



City of Sacramento City Council

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915 I Street, Sacramento, CA, 95814
www.CityofSacramento.org

Meeting Date: 1/15/2013

Report Type: Staff/Discussion

Title: Envision Sacramento Demonstration and Launch

Report ID: 2013-00022

Location: Citywide

Recommendation: Receive and file.

Contact: Amy Williams, Media and Communications Manager, 808-5014, City Manager's Office;
Maurice Chaney, Media and Communications Specialist, 808-7948, City Manager's Office

Presenter: Amy Williams, Media and Communications Manager, 808-5014, City Manager's Office;
Maurice Chaney, Media and Communications Specialist, 808-7948, City Manager's Office

Department: City Manager

Division: Executive Office

Dept ID: 02001011

Attachments:

1-Description/Analysis

City Attorney Review

Approved as to Form
Janeth D. San Pedro
1/3/2013 3:27:23 PM

Approvals/Acknowledgements

Department Director or Designee: John Dangberg - 12/21/2012 1:23:14 PM



Description/Analysis

Issue: Increasing citizen engagement is one of the City Manager's performance goals. In June 2012, the City Manager's Office of Media and Communication (OMC) sought services to increase the City's ability to offer greater public engagement opportunities to solicit ideas and solutions from residents, businesses owners, and visitors.

The OMC selected MindMixer as the vendor to develop a web-based platform for community engagement and involvement. MindMixer provides its services across the nation, but has also provides assistance to local jurisdictions including, Folsom and Elk Grove, as well as other Bay Area cities, including San Francisco.

The MindMixer platform allows the City of Sacramento to customize its public engagement platform. The City's new site, www.EnvisionSacramento.com, will be used to collect a wide range of ideas and input from the public. The site will not replace traditional outreach tools. Rather, Envision Sacramento will complement and be an additive tool for city-wide public outreach initiatives. In using this online tool, it is planned that the City will increase its outreach opportunity potential by hitting an additional demographic that staff has not yet reached. OMC staff has identified a number of opportunities to use this web-based tool. The platform allows staff to create polls/surveys, seek ideas and solutions, and even conduct budgeting exercises. Additionally, OMC staff has identified other ways to use this platform to encourage participation and seek input on:

- Budget prioritizing
- Planning and transportation projects
- Utilities and municipal services
- Economic development and future development
- Neighborhood issues
- Public safety

The OMC will propose topics on behalf of city departments and City Council, monitor dialogue, and provide updates on its use including statistics and demographics.

Policy Considerations: Envision Sacramento comports with the City's commitment to transparency and consistent communication.

Economic Impacts: None

Environmental Considerations: None

Sustainability: None

Commission/Committee Action: None

Rationale for Recommendation: Not applicable

Financial Considerations: Not applicable

Emerging Small Business Development (ESBD): Not applicable