engagement

Clear Customer Segments

Satisfaction Results similar to Citizen Survey



- Voice of Customer
 - Business Satisfaction
 - Specific Services
 - The City in general
 - The Community
- Changing Business Conditions
- Clear Segmentation
- Improved Economic Health
- Outcomes





Feedback & Intelligence
(Evaluation & Response)

Engagement System
(Gathering Info.)



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KEEP GRATITUDE GOING

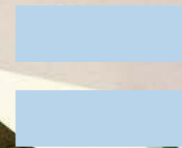
External

- Improve Satisfaction
- Enhanced Relationship



Internal

- Coordinated Strategy



Engaged
Businesses

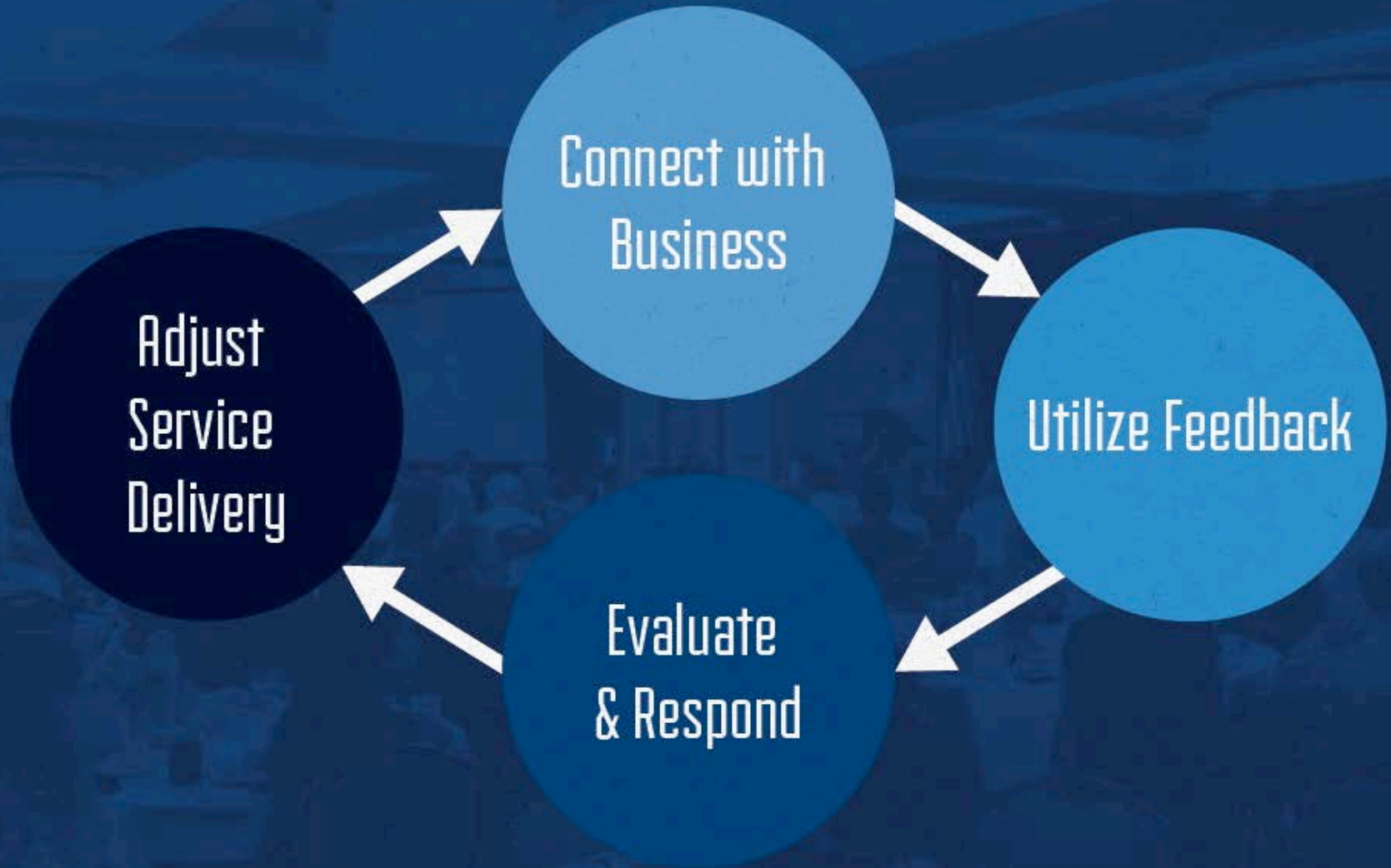


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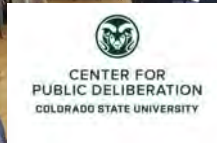
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Where are We Engaging?



OBJECTIVE (7.5):

Broaden methods of community engagement with additional consideration to diverse backgrounds, languages and needs.



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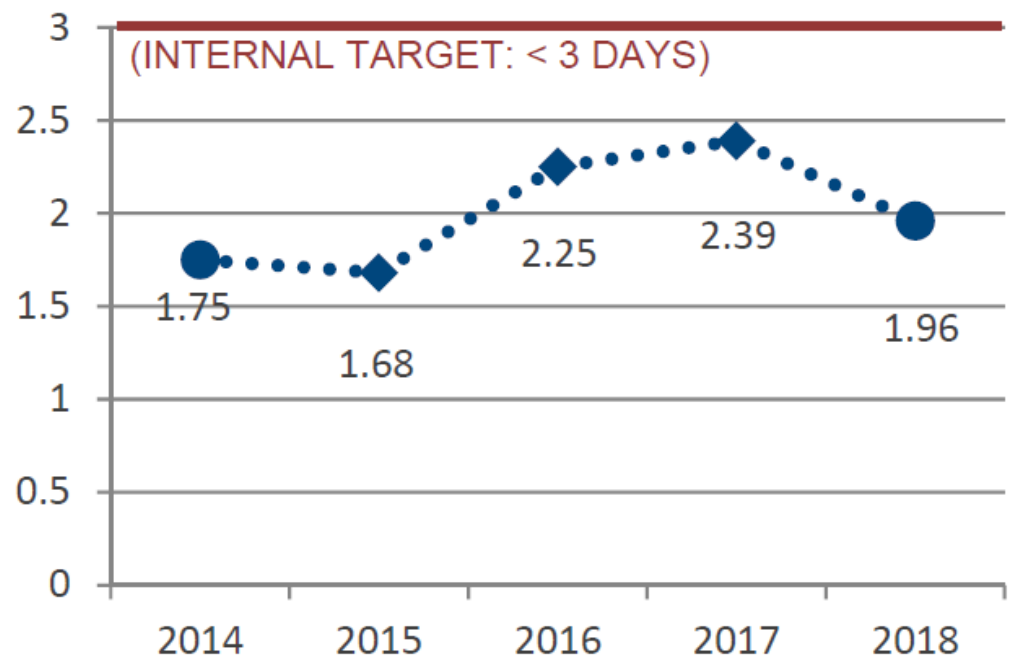


NEED ACCESS TO THE CITY IN YOUR POCKET?

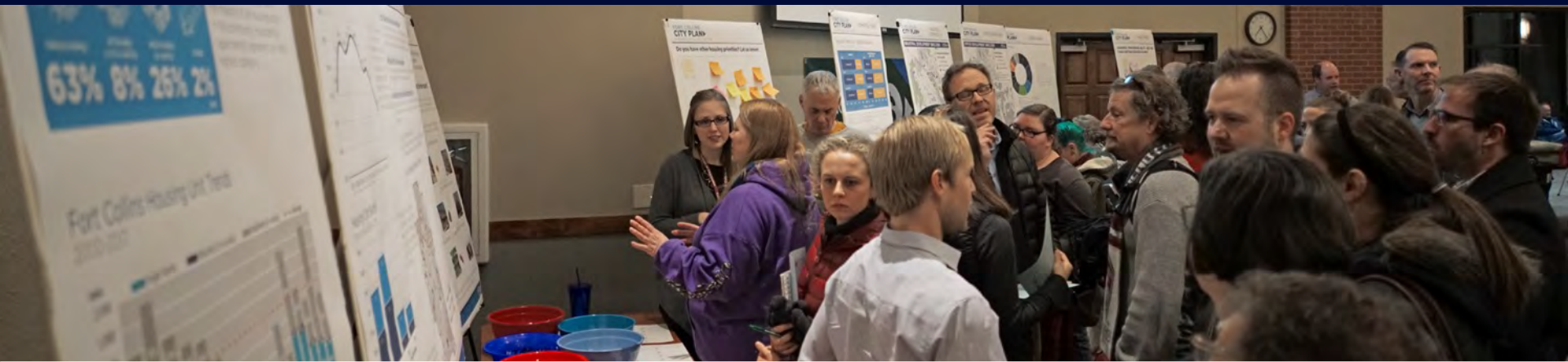


Access Fort Collins is an easy way to send your questions, comments and service requests directly to City staff anytime, anywhere. Find it online at fcgov.com, or download the free mobile app.

AVERAGE RESPONSE TIME - DAYS

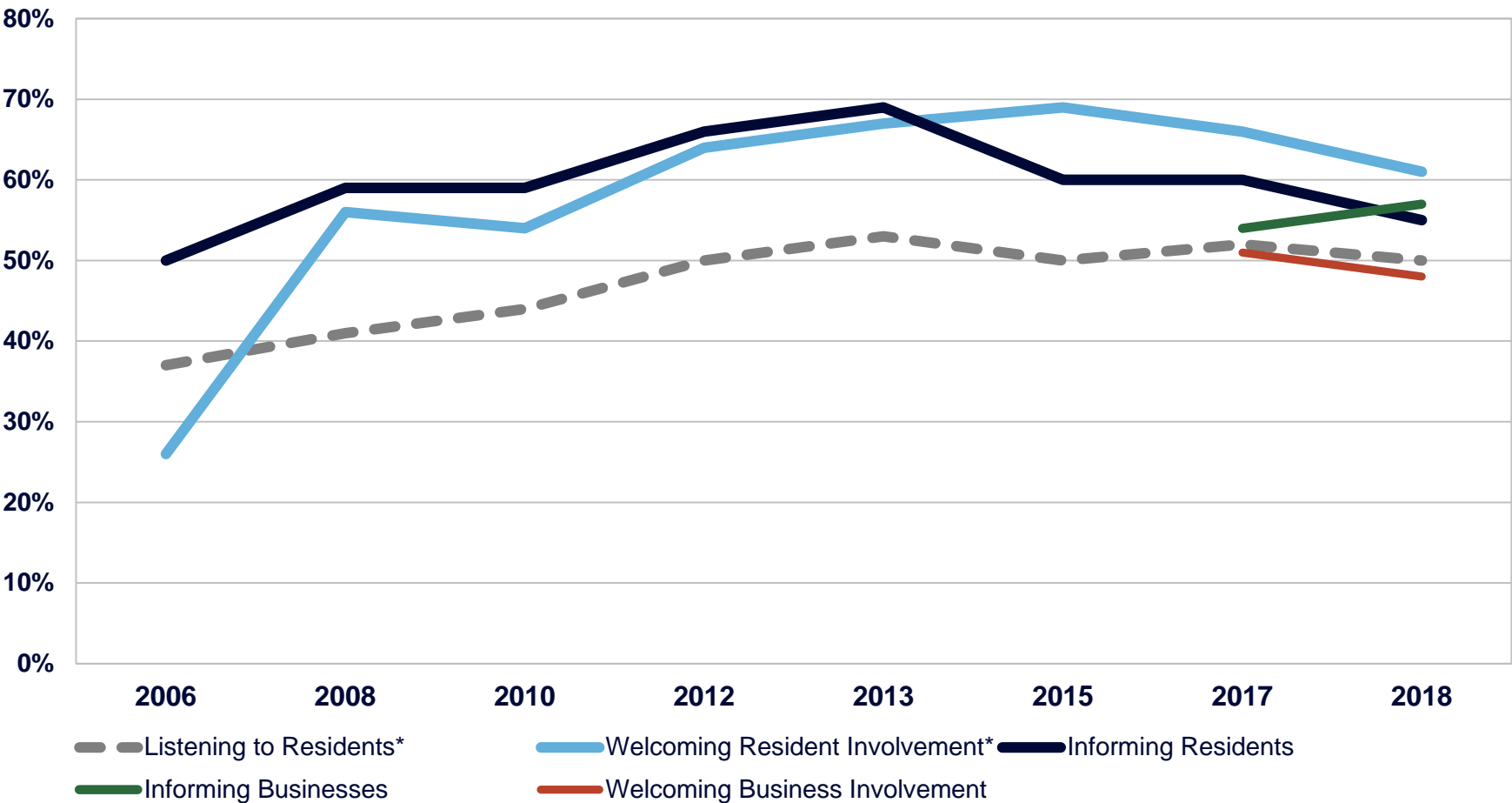


Meet People Where They Are



What Does Success Look Like?

COMMUNITY SURVEY METRICS



**Much higher than the national benchmark*



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LET'S GET **HIGH SPEED INTERNET** **CONNECTED!**
FORT COLLINS & THE FUTURE OF "NEXT GENERATION"
HIGH SPEED INTERNET SERVICE



fcgov.com/broadband



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City of Fort Collins
@fortcollinsgov

Following

Internet speed driving you crazy? Take part in the City's conversation about high-speed broadband. fcgov.com/broadband
#FortCollins



12:00 PM - 21 Oct 2016

5 Retweets 5 Likes



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FORT COLLINS connexion

Connecting our community at the speed of life.



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The Power of Social Media – Human Interest & Community Building



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The Power of Social Media – Safety & Humor



The Power of Social Media – Force Multiplier

 **Fort Collins Police Services**
Published by Kate Kimble [?] · August 23, 2016 ·

***UPDATE: GOOD NEWS!** Jaden was located earlier today by his parents and is safe. Thank you for the outpouring of support you expressed for the Bilbrey family*

Can you help us find a missing teen?

Jaden Bilbrey, 15, went missing during a weekend visit to Fort Collins with his family. The teen, who has struggled with mental health concerns, left their hotel on the evening of August 21 with several of his belongings and did not return. His parents contacted Fort Collins Police, ... [See More](#)



71,230 people reached [Boost Post](#)

 Like  Comment  Share

 John Sturgeon, Connie Hinman Werbelow and 98 others [Top Comments](#)

1,019 shares

 **Fort Collins Police** 
@FCPolice

[Following](#)

Cirilia has been found and she is doing very well! Thank you all for your help!



Fort Collins Police  @FCPolice
MISSING SENIOR Please help us find Cerilia, 5ft 110lb, last seen wearing a teal jumpsuit and grey slippers earlier this afternoon

RETWEETS 5 LIKES 40



11:30 PM - 18 Mar 2017

 1  5  40

THANK

YOU!



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