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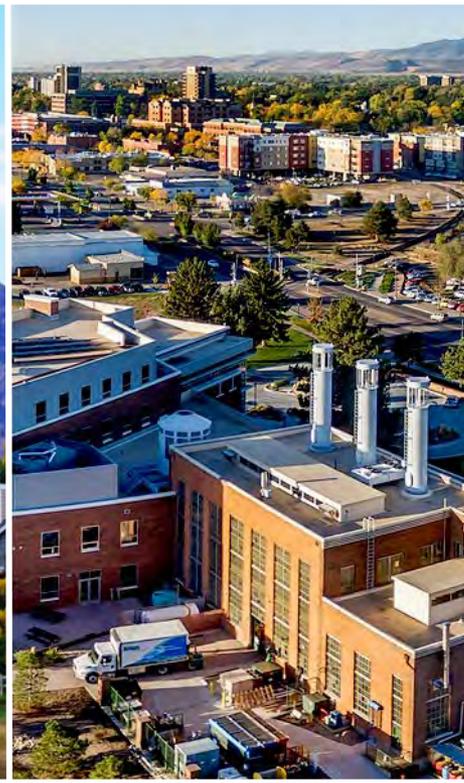
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Shannon Hein – Economic Sustainability
Amanda King – Communications Director



About Our Community – A Portrait of Fort Collins



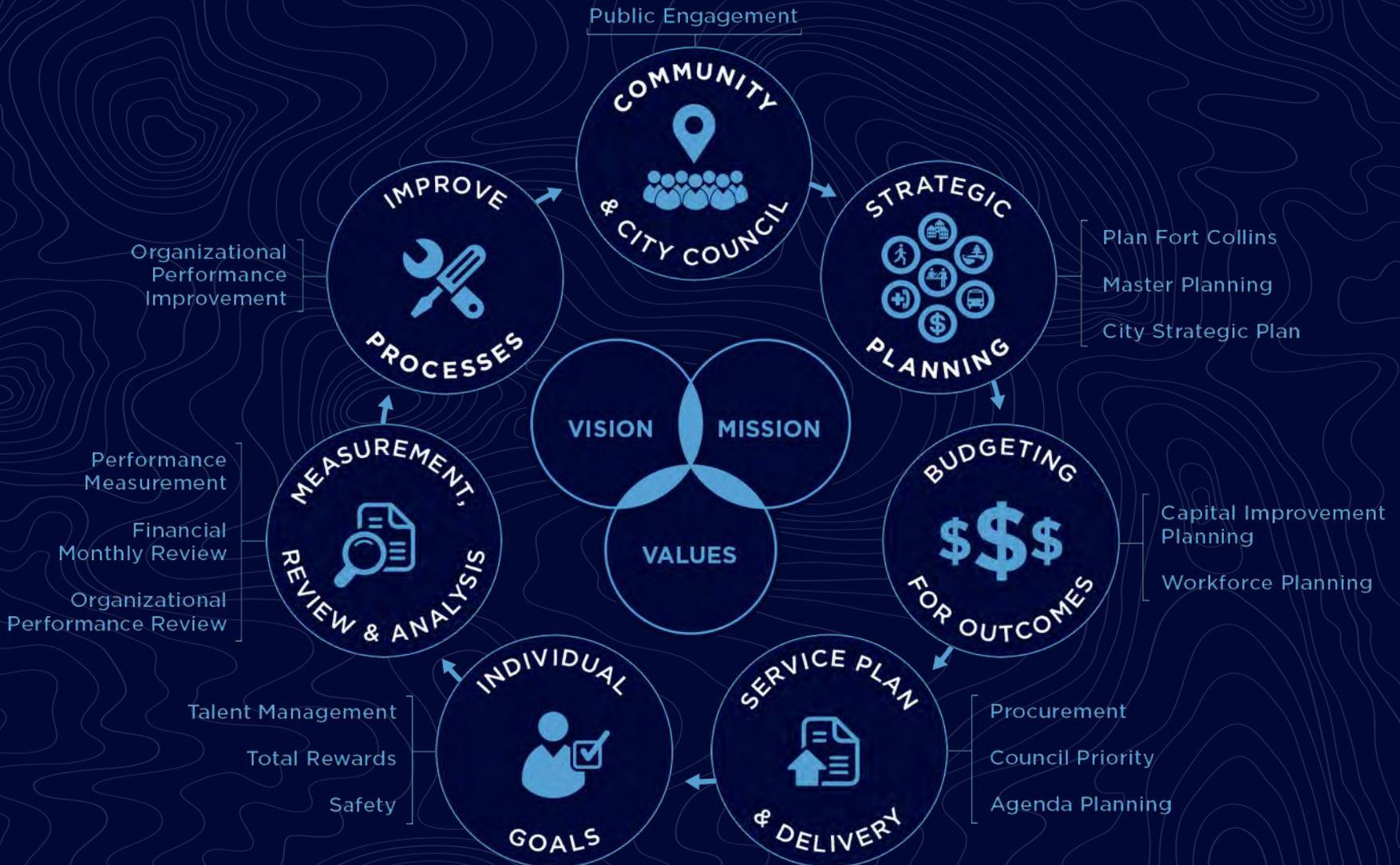
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National Quality Award
2017 Award Recipient

Leadership System



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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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Who are We Engaging?



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How Are We Engaging?



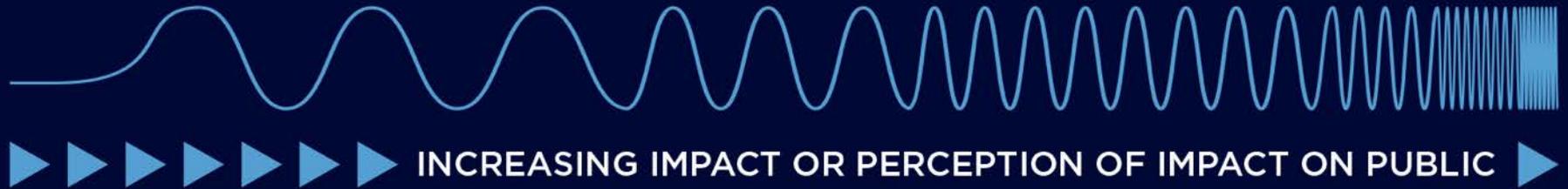
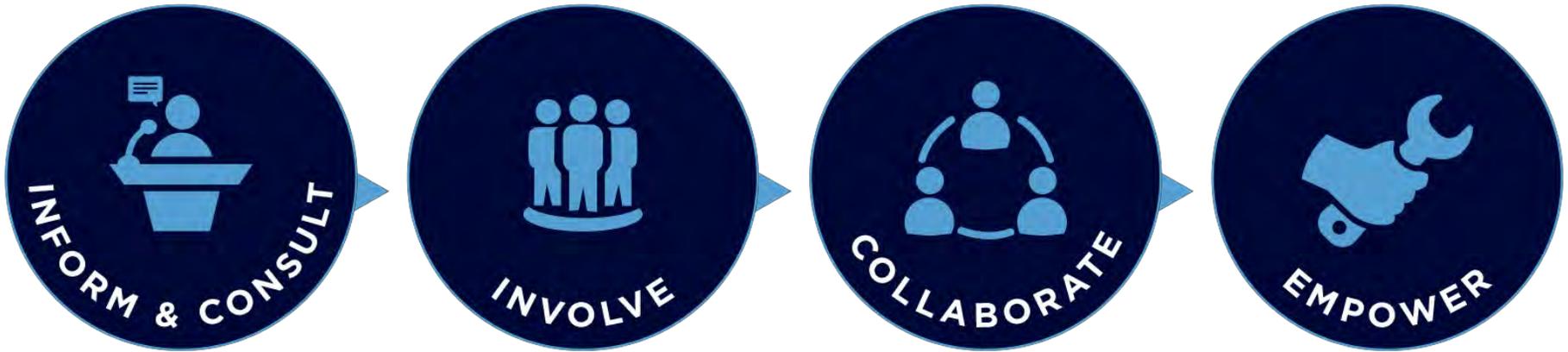
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PUBLIC ENGAGEMENT SPECTRUM



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	<p>Citizen Role: Residents engage to be informed and to influence</p>	<p>Citizen Role: Residents engage to advocate and to help frame issues</p> <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 	<p>Citizen Role: Residents are collaborators</p> <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
THIS OPTION
WHEN...**

- Routine or fairly routine matter
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- Clear legal process
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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 CommunityChanging 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





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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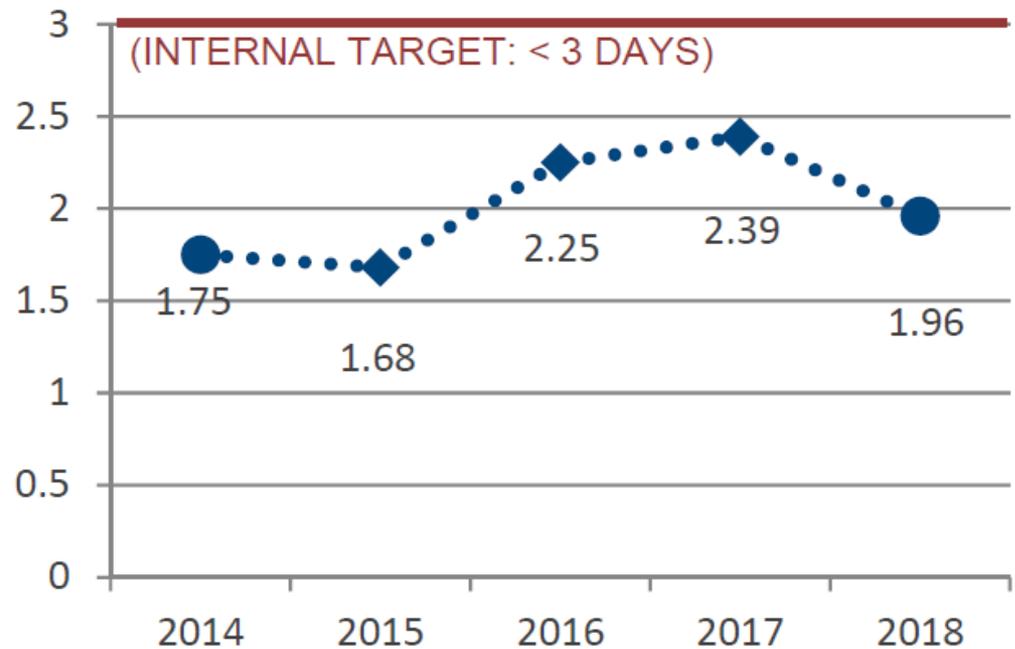


NEED ACCESS TO THE CITY IN YOUR POCKET?

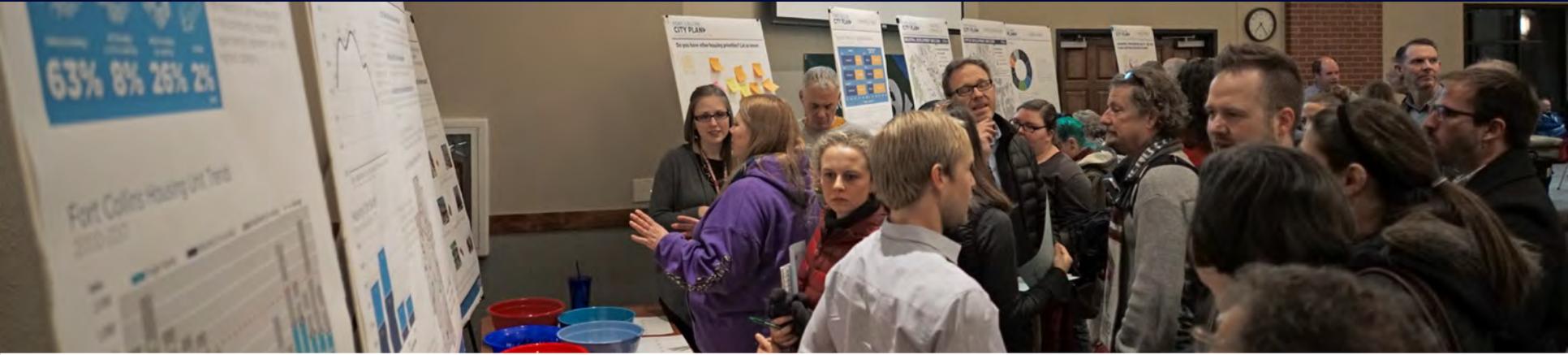


Access Fort Collins is an easy way to send your questions, comments and service requests directly to City staff anytime, anywhere. Find it online at fcgov.com, or download the free mobile app.

AVERAGE RESPONSE TIME - DAYS



Meet People Where They Are

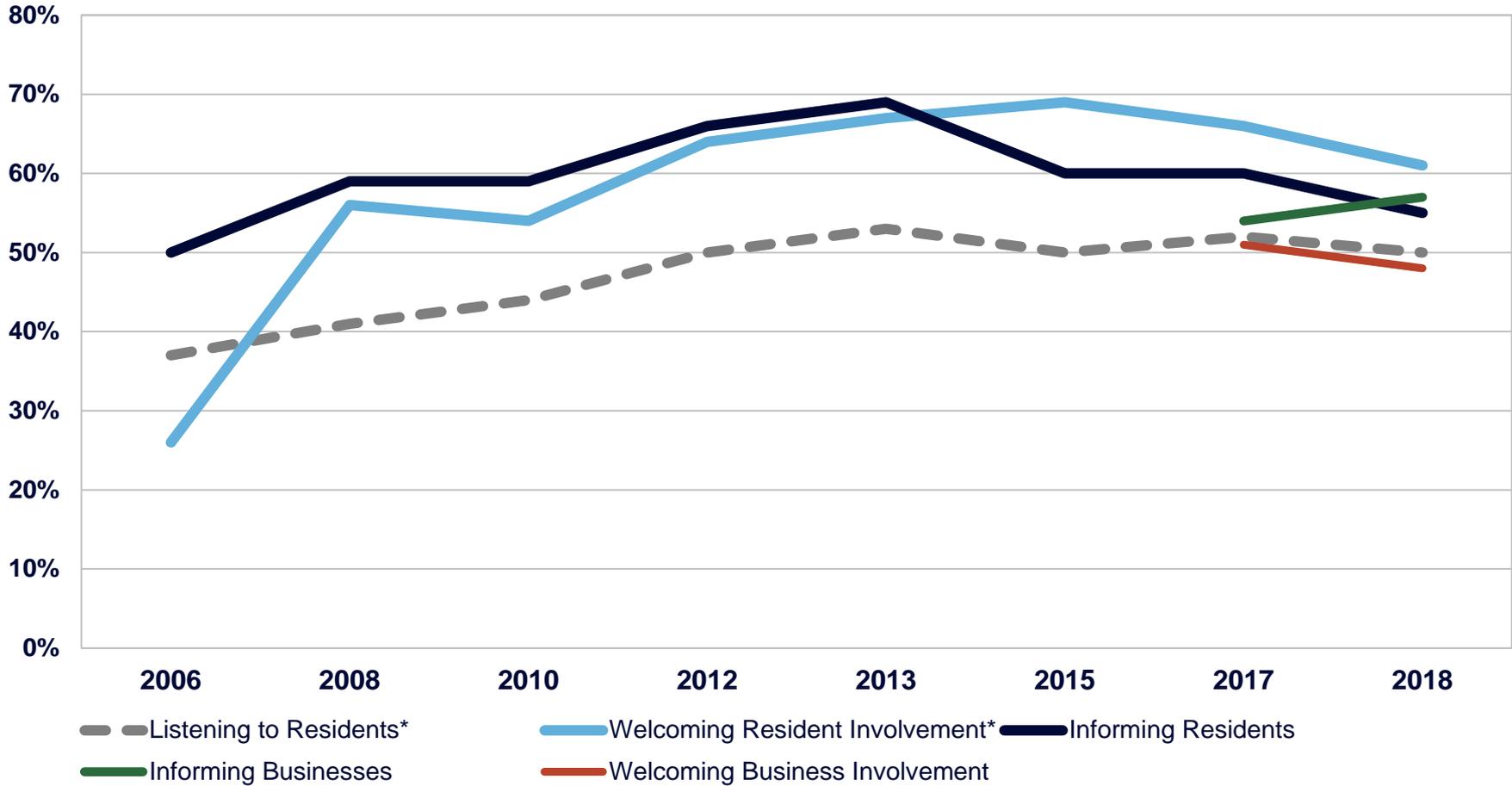


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What Does Success Look Like?

COMMUNITY SURVEY METRICS



**Much higher than the national benchmark*



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Case Studies: Broadband & Police



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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 



 **City of Fort Collins** 
@fortcollinsgov

Following

Thank you to everyone who joined us for the Telephone Town Hall! Want to know more? Visit fcgov.com/broadband #broadband



8:02 PM - 14 Nov 2016





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FORT COLLINS
CONNEXION

Connecting our community at the speed of life.



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INVOLVE



COLLABORATE



EMPOWER



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The Power of Social Media – Human Interest & Community Building



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

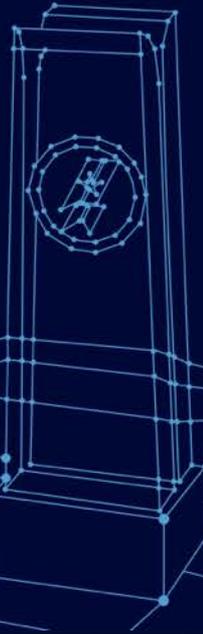


11:30 PM - 18 Mar 2017

👤 1 🔄 5 ❤️ 40

THANK

YOU!



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Amanda King
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