

COMMITTEE ON CITIZEN
ENGAGEMENT MINUTES
Dec. 3, 2019

After determining that a quorum was present, the Committee on Citizen Engagement convened in a meeting on Dec. 3, 2019 at 10:30 a.m. in the City Hall Conference Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Council Member Keely Briggs, Council Member Paul Meltzer

STAFF PRESENT: Sarah Kuechler, Ryan Adams, Sara Hensley, Misty Adams, Katherine Barnett, Brian Boerner, Amy Cunningham, Tina Ek, Sarah Fullwood, Justin Harmon, Rachel Mendoza, Victoria Nakamura, Stephanie Yates

A. Consider approval of the minutes of September 12, 2019.

Council Member Meltzer motioned, and Council Member Briggs seconded to approve the minutes. The motion carried unanimously.

B. Receive a report, hold a discussion, and give staff direction regarding communications for Solid Waste & Recycling

Ryan Adams gave a report about Solid Waste & Recycling communications, particularly the use of the *Citizen Connection*, social media, and the *Resident Update*. Ryan suggested using these avenues to share the best information that used to be in the Solid Waste calendar.

Council Member Briggs suggested putting relevant graphics and information from the *Citizen Connection* in the *Resident Update* to make sure the information reaches multifamily residents who do not receive utility bills.

Council Member Meltzer asked about the readership of the *Citizen Connection* and the *Resident Update*. Ryan Adams shared information about the citizen survey, which shows what percentage of residents read one or both pieces.

Council Member Meltzer asked what avenues are most effective to inform residents about events. Amy Cunningham discussed the effectiveness of social media. Council Member Briggs said Nextdoor seems to be particularly helpful and encouraged continued use of the platform.

Ryan Adams discussed sharing information through DTV with short videos. Council Member Briggs asked if there are cable channels for residents to access DTV. Amy Cunningham mentioned that the information for cable channel access is listed on the Agendas & Minutes page on the website. Sarah Kuechler mentioned that residents can access videos through Youtube and the City website.

Council Member Meltzer suggested that, in terms of social media content, the medium shouldn't be the only thing that drives the message. He suggested considering the environment to determine the communication strategy and what metrics to target through the available channels for purposeful content.

Council Member Briggs asked if the cost for the Solid Waste related materials would be charged to Public Affairs or Solid Waste in the future, since new efforts would include information from other departments. Sarah Kuechler and Ryan Adams confirmed that communication costs are charged to budgets for the departments who send the information.

Council Member Meltzer asked if the key strategic messages have been outlined for the upcoming months. Brian Boerner said that the strategy is in place to educate residents about topics relevant to this time of year, including items such as Christmas tree disposal, recycling contamination, college move-in, move-out schedules, and other items. Council Member Briggs asked if live Christmas trees that are picked up would go to the landfill, or if they would be recycled. Victoria Nakamura confirmed that real trees can be turned into Dynodirt when customers call to have them picked up. Council Member Briggs asked for confirmation that synthetic Christmas trees cannot be recycled. Brian Boerner confirmed that synthetic Christmas trees cannot be recycled.

C. Receive a report, hold a discussion, and give staff direction regarding citizen engagement, communications, and transparency initiatives.

Stephanie Yates provided an update about the upcoming *Construction Guide*, which will be mailed in February. Council Member Meltzer asked if we will continue to remind people that they can get updated information through Waze. Stephanie confirmed a reminder about Waze is included in the upcoming *Construction Guide*.

Ryan Adams mentioned that the new guide will have less text and more graphics as a way to share information in a way that is easier for residents to read. Council Member Meltzer mentioned subway signs in New York as an idea for how to visually share information.

Stephanie shared information about the new post-construction survey pilot program that is underway to get resident feedback on completed construction projects.

Both Council Member Briggs and Council Member Meltzer highlighted the importance of highlighting positive stories of completed projects to celebrate the progress.

Sarah Kuechler shared information about the upcoming State of the City event and the new annual report.

Amy Cunningham gave an overview of changes to the Airport, including the upcoming ribbon

cutting event for the second runway and the new Airport website.

Ryan Adams gave an update on the Complete Count Committee and shared information on the marketing plan to encourage participation in the 2020 Census. Council Member Meltzer asked what will be done to encourage participation from the homeless population. Ryan discussed efforts that will be on a dedicated day to engage the homeless population and mentioned the involvement of the street outreach team for a coordinated effort to reach people who are experiencing homelessness.

Council Member Briggs asked if the City plans to post about the Census on social media, with content such as videos, to help share accurate information. Ryan Adams confirmed that those efforts are underway and that information on the communication plans will be shared in the upcoming Friday report.

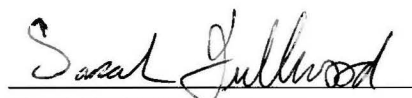
Council Member Briggs said there is an issue with City departments and recycling. She suggested that departments and contractors should be reached out to in a similar manner as residents to make sure the organization is recycling properly. Katherine Barnett said that was a topic that can be discussed at an upcoming Committee on the Environment (COE) meeting.

Set Future Meeting Dates and Topics.

With no further business, the meeting was adjourned at 11:18 a.m.

The next committee meeting will be held on Tuesday, February 4, 2020 at 10:30 am.


KEELY BRIGGS
CHAIR
CITY OF DENTON, TEXAS


SARAH FULLWOOD
RECORDING SECRETARY
CITY OF DENTON, TEXAS