

Task Force on Community Engagement Meeting Notes: November 5, 2015

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November 5, 2015

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Executive Summary

On November 5, 2015, members of the Task Force on Community Engagement (TFCE) attended the meeting at the Street-Jones Building.

Member Attendance List

Mike Clark-Madison
Richard Fonte
Irfan Syed
Chris Howe

Andrea Hamilton
Navvab Taylor
Sara Torres
Christopher Ledesma

Celso Baez
Koreena Malone
Ken Rigsby

Decisions Made

- Official meeting minutes from October 22 were approved.
- The group was comfortable with the final report structure as laid out in the “TFCE PROJECT ROADMAP/POSSIBLE REPORT OUTLINE” document.
- The workgroups will utilize the outline provided in the “Draft Structure for Reporting Non-Survey Data Collection” to document input gathered in focus groups and interviews.
- The group agreed to use the “Interests of the TFCE” mind-map document to analyze input being received, with the addition of “History of Relationships with the City” to the “Cultural Relevance” category.

Meeting Notes

Citizen input

- No comments made.

Status of Action Items

- The English and Spanish versions of the survey are available on Speakup Austin and the Asian languages will be up this week.
- The survey notice was distributed via NextDoor.
- Provided copies of survey promotion flier developed by Chris Ledesma’s in English and Spanish for Task Force members to distribute.
- TF members are making contact with their Council member’s office to provide updates on the TF activity and gather input. Using the information and questions from the “Providing TFCE update and gathering input from City Council offices” document will help TF members identify common themes from the discussions. Irfan, Andrea and Celso met with the Mayor’s office and Navvab has met with Council Member Kitchen’s office. Some TF members are not able to get on their Council Member’s schedule before the 11/19 TF meeting. Themes that emerge from discussions with Council members will serve as important additional input for consideration by the TF as they conduct best practice review and develop recommendations.

Structure of the Final Report

The Task Force reviewed the structure of the final report. They discussed that the purpose of the needs assessment is to identify the big themes that emerge as key issues to address in order to improve community engagement. They also discussed the need to get more clear on how to tackle the best practice review, as there is a lot of information and it is unclear how many to sources to review or how to decide which are the best to look at. They discussed the importance of using the interests and key elements for community engagement they had previously identified and the additional themes that emerge from their data gathering as filters to narrow and focus their best practice review.

The TF agreed to utilize the following as the structure for the final report:

TFCE REPORT OUTLINE

Overview

- Who we are
- Our charge / scope
- How we have done our work

Executive Summary and List or Table of Recommendations

Today's Picture

- Current state of community engagement in Austin
 - Data, reports
 - Input gathered by TFCE from surveys, interviews and focus groups
- Needs assessment
 - Topics of interest to City Council
 - Analysis of input gathered

Best Practices

- Research and review of other cities' engagement practices
- Evaluation against needs assessment and synthesis of findings

Tomorrow's Picture

- Gaps between current state and desired future state
 - Needs assessment
 - Key elements of community engagement identified by TFCE
 - Best practice evaluation

Recommendations

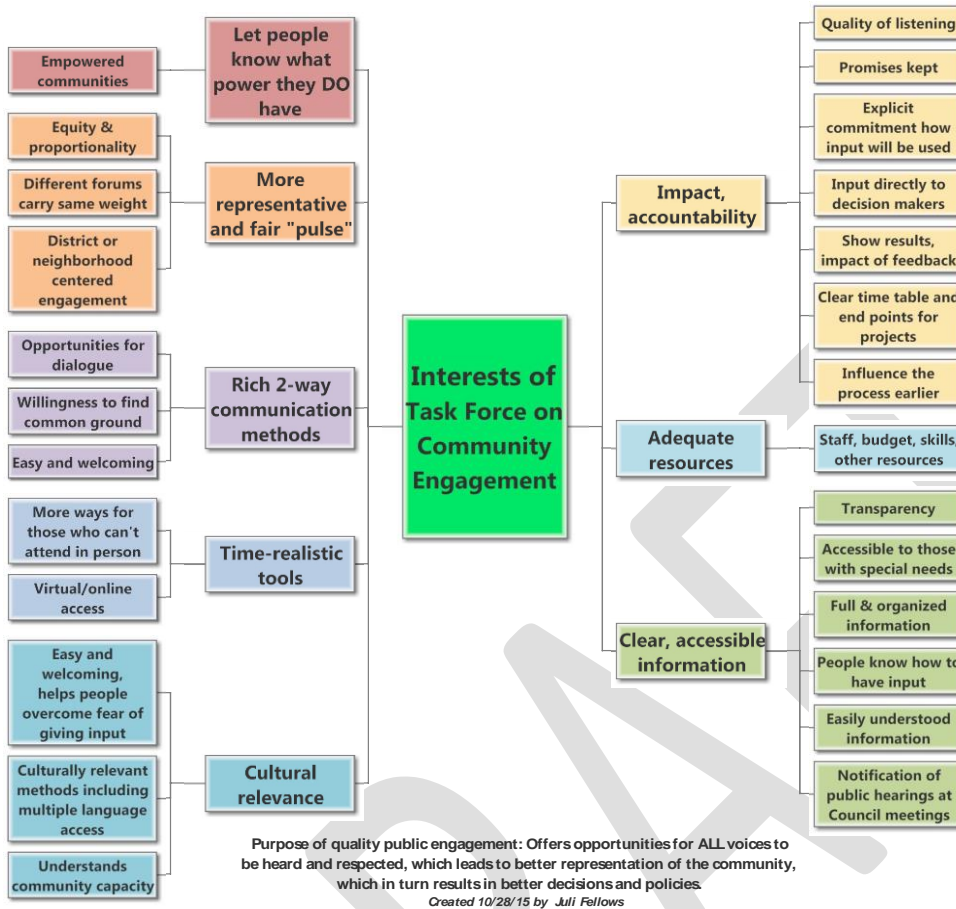
- Recommendations from the TFCE – what should we keep, stop, and start - to enhance the city's community engagement efforts.

Review of Initial Survey Data and Approach for Analyzing

Mike Clark-Madison provided a recap of the survey results from the 450 individual surveys received to date. The summary included the responses to closed-ended questions and demographics but did not include open-ended responses. The results of this initial report are on Bloomfire.

The group reviewed the eight categories of "interests" identified by the TF that represent key elements for community engagement, as captured in the mind-map below. They agreed to add "History of Relationships with the City" to the "Cultural Relevance" category. These categories will be the foundation used to code responses of open-ended questions so that the analytical software can produce useful reports for the committee's review.

Sources: *Interests identified at first meeting, agreed-on key elements of effective CE (bridge diagram) and charge to the group from Council.*



Structure for Reporting Non-Survey Data Collection

The TF agreed to utilize as best they can this structure to report back data gathered in focus groups and interviews:

1. Process Used (*Briefly describe what you did and when.*)
2. Who participated? (*Summarize the number and types of people, then if you like, you can append a list of the actual participants at the end.*)
3. List of questions you asked
4. What you learned/heard categorized by interest. *Capture major themes that emerged and use one or two examples/quotes to illustrate those themes.*
 - a. Letting people know what power they DO have
 - b. More representative and fair “pulse”
 - c. Rich, 2-way communication
 - d. Time-realistic tools
 - e. Cultural relevance
 - f. Impact, accountability

- g. Adequate resources
 - h. Clear, accessible information
 - i. Other (this is for themes that don't fit any of the above categories)
5. What our workgroup thought were the most important "take-aways" from these data. *(A few key bullet points.)*

In an Appendix, you can put the list of participants if you have it, and if you want you can include more detail on the responses to the questions.

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