

**Compilation of consensus recommendations of Task Force on Community Engagement**  
***Draft dated 2/10/16***

**Consensus Recommendations for Theme #1: Make information clear, relevant and easily accessible.**

- A. Implement a website redesign that includes the following:
  - 1. mobile friendly
  - 2. multi-lingual with professional translation [Open question remains about what pages and what languages] with attention to limited English proficiency users for pages that deal with city services, events or that seek engagement.
  - 3. accessibility for those who are visually impaired
  - 4. an enhanced search function that works and search engine optimization.
  - 5. a centralized community calendar with filters by topic and/or district. Examine the criteria for inclusion of events on the calendar.
  - 6. Use analytics to develop the home page and use a User Experience professional for the redesign.
  - 7. Dynamic, timely content on the home page
  - 8. Prominent invitation to engage on the home page.
- B. Publish content in a standardized machine-readable format to a data portal in real time.
- C. Recreate the Community Registry to:
  - 1. create an easier way to ensure it stays current.
  - 2. Allow people to use the registry to choose what they want information about.
  - 3. Link the Registry to other City communication channels with ways to opt in and out.
  - 4. Consider moving management of the Registry to the Neighborhood Assistance Center.
  - 5. Include information about the type or category of each group (e.g. neighborhood, non-profit, etc.)
  - 6. Include a way to find groups that operate in your area.
  - 7. Use a map-based interface as well as a list.
- D. Aspire to effective, useful, consistent accommodations for those with disabilities.
  - 1. Provide onscreen closed captioning for all videos on ATXN (both published and streaming).
  - 2. Include closed captioning during presentation (i.e. slide show) portions.
  - 3. Include a scroll function on the website for transcripts.
  - 4. Review ADA requirements and ensure that the City meets them.
- E. Create an Austin 101 to provide high-level information about how the City works.
  - 1. Expand City Works Academy to include online and virtual classes and modules that are available to everyone.
- F. Implement a content-creation policy that helps ensure:
  - 1. Clear communication in everyday language across all media types.
  - 2. Improve the clarity of legal public notices regarding land use cases.
  - 3. Create explanatory pieces (e.g. glossary) about the topics being discussed.
- G. Create better ways for people to curate/filter information they want from the City.
  - 1. Filter AustinNotes by District.
  - 2. Periodically remind people of the options they have to choose specific topics.

**Consensus Recommendations for Theme #2: Make it easier for people to give input in ways that are convenient, accessible and appropriate for them.**

- (A) Encourage Council Members to have regular localized contact with groups and individuals (e.g., office hours in District/Mobile Office, Town Halls)
- (B) Create designated meeting space that is accessible to all in each District. Accessibility includes: public transit availability, ADA, physically accessible, ability to access meetings virtually or by phone.
- (C) Systematically work to engage and partner with community based organizations that have existing community relationships, community trust and community engagement expertise.
- (D) Experiment with non-traditional methods of community engagement, e.g.,
  - a. Mobile “Engagement Bus” (dedicated bus, with graphic/logo wrapping); regular routes, times, days
  - b. Input kiosk (mobile or stationary) where people gather. If mobile, schedule regular routes, times, days
- (E) Ensure engagement methods are designed in a simple, welcoming format, including:
  - a. Language
  - b. Ease of use
  - c. Accessible reading level
  - d. Minimize use of jargon and acronyms
  - e. Provide mechanism for people to stay informed
- (F) Sufficiently fund, prioritize, and implement during FY2017 on-line agenda commenting system for community members to give input to Council, Commissions, Boards, and Task Forces on city issues.
  - a. Can be organized by district for Council members by issue – including “for,” “against,” “neutral”
  - b. Input can flow up to Council through task forces, town halls, etc, and through other city entities
  - c. Collected from various sources
  - d. Organized information is provided in advance of decision-making meetings
  - e. Dedicated staff are assigned to monitor the site(s) and maintain system(s).
- (G) Sufficiently fund, prioritize and implement during FY2017 an online engagement platform that has the following capabilities (*See as a best practice example Salt Lake City: Open City Hall - <http://www.slcgov.com/opencityhall> and Peak Democracy*)
  - a. An open-data plan
  - b. Simple descriptive information on top
  - c. Recent developments on topics
  - d. Ability for reader to subscribe to issues, including options under consideration and policy tools that are available
  - e. Specific questions to elicit feedback
  - f. Ability for user to review others’ feedback, their demographics and location
  - g. Robust search function
  - h. Generates “word cloud” of comments
  - i. Access to other input channels