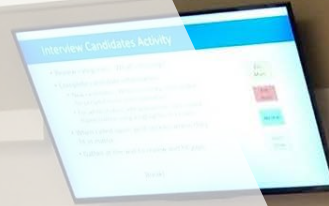


# Boulder Energy Future

Communications and Engagement  
Working Group Report

City Council Study Session  
July 10, 2018



# Agenda

- I. Overview
- II. Working Group Process
- III. Results and Recommendations
- IV. Next Steps
- V. Questions for Council



# Overview: Communications & Engagement Working Group

- Formed in January 2018
- 17 diverse volunteers
- Staff-supported process, with professional facilitator
- Collaborative/consensus approach



# Overview: Members

Katie Browning

Mike Chiropolos

Regina Cowles

Peter Curtiss

Ann Hodgson

Charles Hoffman

Carol Kauder

Magnolia Landa  
Posas

Cate Lawrence

Emma Marion

Patrick Murphy

David Paranka

Kenneth Roberge

Leah Sprain

David Takahashi

William Truesdell

Julie Zahniser

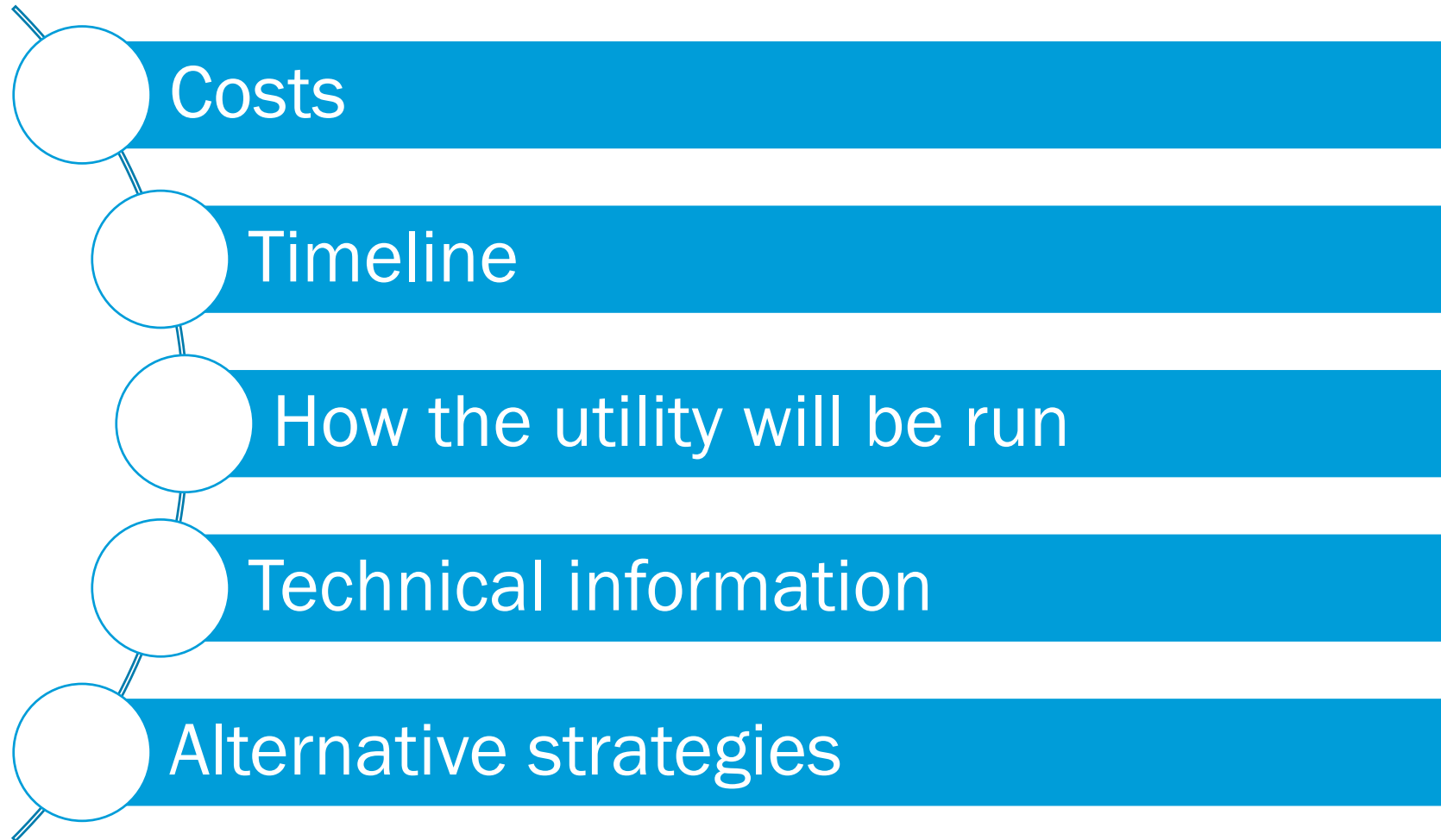


# Process Highlights

1. Defined purpose, expectations and roles
2. Research/interviews



# Results: What people want to know



# Results: Challenges

- Varied community knowledge and needs
- Technical, complex topic
- Reasonable disagreement about approach
- Visioning vs. analyzing
- Polarized civil discourse
- Reaching under-represented communities is vital, but challenging
- Perceived scrutiny around spending money



# Recommendations: Desired Outcomes

Inclusive

Balances  
Visionary and  
Objective

Transparent

Substantive

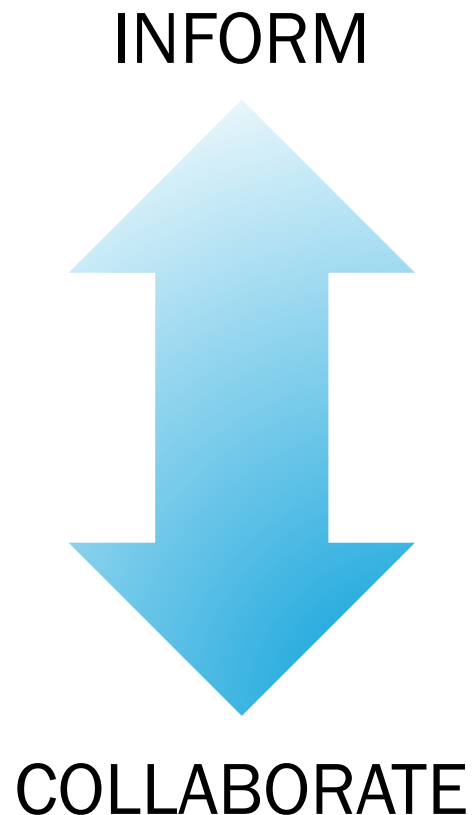
Accessible  
and Multi-  
Faceted

Capacity-  
Building





# Recommendations: Techniques



- Website refresh
- Visual communications
- Multi-media (social, print, mail, email)
- Election Guide
- Be Heard Boulder
- Facilitated Workshops/Panel Discussions
- Idea/Visioning Sessions
- Community Dialogue

# Next Steps

Analyze the  
group's report

Incorporate  
council's  
feedback

Create plan

Information  
Packet



# Questions for Council

1. Does City Council have items to add to the list of information needs?

## Information Needs

- Costs
- Timeline
- How the utility will be run
- Technical information
- Alternative strategies



# Questions for Council

2. Does council have feedback regarding how staff might address the challenges identified by the working group?

## Challenges

- Varied community knowledge and needs
- Technical, complex topic
- Reasonable disagreement about approach
- Visioning vs. analyzing
- Polarized civil discourse
- Reaching under-represented communities is vital, but challenging
- Perceived scrutiny around spending money



# Questions for Council

3. Does council have feedback about the working group's desired outcomes and potential techniques?

## Desired Outcomes

- Inclusive
- Balances Visionary and Objective
- Transparent
- Substantive
- Accessible and Multi-Faceted
- Capacity-Building

## Potential Techniques

- Website refresh
- Visual communications
- Multi-media Election Guide
- Be Heard Boulder
- Facilitated Workshops/Panel Discussions
- Idea/Visioning Sessions
- Community Dialogue

# Contact Information

**Website | [BoulderEnergyFuture.com](http://BoulderEnergyFuture.com)**

**Email | [energyfuture@bouldercolorado.gov](mailto:energyfuture@bouldercolorado.gov)**

