

Priority Areas for City of Salida

Priority	Root causes	Potential solutions
<i>Listening Pathways</i>	<ul style="list-style-type: none"> - Clogged pathways - Unclear who at the city to contact for concerns/issues - Timeliness of information - Context and depth of information - Coordination with local press 	<ul style="list-style-type: none"> - An Ombudsman that represents the City to connect with community and be there to answer issues and take comment? - If City staff than it should be a full-time Communications Director. - Can Channel 10 have agenda items and info listed for upcoming Council meetings?
<i>Coordination of Messaging</i>	<ul style="list-style-type: none"> - There is redundancy in efforts. - The 'same thing with a different color' - Information overload 	<ul style="list-style-type: none"> - Reassess and streamline the 23 different communication outlets - Centralize messaging enough and should be centralized. - Possibility of one newsletter that provides updates from different departments - Salida pool, Fire Dept., etc.... - Filter options on websites and on email distribution lists - Use state of the art technology – (ex. audio quality of Council) - Look at the Town of Basalt as a possible model government website
<i>City Council and staff understanding citizen needs/expectations</i>	<ul style="list-style-type: none"> - Community “growing pains” with influx of new residents and long time residents - Only some citizens’ voices are being heard. There are “silent” citizens who are not being heard—and they should be involved in this process 	<ul style="list-style-type: none"> - Create a process to audit the issues and find out what the issues and expectations are and then the expectations could be prioritized. - A multi-faceted process to balance citizen input: focus groups, citizen meetings, surveys, - Engage citizens at every step, starting with the planning stage – for example include citizens in the process of developing a survey
<i>Citizen/stakeholder input process and resulting actions</i>		