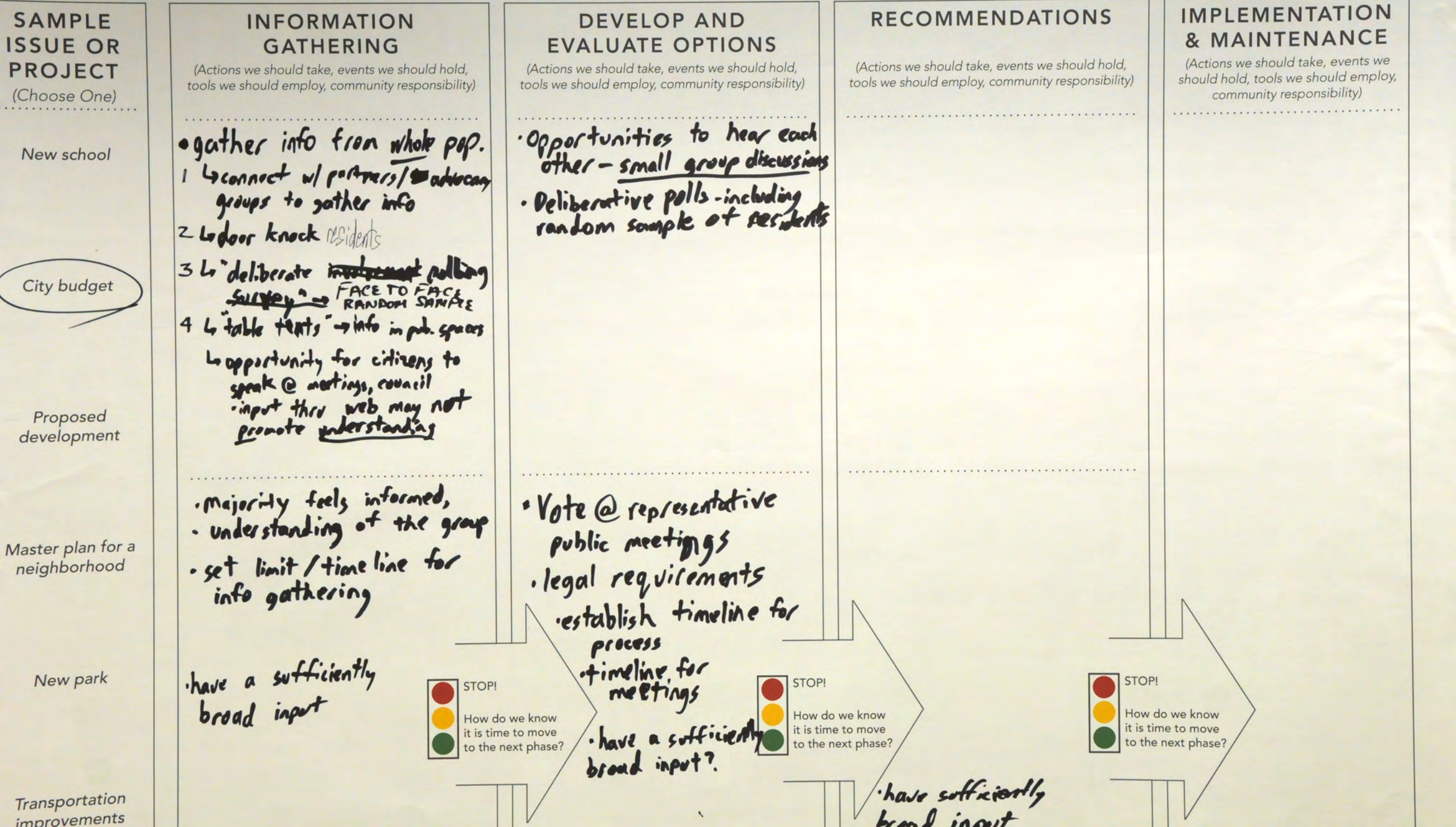


Civic Engagement Framework

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STOP!
How do we know it is time to move to the next phase?

STOP!
How do we know it is time to move to the next phase?

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SAMPLE ISSUE OR PROJECT (Choose One)

New school

City budget

Proposed development

Master plan for a neighborhood

New park

Transportation improvements

1 INFORMATION GATHERING

(Actions we should take, events we should hold, tools we should employ, community responsibility)

Information gathering based on neutral community experts coming together to identify information, analytical processes & make recommendations
Staff provides professional analysis & support.
Includes early dialogue on planning assumptions.

awareness building for parents/public
This is a basic info fact that we need to present properly for

consensus on
• problem definition
• several courses of action/possible solutions
• implications/costs of alternative solutions

STOP!
How do we know it is time to move to the next phase?

2 DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

A) USE SOCIAL MEDIA
B)
C)
AVAILABLE DIGITAL TOOLS
GUEST SPEAKERS/EXPERTS
OPEN COMMUNITY MEETINGS
ONLINE PARTICIPATION

Op time based on tools

open a not submit on not
2 A - TAKE FEEDBACK FROM ABOVE & WRITE (OR REVISE) DRAFT WITH OPPORTUNITY FOR A WHOLE COMMUNITY AS A WHOLE
- OPPORTUNITY FOR FEEDBACK
- MAKE REVISIONS

STOP!
How do we know it is time to move to the next phase?

3 RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

REPORT TO APPROPRIATE AUTHORITY
COMMUNITY'S RESPONSIBILITY IS TO SUPPORT PROCESS & DECISION

Activity #2 - Group 2
Attend to large sheet

MEETINGS	MEETINGS
<ul style="list-style-type: none"> Facebook and Twitter Website / City Blog Emails / eNews Online Surveys / Polls Online Forum Online Comment Board Online Livestream / Webcast Online News 	<ul style="list-style-type: none"> Real-time Clicker Voting Small-group Discussions + Report Outs Guest Speakers and Experts Individual Testimony Topical Presentations
OTHER	
<ul style="list-style-type: none"> Civic Associations Churches / Community Organizations Telephone Town Hall PTAs Advisory Groups 	<ul style="list-style-type: none"> Maps Diagram and Graphic Illustrations Meeting Evaluations Local Print News Boards and Commissions

STOP!
How do we know it is time to move to the next phase?

4 IMPLEMENTATION & MAINTENANCE

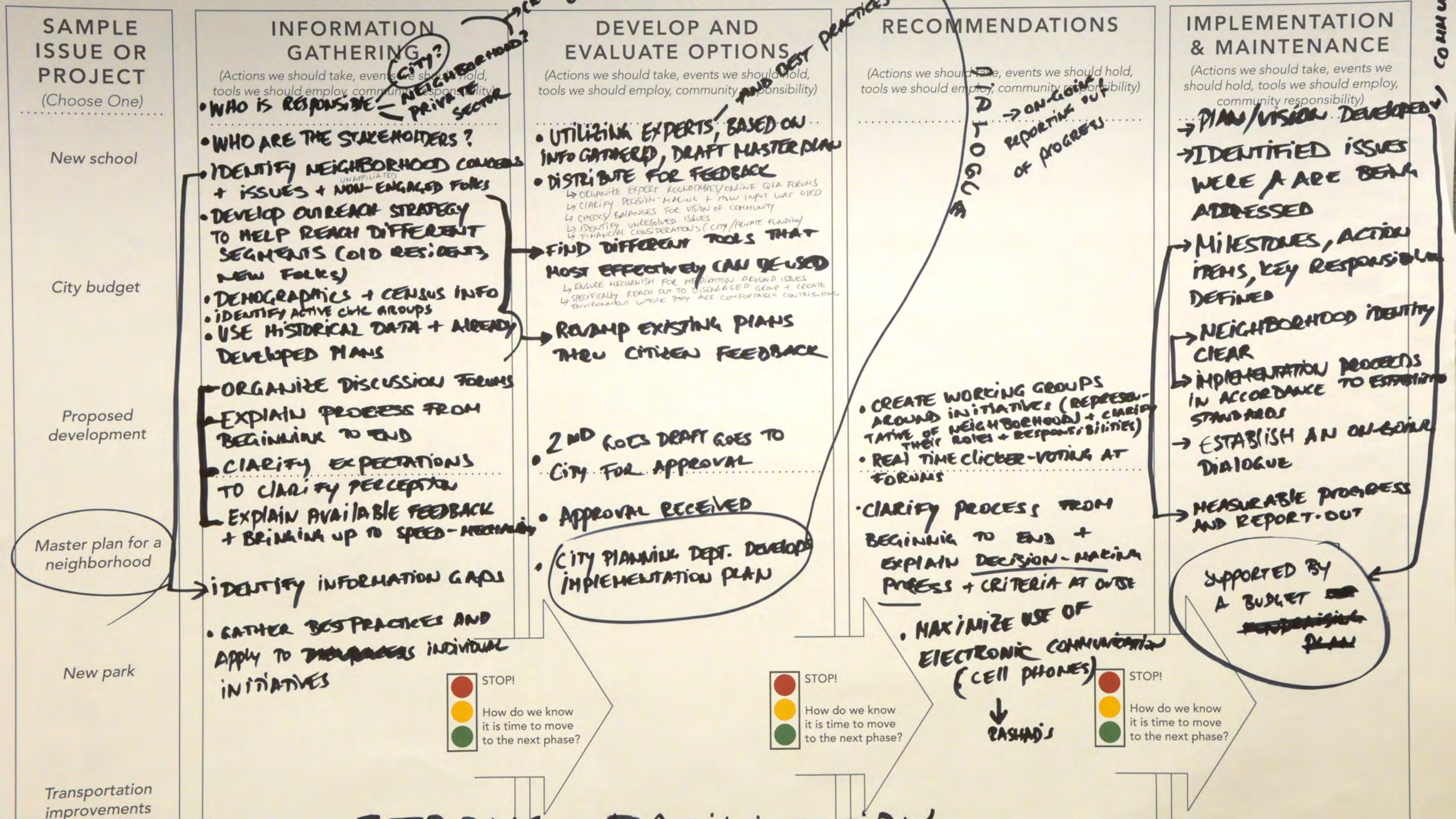
(Actions we should take, events we should hold, tools we should employ, community responsibility)

DECISIONS WILL BE EVASIVE BASED WITH STAFF ANALYSIS
PUBLIC INPUT WITH THE BEST INTEREST OF THE ENTIRE COMMUNITY

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x

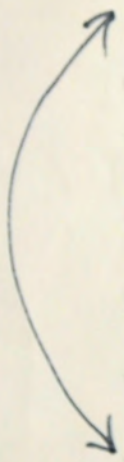


Table 4: Inclusiveness & Equity

All community members' views are equally heard and ^{should have an impact} those who haven't been engaged are informed, engaged and empowered. ^{inform the outcome.}

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New school
City budget
Proposed development
Master plan for a neighborhood
New park
Transportation improvements

INFORMATION GATHERING

(Actions we should take, events we should hold, tools we should employ, community responsibility)

Demographics, PTA's

Current & projected enrollment connected to development plans, births, etc

- Identify ^{relevant} business community
- Get general inventory of the communication methods, languages, frequencies (follow best practices for the community)
- Community-based decision-making about the type of school/targeted or focus of school based on needs of community
- What resources are needed to address the needs of the community (eg. early learning, Headstart, after school extended learning)
- Identify additional community uses for the space & consider other community needs (eg. adult-sized chairs for civic meetings, sporting opportunities etc)
- meeting sites nearby to discuss & plan the [new school]

DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Assess available sites
- Develop a checklist to assess the local & state requirements, ordinances, guidance for a new school (eg. play space, real estate availability)
- Develop a communication plan to ~~inform~~ inform & engage the local community (break down & target communication based on demographics & needs)

Budget note: Ensure bonds pass

Check list & communication plans complete

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Safe Routes to School / walking school bus
- Communicate plan to include Civic & Business Association (Chamber of Commerce, Arlandria, DRBA etc)
- Communicate via all possible community outlets
- Transtation, minutes posted publicly, reach out as needed
- churches, rec. centers, Facebook & social media
- online email/patch
- Identify community ombudsman
- ~~to~~ organize the information for the community
- Have cafeteria (which reflect cultural & ethnic background)
- No matter which venue you turn to, you can find all the information aggregated & archived eg. at local library and/or other public location
- Wider sidewalks & tree canopies
- Incorporate safe and secure environment

IMPLEMENTATION & MAINTENANCE

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- Convene Community meetings/ Forums (consider same location where all info. is aggregated & archived)
- Develop an Ad Hoc Committee/ Commission or "Implementation group" that sees the whole process through to completion (include representation from all stakeholder groups) jointly staffed by School Board & City Staff

Everyone is smiling

The bell rings & the ribbon cutting proceeds nice

photos up!

Table



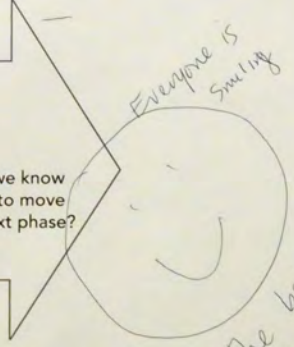
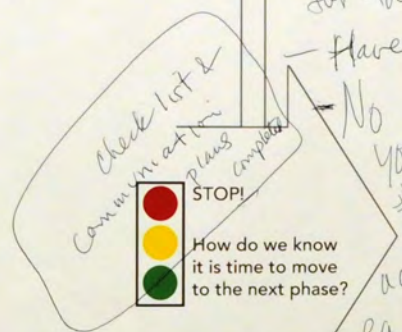
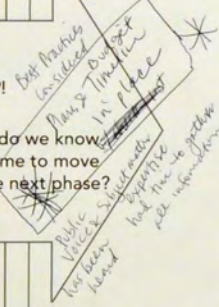
STOP!
How do we know it is time to move to the next phase?



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Consider moving to evaluate options or implementation

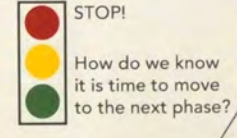
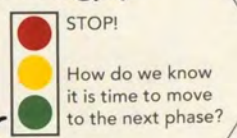
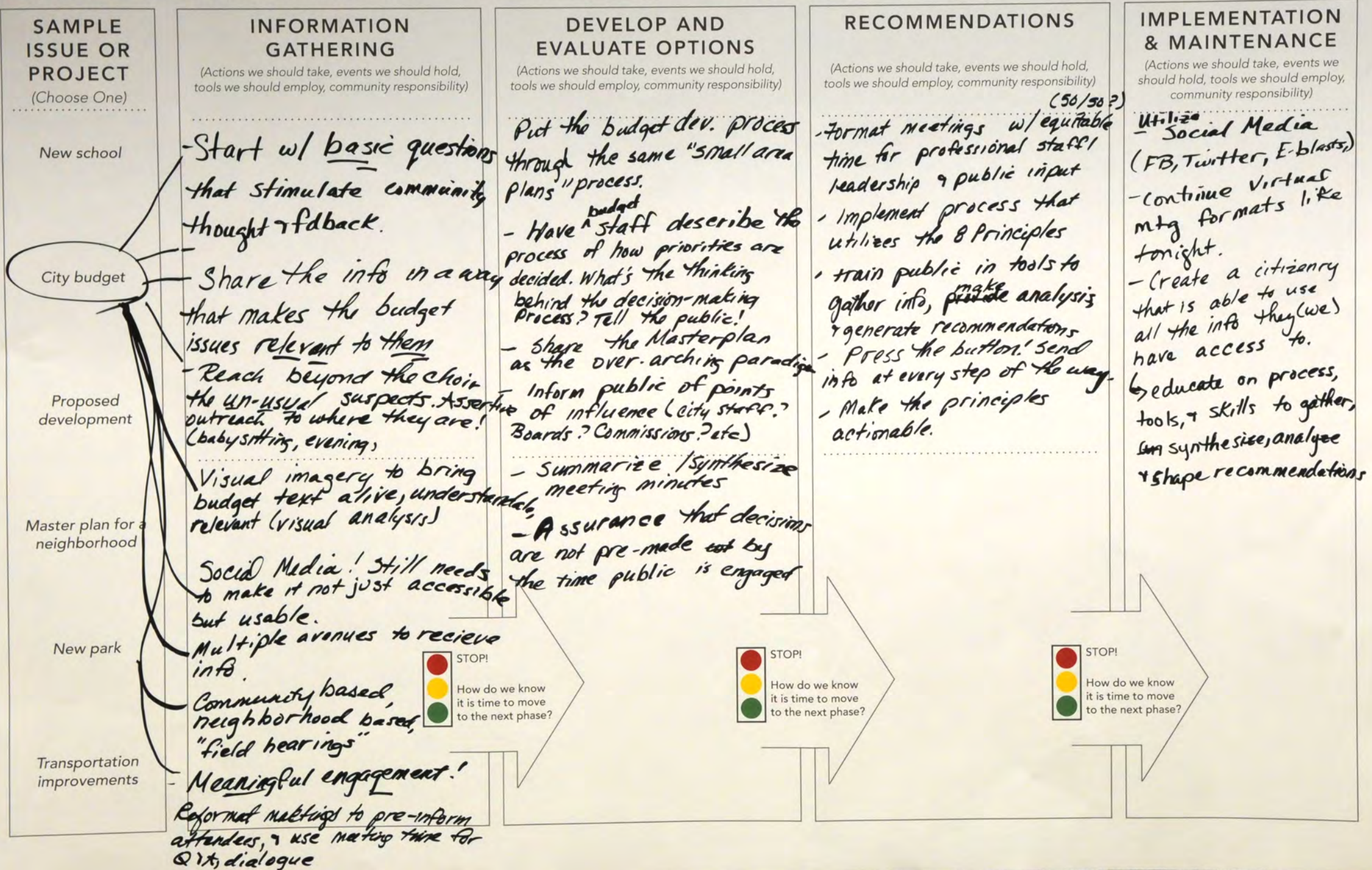
Closely connected - Intermingled

Healthy choices in vending machines
- Have a community garden

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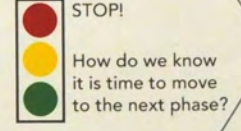
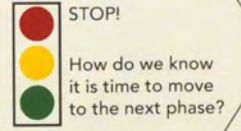
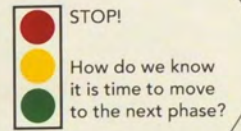
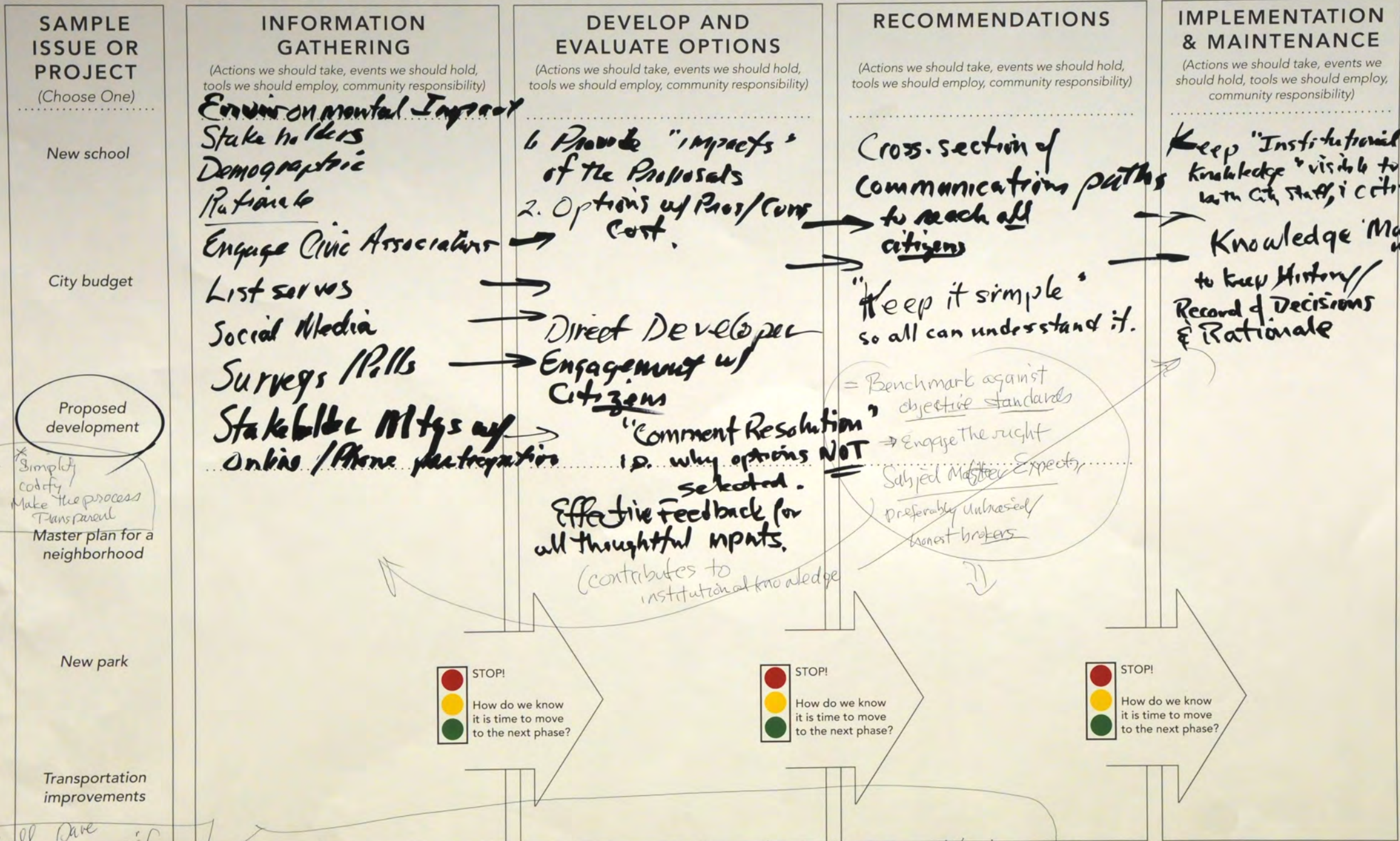
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* Simply codify the process
Make the process transparent

Call Dave or Courtney if Questions

Overall: - Simplify/Streamline the Process & Make it Transparent/Codified Process

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(Choose One)

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Transportation improvements

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Alex. Comm.
 Convene neighborhood
 E-news (alerts)
 * Early Notice in process
 Other forms of media
 Go to Civic Assoc.
 Online Surveys
 Gather data
 Engage all stakeholders including developers

Open mtg. to ^{introduce} ~~announce~~ the idea of a new plan - before planning begins!
 *at the onset of any consideration

Educate Citizens about Planning Process + Priorities

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Landowner/developer presentations to citizens
 Neutral assessment of options/plans by professionals *ahead of comm. to city staff ^{any plan}
 Open site blog for comments
 Open comm. forum
 Determine critical junctures/timelines

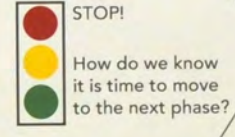
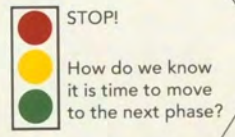
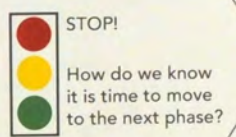
Innovative outreach

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Go back (staff) (to citizens) for feedback *proactive while it's still open.
 Education - this is how we got here
 *include list of possible proffers before decided then check in w/ citizens
 *Time limited iterative process

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

Proactive communication by the city regarding plan status.
 Annual update on status of approved plans. (Elec., media)
 Note changes or revisions



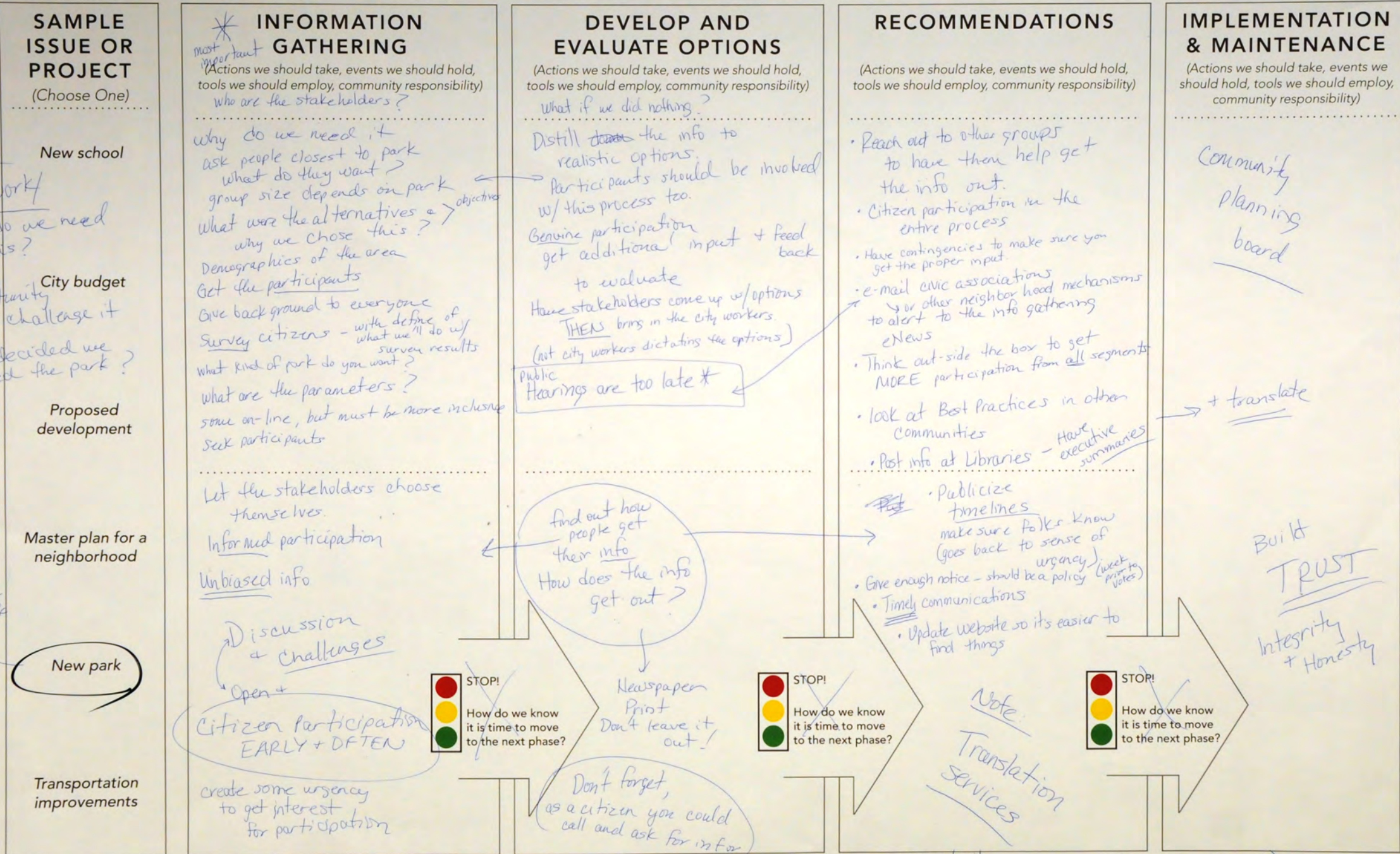
Who is "We"

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8



too many
projects!
too many / too much
people can't keep up.

(S)

Final Thoughts

* civic engagement
of YOUTH
The Next Gen

* Think of
all subsets -
How can we ENERGIZE
engagement

Before we finish
this process, we
should have a town
hall meeting.

Ad Hoc
view of
Citizen
Participation -
Should ~~come~~
be more Regular
& planned!

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Transportation improvements

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- ① Town hall meetings in community based locations: eg. churches, schools (PTA), Rec ctrs, day care, night time, weekends - ~~chill~~
- ② door knocking to provide info and to invite to meetings
- ③ phone calls -
- ④ Improve Outreach efforts
 - Commissions
 - Bus stops - flyers
 - How to know what is available for participation
- ⑤ Debates about what the community wants
- ⑥ How does this affect me?
- ① Community leaders from different communities

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

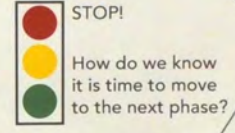
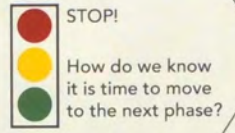
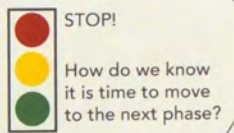
- ① Community Survey in major languages in city via libraries, rec centers, major local retail outlets, + door to door.
- ② Focus groups - in various languages, various localities
- ③ Panel of experts to explain to the community (Pros/cons) ~~sketch~~

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- ① Letter writing campaign (City leaders/newspapers) Office planning, School Board
- ② Ongoing status updates to the community using
 - Print media
 - Social media
 - texting
 - City Alerts (advertise this more)
- ③ Invite Public to testify to support or oppose ~~budget~~

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

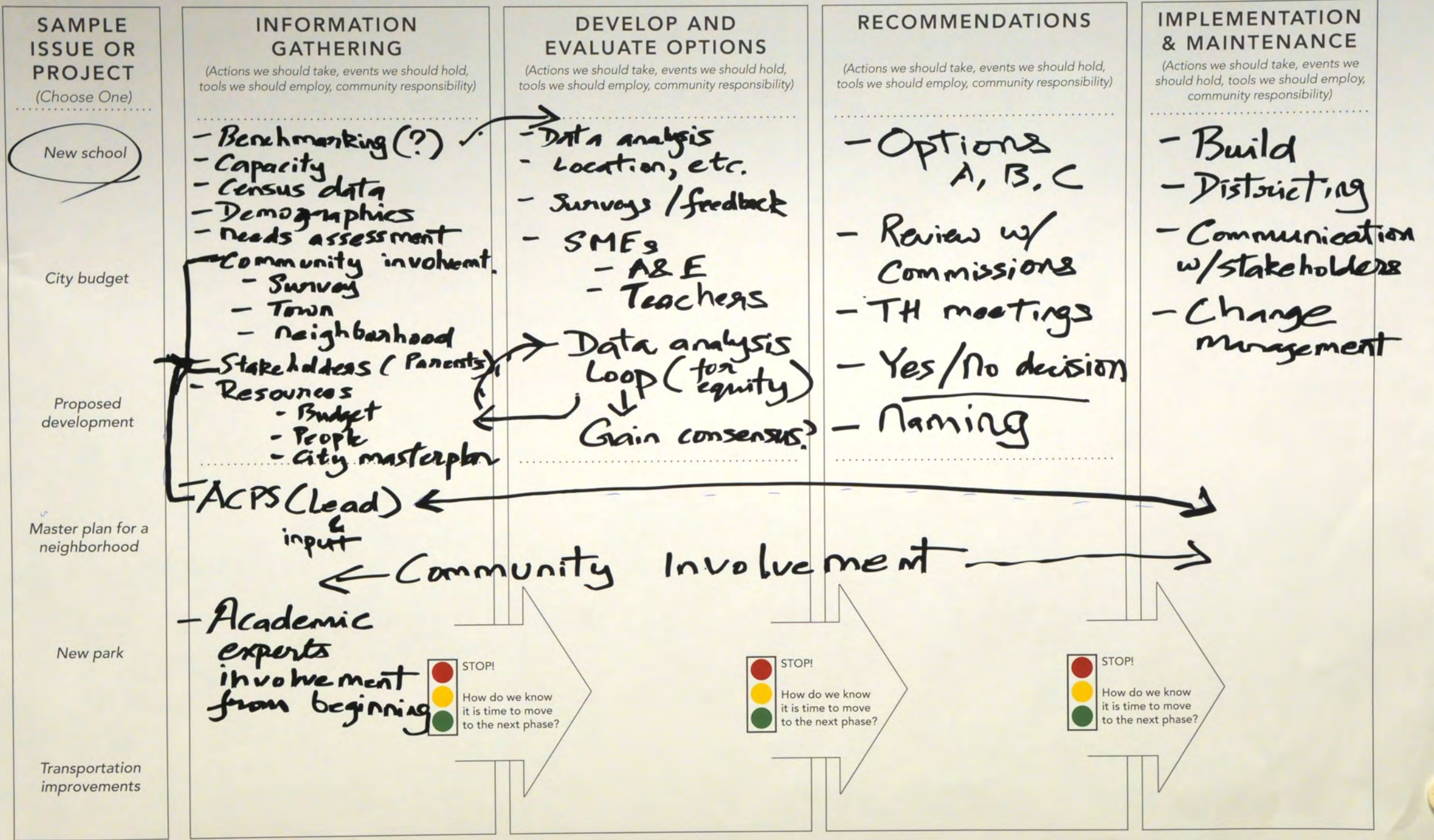
- ① Citizens Advisory Council on Projects
- ② Attend School Board / Council hearings.
- ③ ~~Keep~~ On going focus groups in various languages, various locations with diverse groups to maintain integrity of the ~~budget~~ project/ process



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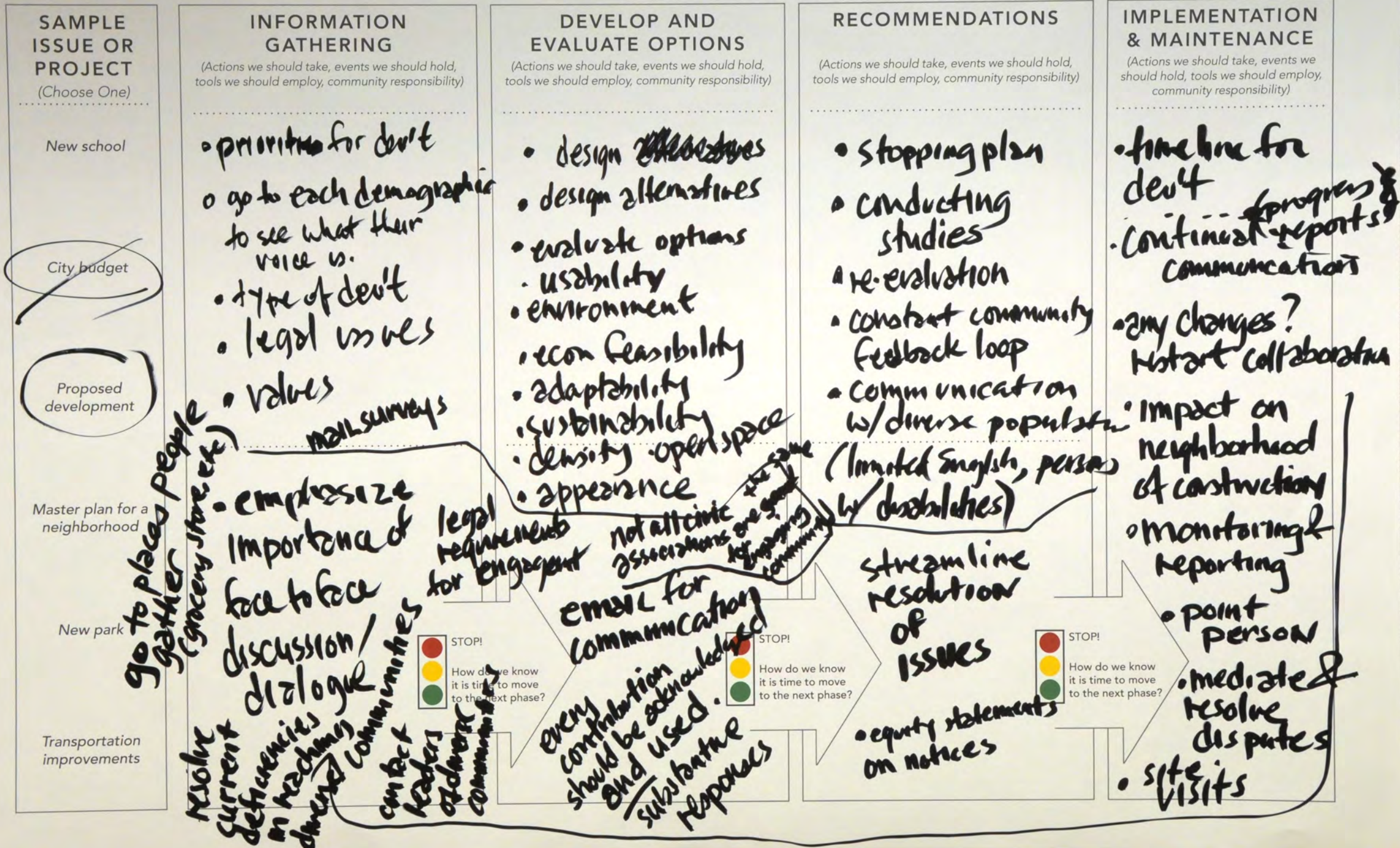
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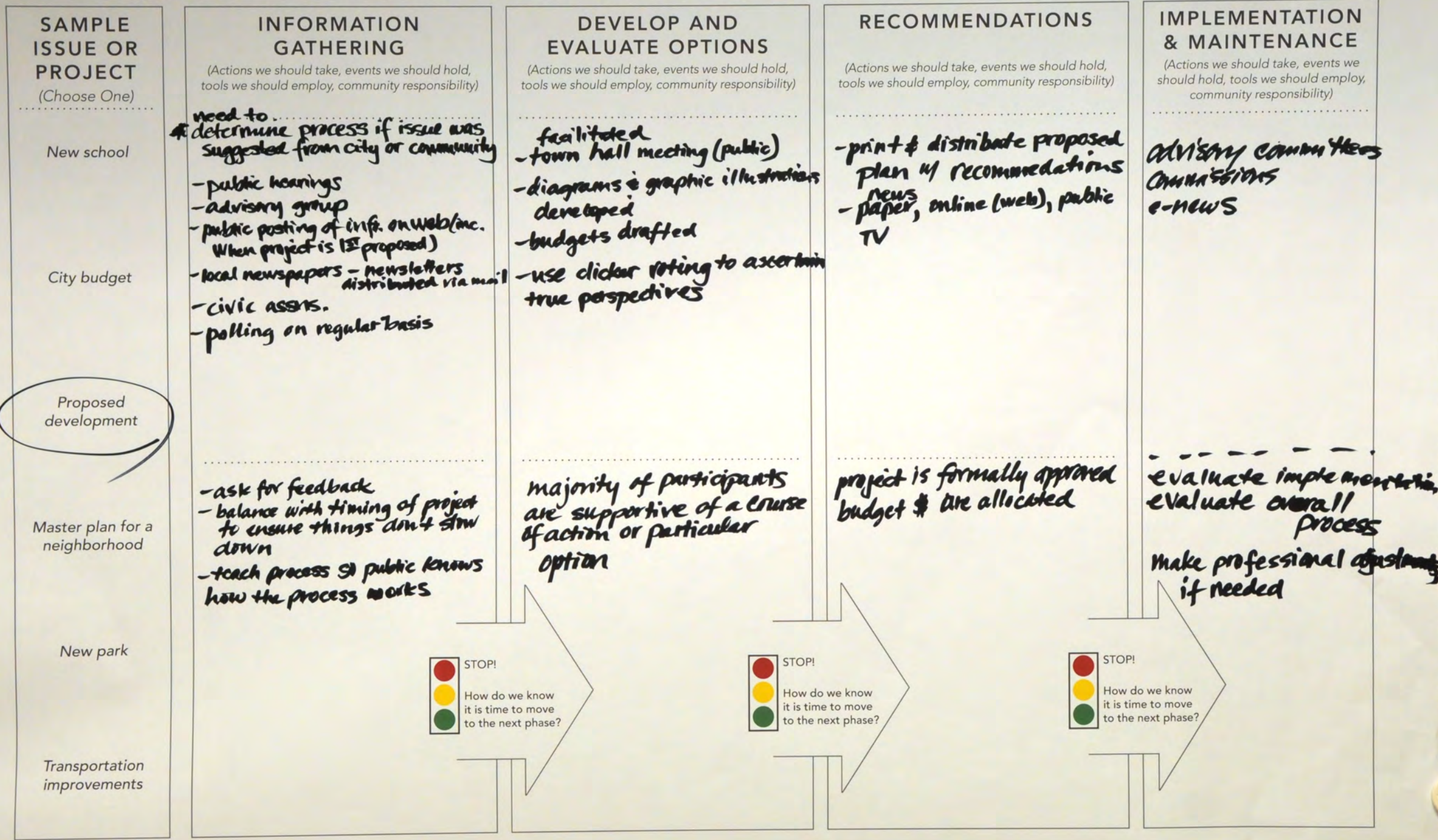
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- SAMPLE ISSUE OR PROJECT**
(Choose One)
- New school
 - City budget
 - Proposed development
 - Master plan for a neighborhood
 - New park
 - Transportation improvements

INFORMATION GATHERING
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- 1) Identify Stakeholders
Very early in process
- 2) Publizize issue/project
nav, paper, etc
- 3) Go to civic assoc's
CBO's, bus assoc's, chamber,
- 4) Public forums
- 5) Brainstorming sessions w/ ~~citizen involvement~~ *stakeholders*
- 6) ~~Need data/analysis~~ *relevant statistics*

*citizens
businesses
city staff
developmentors*

would help to get younger residents involved

- childcare
- provide food

⑥ stakeholders prioritize options

DEVELOP AND EVALUATE OPTIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- 1) city staff summarize *ideas options*
- 2) ~~citizens provide options~~ *by priority*
- 2) must include true cost analysis
- 3) Present *Analysis* ~~evaluation~~ to stakeholders ~~w/ information~~
- 4) Have more public mtgs to gather feedback
- 5) reevaluate priorities & iterate process if necessary

document process all along the way

RECOMMENDATIONS
(Actions we should take, events we should hold, tools we should employ, community responsibility)

- 1) Publicity about outcome
- 2) Public outreach for any additional input/comment
- 3) include prior history & recommendations

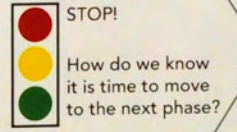
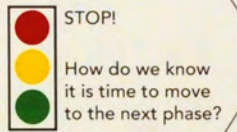
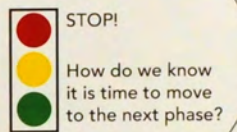
the Planning Commission Approval Process ~~should~~ include should not have to approve at first meeting

The comments from the commission in response to public comment should guide an iteration of the plan.

PL work sessions almost never include public comment - only staff presentation

In general all of the city's Board, Commission, and various ad need a well defined procedure for public input that is timely.

IMPLEMENTATION & MAINTENANCE
(Actions we should take, events we should hold, tools we should employ, community responsibility)

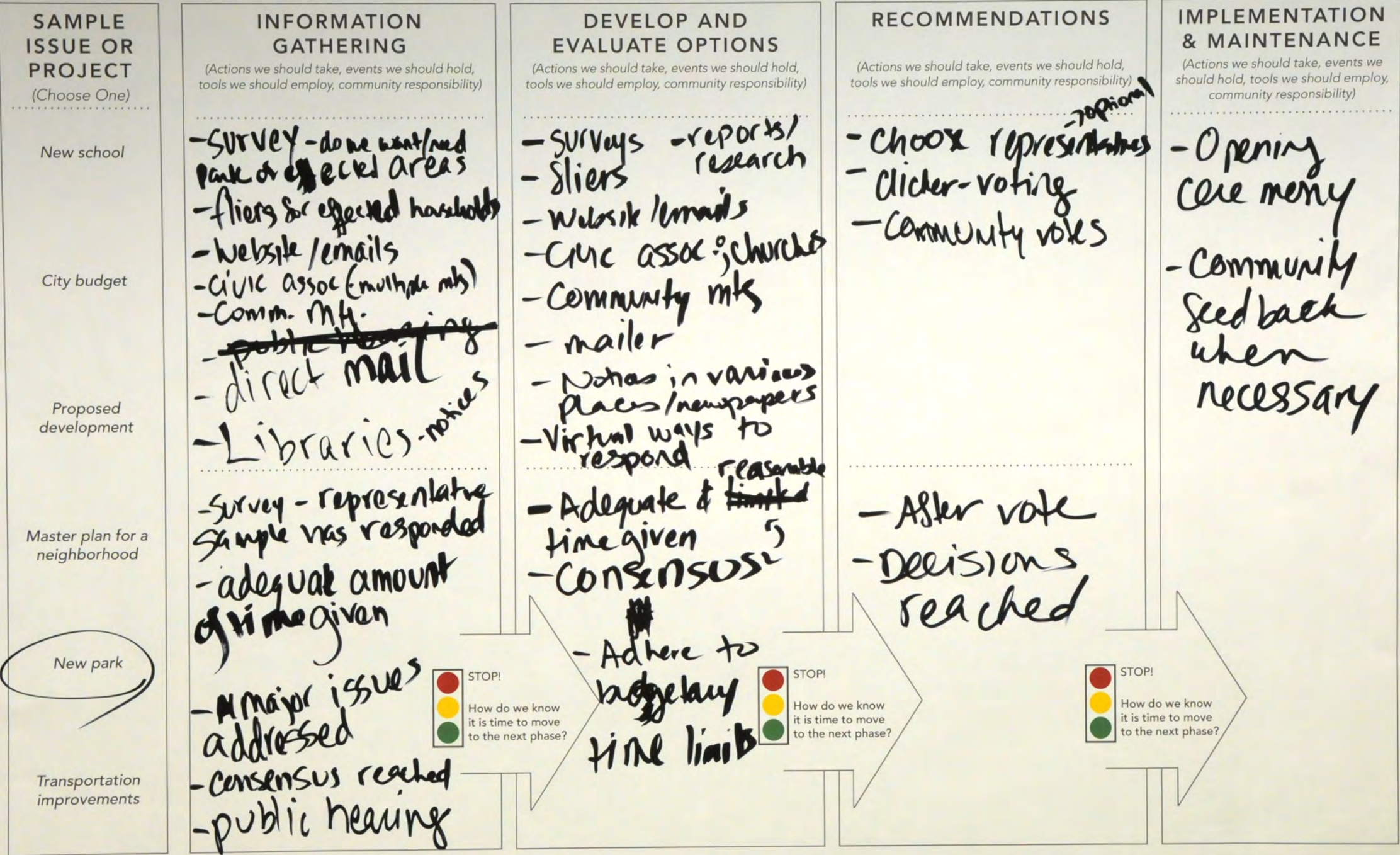


- we need to ~~make~~ use a different word than "stakeholder" that all residents would identify with

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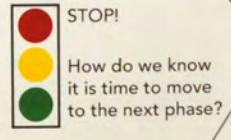
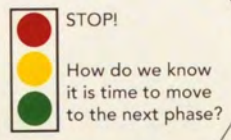
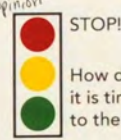
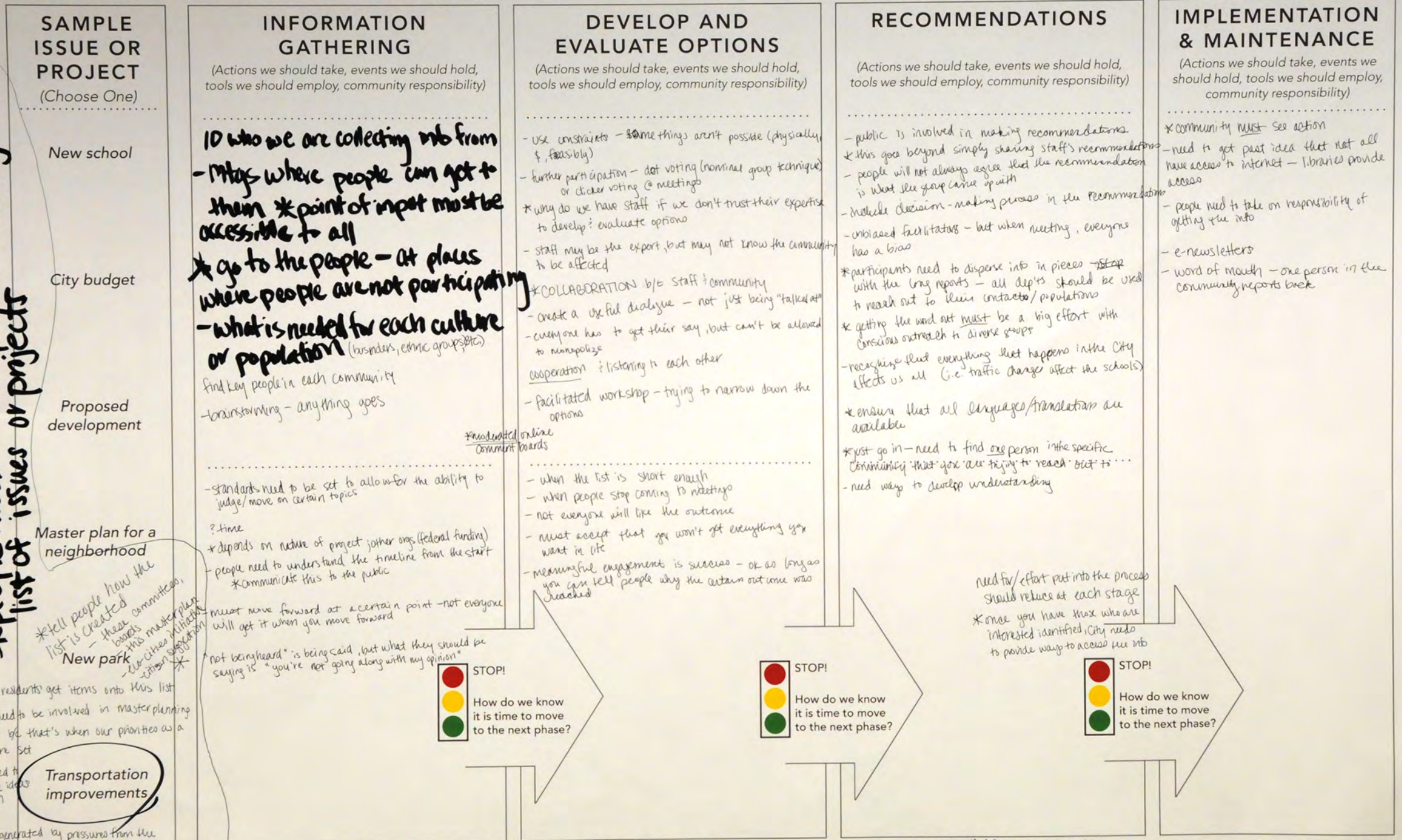


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*people need to be a part of creating the list of issues or projects



need for effort put into the process should reduce at each stage

* once you have those who are interested identified, city needs to provide way to access the info

* no online polls - these are self selected & not statistically significant

3 languages are ~~not~~ spoken in Alexandria; 40 languages in TC Williams

* people who want to be engaged will be engaged

* some people will only participate if its not button

* Now do residents get items onto this list

* people need to be involved in master planning efforts bc that's when our priorities as a city are set

people need to know where ideas come from

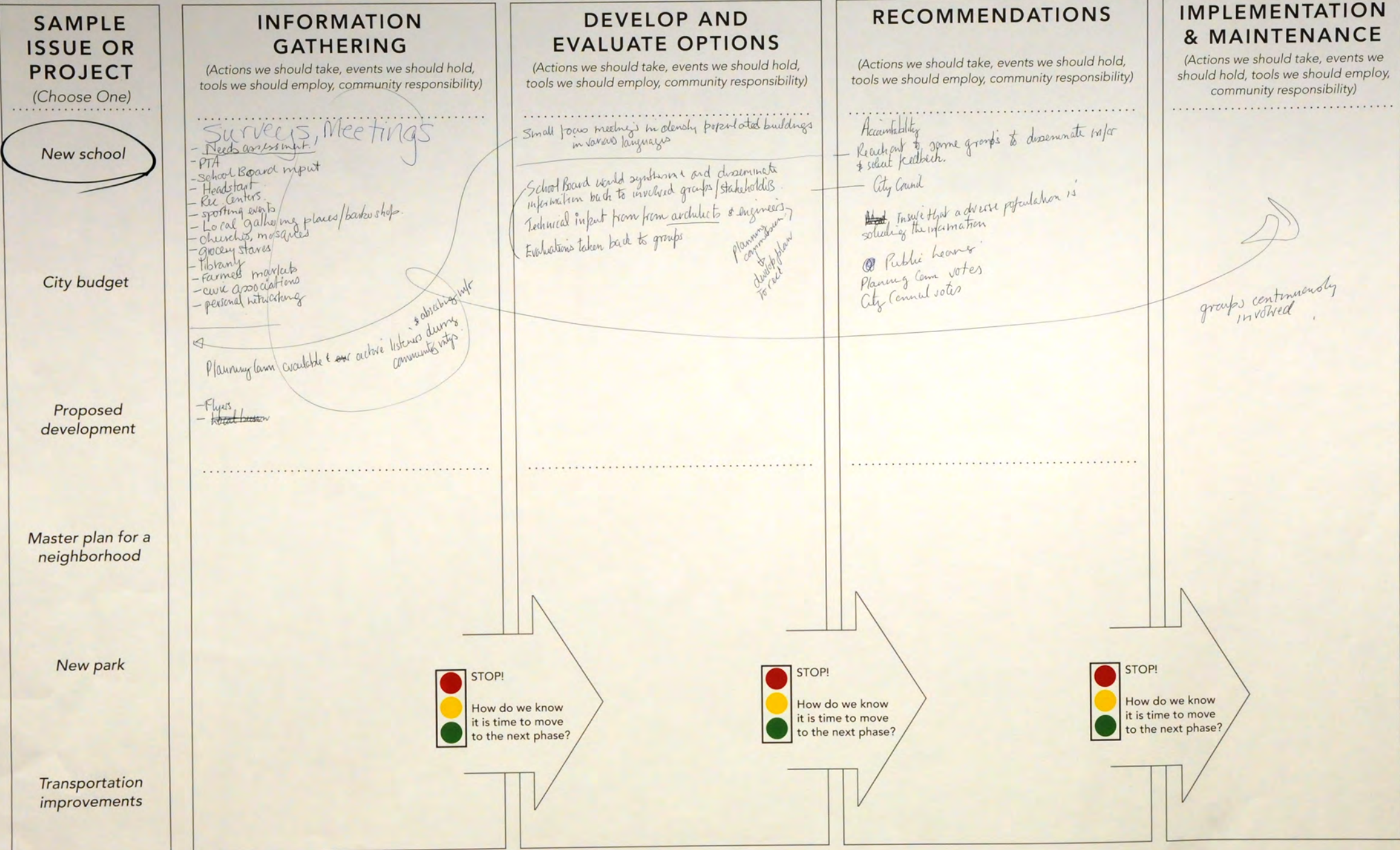
* tell people how the list is created - these committees losses this master plan - do other things

* list generated by pressure from the public - need action; sometimes things like BRAC, sometimes due to a lot of response in one area that might change an area significantly

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STOP!

How do we know it is time to move to the next phase?

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 - New park**
 - Transportation improvements

IMPLEMENTATION & MAINTENANCE

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- MAKE SURE THERE IS A PLAN
- PERIODIC STATUS REPORTS TO SEE IF WE'RE ON TARGET
- CITIZEN GROUP TO REVIEW IMPLEMENTATION (BROADLY REPRESENTATIVE)
- CHARRETTES WITH DESIGNERS
- REFLECT CONNECTIONS TO RECOMMENDATIONS

- PERPETUAL PHASE

STOP!

How do we know it is time to move to the next phase?

- MAKE CUTS NOW

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- 2) Discuss with your table how you think the Framework should look
- 3) Design an engagement process from Need to Solution (Include Tools)

NOTE: The framework below is just a starting point. Feel free to edit, change, and/or combine the steps in this framework.

SAMPLE ISSUE
OR
PROJECT
(Choose One)

New school

City budget

Proposed development

Master plan for a neighborhood

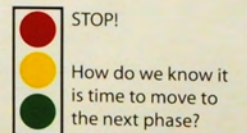
New park

Transportation improvements

DEVELOP AND EVALUATE OPTIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- CHECK OBJECTIVES
- IDENTIFY STAKEHOLDERS
- IDENTIFY ALTERNATIVES
- EXPLORE BUDGET OPTIONS AND EDUCATE COMMUNITY ABOUT BUDGET
- CHARRETTES WITH DESIGNERS
- INVOLVE SCHOOL STUDENTS
- HAVE MEETINGS, BUT NOT TOO MANY MEETINGS
- HAVE COMMUNITY MEETING LIKE TONIGHT'S



- OPTIONS WRAPUP MEETING
- ALL REASONABLE ALTERNATIVES HAVE BEEN CONSIDERED

Civic Engagement Framework

- 1) Choose a sample issue or project your Civic Engagement Framework will address
- 2) Discuss with your table how you think the Framework should look
- 3) Design an engagement process from Need to Solution (Include Tools)

NOTE: The framework below is just a starting point. Feel free to edit, change, and/or combine the steps in this framework.

SAMPLE ISSUE OR PROJECT
(Choose One)

New school

City budget

GOOD FOR ALL FOR ALL PHASES
4 PHASES
Proposed development

Master plan for a neighborhood

New park

Transportation improvements

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- COMMUNICATE ALTERNATIVES AND RANK THEM
- EXPLAIN WHAT STAFF DID NOT AGREE WITH AND WHY
- CLEAR JUSTIFICATION FOR RECOMMENDATION
- PROVIDE SUPPORTING DATA AND REFERENCES (TECHNICAL MATRIX)
- SHOW HOW DECS WERE REACHED (METHODOLOGY)
- MEET RESIDENTS WHERE THEY GATHER (ORCEE SHOPS, FARMERS MARKET)
- PUBLICIZE RECOMMENDATIONS AND SUPPORTING MATERIAL
- MAKE SURE INPUTS ARE VALUED
- EXPLAIN WHAT NEXT OF THE PROCESS WILL BE + WHAT CITY BOARDS MUST REVIEW
- SPONSOR SOCIAL MEDIA DISCUSSIONS
- SET EXPECTATIONS FOR RECOMMENDATION IMPLEMENTATION
- DETERMINE HOW NEXT OPTIONS ARE REASONABLE
- FOLLOW UP IF DELAYS

- STOP!
- How do we know it is time to move to the next phase?

CERTAIN # OF MEETINGS, THEN "GO"

CONSENSUS? TIMELINE SET IT DEADLINE FOR

Civic Engagement Framework

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- SAMPLE ISSUE OR PROJECT (Choose One)
- New school
 - City budget
 - Proposed development
 - Master plan for a neighborhood
 - New park**
 - Transportation improvements

INDEXED PUBLIC REPOSITORY OF GOALS FOR ENTIRE PROJECT

INFORMATION GATHERING

~~ADD LATER~~

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- DEFINE OBJECTIVES (EVEN BEFORE INFO GATHERING)
- IDENTIFY BENEFITS OF A NEW PARK
- CONVERSATIONS / SURVEYS WITH THE COMMUNITY
- UNDERSTANDING THE FACTS
- IDENTIFYING COSTS / COST-BENEFIT ANALYSIS
- BENCHMARKING / COMPARABLE EXAMPLES
- LAWS / REGULATIONS / CODES IMPLICATED
- IDENTIFY CONSTRAINTS
- SET EXPECTATIONS (E.G. SCOPE)
- EDUCATE COMMUNITY ABOUT BUDGETS RELATED TO PROJECT
- USE ONLINE OPPORTUNITIES
- CHARRETTE TO ALLOW DIRECT ACCESS TO DESIGNERS
- TREAT ALL IDEAS EQUALLY, REGARDLESS OF HOW THEY WERE SUBMITTED
- ENSURE THAT ONE GROUP CAN'T HIT A KICK PROCESS

TASKS WITHOUT WELL-DEFINED INCLUSIVENESS SHOULD HAVE TIME LIMIT

LINK TO BUDGET MONEY

STOP!

- How do we know it is time to move to the next phase?

- WHAT IT IS
- WHO IT WILL SERVE
- WHAT ARE BENEFITS
- HOW MUCH IT COSTS
- WHY WERE DOING IT
- CERTAIN # OF MEETINGS/INPUTS

- SCHEDULE + LET
- USE A PREDICTABLE PROCESS / LET PEOPLE CAN JUMP IN AT ANY POINT (BUT NOT FOR A RESTORE)
 - LET PEOPLE FEEL HEARD AND THAT THEY STILL HAVE A CHANCE

Civic Engagement Framework

- 1) Choose a sample issue or project your Civic Engagement Framework will address
- 2) Discuss with your table how you think the Framework should look
- 3) Design an engagement process from Need to Solution (Include Tools)

NOTE: The framework below is just a starting point. Feel free to edit, change, and/or combine the steps in this framework.

- SAMPLE ISSUE OR PROJECT (Choose One)
- New school
 - City budget
 - Proposed development
 - Master plan for a neighborhood
 - New park**
 - Transportation improvements

INDEXED PUBLIC REPOSITORY OF GOALS FOR ENTIRE PROJECT

INFORMATION GATHERING

PROPOSAL

(Actions we should take, events we should hold, tools we should employ, community responsibility)

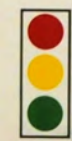
- DEFINE OBJECTIVES (EVEN BEFORE INFO GATHERING)
- IDENTIFY BENEFITS OF A NEW PARK
- CONVERSATIONS / SURVEYS WITH THE COMMUNITY
- UNDERSTANDING THE FACTS
- IDENTIFYING COSTS / COST-BENEFIT ANALYSIS
- BENCHMARKING / COMPARABLE EXAMPLES
- LAWS / REGULATIONS / CODES IMPLICATED
- IDENTIFY CONSTRAINTS
- SET EXPECTATIONS (E.G. SCOPE)
- EDUCATE COMMUNITY ABOUT BUDGETS RELATED TO PROJECT
- USE ONLINE OPPORTUNITIES
- CHARRETTE TO ALLOW DIRECT ACCESS TO DESIGNERS
- TREAT ALL IDEAS EQUALLY, REGARDLESS OF HOW THEY WERE SUBMITTED
- ENSURE THAT ONE GROUP CAN'T HIT A KICK PROCESS

SCHEDULE + LET

- USE A PREDICTABLE PROCESS / LET PEOPLE CAN JUMP IN AT ANY POINT (BUT NOT FOR A RESTATE)
- LET PEOPLE FEEL HEARD AND THAT THEY STILL HAVE A CHANCE

TASKS WITHOUT WELL-DEFINED INCLUSIONS SHOULD HAVE TIME LIMIT

LINK TO BUDGET MONEY



- STOP!
- How do we know it is time to move to the next phase?
- WHAT IT IS
 - WHO IT WILL SERVE
 - WHAT ARE BENEFITS
 - HOW MUCH IT COSTS
 - WHY WE'RE DOING IT
 - (CERAIN # OF MEETINGS/INPUTS HAVE TAKEN PLACE)

Civic Engagement Framework

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NOTE: The framework below is just a starting point. Feel free to edit, change, and/or combine the steps in this framework.

SAMPLE ISSUE OR PROJECT (Choose One)

RECOMMENDATIONS

(Actions we should take, events we should hold, tools we should employ, community responsibility)

- New school
- City budget
- Proposed development
- Master plan for a neighborhood
- New park
- Transportation improvements

GOOD FOR ALL PHASES

- COMMUNICATE ALTERNATIVES AND RANK THEM
- EXPLAIN WHAT STAFF DID NOT AGREE WITH AND WHY
- CLEAR JUSTIFICATION FOR RECOMMENDATION
- PROVIDE SUPPORTING DATA AND REFERENCES (TECHNICAL MATRIX)
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- EXPLAIN WHAT NEXT OF THE PROCESS WILL BE + WHAT CITY BOARD MUST REVIEW
- SPONSOR SOCIAL MEDIA DISCUSSIONS
- SET EXPECTATIONS FOR RECOMMENDATION IMPLEMENTATION
- DETERMINE HOW MUCH OF OPTIONS ARE REASONABLE
- FOLLOW UP IF DELAYS

STOP!

How do we know it is time to move to the next phase?

CERTAIN # OF MEETINGS THEY NEED

CONSENSUS? TIMELINE SET IT FIRST FINISHER