

Engagement and City Council – Work Session

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Engagement Overview

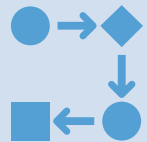
02

What we've heard from Council

03

How engagement fits into the policy development process





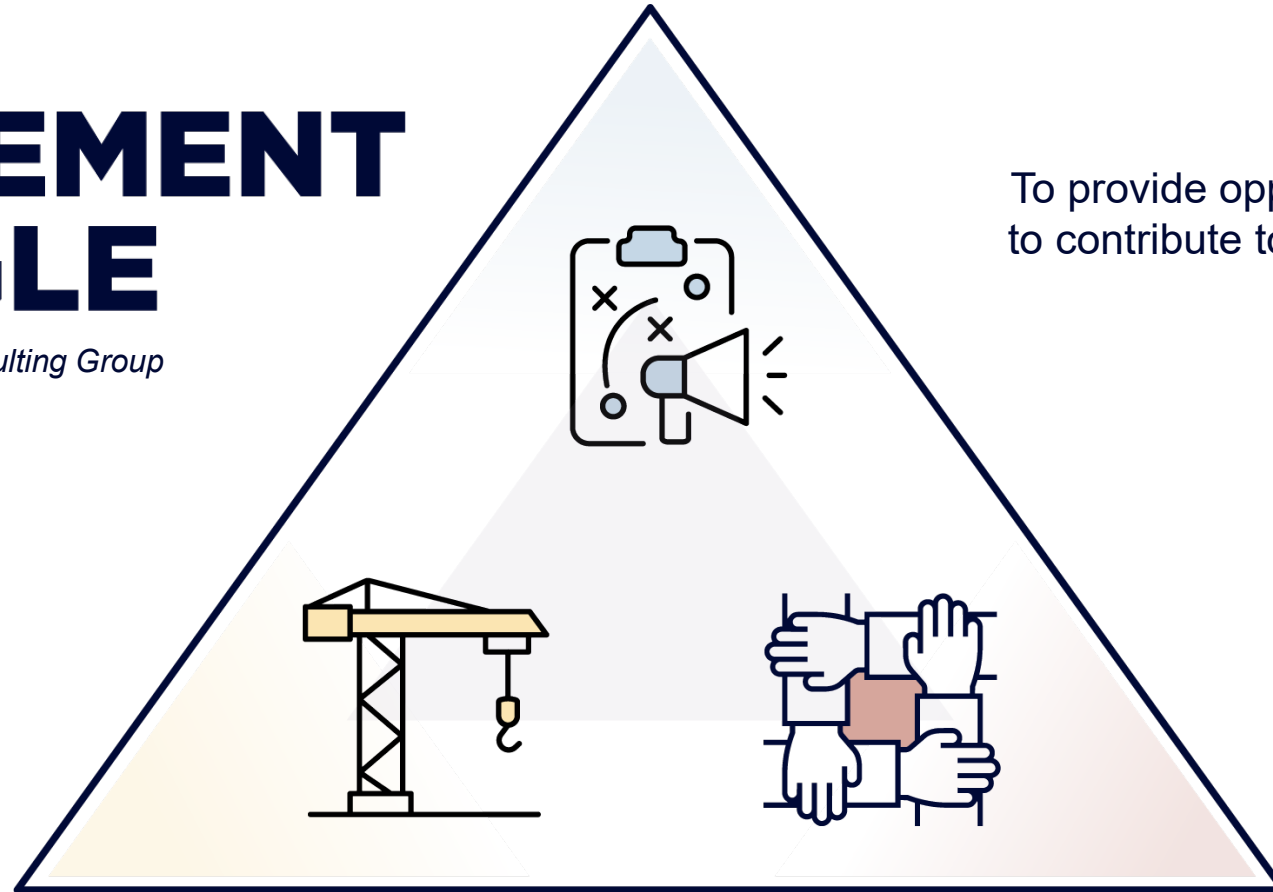
Does the role engagement plays in the policy development process align with the feedback you have provided?



What other feedback does Council have about the role of engagement in Council decisions?

THE ENGAGEMENT TRIANGLE

Adapted from 2015 Capire Consulting Group



Informing Decisions

To provide opportunities for the community to contribute to decision making processes

Building Capacity

To educate the community on a specific theme or issue to increase knowledge or change behaviors

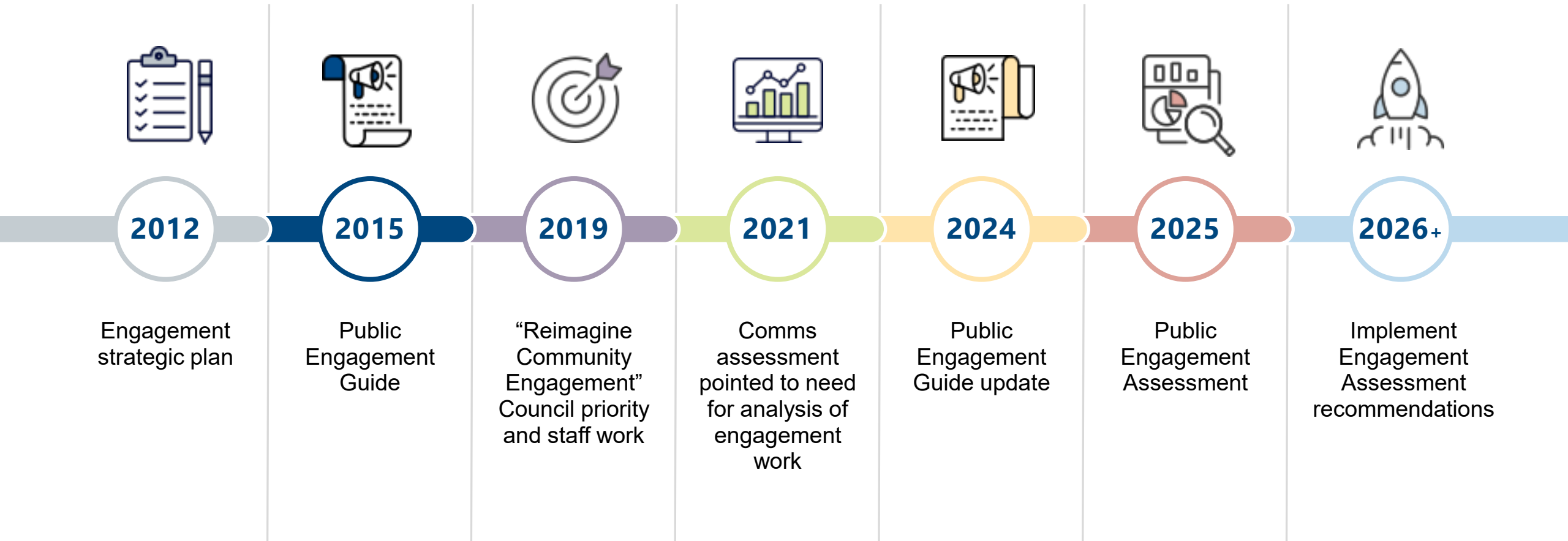
Strengthening Relationships

To build new relationships and/or improve relationships with the community

IAP2: The Public Participation Spectrum

Level	Inform	Consult	Involve	Collaborate	Empower
Promise	Keep you informed	+ listen to and show how input considered	+ include input directly in alternatives	+ your advice and recommendations in solutions	+ we will implement what you decide
Example	City-led communications campaign	City-led survey or listening session	City-led advisory group, task force	Co-led Civic Assembly gives recommendation to Council	Community-led Civic Assembly makes decision, Citizen-initiated ballot measure

Engagement History





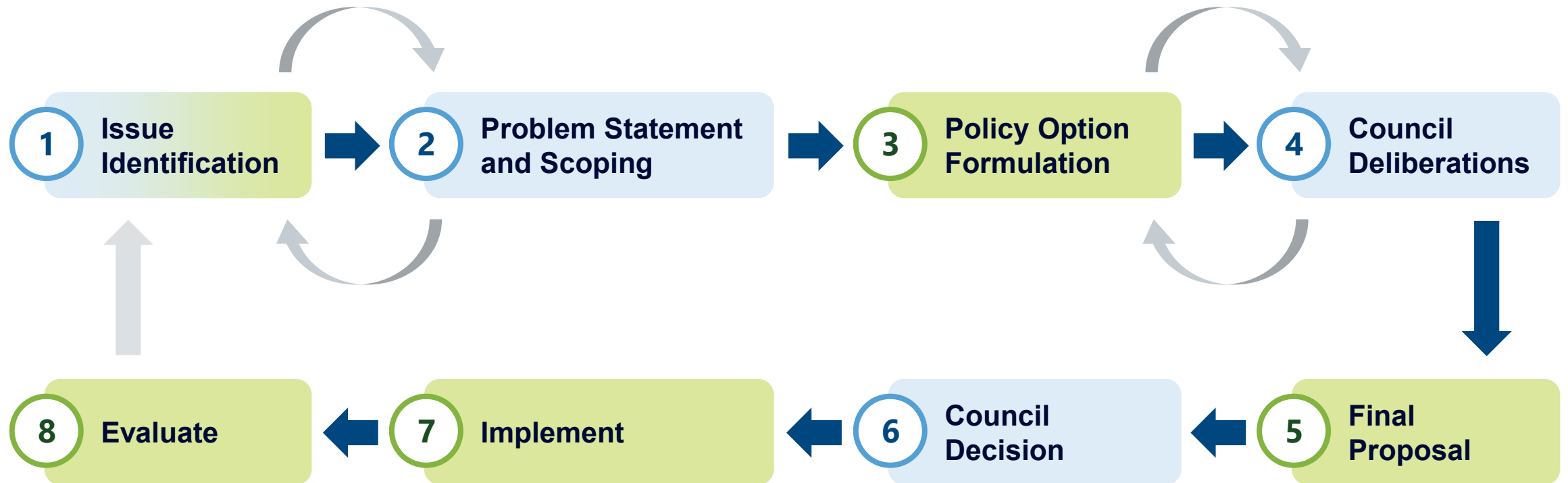
Feedback we've heard from Council about Engagement



- Deliberative, thoughtful and strategic
- Represents larger community perspectives
- Builds trust with the community
- Engagement moves upstream in the process and is right-sized

Policy Development Process

City staff manages process



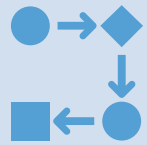
Council touchpoint



Possible community touchpoint / check-in

Key information to enhance staff-council alignment on engagement

- Project/policy problem to solve
 - Decision to be made
 - Decision maker
 - Desired outcome of engagement
 - The community's role (IAP2 spectrum and promise)
 - Audience(s)
 - Engagement Strategy (+high level tactics)
 - Timeline (engagement phases, milestones)
-
- If engagement as already been conducted:
 - What we heard
 - Who we heard it from/who did you reach?
 - The impact it had on the decision
 - Questions for Council



Does the role engagement plays in the policy development process align with the feedback you have provided?



What other feedback does Council have about the role of engagement in Council decisions?

1) Issue Identification:

- Received grant to integrate health into housing in policy making (Home2Health process)
- Council and City leaders decided to update Affordable Housing Strategic Plan

2) Problem Statement and Scoping:

- Broad engagement to understand how housing affordability crosscuts several community issues

3) Policy option formulation:

- Community Guides Program
- Community Workshops
- Stakeholder Meetings

4) Council Deliberations: Council Work Sessions and Regular Meetings

5) Final Proposal: Community submitted comments

6) Council Decision: Council unanimously voted to pass plan

7) Implementation:

- Hired Housing Manager
- Launched Rental Housing program
- Land use code updates
- Housing Needs Assessment (presented to Council in March 2026)
- Housing Action Plan (2026)

8) Evaluate

- Impact of land use code incentives (e.g., Basic Development Review)
- Outputs of Rental Housing program
- Administrative changes needed to enable effective implementation

Informing Decisions

- Our City platform
- Public comment at Council meetings
- Boards & Commissions participation
- Community survey
- Police Chief's community advisory committee
- Run for Office

Building Capacity

- City Works 101
- Take a tour (Traffic Ops, Water Treatment, etc.)
- Attend a program (FC Moves, Natural Areas, Utilities, etc.)
- Shop local
- Ride along with parking services

Strengthening Relationships

- Volunteer
- Enjoy community spaces and resources (Recreation Centers, Natural Areas, Parks, etc.)
- Attend an event
- Get to know your neighbors