



City of Durham, NC

2012 Citizen Engagement Workshop
Report

3/23/12

I. Workshop Description

The City of Durham conducted a Citizen Engagement Workshop on March 3, 2012 (Holton Career and Resource Center), the third annual workshop since 2010, associated with the Strategic Plan. This workshop was an opportunity for citizens to receive an update on the Strategic Plan and to solicit their input on the prioritization of the strategic plan initiatives. Sponsored by the City's Budget and Management Services Department, citizens were given an opportunity to prioritize Strategic Plan initiatives (where resources should be allocated) using an audience response system (clickers). The software, TurningPoint, enables participants to use a hand-held device to select options that appear on a PowerPoint slide. The results are shared in real time with participants, using graphs and charts. Staff also updated participants on the Strategic Plan milestones and process, highlighted accolades and celebrated successes, and gave them an opportunity to recommend focus areas for the City, identified in the 2009 Resident Survey, (police protection, fire protection, maintenance of city facilities, youth programs, etc.).

After a welcome by Mayor Pro Tem Cole McFadden and Councilman Mike Woodard, and an introduction by Deputy City Manager Wanda Page, the Strategic Plan milestones and update were provided by Bertha Johnson, Director of Budget and Management Services and Jay Reinstein, Strategic Initiatives Manager. The Citizens Oversight Committee was introduced and commended for their support and collaboration on the Performance Management System dashboard. Councilman Steve Schewel was also in attendance.

II. Citizen Input:

Following the Strategic Plan update, the clicker activity was introduced and facilitated by Vickie Atkinson, Organizational Development Manager, Maria Ratliff, Fire Department Accreditation Coordinator, and Gina Morais, Parks and Recreation, Recreation Manager. In small groups, the participants discussed the nine major categories of city services (see below), in an effort to determine where resources should be allocated during the next two to three years. The options provided were contained within the 2009 and 2011 Resident Surveys.

- Police Protection
- Fire Protection
- Maintenance of City Streets and Infrastructure
- Maintenance of City Facilities
- Youth Programs
- Enforcement of City Codes and Ordinances
- Flow of Traffic in the City
- Quality of City's Public Transit System
- City's Parks and Recreation Programs
- Economic Development

Following their discussion, residents selected their Top 3 priorities, from a list of nine major categories of city services, which are provided below:

1. Police Protection (72%)
2. Economic Development (60%)
3. Enforcement of City Codes and Ordinances (35%)

The final group activity was an opportunity for citizens to discuss each of the goal initiatives in small groups and then identify their Top 2 priorities for resource allocation (per goal). Following their discussion, the citizens, on an individual basis, selected their Top 2 priority initiatives (per goal), using clickers. The results are as follows:

Goal 1: A Strong and Diverse Economy

- (30%) Assess existing programs supportive of small business/start ups to determine most responsive programs/gaps that need to be addressed
- (27%) Identify specific target industries to actively recruit, incentivize, and retain (Green or Biotech industries)

Goal 2: Safe and Secure Community

- (38%) Target specific public safety problem areas through inter-agency collaboration to achieve positive outcomes (Gang Reduction Plan)
- (23%) Inventory and analyze existing public safety programs for results

Goal 3: Thriving Livable Neighborhoods

- (21%) Implement Boarded Vacant Properties Remediation program
- (19%) Develop a regional plan for transit, including but not limited to, integration of light rail, commuter rail, high speed rail, and bus.

Goal 4: Well Managed City

- (27%) Develop the systems, processes, and structures to ensure accountability for the Strategic Plan
- (26%) Increase the use of data and best practices to achieve operational excellence

Goal 5: Stewardship of City's Physical Assets

- (28%) Determine feasibility to implement citywide fiber optic network
- (22%) Develop an Asset Management System

III. Miscellaneous Information

At the conclusion of the group and individual activities, the citizens were asked four additional questions and responded using their clickers as follows:

1. What PAC are you representing today?
 - a. PAC 1 (21%)
 - b. PAC 2 (5%)
 - c. PAC 3 (42%)
 - d. PAC 4 (16%)
 - e. PAC 5 (5%)
 - f. Not sure (11%)

2. Would you be interested in serving on a Citizens Committee?
 - a. Yes (88%)
 - b. No (12%)

3. Do you plan on attending future City sponsored workshops?
 - a. Yes (95%)
 - b. No (5%)

4. Was today's workshop beneficial?
 - a. Yes (100%)
 - b. No (0%)

IV. Participating Citizens (26)

Name	Neighborhood and/or Street
1. Ronald McCoy	Cecil Street
2. Cecilie Stephens	Stillwood
3. Jay Levy*	Forest Hills
4. Denny Clark	Downtown
5. C. Stewart	Riddle Heights
6. James Chavis*	Ashe Street
7. Don Weber	Cornwallis Road
8. Michael Levine	Mountain Brook Circle
9. Kristal Levine	Mountain Brook Circle
10. Deborah Morgan*	N/A
11. Hilary Ensminger*	N/A
12. Sandy Demeree	West End
13. Tim Masters	Holloman Road

14. Carol Kennedy	Rugby Road
15. Tennyson Welbourne	Woodside Park Lane
16. Rebecca Oats	Halley Street
17. Michael Shiflett*	W. Club Blvd.
18. DeWarren Langley	Moreland Ave.
19. Lisa Richmond	Walton Street
20. Edythe Thompson	W. Main Street
21. DeDreana Freeman	Golden Belt
22. Lyann Pollack	Rugby Road

*Citizens Oversight Committee

** Four citizens did not sign-in

All five Goal Champions were in attendance along with (12) additional City staff. A final report will be sent to all participants.