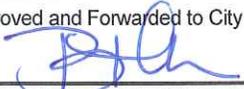




Approved and Forwarded to City Council:

  
Bryan Montgomery, City Manager

**Date:** March 8, 2016  
**To:** Bryan Montgomery, City Manager  
**From:** Nancy Marquez-Suarez, Assistant to the City Manager  
**SUBJECT:** **WORK SESSION** regarding Implementation of Peak Democracy  
**Online Town Hall Forum**

### Background and Analysis

Several years back the Mayor and City Council asked for a more intensive effort to inform and involve residents in City projects, programs and events. City Staff has been aggressively implementing this direction utilizing several tools including:

- Citizen surveys (mailed and online)
- Town hall meetings
- City Council work sessions
- Recorded and published videos of City Council meetings
- An active and updated Website
- A comprehensive every two-year strategic planning process that includes a separate community-wide meeting
- Expanded and increased number of community events;
- Mailed notices for Planning items
- *OakleyOnDemand* customer response software
- Online public records search (ImageSilo)
- *Oakleaf* newsletter
- Weekly press releases
- Weekly City Manager's FYI
- Weekly email blast (the *Oakley Outreach*)
- Recreation Guide
- Social media that includes Facebook, Twitter, and Instagram
- Online public comment form
- NextDoor neighborhood online discussion
- Citizen Leadership Academy
- A consistent and firm policy in responding to any citizen inquiry within 24 hours or the next business day.
- Agendas for every Council Meeting is duly published and emailed to thousands of residents who have signed up to receive it
- Complete agenda packet is available online

To add to the City's already strong online presence, we have found an additional tool that is provided by a California company called "Peak Democracy" <http://www.peakdemocracy.com/>. Peak Democracy has worked with over 100 government agencies to power over 1,500 online forums that have attracted over 200,000 online attendees. We feel strongly that this online forum program will be particularly useful and convenient to our residents. The intent is to help engage them more in a conversation that will harness their input on important City issues.

The City Council will review the residents' statements and incorporate them into the decision-making deliberations. Further, the City aims to empower citizens by providing them information on the issue to enrich online comments and to provide more opportunities for citizen interaction and engagement.

Needless to say, this online forum program has endless options and provides for a two-way communication as well. Other cities have used the program for surveys, input on proposed documents, "ideation" (a form of brainstorming), feedback on programs, services, activities, budget, area planning, blogs, and photo topics. Here are some examples of how some other cities are using the program:

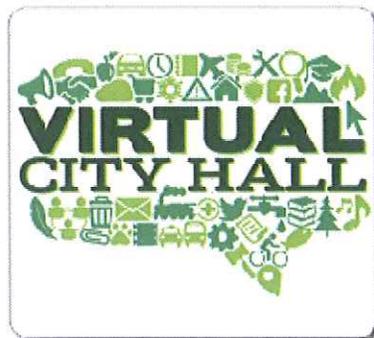
<http://peakdemocracy.com/2511>

<https://www.peakdemocracy.com/p/191>

[http://www.peakdemocracy.com/portals/125/forum\\_home](http://www.peakdemocracy.com/portals/125/forum_home)

<http://www.slcgov.com/opencityhall>

Many cities call their implementation of the program simply "Open Town Hall." We believe that a more catchy name and logo would be best. Some ideas include Open Oakley, Oakley Listens, Engaged in Oakley, Oakley Online, Engagement Oakley, Virtual City Hall. "**Engage in Oakley**" seems to be a preferred name, but we request Council's assistance with a name and some possible questions/topics to post. We intend on seeking assistance from a design professional for any logo, however, below are some early drafts that Staff prepared:



### Recommendation

That the Council receive the Powerpoint presentation, discuss possible questions/topics to post, and to decide on a name for the program.