



# Community Letter

## Engagement Initiative

June 5, 2017

# Community Letter Engagement Framework

- **Community Engagement:** Provide opportunities for the community to engage and share feedback on actions outlined in the Council letter, as well as to offer ideas for future work and partnerships.



# Capitalizing on Engagement Infrastructure

## The Take Ten CLT Initiative



Knight Cities Challenge Project engaged employees to have short conversations with the public

## Civic Leadership Academy (CLA)



Diverse residents participating in the course who are ready to take the next step in being community leaders and improving quality of life in our City

## 311 Call Center



Specialists trained in customer service

**3,468 conversations and counting!**

# Goals of Engagement

- ▶ **Understand**

- ▶ Understand what the items outlined in the Community Letter really mean to people, how they touch them personally, and what other ideas the public has to make Charlotte a better place for all.

- ▶ **Inform**

- ▶ Share information about the letter, progress towards goals, and involvement opportunities.

- ▶ **Connect**

- ▶ Provide space for employees and civic leaders to play a role in an important City priority.
- ▶ Broaden perspectives that will enrich day-to-day work, leadership and instill a culture of caring.
- ▶ Put a face and a voice to City government and civic leadership.

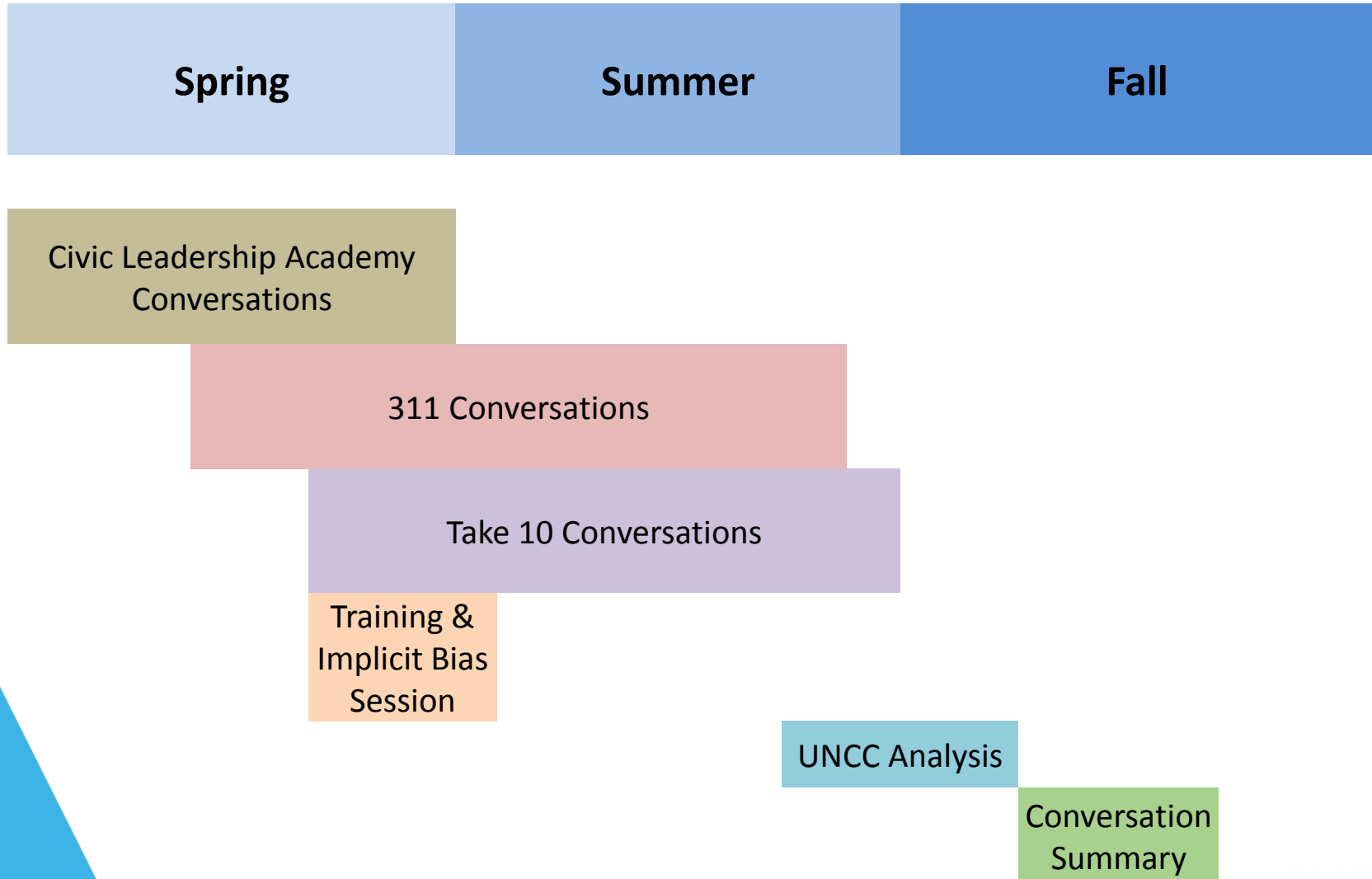
**\*We Are All in This Together\***

# Conversations

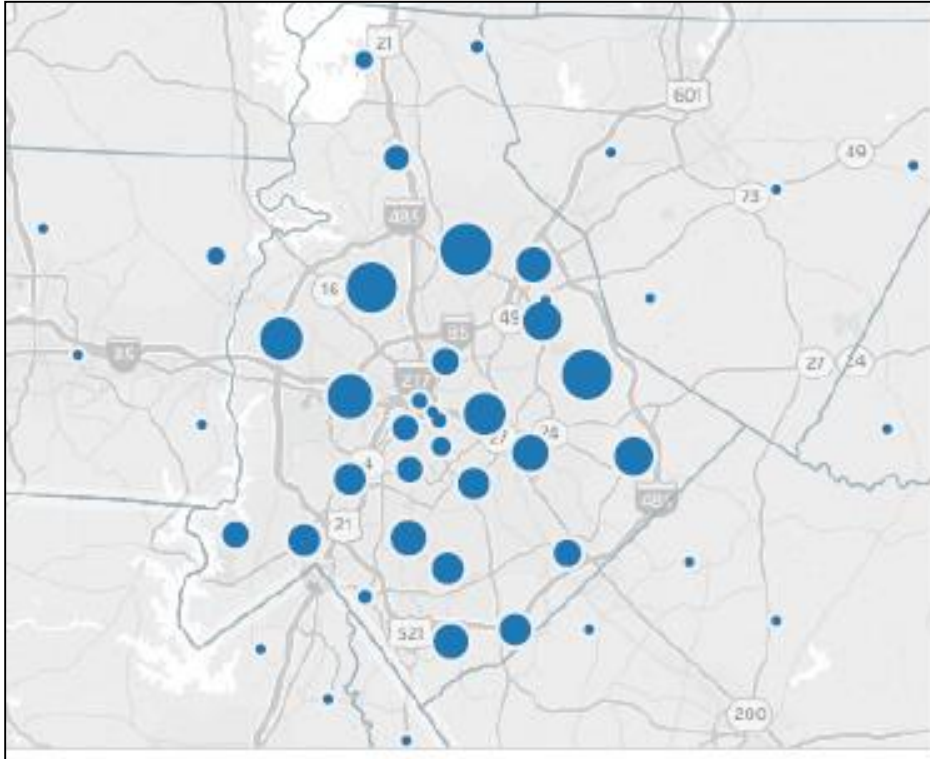
We are asking participants in the Community Letter engagement initiative to:

1. Have one on one conversations with members of the Charlotte community and ask...
  - Had you heard about the community letter?
  - Of the areas addressed in the Council Letter, which items are most important to you and your family?
  - What other ideas will make Charlotte better for all people?
  - Where do you live (zip code)?
2. Focus at least half of those conversations with people you don't know well, and be intentional about connecting with people outside of your social circle.

# Engagement Timeline

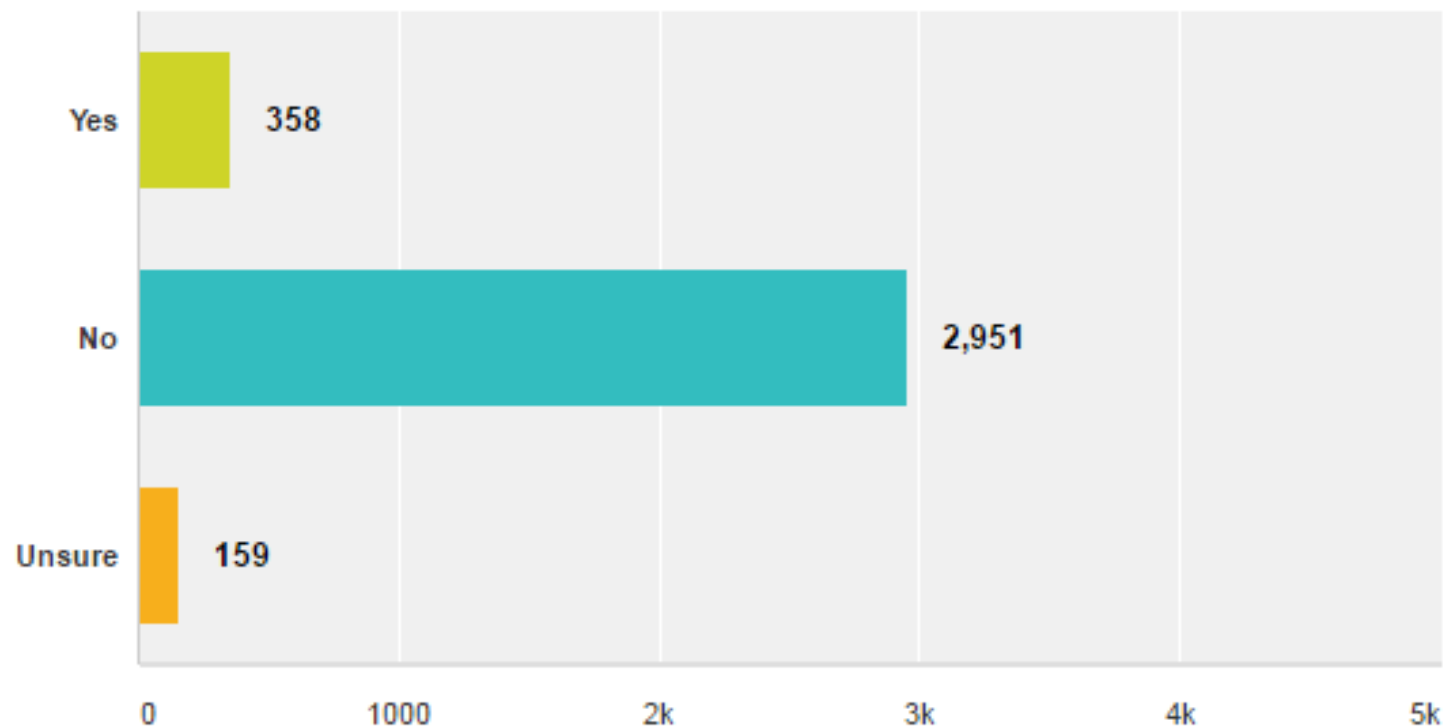


## Zip Code of Residents



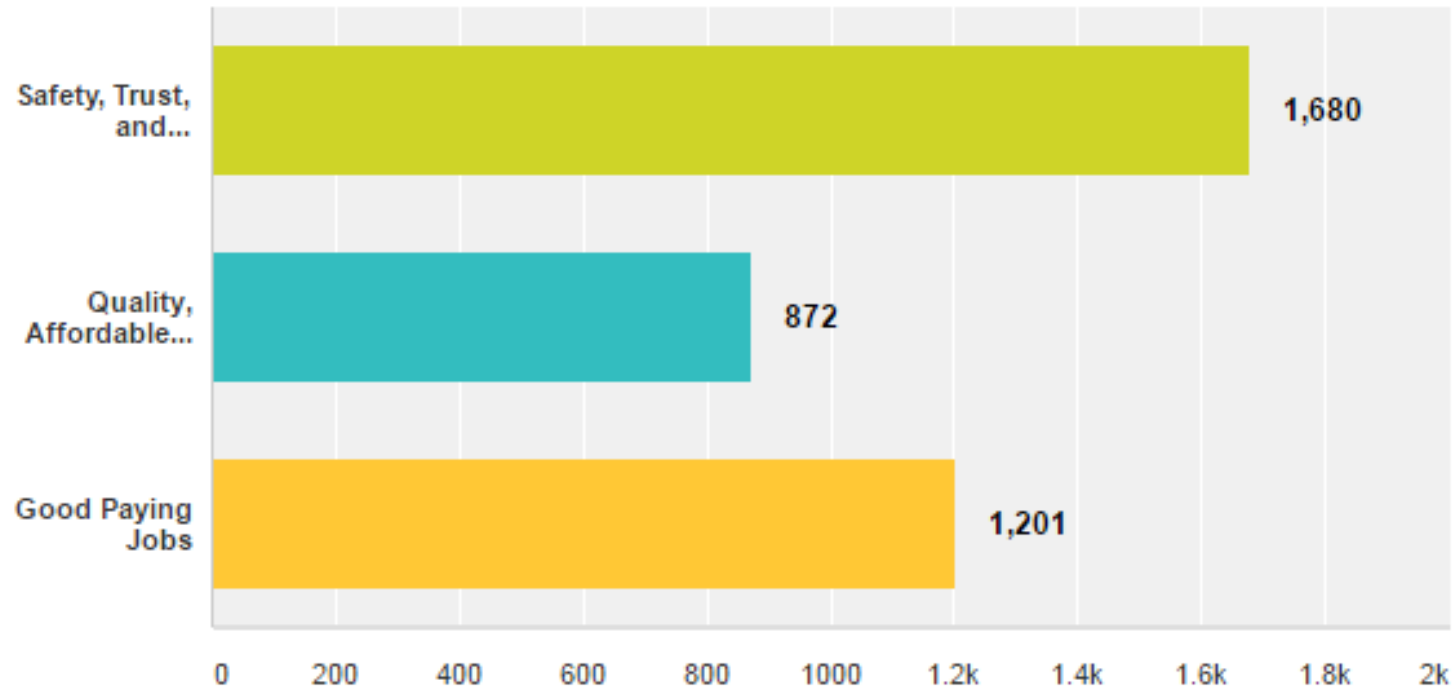
- ▶ The map to the left shows the zip codes of people with whom CLA participants and City staff have had conversations
- ▶ The larger the dot, the more conversations conducted with residents in the zip code

# Snapshot of Conversations – Familiarity with Community Letter





# Snapshot of Conversations – Importance of Key Areas



*\*Because the main objective is for this to be a conversation, many residents talked about more than one area. That is reflected in these numbers.*

# Snapshot of Conversations

What other things could make Charlotte a better place to live, work and do business for all people?

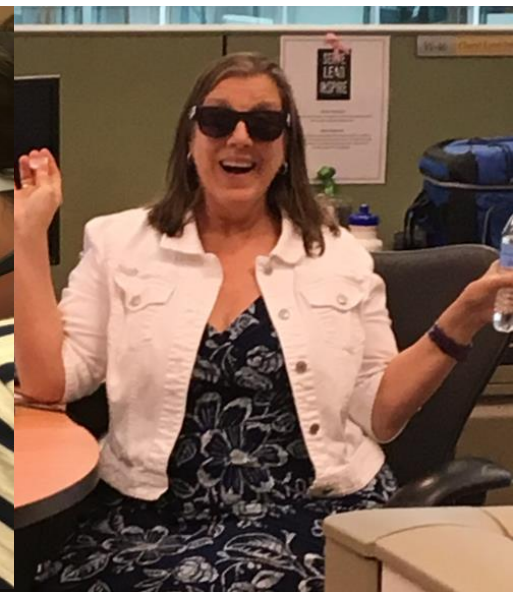
- ▶ “More parks, sidewalks, greenways”
- ▶ “Technical training for individuals that do not attend college”
- ▶ “Accessible bike riding and better transportation”
- ▶ “Reach out to retired police officers and ask them to come back to work in schools or neighborhoods or apt. complexes as security for area”
- ▶ “More light rail”
- ▶ “Respect for law enforcement”
- ▶ “Less racism”
- ▶ “More engagement”
- ▶ “Schools and parents working together”
- ▶ “More community events”



# Snapshot of Conversations

We are seeking ways to connect needs and talents with opportunities

- ▶ “Person I spoke with is trying to get **affordable housing**”
- ▶ “Citizen wanted to note that they would be **happy to help the youth in the community**...to make them aware of the **consequences of drugs**”
- ▶ “Person is currently **applying to CFD**”





# Snapshot of Conversations

## How residents feel about the conversations

- ▶ “Very informative”
- ▶ “Great idea to ask citizens to ask questions like this and get input”
- ▶ “Grateful for the survey and getting feedback from citizens”
- ▶ “Hesitant to think anything will be done with this letter”
- ▶ “Encouraged to know that the City is reaching out to people and have a number of things underway”



# Collaborative Partners

- ▶ City Departments
- ▶ The Knight Foundation
- ▶ UNC Charlotte's Urban Institute
- ▶ Race Matters for Juvenile Justice



# THE 10 TRAITS OF WINNING CITIES OF TOMORROW

## Beyond Borders

Advancing collaboration across and outside the region

## Open Book

Being hyper-transparent and a proactive communicator

## Shared Story

Advancing a seamless narrative; Why we're unique

## Affordable Spaces

Meeting the rising demand for affordable housing

## Millennial Magnet

Being a hot spot for young professionals

## Open Mind

Being creative, innovative, and accepting of new ideas

## 15-Minute Livable Communities

Investing in diverse neighborhoods

## Workforce Dynamics

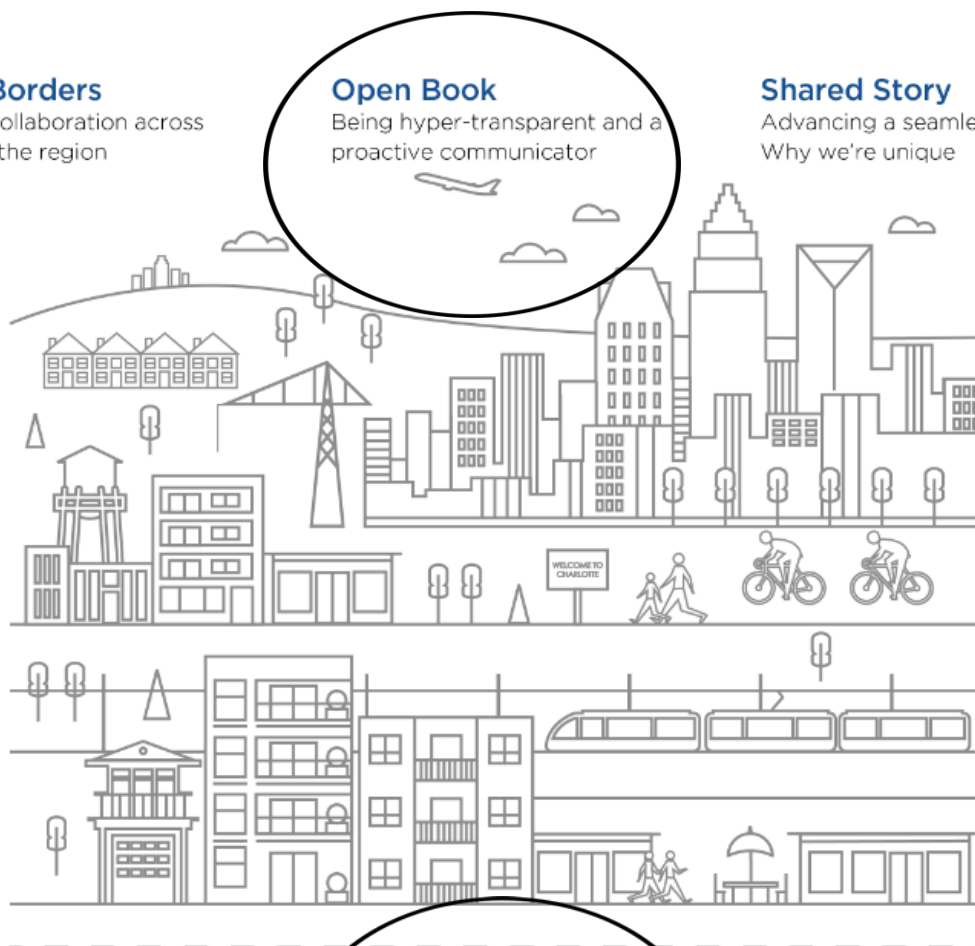
Advancing large-scale training and re-skilling

## Big Tent

Being a welcoming and inclusive community

## Positive Buzz

Inspiring and scaling positive word of mouth







You are invited to join us and Take 10!



 Community Letter

A background image of the Charlotte skyline at sunset or sunrise, with various skyscrapers visible against a cloudy, orange-hued sky. The most prominent building is the Bank of America Corporate Center.

# Community Letter

[www.charlottenc.gov/communityletter](http://www.charlottenc.gov/communityletter)