

8.12.2020

Thornton City Council Ad Hoc Committee on Equity

Background:

The Ad Hoc Committee kicked off officially on June 1, 2020 and set the outline for the process to review the 4 topics of equity identified by the council: Policing, Communication, Amenities, Transportation. The Committee will provide recommendations to the full Thornton City Council after each topic for discussion.

Topic 2: Communication

7.29.2020: Presentation by Communication Department on existing tools and protocols for sharing information and gathering public feedback

8.5.2020: Community engagement forum to solicit ideas and hear from the public on experiences

8.12.2020: Committee reviews and develops recommendations

Recommendations to Council:

1. Survey: focus for upcoming community survey
 - a. ward # is helpful, how to make it easier to contact YOUR council members
 - b. Include responses from short survey to dig deeper in bigger survey
 - c. Include specific equity questions in bigger survey
 - d. Include community input from equity ad hoc committee to select questions on equity
2. Help Line / main number: investigate adding as a city service
 - a. Staffing requirements – need a person as the first “face” interaction, it’s ok to give another phone number
 - b. Pilot program for 6 months
 - c. Add: contact form on website to fill out to ask a question
3. Physical Communication: investigate how/when to include and improve
 - a. Bulletin Boards – maintain them, consider making them gathering spaces
 - i. Map the Boards, find out condition, plan to repair/maintain
 - ii. Add: HOAs, community areas, clubhouses to bulletin board process, libraries, stores
 - iii. Include phone numbers & translation
 - b. Volunteer base for door-to-door, city staff support (when is it required, ideas on who and when)
 - c. Northglenn Mosque, LDS, faith based groups, scouts, Thrive (serves Thornton even when not IN Thornton)
 - d. Identify when to use: Mailers/hangers, water bills, trash trucks, bus stops, banners, CDOT Signs, I25 signage, electronic billboards, yard signs, senior hub
4. Website: ongoing improvement ideas
 - a. Feedback on user experience needed (why people do or do not use it)
 - b. Technology for People – identify and address barriers to use tech (website, app, etc.) – 101 classes
 - c. IT identify creative solutions
 - d. Possibility to offer tech classes within the neighborhoods?

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5. Promotion of events: focus on consistency
 - a. Master calendar in “calendar” form available in advance
 - b. Clear promotion plan/timeline: how, when, where, what
 - i. Example: Anythink farmer’s market – how do we ensure positive and timely communication?
 - ii. We want more: multiple ways
 - iii. Where does staff see gaps? If it doesn’t seem to be working, why and what is missing? Who is accessing?
6. Community Engagement: improvement considerations
 - a. How do we engage more people – ie city council meetings/events
 - b. How do we encourage more participation across all areas of the city: community and civic engagement
7. Internet Access: identify areas to partner
 - a. partnerships with schools
 - b. partnerships with libraries
 - c. partnerships with other cities
 - d. sharing spaces (challenge: how to gather during a pandemic)
 - e. partnerships with faith based groups
8. City Manager: task requests
 - a. break down silos between departments related communication
 - i. all departments have consistent methods of communication – best practices utilized
 - ii. streamline communication to make it simple and quick (ie website updates)
 - b. ensure translation/interpretation required & available for all departments
 - c. ensure phone numbers available for all communication requests
 - d. identify gaps in communication staff resources for budget consideration