



2014

CITY OF SOUTHLAKE

Community Engagement Committee

Annual Engagement Report





CITY OF SOUTHLAKE

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2014 Annual Engagement Report

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and City of Southlake

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Secretary	David Alexander
Place 1	Sherry Berman
Place 3	Randy Robbins
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EXECUTIVE SUMMARY

- The Community Engagement Committee has completed the specific items noted in Ordinance No. 1073, and has fulfilled its responsibilities for calendar year 2014. As a result, the Committee provides this final report.
- The City of Southlake's Community Engagement Program, housed in the City Manager's Office, is a program focused on building better engagement with residents and businesses. Historically residents of Southlake have worked to build a city culture of neighborhood involvement, transparent communication, and create a sense of community. City Council's action in late 2013 to evolve the SPIN program from one focused on communication to one of engagement provides a more comprehensive focus to providing avenues of community involvement.
- Since April of last year the Community Engagement Committee has been dedicated to creating a sustainable engagement program that gives tools to the community to help them take a leadership role in deciding what issues are worth investing in. This perspective involves a partnership between the local government and the people it represents. It means taking collective responsibility for the conditions of our community.
- Opportunities for involvement abound and every member of this committee has been working tirelessly over the course of the last year to provide extra value to this new program.





INTRODUCTION



DEFINING COMMUNITY ENGAGEMENT

Belonging to a community like Southlake can give individuals a shared sense of identity, purpose, and commitment. Residents and businesses are vital members of this community. Through their involvement in various community groups and organizations, their participation at public meetings or community events, as donors or benefactors for various causes, or by giving of their time and talents as volunteers, individuals are directly improving this community.

As people take pride in being actively involved in the community, they also cultivate a sense of responsibility to one another —a need to work together to continue to make Southlake an outstanding place to live, work, visit, and do business.

The City of Southlake defines community engagement as local government providing opportunities and incentives for community members, including residents and businesses, to be informed, be involved, and collaborate with local government on the issues that matter most to them.

The International City/County Management Association (ICMA) states that “engagement



is a leading and trending practice for local governments and is critical to quality local decision making and community building.”

Community engagement promotes citizenship and social connectedness, and plays a critical role in securing the ongoing health and prosperity of the city. The steps taken today to advance community engagement efforts will help the city remain successful in the future.

The City of Southlake is dedicated to promoting community engagement by providing time and space for people to come together to define problems, discuss solutions, and contribute meaningfully to the decision-making process.

Increased community engagement provides benefits for both citizens and for local government leaders. When people are more engaged, it can:

- increase citizens’ sense of responsibility and understanding of complex issues;
- clarify citizens’ values, needs and preferences allowing public servants and political leaders to understand how the public views an issue and what is most important to them, what information the public needs to understand an issue and how to best frame or speak about an issue;
- help decision-makers understand the potential social and ethical implications of their decisions amongst populations that they may not be familiar with;
- share ownership of difficult decisions between political leaders and citizens; and
- increase the legitimacy and effectiveness of public decisions.

Source: Adapted from Sheedy, A., MacKinnon, M. P., Pitre, S., and Watling, J., *What is Citizen Engagement? Handbook on Citizen Engagement: Beyond Consultation*, pp.4-8, Canadian Policy Research Network, 2008.

LEVELS OF ENGAGEMENT

When discussing community engagement, it is also helpful to consider various levels of engagement. All are valuable, and for certain purposes, some may be more appropriate:

Inform-

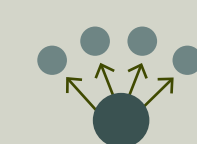
"We will provide the public with balanced and objective information to assist them in understanding a problem, alternatives, opportunities and/or solutions."

Communication is one way. The City sends information to members of the community. This form of engagement helps citizens make informed decisions. Examples may include traffic alerts or public safety information.

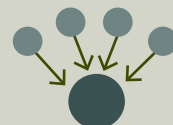
Consult-

"We will collect public feedback on analysis, alternatives and/or decisions from our community."

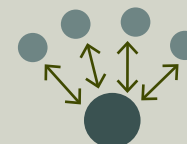
Communication is typically one way. The public sends information to the City. This form of engagement helps local government leaders make informed decisions, understanding the needs and opinions of community members. Examples may include completion of



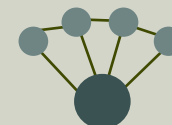
INFORM



CONSULT



INVOLVE



COLLABORATE



EMPOWER

a Citizen Satisfaction Survey, or stating approval or opposition for a specific item during a public hearing.

Involve -

"We will work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered."

Communication is two-way between the City and the public. Community members are contributors to the decision-making process through participation in a series of forums, meetings, workshops, or open houses.

Collaborate-

"We will partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution."

This level of engagement is true partnership. Community members are

directly connected to local government. They may serve on committees that work alongside Council and staff to develop solutions and provide comments on decisions. Collaboration can also include citizens who help the City deliver projects, programs, or services through volunteering.

Empower -

"The citizens have the responsibility to make decisions and solve problems."

In this level of engagement, community members are decision-makers. This may be through voting on leadership or other ballot items.

Through these levels of engagement, citizens can make a difference in the community and contribute meaningfully to the work of local government.

Source: Adapted from the IAP2 Spectrum of Public Participation (IAP2 2007)

HISTORY OF COMMUNITY ENGAGEMENT IN SOUTHLAKE

In 1993, the City of Southlake had a population of less than 10,000 people and was at the very beginning of a surge of new growth. That year, as a means of improving communication with residents and strengthening local neighborhoods, the City Council created the Southlake Program for the Involvement of Neighborhoods (SPIN) and the SPIN Standing Committee. SPIN played an important role connecting the Southlake community to local government and, for many years, served as one of the

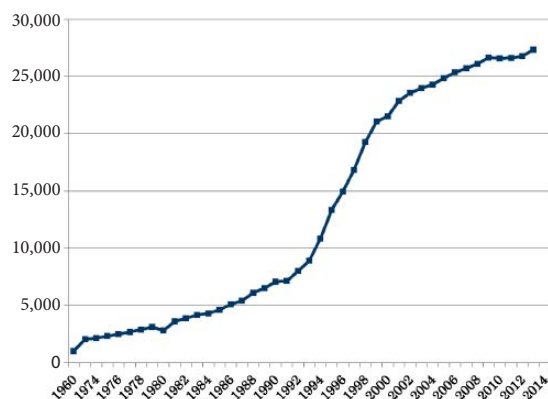
primary tools for promoting community engagement.

After more than 20 years, the city's population more than doubled, technology created new ways for people to communicate, and the means by which citizens interact with their local government evolved. As a result, the City Council recognized the need for SPIN and the SPIN Standing Committee to evolve.

In 2013, the City Council tasked the SPIN Standing Committee to re-envision the

SPIN program and further define their role within the program. In November 2013, under the guidance and direction of the Council, the SPIN Standing Committee ultimately recommended that their group be reestablished as a Community Engagement Committee, defined by Ordinance No. 1073. This new committee was structured to be more streamlined, flexible, and capable of exploring new methods for community engagement.

SOUTHLAKE POPULATION GROWTH



COMMUNITY ENGAGEMENT COMMITTEE

The Community Engagement Committee consists of seven Southlake residents who have been appointed by the City Council for staggered, two-year terms, to serve as an advisory board to Council on matters pertaining to community engagement and outreach programs.

In order to create a committee reflective of the community, the Council has given strong consideration to the geographical location and diversity of committee members in relation to the demographics of the community.

The Community Engagement Committee works diligently to advise the Council regarding programs and policies that will connect residents and businesses to local government in a meaningful way, so they can work together to maintain a high quality of life in Southlake.

The responsibilities of the Community Engagement Committee, as outlined by Ordinance No. 1073, are the following:

- Act in an advisory capacity to the City Council regarding community engagement

- Act in compliance with guidelines
- Cooperate with other city boards and commissions
- Recommend policies, programs, tools and technology for the advancement of community engagement, including budgetary impact
- Annually review and comment on City's communication plan
- Annually review the SPIN map and recommend revisions
- Annually submit a report on efforts and accomplishments
- Perform other advisory tasks as delegated

Beyond these stated responsibilities, committee members are expected to be actively involved in the community by participating in other groups or organizations.

Members of the committee also provide support, as needed for important community engagement efforts, such as the SPIN Town Hall Forums. Currently, the committee hosts and provides impartial facilitation for these forums.



2014 COMMUNITY ENGAGEMENT COMMITTEE MEMBERS

At a minimum, the group holds quarterly meetings. In addition, the CEC may host meetings, as appropriate, with other groups in the community. The focus for these meetings is to share information from the City's communication plan, find out what specific interests a group may have, and learn what communication tools are most effective in reaching their group. This information can then help to shape future outreach/engagement efforts.





PROPOSED STRATEGIC DIRECTION



PROPOSED STRATEGIC DIRECTION

In order to set the course for the City's work each year, we utilize a document called a Strategy Map, shown on page 17. The Strategy Map captures the City's strategy in a single diagram and identifies those things that are necessary to achieve the mission. The City's adopted Strategy Map includes the Mission, Values, and Focus Areas, and it incorporates four Perspectives, five Critical Business Outcomes, and twenty-two Corporate Objectives. The items highlighted on the map are directly related to CEC initiatives.

One of the initial efforts of the Community Engagement Committee was to develop its own strategy map, consistent with the committee's establishing ordinance and aligned with the City's overall strategy map, that would define specific expectations that the group felt embodied the purpose of the committee itself.

The Community Engagement Committee's proposed strategy map is shown on page 18. This map is proposed to provide a framework to guide future efforts and recommendations pursued by the committee.

The proposed mission and vision and objectives for the committee are as follows:

MISSION

The mission and purpose of the Community Engagement Committee is to connect the community to local government, serving as an advisory board to Council on matters pertaining to community engagement and outreach programs.

VISION

The Community Engagement Committee provides channels for Southlake City Government to inform, involve, and collaborate with residents and businesses.

OBJECTIVES

Serve Our Customers-

CECC1 Promote timely, accessible, meaningful and inclusive engagement tools (C5)

CECC2 Encourage active public participation in City's planning and decision-making process (C6)

CECC3 Seek to understand public concerns and interests (C6)

CECC4 Raise awareness of involvement opportunities (C5)

Manage the Business-

CECB1 Continuously seek better ways of informing and engaging the community (B2)

CECB2 Facilitate open, fair and constructive dialogue (B4)

CECB3 Evaluate effectiveness of current engagement strategies (B6)

CECB4 Overcome participation barriers through technology utilization (B6)

Provide Financial Stewardship-

CECF1 Recommend innovative engagement methods that are cost effective and fiscally sustainable (F1)

Promote Learning & Growth-

CECL1 Build community motivation to engage on issues, trends and best practices (L1)



CITY OF SOUTHLAKE STRATEGY MAP

The City of Southlake provides municipal services that support the highest quality of life for our residents, businesses, and visitors. We do this by being an exemplary model of balancing efficiency, fiscal responsibility, transparency, and sustainability.

CRITICAL BUSINESS OUTCOMES

CBO1 - Continue to implement Southlake 2030 Plan by focusing on short-term initiatives.

CBO2 - Become an employer of choice by developing a plan to recruit, develop and retain employees committed to excellence.

CBO3 - Develop long-term strategies to address future financial uncertainties and challenges.

CBO4 - Improve mobility by proactively completing traffic analysis of key areas.

CBO5 - Optimize resources through collaboration and partnerships to reduce costs and add service value.

DELIVER ON OUR FOCUS AREAS



Safety & Security



Mobility



Infrastructure



Quality Development



Partnerships & Volunteerism



Performance Management & Service Delivery

SERVE OUR CUSTOMERS

C1 Achieve the highest standards of safety & security

C2 Provide travel convenience within City & region

C3 Provide attractive & unique spaces for the enjoyment of personal interests

C4 Attract & keep top-tier businesses to drive a dynamic & sustainable economic environment

C5 Promote opportunities for partnerships & volunteer involvement

C6 Enhance the sense of community by providing excellent customer service and citizen engagement opportunities

MANAGE THE BUSINESS

B1 Achieve best-in-class status in all City disciplines

B2 Collaborate with select partners to implement service solutions

B3 Enhance resident quality of life & business vitality through tourism

B4 Provide high quality services through sustainable business practices

B5 Enhance service delivery through continual process improvement

B6 Optimize use of technology

PROVIDE FINANCIAL STEWARDSHIP

F1 Adhere to financial management principles & budget

F2 Invest to provide & maintain high-quality public assets

F3 Achieve fiscal wellness standards

F4 Establish & maintain effective internal controls

PROMOTE LEARNING & GROWTH

L1 Ensure our people understand the strategy & how they contribute to it

L2 Enhance leadership capabilities to deliver results

L3 Attract, develop & retain a skilled workforce

L4 Recognize & reward high performers

L5 Empower informed decision-making at all levels in the organization

L6 Foster positive employee engagement



CITY OF SOUTHLAKE – COMMUNITY ENGAGEMENT COMMITTEE STRATEGY MAP

The Community Engagement Committee provides channels for Southlake City government to inform, involve and collaborate with residents and businesses.

City Focus
Areas:



Quality
Development



Partnerships &
Volunteerism



Performance
Management

City Corporate Objectives

C5 Promote opportunities for
partnerships & volunteer involvement

C6 Enhance the sense of community by providing excellent
customer service and citizen engagement opportunities

B2 Collaborate with select partners
to implement service solutions

B4 Provide high quality services through
sustainable business practices

B6 Optimize use of technology

F1 Adhere to financial management
principles & budget

L1 Ensure our people understand the
strategy & how they contribute to it

Serve Our Customers

CECC1 Promote timely, accessible, meaningful
and inclusive engagement tools (C5)

CECC2 Encourage active public participation in City's
planning and decision-making process (C6)

CECC3 Seek to understand public
concerns and interests (C6)

CECC4 Raise awareness of
involvement opportunities (C5)

Manage the Business

CECB1 Continuously seek better ways of informing
and engaging the community (B2)

CECB2 Facilitate open, fair and
constructive dialogue (B4)

CECB3 Evaluate effectiveness of current
engagement strategies (B6)

CECB4 Overcome participation barriers
through technology utilization (B6)

Provide Financial Stewardship

CECF1 Recommend innovative engagement methods that
are cost effective and fiscally sustainable (F1)

Promote Learning & Growth

CECL1 Build community motivation to engage on
issues, trends and best practices (L1)

POTENTIAL METRICS

Once objectives were determined and the proposed strategy map was created, the committee began to discuss the metrics that would be appropriate to measure its progress toward meeting their objectives. An Objectives and Metrics Subcommittee was formed and began discussions surrounding development of metrics. Ultimately the subcommittee decided to group the objectives that seemed to have a common measurement, then proposed ways to measure each of the defined metrics.

This process yielded a preliminary list of four concise measures that could be used to gauge the committee's ten stated objectives. The following metrics are proposed as a starting point to measure the committee's performance and evaluate the success of the city's community engagement efforts:

- Number of citizens receiving at least one engagement channel;
- Number of citizens responding to periodic surveys;
- Number of citizens attending and/or viewing City events; and
- Number of engagement channels

Through discussions with the entire CEC, the committee agreed that while these metrics did gauge effectiveness in a concise manner,

the group may need to broaden the number of metrics to be more comprehensive in its evaluation. The subcommittee developed a series of other metrics for consideration, and additional ideas from the entire committee were then added:

- Number of registered voters
- Voter participation in elections
- Number of special issue Town Hall Forums hosted
- Number of candidate forums for City and CIRD elections hosted
- Conduct bi-annual survey on community engagement (off year from Citizen Satisfaction Survey)
- Number of city-registered volunteers
- Number of volunteer hours worked
- Participation rates in various city activities
- Click rates for City announcements

The next step in this effort is to validate that the defined resources can provide data sufficient to evaluate the effectiveness of each defined metric.

The development of community engagement metrics is an ongoing effort that the CEC and its Objectives and Metrics Subcommittee will continue in the coming year.

STRATEGY	METRIC	DEFINITION
CECC1 Promote timely, accessible, meaningful and inclusive engagement tools (C5)	Number of citizens receiving at least one engagement channel	Offer all citizens a menu of communication options. Number who select at least one. (Citizen Satisfaction Survey)
CECB1 Continuously seek better ways of informing and engaging the community (B2)		
CECB3 Evaluate effectiveness of current engagement strategies (B6)		
CECC3 Seek to understand public concerns and interests (C6)	Number of citizens responding to periodic surveys	Regularly poll citizens a question regarding life in Southlake (Citizen Satisfaction Survey and Twitter Survey or other more frequent poll)
CECB2 Facilitate open, fair and constructive dialogue (B4)		
CECC2 Encourage active public participation in City's planning and decision-making process (C6)	Number of citizens attending/viewing City events	Track live and delayed participation in community events, e.g. city council, Town Hall Forums, etc.
CECC4 Raise awareness of involvement opportunities (C5)		
CECL1 Build community motivation to engage on issues, trends and best practices (L1)		
CECB4 Overcome participation barriers through technology utilization (B6)	Number of engagement channels	Communication channels offered citizens, e.g. Twitter, Facebook, mailers, Connect CTY, etc.
CECF1 Recommend innovative engagement methods that are cost effective and fiscally sustainable (F1)		





2014 COMMUNITY ENGAGEMENT COMMITTEE ACTIVITIES



COMMITTEE MEETINGS

Following the joint session held with the City Council in June 2014, the Community Engagement Committee has met frequently to lay the foundation for the future of community engagement in Southlake. During these meetings, the committee has:

- Developed a strategy map with a preliminary set of metrics,
- Established subcommittees to focus on key priorities,
- Learned more about the City of Southlake's current use of technology and social media for engagement purposes,
- Hosted and facilitated a series of SPIN Town Hall Forums including a Candidates' Forum and a Mobility Forum,
- Planned a 2015 Water Forum, Candidates' Forum, and special forums to discuss the Community Recreation Center,
- Continued improvements to the SPIN Town Hall Forums,
- Evaluated current engagement efforts, and
- Developed recommendations for improving community engagement in coming years.

SUBCOMMITTEES

In order to make additional progress between regular meetings, and accomplish some of the CEC's priorities for the year, three subcommittees were formed:

OBJECTIVES & METRICS

This subcommittee is responsible for developing and refining a set of metrics to measure CEC performance based on the committee's strategy map. The results of their work during 2014 are described in more detail on page 19. Their efforts are ongoing as they assist the CEC in broadening and evaluating the list of proposed metrics.

TOWN HALL FORUM IMPROVEMENT

This subcommittee is responsible for continuing to explore and develop new ideas to improve the SPIN Town Hall Forums. Town Hall Forums have provided an important source for community engagement in Southlake for many years. This subcommittee aims to enhance these meetings, make them more efficient, more accessible to the public, and more meaningful for all who participate. The results of their work during 2014 are described in more detail on page 23. Their efforts are ongoing as they assist the CEC in fine-tuning materials, processes, content, and technology related to these forums.

SUBCOMMITTEE	MEMBERS
Objectives & Metrics	Ben Siebach Craig Rothmeier Sherry Berman Pilar Schank
Town Hall Forum Improvement	David Alexander Craig Rothmeier Monique Schill
Marketing & Communication	Bobby Heller David Alexander Randy Robbins Pilar Schank

MARKETING & COMMUNICATION

This subcommittee is responsible for advertising the CEC and its purpose, demonstrating the City's commitment to improving engagement, and informing the public regarding the various community engagement opportunities that are available.

This subcommittee has started by enhancing communication materials during the SPIN Town Hall Forums. A brief description of the committee has been added to the programs, clarifying the committee's purpose and their role in the Town Hall Forums. At the beginning of each forum, CEC members are introduced, and at the close of each meeting, a slide is presented with the City's contact information, for those interested in learning more about community engagement opportunities. This subcommittee's work will continue in the coming year.

SPIN TOWN HALL FORUMS

SPIN, the Southlake Program for the Involvement of Neighborhoods, is the name of the Town Hall Forums which are held twice a month to provide an opportunity for community members to have an informal conversation regarding topics of interest.

The most frequently discussed items are development cases. The Town Hall Forums provide a place to discuss proposed developments and for developers to hear feedback from residents before a case goes before the Planning and Zoning Commission or City Council. These forums have been critical in helping the city manage growth and development, allowing the community to converse directly with developers during the early stages of the development process.

Beyond the frequent development-centered Town Hall Forums, additional meetings have been organized to focus on topics of particular interest to residents.

Open houses were held featuring presentations from Planning and Development Services to discuss 2030 plans and implementation projects, and Community Services to discuss

designs and other preparations for the Community Recreation Center.

A City Council Candidate Forum was held for residents to meet and pose questions to the candidates prior to the election.

At the request of the City Council, the CEC worked with City staff to organize a Mobility Forum and has planned a Water Forum as well as two forums to discuss the Community Recreation Center.

Currently, CEC members serve as hosts and facilitators of the Town Hall Forums and ensure that residents are able to receive information and answers to their questions.

The attendance at Town Hall Forums fluctuates depending on the topic. In 2014, fifteen development-focused meetings were held, covering 41 agenda items, with an average of approximately 11 people attending each meeting in person. Additional details are shown to the right.

MEETING IMPROVEMENTS

Many improvements to the Town Hall Forums have been made in recent years, including moving the meetings to the Council Chambers and providing live streaming and online video on demand

MEETING DATE	# AGENDA ITEMS	ATTENDANCE COUNT
January 6	3	3
February 11	2	5
March 3	1	1
March 25	4	12
May 13	6	30
May 19	2	8
May 27	2	10
June 10	3	31
August 12	4	21
August 26	3	9
September 9	2	3
September 23	2	4
October 14	3	6
October 28	2	8
November 3	2	10
15 meetings	41 agenda items	161 total attendance

for community members who are not able to attend in person.

In 2014, the CEC received guidance from the City Council, and has subsequently recommended a number of additional improvements, and continues to help the City explore opportunities for the future. Some of the improvements are highlighted below:

- A revised agenda pamphlet provides clear information helping individuals follow the development process, and it points toward other community engagement opportunities or ways to connect with the City.
- A revised sign in sheet gathers more information to help the City identify topics of most interest to community members and to determine the most effective ways to advertise the meetings.
- A template presentation helps developers prepare for a Town Hall Forum and provide information in a more standardized way, addressing the frequently asked questions.
- A closing slide encourages residents to connect with the City of Southlake for more information on community engagement opportunities.
- Developer contact information has been added to presentations as well as the SPIN Town Hall Forum Agenda to give those attending the meeting or individuals watching via Video On Demand an opportunity to reach out to developers with additional questions.
- SPIN Item Numbers are assigned to each project requesting a SPIN Town Hall Forum. This SPIN Item Number is used to help individuals follow development cases that move forward from the initial SPIN Town Hall Forum through the development process.
- SPIN Item Numbers have been incorporated into the Development Activity News Blog to keep individuals informed on projects moving forward to the Planning & Zoning Commission and City Council. By incorporating these item numbers into the Development Activity News Blog, individuals will more easily recognize an item and follow it from SPIN to P&Z or Council.

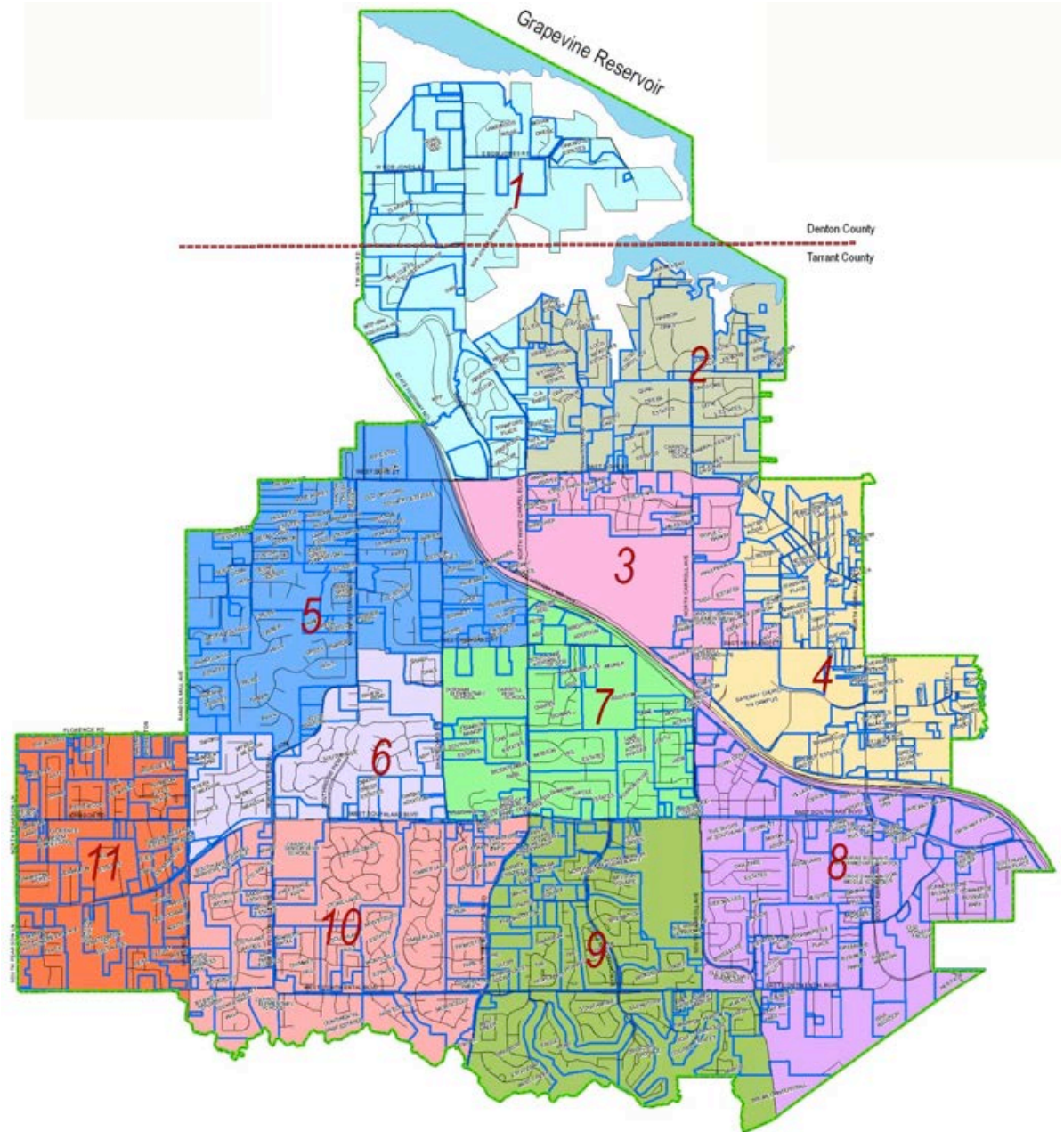


SPIN NEIGHBORHOOD MAP

The City of Southlake has 11 designated SPIN neighborhoods. These are used for a variety of planning and communication purposes.

These areas allow the City of Southlake to send calls or emails to specific parts of the community when information is relevant. They are used to track the locations of CIP investments/budget items to ensure that expenditures are appropriately distributed across the community. They are included in the Southlake 2030 plans to group recommendations made in each area of the city. They are used throughout the planning and development process to locate and track the projects in each part of the city, and these neighborhoods can help citizens identify projects or topics specific to their part of town.

The Community Engagement Committee is charged to review this map annually and make recommendations for any changes, as needed. The current SPIN Neighborhood Map is shown on the right. **The committee has not recommended any changes for the coming year.**







COMMUNICATION PLAN



THE OFFICE OF COMMUNICATION

Communication and engagement work hand in hand to sustain an effective local government. Without the ability to connect to and involve the community, government processes can become obsolete and taxpayers are faced with an impersonal entity that is difficult to understand or navigate. Best practices demand a strategic approach to communication, which supports understanding, engagement, and the ability to adapt to customer needs.

The City of Southlake recently created an Office of Communication to lead its communication and marketing efforts. The City has always relied upon its ability to communicate with the public, but in the past several years, communication, marketing, and engagement have become priorities. Among its many duties, this office is responsible for the oversight of the City's online presence. It manages the City's media relations, photography, and video production, and it aids in the marketing of City events and other departmental initiatives.

The Community Engagement Committee has worked closely with the Office of Communication this past year to understand Deputy Director Schank's



vision in working with City departments, the City Council, City Boards and Commissions and most importantly the City's residents and business owners to satisfy communication expectations.

The Office of Communication has outlined a set of core services that it will provide to help the City achieve the objectives included

in the City Strategy Map, seen on page 17. It aims to communicate on topics such as the annual budget, the Southlake 2030 Plans, and the Citizen Satisfaction Survey, as well as other policy priorities established by the City Council. It is the committee's recommendation to support the Office of Communication in this approach.

CURRENT TOPICS AND TOOLS FOR COMMUNITY ENGAGEMENT

The City Council met jointly with the Community Engagement Committee in June 2014, shortly following the first appointments to the new committee. During this meeting, the CEC received valuable direction and the group was able to identify some of the City's current community engagement tools and most critical topics of discussion in Southlake today.

This information provides a valuable starting point for understanding the needs and opportunities for enhancing community engagement in the city. It also guided the development of the committee's strategy and work for the remainder of the year.



WHAT DOES SOUTHLAKE WANT TO TALK ABOUT?

- Traffic/Mobility
(#1 Citizen Survey Gap Issue)
- Bicycle-Friendly Streets
(#2 Citizen Survey Gap Issue)
- Development/Construction
(#3 Citizen Survey Gap Issue)
- Sidewalks
- Public Safety
- Emergency Preparedness
- West Nile Virus
- Schools/Youth Issues
- Senior Issues
- Sports/Parks
- Businesses
- City Events
- Southlake 2030 Plans
- City of Southlake Budget
- Water Conservation
- Aircraft Noise
- Community Recreation Center
- Volunteer Southlake

HOW DO WE ENGAGE THE COMMUNITY ON THESE TOPICS?

- Websites
- Information Blogs:
Construction Around Town
Development Activity News
- Social Media
- Connect – CTY
- E-Blasts
- Online Calendar
- Posted Agendas
- Public Hearings
- Town Hall Forums
- Newsletters
- Video on Demand
- Cable Channel
- Event Signs
- Flyers/Posters
- Water Bills
- Boards & Commissions

ROLE OF SOCIAL MEDIA

“Technology is transforming the experience of being a citizen. According to a recent survey, approximately 66% of social media users in the U.S. use new media platforms to post their thoughts about civic and political issues, react to others’ postings, press friends to act on issues and vote, and follow candidates.”¹

As the City seeks to engage the community in relevant and meaningful ways, it will be important to find the places where people gather and discuss their thoughts and ideas. Websites, apps, and social media platforms, in many ways, have created new places where people engage with one another and seek information.

This has changed the speed of communication and removed many barriers between local government and the public they serve. “Citizens no longer have to wait for the next City Council meeting to address their concerns.”¹

Today the City of Southlake maintains four facebook pages (City of Southlake, Southlake DPS, Southlake Parks, Visit Southlake), five twitter profiles (City of Southlake, Southlake DPS, Southlake Parks, VisitSouthlake, Southlake Library),

a youtube channel for video posting, and a flickr site for photos. When possible, social media is used to draw people toward the city’s websites for more information: CityofSouthlake.com, MySouthlakeNews.com, or VisitSouthlakeTexas.com.

The City’s social media policy was enacted in 2012, and the City follows a general set of guidelines, overseen by the Deputy Director of Communication, when creating, moderating and managing online content.

Data collection methods relating to online engagement tools are increasing, and the City is steadily improving its ability to track information relating to its online efforts. This makes it easier to set goals and monitor the reach and effectiveness of the use of these tools. The City is growing and aims to retain the number of people following, liking and commenting on posted content.

These tools have allowed the City of Southlake to keep people informed when it counts most. Particularly during times of crisis, when people are concerned about public safety issues or during weather emergencies, the City has found

WHERE CAN I FIND THE CITY OF SOUTHLAKE ONLINE?

Websites:

CityofSouthlake.com
MySouthlakeNews.com
VisitSouthlakeTexas.com

Facebook Pages:

www.facebook.com/CityofSouthlakeTX
www.facebook.com/SouthlakePublicSafety
www.facebook.com/SouthlakeParks
www.facebook.com/VisitSouthlakeTexas

Twitter Profiles:

twitter.com/CityofSouthlake
twitter.com/SouthlakeDPS
twitter.com/SLParksandRec
twitter.com/SouthlakeEvents
twitter.com/SouthlakeLib

YouTube Channel:

www.youtube.com/user/CityofSouthlake

Flickr Site:

www.flickr.com/photos/southlaketexas

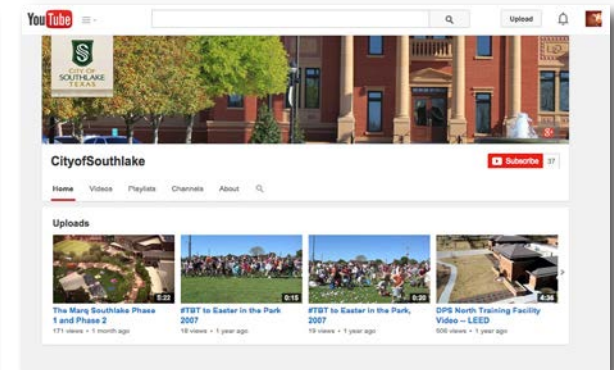
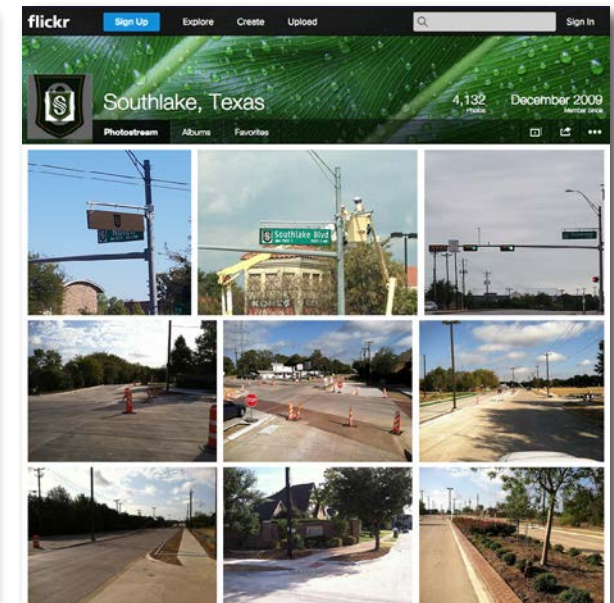
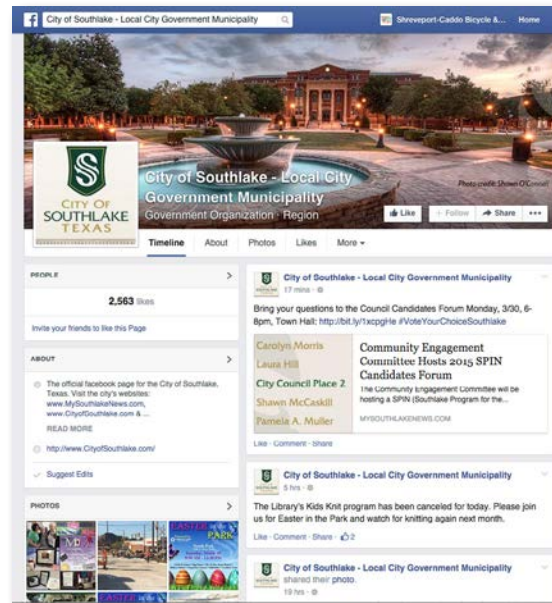
that social media has been a key tool to keep people informed. Allowing the City to quickly release critical information to a wide audience, these tools have proven invaluable.

These communication channels also keep people informed about the City's focus areas: Mobility, Quality Development, Safety and Security, Infrastructure, Performance Management, and Partnerships and Volunteerism.

They publish results from the Citizens' Satisfaction Survey, show progress related to the Southlake 2030 Plans, and they are used to promote important events and meetings.

Opportunities to expand the use of these tools are plentiful. New sites emerge frequently and become popular, such as pinterest, tumblr, or instagram. The landscape is constantly changing. This can make it a challenging, but important, job to evaluate whether or not the newest site or app will be truly effective or worthy of being a voice for the City.

¹ Annette Strauss Institute for Civic Life, Lawrence, R., Wise, D., and Einsohn, E., *What Can Help?: Embracing New Platforms for Engagement, Texas Civic Health Report*, p. 27, Annette Strauss Institute for Civic Life and National Conference on Citizenship, 2013.



EVALUATION & PROPOSED RECOMMENDATIONS

In order to propose future recommendations for enhanced community engagement, the CEC has considered the City's current strengths and successes under each of its objectives, and then looked for areas of improvement.

The following section outlines some of the current activities (What We Do Now) and strengths that help meet the objectives outlined on the CEC Strategy Map, shown on page 18. A series of recommendations (What We Could Do) is then listed for each objective, building upon the City's current activities and strengths. Some of the recommendations may be listed more than once, as they have the ability to impact two or more of the committees objectives.

Following the broader set of proposed recommendations is a list of the community engagement priorities for 2015. These are the recommendations that the Community Engagement Committee would work toward in the coming year.



SERVE OUR CUSTOMERS

OBJECTIVE CECC1:

PROMOTE TIMELY, ACCESSIBLE,
MEANINGFUL AND INCLUSIVE
ENGAGEMENT TOOLS
(C5)

WHAT WE DO NOW:

Video on Demand

Social Media Marketing

City Office Contacts

STRENGTHS:

The City currently utilizes a broad range of engagement tools to reach a variety of audiences in the community.

WHAT WE COULD DO:

Define the use of and audience for each engagement tool

Explore real time interaction with remote VOD viewers, including question and answer

Explore the use of social media to report outcomes during live meetings

Explore periodic Twitter surveys

Provide an open platform to sign up for communication

Review the frequency and effectiveness of notification emails and Connect-CTY phone calls

Create guidelines for more effective use of Connect-CTY

Establish a community engagement hotline for feedback from citizens

Function as a focus group to review website effectiveness as an engagement and communication tool

SERVE OUR CUSTOMERS

OBJECTIVE CECC2:
ENCOURAGE ACTIVE PUBLIC
PARTICIPATION IN CITY'S PLANNING
AND DECISION-MAKING PROCESS
(C6)

WHAT WE DO NOW:

SPIN Town Hall Forums

City Notices

STRENGTHS:

Improvements to the SPIN Town Hall Forums, and to the Development Activity News Blog, add clarity and make it easier for people to follow the City's planning and decision-making process. The City allows people to opt-in to receive notices regarding the topics that interest them most.

WHAT WE COULD DO:

Establish a twice a year roundtable discussion with existing community groups (HOAs, Churches, Students, Seniors, etc.)

Review youth and senior participation and integration in the CEC communication channels

Host booths at events (Oktoberfest, Art in the Square, Home for the Holidays, Stars & Stripes)

Explore the establishment of a Citizens' Academy to provide information on city processes and promote opportunities for involvement

Provide new resident packages highlighting City services, processes, contact information, and volunteer opportunities

Promote sign up for City notices through "Notify Me"

Provide an open platform to sign up for communication

Improve information flow from SPIN to P&Z and Council

Add a timeline to the website to show when to act on upcoming issues

SERVE OUR CUSTOMERS

OBJECTIVE CECC3:

SEEK TO UNDERSTAND PUBLIC CONCERNS AND INTERESTS (C6)

WHAT WE DO NOW:

Citizen Satisfaction Survey

SPIN Town Hall Forums

STRENGTHS:

The City conducts a comprehensive biennial Citizen Satisfaction Survey and hosts frequent Town Hall Forums relating to development in Southlake. The CEC has also planned and hosted Town Hall Forums to discuss special topics of interest to residents.

WHAT WE COULD DO:

Function as a 2015 Citizen Satisfaction Survey focus group, to review questions and make recommendations regarding its development and marketing

Increase participation in the Citizen Satisfaction Survey

Improve usability and user interface for the Citizen Satisfaction Survey

Host Town Hall Forums based on topics discussed in Citizen Satisfaction Survey feedback

Develop an engagement-focused survey for Town Hall Forum attendees, VOD viewers, or social media followers

Explore real time interaction with remote VOD viewers, including question and answer

Establish a community engagement hotline for feedback from citizens

Establish a twice a year roundtable discussion with existing community groups (HOAs, Churches, Students, Seniors, etc.)

SERVE OUR CUSTOMERS

OBJECTIVE CECC4:
RAISE AWARENESS OF INVOLVEMENT
OPPORTUNITIES
(C5)

WHAT WE DO NOW:

Volunteer Southlake Newsletter

City Website

Social Media Marketing

STRENGTHS:

Boards and commissions opportunities are broadcast through social media, on the City website, and in print. The Volunteer Southlake newsletter highlights volunteers and advertises upcoming volunteer opportunities.

WHAT WE COULD DO:

Promote CEC familiarity with City departments and services offered to citizens

Provide CEC cards to hand out as they host forums or meet people around Southlake

Solicit participation and make recommendations for Board and Commission involvement

Establish HOA / management company inventory

Host booths at events (Oktoberfest, Art in the Square, Home for the Holidays, Stars & Stripes)

Explore the establishment of a Citizens' Academy to provide information on city processes and promote opportunities for involvement

Provide new resident packages highlighting City services, processes, contact information, and volunteer opportunities

Improve the CEC page on the website

Create an information blog related to community engagement

Make volunteerism, and volunteer opportunities, more visible in publications and on social media

MANAGE THE BUSINESS

OBJECTIVE CECB1:

CONTINUOUSLY SEEK BETTER WAYS
OF INFORMING AND ENGAGING THE
COMMUNITY
(B2)

WHAT WE DO NOW:

Office of Communication

Citizen Satisfaction Survey

STRENGTHS:

The City recently established the Office of Communication to accomplish this goal. The Office of Communication monitors data related to City communication and looks for opportunities to enhance engagement. The Citizen Satisfaction Survey includes questions related to communication channels, providing valuable insight into the preferences of community members.

WHAT WE COULD DO:

Explore opportunities for innovative engagement methods

Continue to assess existing processes and outcomes

Continue to assess technology options and anticipated outcomes

Establish a twice a year roundtable discussion with existing community groups (HOAs, Churches, Students, Seniors, etc.)

Develop an engagement-focused survey for Town Hall Forum attendees, VOD viewers, or social media followers

Survey developers on ways to improve their communication with residents/businesses during Town Hall Forums and throughout the development process

MANAGE THE BUSINESS

OBJECTIVE CECB2:

FACILITATE OPEN, FAIR AND
CONSTRUCTIVE DIALOGUE
(B4)

WHAT WE DO NOW:

SPIN Town Hall Forums

Public Hearings

STRENGTHS:

SPIN Town Hall Forums and public hearings held during City Council meetings or Planning & Zoning Commission meetings strive to provide open, fair, and constructive dialogue.

WHAT WE COULD DO:

Provide training for Town Hall Forum moderators

Improve information flow from SPIN to P&Z and Council

Add a timeline to the website to show when to act on upcoming issues

Explore real time interaction with remote VOD viewers, including question and answer

Dialogue with developers regarding their expectations for Town Hall Forums

Survey developers on ways to improve their communication with residents/businesses during Town Hall Forums and throughout the development process

Establish a twice a year roundtable discussion with existing community groups (HOAs, Churches, Students, Seniors, etc.)

MANAGE THE BUSINESS

OBJECTIVE CECB3:

EVALUATE EFFECTIVENESS OF CURRENT
ENGAGEMENT STRATEGIES
(B6)

WHAT WE DO NOW:

Office of Communication

Citizen Satisfaction Survey

Sign-in Sheets

STRENGTHS:

The City currently monitors some data through the Office of Communication. The Citizen Satisfaction Survey includes questions related to communication channels, providing valuable insight into the preferences of community members. Attendance at Town Hall Forums and other City meetings are also tracked.

WHAT WE COULD DO:

Establish an overall “Engagement Health Score” for the community

Establish and track metrics every six months to determine reach to the community

Track activity on information blogs and VOD views

Review the frequency and effectiveness of notification emails and Connect-CTY phone calls

Develop an engagement-focused survey for Town Hall Forum attendees, VOD viewers, or social media followers

Survey developers on ways to improve their communication with residents/businesses during Town Hall Forums and throughout the development process

Function as a focus group to review website effectiveness as an engagement and communication tool

Continue to assess existing processes and outcomes

MANAGE THE BUSINESS

OBJECTIVE CECB4:
OVERCOME PARTICIPATION BARRIERS
THROUGH TECHNOLOGY UTILIZATION
(B6)

WHAT WE DO NOW:

Video on Demand

Cable Channel

Website & Social Media

STRENGTHS:

The City's website and social media profiles allow community members to access information, comment, or ask questions via email at their convenience. Video on Demand and live streaming through the City's cable channel allow people to watch meetings they are unable to attend in person.

WHAT WE COULD DO:

Experiment with alternative engagement methods in second half of year

Explore an ideation platform for residents to submit ideas to the City

Explore real time interaction with remote VOD viewers, including question and answer

Explore the use of social media to report outcomes during live meetings

Explore periodic Twitter surveys

Provide an open platform to sign up for communication

Function as a focus group to review website effectiveness as an engagement and communication tool

PROVIDE FINANCIAL STEWARDSHIP

OBJECTIVE CECF1:

RECOMMEND INNOVATIVE ENGAGEMENT METHODS THAT ARE COST EFFECTIVE AND FISCALLY SUSTAINABLE (F1)

WHAT WE DO NOW:

Communication Plan

STRENGTHS:

This annual report and communication plan is a first attempt to make recommendations of this kind.

WHAT WE COULD DO:

Become familiar with costs and benefits associated with existing and potential engagement tools

Research best practices

Establish small fund/budget dedicated to exploring new engagement techniques

Explore partnership opportunities, i.e. partner with a local magazine to promote learning about Southlake

PROMOTE LEARNING AND GROWTH

OBJECTIVE CECL1:

BUILD COMMUNITY MOTIVATION TO
ENGAGE ON ISSUES, TRENDS, AND BEST
PRACTICES
(L1)

WHAT WE DO NOW:

SPIN Town Hall Forums

Social Media

City Website

STRENGTHS:

The Town Hall Forums on specific topics draw greater interest from community members who want to engage. The current use of social media and the City website provide information and encourage community members to engage on the issues of interest to them.

WHAT WE COULD DO:

- Launch a “You said-We did” campaign on social media and the City’s website to demonstrate responsiveness
- Create an information blog related to community engagement
- Develop an articulated social media strategy to increase and enhance its use
- Explore ways to target information or engagement opportunities to community members most interested
- Establish a twice a year roundtable discussion with existing community groups (HOAs, Churches, Students, Seniors, etc.)
- Host Town Hall Forums based on topics discussed in Citizen Satisfaction Survey feedback
- Host Town Hall Forums on topics proposed by City departments
- Host booths at events (Oktoberfest, Art in the Square, Home for the Holidays, Stars & Stripes)
- Explore the establishment of a Citizens’ Academy to provide information on city processes and promote opportunities for involvement
- Develop new resident packages highlighting City services, processes, contact information, and volunteer opportunities
- Make volunteerism, and volunteer opportunities, more visible in publications and on social media



COMMUNITY ENGAGEMENT ACTIVITIES FOR 2015:

1. Promote CEC familiarity with City departments and services offered to citizens
2. Become familiar with costs and benefits associated with existing and potential engagement tools
3. Provide training for Town Hall Forum moderators
4. Provide CEC cards to hand out as they host forums or meet people around Southlake
5. Function as a 2015 Citizen Satisfaction Survey focus group, to review questions and make recommendations regarding its development and marketing
6. Increase participation in the Citizen Satisfaction Survey
7. Improve usability and user interface for the Citizen Satisfaction Survey
8. Host Town Hall Forums based on topics discussed in Citizen Satisfaction Survey feedback
9. Host Town Hall Forums on topics proposed by City departments
10. Establish small fund/budget dedicated to exploring new engagement techniques
11. Explore opportunities for innovative engagement methods
12. Experiment with alternative engagement methods in second half of year
13. Explore real time interaction with remote VOD viewers, including question and answer
14. Develop an engagement-focused survey for Town Hall Forum attendees, VOD viewers, or social media followers
15. Survey developers on ways to improve their communication with residents/businesses during Town Hall Forums and throughout the development process
16. Solicit participation and make recommendations for Board and Commission involvement
17. Review youth and senior participation and integration in the CEC communication channels
18. Continue to assess existing processes and outcomes
19. Continue to assess technology options and anticipated outcomes
20. Establish and track metrics every six months to determine reach to the community





APPENDIX



COUNCIL APPOINTS COMMUNITY ENGAGEMENT COMMITTEE

by Renee Hansen | Community Impact | April 22, 2014

Southlake City Council approved the appointments of seven residents to the community engagement committee in its meeting April 15. The committee advises the council on issues involving the community and outreach programs.

The council had to choose from eight individuals to fill seven positions that serve two-year appointments.

“Everyone was really good and qualified,” Mayor John Terrell said. “It’s a shame we actually have to pick somebody [to eliminate].”

The council discussed the applicants and what each one might bring to the table, including their contributions to the city and what boards the individuals already serve on. Council also decided on term limits so as to keep an even balance for members who may divide their time with other boards.

Councilwoman Laura Hill said, “I would really like to see the people on this board unencumbered by other boards that they’re sitting on.”

There is no limit to how many times an individual can be appointed to the board, Terrell said.

The following Southlake residents were chosen for the committee: Sherry Berman, Craig Rothmeier, Randy Robbins, Ben Siebach, David Alexander, Bobbie Heller and Monique Schill.



COUNCIL APPOINTS NEW COMMITTEE MEMBERS

by Renee Hansen | Community Impact | May 14, 2014

SOUTHLAKE — The City Council approved the appointments of seven individuals to the community engagement committee at the council's meeting April 15. The committee advises the council on issues involving the community and outreach programs.

Council members also discussed two-year term limits so members may divide their time with other boards on which they serve.

"I would really like to see the people on this board unencumbered by other boards that they're sitting on," Councilwoman Laura Hill said.

There is no limit to how many times an individual can be appointed to the board, Mayor John Terrell said.

Committee members chosen included Place 1, Sherry Berman; Place 2, Craig Rothmeier; Place 3, Randy Robbins; Place 4, Ben Siebach; Place 5, David Alexander; Place 6, Bobbie Heller; and Place 7, Monique Schill.



SOUTHLAKE COMMUNITY ENGAGEMENT TAKING SHAPE

by Dustin L. Dangli | Star-Telegram | August 5, 2014

Craig Rothmeier wants to see the Community Engagement Committee rise before its sun sets.

Committee chairman Rothmeier said members plan to meet more frequently than the required four times a year to define a purpose and metrics for the new group before City Council shuts it down.

When the City Council adopted the committee to replace the longstanding Southlake Program for the Involvement of Neighborhoods (SPIN), council members agreed to give the committee 18 months to take shape.

If City Council and staff are not satisfied with the committee's progress, it will be dissolved.

"We are going to increase the frequency of our meetings to make sure we're fully focused and engaged on what we think we can do, what the metrics will be," Rothmeier said. "We want to make sure we have a definitive plan that we can present to Council, with specific action steps that can be taken to engage the community."

The city decided late last year to abandon the 21-year-old SPIN and adopt the committee as a way to reach and connect with residents. Council members were still unclear of the committee's role, but said they were confident of what it could become.

"What we're talking about in terms of a communication plan is pretty big," Deputy Mayor Pro Tem Brandon Bledsoe told the Council at a meeting in November 2013. "We might get a few things wrong, but I'm hoping we get a lot of things right."

In those earlier meetings ideas of using the committee to design and implement ways to reach residents on important topics like West Nile prevention and traffic were discussed. This inaugural group is in the process of creating its purpose and how its success will be measured.

Rothmeier served on SPIN and now leads the Community Engagement Committee. He said the group's fundamentals are still the same.

"There are tools that SPIN did not have 10 years ago — social media, an enhanced

website," he said. "The challenge remains the same: How do you engage the community?"

Earlier this summer the seven-member committee met with City Council to create a vision for the group.

Assistant City Manager Ben Thatcher said that while the session didn't result in anything concrete yet, it was a good brainstorming session.

"There was great discussion and thinking outside of the box," he said. "There is a lot of synergy and similarities to the SPIN format. They spent some time trying to define what community engagement means to Southlake."

He said the groups were focused on the use of technology and making the town hall development forums more engaging.

The town hall forums serve as twice-monthly meetings where developers can pitch their projects to the residents before moving on to the Planning and Zoning Commission and City Council.

Rothmeier said the committee plans to

look at ways to improve participation at the meetings for those who cannot attend, but may watch live online, and those who are in attendance. Thatcher said the committee is forging a plan.

The committee will meet on Thursday. Rothmeier said the meeting will give members a chance to expand on what's been defined.

He said he foresees the committee expanding town hall forums to go beyond future developments by allowing residents to talk about such important issues as traffic and the community recreation center.

"What we talked about now is taking some of the issues that are real central concerns of residents," he said. "Rather than just relying on the website, actually hosting town hall meetings, or meetings to talk about subjects such as that."

Although the clock is ticking, Rothmeier said the group, which is composed of many SPIN veterans, will succeed.

"I'm fully confident the committee will achieve those goals, if not exceed them."



SOUTHLAKE TO HOST MOBILITY FORUM

by Dustin L. Dangli | Star-Telegram | December 2, 2014

The city's Community Engagement Committee wants to give people answers to questions such as: Why is there a stop light near The Fresh Market? What's the deal with all these orange cones?

To provide those answers, the committee will host a mobility town hall forum from 6-8:30 p.m. on Dec. 9 at Town Hall.

"There's still the issue of getting around Southlake," committee chair Craig Rothmeier said. "People see construction, stop signs, stop lights and they wonder why that light went in."

The evening will begin with an hour-long open house before an hour-and-a-half panel session with officials from the City of Southlake, Texas Department of Transportation and even the state legislature.

There will be time for attendees to ask officials questions, but event organizers want people to submit questions ahead of time online via the city's website.

Rothmeier said the committee has several issues that it knows are important to the

community including water, but thought mobility is the top priority.

"Mobility is probably front and center for everybody that travels through Southlake at this time," he said.

The panel will discuss projects in Southlake and beyond the city limits.

At the open house beforehand, city staff members will be on hand to discuss future projects to improve mobility.

The city's 2013 citizen survey showed that traffic and mobility were residents' number one concerns.



CEC MEETING MINUTES | August 7, 2014



COMMUNITY ENGAGEMENT
COMMITTEE MEETING MINUTES:
August 7, 2014

LOCATION: Southlake Town Hall
4th floor conference room
1400 Main Street, Southlake, Texas 76092

TIME: 5:30 P.M.

COMMITTEE MEMBERS PRESENT:

Place 1 – Sherry Berman
Place 2 – Craig Rothmeier, Chair
Place 3 – Randy Robbins
Place 4 – Ben Siebach, Vice-Chair
Place 5 – David Alexander, Secretary
Place 6 – Bobbie Heller

COMMITTEE MEMBERS NOT PRESENT:

Place 7 – Monique Schill

STAFF PRESENT:

Ben Thatcher
Pilar Schank

CITY COUNCIL MEMBERS PRESENT:
Carolyn Morris

REGULAR AGENDA

Meeting called to order at 5:27

1. Committee introductions – Members introduced themselves

2. Follow-up report to joint City Council Meeting – Ben Siebach discussed the definition statement and the committee agreed to include businesses as well as residents into the statement.

3. Define committee expectations and goals – The group discussed and categorized the action items and expectations. Ben Thatcher agreed to present a draft strategy map to the committee at September's meeting that would serve as a strategic guide for the committee's work. David Alexander will lead a subcommittee to improve the Town Hall forum and

create some operating procedures to achieve some short term improvements.

4. Staff presentation on City's social media program – Pilar Schank discussed the ever evolving social media program and how the City incorporates social media use into its services.

5. Consider future meeting schedule. – The committee decided to meet on the first Wednesday of each month at 5:30 until further notice, with the next meeting to take place on September 3.

Meeting Adjourned at 8:37

CEC MEETING MINUTES | September 3, 2014



COMMUNITY ENGAGEMENT
COMMITTEE MEETING MINUTES:
September 3rd, 2014

LOCATION: Southlake Town Hall
4th floor conference room
1400 Main Street, Southlake, Texas 76092

TIME: 5:30 P.M.

COMMITTEE MEMBERS PRESENT:

Place 1 – Sherry Berman
Place 2 – Craig Rothmeier, Chair
Place 4 – Ben Siebach, Vice-Chair
Place 5 – David Alexander, Secretary
Place 6 – Bobbie Heller
Place 7 – Monique Schill

COMMITTEE MEMBERS NOT PRESENT:

Place 3 – Randy Robbins

STAFF PRESENT:

Ben Thatcher
Pilar Schank

REGULAR AGENDA

Meeting called to order at 5:37

1. Approve August 7, 2014 CEC meeting minutes. Sherry Berman made a motion to approve as written. Ben Siebach second the motion. Approved 5 – 0. Monique Schill abstained, as she was not present at the last meeting.
2. Consider approval of CEC strategy map. The group made minor changes and agreed to keep in draft.
3. Discuss CEC strategy implementation. Craig Rothmeier and Ben Thatcher discussed how the committee's strategy map would serve as a guide for the committee's work and that metrics should be identified for each aspect of the map. It was agreed that the committee would work to identify potential metrics for the next meeting.

4. Discuss subcommittee work regarding SPIN meeting improvements. Pilar Schank gave an overview of the subcommittee meeting and the agreed upon tools that the Planning Department agreed to help out with.

5. Discuss committee reporting template. Ben Thatcher discussed a report that staff can create that would include the committee's annual report as well as recommendations to City Council.

6. Discuss SPIN meeting facilitator schedule. The group assigned dates for members for the remainder of the year. This will be published by Pilar Schank.

Meeting Adjourned at 8:00

CEC MEETING MINUTES | November 5, 2014



**COMMUNITY ENGAGEMENT
COMMITTEE MEETING MINUTES:**
November 5th, 2014

LOCATION: Southlake Town Hall
4th floor conference room
1400 Main Street, Southlake, Texas 76092

TIME: 5:30 P.M.

COMMITTEE MEMBERS PRESENT:

Place 1 – Sherry Berman
Place 2 – Craig Rothmeier, Chair
Place 3 – Randy Robbins
Place 4 – Ben Siebach, Vice-Chair
Place 5 – David Alexander, Secretary
Place 6 – Bobbie Heller

COMMITTEE MEMBERS NOT PRESENT:

Place 7 – Monique Schill

STAFF PRESENT:

Ben Thatcher
Pilar Schank

REGULAR AGENDA

Meeting called to order at 5:35

1. Pilar discussed the frequency of SPIN meetings.
2. Approval of September minutes. Sherry made a motion to approve, and Bobbie made a second. Approved 5-0.
3. Ben Thatcher discussed previously proposed improvements to the Town Hall forum.
 - a. Updated SPIN Town Hall meeting sign in sheet. Randy made a motion to approve, and Bobbie second. Approved 6-0
 - b. Provided a template to potential SPIN presenters. Ben Thatcher will provide committee feedback to Pilar and Jerod.

5. Craig discussed a city wide mobility forum on December 9th. Ben Thatcher discussed the purpose and how members can help get the word out.

6. Ben Siebach discussed the performance metrics and recommended we create a subcommittee. Sherry, Ben Siebach, Craig, and Pilar.

7. Craig also created two other subcommittees. One for engagement marketing. David, Bobbie and Randy, and Pilar will be on this. Another for SPIN meeting procedures that will include Craig, David and Monique.

Meeting Adjourned at 7:05

CEC MEETING MINUTES | December 3, 2014



COMMUNITY ENGAGEMENT
COMMITTEE MEETING MINUTES:
December 3rd, 2014

LOCATION: Southlake Town Hall
4th floor conference room
1400 Main Street, Southlake, Texas 76092

TIME: 5:30 P.M.

COMMITTEE MEMBERS PRESENT:

Place 1 – Sherry Berman
Place 2 – Craig Rothmeier, Chair
Place 3 – Randy Robbins
Place 4 – Ben Siebach, Vice-Chair
Place 5 – David Alexander, Secretary
Place 6 – Bobbie Heller
Place 7 – Monique Schill

STAFF PRESENT:

Ben Thatcher
Pilar Schank
Philip Rodriquez

REGULAR AGENDA

Meeting called to order at 5:33

1. Approval of November minutes. Randy Robbins made a motion to approve without changes and Ben Siebach made a second. Approved 5-0.

2. Ben Thatcher discussed the plans for the upcoming Mobility Town Hall Forum.

3. Subcommittee Reports:

a. Marketing – Bobbie Heller gave a report.

b. Meeting Procedures – David Alexander discussed the draft SPIN meeting handout.

c. Metrics – Ben Siebach shared proposed metrics and asked for feedback.

4. Discuss SPIN meeting assignments for 2015 – Pilar will assign and send out. Each meeting will have a primary and secondary moderator.

Meeting Adjourned at 6:55

