



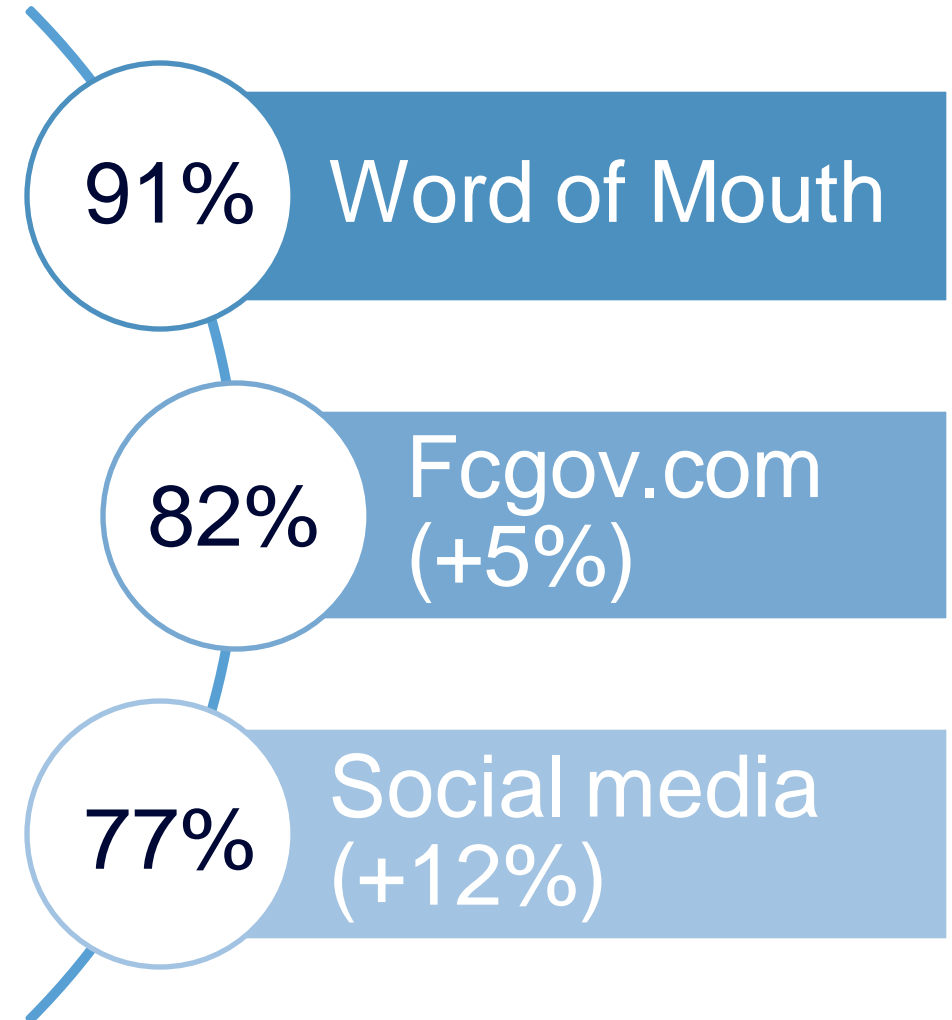
Communications & Public Involvement

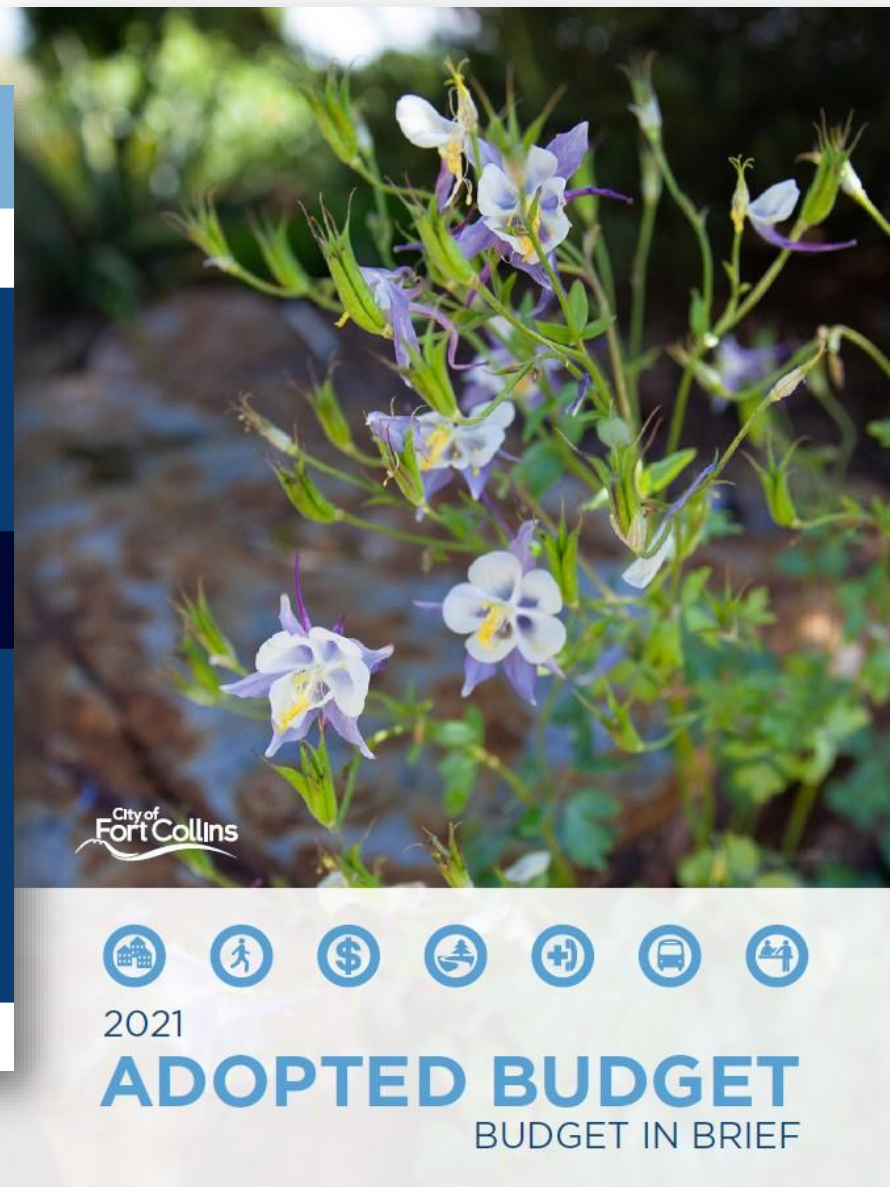
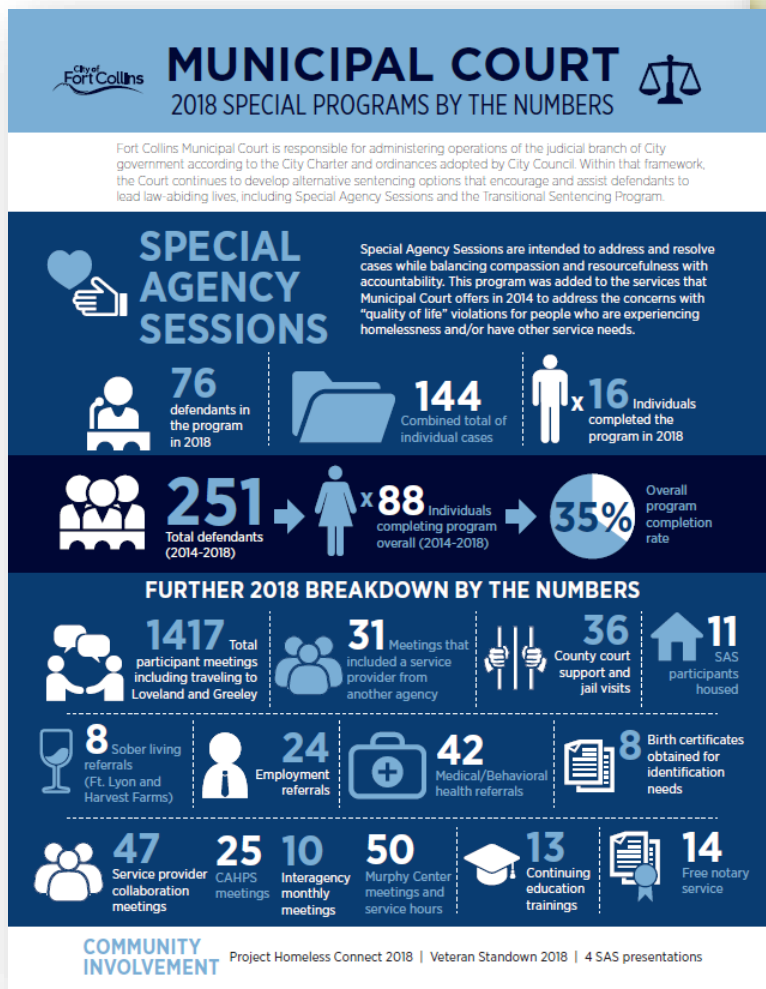
CityWorks 101

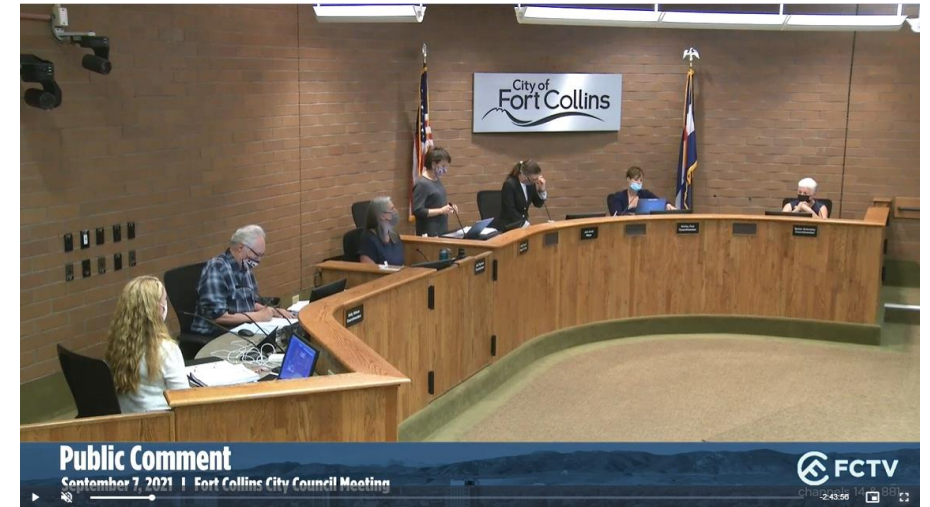
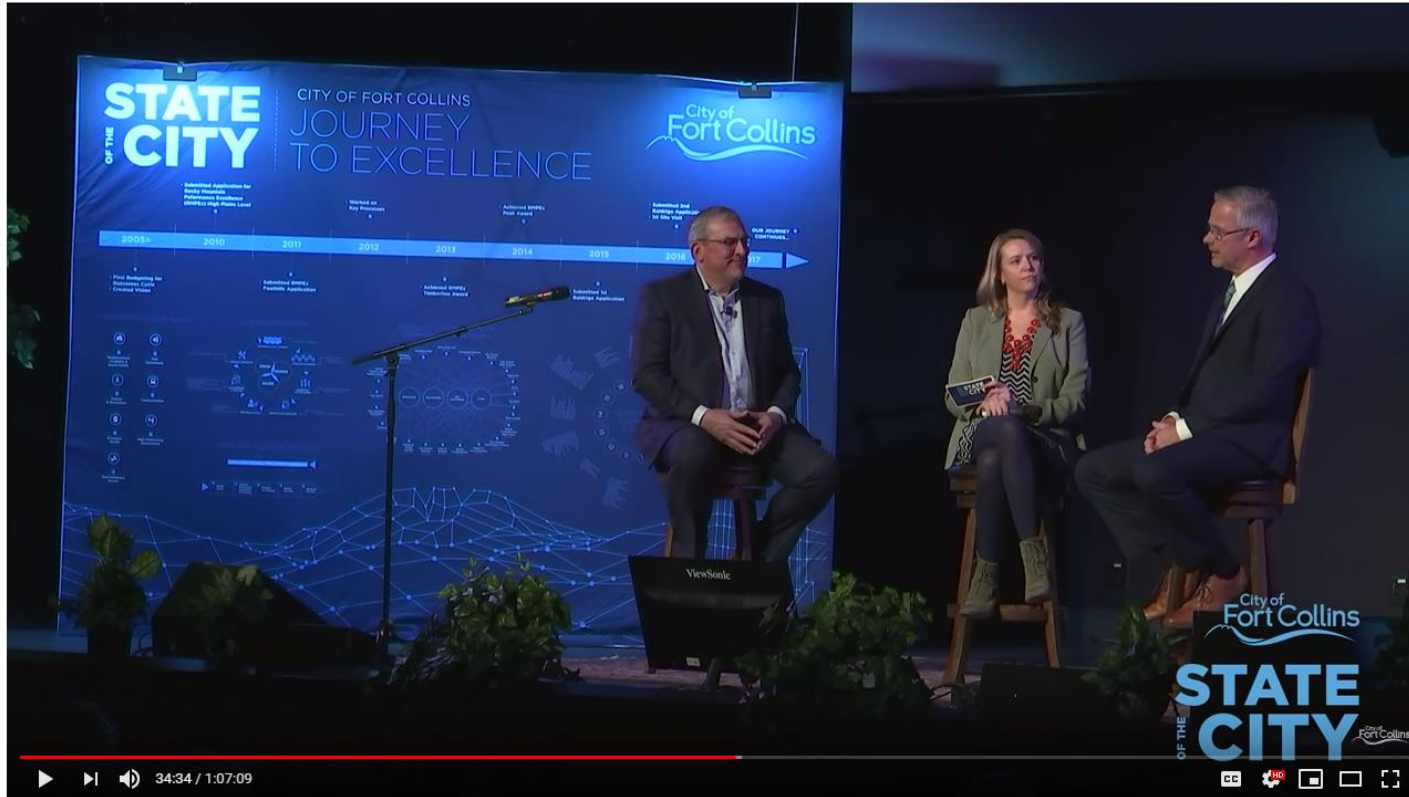
Amanda King, Communications Director

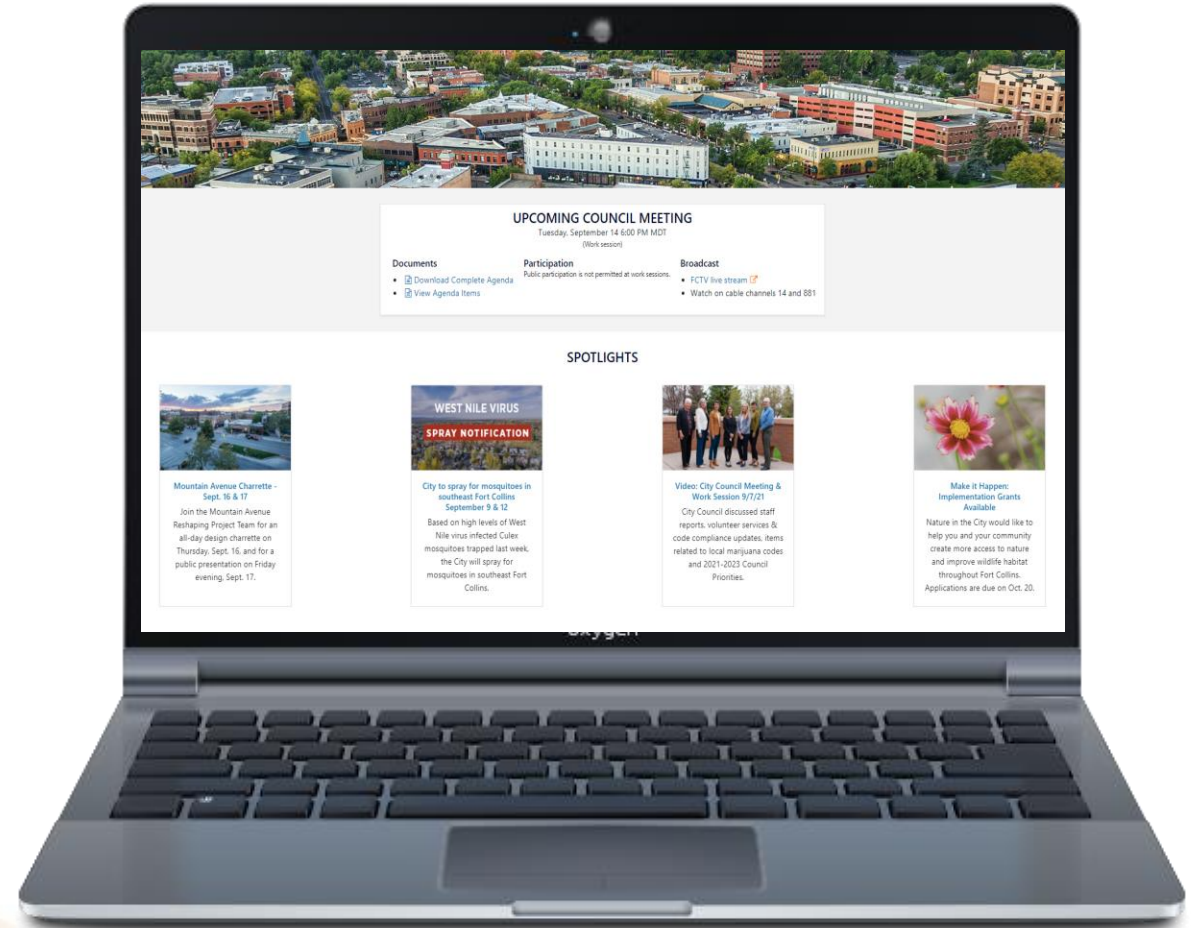
09/15/21

Where do you get information about City services, programs and initiatives?











City of Fort Collins - Government

Published by Heather Cox · March 15 ·

❄️ City crews have been clearing snow across the city day and night. Crews are now focused primarily on collector streets and responding to emergency situations. You can track the location of snow plows online at fcgov.com/SnowPlows.

👷 The City will be plowing residential streets - but due to the volume and weight of snow, it will require bringing in extra, specialized equipment to ensure this does not also block driveways. We ask for your continued patience as we work to clear roads safely and as quickly as we can and as we address needs across all of Fort Collins.

🚲 Bike lanes and City-maintained sidewalks are impassable in many locations, and it may take some time to fully clear those areas.

🌲 Streets and Forestry teams are working on fallen and hanging tree branches blocking sidewalks and roadways, though it may take several days to remove all of them. If you have concerns about trees/limbs in the public right-of-way, please email Forestry@fcgov.com or call 970-221-6660.

👤 Residents must keep their sidewalks adjacent to the street "free and clear of snow and ice" within 24 hours of when snow has stopped falling. If you need assistance with shoveling, visit fcgov.com/volunteer for our Adopt-a-Neighbor Program. Neighbors are often eager to help!

❤️ Thank you for your patience and the ways you are helping others!





IT'S **YOUR | MY | OUR** CITY

Show us your Fort Collins! #MYFOCO

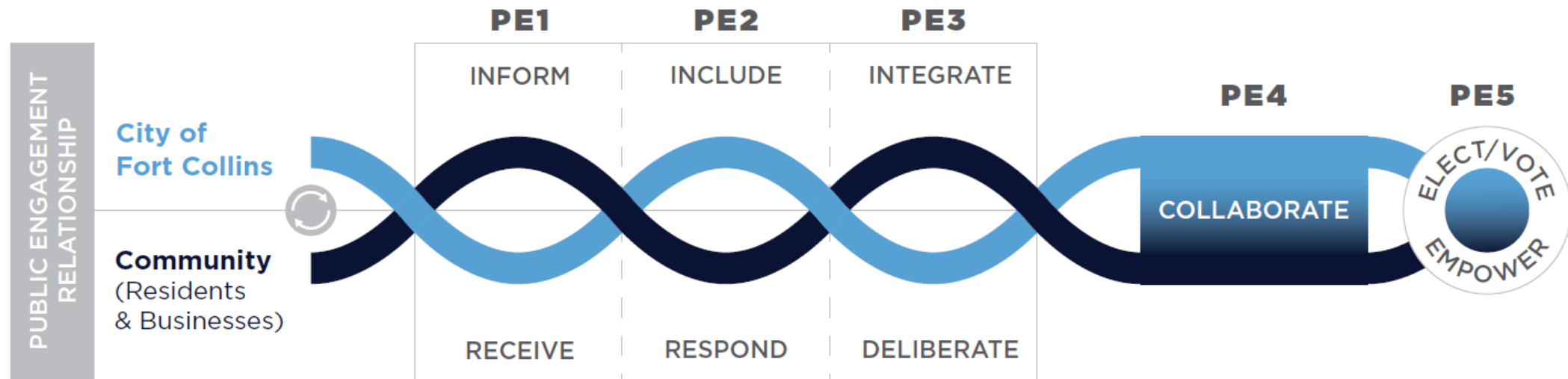
A blue-tinted background image showing people engaged in a public meeting. In the foreground, a person's hand points at a document titled "BICYCLE PARKING PLAN" which includes a "2015 INVENTORY FINDINGS" section. Other documents with similar titles are visible in the background. The scene is dimly lit, focusing on the documents and the interaction.

*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**.*

Source: Public Agenda

PUBLIC ENGAGEMENT SPECTRUM

INCREASING IMPACT OR PERCEPTION OF IMPACT ON PUBLIC



Public engagement is not always a linear process and communicators should feel empowered to move between levels as needed.

- CityWorks 101
- Boards & Commissions
- Social Media
- Council Meetings
- Neighborhood Efforts
- Public Forums
- Technical or advisory groups
- Budget teams
- Volunteer
- Project input (Online polls, etc.)
- OurCity Platform



Emerging trends

- Engagement fatigue
- Continued shift to mobile platforms
- Diversity, equity & inclusion
- Virtual reality & AI
- Changes in journalism
- Data & analytics
- External competition



QUESTIONS?

