**PPWG**

DRAFT REPORT OUTLINE_v2

4/12/17

**I.    EXECUTIVE SUMMARY**

**II.   INTRODUCTION**
- Purpose of the PPWG Committee
- Charge of the PPWG
- PPWG Members
- PPWG Decision-Making Process

**III.  DEFINITIONS**

**IV.   <span style="color:red">MAKING THE CASE FOR CHANGE  - Carol, Lisa and Claire</span>**
- <span style="color:red">A definitive and bold statement of the overall problem</span>
- Outline issues to be address by Recommended Strategies
- <span style="color:red">Identify specific projects/case studies to demonstrate an issue and identify the problems (this could go here or in an Appendix).</span>
- <span style="color:red">List City Council Questions here to help make the case</span>
- Compilation of **Lisa's** observations and **Michael's** issues
  1. How to **design effective public engagement process** (early input; consistent across city projects; well-defined purposes; good use of consultants; well-formed goals and outcome statements that can be measured).
  2. How to **build public trust and confidence** in the city's decision-making processes, rather than a public perspective that all too often outcomes have already been determined.
  3. How can the public share their thoughts and concerns with respective council members, boards, working groups and staff while recognizing council's and others' needs to complete their overall work agendas? **Fair, equitable and transparent process** (includes hearing from a wider cross section of the community)
  4. What is needed to **create an effective information-sharing system** to and from the public? (includes effective use of e-mail, social media, prevent misinformation)
  5. How to make **Boards / Commissions and Working Groups effective tools** in public engagement.
  6. How to determine **and establish positive roles and responsibilities** of parties in public engagement and decision-making processes? (organization, skills, training)

**V.    CORE PRICIPLES OF PUBLIC ENGAGEMENT**
- The work is defined
- Public engagement is thoughtfully planned

- All interested stakeholders and diverse perspectives are included
- Public contribution, Civil participation
- The process is trustworthy and transparent

## VI. STEPS TO PUBLIC ENGAGEMENT – Marjorie and DeAnne

### Defining the Work

1. Define the Issues/Work
2. Determine Who is Affected
3. Create a Public Engagement Plan and Incorporate Levels of Engagement
4. Define Data and Information Needs

### Problem Solving

5. Identify and Develop Options
6. Evaluate Options
7. Make Transparent Decisions

### Implementation and Solutions

8. Communicate Decision and Rationale
9. Reflect and Evaluate
10. Responsiveness to failure

## VII. Recommendations/ Strategies

- For each of the recommendations need a description of **how** to do this, **why** it is important, the **desired outcomes** and possible **examples** for consideration or discussion of tools.
    - **Office of Citizen Involvement or Office of Engagement and Communication**
        i. How:
        ii. Why: To coordinate citizen involvement, community engagement and communication; apply resources, attention and time.
        iii. Desired Outcome: Streamline the process, ensure public engagement consistent, transparent and resourced, etc.
        iv. Examples: other municipalities
            - Austin, TX or Portland, OR?
                - https://www.austintexas.gov/communityengagement
                - http://www.oregonmetro.gov/regional-leadership/diversity-equity-and-inclusion/office-public-engagement

    - **Build skills of residents, interest groups, neighborhoods, staff, boards, council**
        i. How
            - Define data and information needs: example- zoning laws, real and personal face on those impacted; consider environmental impact of 'in-commuting.' Explore, evaluate and communicate options (pro's and con's)

- Connected issues—context
- Misinformation corrected—Snopes type site for the city
- Context—what decisions build on or relate to already in place
- How to be Heard: Guidelines, Processes and 'ways' for effective two way communications as well as one way communication of information
- Community organizing approach: work with non-profit partners who have the relationships with harder to reach underrepresented populations, roundtables.
- Partnerships with: local scientists, other professionals such as mediators, PR, research, engage groups such as Youth Opportunities advisory board to leverage their expertise, local ad and tech agencies to develop more innovative and technologically appropriate messaging, multiple channels for communication

  ii. Why: Project and proposal related neighborhood meetings should have a higher level of staff involvement, perhaps even organized and managed by staff to ensure the provision of objective info, back ground and roles,
  iii. Desired Outcome:  Inform and educate in early stages for well grounded understanding of issues rather than opportunity for hardened and polarized positions
  iv. Examples

- **Continue to develop Neighborhood Summit Model**
  i. How
  ii. Why
  iii. Desired Outcome
  iv. Examples

- **Create consistency around communicating key elements of projects**
  - **How**:
    - Describe process for input and decision making that will be used: Define the issue and Identify Level(s) of participation and engagement for each decision and each step of that decision (aware/inform; consult; involve; collaborate)
    - Neighbors are engaged in conversation if not planning well before any projects are proposed or planned (BHP)
    - Community Impact/social impact Statements
    - Timing: Early in process so influence and inform
    - Who makes final decision: when is it made.
    - Guidelines/codes for conduct to be heard and effective
    - Check-in during process if following principles and structure
    - Calendar/schedule

- <span style="color:red">Transparent process and criteria for selection of members of Boards, Commissions, Work Groups. Consider access to process from stakeholders in community.</span>
- <span style="color:red">Innovation: Opportunities where staff and council can try new solutions that may be mistakes from which we can learn and innovate</span>
  i. <span style="color:red">**Why**: People need to know how to engage and participate: Transparent, Systematized and Standardized Structures So People Know What To Expect And How/When To Engage</span>
  ii. **Desired Outcome**
  iii. **Examples:**
  iv. **Tools:**

- **Employ ways to make it easier for people to pay attention to the numerous issues and projects underway**
  i. How
  ii. Why
  iii. Desired Outcome
  iv. Examples

- **Process Monitoring: Communicate Decisions and Debrief Process Post-Decision**
  i. How
     - <span style="color:red">Publish dissenting views alongside decisions</span>
     - <span style="color:red">Look at process with a set of questions such as: who participated? How did they participate? Etc.</span>
  ii. Why:
  iii. Desired Outcome: Provide reasons for decisions—what opinions, information, impacts were considered-- How relate to Comp Plan Core Values and Sustainability Framework (eg Social Impact Statement
  iv. Examples

- **Employ ways to engage those not usually involved**
  i. How
     - <span style="color:red">Determine who is affected. Transparent criteria and process to identify who is a stakeholder and whose voices are included in different ways. (is the ecology of the area a stakeholder in Boulder beyond human interests?)</span>
     - <span style="color:red">Develop habits of listening, strive for understanding, identify common good, seek convergence; from Move from win/lose to expand the pie, balance interests and needs, from political lobbying, personal advocacy—move to common good/vision</span>

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- Identify Explicit Roles and Responsibilities: this includes transparent selection process for panels and commissions.
- Summarize what has come from public input at council meetings and public hearings
- Uniformity of materials and formats
- Public notices: Formal notices to all, more detailed info in public notices, timely notification of city actions, description and info on project signage
- Work with Daily Camera to create an opportunity for regular contributions from Council in op-ed pages,
- Written: Websites, newsletters with info on issues so it is gathered in one format not only many separate emails, meetings; Social Media: video clips, surveys online and other; see Seattle planning website
- Language: Spanish language access to written and oral (acknowledge there are other language families in our city as well; consider non-jargon English
- Venues (consider times people can participate): Open Houses where citizens can interact with early design concepts, parks, churches, monthly Town Halls, community facilities, Farmer's Market , kiosks, coffees, meetings, neighborhood summits, Host monthly "workshops" where city, staff, and / or professionals provide information, clarity, answers, assistance, etc. for citizens. A monthly "advocacy" type of event, in a new location each month, neighborhood liaisons or staffer assigned to each neighborhood, childcare
- From Water Resources Advisory Board To Council
  - Format to enable public to better participate in meetings
  - Focused discussion on most important items; Council members keep comments succinct
  - Engage with advisory boards and their members; One or two council assigned to Boards or commissions to attend yearly public coffee

    ii. Why

    iii. Desired Outcome: Include Multiple Voices/Stakeholders In The Process: Formats To Reach Out And Provide Access Across The Community, Particularly For All Those Impacted.

    iv. Examples

- **Produce a Public Engagement Annual Report**
  - i. How
  - ii. Why: An annual report covering public engagement review and notable public involvement activities

        iii.   Desired Outcome

        iv.   Examples: Portland, OR:
             http://www.oregonmetro.gov/sites/default/files/Public_engagement_a
             nnual%20report_20150201.pdf


**VIII.**    Appendices?