Leadership System

Public Engagement

COMMUNITY & CITY COUNCIL

VISION

MISSION

VALUES

[Image: Diagram showing leadership system with public engagement, community, city council, vision, mission, and values.]
What is Engagement?

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
Who are We Engaging?
PUBLIC ENGAGEMENT
SPECTRUM

INFORM & CONSULT
INVOLVE
COLLABORATE
EMPOWER

INCREASING IMPACT OR PERCEPTION OF IMPACT ON PUBLIC
Systems Approach

PUBLIC ENGAGEMENT
SPECTRUM

• Not a one size fits all
• Every level equally important

• Clarity of decision making role
• Tools for every level

INFORM & CONSULT  INOLVE  COLLABORATE  EMPOWER
# Public Engagement Spectrum

**Increasing Impact or Perception of Impact on Public**

<table>
<thead>
<tr>
<th>Consider This Option When...</th>
<th>Inform &amp; Consult</th>
<th>Involve</th>
<th>Collaborate</th>
</tr>
</thead>
</table>
| Routine or fairly routine matter | • 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 | • 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 | • 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 | • 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 | • Intensive input will not satisfy need of public to influence the decision  
• Time and/or budget constraints | • 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**

- 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.

**Citizen Role**

- **Inform & Consult**: Residents engage to be informed and to influence
- **Involve**: Residents engage to advocate and to help frame issues  
  • Residents engage to understand technical issues and how to effectively advocate  
  • Residents engage to help define problem and find solutions
- **Collaborate**: Residents are collaborators  
  • 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
- 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
Systematic Listening for Actionable Feedback

Understanding Satisfaction & Engagement

Clear Customer Segments

Satisfaction Results similar to Citizen Survey
Business Engagement - Objectives for Action

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

- Improved Economic Health Outcomes
Business Engagement - Areas of Focus

Engagement System
(Gathering Info.)

Feedback & Intelligence
(Evaluation & Response)
Business Engagement - Vision

External
• Improve Satisfaction
• Enhanced Relationship

Internal
• Coordinated Strategy

Engaged Businesses
Business Engagement – Systematic Approach

1. Adjust Service Delivery
2. Connect with Business
3. Evaluate & Respond
4. Utilize Feedback
Where are We Engaging?

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

OBJECTIVE (7.5):

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

![Graph showing average response time over years](chart.png)

**Average Response Time - Days**

*INTERNAL TARGET: < 3 DAYS*

- 2014: 1.75
- 2015: 1.68
- 2016: 2.25
- 2017: 2.39
- 2018: 1.96
Meet People Where They Are
What Does Success Look Like?

COMMUNITY SURVEY METRICS

*Much higher than the national benchmark
Case Studies: Broadband & Police
Case Study: Broadband

LET'S GET CONNECTED!

HIGH SPEED INTERNET

FORT COLLINS & THE FUTURE OF “NEXT GENERATION”

HIGH SPEED INTERNET SERVICE

fcgov.com/broadband
Case Study: Broadband

Internet speed driving you crazy? Take part in the City's conversation about high-speed broadband. fcgov.com/broadband
#FortCollins
Thank you to everyone who joined us for the Telephone Town Hall! Want to know more? Visit fcgov.com/broadband #broadband
Case Study: Broadband
The Power of Social Media – Human Interest & Community Building

Thank you to all the incredible women who make a difference in our community. We're especially grateful for the work of our team of outstanding female leaders, field experts, and amazing service providers. Happy International Women's Day!

When K9 Doc isn’t busy keeping Fort Collins safe, he celebrates the little things...like the fact that it's Friday! #thyday #fridayfeeling
The Power of Social Media – Safety & Humor

Fort Collins Police @FCPolice Jan 20
Going out tonight? Remember...
 cắt Gerard + = 😷🚗GENCY
切割 = 😞䣎
#MakeGoodChoices

Fort Collins Police @FCPolice Mar 17
If you wear 🍀goggles, 🍀something green, or think you’re leprechauns this weekend, give your 🚗🔑 to a sober friend! Happy #StPatricksDay
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 Bilberry family."

Can you help us find a missing teen?
Jaden Bilberry, 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

Fort Collins Police
@FCPolice

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 Cirilia, 5ft 110lb, last seen wearing a teal jumpsuit and grey slippers earlier this afternoon

11:30 PM - 18 Mar 2017

5 Retweets. 40 Likes
THANK YOU!
Contact Us

Shannon Hein
shein@fcgov.com

Amanda King
aking@fcgov.com