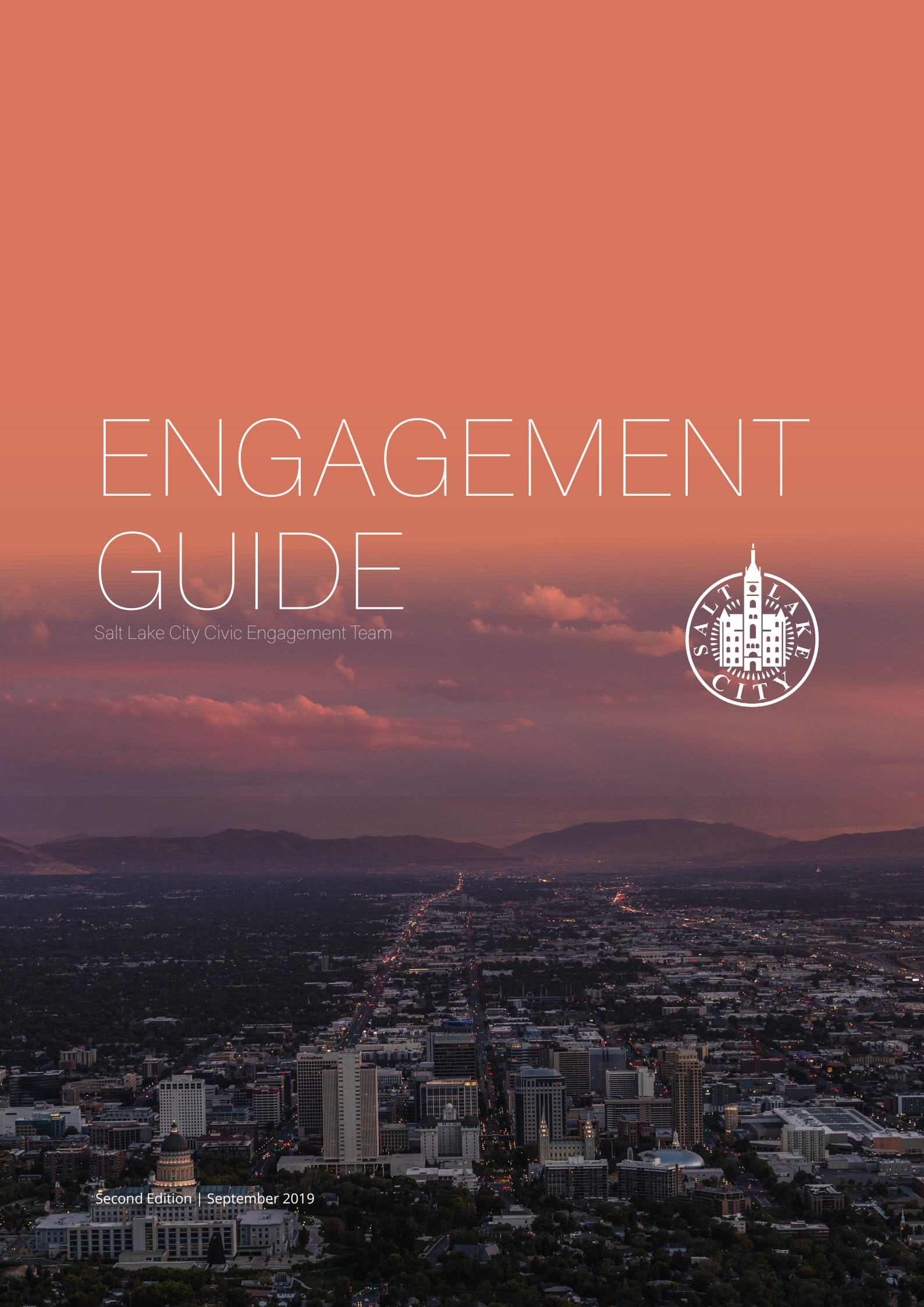
ENGAGEMENT GUIDE

Salt Lake City Civic Engagement Team



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INTRODUCTION

Communities work best when residents, businesses, and institutions are engaged and working together. Salt Lake City values diverse perspectives and encourages community members to be informed and involved in shaping how decisions are made.

The goal of Salt Lake City is to improve outreach and participation for better informed decision-making. Assuring stakeholders know what is going on and getting them involved early in the process helps generate better decisions.

This Civic Engagement Guide is a step-by-step tool designed to provide simple steps for broadening public outreach. The pages that follow provide tools and resources for determining the level of outreach needed, the target audience, timing, and adding new voices to the conversation. It will help you think about engagement throughout the entire project.

For questions about this Guide or assistance in implementing its principles, please contact the Civic Engagement Team.

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CONTENT

OPEN GOVERNMENT 5

ENGAGEMENT PLANNING 6

- ENGAGEMENT MATRIX 9
- ENGAGEMENT TOOLBOX 11

THE METHODS 12

- BEST PRACTICES 13
- IN-PERSON ENGAGEMENT 14
- NEW ENGAGEMENT METHODS 17
- ONLINE ENGAGEMENT 18

CLOSING THE LOOP 21

TOOLS 24

- CHECKLIST 25
- ADA CHECKLIST 26
- ENGAGEMENT GLOSSARY 27
- VENUES 29

WE FOSTER

CONNECTION

OPEN GOVERNMENT

Engaging the public in City decision-making processes is not only good practice, it is a requirement of City Code. In 2009, the Mayor and City Council adopted a *Joint Resolution on Open and Transparent Government* and the *Open Government Initiative.* The Resolution states, "An open government facilitates communication and collaboration, both internally with employees and externally with constituents, leading to a more responsive, efficient and effective government."

Under the Open Government Initiative, a City policy on transparency and open government was adopted and requirements regarding public engagement and noticing were codified.

The Recognized Community Organizations section of the City Code (Section 2.60.050) states:

A. Education: The City shall adequately educate the public on City policy, procedures, and actions.

B. Each City department shall strive to utilize best public engagement practices to educate, engage, and receive input from the public at a level that is consistent with the scope of impact of a proposal or project.

C. Recognized Community Organization Notification See full ordinance (http://sterlingcodifiers.com/codebook/index.php?book_id=672&chapter_id8685#s928304)

D. Notice Procedures: The City departments shall develop policies and procedures to show how they will provide notice and early participation opportunities for pending major city actions. These include, but are not limited to, public meetings, development projects, planning activities, grant and funding opportunities, which may have a significant impact on the membership of a registered community organization. Notice shall be given to affected community based organizations in a timely manner, including information on the time frame for a response.

E. & F. Requirements for Recognized Community Organizations & Notification to public on existence of community based organizations....See complete ordinance in above link.

ENGAGEMENT PLANNING

WHAT ARE YOU TRYING TO DO?

As you begin to think about the design of the public outreach for your project or initiative, the questions that follow will help you think about engagement throughout the entire planning process, including informing the public about next steps and communicating how their input influenced the outcome.

ENGAGEMENT PLANNING

ASK YOURSELF AT THE START OF EACH PROJECT:

- **WHAT IS THE SCOPE OF THE PROJECT?**
- **WHAT ARE THE PROJECT GOALS, DELIVERABLES, TASKS, DEADLINES, ETC.?**
- **WHO WILL BE AFFECTED BY THE OUTCOME?**
- **WHAT LEVEL OF ENGAGEMENT IS NEEDED?**

PURPOSE OF PROJECT OR INITIATIVE

- What is the goal of the project?
- What would you like to accomplish through the engagement process?

DOES A DECISION NEED TO BE MADE? WHO MAKES THE DECISION?

- Elected officials, administrators, boards or commissions, work groups, ad-hoc committees?
- Does this project have a legal requirement to engage the public in the decision-making process? Does the engagement need to be done a specific way?

Determine when formal decisions will be made and what required activities must lead up to that point. This information will help you understand more about the scope of the project and how much additional public engagement should be done. It also forms the foundation for a time line, which can be shared with the public. Keep in mind that in addition to the legally required engagement, you are always encouraged to conduct more outreach using various methods.

HOW WILL THE PUBLIC'S PARTICIPATION AFFECT THE DECISION OR PROCESS?

This is a key question to answer before writing an engagement plan. Determine what you want or need from the public throughout the overall process, and how their input will be considered in making the final decision.. For example, are you simply notifying the public about a decision that has been made (inform), are you asking for ideas or feedback about various options (consult), are you listening and responding to their concerns and goals (involve), or are you partnering with them to identify solutions (collaborate)?

WHEN DOES OUTREACH NEED TO HAPPEN?

Determine at what points in the process the public needs to be engaged. Keep in mind that the City's review process can take time. Create a timeline for the project and include outreach points. Start early and stay in touch. Include a time for thanking participants and reporting out about how engagement affects decisions. Different projects need different engagement timelines. For projects that will have a big impact or will take a long time to complete, outreach at several different points in the process will be necessary.

Civic Engagement has created an Engagement Planning Worksheet & After Action Report to help guide you. This worksheet is mandatory at the start of all projects.
Email to **CivicEngagementTeam@slcgov.com** if you have questions or are ready to submit your worksheet.

ENGAGEMENT PLANNING

ASK YOURSELF AT THE START OF A PROJECT

WHO NEEDS TO BE ENGAGED?

Think about who will be affected by this decision. Design your outreach to speak to that specific population. Does this affect the entire City, one neighborhood, a single block or a specific interest group? Some examples of stakeholder groups to think about are:

- Residents directly/indirectly impacted
- Business owners
- Area based groups (Community Councils)
- Interest based groups
- Faith based groups
- Renters

The Mayor's Community Empowerment Team has a detailed, updated stakeholder list. Consult them and the Civic Engagement Team when determining who to inform.

WHAT IS THE DESIRED OUTCOME FOR SUCCESSFUL ENGAGEMENT?

What is the purpose of your engagement? Do you want more attendance or participation from diverse groups? Do you want the public's "vote" on a project?

Setting a goal for your community engagement will provide a benchmark. Establish outreach goals that include the community members and groups you are trying to engage. Keep track of what worked and what didn't, and include that information in an After Action Report. This will be valuable for future engagement and building best practices.

WHAT LEVEL OF ENGAGEMENT DO I NEED FOR MY PROJECT?

When deciding the level of engagement needed for a project think about what decision needs to be made and what say the public will have. Using the matrix on the following page, find where your project fits the closest. This will help you determine what input the community should have. At a minimum all projects should have at least consult with the public. They should be able to give input on hold the project impacts their community and daily lives.

AT WHICH STEP OF THE PROCESS DO I WANT TO ENGAGE THE PUBLIC?

The earlier in the project that you start engaging with the public, the more solid your decision will be. Engaging early and often should be your goal. Using the Decision Making Process flow chart on page 10, you can see what your promise to the public should be through out the course of your project.

ENGAGEMENT PLANNING

WHAT TYPE OF INTERACTIONS ARE NEEDED?

Involving the public early and on the appropriate level helps create buy-in, both in the process and the final decision.

CONSULT

- Get ideas on specific number of options or priorities.
- Take public feedback on project, proposal, or other issue.
- ex. Proposing a change to street lane markings

INVOLVE

- Interactive process though out the entire project.
- Creating a process that ensures public concerns and hopes are heard, understood, and considered.
- ex. Proposing a roundabout in a neighborhood

COLLABORATE

- Interactive process, incorporating recommendations as much as possible.
- Partner with the public to develop alternatives and identify preferred solutions.
- ex. Writing a new master plan

ENGAGEMENT MATRIX

LEVEL OF ENGAGEMENT NEEDED FOR YOUR PROJECT

Using the Outreach Matrix, determine what level of outreach is appropriate. Based on the type of project, the level of engagement may vary. Some projects may have multiple levels of engagement depending on where in the decision making process you are.

PROJECT TYPE	CONSULT	INVOLVE	COLLABORATE
Minor City Projects **Program Update** **Service Delivery Change**	YES	NO	NO
New Project or Program **Program Expansion or Change**	YES	YES	MAYBE
Land-Use Decision **Development Project**	YES	YES	MAYBE
New Law **Major Plan Change/Creation** **Major Policy Change/Creation** **Large Impacting Issue**	YES	YES	YES

ENGAGEMENT PLANNING

THE DECISION MAKING PROCESS

The decision making process should be clear and easy for the public to understand. Following a logical & transparent process that allows for the public to participate, be active in the decision making process, and know why and how a decision was made is imperative to building trust and understanding. A proper decision making process allows for both you and the public to learn more along the road to the final decision.

PROCESS	PUBLIC NEEDS
Define the Problems/ Opportunities & Decision to be Made	Clear understanding of the scope of the decision
Gather Information	Full range of objective information about the issue to be addressed
Establish Decision Criteria	Clear understanding of the criteria by which the alternatives will be evaluated
Develop Alternatives	Balanced alternatives that include stakeholder issues and concerns
Evaluate Alternatives	Clear comparison of alternatives
Make Decision	Clear understanding of who made the decision and how stakeholder issues were considered

INFORM

Provide the community with balanced and objective information to help them understand the problem, alternatives, opportunities, solutions , or decision. You have the responsibility to keep the public informed no matter what scale of project you are working on.

- No matter what the level of engagement you should keep the public informed of what step you are in and how their feedback is being used.
- Present information that makes sense to all audiences.
- After the decision is made you *must* inform the public! (See Closing the Loop)

Types of Inform Outreach

- Community Calendar
- Consultants
- Email/E-Notification
- Noticing Materials(flyers)
  - Postcards
  - Door Hangers
  - Mailers
- Media Stories
- On-site signage
- Press conference/release
- Public notice
- SLCtv
- Social Media
- Utility Bill Notice
- Website Page
- One Page Info Sheet

(c) International Association for Public Participation www.iap2.org

ENGAGEMENT PLANNING TOOL BOX

SOME ENGAGEMENT IDEAS TO THINK ABOUT WHEN PLANNING YOUR ENGAGEMENT

Salt Lake City has several common engagement tools that are used on a regular basis. These are great ways to start thinking about engagement, but do not have to be the only engagement strategies you rely on. Consider the different methods of engagement through your engagement planning process and think about if they are the best way to reach your audience. Will the methods you are planning give you the best participation? Do you need to consider different methods for each group you are trying to reach?

New engagement methods are always being added. If you have an idea for engagement that might seem a little out there, come run it by the Civic Engagement Team. The Civic Engagement Team is always available to help brainstorm the best methods for community outreach.

The Civic Engagement Team is also a resource for assisting in the creation of engagement materials including:

- Branding and Marketing
- Social Media Language
- Online Survey Language

The graphic below features more ideas for engagement depending on the level you are engaging.

CONSULT

Inform Tools and...

- Community Event Tabling
- Online Survey
- Community Conversation
- Community & Neighborhood Meeting
- Coffee Chat
- Walking Tours
- Public Hearing
- Site Visit

INVOLVE

Inform + Consult Tools and...

- Workshop
- Focus Group
- Kitchen Tabling Talks

COLLABORATE

Inform, Consult + Involve Tools and...

- Meeting in a Box
- Advisory Committee
- Charrette
- Ideation

THE METHODS

...CHOOSE A METHOD(S) THAT WILL WORK BEST

MAKE THE PUBLIC FEEL WELCOME

Outreach events are used to expand involvement opportunities for community members by providing a chance to ask questions, provide comments on an issue, or have involvement in the decision making process. Outreach events should encourage participation, make the public feel welcome, and provide a clear understanding of the public's role in the decision making process.

OUTREACH EVENTS

BEST PRACTICES

WHY THIS TYPE OF ENGAGEMENT EVENT?

Determine the purpose of the event in the larger project design and decision making process.

HAVE YOU CONSIDERED ALL STAKEHOLDERS?

Outreach needs to be diverse. Outreach to diverse populations, particularly those affected by the project or initiative, is key to getting representation and feedback from all communities. (non-native speakers, seniors, impaired groups, etc.) The Mayor's Empowerment Team and Civic Engagement Team can help you with outreach ideas to under represented groups.

WHERE WILL THE EVENT BE?

When determining a location for your event, consider the following:

- Space large enough for the number of attendees you expect
- Proximity to affected constituents
- Proximity to project area, on-site events at the future project is always a good place to consider. Consider alternative locations; some are intimidated by certain locations, like the City & County Building, police stations, etc.

WHAT SHOULD THE PUBLIC LEAVE WITH?

Have project contact information available at the meeting for the public to refer to later. Hand outs with project information such as website, contact email, contact phone number, and digital engagement links are useful.

HOW WILL THE PUBLIC LEARN ABOUT THE EVENT?

All events should be preceded by notifying the public to promote the event. Getting the word out in order for good participation is critical. Notification methods are listed in the *CONSULT* section on page 11.

WHEN SHOULD I GET THE WORD OUT?

Creating a advertising timeline is important when considering engagement events. Advertise events well in advance - *MINIMUM TWO WEEKS* - with ongoing reminders. Civic Engagement and SLCtv can help you post to @SLCgov Facebook, Twitter, Instagram, and NextDoor.

WHAT STAFF DO I NEED FOR MY EVENT?

Be sure to have enough staff on hand to usher participants, answer questions, staff information tables or boards, and provide information.

If having a large group discussion (panel/Q&A), especially on a heated community topic, ensure that an effective facilitator is chosen to lead the conversation. Often a neutral third party to facilitate can eliminate any tensions.

WE ALL JUST WANT TO FEEL HEARD

Provide a clear understanding of the public's role in the process and how their input will be used.

OUTREACH METHODS

IN THE COMMUNITY + IN THE DIGITAL REALM

There are many different ways to provide outreach and engagement to the community. In this section you will find the most common engagement methods that Salt Lake City uses. The Civic Engagement team is always available to help brainstorm new ideas or activities. The public should have a clear understanding of the event format and a workshop ahead of the event. Once you have chosen the method(s) you want to use for outreach, make sure it is clearly communicated what the residents responsibility is. Do they need to arrive on time to participate or is it come at anytime event? How long are you accepting feedback are there any deadlines to communicate?

IN-PERSON EVENTS

TRADITIONAL METHODS OF ENGAGEMENT

In-person events are a great way to engage with the community. No matter which method you use, be sure to provide contact information so that people can ask questions or get additional information at a later date. Have a dedicated project webpage, with an easy to remember URL where phone number, email, other engagement, project information can be found.

COMMUNITY CONVERSATION

A "community conversation" is an informal public gathering. They are used to introduce a project, proposal, or other idea to the community. There are no formal presentations, rather they can be set up with informational boards or stations for resident to self guide. Staff are generally present to answer questions, take comments, and listen to the public's feedback. A community conversation is held in a location that is close to the proposed project area or on the proposed project site.

When to Hold a Community Conversation:

Community Conversations are held during the planning process, when drafts and plans are available for relevant feedback. They should take place during the hours when most of the public or affected audience is available to participate. Times may differ depending on the target audience.

What to Include

Information areas or stations should be clearly labeled and include visual aids (poster boards, timelines, etc.) An area for providing comment should be included - large format paper, comment cards, sticker exercise, or other means.

Community Conversation at project site

Moving Community Conversation

Tabling at a community event

WORKSHOP

Workshops are typically designed for attendees to stay from start to finish, and feature a presentation on the project or initiative from staff or a consultant. Attendees participate in small group exercises to develop ideas or have a discussion. Following the small group exercises, attendees reconvene to share their ideas and discussion outcomes with the larger group. Workshops should include an even balance of staff presentation and group discussion/ participation.

When to Hold a Workshop:

Workshops are a good tool for collaboration and should happen early in the planning process so feedback can be incorporated into the decision-making process.

What to Include

Discussion groups and exercises should be arranged around the parts of the plan or initiative where the public has an opportunity to weigh in on options and help develop alternatives or solutions. Groups should be facilitated by city staff or consultants. Always let the public know what happens next in the process and how their feedback will be used.

Community Workshop with a Vitual Town Hall live stream

COMMUNITY + NEIGHBORHOOD MEETING

Community or neighborhood meetings are similar to workshops in that they involve staff presentation and public discussion. Staff bring their presentations directly to the intended audience, which could include a special interest group or an affected neighborhood.

When to have a Community Meeting:

Community meetings should occur early in the planning process so feedback can be incorporated throughout the planning process. Meetings should be held during hours when most people in the affected group are available. In the case of Community Council meetings, city staff is invited to a previously-scheduled meeting and asked to present.

What to Include:

Staff should come with a prepared presentation that includes a project overview, the parameters for making a decision and the community's role in the process. A project flier with contact information should be provided to attendees. Depending on the project, staff should also bring comment cards and/or a short exercise.

COMMUNITY EVENT TABLING

Salt Lake City has numerous festivals, markets, and community fairs happening all year round. These community events are a great place to interact with residents. Most events allow for the City to have a space to table for little or no cost. Taking your outreach to places where residents are already going to be is a great way to get genuine feedback, present information in an comfortable setting, and engage with community members that might not be reached by other engagement methods.

These events range from small neighborhood events to the large farmers markets. If you are trying to reach a certain neighborhood or district there is often a local event that you can table. Civic Engagement keeps a list of the events and coordinates the registration and communication with event coordinators.

To create better participation at your table, having an interactive activity is key. Civic Engagement highly encourages a fun game, a stickering activity, a family friendly activity, or other attention catching mechanism. The Civic Engagement Team can help brainstorm ideas and activities.

To participate in one of these events, contact Kyle on the Civic Engagement Team at kyle.strayer@slcgov.com.

Tabling at a community event

ONLINE/DIGITAL ENGAGEMENT

REACH RESIDENTS ANYWHERE

ONLINE SURVEYS

Online Engagement is an important tool in reaching constituents that are otherwise unable to participate in the traditional outreach methods. Salt Lake City uses the Qualtrics Platform to administer online surveys for engagement. Salt Lake City Civic Engagement also runs the Salt Lake City Feedback Community, a centralized location where constituents can find all available online engagement information & sign-up to be notified of new opportunities.

For good engagement, having online opportunities to allow residents to participate in decision making is crucial. The Civic Engagement Team requests that division and departments draft the first version of questions that you want residents to answer about your projects.

Best Practices To Aid in Writing Your Online Survey:

- Set goals for participation
- Ask yourself what information you are trying to gather
- Use natural and easy to understand language. Avoid Acronyms, technical jargon, and language above a 8th grade reading level
- Make sure the questions are clear and what you want answered is easy to understand. (no double barrelled questions or confusing writing)
- Think about the order in which you want your questions answered
- *Plan for a week at both ends of your survey to finalize language & launch and to review results & finalize a report*

If you have questions contact braley.bullard@slcgov.com

PROJECT WEBPAGE

The new www.slc.gov website provides a place for residents to find all the information they need about what is happening in the city.

Projects should have a dedicated page or post on your division page. This is the main place where you will direct residents for all your engagement opportunities, both in-person and online; project updates; and information.

SOCIAL MEDIA POSTS

All social media posts are posted through SLCgov. Divisions and Departments should not create their own social media accounts. The only exception is accounts that are grand fathered in and have consistent posts (at least 3 a week) Civic Engagement and SLCtv work together to manage all the SLCgov social media accounts. This approach allows the City to maintain a consistent posting schedule and foster two-way conversations between followers and the City.

NEW ENGAGEMENT METHODS

OUT OF THE BOX IDEAS FOR ENGAGING

New engagement methods are always being found and tested. Methods that worked well in the past don't always work well as the communities we are engaging change or technologies evolve. In this section we talk about some of the recent engagement methods that have had great success in the City. The Civic Engagement Team is always available to talk about and help you try new ideas.

COFFEE CHATS

Coffee Chats are community conversations that take place at a local coffee shop. A coffee chop is a great place to get out in the community where your project is taking place. Depending on the time that you choose to have your chat, you will catch community members that may not be aware that project outreach is happening, widening your engagement impact. The project host generally offers to purchase each participant a cup of coffee (or hot chocolate). You will work with the coffee shop where your event is taking place to determine the best way to facilitate the purchase. A list of coffee shops, Many that have been used before can be found on page 31.

KITCHEN TABLE TALKS

Kitchen Table Talks are a great way to facilitate discussions amongst participants and community members. They are designed to foster open communication across those that may have differing points of view. Kitchen Table Talks work best when each table is set to seat up to six people. One person will stay at the table and be the host for each round. Conversations can last anywhere from 15min-1hour. Depending on the subject matter. At the end of each round, the host will stay seated and everyone else will move to another table. Consider how you would like to record the discussions. Some examples are having the host be a note taker, putting down paper to have participants write during the session, or having a out loud recap at the end of each session.

WALKING TOURS

Walking tours are great for getting out into the communities that your project could be impacting. A walking tour takes place in the project area and includes information about the project and project impacts. They are also used to demonstrate examples of what your project could bring to the community. The leader of the Walking Tour should be someone who is well versed in the subject matter/project being discussed.

MEETING IN A BOX

A Meeting in a Box is a tool that is used to hold community discussions. A Meeting in a Box contains everything needed to have a discussion with/in the community. Items included in a Meeting in a Box are generally instructions for the facilitator, questions for the community, worksheets or materials for participant responses, feedback surveys, and directions for recording and returning responses. A Meeting in a Box is a great tool for when you are having many community discussions with different facilitators.

VIRTUAL TOWN HALLS

Virtual Town Halls are live streamed conversations that happen over SLCgov's social media platforms. Project experts will be available for a specific amount of time to live host a conversation where the community can write in. Once the live stream is complete, the chat section of all social media channels will be monitored to answer any additional questions that might arise. Virtual Town Halls can also be done during community workshops or conversations to give those that are unable to attend in person a chance to participate. If you think that you want to do a Virtual Town Hall for your project, SLCtv and the Civic Engagement team will help you figure out the details.

SLCTV

Incorporating Video in Your Outreach

Video is a valuable (and almost mandatory) tool used to inform City residents, engage them, and encourage participation in the City decision-making process.

It's estimated that 75 million people in the United States watch videos online every day, and the City is no exception in needing to offer information in such a way. SLCtv is a vital partner in making sure any City project or outreach plan that needs a video has one.

Video attracts a wide audience and can be used everywhere — ranging from web to social media to SLC's dedicated broadcast television station, Channel 17. SLCtv video services help City departments connect their messages with a wide array of residents.

SLCtv not only produces video content, but also assists with City messaging and outreach. It's reach includes SLCtv Channel 17, a robust YouTube presence, and the widely popular @SLCgov Twitter, Facebook and Instagram pages.

How to Request a Video Project

The best way to obtain video for your outreach need is to contact SLCtv when you think you might need a video. SLCtv is the official City multimedia production division that is full service. Their speciality is to consult with you to determine your video needs based on what you're trying to say and to whom. They will develop a customized strategy for your outreach and execute it based on available resources.

SLCTV Services Offered

Communication Consultation

- Consultation for potential video outreach, social media, and marketing strategies
- Conceptualization of video projects
- Construction of pre-production plan
- Filming, post-production and delivery of final video product

Live Events

- As part of our mandate for transparency, SLCtv covers City Meetings, Press Conferences, City Events, Town Hall meetings, etc
- Most can be streamed live online upon request

Capital City News

- As part of SLCtv's regular weekly news show, they are able to cover and incorporate events to self-report items to the public
- Interviews with officials to incorporate into the news program

Teasers, Promotion and Marketing

- SLCtv can create 10-30 second promotional videos for upcoming events
- Social Media Support

ONLINE/DIGITAL ENGAGEMENT

REACH RESIDENTS ANYWHERE

SLCtv CONTINUED

- SLCtv can create video content and strategies for social media for departments to share
- Upon request and availability, SLCtv covers and posts about events as they are happening
- SLCtv post videos on official City social media channels, including Facebook, Twitter and Instagram

How to Request Services From SLCtv:

SLCtv asks that a form be filled out when requesting their services. This form can be found in the Engagement Planning Worksheet or by emailing slctvmedia@slcgov.com. Civic Engagement and SCLtv will consult with you to craft the best possible engagement plan & media outreach plan for your stated project and demographic. Please keep in mind, engagement plans & videos take time.

- For long-form projects we would need at the very least one month's notice. The more advance notice the better
- For shorter videos, two weeks is preferable and one week may be doable
- Same day video requests are rarely granted

Once you have filled out the Engagement Planning Worksheet or the SLCtv form, SLCtv can help you determine which category your video request falls into.

Virtual Town Hall in studio with SLCtv

CLOSING THE LOOP

...TELL THE PUBLIC HOW THEIR FEEDBACK WAS USED

TELL THE PUBLIC WE HEAR THEM

Wrapping up engagement by telling the public how their input was used is important to make sure they continue to give us their feedback in the future. The public wants to know that their suggestions and complaints were heard.

CLOSING THE LOOP

HOW WAS THE PUBLIC INPUT USED?

Reporting back to engagement participants on what you heard and how their feedback influenced the decision-making process is just as important as the engagement for the public's future participation and feedback.

How to Record Feedback

During the engagement planning process, consider how you will gather and analyze the feedback received.

When building your engagement plan, think about the type of feedback you will be receiving and the means for transcribing the feedback in a way that is easy to analyze. This is another reason to mirror the engagement you do in person to your online engagement - it makes analyzing feedback much easier.

Feedback will be received in different ways, including: telephone, email, comment cards, online surveys, and in person. All comments should be transcribed verbatim, to the fullest extent possible. Comments taken over the phone may need to be paraphrased or put in a "for or against" context, if applicable.

How to Report Back on What You Heard

When your engagement has ended and feedback has been gathered and transcribed, it is time to report back to the public on what you heard. This can be done in the following ways:

- Email to engagement participants. Using the email addresses on sign in sheets or list serves for the project, draft an email to all who participated. Thank them for their participation and provide them with a summary report of the feedback received, and if a decision was made, how their feedback influenced that decision

- Create an announcement. Post an announcement to your online survey platform subscribers that links to the outcome report for that topic. These reports are automatically generated by your online survey platform. The Civic Engagement Team can help you with this

- Social media posts on Facebook, Twitter and Nextdoor can be used to inform the public about the outcome of an outreach campaign

- Add engagement report to you project webpage

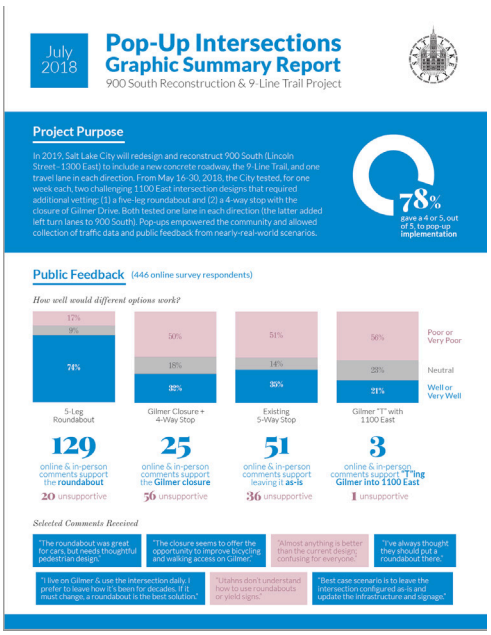
All comments should be recorded and retained. The original comment cards or other documentation do not need to be retained, as long as the information has been transferred to another source (spreadsheet, etc.) for retention. Identifying information must be removed from comments. Remove names, addresses, and other distinguishing information included in comments in order to protect people's privacy.

CLOSING THE LOOP

GREAT EXAMPLES OF REPORTS OUTS

Report outs can come in many different forms. However all report outs need to include the feedback received, how the feedback was used, and what decision was made in the current step of engagement. It is required to have a final report out at the end of your project, but having mini report outs to *inform* the public throughout the process. The two examples below show both final report outs after a large project and small report outs though out the process.

900 SOUTH RECONSTRUCTION



July 2018

Pop-Up Intersections Graphic Summary Report

900 South Reconstruction & 9-Line Trail Project

Project Purpose

In 2019, Salt Lake City will redesign and reconstruct 900 South (Lincoln Street–1300 East) to include a new concrete roadway, the 9-Line Trail, and one travel lane in each direction. From May 16-30, 2018, the City tested, for one week each, two challenging 1100 East intersection designs that required additional vetting: (1) a five-leg roundabout and (2) a 4-way stop with the closure of Gilmer Drive. Both tested one lane in each direction (the latter added left turn lanes to 900 South). Pop-ups empowered the community and allowed collection of traffic data and public feedback from nearly-real-world scenarios.

78% gave a 4 or 5, out of 5, to pop-up implementation

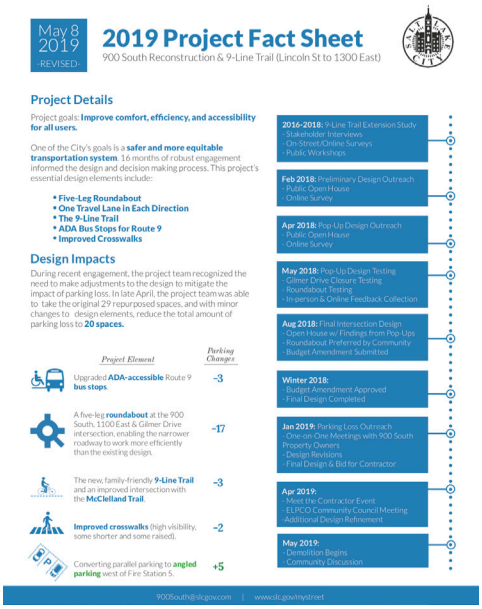
Public Feedback (446 online survey respondents)

How well would different options work?

5-Leg Roundabout	Gilmer Closure + 4-Way Stop	Existing 5-Way Stop	Gilmer "T" with 1100 East
74% Well or Very Well	32% Well or Very Well	35% Well or Very Well	21% Well or Very Well
9% Neutral	18% Neutral	14% Neutral	23% Neutral
17% Poor or Very Poor	50% Poor or Very Poor	51% Poor or Very Poor	56% Poor or Very Poor
129 online & in-person comments support the roundabout	25 online & in-person comments support the Gilmer closure	51 online & in-person comments support leaving it as-is	3 online & in-person comments support "T"ing Gilmer into 1100 East
20 unsupportive	56 unsupportive	36 unsupportive	1 unsupportive

Selected Comments Received

- "The roundabout was great for cars, but needs thoughtful pedestrian design."
- "The closure seems to offer the opportunity to improve bicycling and walking access on Gilmer."
- "Almost anything is better than the current design; confusing for everyone."
- "I've always thought they should put a roundabout there."
- "I live on Gilmer & use the intersection daily. I prefer to leave how it's been for decades. If it must change, a roundabout is the best solution."
- "Utahns don't understand how to use roundabouts or yield signs."
- "Best case scenario is to leave the intersection configured as is and update the infrastructure and signage."



May 8 2019 -REVISED-

2019 Project Fact Sheet

900 South Reconstruction & 9-Line Trail (Lincoln St to 1300 East)

Project Details

Project goals: **Improve comfort, efficiency, and accessibility for all users.**

One of the City's goals is a **safer and more equitable transportation system**. 16 months of robust engagement informed the design and decision making process. This project's essential design elements include:

- **Five-Leg Roundabout**
- **One Travel Lane in Each Direction**
- **The 9-Line Trail**
- **ADA Bus Stops for Route 9**
- **Improved Crosswalks**

Design Impacts

During recent engagement, the project team recognized the need to make adjustments to the design to mitigate the impact of parking loss. In late April, the project team was able to take the original 29 repurposed spaces, and with minor changes to design elements, reduce the total amount of parking loss to **20 spaces.**

Project Element	*Parking Changes*
Upgraded **ADA-accessible** Route 9 **bus stops**.	-3
A five-leg **roundabout** at the 900 South, 1100 East & Gilmer Drive intersection, enabling the narrower roadway to work more efficiently than the existing design.	-17
The new, family-friendly **9-Line Trail** and an improved intersection with the **McClelland Trail**.	-3
Improved crosswalks (high visibility, some shorter and some raised).	-2
Converting parallel parking to **angled parking** west of Fire Station 5.	+5

2016-2018: 9-Line Trail Extension Study
- Stakeholder Interviews
- On-Street/Online Surveys
- Public Workshops

Feb 2018: Preliminary Design Outreach
- Public Open House
- Online Survey

Apr 2018: Pop-Up Design Outreach
- Public Open House
- Online Survey

May 2018: Pop-Up Design Testing
- Gilmer Drive Closure Testing
- Roundabout Testing
- In-person & Online Feedback Collection

Aug 2018: Final Intersection Design
- Open House w/ Findings from Pop-Ups
- Roundabout Preferred by Community
- Budget Amendment Submitted

Winter 2018:
- Budget Amendment Approved
- Final Design Completed

Jan 2019: Parking Loss Outreach
- One-on-One Meetings with 900 South Property Owners
- Design Revisions
- Final Design & Bid for Contractor

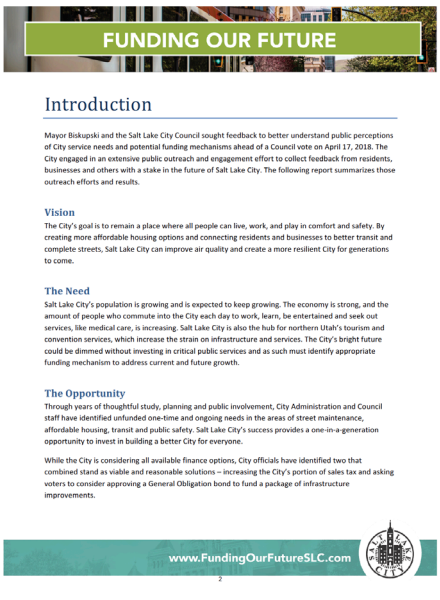
Apr 2019:
- Meet the Contractor Event
- ELPCO Community Council Meeting
- Additional Design Refinement

May 2019:
- Demolition Begins
- Community Discussion

900South@slcgov.com | www.slc.gov/mystreet

https://www.slc.gov/mystreet/wp-content/uploads/sites/19/2019/01/July-Pop-up-survey-and-data-graphic-summary-report.pdf

FUNDING OUR FUTURE



FUNDING OUR FUTURE

Introduction

Mayor Biskupski and the Salt Lake City Council sought feedback to better understand public perceptions of City service needs and potential funding mechanisms ahead of a Council vote on April 17, 2018. The City engaged in an extensive public outreach and engagement effort to collect feedback from residents, businesses and others with a stake in the future of Salt Lake City. The following report summarizes those outreach efforts and results.

Vision

The City's goal is to remain a place where all people can live, work, and play in comfort and safety. By creating more affordable housing options and connecting residents and businesses to better transit and complete streets, Salt Lake City can improve air quality and create a more resilient City for generations to come.

The Need

Salt Lake City's population is growing and is expected to keep growing. The economy is strong, and the amount of people who commute into the City each day to work, learn, be entertained and seek out services, like medical care, is increasing. Salt Lake City is also the hub for northern Utah's tourism and convention services, which increase the strain on infrastructure and services. The City's bright future could be dimmed without investing in critical public services and as such must identify appropriate funding mechanism to address current and future growth.

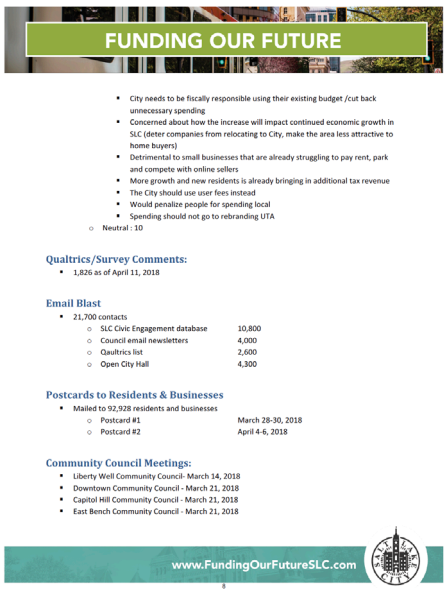
The Opportunity

Through years of thoughtful study, planning and public involvement, City Administration and Council staff have identified unfunded one-time and ongoing needs in the areas of street maintenance, affordable housing, transit and public safety. Salt Lake City's success provides a one-in-a-generation opportunity to invest in building a better City for everyone.

While the City is considering all available finance options, City officials have identified two that combined stand as viable and reasonable solutions – increasing the City's portion of sales tax and asking voters to consider approving a General Obligation bond to fund a package of infrastructure improvements.

www.FundingOurFutureSLC.com

2



FUNDING OUR FUTURE

- City needs to be fiscally responsible using their existing budget /cut back unnecessary spending
- Concerned about how the increase will impact continued economic growth in SLC (deter companies from relocating to City, make the area less attractive to home buyers)
- Detrimental to small businesses that are already struggling to pay rent, park and compete with online sellers
- More growth and new residents is already bringing in additional tax revenue
- The City should use user fees instead
- Would penalize people for spending local
- Spending should not go to rebranding UTA

- Neutral : 10

Qualtrics/Survey Comments:

- 1,826 as of April 11, 2018

Email Blast

- 21,700 contacts
  - SLC Civic Engagement database 10,800
  - Council email newsletters 4,000
  - Qaultrics list 2,600
  - Open City Hall 4,300

Postcards to Residents & Businesses

- Mailed to 92,928 residents and businesses
  - Postcard #1 March 28-30, 2018
  - Postcard #2 April 4-6, 2018

Community Council Meetings:

- Liberty Well Community Council- March 14, 2018
- Downtown Community Council - March 21, 2018
- Capitol Hill Community Council - March 21, 2018
- East Bench Community Council - March 21, 2018

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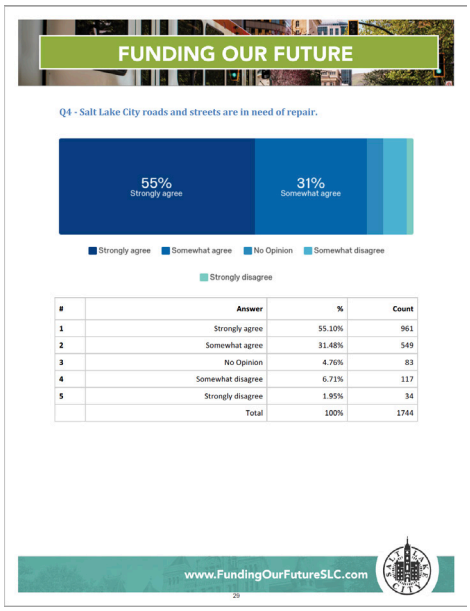
8



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Q4 - Salt Lake City roads and streets are in need of repair.

55% Strongly agree

31% Somewhat agree

Strongly agree | Somewhat agree | No Opinion | Somewhat disagree | Strongly disagree

#	Answer	%	Count
1	Strongly agree	55.10%	961
2	Somewhat agree	31.48%	549
3	No Opinion	4.76%	83
4	Somewhat disagree	6.71%	117
5	Strongly disagree	1.95%	34
	Total	100%	1744

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29

http://www.slcdocs.com/ced/FoF%20SLC%20Engagement%20Report.pdf

THE TOOLS

...RESOURCES TO HELP CREATE GREAT ENGAGEMENT

FIND THE BEST TOOLS

You don't need to be an engagement expert to create good engagement. There are tools to help you figure out how to engage the public effectively on your project.

CHECKLIST

THINGS TO CONSIDER WHEN HOSTING AN EVENT

- ☐ Space large enough to comfortably accommodate the expected audience
- ☐ Water, coffee, other beverages or snacks
- ☐ Sign in sheets w/ name, email address, (phone and physical address where applicable)
- ☐ Sign-in table & chairs for event staff
- ☐ Staff for sign-in table, guides, and/or roamers
- ☐ Hand sanitizer at sign in table
- ☐ Pens for sign in and comments
- ☐ Visual aids, such as poster boards, plans, maps, graphics, etc.
- ☐ Staff to facilitate small group discussions or have one-one conversations with constituents
- ☐ Name tags for staff
- ☐ Contact information
- ☐ Project Information
- ☐ Comment Cards & Collection Box
- ☐ Easels
- ☐ Technology Needs- Computer, Screen, Microphone, Speakers
- ☐ Welcome Poster
- ☐ Direction signage to get to meeting
- ☐ Signage to venue like sandwich board

ACCESSIBILITY

ADA CONSIDERATIONS

- Include ADA language as follows in all announcements:
  "People with disabilities can request reasonable accommodation with 48 hours advance notice. Accommodations may include alternate formats, interpreters, and other auxiliary aids. Please contact Sarah Benj , Coordinator for Disability Rights, Sarah.Benj@slcgov.com, 801-535-7697, or TDD 711."

- There must be at least one Accessible Route throughout every event. Accessible Routes cannot have stairs along the pathway and elevation changes greater than ¼ inch vertical or ½ inch beveled must be ramped.

- Accessible Routes must have adequate width throughout the event for mobility device access. Sidewalks must be at least 48 inches wide; Accessible Routes within the event must be at least 36 inches wide.

- Event activities should be oriented near Accessible Routes as much as possible.
  Inaccessible Routes such as stairs must have posted signage indicating the direction to an Accessible Route.

- Any types of cords, hoses, fencing or other similar items must be ramped or have signage posted indicating the direction to an Accessible Route.

- Any page on www.slc.gov should ADA accessible. For example, think about how your page will be used by a screen reader for those that are visually impaired. Do your videos have subtitles for those that are hearing impaired?

TERMS GLOSSARY

REGULARLY USED ENGAGEMENT TERMS

Advisory Committee: Leadership group formed to generate ideas and develop plan for project or initiative.

Boards and Commissions: Presentations at meetings and passing information through board members and commissioners to other residents and stakeholders.

Charrette: Stakeholders attempt to resolve conflicts and map solutions in an intense design or planning activity.

Community Calendar: Found on the City's website, www.slc.gov, shares dates of public meetings, community events, etc.

Community Meeting: Presentation of City projects and initiatives at meetings of outside groups, by invitation.

Community Conversation: Informal public gathering to introduce a project, service proposal or other idea using information centers and materials; on site staff to answer questions, hear comments, etc. No formal staff presentation. See Best Practices section for more information.

Consultants: Outside groups, acting as advocates and liaisons, to communicate City projects and initiatives to community groups, businesses and residents.

E-Notification: Self-subscribe lists such as: Constant Contact, City Council newsletters, Planning Division listserv

Event Booth: Table or booth at festivals, markets, events, etc. with informational material and interactive activities.

Focus Group: Stakeholder group brought together to discuss City project or initiative.

Flier: Fact sheet, postcard, door hanger, banner, poster to be distributed via direct mail, email or in person. Should include details of project/event: who, what, where, when, why and contact information.

Ideation: Event held to invite generation of ideas around a specific initiative.

Media Stories: Newspaper, television or radio spots about a specific initiative.

On-site Signage: Banner or sign placed on project site. May be official notice required by ordinance to be posted on affected property.

Public Hearing: Public comment period during an open meeting.

Paid Media: Ads on television, radio, newspaper, social media.

Press Conference: Media event announcing a project or initiative. This should be arranged with the Mayor's Communications Team.

Press Release: Announcement to media outlets, usually 2-3 days prior to an event or initiative. Arrange with Mayor's Communications Team.

Public Notice: Official notice published in newspapers or direct mail to inform public of new City ordinances, amendments, public hearings, etc.

TERMS GLOSSARY

REGULARLY USED ENGAGEMENT TERMS

Qualtrics: Web-based platform used for online engagement in the form of surveys for generating citizen interest, knowledge and participation in City decisions.

SLCtv: Salt Lake City television channel 17 provides government educational information to citizens and visitors of Salt Lake City. SLCtv also creates social media content, videos, animations, and other digital content.

Social Media: (Twitter, Facebook, Instagram, Nextdoor) Easily share information across a wide variety of platforms.

Site Visit: Trip to project site to tour, educate and discuss.

Survey: A list of questions aimed at extracting specific data from a particular group of people. May be conducted by phone, mail, via the internet and sometimes face-to-face.

Utility Bill Notice: Message added to utility bill newsletters mailed or emailed to customers by the City.

Website: Use www.slc.gov site to provide information about project/initiative/events. If possible, project-specific web pages are a good place to house information.

Workshop: Community gathering, used for presenting information, and then facilitating public engagement using small group exercises and discussion questions. (See Best Practices section for more information).

VENUES

THINGS TO CONSIDER WHEN PICKING A VENUE

When choosing a venue think about the size of audience you are likely going to generate. It is better to choose a venue that might be a little too large than to not have enough space.

VENUES

VENUE SUGGESTIONS BASED ON EXPECTED ATTENDEES

Bringing your engagement to the communities that are being impacted by your project is one of the most effective ways to engage. This list of venues can be used for ideas on where to have your community event. All of these venues are free or have a small fee, this could change so check with your venue and book your event before sharing with the community.

LOCATION	COST	DISTRICT	SMALL (UP TO 50)	MEDIUM (UP TO 100)	LARGE (OVER 100)
Salt Lake City & County Bldg. 451 S State Street. SLC 84111		4	X	X	
Main Library 400 S 210 E, SLC 84111 Website: www.slcpl.org/rooms/		4	X	X	X
Public Safety Building 475 S 300 E, SLC 84111 Phone: (801) 799-3802 Email: Carrie.fessler@slcgov.com Email: psbcommroomres@slcgov.com		4	X	X	
Chapman Library 577 S 900 W Phone: (801) 594-8623 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		2	X		
Corinne & Jack Sweet Library 455 F Street Phone: (801) 594-8651 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		3		X	
Day-Riverside Library 1575 W 1000 N Phone: (801) 594-8632 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		1	X		
Glendale Library 1375 S Concord Phone: 801-594-8660 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		2		X	
Marmalade Library 280 W 500 N 801-594-8680 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		3		X	
Sprague Library 2131 S 1100 E 801-594-8640 http://www.slcpl.org/forms/BranchMtgRoomApp.pdf		7		X	
Tracy Aviary: Education Center 589 E 1300 S, SLC 84111 Phone: (801) 596-8500 x 127 rentals@tracyaviary.org,		5	X		X

Likely Free of Charge. Check with venue . *Small Charge* *Large Fee*

VENUES

VENUE SUGGESTIONS BASED ON EXPECTED ATTENDEES

LOCATION	COST	DISTRICT	SMALL (UP TO 50)	MEDIUM (UP TO 100)	LARGE (OVER 100)
Rivers Bend Senior Center 1300 W 300 N, SLC 84116 Phone: (385) 468-3015 Email: cleach@slco.org		1	X	X	X
Central City Recreation Center 615 South 300 East, SLC 84111 Phone: (385) 468-1550 Website: slco.org/central-city/room-rentals/		4	X	X	
Liberty Senior Center 251 E 700 S, SLC 84111 Phone: (385) 468-3166 Email: jdecola@slco.org Website: http://slco.org/liberty		4	X	X	X
Forrest Dale Golf Course 2395 S 900 E, SLC Phone: (801) 483-5420		7	X		
Tenth East Senior Center 237 S 1000 E, SLC UT 84102 Phone: (385) 468-3145 Email: sashby@slco.org		4			X
SLC Sports Complex 645 South Guardsman Way, SLC UT 84108 Phone: (385) 468-1925		6	X		
Northwest Community Center 1255 Clark Ave, SLC 84116 Phone: (385) 468-1305		1		X	
Sorenson Unity Center 1383 S 900 W, SLC 84104 Phone: (385)535-6533 Website: sorensonunitycenter.com/facility-use/		2	X		
The Leonardo 206 E 500 S, SLC 84111 Phone: (801) 531-9800 ext123 Email: events@theleonardo.org		4	X	X	X
Salt Lake City Comm. College South City Campus 1575 South State, SLC 84115		5		X	X
Salt Lake City Schools Phone: (801) 974-8365		All	X	X	X
Youth City Offinger Hall 233 North Canyon Rd. Phone: (801)320-0939 Email: ronnie.lopez@slcgov.com		3		X	
Youth City Fairmont Park 1040 E. 2250 S. Salt Lake City, UT 84106 Phone: (810) 466-0904 Email: colin.crebs@slcgov com		7		X	
Youth City Liberty Park 1031 S. 600 E. Salt Lake City, UT 84105 Email: John.Lyman@slcgov.com Phone: 801-533-0485		5		X	
Salt Lake Fire Stations 1, 3, & 11 Email: jessie.killinger@slcgov.com		-	X		

Likely Free of Charge. Check with venue . *Small Charge* *Large Fee*

COFFEE CHAT VENUES

LOCAL CAFES FOR COFFEE CHAT EVENTS

LOCATION	DISTRICT
Mestizo Coffee 631 W North Temple Phone: (801) 596-0500	1/2
Coffee Garden 878 900 S Phone: (801) 355-3425	5
Penny Ann's Café 1810 S Main St Phone: (801) 935-4760	5
Café on 1st 39 I St Phone: (801) 532-8488	3
Salt Lake Coffee Roasters 820 E 400 S Phone: (801) 363-7572	4
Watch Tower Café 1588 S State Phone: (801) 477-7671	5
Publik Coffee Aves 502 3rd Ave Phone: (801) 229-4835	3
Publik Coffee West Temple 975 S W Temple Phone: (801) 355-3161	5
Blue Copper Coffee 179 W 900 S Phone: (385) 222-7046	5
Sugar House Coffee 2011S 1100 E Phone: (801) 883-8867	7
Campos Coffee 228 S Edison St Phone: (801) 953-1512	4
Tulie Bakery 863 E 700 S Phone: (801) 883-9741	5
The Day Room 271 N Center Street Phone: (801) 596-0566	3
Alchemy 390 E 1700 S Phone: (801) 322-0735	7
Amour Cafe 1329 S 500 E Phone: (801) 467-2947	5
Tulie Bakery 1510 S 1500 E Phone: (801) 410-4217	6
Blue Copper 2000 401 N 300 W Phone: (385)222-7046	4
Maud's Café 422 W 900 S	4