

To: Leadership Team

From: Jodi Hardee, community relations manager

Subject: City Council/Citizen Engagement

Date: February 12, 2019

Background

At the December 10 study session, staff presented information to City Council on current city council/citizen engagement activities as well as options for increasing engagement. During the discussion, staff identified several themes for future city/council engagement, including:

- Increase two-way dialogue between council and community
- Identify formal and informal opportunities to connect
- Provide geographic distribution for meetings
- Identify topical items for meeting participation

The study session's PowerPoint and [meeting materials](#) are included for reference.

Proposed Branding and Activities

In response, staff is proposing the following activities for city council under the theme of "Talk Around Town," providing a logo-branded event theme easily recognizable, regardless of the venue. A new logo would be created for use on the city council website, social, print, and visual media channels, as well as for giveaways such as koozies and coffee sleeves. More information on each of these items and the applicability of the proposed brand are listed below.

Informal Town Hall (4 events: 3 English, 1 Spanish)

These 60-minute evening events would provide council members an opportunity to interact with residents and businesses, providing topical information and answering questions in an informal setting. The first 40 minutes would be networking/one-on-one, followed by 20 minutes of Q&A. The City would provide food/non-alcoholic refreshments, with opportunities for attendees to purchase other beverages as appropriate by venue.

Potential Venues

*El Jardin

Dion's

*Mama's Café

Casa Del Rey

*Pour Tap House

Ziggi's Coffee House

*Reunion Coffee House

Las Margs

MEMO CONTINUED

Starbucks

The asterisked venues are the initial partners staff will approach to pursue events; other location ideas are welcomed.

Sample Brand Alignment/Use

Talk Around Town @ Reunion Coffee House

We'll provide the coffee, you provide the conversation! Join City Council for an informal opportunity to learn more about what's happening in our community and ask questions.

DATE TIME MORE INFO: c3gov.com/council

Talk Around Town @ Pour Taphouse

Pour a pilsner and talk city plans with council members. We'll provide snacks at this informal opportunity to learn more about what's happening in our community and ask questions.

DATE TIME MORE INFO: c3gov.com/council

Telephone Town Hall (2 events: 1 English, 1 Spanish)

A new Request for Proposal is being issued to seek technology providers and moderators to provide town hall services, recognizing available new technologies and desired dialogue. Staff anticipates completing procurement in April.

Council Open House (1 event: bilingual)

This 60 minute, open house-style Saturday event would be inclusive of all local governments within the city, modeled after [Denver's Cabinet in the Community](#). These events would be held at the City's recreation centers, leveraging these community spaces and built-in traffic from existing activities. These events would feature stations with information boards staffed by city departments, fire and water agencies, school districts, and others.

Sample Brand Alignment/Use

Talk Around Town @ Eagle Pointe Recreation Center



MEMO CONTINUED

Join city council at this open house event to learn more about what's happening in our community. Get the latest updates from city departments, South Adams Fire Department, South Adams County Water & Sanitation District, 27J School District, the Adams 14 School District, and more.

Day of Service (1 event)

City Council expressed a desire for participating in a day of service. Council members could partner with the Youth Commission for the National Day of Service on MLK Day in January 2020.

There are additional opportunities for council to interact with residents at city sponsored events such as the Memorial Day Parade (May), Neighborhood Outreaches (June/August), 4th Fest (July), National Night Out (July), and Holiday Tree Lighting (December).

Q1	Q2	Q3	Q4
<i>January</i>	<i>April</i>	<i>July</i>	<i>October</i>
	Spanish Telephone Town Hall	4thFest (July 4) National Night Out (July 25)	Council Open House Spanish Informal Town Hall (Pilsners & Plans – South location)
<i>February</i>	<i>May</i>	<i>August</i>	<i>November</i>
	Memorial Day Parade (May 27)	Neighborhood Outreach (August 8)	Telephone Town Hall Holiday Tree Lighting
<i>March</i>	<i>June</i>	<i>September</i>	<i>December</i>
2 Informal Town Halls (Coffee with Council – North/South locations)	Neighborhood Outreach (June 13)	Informal Town Hall (Pilsners & Plans – North location)	