Can You Hear Me Now?

Marketa Oliver

Handouts and presentations are available online at www.iowaleague.org
Citizen Engagement

Allowing all individuals to contribute and participate in our mission

What is it?
How do you do it?
Communications vs. Engagement

Communication is the foundation.

Communications is essential to engagement but engagement goes beyond communications.

Communication is the foundation.
Knowing your citizens

Traditionalists: (1928-1945) Hard working, fiscally conservative, and patriotic, with great faith in American institutions, joiners.

Boomers: (1946 – 1960) Teens in 60s & 70s
Highly competitive group, workaholics and favor a top-down hierarchy, prefer a personable communication style that builds rapport.

Gen Xers: (1961 – 1979) Teens in 70s, 80s & 90s
Electronic/Internet innovations, independent, self-reliant, friends as family, “tribal” Mistrust authority/institutions, info savvy.

Technology everywhere, Immediacy, connected, “Immersed Since Birth,” “Digital Natives.”

How do you communicate with them?
Speaking their language

Traditionalists
Tangible communications. (A newspaper / newsletter to hold and to which they can refer back.)

Baby Boomers
Abundance of Information and personally related

Generation Xers
Need feedback – Interactive – Big picture

Millennials
Feedback - Immediacy
In order to reach all four generations of our community, it is important to have a multi-pronged communication approach.
WINDSOR HEIGHTS: A SPICY COMMUNITY

- Publications: State publication laws: publish minutes and public hearings;
- Postings: Post agenda in three, 24-hour vestibules, along with claims and payroll
- Postings: Post entire agenda packet hard copy in 24-hour area of City Hall
- Website: Agenda and entire packet is on the City’s website, along with the budget, audit, newsletters, packets and minutes for past year of Council meetings; City Code, and departmental information and email addresses
- Newsletters: In monthly water bill AND in monthly “Windsor Heights Living” magazine
- Listserve: Listserve of nearly 400 people who receive agendas and other notices
- Facebook: The City has a Facebook page and a Fan Page
- Twitter: You can follow iwindorheight at Twitter.com
- Youtube: Presentations, Council Meetings, etc.
- Personal Contact: Community Coffee Club; Mayor’s Hour
- Special meetings: Budget presentation and Q&A session regarding budget
- Press Releases – Newspaper stories
- Outreach: Takin’ It To The Streets
- Annual communications: Community Calendar
- Misc.: Robo calls; automated phone information; door-to-door contact; Community Greetings (Welcome Wagon)

2011 ICMA Program Excellence
Spicing Up Your Community

• Community Coffee Club; Mayor’s Hour
• Takin’ It To The Streets

Wrap Around Communications
What is Facebook? Twitter?
Why do I need it?
How do I use it?

I am trying to add more friends.
Okay, Marlon...
...this Twitter thing has gone far enough.

Cartoon by Dave Walker
TO REACH AN AUDIENCE OF 50 MILLION
TO REACH AN AUDIENCE OF 50 MILLION

38 years
TO REACH AN AUDIENCE OF 50 MILLION

38 years

13 years
TO REACH AN AUDIENCE OF 50 MILLION

38 years

13 years

2 years
Reaching your audience

Internet users per 100 inhabitants

- Developed
- World
- Developing

Source: ITU World Telecommunication/ICT Indicators database.

AlterSpark
From Communications to Engagement

advocacy

How Capitol Hill Is Coping With the Surge in Citizen Advocacy

In 2005, CMF surveyed and interviewed more than 300 House and Senate staffers on their opinions and practices related to constituent communications. This report explores the surge in communications to congressional offices, how offices are reacting to the increased workload and how they view constituent communications practices. Whether you are a congressional staffer or a citizen or grassroots organization, this report is an essential read.

Key findings:

- Congress received four times more communications in 2004 than 1995—all of the increase from Internet-based communications. Congress received 200,380,093 communications in 2004: the House received 18,400,000 communications by post and 96,053,399 via the Internet, the Senate received 7,935,942 by post and 83,000,000 via the Internet. During this decade, the staffing levels of Members' personal offices have not changed.

- Congressional offices are devoting more resources to managing the growing volume of constituent communications. Of managers surveyed, 73% say their offices spend more time on constituent communications than two years ago. Half of House and Senate senior managers surveyed also report their offices have reallocated resources to responding to communications over the last two years. However, only 17% of House offices and 38% of Senate offices answer all incoming e-mail with e-mail. The large majority of offices respond to some or all of their e-mail with postal letters.

- The Internet is generally having a positive effect on the discourse between citizens and Congress. A large majority of congressional staff surveyed, 79%, believe the Internet has made it easier for citizens to become involved in public policy; 55% believe it has increased public...
People who engage in political activities online or who write to their elected officials are very likely to be active members of their communities. ...six times more likely than the general public to belong to a group trying to influence public policy or to attend a political rally, speech or protest; three times more likely to write an article for a magazine or newspaper; and four times more likely to work for a political party. Consequently, constituents who write Congress tend to be politically active and have disproportionate political influence in their communities.
Social Networking = Citizen Engagement?

Warren County STOP is doing great things to prevent substance abuse and raise awareness. Check out upcoming programs.

Warren County Standing Together on Prevention
Our Mission: The mission of the Warren County Standing Together on Prevention coalition is to increase awareness and reduce the prevalence for substance use and abuse and problem gambling in Warren County by providing education and prevention efforts to our community. Our Strategy: The strategies u...
Page: 11 like this

Norwalk Music Boosters (Iowa)
September 17 at 12:00pm
Casey N Maggio
Jonny Bright just won Lakewood Elementary $100.00 in art...
3 ' August 29 at 9:25pm
Casey N Maggio
Jonny Bright just won Lakewood Elementary $100.00 in art...
3 ' August 29 at 9:22pm

Norwalk Fire Department
Fire Station
Norwalk Music Boosters (Iowa)
Non-Profit Organization

Norwalk
NOTICEABLY NORWALK.

Norwalk is recruiting for a Community Development Director. Check out our website for details!

www.ci.norwalk.iow.us

There is a water main break affecting Meadow Drive. Crews are working to repair the main and restore water services as quickly as possible to the surrounding properties. If you have questions, please contact City Hall at 581-0228. Thank you.

Like · Comment · Share
103 people saw this post

Like · Comment · Share
252 people saw this post

Barb Lynde Patava likes this.

Like · Comment · Share
Diana Rae Reiser likes this.

like this
Social Networking = Citizen Engagement?

Social media is good business
Urban myth: Social Media is used by only young people
OPTIMAL ENGAGEMENT  WHY MINDMIXER  HOW IT WORKS

How can Central Market/Tenderloin residents have improved access to fresh and affordable foods?

SHARE YOUR IDEAS AT WWW.IMPROVESF.COM TOGETHER WE CAN CREATE A BETTER SAN FRANCISCO.

CREATE CONTRIBUTORS
The platform for creating community

BUILD COMMUNITY
Identify and build a community of active

SUSTAIN ENGAGEMENT
Maximize community input with interesting
Are you prepared for engagement?

Expectations vs Reality

Are you creating realistic expectations?

Don’t engage unless you’re ready
Rules of Engagement

- Education
- Parameters
- Executive Support
- Standard of conduct
- Consistency
- Back Up (citizens willing to comment)
- Action/Follow up/Outcome

If they expect it, can you deliver?
If you build it, will they come?

“Communities with the greatest and most diverse citizen participation are often resilient and strong. Engaging citizens to address common issues is essential for educated decision-making.”

Also, there are people in your community who are experts in a wide range of areas. Engineers, marketers, doctors, child care providers – all of these people have encountered different experiences that can be applied to common issues faced by an entire community.
The need for citizen engagement

Voter Turnout

Percent of Voter Turnout

Voter Turnout
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2011 ICMA Program Excellence
Even after all of your efforts...

WHAT?

Some will still be unaware
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