

Dunwoody Marketing & Public Relations

2013 strategic civic engagement program activities

December 12, 2013

2013 Strategic Civic Engagement Activities

Exciting and transformative projects provided the perfect opportunity to engage with citizens and let them know everything the City is doing to create a better Dunwoody.

As part of its Civic Engagement program, staff coordinated and promoted public meetings, project briefings and open house events to educate, inform and involve residents and community members on important 2013 infrastructure projects.

DUNWOODY MAIN STREET

What We Recognized: The planned redesign, construction and beautification of the Dunwoody Village Parkway could present questions and concerns from residents as well as businesses within the Village area.

What We Did: Create a plan to educate, inform and involve Village businesses and residents through compelling marketing materials, visuals and numerous individual meetings to explain and gather questions and concerns on the project.

What We Achieved: Coordinated Dunwoody Main Street business outreach program to inform village area businesses of the city's plans for Village Parkway project. Staff developed specialized creative materials including placemat, handout, e-mail alert and web page materials for distribution.

- Conducted **15 in-person briefings** with area businesses (May 2013)
- Conducted proactive walk-through briefing/update meetings with village businesses, briefed **more than 12 business contacts**
- Held Dec 5 Main Street Project Update event at Carbonara for village businesses, **attended by a dozen village business representative and media**

What We Learned: Concerns were allayed due to proactive communications, regular outreach and in-person visits.

BROOK RUN MULTI-USE TRAIL

What We Recognized: Initial community opposition to the multi-use trail project pointed to the need for a clarifying and informative outreach program.



What We Did: Provided the community with opportunities to understand and experience the benefits of the new trail. Staff developed project backgrounders, event content and experiences to promote the trail, its top features and factually detail the project impacts. Staff also connected with citizens at

city events (Lemonade Days, Pic-In-The Park and Food Truck Thursdays) and explained the trail and its anticipated effect.

What We Achieved: Coordinated public meetings, a sneak peek trail tour, a Phase I trail grand opening event and other briefing opportunities which together connected with more than 300 community members.

- Hosted Public meeting/Open house attended by **50+ community members**
- Conducted **Sneak Peek Trail Tours where 30+ community attendees** participated in the trail walk
- Held Wheel-a-Palooza & Pedal Parade **Grand Opening event which attracted 80+ families & community attendees**

What We Learned: Opposition waned following regular outreach and information sharing which helped positively change public perception and understanding of the trail project.

PROJECT RENAISSANCE PARKS & DEVELOPMENT

What We Recognized: A lack of understanding about the 35-acre revitalization project helped fuel perceived public misunderstanding and wariness of project viability.

What We Did: Provided concept boards and visual storytelling along with construction updates and public amenity unveilings to further explain and inform the community on the planned project features and the structure of the deal to create a new Georgetown.

- Hosted celebratory ground breaking event for **50+ community members**
- **Engaged 75+ attendees/residents** with open discussion/Q&A on new 5-acre park concept plans

What We Achieved: From open house discussions on park project concepts to a celebratory ground breaking, the civic engagement team reached hundreds of community members with detailed information on the project, its new public facilities and the public-private partnership at its center.



What We Learned: Outreach and communications help address some of the misunderstandings surrounding the project and public events allowed staff to collect important public input and requests on designs.

2013 Strategic Civic Engagement Activities					
Project	Inform	Consult	Involve	Collaborate	Attendees/Participants
Dunwoody Main Street	✓	✓	✓		30+ businesses
Brook Run Multi-Use Trail	✓	✓	✓	✓	300+ community members
Project Renaissance parks & Development	✓	✓	✓	✓	150+ community members
New Dog Park	✓	✓	✓	✓	100+ community members
Mount Vernon/ Vermack/Manhasset	✓	✓	✓		125+ community members
City Sidewalk Meetings	✓	✓	✓		50+ community members
Code Rewrite Overview	✓	✓	✓	✓	20+ community members

NEW DOG PARK AT BROOK RUN

What We Recognized: Public sentiment ranged from acceptance of the new dog park to opposition for moving the park from its existing location.

What We Did: Hosted and attended multiple public meetings to share the rationale, features and design for a new dog park within Brook Run. Community input aided in the final concept design and staff assisted with creating a dialog between all parties close to the project.

What We Achieved: Through public meetings at the park to forums and discussions presented by concerned residents and homeowners, staff helped the community to shape a solution for the new park.

What We Learned: Outreach and communications help address some of the misunderstandings surrounding the project and public events allowed staff to collect important public input and requests on designs.

- Hosted dog park design open house event for **50+ community members**
- **Collaborated with 75+ attendees/residents** on new plans and amenities for proposed park and management planning for existing facility

MT. VERNON & VERMACK/MANHASSET INTERSECTION

What We Recognized: The intersection, which presents a traffic and pedestrian safety issue, was viewed as a problem by residents but proposed infrastructure improvements met with resistance from nearby homeowners.

What We Did: Strategically created a resident sounding board to review initial improvement plans and provide input into key areas of public challenge prior to hosting larger public meeting.

What We Achieved: Received important guidance from sounding board participants as well as residents at open house meeting and reached a majority of homeowners from neighborhoods adjacent to project. Meetings helped to point out existing intersection issues and needs for traffic and pedestrian improvements.

- **Held special sounding board meeting** with 8 nearby residents/community members
- Hosted Public meeting/Open house attended by **100+ community members**
- **Open discussion with residents** adjacent to project

What We Learned: Even after meeting with nearby homeowners to review project details, their campaign to negatively portray improvement plans led to additional resistance to moving the project forward. Improvement plan discussion also expanded to include third lane and ROW/property impacts.



SIDEWALK CONSTRUCTION PROJECTS

What We Recognized: Residents and homeowners in the areas where new sidewalks were planned needed to be informed on project details and anticipated schedules.

What We Did: Scheduled, promoted and hosted sidewalk construction open house meetings for the public to attend and hear information on the project details.

What We Achieved: Staff pulled important guidance from participants, residents and homeowners at the open house meeting which influenced final sidewalk designs. Meetings helped to point to important individual needs and requests.



- Hosted Public meeting/Open house attended by **30+ community members**
- **Open discussion with residents** adjacent to project

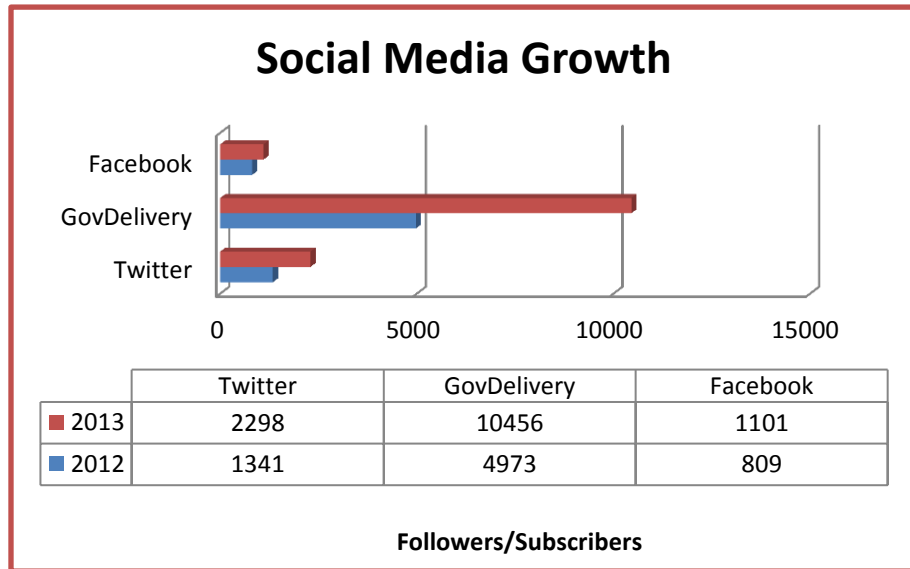
What We Learned: With the visual boards of sidewalk placement and impacts, staff relieved concerns of residents and created an informed citizenry critical to project acceptance.

Additional Civic Engagement Achievements

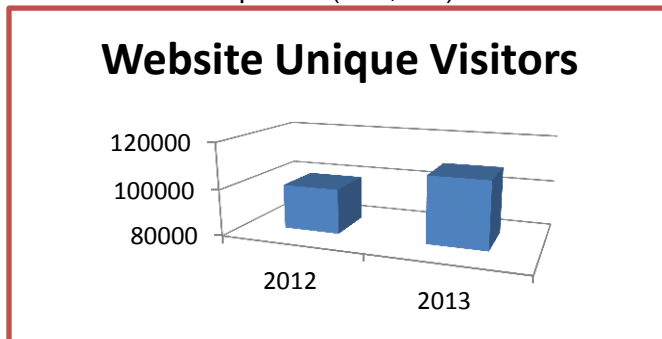
- ✓ More than doubled the City subscriber database for news and information services to more than 10,000 email contacts
- ✓ Launched the 2013 Citizen’s Pulse Survey initiative to acquire community feedback and insights into City service delivery, direction of Council, etc.
- ✓ Developed and introduced a Video Spotlight Series highlighting the roles and responsibilities of City departments (1,598 views)
- ✓ Participated in engagement activities at key community events (Movie-in-the-Park, Food Truck Thursday, Lemonade Days, Fourth of July, Light Up Dunwoody, etc.) (Estimated 35,000 overall impressions; estimated average of 100 interactions per event)

Measurement and Key Performance Indicators

1. Civic Engagement & Public Participation at public meetings (other than council meetings)
 - a. Measure the number of participants (averaged 50 per event)
 - b. Measure the number of public comments (averaged 8 per event)
 - c. Measure new participants and new signups (averaged 12 per event)
2. Increase in Online participation
 - a. Social media follower number increase:



- i. Twitter up 42% (2,298)
- ii. Facebook up 27% (1,101)
- iii. Govdelivery up 53% (10,456)
- iv. Youtube Spotlight Series department videos 1,598 views
- v. Website visitors up 10% (108,688)



3. Community Volunteer Activities
 - a. Measure number of volunteer activities (Stream Clean Up, Orchard Planting, Trees Atlanta planting)
 - b. Measure attendance at volunteer activities (estimated 280)

Primary Goals and Activities for 2014 Civic Engagement Program

- *Plan, execute and launch overhaul and redesign of city website*
- *Continue outreach and promotion for citizen engagement and public involvement surrounding at least five critical, planned infrastructure projects*
- *Finalize and introduce a wayfinding sign program for the city and its public parks*
- *Promote community understanding and engagement via various communications vehicles to increase civic pride within the City of Dunwoody*
- *Continue to grow the city subscriber database with a goal of reaching 15,000 and garner increased participation levels of residents at city informational events.*
- *Manage and conduct four Town Hall events in 2014*
- *Participate in engagement activities at key community events (Movie-in-the-Park, Food Truck Thursday, Lemonade Days, Fourth of July, Light Up Dunwoody, etc.)*
- *Manage and conduct a 2014 City Speakers Bureau program*
- *Coordinate and manage various groundbreakings and grand opening events*
- *Produce minimum of 10 video “Dunwoody Inquiry” Q&A segments*