

## ***Salida Citizen Forum #4***

### ***AGENDA***

October 27, 2014

#### **OUTCOMES**

- Understanding of City's current communications
- Clarity on what is and is not working
- Identification of root causes and potential opportunities
- Agreement on 3-4 concrete recommendations to be presented to City Council

#### **GROUP AGREEMENTS**

1. Any email that pertains to the whole group should be cc'd with the rest of the group
2. Maintain our sense of humor
3. Once a decision is made the group agrees to embrace that decision.
4. Decisions will be made by majority vote. A quorum of 9 forum members is needed to take a vote on any item.
5. Audio recording is permitted for personal/internal group use only. Group agrees recordings will not be shared outside the group.
6. Meeting notes will be taken by City staff and sent to the group for final revisions and approval

#### **AGENDA**

In our final meeting the group will:

- 1- Review the summary and raw data charts below and propose additions/changes
- 2- Make final recommendations and vote on what to present to city council
- 3- Identify and vote on a format to present the recommendations and forum members to make the presentation to city council

#### **\*\*\* PLEASE NOTE\*\*\***

- The tables below are direct documentation from the input you recorded on the flip chart sheets and summary notes at our last meeting.

**PR and Communication Recommendations**  
**SUMMARY CREATED BY GROUPS**

<b><i>PRIORITY = Listening Pathways</i></b>	
<b>Root causes</b>	<b>Potential solutions</b>
<ul style="list-style-type: none"> <li>- Clogged pathways</li> <li>- Channels of communication are unclear. It is not clear who to contact at the city for concerns/issues/feedback</li> <li>- Timeliness of information</li> <li>- Context and depth of information</li> <li>- Coordination with local press</li> </ul>	<ul style="list-style-type: none"> <li>- An Ombudsman that represents the City to connect with community and be there to answer issues and take comment?</li> <li>- If City staff than it should be a full-time Communications Director.</li> <li>- Work with Channel 10 to have agenda items and info listed for upcoming Council meetings, and make improvements to quality of technology</li> </ul>

<b><i>PRIORITY = Coordination of Messaging</i></b>	
<b>Root causes</b>	<b>Potential solutions</b>
<ul style="list-style-type: none"> <li>- Redundancy of efforts and gaps in communication</li> </ul>	<ul style="list-style-type: none"> <li>- Streamlined messaging- limiting sources of information</li> <li>- Filter options on websites and on email distribution lists (ex. opt in/out)</li> <li>- Improve function areas – budget details, project details</li> <li>- Improve audio-visual quality on public access channel and possibly live stream online</li> <li>- Evaluate internal and external transparency</li> </ul>

***PRIORITY = City Council and staff understanding citizen needs/expectations***

Root causes	Potential solutions
<ul style="list-style-type: none"> <li>- Community evolution and “growing pains” with influx of new residents and long time residents</li> <li>- Only some citizens’ voices are being heard. There are “silent” citizens who are not being heard—and they should be involved in this process</li> <li>- Voids in early enough communication</li> <li>- Listening and 2-way communication</li> </ul>	<ul style="list-style-type: none"> <li>- Multi-level communications audit</li> <li>- Create a process to audit the issues and find out what the issues and expectations are and then the expectations could be prioritized</li> <li>- A multi-faceted process inviting to all people so no one feels excluded (ex. focus groups, citizen meetings, surveys)</li> <li>- Engage citizens early, timely, regularly, consistent communication of proposed actions</li> <li>- Improve 2-way communication</li> </ul>

**PR and Communication Recommendations**

**RAW DATA (ALL INPUT WRITTEN ON FLIP CHART SHEETS)**

***PRIORITY = Listening Pathways***

Root causes	Potential solutions
<ul style="list-style-type: none"> <li>- Clogged pathways</li> <li>- Unclear who at the city to contact for concerns/issues</li> <li>- Timeliness of information</li> <li>- Context and depth of information</li> <li>- Coordination with local press</li> <li>- Avenues are not provided for citizens to directly talk about issues – because they don’t know about them until the actions are already taken and announced. May be news related – we’re not getting the info!</li> </ul>	<ul style="list-style-type: none"> <li>- An Ombudsman that represents the City to connect with community and be there to answer issues and take comment?</li> <li>- If City staff than it should be a full-time Communications Director.</li> <li>- Can Channel 10 have agenda items and info listed for upcoming Council meetings?</li> <li>- Solution – one solid communications channel</li> <li>- Keep communications limited to specific individuals</li> <li>- Timely info when big changes happen (ex. A street project long</li> </ul>

<ul style="list-style-type: none"> <li>- Multiple channels of information with unclear purposes (ex. Where to go for what and when)</li> <li>- Cite examples of recent communication failures (I St. construction in 2013, Parking issues during recent Pro Challenge, etc.) then we might be better able to assess why it didn't work or what could be improved</li> <li>- Controlling the message</li> </ul>	<p>extended)</p> <ul style="list-style-type: none"> <li>- Clear processes: - How will we listen to all, - How will we research/discuss, - How will we decide and implement</li> <li>- Improve ability of citizens, through multiple channels, to give answers to "how are we doing" question</li> </ul>
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***PRIORITY = Coordination of Messaging***

<b>Root causes</b>	<b>Potential solutions</b>
<ul style="list-style-type: none"> <li>- There is redundancy in efforts and gaps</li> <li>-The 'same thing with a different color'</li> <li>- Information overload</li> <li>- Some citizens do not trust details in the budget</li> <li>- Fractured representation of city departments</li> <li>- More early info sessions on proposals, plans, issues for citizens</li> <li>- Listening</li> <li>- Two-way communication</li> <li>- Distrust due to perceived actions of city employees and sub-contractors (i.e. Dara and Karl Hanlan)</li> <li>- Hostilities (perceived or otherwise on the part of elected officials)</li> <li>- Some decisions are made quickly, without citizen input, I'm assuming because it's easier (Rec Director)</li> <li>- No internal review of city/council/citizen communication blockades (as we discussed)</li> </ul>	<ul style="list-style-type: none"> <li>- Reassess and streamline the 23 different communication outlets</li> <li>- Centralize messaging enough and should be centralized.</li> <li>- Possibility of one newsletter that provides updates from different departments - Salida pool, Fire Dept., etc....</li> <li>- Filter options on websites and on email distribution lists</li> <li>- Use state of the art technology - (ex. audio quality of Council)</li> <li>- Look at the Town of Basalt as a possible model government website</li> <li>- Highlight budget priorities and detail</li> <li>- Aim for efficiency and relevance</li> <li>- Need details in budget and projects that are being done and/or considered</li> <li>- Improve local TV channel- both in technical quality and quantity and depth of content to inform citizens on issues</li> <li>- One city website for all departments with built in messaging channels and ability for citizens to track responsiveness (answers and actions)</li> <li>- Re-evaluate opportunities for better internal communications/norms internal council members, council - city staff, and internal city staff</li> </ul>

***PRIORITY = City Council and staff understanding citizen needs/expectations***

<b>Root causes</b>	<b>Potential solutions</b>
<ul style="list-style-type: none"> <li>- Community "growing pains" with influx of new residents and long time residents</li> <li>- Only some citizens' voices are being heard. There are "silent" citizens</li> </ul>	<ul style="list-style-type: none"> <li>- Create a process to audit the issues and find out what the issues and expectations are and then the expectations could be prioritized.</li> <li>- A multi-faceted process to balance citizen input: focus groups, citizen</li> </ul>

who are not being heard—and they should be involved in this process

meetings, surveys,

- Engage citizens at every step, starting with the planning stage – for example include citizens in the process of developing a survey
- Have council members hold quarterly sessions with constituents to both take input and provide info to citizens
- Council retreat at Joyful Journey with a bottle of single-malt scotch
- Regular process for hearing citizen input before making surprise decisions. This a tow of population 5,000 – a ripe group size for regular communication!
- Early, timely, regular and consistent
- Workshop on communication for all!