



C4 Team Ground Rules

- Understand that the Strategic Plan developed in 2019 is the starting point and foundation for our work. It will not be revised but will be augmented with the implementation plans developed by the C4 teams.
- Listen with respect
 - Let others finish before you start talking
 - Be attentive to the speaker
- Disagree agreeably
- Be:
 - positive
 - candid
 - patient and respectful
 - engaged and fully present
- Look for opportunities to agree
- Strive for consensus
- Practice “yes, and” rather than “yes/no, but”
- Have fun!

Agenda

Inclusive Community Engagement Team
6 – 8 p.m.
January 16, 2020
Lee’s Summit City Hall
220 SE Green Street



Welcome and Introductions

Participants will introduce themselves, what organization (C4) they represent and say one thing they or their organization are doing to further one of the objectives. Each person will only be given 30 seconds.

Process Overview

The purpose of this process is to develop strategies and a timeline for an initial implementation of the *Ignite! Your Ideas. Our Future* plan over the next two to three years. We will review the process, the schedule and the desired outcomes.

Information Review

Each C4 team was asked to review the environmental scan, community input and summary reports. In addition, some teams were provided additional information as a reference. A high-level overview will be provided.

Preliminary Strategy Identification

Team members were asked to identify one strategy for each of the objectives for this critical success factor. This information will be shared as a starting point for the evening’s discussion.

Closing/Next Steps

Next Meeting: February 20, 2020
Strategy Refinement and Prioritization



To: Inclusive Community Engagement Team
From: Patty Gentrup, KU PMC
Date: January 16, 2020
Subject: Ignite! C4 Team Meeting 1

Introduction

Community Engagement is one of seven C4 teams established to engage the community to develop strategies and a timeline for an initial implementation of the *Ignite! Your Ideas. Our Future* plan over the next two to three years.

The desired outcome of this critical success factor is to *Create a healthy and balanced community for all voices*. Its objectives are to:

- Develop new approaches for inclusive engagement
- Diversify tools for community engagement

Overview

Each C4 team was asked to review the environmental scan, community input and summary reports, which can be found [here](#). In considering those documents, you will have seen that:

- The community engagement challenge to be solved is to create a healthy and balanced community for all voices.
- It is hoped that achievements in this critical success factor will be to embrace and encourage inclusion of all; inspire civic awareness and engagement; and make citizen contributions and engagement impactful.
- Many of the potential initiatives were to provide more information to the community through a variety of mechanisms: a speakers bureau, a City dashboard, a blog and programmed meetings.
- Several comments related to the use of boards and commissions to engage community members, with some discussion about how to combine some groups as well as how to engage new members who have typically not been involved.

Pre-meeting Work

Team members were asked to identify one strategy for each of the two objectives for this critical success factor. At least one of the strategies was to have been for their C4 category (city council, city staff, community partners or citizens).

It should be noted that this exercise was intended to encourage team members to give thoughtful consideration to possible strategies prior to the first meeting and thereby be another resource for the process. It should not be assumed that these suggested strategies will be part of the implementation plan. All strategies and action items will be vetted by the C4 teams and ultimately the Mayor and City Council.

The full list is attached to this memo beginning on page 4 but is summarized here.

Objective 1: Develop new approaches for inclusive engagement

Strategies focused on:

- Identifying ways to engage those not currently engaged, including registering high school students to vote, targeted outreach to specific parts of the community and creation of a diversity council.
- Boards and commissions: Create opportunities for action that are finite in duration, reconsider purpose and make up of some current groups.
- Partnerships: sharing volunteer opportunities among nonprofits; sponsor intergenerational events; leverage city-owned spaces for other uses.
- Promote all current tools and have calls to action
- Provide more summary information through a dashboard, a monthly summary, and addressing “urban legends.”

Objective 2: Diversify tools for community engagement

Strategies focused on:

- Providing more live opportunities such as video calls, live net chats, streaming on Facebook
- Enhancing use of current social media platforms and website, including a focus on storytelling and transparency
- Developing partnerships within city departments and among community organizations

Additional Resources

In addition to the documents you’ve already reviewed, you can find more resources on the Community Engagement C4 page found [here](#).

Finally, the Creative Services Department and Parks and Recreation Department have outlined the tools and techniques they currently used to engage the community. That information can be found beginning on Page 8.

Inclusive Community Engagement

Homework Survey Results

Objective 1: Develop new approaches for inclusive engagement

- Engage high school students to register to vote and vote, especially in local elections. The city should engage with local high schools and make sure to communicate to students who are eligible to vote and who are about to be eligible to vote. Local bills that are being promoted, city council candidates, and mayor candidate should not just campaign towards older adults. They should listen to the voices and concerns of younger residents as well. City council members should hold events at high schools and more public town halls. Voting should even be part of the high school curriculum. This responsibility should be directed towards city staff and city council.
- Revisit structure and purpose(s) of Human Relations Commission and Human Services Advisory Board and perhaps expand to involve various sectors of the community
- Reach out into parts of the community that have typically been under served, or not have received previous outreach efforts previously. This can be done through direct-mail directly to these homes in certain areas, or other targeted outreach.
- Collaboration and awareness. We as a community hold events and have parks that already offer inclusive engagement but the community doesn't know about them. We can always do more to improve our facilities, encourage inclusive business to set up shop here and educate the community.
- Identify influential leaders that make up the demographics of the community in regard to age, race, income and gender to assemble a diversity council.
- Include opportunities for action when asking for engagement. Make the vast majority of those actions finite in duration.
- Create an opportunity to share volunteer opportunities between LS nonprofits
- Utilize existing online engagement tools, or replace with a bang the table type tool.
- Communicate to Lee's Summit citizens on the different ways (e.g., attending/watching City council meetings, following on social media channels, etc.) to stay up-to-date on what's happening with their city; provide call-to-action to encourage engagement. - Offer up-to-date information to citizens through non-technology channels (e.g., mailed newsletter option, letter(s) and/or State of the City recap from Mayor Baird, letter from City council representatives to their constituents, etc.); all should provide links and other ways to engage online. - Seek out opportunities for City council members to visit employers and/or organizations that are inclusive of black, Hispanic, LGBTQ, etc. citizens.
- Find new and different ways to partner and showcase our community. E.g. invite senior citizens to elementary school choir concert or take the kids to sing to them; Have opportunities for the High School Track team to take a dog from the shelter on a run.

- Assemble a group comprising contacts across Lee's Summit businesses, organizations and schools who can offer continuous feedback and collaboration surrounding engagement.
- Leverage existing city-owned spaces, i.e. Legacy Amphitheater, for engagement events
- Increase presence with city social media accounts highlighting local success stories, celebrations, and highlighting citizens around the city. Perhaps this could be something sponsored by a local chamber business and the sponsorship money goes toward prizing and promotion of the campaign. This, paired with more scavenger hunts, giveaways, and local sales/announcements will help strengthen the bond of the city.
- Make and continuously update a Lee's Summit app. Include things going on in the community, events (free and \$\$), incorporate "citizens of the month", a place for citizens to give feedback, celebrate things going on in the community, etc.
- Engage high school students to register to vote and actually vote, especially in local elections. The city should engage with local high schools and make sure to communicate to students who are eligible to vote and who are about to be eligible to vote. Local bills that are being promoted, city council candidates, and mayor candidate should not just campaign towards older adults. They should listen to the voices and concerns of younger residents as well. City council members should hold events at high schools and more public town halls. Voting should even be part of the high school curriculum. This responsibility should be directed towards city staff and city council.
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- Seek out opportunities for City council members to visit employers and/or organizations that are inclusive of black, hispanic, LGBTQ, etc. citizens.
- Monthly Wrap Up – A recorded segment summarizing events, services, announcements, development, etc. in the last month. This video format would contain short interviews or clips from the subject matter experts accompanied by video or photos. No talking heads. This would run on LSTV, social media, included in e-newsletters, housed on the City's YouTube channel and the City's website.
- Public Dashboard – Residing on the city website, a dashboard accessible by citizens, where performance measurements for city departments and City Council can be viewed.
- Fact or Fiction? Add a page to the city's website where the City can address urban legends and rumors that we repeatedly get asked about. Question: "Why isn't the City fixing the potholes on View High Drive?" Answer: The City of LS is unable to repair the potholes on View High Drive because that stretch of road is in Kansas City, Mo.

- Take advantage of the City's video collection.
Tactics: Run the [City's video produced pieces](#) that are housed on YouTube on LSTV; link to the City's YouTube channel from the LSTV web page.

Objective 2: Diversify tools for community engagement

- I could promote community engagement and voting through social media, like Instagram, SnapChat, and Facebook. That way, I can reach a young audience.
- Struggling with this one as there are many community engagement tools that exist already
- Create easily accessible and user friendly more inclusive community calendar
- Utilize existing expert resources designed for a quality standards process. (What have other successful communities done?)
- Use more virtual, but live interactive opportunities (video calls, phone, live net chats, etc.)
- Stream Public Meetings on Social Media outlets like Facebook
- Develop an open government philosophy, and implement tools for transparency including financial dashboards, and records portals.
- Leverage the City's video collection. *Tactics:* Run the City's video produced pieces that are housed on YouTube on LSTV; link to the City's YouTube channel from the LSTV web page. - Provide Spanish versions of all City communications. - Expand engagement on City's existing tools *Tactics:* Add "text me" feature on the website to alert citizens when a new broad-scoped communication (e.g., Mayor's State of the City, City Council live broadcast meetings, etc.) is posted or occurring; add alert function on the app when something is added to the website
- Identify and utilize products that our Citizens use to get information, so they are getting important information, events, opportunities etc. At the Police Department, we currently use Facebook, Twitter, Instagram, Next door and Neighbors by 'Ring', and many other forms of communication. We try to use options that will reach everyone from youth to seniors, however everyone has to recognize that these tools change and you must keep up to date on the most current trends.
- Use LS social media platforms for storytelling that promotes civic engagement.
- Develop strategic partnerships with organizations which can reach a wide scope, i.e. MCPL, LSR7, etc.
- There are three core social media platforms I feel the city of Lee's Summit can utilize better to increase engagement with the city and its citizens; Facebook, Instagram, and Nextdoor. Facebook is already being utilized quite a bit, but I believe that the city should have a monthly ad budget and dedicated staff or vendor for their Facebook presence. This way when a really important piece or positive piece about Lee's Summit emerges, there's a budget to promote (or boost) it. Instagram is important for our citizens under the age of 35, as 90% of its users fall into that age range. Ongoing professional photography and iconic landmarks around Lee's Summit should be highlighted here. Lastly, Nextdoor is something I have not noticed the city engaging on--but I could be wrong. This is a relatively new website & app that serves news and information to its users based on their home address and those nearby that also post information. It's commonly used to

warn about burglaries, garage sales, crime, or happenings around town. This could be a great source of engagement.

- Make the city's website easier to navigate for people of all ages.
- Virtual Town Halls – Currently, councilmembers hold town halls in their districts, maybe once a year. These are not very well attended. To make it easier for citizens to participate, hold virtual town halls on the City's Facebook page where citizens can watch the councilmembers speak and submit questions online during the Q&A.
- #askthecity – On a predetermined date/time, using the hashtag #askthecity, invite residents to ask the city questions on Facebook and Twitter. The City would respond on those platforms.
- Provide Spanish versions of all City communications.
- Expand engagement on City's existing tools
Tactics: Add "text me" feature on the website to alert citizens when a new broad-scoped communication (e.g., Mayor's State of the City, City Council live broadcast meetings, etc.) is posted or occurring; add alert function on the app when something is added to the website.

Creative Services

The Creative Services Division was established in 2016 and was fully staffed in 2018. The five-person team includes a Creative Services Manager, Media Services Supervisor, Public Communications Coordinator and two Marketing Specialists. There are also two part-time AV techs who record evening meetings.

Creative Services manages both internal and external communications for the City, which include the following:

- Graphic Design, i.e. billboards, posters, postcards, flyers, ads, signage, brochures, etc.
- Video
- Lobby Digital Signage
- Government Access Channel (24/7)
- Recording live meetings – City Council, Public Works, Finance and Budget, CEDC, Planning Commission
- Photography
- City Website content, standards, training
- City Intranet content, standards, training
- E-Newsletters (City Portal, Council Debrief, Airport Fly Over)
- Employee E-Newsletter – City and Fire Department
- Publications – City Annual Report, Fire Annual Report, Police Annual Report, City Manager Operation Status
- Marketing/PR Support for City departments - projects and events (Quality Housing, MLK, ballot education, Airport Open House, Big Truck Show, CPR Classes, RecycleFest, Ignite Strategic Plan, Cultural Arts, Blood Drives, 2020 Census, Minor Home Repair, CDBG, etc.
- Manage City Social Media Platforms – Facebook, Twitter, Instagram, Nextdoor, YouTube – content and respond to questions.
- Media Relations - press releases, media pitches, responding to media inquiries. However, the Fire and Police Departments have their own public information officers (PIOs) who handle their media relations.
- Green Street Beat Podcast
- Alexa Flash Briefing Skill
- LS Marketplace – City branded merchandise
- City Branding and Guidelines
- Department Marketing Plans

Creative Services coordinates a monthly “Core Communications Meeting” with the PIOs from fire and police, Parks and Rec marketing coordinator, Water Utilities Customer Relations Specialist and a rep from Public Works and Development. The purpose of the meeting is to work as a team to coordinate information, eliminate duplication and make the best use of resources.

Lee's Summit Parks and Recreation Community Engagement

Social Media:

- Facebook Page – Main Page (Lee's Summit Parks and Recreation) – Activities in our Parks, Ribbon Cuttings, Job Opportunities, Project Updates, Share Events at LSPR facilities, online surveys for park renovations
- Facebook Pages (Gamber Community Center, Lovell Community Center, Longview Community Center, Harris Park Community Center, Summit Waves, Legacy Park Amphitheater, Hartman Park Sports Complex, and Summit Ice) – Activities at Facility, Job Opportunities, Project Updates
- Also, use Twitter, Instagram and Snapchat
- Relevant posts and responses are shared with the Park Board.

Website: (lsparks.net)

- Press releases, upcoming events, what's happening, online registration, payment online, print child care statements for tax purposes, etc.

Lee's Summit Illustrated:

- Publication distributed three times per year to all households. It includes a letter from the Administrator (current events, projects, etc.), general information on LSPR (governing body, park rules, FAQ's, etc.), information on all facilities and parks, activities and programs for registration, volunteer opportunities, free activities (both LSPR and in partnership with Mid-Continent Library, other community partners), youth sports association information (baseball, girls softball, soccer, football)

Free Events: LSPR engages the community through several free events at the Legacy Park Amphitheater using internal resources as well as in partnership with the Mid-Continent Library. The first event of the season is a Community Event held in May. It includes local musical, instrumental and theater talents. Also, LSPR is instrumental in the Legacy Blast event (fireworks display at Legacy Park). All LSPR exempt staff and numerous part-time staff/volunteers make this community event possible.

Did You Know/Friends of the Parks Campaign (Copyright 2010):

- Did You Know is a way for us to create advocates for parks by informing, engaging and inspiring the community of the benefits of parks and recreation through facts about parks and facilities.
- Free membership to Friends of the Parks (FOP) – receive welcome packet upon sign up with welcome letter from the Parks Administrator, FOP Car Magnet, Information and a coupon for a facility.
- Currently have over 7,000 Friends of the Parks.
- We have created a database of facts that are shared through social media, DYK TV at the facilities, on receipts, etc.

- At quarterly employee breakfast, a prize is given to anyone that can recite a DYK fact.

DYK TV – at each facility (GCC, LCC, LVCC, HPCC, Summit Ice, SW) - provide information for all facilities, sponsors, park of the month, Did You Know facts, etc.

LS TV – LSPR also uses LS TV (Creative Services) to engage the community for Parks Events

Parks Heroes program: Designed to assist us in monitoring and maintaining our parks. Residents living near parks can volunteer to improve parks and foster a sense of pride and cooperation.

Inclusion Program: LSPR has an Inclusion program to assure recreation programs are open to all residents in the city. If a family member needs accommodations or support to participate in a LSPR program, there is an enrollment program (have staff designated as the Inclusion Coordinator)

Neighborhood Park Meetings:

When planning park renovations/improvements, meetings are held to gather input from the community to assist with setting our goals.

Park/Facility/Program Visits: Each year, Parks staff (approximately 24) is assigned to one of the Park/Facility/Program Visit Teams. The teams include Winter (Dec-Mar), Spring/Summer (Apr-Jul) and Late Summer/Fall (Aug-Nov). Various Parks, Facilities, Activities, and Events are selected for each team with the intent to cover each facility, each park and a majority of the activities/programs every year. The staff member inspects the park/facility for condition, needed repairs/maintenance, and observes programs/events for improvements. More importantly, staff interacts with patrons to get feedback on the park/facility/activity/event, general feedback regarding the Parks and Recreation department and any needed improvements. They are also made aware of the comment form on our website in case they think of something later. This information is shared with our supervisor staff and the Park Board.

Comment Cards/Online: Our patrons have access to comment cards at each facility and online and a response is provided by staff. A summary of all comments is included in the monthly packet to the Park Board (our governing body).

Surveys: A survey is sent to patrons (emails in recreational software or by mail) for each program, youth sports association, most special events, each facility (annually), and used for special projects (i.e. park renovations, planning meetings, etc) to gather feedback. The information is provided to the Park Board as part of the End of Activity report.

Manager Listening Sessions: Each facility holds periodic Manager Listening Sessions to gather feedback, propose improvements, etc.

Stakeholder Meetings: We have used stakeholder meetings for design charrettes, to establish goals for sales tax renewal campaign, etc.

Personal Invitations: For events at the Legacy Park Amphitheater, personal letters are mailed to surrounding neighborhoods to announce the opening and includes the season line up (date, type of entertainment)

Weekly Reader: A weekly email from the Parks Administrator that gives a snapshot of what is happening inside the department each week.

Involvement in Service Organizations/Public Presentations: LSPR staff is involved in various Service Organization and presents information related to LSPR (Rotary, Optimist, Leadership Lee's Summit, Citizen's Academy, Lee's Summit Chamber of Commerce, Lee's Summit Economic Development Council, Visitors Council, Government Relations, LS Cares, etc.).

Lee's Summit Chamber of Commerce Community Calendar & Visitors Guide: Provide information for activities/events to the Lee's Summit Chamber of Commerce Community Calendar and Visitors Guide

Banners/Posters/Post cards: Used for Events, Ribbon Cuttings of new facilities/parks