

Citizen Action Labs - Feedback May 2019 and Open Feedback

Communities in action

- Create an Action Committee that other committees would feed into and be issues driven

Needs and gap analysis

- Do the current advisory current advisory committee reflect and represent the needs of citizens, businesses, tourism and community?
- Is the current technology, communication tools reaching the broader, diverse population and are they effective?
- Is the Advisory Committee process and structure effective?
- Is what we're doing now supporting Burlington's vision of what it wants to be?

Regular meetings with Council as a whole

- Open dialogue with Council and citizen committees
- Semi-annual or quarterly meetings
- Discuss ideas together
- Council gives feedback on citizen input
- Define action items for committees and Council
- Road mapping the Process
Evaluate and assess the committees to create a roadmap (journey map) to refocus on the systems and process

Effective two-way communication

- Develop and enhance communication outreach (use emerging technologies / video)
- Develop useful feedback / dialogue / response mechanisms that will benefit Council and Committees – ensure citizens feel heard
- Purpose, value, cost benefit are clearly communicated
- Show structure of processes (e.g. include work flow charts)

Committee engagement with the public

- All citizens have access to committee information and participation (but maintain core committee members)
- Committees minutes and other documents online
- Reports from committees published in City Talks or local publications.
- Allow public to respond to an issue through an internet link or other form such as a door to door surveys
- Committees create surveys for the public to respond to

Increasing communication and involvement

- Early involvement in planning process (fine tune the selection process, close the feedback loop between Council, Committee and staff and set clear expectations and elevate the status of the Committee members.

Committee re-evaluation

- Ensure the established committees meet the needs of residents
- Ensure the right committees are in place

Timely communication intervention

- Integration of 3 groups (staff, Committees, and Council)
- Staff presentations early
- Staff provide workplans to committees, so committees can create their own workplans
- Provide material information / data to committees

Re-imagine the engagement process

- Current process does not work well
- Task force style engagement
- Remove limitations and barriers
- Make engagement easier

Break through two-way communication

- Citizen knowledge & participation
- Improved included a diverse population
- Create education through communication channels on issues and participation
- Listening and engaging to improve the outcome
- Citizens have an impact

Online citizenship

- Move committees online
- Improve city's website
- Committee based portals
- Use-ability!
- Provide training tools & educate the public on issues
- Allow for referendums
- Rethink the current structure to reflect importance of issues

The citizen hub

- Through neighborhood champions unite the community citizen advisory committees and others at pop up centres or a designated mobile space (resourced appropriately) to address, engage, get involved and when needed advocate for change and build solutions and results!

Get the best and most representative people on citizen committees

- Use technology to communicate opportunities to the community to recruit
- Use sub committee to use all people that applied and didn't make the core committee – this will help identify talent.
- Use variety of communication channels to advertise committee opportunities
- Make sure efforts occur to make sure there is inclusion and diversity

Re-engineer

- Investigate the need/purpose of committees
- Determine the mandate for committees, Council or public created
- Improve recruitment process (diversity)
- How do you determine success?
- Work on localized topics (neighborhood level)

Open for communication – I.M.P.A.C.T.

- Enhance communication on how Committee work impacts Council (progress > outcomes) Includes Council <> Committees
- Council <> Public / Community

Modernization

- After learning about the current process, strategize how to use resources, tools and doing a best practice review of other models to make City of Burlington a more modern citizen and Council model.
- Keep citizens independent (influence)
- Welcoming of all people and diversity
- Take council off of citizen advisory committees it does not allow for honest and open dialogue and undue influence

Transparent review process

- Develop and publish end to end process open up the process to the public review, public meetings – gather input from all forms of engagement
- Citizens make recommendations for enhancing engagement process, staff recommend to council the ideas which meet the filter criteria and publish results and idea that were passed over.

Build citizen database

- Identify user (Council/Committee) of skills, interests, passions
- Within the community, names contacts, details, languages, volunteer profiles, diversity demographics, abilities, expertise, experience, how best to communicate
- Build and populate the database with privacy controls
- Make system user, support systems

Internal and external outreach between communities (Burlington Buzz)

- Build outreach through two-way communication among communities, constituents and the communities to broadest demographics through a variety of media and strategies

Connect – listen – act

- Enable multi format connections that leverage diverse representation
- Utilize multiple channels using citizen surveys and on line and in person focus groups
- Create and implement action plans that are shared across a variety of channels

Technology and Communication Tool Box

- Create and identify a series of tools that will redesign the application process
- Create a more effective committee
- Re-educate the public on committees, roles and outcomes
- Retain deep knowledge bases

Dialogue with us!

- Enhance and improve dialogue and communication between Council and committees and citizens through a variety of platforms and demographics
- Council reports – that inform council of committee work that is concise, standardized to ensure council is reading, Council feedback provided to committee, timely and responsive to citizens requests
- Expand Citizen input into Committee work, floating committee membership spots, informal referendums, polls on input decisions, use on line voting web portals

Communication tool kit

- Tools to enable communication with Staff and Council
- Short Council workshops (annually) with each committee including committee bios and expertise) priorities and objectives
- Meet ups
- Each Committee manages own social media presence with help from clerk
- Direct communication of ideas between people on committee
- Speed dating council and committees

Open Feedback featured on GetInvolvedBurlington.ca

Use existing demographic data and collect it at all engagements

- The value of citizen input comes from the diversity of experiences shared. Being more purposeful in ensuring representative engagements will help the improve the quality and range of ideas collected. Starting with data will help the city understand who it is hearing from and whether more is needed to reach specific segments of the population. There is probably opportunity to leverage existing data as well as to start collecting it moving forward. It would be voluntary of course, but the city could ask for things like age range, gender identity, visible minority, income range, housing status (own/rent/under-housed), etc. All of this would help the city better understand the context behind the input received.

Publicly share the results of every engagement

- Including how the city plans to use the results and how the engagement results will be considered against other sources of input. Share when expert opinion might conflict with public opinion and how the city will manage that. It's ok to disagree or go a different direction if the facts support it. Sharing back the summary of input received and what the city plans to do with it, will give citizens confidence that their comments aren't going into a void and might foster more engagement.