



UPDATE OPEN GOVERNMENT TASK FORCE RECOMMENDATIONS

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BACKGROUND

- 2014 Mayor's Open Government Task Force
- Presented recommendations to City Council on Dec. 2, 2014
- Three general areas of recommendations:
 - Improve Community Engagement
 - Increase Communication
 - Strengthen Policy Related to Transparency



IMMEDIATE ACTIONS FOR COUNCIL

1.1 Set a Council goal of “Open and Transparent Government”

1.2 Set three strategic objectives for the organization

- Hire a Communications Director
- Adopt a sunshine ordinance based on Task Force recommendations
- Create a City mission statement which embraces community engagement



ADDITIONAL RECOMMENDATIONS

- Develop a culture that values public engagement
- Develop a culture focused on communication
- Develop policies that promote openness



UPDATE ON IMPLEMENTATION



GOAL 1: IMMEDIATE ACTIONS FOR COUNCIL

Objectives	Update
1.2 Set a Council Goal of "Open and Transparent Government"	<u>COMPLETE</u> Council Goal 6: Provide for community safety, valued City services and open government.
1.3 Set 3 strategic objectives: A. Hire a Communications Director B. Adopt Sunshine Ordinance C. Mission Statement	A. Complete B. Complete C. Not complete



Goal 2: Develop a Culture That Values Public Engagement

Objective 2.1 Genuinely engage and partner with neighborhood, volunteers, businesses, institutions, and other organizations which support our community



Strategies	Update
2.1.1 Shift definition of partnership to include Community Involvement	Ongoing: Community Empowerment Plan (CEP)
2.1.2 Coordinate use of volunteers City-wide	Ongoing: AmeriCorp VISTAs - partnership w/SSU and SRJC
2.1.C Look for opportunities to form partnerships with other community organizations and neighborhood groups	Ongoing: VPP, Neighborfest, CEP
2.1.D Create opportunities for partnerships and ask for help in getting people engaged	Ongoing: VPP, Neighborfest, CEP



2.1.E Further incorporate the Community Advisory Board (CAB) in civic engagement practices

Strategies	Update
A. Clarify role and mission	A. Complete: Mission and role developed in 2018 through strategic planning process
B. Education and outreach about participatory government	B. In process: Civic 101 videos, citizen engagement academy
C. Work with Teen Council*	C. Not complete: lacking staff resources and budget
D. Emergency Preparedness	D. Complete: Neighborfest
E. Regular communication with Council	E. Complete: CAB presentations to Council; CAB talking points for Council; CAB recruitment flyer for Council



Strategies	Update
2.1.F Explore reassessing and restructuring CAB so that it can help facilitate and activate more effective practices for community engagement	Complete: Developed strategic plan in 2018; approved by Council in Aug. 2019; implementation ongoing.
2.1.G Build on excellent engagement model of the Santa Rosa Violence Prevention Partnership	In process: Neighborfest - future goal is to create neighborhood HUBs, partnering with local organizations and businesses to establish HUBs



2.1.H Make use of key strategies outlined in Matt Leighninger's discussion to effectively engage the community during decision-making.

Strategies	Update
<p>A. Actively recruit diverse viewpoints</p> <p>B. Involve those citizens in structured, facilitated small-group discussions, interspersed with large forums for amplifying shared conclusions and moving from talk to action.</p> <p>C. Give the participants in these meetings the opportunity to compare values and experiences, and to consider a range of views and policy options.</p> <p>D. Produce tangible actions and outcomes.</p>	<p>A. Ongoing: Community Empowerment Plan (CEP)</p> <p>B. Complete/Ongoing: CEP Listening Sessions</p> <p>C. Complete/Ongoing: CEP Listening Sessions; Public Safety Subcommittee</p> <p>D. In process: CEP Evaluation</p>



Goal 2: Develop a Culture That Values Public Engagement

Strategy 2.2 Establish Santa Rosa as a leader in civic engagement with the goal of increasing Openness, Transparency and Accountability



2.2.1 Recommendations for Increasing Transparency

Strategies	Update
<p>A. Develop a cross-departmental framework in order to institutionalize a more collaborative approach to public engagement, including a mission statement and measurable outcomes</p> <p>B. Expand use of City mailing lists</p> <p>C. Increase direct communication from the City Council and City Manager</p> <ul style="list-style-type: none">- Brown bag lunches- Electronic newsletters- Coffee with a Council member or local leader- Listening forums	<p>A. In process: engagement strategic plan (in-process); CE toolkit and trainings for staff; develop meetings in a box</p> <p>B. Complete: City Connections - over 90,000 subscribers; use for emergency alerts</p> <p>C. Complete: Developed City Connections Newsletter</p>



2.2.1 Recommendations for Increasing Transparency

Strategies	Update
D. Create strategically located, electronic, and bilingual kiosks for public information. E. Overhaul City website F. Encourage next charter review committee to explore - District Elections - Pay for Council	D. Not complete: Cost analysis done in 2018 and based on cost, decided not to move forward with purchasing of kiosks E. Complete F. District Elections – Complete Pay for Council – In process



2.3 Close the communication loop - Acknowledge the value of community input, wisdom, and participation

Strategies	Update
2.3.C Foster a spirit of collaboration in problem solving and decision-making	Ongoing: CEP; community engagement strategic plan
2.3.E Start critical conversations earlier with the community and hold such meetings at times and places conducive to public participation	Ongoing: CEP; community engagement strategic plan; PED SRGPU process.



Strategies	Update
2.4 Increase opportunities for diverse community engagement and effective participation	In process: <ul style="list-style-type: none"> - Utilize Council Districts to identify meeting locations; - Strengthening relationships with neighborhood groups (via CAB); and - Procured Engagement HQ Trial (digital engagement platform) for testing in early 2021.
2.5 Build a strong civic infrastructure - educate people about how to best engage	In process: Community Engagement strategic plan; CEP; CAB Civic Engagement Academy; Civic 101 videos and Citizen Guidebook



Goal 3: Develop a Culture Focused on Communication

Strategies	Update
Strategy 3.1 Create a Communications Director Position	Complete: Director of Community Engagement hired Oct. 2015, Mar. 2017 and new Division Director July 2020. Communications and Intergovernmental Relations Officer hired Jan. 2018.
3.2 Overhaul City's website to create an effective tool for residents	Complete: Completed and launched 3/31/17



Goal 4 Develop Policies that Promote Openness

Strategies	Update
4.1 Draft and adopt a Sunshine Ordinance that supports transparency and open government through policies that exceed minimum requirements and statutes for meeting public records	Complete Adopted on 12/2/2020
4.2 Policy recommendations that exceed minimum requirements for meetings and public records	Complete Adopted on 12/2/2020 In Development: Citizen's Guidebook on Participation



THINGS TO THINK ABOUT

- Assess current staffing budget and resources for implementation of remaining strategies
- Prioritize remaining strategies and strategies already in process of implementation (what should be done first?)
- Look at funding virtual engagement strategies ongoing
- Assess need for in-house (staffed) translation services vs. contracted services



QUESTIONS?

