The New Age of Civic Engagement

Brett Channing, Director of Management Services, Lake Forest
John Gillison, City Manager, Rancho Cucamonga
Debra Rose, City Manager, Lake Forest

February 14, 2019

Civic Engagement

• Traditional Methods
  – One-Way Communication
  – Two-Way Communication

• Today’s Methods
  – Information Age

• Today’s Focus:
  – Effective strategies
  – New and evolving trends
Top 3 Information Sources by Age

<table>
<thead>
<tr>
<th>Ages</th>
<th>19-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-65</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletters</td>
<td>31%</td>
<td>35%</td>
<td>53%</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Social Media</td>
<td>47%</td>
<td>41%</td>
<td>45%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>City Website &amp; Mobile App</td>
<td>17%</td>
<td>26%</td>
<td>20%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: Lake Forest Dec. 2018 True North Survey

Social Media

- Instantaneous & Fast-Paced
- Requires Trust
- Reap what you sow

47,000 People Reached  15,929 Engagements

230 Comments 307 Shares
Other Public Engagement Tools

- "Pop Up City Hall"
- Mayor's Minute
Other Public Engagement Tools

• Voice Integration Systems (Amazon Alexa)
• Direct text messaging to residents
• Monthly Podcasts
• Zen City
• Nixle

Lake Forest Council Meetings Facebook Live

• New Mayor in January, 2018
  – Idea to accept Tweets during Council Meetings
  – Staff suggested Facebook Live
Welcome to the City of Lake Forest City Council meeting. You may participate online just as if you were in the Chambers. Please refrain comments for the Council with COMMENT FOR COUNCIL. Your comment will be read at the appropriate time.
Facebook Live Stream

Dan Grantham: 54:18 This is absolutely great to see as a stream on social media for so many people that never see our city in action!

Melinda Kennedy: 1:10:21 I would like to thank the City of Lake Forest for offering this live stream on FB!👏👏

Nick Wilson: 1:11:30 Thank you for streaming! Transparency is the best way to keep the public informed and interested!

Kathy Easton Stauffer: 16:17 Will this slide show be available after the presentation? It is very difficult to see via FB. Thanks for streaming live for those of us with littles that can’t make it out at this time, but frequent these parks!

Julie Carter: 7:02 Thank you for the live cast for those of us still at work!

John C Burton: 7:40 This is great.

Rigo Guzman: 7:59 Thanks for sharing.

Laura Ball Cassity: 1:26:03 It’s great to be able to follow from home!

Mark Murphy: 1:26:46 Beats driving and sitting without moving for several hours. Great to multitask!
Lake Forest Council Meetings – Facebook Live

• Very Affordable
  – Equipment
    • 4K Sony Camera ($800)
    • Web Camera ($50)
    • Microphone ($250)
    • “Wirecast” Software ($700 one-time, $100 annual)
  – 1 technical staff person for set up
  – 1 staff person as "moderator"

Facebook Live Stream
Things to Consider

• Streaming is cost effective with effective analytics

• Using Facebook Live allows us to integrate into the everyday life of our residents

• Accepting and reading public comments is precarious
  – May not work for everyone
When New Tools, Data and Anecdotes Come Together to Tell a Story

- More opportunities to engage than ever!
- More prefer digital media
- The data is there, why not make it public?!
- Don’t forget that all the new tools still rely on telling a story with a compelling beginning-middle-end!

Infuse Community Into Everything

"I wish you could bottle the approach you've taken to sustainable community change...grassroots and ‘grassstops’ meeting in the middle. Oftentimes the approach is either community or government driven. This is not the case with Healthy RC."

- Joanne Lee, Healthy Places by Design
Resident Empowerment Groups

Create innovative partnership and new alliances for change. Build capacity of local leaders to advocate for policy change. These collaborations are influencing policy makers in the public, business and non-profit sectors – producing real change in our community.

Go to Where the People Are

Use your partners to help you do the work!
Example of Successful Grassroots Effort

Data is Our Friend

Sharing data is a powerful way to build trust through transparency.

Allows for an unbiased message and gives partners an opportunity to develop strategies for their own messages.
Don’t Forget to Tell the Story!

Story Maps
Animated Videos

Creative Ways of Engaging those that are typically difficult to reach

- Webpages that welcome two-way engagement
- Pop-Ups
- Instagram and IG Stories
- Children’s Activity at Workshops
Heading into the Future

• Health Equity Lens in Community Engagement Policy
• Sending Inter-Departmental Teams to ILG TIERs Training
• Community Affairs Team is Cross-Departmental
• Strategic Communications Plan addresses community engagement and the tools available.
• Digital Media Listening Tools (ZenCity, Sprout Social)
• Tools We Use...
  ✓ Powtoon for animated short videos
  ✓ Canva for quick media design
  ✓ Meeting Syft for in-meeting surveys
  ✓ FlashVote for quick community surveys
  ✓ Lumen 5 for creating videos

Wrap-Up

• Must invest in Civic Engagement
• Make it convenient for residents
• Facebook Live – Expands reach of CC Meetings
• Data is our friend
• Story telling in multiple ways
Questions?