






Communications & Public Involvement  
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## MEMORANDUM

**DATE:** September 15, 2017

**TO:** Mayor and City Councilmembers

**THROUGH:** Darin Atteberry, City Manager   
Kelly DiMartino, Assistant City Manager 

**FROM:** Amanda King, Communications & Public Involvement Director  
Ginny Sawyer, Project & Policy Manager 

**RE:** September 12, 2017 Work Session Summary: Public Engagement Strategy

In addition to Mayor Troxell, Councilmembers Martinez, Overbeck, Stephens and Cunniff were present for the Work Session.

### Key Points:

- The City engages the community in a variety of ways and places.
- The City has adopted a systems approach to public engagement based on the International Association of Public Participation (IAP2) framework, and staff continues to work toward a co-creation model.
- Current strategy includes building organization expertise and capacity, leveraging new tools and technology to reach all segments of the community with particular focus on underserved populations and using data to learn and improve.

### Council Discussion and Next Steps:

- Overall, the City does a good job engaging the community, and continues to seek opportunities to improve.
- While online tools can be helpful, in-person engagement and dialogue is valued. It's important to continue to invest in face-to-face and facilitated conversations.
- There are some concerns over online 'surveys' and the ability for them to be skewed. If possible, other more representative tools should be explored.
- It's important to inform the community about the engagement process, and when/how they can engage.
- Council is also interested in new ways to engage and potential training opportunities.
- Engagement is about bringing local government back to the people and an aspirational goal is to engage with every member of our community.



Social Sustainability  
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## MEMORANDUM

DATE: September 15, 2017

TO: Mayor Troxell & City Councilmembers

THRU: Darin Atteberry, City Manager *DA*  
Jeff Mihelich, Deputy City Manager *JM*  
Jacqueline Kozak Thiel, Chief Sustainability Officer *JKT*

FROM: Beth Sowder, Social Sustainability Department Director *BS*

RE: September 12, 2017 Work Session Summary re: Homelessness Update

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### Introduction

At the September 12, 2017 Council Work Session, an update on Homelessness specifically about community data and the collaborative Homeward 2020 *Housing First Initiative* was provided by Jackie Kozak Thiel, Chief Sustainability Officer, Holly LeMasurier, Homeward 2020 Director, and Beth Sowder, Social Sustainability Department Director.

### Council Direction Sought:

Staff sought the following direction from Council:

1. Does Council have feedback regarding the Homeward 2020 community data collection program called *Housing First Initiative*?
2. Does Council have questions regarding the homelessness spectrum and plans for strategic prioritization of City resources?

### Discussion

Regarding the questions above, Council was generally supportive of the *Housing First Initiative* and the homelessness spectrum and plans for strategic prioritization of City resources.

Key discussion points included:

- Data will be collected by Murphy Center staff as well as from partnering programs and it will be kept confidential.
- The City works with United Way and the shelters to provide winter overflow shelter.
- Staff was directed to find a common "one-stop" phone call where people can provide their feedback, concerns, and ask questions about any of the winter overflow programs.

- Homeward 2020 will be updating and refreshing their website alongside the *Housing First Initiative* and will collaboratively develop and provide a Frequently Asked Questions (FAQ) page, as requested.
- Staff was directed to keep working on identifying gaps and seeking ways to partner with the community to fill gaps in the shelter system (e.g. people with pets, same-sex or married couples, youth, etc.).
- There was agreement that the systems approach of the *Housing First Initiative* and the homelessness spectrum will help with identifying gaps and prioritizing City resources.
- It was stressed that there is a significant gap in the community regarding mental health and substance use disorders treatment accessibility.
- Council supported the focus on longer-term, local homeless supported by the *Housing First Initiative*.
- Consider including all community funding and contribution, including volunteer hours, to the homelessness spectrum.
- Council asked whether the *Housing First Initiative* data can identify and include how many Poudre School District and college students are homeless.
- Continue supporting employment opportunities and workforce development programs (e.g. Hand Up program).

#### **Next Steps**

- Staff will identify a one-stop phone number for winter overflow shelter concerns. In the meantime, the number to call for any general concerns is the Social Sustainability Department number, and staff will work with the shelter providers to gather information and then reply during regular business hours. Additionally, for anything that is an emergency or concern about criminal activity, people should contact Police Services immediately. This information will be provided at the neighborhood meeting.
- Homeward 2020 will provide the City with the *Housing First Initiative* first quarter report the end of October.
- Staff will share the Outreach Fort Collins summer report with City Council in October.