

**From:** [Subcommunity Planning](#)  
**To:** [Subcommunity Planning](#);  
**Subject:** EBWG Communications Follow-Up  
**Date:** Tuesday, July 23, 2019 6:01:00 PM  
**Attachments:** [Engagement Plan - Who We Are Phase.pdf](#)  
[image001.png](#)  
[image002.png](#)

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Dear East Boulder Working Group members,

We look forward to seeing you tomorrow afternoon! In the interest of using our limited time together wisely, we thought we would provide you with some updated information related to communications and engagement via this email.

### **Communications follow-up**

Based on your feedback at our last meeting, we have created the following channels and protocols for two-way communication:

#### *Communication with city staff:*

Community members and working group members who have questions or input for staff are invited to email [subcommunityplanning@bouldercolorado.gov](mailto:subcommunityplanning@bouldercolorado.gov). When appropriate, a member of the staff project team will respond.

#### *Communication with working group members:*

Community members who want to share their feedback directly with working group members have four ways to do so:

1. Fill out the comment form on the [East Boulder Working Group webpage](#); comments will be shared with the working group on a regular basis.
2. Participate in input opportunities on the [Be Heard Boulder project site](#); results will be shared with the working group at the end of each engagement window.
3. Sign up to speak at a working group meeting; the group has agreed to allot 10 minutes at the start of their meetings.
4. Participate in in-person engagement opportunities, many of which will be “staffed” by working group members interested in interacting with the broader community.

#### *Communication among working group members (outside of meetings):*

The city has established a separate email channel, [east-boulder-working-group@list.ci.boulder.co.us](mailto:east-boulder-working-group@list.ci.boulder.co.us), for members of the working group to communicate with each other in a transparent way. Working group members may post to this list and respond to each other’s posts; interested community members may sign up to view the list.

### **Overall approach to engagement**

As working group members, you will play a key role in community engagement. Because of this, we want to ensure that you are aware of the city’s overall approach and commitments.

Attached to this email you will find the most up-to-date version of our engagement plan. The

top portion contains information that will apply throughout this project, including a situational overview, the anticipated decision-making process, expected stakeholders, our engagement tenets or objectives, and ongoing communication channels. Near the end of the document, you will see proposed tactics and techniques related to the project stage we are currently in. These sections will change as the project progresses, with room to iterate based on what appears to be working and what we have learned or heard from the community.

**Upcoming ‘ask’ of you**

In the engagement plan, you will see the city is planning a series of “pop-up” or “micro” engagement events at subcommunity locations where people already gather. This is a best practice in engagement. These will occur in August. Staff is still fleshing out dates and times, as well as seeking permission from private sector partners, when needed.

Within the next week, we will email you the fully completed chart of planned engagement events. Please review this chart and let us know which two events you can participate in. We will be seeking at least two working group volunteers for each of the opportunities. Don’t worry, you will be accompanied by project staff at each of the events, and we will provide you with background materials and some instructions about what you need to do in advance of any commitment you make.

Thank you for your continued service. We greatly appreciate this collaboration. Please feel free to reach out to either one of us directly if you have questions or ideas.

With gratitude,  
Sarah and Samantha

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