








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## MEMORANDUM

**DATE:** August 13, 2020

**TO:** Mayor and City Councilmembers

**THROUGH:** Darin Atteberry, City Manager   
Kelly DiMartino, Deputy City Manager   
Tyler Marr, Interim IES Director 

**FROM:** Amanda King, Communications & Public Involvement Director   
Leonardo Escalante, Public Engagement Specialist 

**RE: August 11, 2020 Work Session Summary: Public Engagement Strategy**

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In addition to Mayor Troxell, Councilmembers Summers, Gutowsky, Pignataro, Stephens, Gorgol, and Cunniff were present for the Work Session.

### Key Points:

- The City's public engagement efforts continue to evolve towards the goal of deepening representation with community members.
- Process and framework improvements have been made through systems integration and a broaden and co-creation approach to community engagement.
- Current strategy includes additional focus on deepening representation with community members, with a special focus on historically marginalized communities through organizational alignment, developing cultural competency, and forming ongoing meaningful relationships.

### Council Discussion and Next Steps:

- Overall appreciation for the City's efforts and support for the direction it is taking
- Support for continuing to meet people where they are and identify and address barriers to participation (like childcare options)
- Questions about what we are doing to mitigate engagement fatigue
- Value in having Council participate in engagement efforts and interest in doing more than listening sessions
- Appreciation for robust and diverse engagement tools
- Questions about how to flip the model and provide more of a platform or forum to share with us, rather than us always going to them
- Desire to see cultural brokers/competency operationalized and build more community empowerment
- Diversify stakeholder outreach to ensure we are not just going to the same groups each time; encourage broad participation across community
- Continue to evaluate gaps and identify who we are missing
- Leverage partnerships with affinity groups, neighborhoods, faith-based organizations, businesses, and other partners