

City Council Work Session Agenda Summary

July 12, 2022

Sam Haas, Public Participation and Engagement Manager

Title:

"Speak Up Greeley" Community Engagement Platform

Background

As part of the City's commitment to develop and embed best practices for transparent community engagement into our standard operating procedures, the communication and engagement department has implemented an online platform that will enhance Greeley's ability to foster two-way communication and increase opportunities for public participation.

Working with *Bang The Table*, the industry leader for online engagement, the City built and launched *Speak Up Greeley*. *Speak Up Greeley* (www.speakupgreeley.com) will be an important tool for city staff as they execute priority projects for which public input or community collaboration are necessary or expected components. We recognize that no matter how well the city designs in-person opportunities for people to engage, bringing the conversation online gives many more people access to the information and allows them to have a voice in the process. Based on feedback from the 2021 engagement survey, nearly all respondents from all Wards indicated a lack of time as a barrier to participation/involvement and also indicated online communication as their preferred method of communication. *Speak Up Greeley* dramatically enhances our ability to engage online. This robust tool has the potential to transform the City's approach to public engagement. It will be a go-to website for community members to:

- Provide input and feedback on City initiatives and projects
- Ask questions in a moderated environment
- Interact with each other and see the range of perspectives represented
- View outcomes of an engagement process

Through this website, the City can more effectively broaden its reach in community engagement efforts, improve transparency and trust, build social capital and the community's sense of shared responsibility for the City's future, and reduce the spread of misinformation about key issues.

The site will feature projects that are a priority for the City – whether that's a master plan, a park redevelopment, or a streets improvement project – the focus of the site will be to genuinely engage with the community and understand where there is consensus or divergence in perspectives. Projects added to the *Speak Up Greeley* site expands our ability to integrate community feedback into the decisions and outcomes of strategic projects.

Strategic Work Program Item or Applicable Council Priority and Goal:

Speak Up Greeley supports the spectrum of council priorities by enhancing the entire organization's ability to utilize best practices and a consistent framework for public participation.

Decision Options:

Information and background information only.

Attachments:

Powerpoint presentation