

Engagement Update

Office of Communications and Engagement

May 27, 2021



*Strategic Plan Goal 5: Best in Class
Neighbor Services*

Engagement

Neighbors

Community Builders

City of
Gainesville

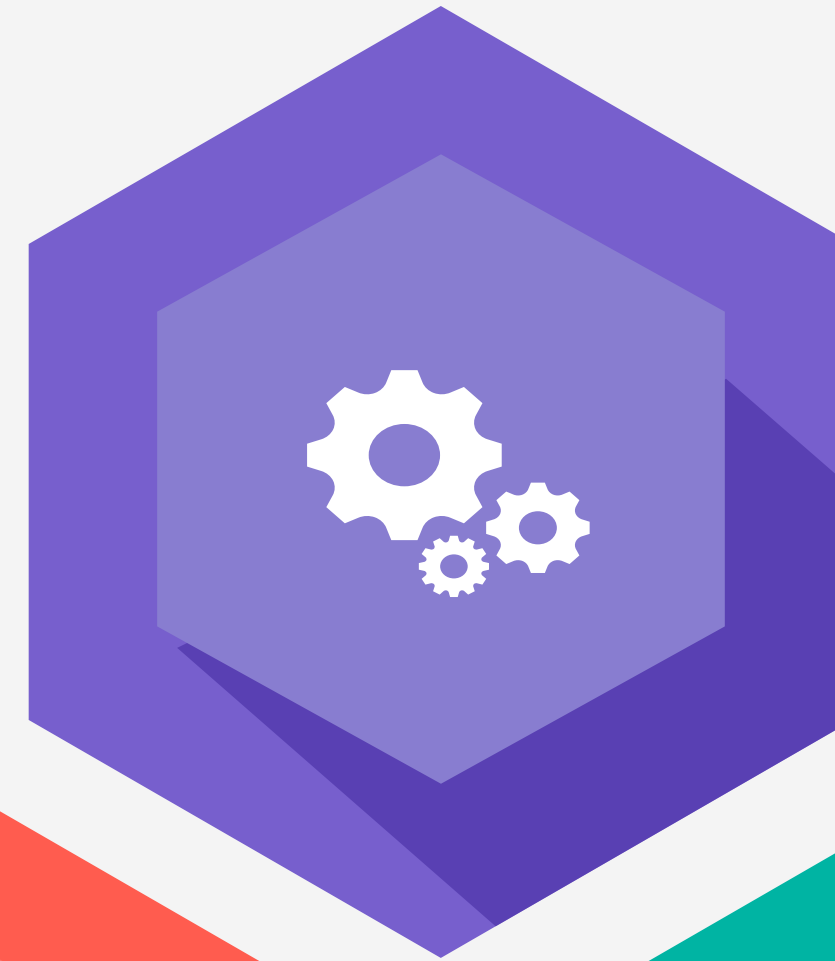
Community
Engagement
Program
Manager

Community
Cultivators



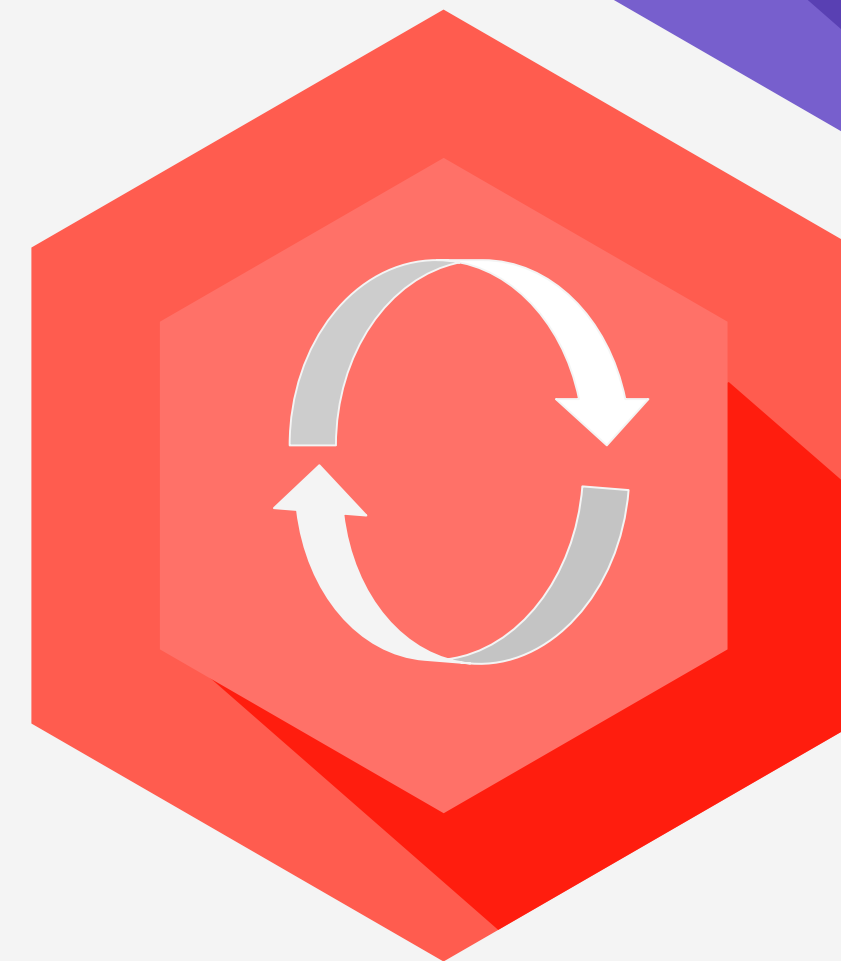
Community Builders Working Group

7 Meetings over last 6 months



14 departments and 3 charters

Cross-functional
collaboration and
calendar



Shared definitions and
expectations for
engagement – “The
Guidebook”

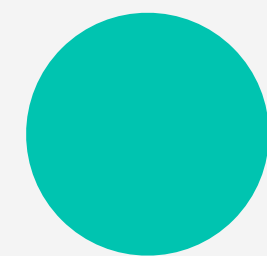


The Guidebook

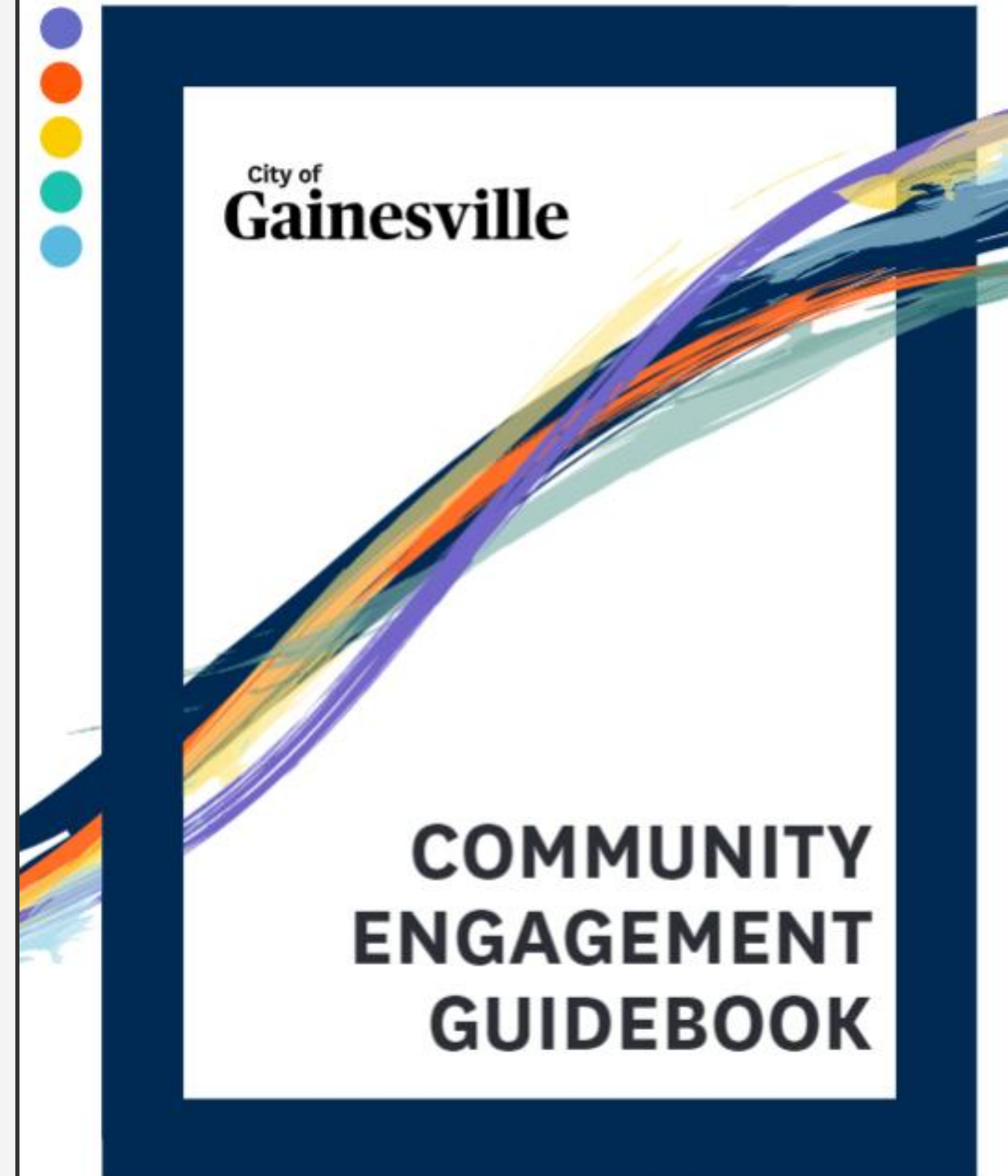
Purpose: to integrate neighbor and community builder feedback into the existing community engagement toolkit. To make the existing toolkit more user friendly and useful.



Early Success: Downtown Master Plan; GCRA's Infill Engagement Plan.



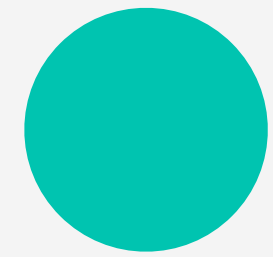
Future Use: Citywide guide for ALL departmental and charter office engagement planning.



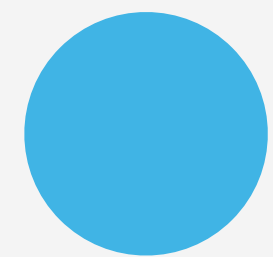
The Challenges



Abundant engagement =
Limited visible results

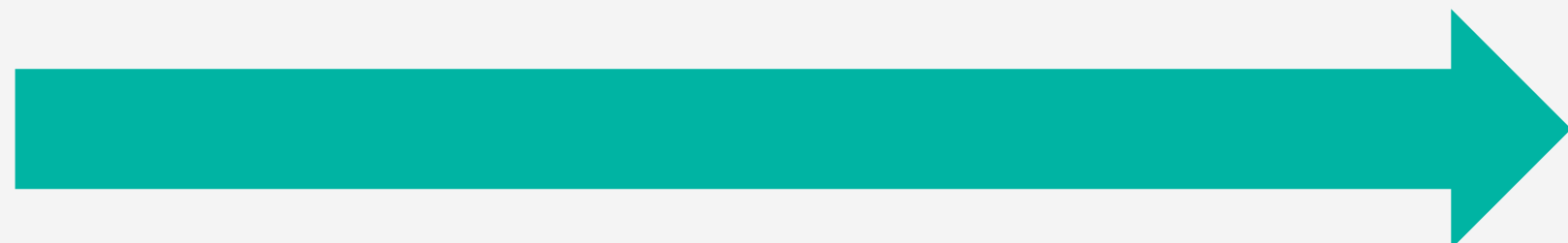


Limited visible results =
Reduced trust



Reduced trust =
Reduced engagement

Some Solutions



Useful

Only ask for engagement and feedback if there are clear plans and expectations for how the feedback will be used



Transparent

Ongoing engagement; close feedback loop



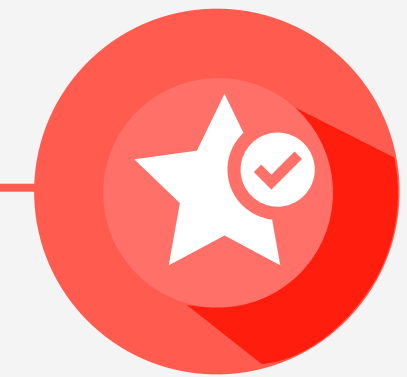
Sustainable

Prevent participation fatigue; coordinate efforts



Timely

Communicate in advance to ensure adequate time for planning and participation



Reliable

Communication is easy to understand and authentic



Areas of focus

Spectrum of Public Participation

Increasing Level of Participation



INFORM:

is a form of one-way communication conducted by the agency to provide information to community members.

CONSULT:

informs community members of and can provide feedback on provided options but have little to no involvement in developing solutions.

INVOLVE:

allows for more discussion with community members as well as flexibility for alternative outcomes in the project; however, it is important to be transparent with the public about the final decision-making process before expectations are formed.

COLLABORATE:

emphasizes the partnership between community members and the agency where a level of decision-making control is delegated to the community involved.

EMPOWER:

allows the community to make the final decisions.

Resources Required for Engagement



~\$550

Small Engagement

Neighborhood Associations

Event & Marketing Cost: ~\$20

Staff Time Cost: ~\$500



~\$1,550

Medium Engagement

Neighborhood Workshop

Event & Marketing Cost: ~\$800

Staff Time Cost: ~\$756



~\$4,500





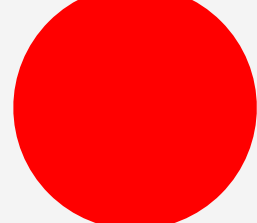
Large Engagement

Public Workshop

Event & Marketing Cost: ~\$1,500

Staff Time Cost: ~\$2,800

Standards for Impact

-  Commission and staff share a common understanding of the purpose of any engagement
-  Community sees the impact of their participation & engagement
-  Staff, Commission and community share a common understanding of the level of engagement
-  Staff and commission share an agreement to use the toolkit across departments
-  Staff and Commission recognize and address polarities

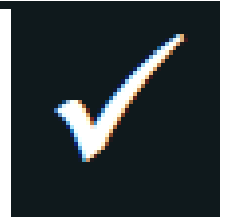
Guidebook Activity



City of
Gainesville

Before beginning your public involvement plan, use the worksheet below to define the purpose, decision, parameters, and public's role in the project. Then determine how decisions will be communicated.

1. Define the purpose of the project:



What is the problem to be solved?

What is the decision to be made?

What is staff's position on the project?

What is the commission's position on the project?

What types of actions are being considered?

**COMMUNITY
ENGAGEMENT
GUIDEBOOK**

Commission Asks



Consistent use of the Spectrum of Public Participation *at the start of every engagement*



Clarity around how the Commission will use feedback at the start of every engagement process



Clarity around a vision for “successful engagement”

Conclusion:

We need a shared definition of engagement*