3CMA WEBINAR SERIES

Engaging Residents on "Unengaging" Topics

Our Presenters

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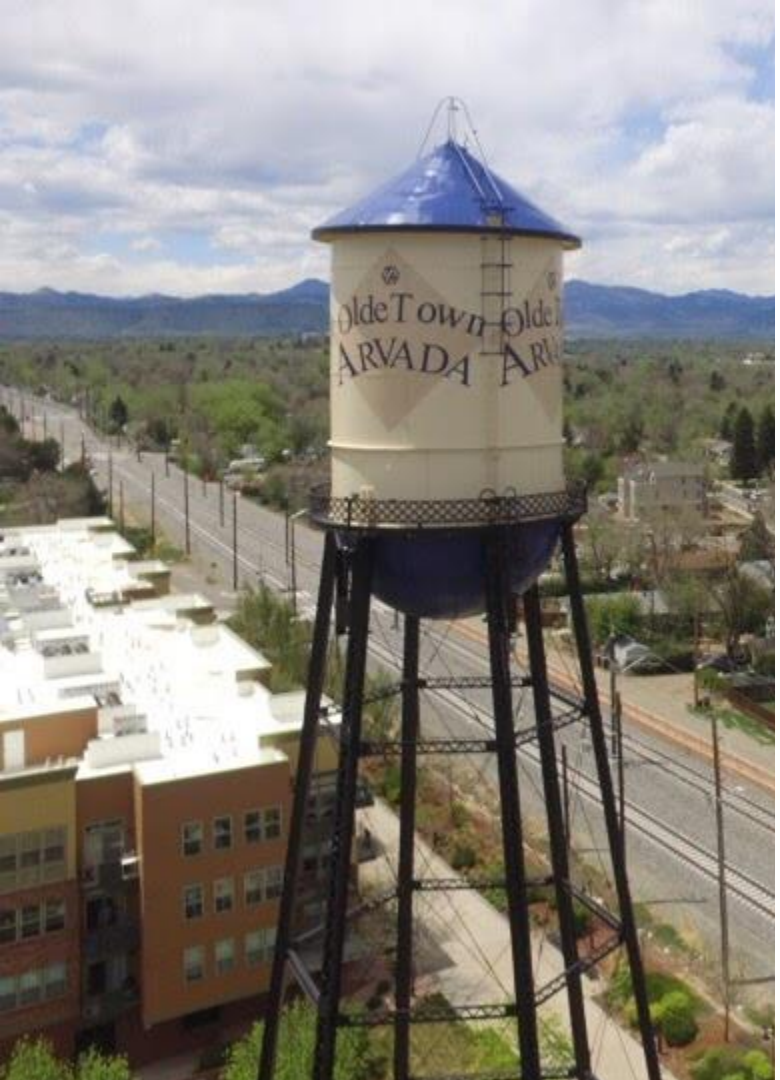
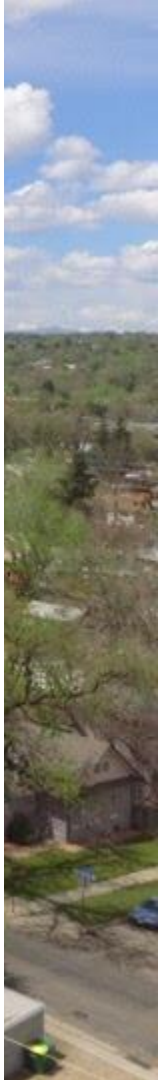


CITY OF ARVADA

Capturing Our Community's Vision for the Future

Arvada.org
speakup.arvada.org



Planning for Arvada's Future

- Collaborating with the community; what's *their* vision for Arvada's future?
- Bi-Annual Community Survey = Key Drivers/Topics
- Council Strategic Planning Process 2020-2025

Importance

SATISFACTION

Planning & Quality of Life	Neighborhoods	Transportation	Government Transparency	Parks & Sports Fields	Government Functions
Maintaining / enhancing healthy natural environment (3) CCSR	Safety in neighborhood in general	Plowing of the roads	Keeping residents informed regarding major issues in Arvada	Appearance of parks and sports fields	Police handle emergencies in an effective manner (1) AIP
Supporting a diverse community (2) CCSR	Neighborhood as a place to live (3) CCSR	Convenience and accessibility of the roads (2) CCSR	Providing information in an open and transparent way (2) CCSR	Overall, ratings of parks and sports fields	Utilities: Provides water that is safe and healthy to drink (1) CCSR
Competitive business environment (1)CCSR	Safety in neighborhood after dark (1) AIP	Overall condition of the road surface (1) CCSR	Seeking residents' involvement and input (2) AIP	Safety in parks and sports fields	Police consistently enforcing the laws
Planning for growth to add to quality of life (1) CCSR (1) AIP	Sense of community	Traffic signal timing		Quality of the children's playgrounds and structures	Utilities: Repairs quickly and correctly
		Level of congestion on the streets (1) CCSR			Utilities: Value received (1) CCSR

= Key Driver;

= Key driver, lower-than-average agreement; invest

= Key driver, near average agreement; monitor

= Key driver, above-average agreement; maintain

= Not a driver, lower than-average agreement; monitor

= Not a driver, near average agreement; maintain

= Not a driver, above-average agreement; maintain

Speakup.Arvada.org

Leveraged existing staff, Community Connectors and their networks

Leveraged all communication platforms and support from community partners

Collected and recorded community feedback using Speak Up Arvada

Outreach Methods

JULY AUG SEPT OCT NOV

8 community connectors trained for outreach

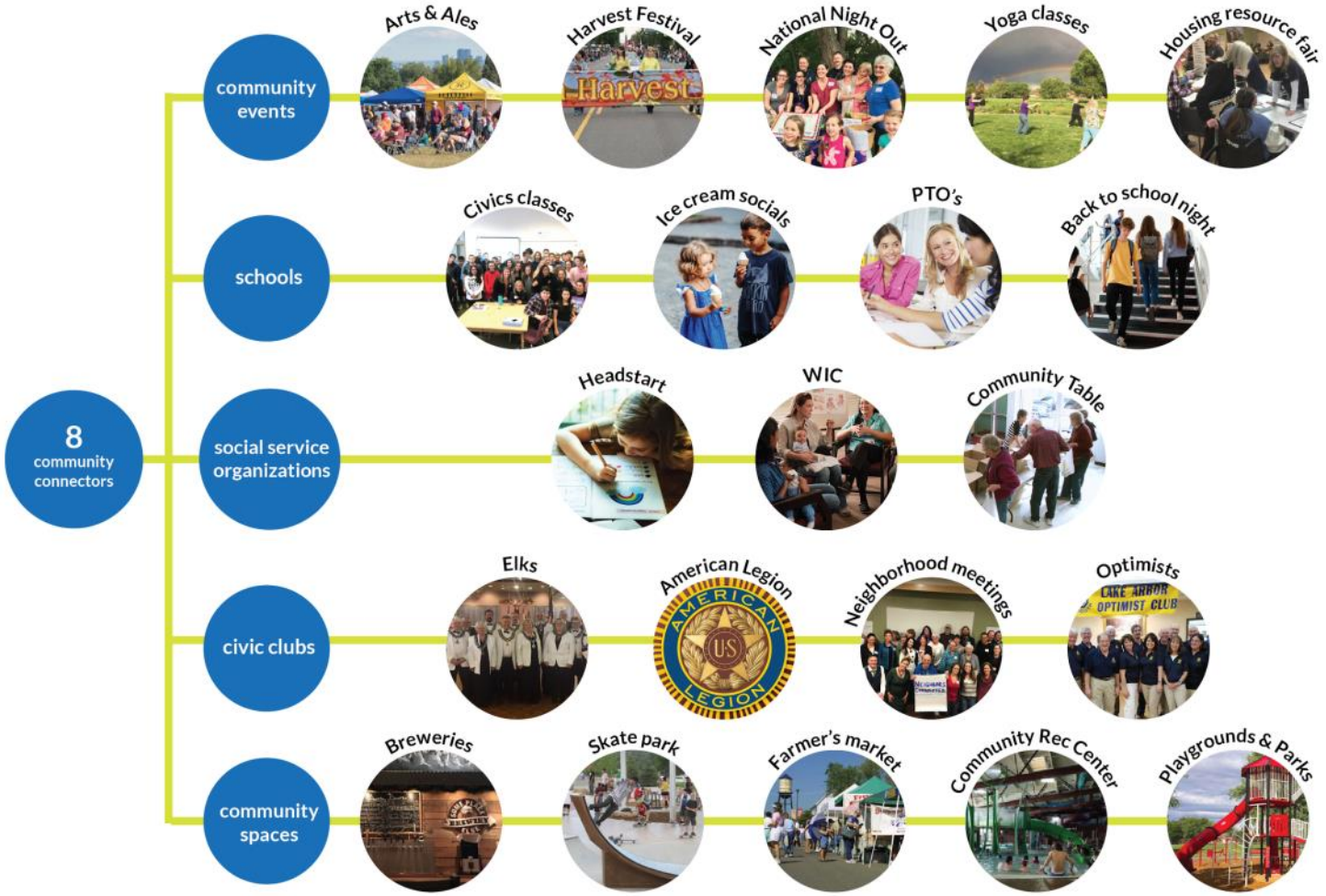
Speak Up Arvada community engagement site collects feedback

Two print and digital publications (Arvada Report and ArvadaNews)

Four social media platforms - Facebook, NextDoor, Twitter and Instagram

Community Connectors and staff reached all corners of Arvada

Community Connectors



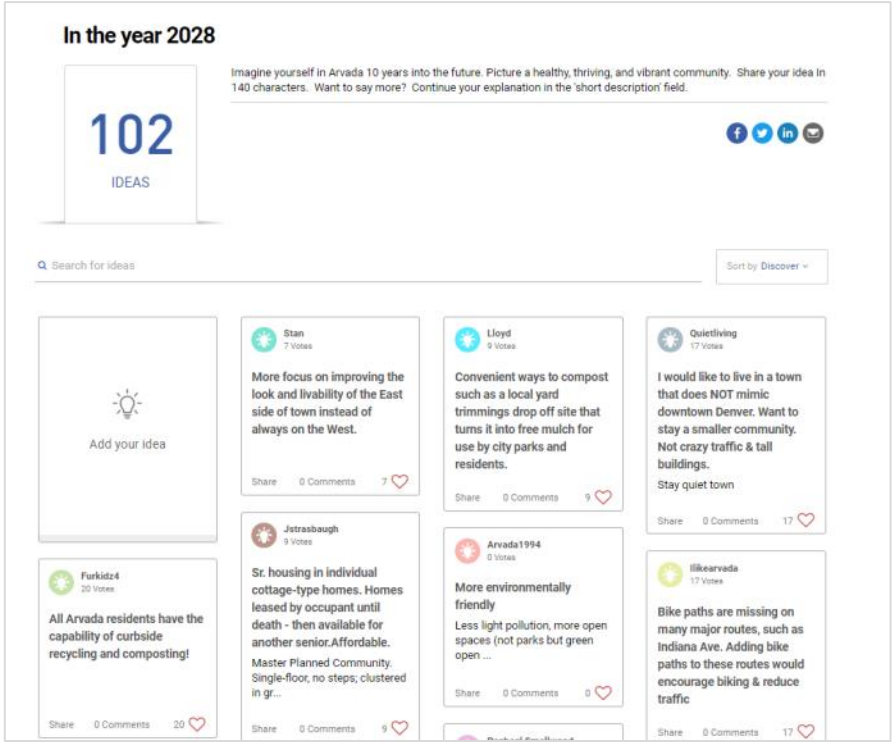
Connecting and Learning (and having fun!)

Engagement Topics

- Visions and Stories
- Housing
- Growth and Development
- Communication

- Getting Around Town
- Public Art
- Places You Love
- Neighbors Connected

Postcards to the Future



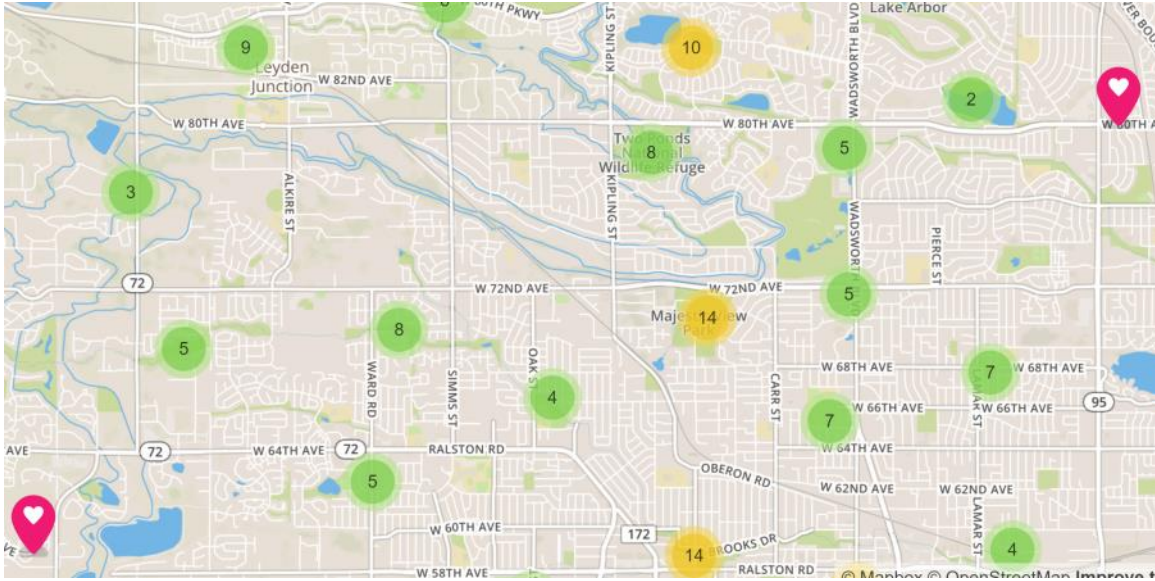
Share Your Vision

In 2019, the Arvada City Council will be updating the City's strategic plan, setting the vision for the community through 2026. Your ideas here will generate themes and ideas that…

Tell Us An Arvada Story

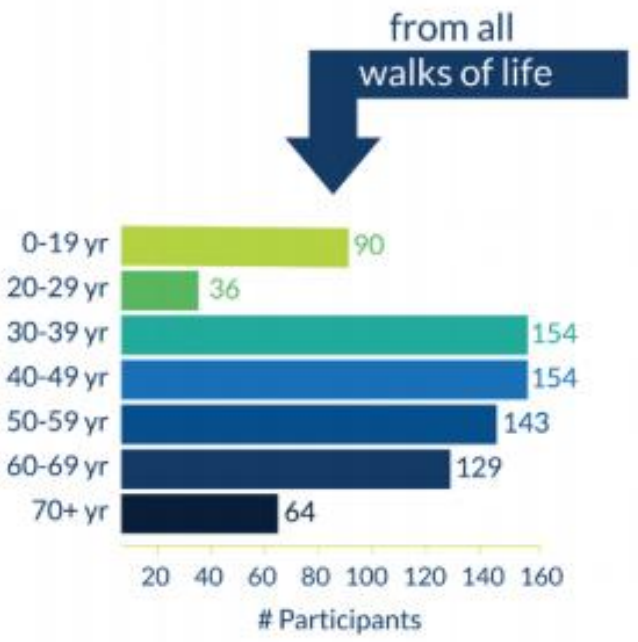
Love Deserts

Where in Arvada do you love to be? Are there parks or trails you enjoy? Places to chat with your neighbors and friends? Favorite spots to eat and play? Share the love!

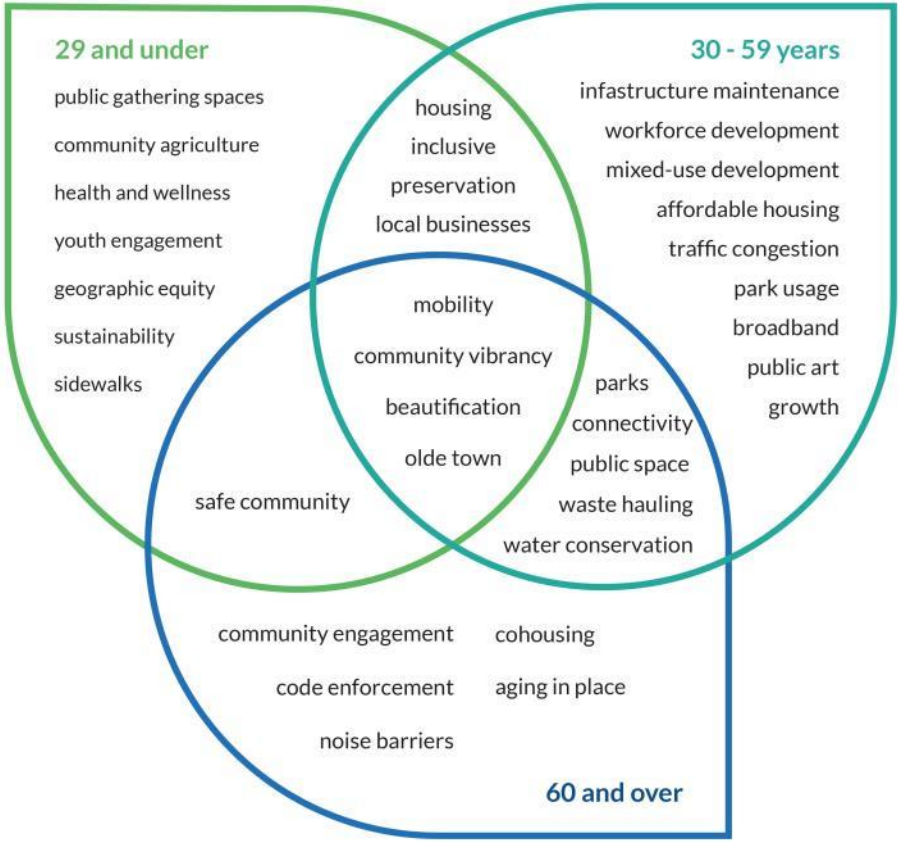


Love it!

Who We Heard From



What We Heard



The Result: Our Community's Values

Building & Sustaining Arvada's Character

developer incentives growth mixed use development
local business no change preservation no growth

Resources for our Future

water conservation sustainability
community agriculture

Getting from Here to There

sidewalk connectivity noise barriers
mobility accessibility traffic congestion

Getting to Know Each Other

community vibrancy real time communications community agriculture
website public gathering spaces parks events neighborhood feel social media
welcoming olde town community engagement positive news youth engagement
broadband sense of community public spaces volunteer park usage

Safe and Clean Community

public art infrastructure maintenance code enforcement
safe community code issues beautification

A Community for All

workforce development tiny homes housing geographic equity housing incentives
inclusive community housing education ADU homelessness affordable housing
co-housing east/west divide aging in place land banking diverse housing stock

Waste Hauling

recycling single system composting
curbside pickup trash co-mingled recycling

Community Vision Statements

We envision an Arvada that embraces its small town traditions to achieve an inclusive, prosperous, and resilient community of neighborhoods where quality housing is attainable to all.

We envision an Arvada that places a high value on quality of life defined by safe, connected neighborhoods where we care for our neighbors and enjoy access to our incredible network of parks, open space, and other community gathering places.

We envision an Arvada with a safe, effective, and efficient transportation system, including access to the greater metropolitan area, transit opportunities, and improved connectivity to our many recreational assets.

We envision an Arvada that provides a full range of municipal services to its residents, one that communicates effectively and allocates sufficient needs of our community.

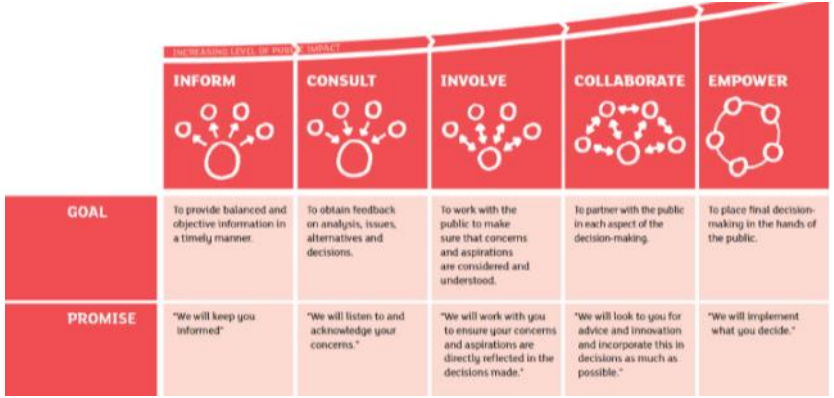
Engagement Successes and Challenges

- Clear, measurable input that informs strategic planning
- Growing network of engaged community members
- Validated online platform for future engagement

- Limited systems and tools to reach diverse demographics
- Limited resources to expand approach
- Community expectations outpacing City process
- Need to grow City staff engagement skills and capacity

Next Steps: Community Engagement Strategy

- Developing a citywide engagement strategy
- Integration with all other communications and engagement efforts
- Developing broader guidelines and implementation plan for Speak Up Arvada



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balanced and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with the public to make sure that concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed"	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

Next Steps: Community Survey

- Bi-annual, statistically-valid survey measuring City performance
- Offering an online version on Speak Up Arvada
- Exploring annual survey and more integration with other tools

Next Steps: 2020 Census

- Engaging community partners, nonprofits, elected officials and staff
- Building on the community network, particularly in harder-to-count areas

United States Census 2020

The Homelessness Crisis in Olympia

How we got here

Olympia is the Downtown for our entire region

Hub of most social services

There has always been a degree of homelessness Downtown

The situation

August 2018:
30 tents in three City-owned parking lots

November 2018:
Over 300 tents

Our <u>entire</u> community in crisis

The situation

Thousands of comments through every available channel

Answering the same questions hundreds of times

Mass frustration about not being able to find the latest information

City of Olympia - Government
@cityofolympia

Home
About
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Videos
Events
Posts
Services
Shop
Groups
Notes
Offers
Jobs
Community
Fundraisers
Jobs

Promote
Manage Promotions

Like · Follow · Share · ···

parking lot to its intended use.

What is the Mitigation Site?
The mitigation site is a managed, orderly, TEMPORARY si... See More

47,713 People Reached
27,043 Engagements
Boost Post

611
695 Comments 572 Shares

Like · Comment · Share

Oldest

Kelli Mae I know you must be working really hard and I appreciate that. These people are our neighbors and need help.
Like · Reply · Message · 24w
35

Jacob Edward have you ever heard of the intentional community movement? I just feel like if more people had focus on IC's decades ago when it was first starting it's possible that we would be having a completely different conversation...
goo.gl/MhZMeR

Fellowship for Intentional Community
Intentional Community: A group of people who live together or share common facilities and who regularly associate with each other on the basis of explicit common values. North American directory of communities at ic.org

Like · Reply · Message · 24w

Write a reply...

The situation

Our goal

Our goal

Create a centralized place for the public to:

- get the latest information
- provide feedback
- ask questions
- share ideas
- and VENT

ENGAGE OLYMPIA

Working Better, Together!

Engage Olympia is the place for citizens to get involved, participate in community decisions and provide ideas and feedback on a variety of City projects and topics affecting our community. We work better, smarter and stronger with community input. Sign up and engage now!

Olympia's Homelessness Response

Get Started Here

Kaiser Woods Park Plan

Results

11,779 site visits

1,409 registrants

Significant reduction in questions, comments and negativity via other channels

Productive, in-person conversations with the community (and always an online equivalent)

What’s next?

Continue to share information and gather feedback as we move from the emergency response through our long-term planning process

Use **Engage Olympia** for more and more projects until it is standard for all online engagement efforts

Questions?

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