



DENVER
THE MILE HIGH CITY

Public Engagement, Communication and Notification “PECAN”

FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



DENVER
THE MILE HIGH CITY

Purpose

- Create standards for DPR
- Encourage Participation
- Develop Better-Informed Public
- Hear Ideas
- Collect Feedback



DENVER
THE MILE HIGH CITY

Tier Structure

- Three tier levels
- Varying levels of communication and engagement
- Prioritizes DPR projects and Programs



FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



DENVER
THE MILE HIGH CITY

Tier 1: Citywide/Regional



- **Most Comprehensive**
- **Large-scale Programs and Projects**
- **City/Regional Master Plans**
- **Major Capital Improvement (over \$500K)**
- **Fee Changes**
- **New Policies or Rule Changes**

FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



DENVER
THE MILE HIGH CITY

Tier 1 Outreach

- Stakeholder Group & Public Meeting
- DPRAB Presentation and Hearing
- LUTI Presentation (Council Vote as Necessary)
- Outreach to RNOs, Council, Press & Other Interested Organizations
- Marketing Materials
- Web and Social Media
- Alternative Feedback Methods (Surveys, Email Repository)





DENVER
THE MILE HIGH CITY

Tier 2: Neighborhood/Local

- Smaller-scale from Tier 1
- Local/Neighborhood Focus
- Most Capital Projects Under \$500K
- Improvements/Renovation to Park Structures and Facilities
- Local Actions or Initiatives

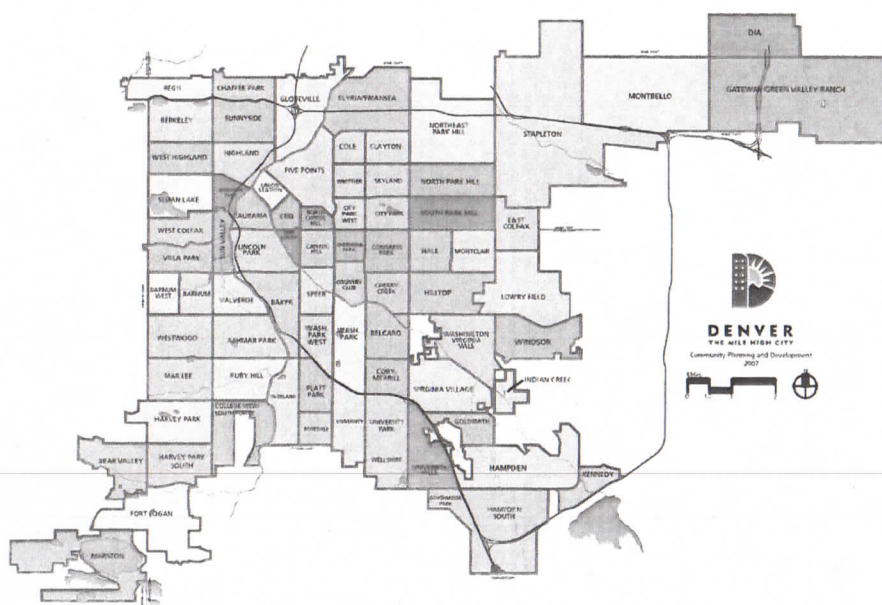


FOR CITY SERVICES VISIT | CALL
DenverGov.org | **311**



DENVER
THE MILE HIGH CITY

Tier 2 Outreach



- Outreach to local RNO(s)
- Presentation to DPRAB, LUTI, INC (if requested)
- City Council Notification
- Press Outreach as warranted
- Web and Social Media as Warranted

FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



DENVER
THE MILE HIGH CITY

Tier 3: Unplanned Issues

- Not predicted, but requires communication
- Short-term, temporary issues, but have public impact
 - Emergency Repairs and Closures
 - Actions Complying with Laws or Directives (public health, safety)
 - DPR Administrative Decisions or Manager Directives (field closures)



FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



Tier 3: Minimum Outreach

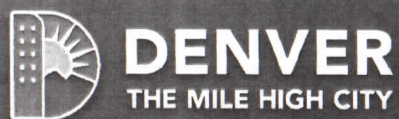
- Press (as warranted)
- Social Media
- Email blast to RNO(s) in Affected Area
- Information to City Council District
- Signage Posted (as warranted)



No Outreach

- Our Philosophy is to Communicate Whenever Possible
- Don't Want to be Ineffective
- Minor Park/Rec Center Maintenance or Construction
 - Day-to-Day Operations
 - Emergencies
 - Permit Distribution
 - Volunteer Programs
 - Wildlife Management/Hazing (Does Not Include Prairie Dog Management)





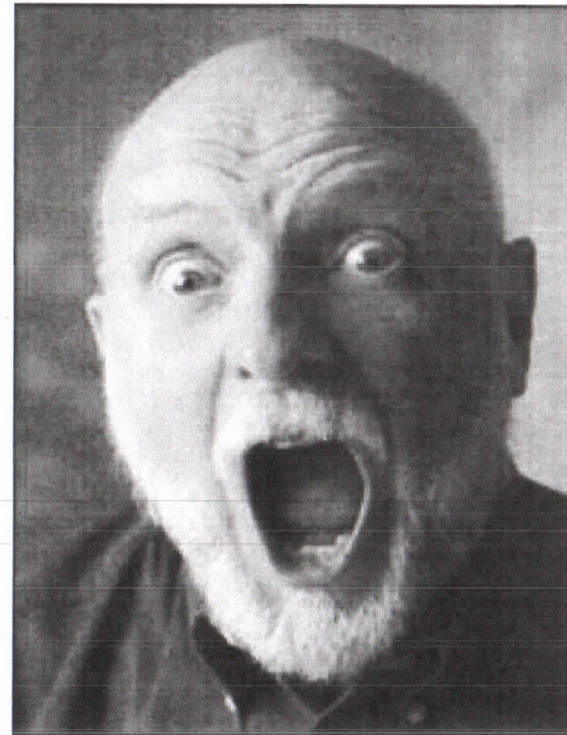
Communication Tools

Email	Public Meetings	DPRAB	INC/PARC	RNO Partnerships
Public Notices	Press Conferences	Letters	Printed Materials	Door-to-Door
Community Engagement	City Council	Media Interviews	Word-of-Mouth	Paid Ads
Stakeholder Meetings	Focus Groups	Surveys	City Partners	Festivals and Events
Press Release	White Papers	Social Media	Internet/Web	Newsletters



Significant Public Interest

- Policy Needs to be Flexible
- Issues in Tiers 1 and 2 Can Always be elevated
- What Goes Up, Won't Go Down
- Significant Interest or "Outrage Factor"
- DPR Responsibility/Duty to Elevate Significant Issues



FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311



DENVER
THE MILE HIGH CITY

Questions/Comments



FOR CITY SERVICES VISIT | CALL
DenverGov.org | 311