

REQUEST FOR COUNCIL ACTION

Date: July 13, 2015
Item No.: 15.b

Department Approval

City Manager Approval



Item Description: Community Engagement Update Discussion

BACKGROUND

Mayor Roe and Councilmember Laliberte will provide an update on community engagement strategies after attending a League of MN Cities - Experienced Elected Official Training. The attachments are the handouts from the training discussing public participation and engagement.

POLICY OBJECTIVE

Not applicable.

FINANCIAL IMPACTS

Not applicable.

STAFF RECOMMENDATION

Receive update from Mayor Roe and Councilmember Laliberte on community engagement strategies.

REQUESTED COUNCIL ACTION

Receive update from Mayor Roe and Councilmember Laliberte on community engagement strategies.

Prepared by: Patrick Trudgeon, City Manager (651) 792-7021

Attachments: A: Handouts from League of MN Cities Training

10-Steps for Effective Citizen Engagement

- 1. Understand why you want to do engagement.**
- 2. Assess your organization.**
- 3. Assess your community.**
- 4. Commit to core public participation values.**
- 5. Build internal commitment.**
- 6. Beware of common engagement gaps**
- 7. “Sync” online and face-to-face opportunities.**
- 8. Customize your plan.**
- 9. Implement the engagement plan.**
- 10. Measure results.**

Citizen Engagement and Public Participation – General Organizational Assessment

Utilize this self-assessment to evaluate your organization's readiness, capacity, and approach toward citizen engagement/public participation. You can take the assessment yourself, or involve your organizational staff and elected officials—or even solicit feedback from the public—for a wider perspective.

Within our local government/department...	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree	Unknown/Unsure
Our <i>local government</i> has a comprehensive and coordinated citizen engagement plan	1	2	3	4	5	6	7
Our <i>department</i> has a comprehensive and coordinated citizen engagement plan	1	2	3	4	5	6	7
There is a formal process in place for <i>initiating</i> citizen engagement efforts	1	2	3	4	5	6	7
There is a formal process in place for <i>planning</i> citizen engagement efforts	1	2	3	4	5	6	7
There is a formal process in place for <i>implementing</i> citizen engagement efforts	1	2	3	4	5	6	7
There is a formal process in place for <i>evaluating</i> citizen engagement efforts	1	2	3	4	5	6	7
Citizen engagement efforts are carried out through informal/ad hoc processes	1	2	3	4	5	6	7
There are existing legal mandates that restrict the ways in which we can interact with the public	1	2	3	4	5	6	7
Local officials and staff have the <i>skills and training</i> necessary to work productively with citizens	1	2	3	4	5	6	7
Local officials and staff have the <i>cultural awareness</i> necessary to work productively with citizens	1	2	3	4	5	6	7
Local officials and employees have the <i>organizational support</i> necessary to work productively with citizens	1	2	3	4	5	6	7
Staff have the <i>resources</i> (time, money, facilitation skills, etc.) necessary to work productively with citizens	1	2	3	4	5	6	7
Staff have generally positive attitudes towards engaging citizens	1	2	3	4	5	6	7
Public officials have generally positive attitudes towards engaging citizens	1	2	3	4	5	6	7
There is a strong likelihood that decision makers will give full consideration to public input	1	2	3	4	5	6	7
We have had successful experiences engaging with citizens in the past	1	2	3	4	5	6	7
Within the broader community there are various and varied opportunities for public engagement	1	2	3	4	5	6	7

Open-ended Questions

1. How does your community set goals for public engagement and make decisions about what kinds of activities will fit these goals? What is the process by which public officials and employees make these decisions?
2. Where does the responsibility for citizen engagement lie?
3. What resources are available or allocated towards doing this work?
4. What is your general motivation for involving citizens?

Once you have an idea of your readiness and capacity for a comprehensive approach to citizen engagement/public participation, follow up with the Center for Management Strategies by visiting www.icma.org/engage or emailing chilvert@ICMA.org to learn about the latest leading practices in public participation and how they can assist your citizen engagement efforts.



International Association
for Public Participation

IAP2 Core Values of Public Participation

As an international leader in public participation, IAP2 has developed the “IAP2 Core Values for Public Participation” for use in the development and implementation of public participation processes. These core values were developed over a two year period with broad international input to identify those aspects of public participation which cross national, cultural, and religious boundaries. The purpose of these core values is to help make better decisions which reflect the interests and concerns of potentially affected people and entities.

Core Values for the Practice of Public Participation

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

For more information, visit the IAP2 Web site at www.iap2.org.

IAP2 Spectrum of Public Participation



Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	■ Fact sheets ■ Web sites ■ Open houses	■ Public comment ■ Focus groups ■ Surveys ■ Public meetings	■ Workshops ■ Deliberative polling	■ Citizen advisory committees ■ Consensus-building ■ Participatory decision-making	■ Citizen juries ■ Ballots ■ Delegated decision

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IAP2'S PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Spectrum of Public Engagement Activities*

* Adapted from a previous spectrum developed by the International Association for Public Participation

TYPE OF ENGAGEMENT	CIRCULATING INFORMATION	DISCUSSING AND CONNECTING	GATHERING INITIAL INPUT	DELIBERATING AND RECOMMENDING	DECIDING AND ACTING
<i>what is happening</i>	Local governments, nonprofits, civic organizations, the media, and citizens themselves are making information available about key public issues. Some of this is raw data, provided in ways that make it easy to use and analyze. Some cities also use "citizen's academies" to give people a much closer look at how government works.	Citizens, local officials, city staff, and other stakeholders get regular opportunities to build relationships, discuss issues, and celebrate community.	Local governments, other organizations, the media, or citizens themselves reach out to gauge immediate public opinion on a particular issue or question.	Local governments, other organizations, the media, or citizens themselves recruit a wide range of people to address a public issue or decision. The sessions follow good group process guidelines. The participants talk about why the issue matters to them, consider a range of policy options, and make recommendations about what they think should be done.	Local officials and other decision-makers are making policy decisions, developing a plan, or creating a budget based (at least in part) on what they have heard from citizens and other stakeholders. Local officials, city staff, other organizations, and citizens themselves are taking action in a variety of ways to address key issues and opportunities.
<i>how it is happening</i>	• online • media coverage • public meetings • citizen's academies • online land use visualization tools • serious games	• public meetings • block parties • festivals • workshops • online forums	• surveys • polls • focus groups • listening sessions • public hearings • online crowd sourcing • Geographic Info. Systems (GIS) • online budget simulators	• small face-to-face discussions • online deliberations • large action forums or town hall meetings • deliberations that occur as part of existing meetings	• individual volunteer activities • action teams and committees • changes made by organizations • policy decisions • strategic plans • comp plans • budgets



Principles of Local Government Public Engagement

www.ca-ilg.org/PublicEngagementPrinciples

November 2012

The Institute for Local Government's Public Engagement program has developed the following ten principles to serve as helpful indicators of effective and ethical public engagement practice by local agencies. These principles may also help guide city, county, school and other local officials in the design of public engagement processes and strategies.

Two leading organizations of public engagement practitioners, the National Coalition for Dialogue and Deliberation and the International Association for Public Participation, have each developed principles - or values - to help guide general practice in this field. For more information visit:

- National Coalition for Dialogue and Deliberation's *Core Principles for Public Engagement*: www.thataway.org/pep.
- International Association for Public Participation's *Core Values for the Practice of Public Participation*: www.iap2.org.

The *Principles of Local Government Public Engagement* draws elements directly from both of these documents and includes new language and perspectives especially appropriate to local officials. However a review of the International Association for Public Participation and National Coalition for Dialogue and Deliberation principles is also recommended.

The following principles serve to guide trusted, high-quality and effective public engagement efforts that are sponsored, designed, convened, and/or facilitated by local officials. The *Principles of Local Government Public Engagement* includes the following ten elements:

- 1. Inclusive Planning:** The planning and design of a public engagement process includes input from appropriate local officials as well as from members of intended participant communities.
- 2. Transparency:** There is clarity and transparency about public engagement process sponsorship, purpose, design, and how decision makers will use the process results.
- 3. Authentic Intent:** A primary purpose of the public engagement process is to generate public views and ideas to help shape local government action or policy, rather than persuade residents to accept a decision that has already been made.
- 4. Breadth of Participation:** The public engagement process includes people and viewpoints that are broadly reflective of the local agency's population of affected residents.

- 5. Informed Participation:** Participants in the public engagement process have information and/or access to expertise consistent with the work that sponsors and conveners ask them to do.
- 6. Accessible Participation:** Public engagement processes are broadly accessible in terms of location, time, and language, and support the engagement of residents with disabilities.
- 7. Appropriate Process:** The public engagement process utilizes one or more discussion formats that are responsive to the needs of identified participant groups, and encourages full, authentic, effective and equitable participation consistent with process purposes. This may include relationships with existing community forums.
- 8. Authentic Use of Information Received:** The ideas, preferences, and/or recommendations contributed by the public are documented and seriously considered by decision makers.
- 9. Feedback to Participants:** Local officials communicate ultimate decisions back to process participants and the broader public, with a description of how the public input was considered and used.
- 10. Evaluation:** Sponsors and participants evaluate each public engagement process with the collected feedback and learning shared broadly and applied to future engagement efforts.

About the Institute for Local Government

This tip sheet is a service of the Institute for Local Government (ILG) whose mission is to promote good government at the local level with practical, impartial, and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities and the California State Association of Counties.

For more information and to access the Institute's resources on public engagement, visit www.ca-ilg.org/public-engagement. To access this resource directly, go to www.ca-ilg.org/PublicEngagementPrinciples.

The Institute welcomes feedback on this resource:

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