

CITY OF DUBUQUE

# Community Engagement Report regarding: Resilient Community Advisory Commission

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**5/12/2016**

This report provides details on the planning, implementation, and results of the community engagement effort.


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## Background

The City Council added a Community Resilience Advisory Commission to their FY 16 Goals and Priorities. Key issues for this goal include purpose and role of the commission, size and diverse representation of the community, and staff support and funding. City staff developed a community engagement process to draft an ordinance for the Resiliency Advisory Commission, addressing the key issues for a recommendation to city council.

## Timeline



<b>December</b> Staff plan	<b>January</b> Staff plan	<b>February 1st:</b> Council approves plan  Schedule public input  Schedule stakeholders	<b>March</b> <ul style="list-style-type: none"><li>• Staff meets with all stakeholders</li><li>• Staff creates marketing plan</li><li>• Design public input</li></ul>	<b>April</b> <ul style="list-style-type: none"><li>• Finish stakeholder groups</li><li>• Hold 1 public input meeting</li></ul>	<b>May</b> Council adopts ordinance	<b>June-July</b> Design recruitment process	<b>August/September</b> Recruit & orient commissioner
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## Community Engagement planning team:

The team consisted of Cori Burbach and Mary Rose Corrigan as the project leads. Nikola Pavelic provided technical assistance in putting the community engagement plan together and project management during the plan implementation. The plan was created in about 7 hrs over a course of about 6 meetings.

## Community Engagement goals

1. During community engagement, stakeholders will define “resilience” for the ordinance. **(goal met)**
2. Community engagement will involve representatives from all 3 sustainability pillars (economic prosperity; environmental and ecological integrity; social and cultural vibrancy) with a variety of demographics. **(goal met)**
3. During community engagement, staff will gather stakeholder perspectives on the purpose, reasons and structure of the commission. **(goal met)**

## Methods of engagement

Staff facilitated one-on-one conversations with the following 19 groups:

- |  |  |
|--|--|
| 1. Arts & Culture Affairs Advisory Commission    | 13. Purchase of Service recipients                           |
| 2. Community Foundation of Greater Dubuque       | 14. Transit Advisory Commission                              |
| 3. Dubuque Area Chamber of Commerce              | 15. Tri-state College Sustainability group                   |
| 4. Community Development Advisory Commission     | 16. Wellness Coalition                                       |
| 5. Dubuque Initiatives                           | 17. Zoning Advisory Commission                               |
| 6. Environmental Stewardship Advisory Commission | 18. Downtown, North End, and Point Neighborhood Associations |
| 7. Greater Dubuque Development Corporation       | 19. Inclusive Dubuque Network                                |
| 8. Green Dubuque                                 |  |
| 9. Housing Commission                            |  |
| 10. Human Rights Commission                      |  |
| 11. Long Range Planning Advisory Commission      |  |
| 12. Parks and Recreation Advisory Commission     |  |

In addition to hosting the one-on-one sessions, city staff provided an online survey from April 3-10, 2016. Lastly, staff held a final community dialogue, open to the general public on April 19<sup>th</sup>, 2016 at Inspire Café.

## **Budget**

- \$0 budgeted
- \$30 spent

## **Marketing**

- Direct emails to the 19 stakeholder groups outlined above, announcing one-on-one conversations and April 19<sup>th</sup> public meeting
- Additional personal e-mails, announcing online survey and April 19 meeting, were sent to ten additional partner organizations or groups.
- Press releases were sent via Sustainable Dubuque and City website, and the information shared via social media channels.

## Reach

The total number of community members who participated in the engagement process was around 200.

Of those estimated 200 community members reached

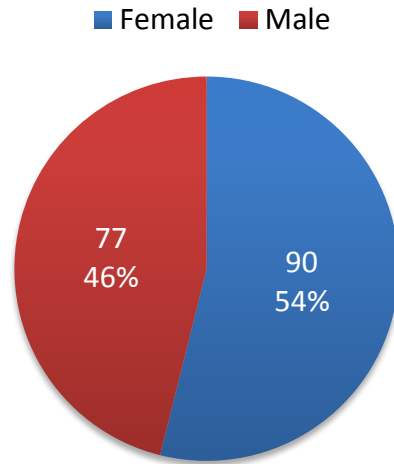
- 107 participated in on- on-one sessions
- 87 responded to the online survey, and
- 6 attended the April 19<sup>th</sup> public meeting

The 200 community members reached represent following demographics:

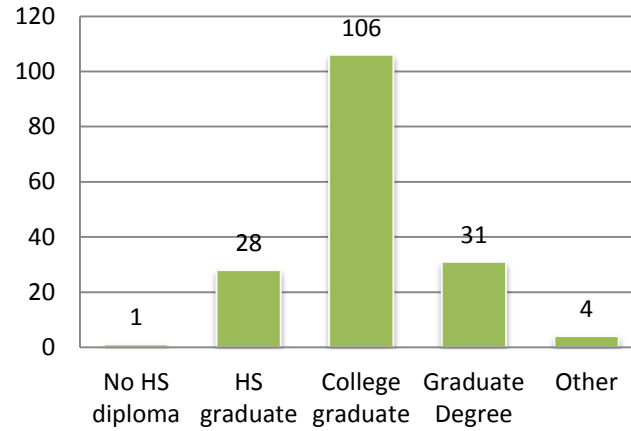
- A nearly balanced split between genders
- Broad geographical reach, with the West End, Hill, Downtown and South End neighborhoods well represented
- Generally, a diverse age representation from 22 years old and up, but low representation of 18-22 years old.
- Overwhelming representation of community members with college degrees
- Overwhelming representation of white community members

## Demographics

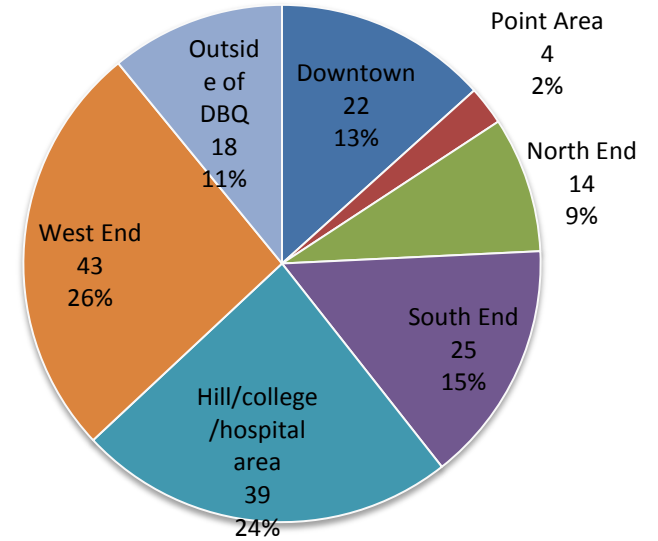
### Gender



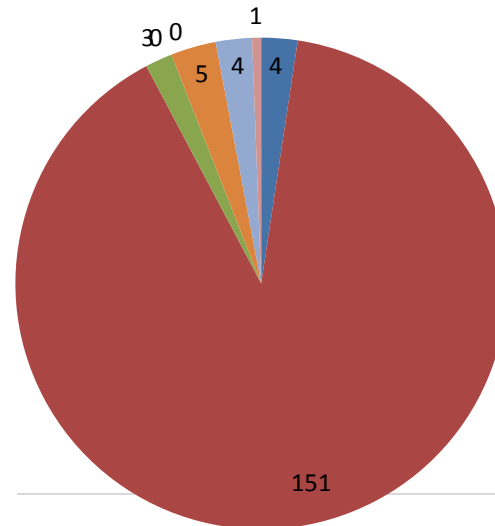
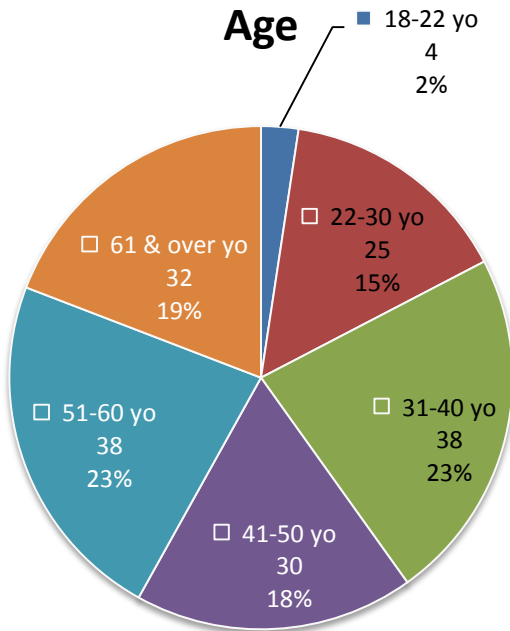
### Education



### Geography



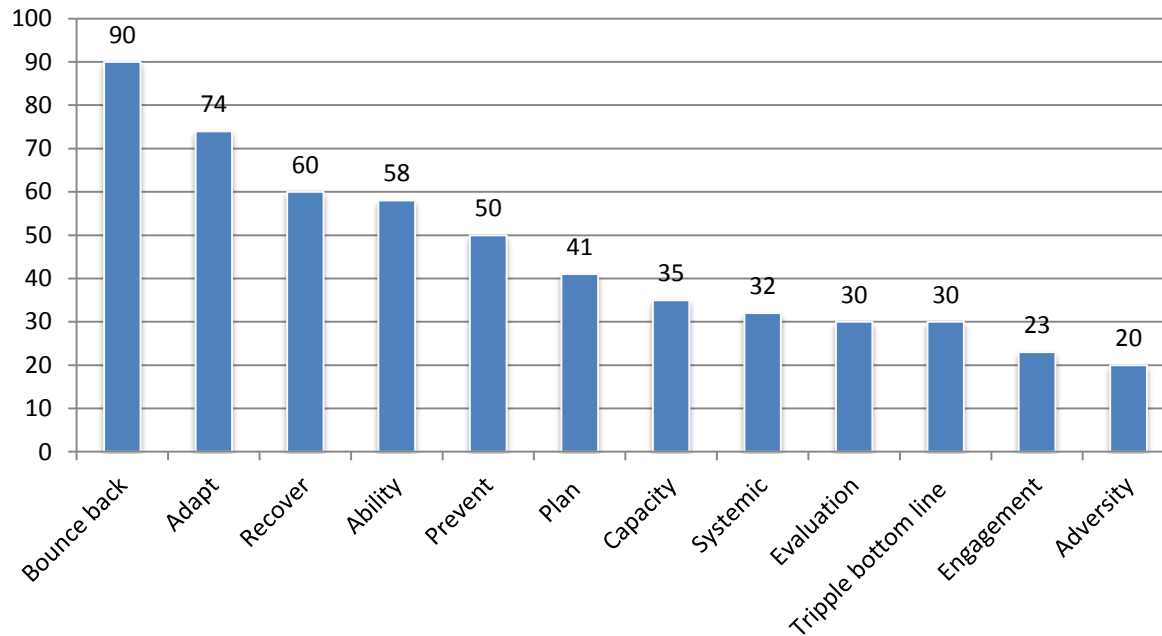
### Age



- Black/AA
- White
- Asian
- American Indian/Alaskan Native
- Native Hawaiian/Other Pacific Islander
- Hispanic/Latino
- Multi-racial

## Key findings

1. The following words came up the most between the online and one-on-one engagement:



2. Preference does not exist for a new commission; rather update existing ESAC and incorporate Resiliency into the work of other commissions
3. Preference for how to go about making policy recommendations to City Council consists of: quantitative and qualitative data driven recommendations around City programs, goals, policy and process. The data should be derived from existing sources and input from the public.
4. Public education regarding resiliency, broadly, and specific topics may be needed before meaningful input can be solicited.
5. Preference for a diverse commission where diversity equal between demographics; expertise/skill; and sectors represented
6. There is a preference for the commission to have access to necessary material and time to do data analysis on their own and/or at least to have the time to provide input on data analysis staff are doing



7. There was tension between citizens who thought the commission's responsibilities should be focused on city government functions, and a preference for resiliency to be a systems approach across sectors.

### **Staff recommendations**

- Proposed ordinance, dissolving the Environmental Stewardship Advisory Commission and creating the Resilient Community Advisory Commission
- Logistics and Operations Recommendations, including staff support, process, recruitment, and data/information needs.

### **Limitations of the Community Engagement Process**

- Could not tell if person who attended the one-on-one session also filled out an online survey
- Number of participants is not more than 5,900 which would be around 10% of Dubuque's population; thus, results are not statistically significant.
- The City Council identified development of a new commission as a priority which needed public education before meaningful community engagement was possible. Some participants had a difficult time participating in the process without more context for the conversation.