

City of Boulder

Housing Process Subcommittee

Meeting with Code for America

August 19, 2015

Context and Background

Seven month partnership between the City of Boulder & Code for America on civic engagement:

→ **Build on existing city engagement methods** (open houses, social media, Channel 8, Mindmixer, grocery and coffee shop visits, design competitions, click-thru web surveys, pop-up displays, working groups, meetings in a box) with **new tools and approaches**

→ **Support deep and broad community engagement that can be used in multiple city projects:** shared listening and learning

→ **Case study: Housing Boulder** – CfA worked with city staff to test tools and approaches on a current and time sensitive city project

→ **Build upon the lessons learned** in the Housing Boulder engagement project

Project Goal

Partner with the City of Boulder to explore new 21st century techniques for inclusive citizen participation, and to demonstrate the efficacy of those techniques through the Housing Boulder initiative.

Progress toward goals

1. Develop new skills within the City to apply to future projects
2. Strengthen the relationship between the city and civic groups who can support the ongoing development of these skills and capabilities
3. Diversify community participation in Housing Boulder

Engagement Standard

Code for America Engagement Standard

We think there are five key elements of an effective, 21st century civic engagement strategy. They are:

- **Reach:** strategies to include all residents, particularly those who are typically excluded from participating
- **Information:** providing relevant information that is easy to find and understand
- **Channels:** making use of a diversity of spaces, both physical and virtual, that meet people where they are
- **Productive Actions:** having clear and concrete actions residents can take to reach desired outcomes
- **Feedback Loops:** the public understands the productive impact of their participation, and that their actions have value

Governments must be proficient in all five areas to create meaningful relationships with **all** residents.

c4a.me/engagementstandard

Toolkit

Reach

Whose voice isn't currently being heard on this particular issue? Which new tools will allow us to reach new audiences and should be added to existing effective tools?

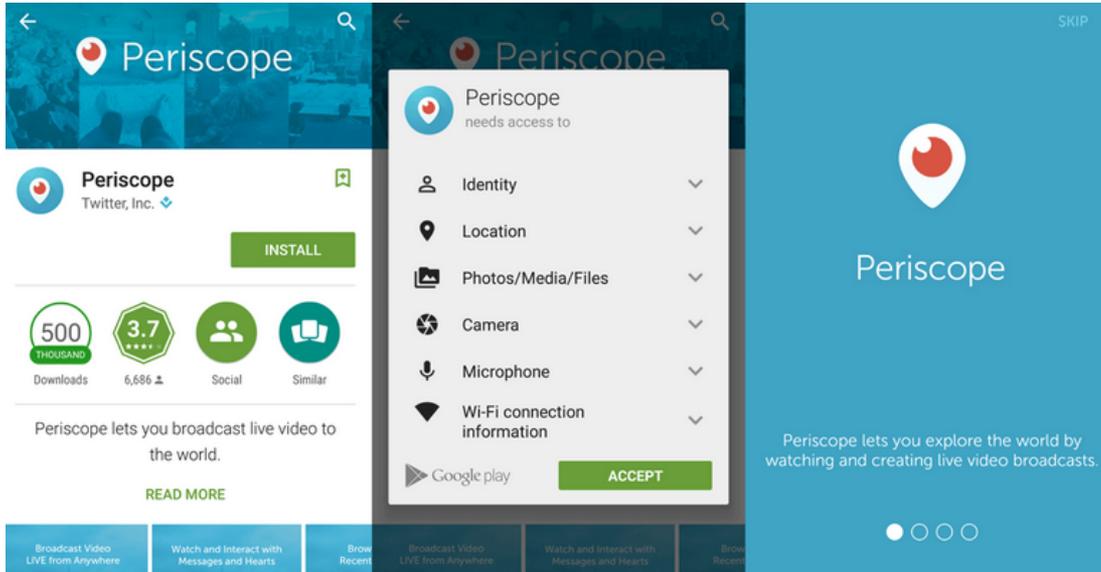
- Census tool(s)
- Data collection techniques for meetings and online forums

Outcomes: Reach

By diversifying the spaces and channels available for residents to participate in the housing conversation, the City of Boulder realized a significant increase in participation among constituent groups that had lower levels of participation. We received:

- 523 responses to the housing survey.
 - 50 responses through paper forms.
 - 55 responses through [Textizen](#).
 - 418 responses online through [Survey Gizmo](#).

Tool Highlight: Periscope



- April 27 meeting statistics:
- 200 in person
 - 636 livestream
 - 225 “hearted” the stream

As indicated by the survey results, the demographics of participation online were closer to Boulder’s actual demographics than the attendance at the in-person event.

Source: https://www-static.bouldercolorado.gov/docs/4.27.2015_Speaker_Panel_Report-1-201505041000.pdf

Information

Are we communicating content that is relevant, accessible and up to date?

- Website analytics
- Website content
- Authentic voices

Outcomes: Information

HOUSING BOULDER

Housing Boulder will define community priorities for addressing affordable housing challenges in our community.

Housing Boulder Working Groups
Five working groups will explore a variety of solutions to Boulder's housing challenges.

Housing Boulder Process Subcommittee
Wednesday, March 11, from 12 to 1 p.m.
Park Central 401 Conference Room, Park Central Building, 1739 Broadway

This process subcommittee (made up of City Council and Planning Board members) will meet regularly to monitor and provide input on the public process.

Key Issues

- Boulder's shrinking economic middle (\$65,000 to \$150,000 annual household income).
- Detached single-family homes are increasingly only affordable to the wealthy.
- Attached condos and apartments are more affordable, but less appealing to families.
- Almost 60 percent of Boulder workers live in surrounding communities.
- Shifting demographics, especially aging, and changes in housing preferences.
- How to foster diverse housing options in existing residential areas.
- How best to guide redevelopment to address Boulder's housing challenges.

Focus Areas

- Expand housing opportunities for middle-income households.
- Strengthen affordable housing programs for low- and middle-income households.
- Explore innovative approaches to provide more housing options.

Why Housing Matters!

COMMUNITY FORUM
MONDAY, JAN. 28, 2015
ETOWN HALL

Housing Boulder 101
Webinar / Presentation
Answers to Questions

Share Your Ideas

Sign Up for Emails

Before

HOUSING BOULDER

Help us identify priorities for action and specific tools to address Boulder's housing challenges!

Get Involved & Share Ideas

Boulder's Housing Story

Housing Goals, Tools & Options

What's Happening Now?

Join the five [Housing Boulder working groups](#) for a final joint meeting on Wednesday, May 27.

Download a meeting in a box from the [May 2015 Neighborhood Workshops](#) to help generate a group discussion about housing.

The [Housing Boulder process subcommittee](#) meets regularly to improve the community engagement process.

The city's [Code for America partnership](#) is enhancing community involvement with local government.

Select Language

Share Your Perspective on Housing!

Print the Housing Questions

Select another language

Share your perspective on housing in Boulder!

After

Spaces and Channels

Are we using a diversity of spaces, online and offline, to meet people where they are?

- Textizen
- Periscope and Twitter for key public meetings
- Showing up at existing spaces instead of creating new ones
- Neighborhood Liaison / Program

Textizen



- Complement to traditional channels
- Only did one survey
 - 55 responses
- Seen evidence of applicability in other cities

Worth building upon in future engagements

Productive Actions

Are we giving citizens something to do that meaningfully contributes to the City's work?

- Strong partnership with the Brigade
 - Best practices for getting the most out of partnership with Brigade and AnalyzeBoulder
- Civic User Testing groups
- Textizen -- how you actually craft survey questions to build useful intelligence

Feedback Loops

Feedback loops are incorporated throughout the process in all of the other four categories

→ Feedback is:

- ♦ timely
- ♦ relevant
- ♦ informative
- ♦ ongoing

Thank You & Discussion