

Salida Citizen Forum #2

Thursday, 9/11/14

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

AGENDA

- Group Process
 - Group agreements
 - Decision-making
 - Review last meeting notes
- Priority areas for the City
 - Under the umbrella of public/community engagement
 - Understanding citizen needs/expectations
 - Citizen/stakeholder input process + resulting actions
 - Coordination of messaging
 - Listening pathways (how the City is able to listen and hear issues and concerns of citizens)
- Identifying causes and possible solutions
 - Small group work around priorities
 - Share out with larger group for input and agreement
- Best practices in communication and PR
 - What best practices can be applied
- Wrap Up
 - What else do we need to know?

Resources and articles:

Root Cause Analysis: Tracing a Problem to its Origins:

http://www.mindtools.com/pages/article/newTMC_80.htm

Analyzing Root Causes of Problems: The "But Why?" Technique

<http://ctb.ku.edu/en/table-of-contents/analyze/analyze-community-problems-and-solutions/root-causes/main>