Civic Engagement Done Well
How Oshkosh Kept Their City Moving Forward and Tightly Knit

DATE
SEPTEMBER 2018

PRESENTERS
NICK MASTRONARDI, PHD, CEO OF POLCO
MARK ROHLOFF, CITY MANAGER, OSHKOSH WI
Outline

1. Dispelling Myths of Civic Engagement
2. Developing an Engagement Strategy
3. Brief Introduction of POLCO & Oshkosh
4. Successful Showcase: Oshkosh & POLCO
5. Q&A
Myths about Civic Engagement
MYTH #1:

Lowering barriers to participation only means more extreme voices
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Lowering barriers to participation only means more extreme voices

Here’s why not
MYTH #2:
Using more communication channels means more staff time
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Using more communication channels means more staff time

Unify channels with a smart strategy. Multiple for outreach, 1 for collection. Automated organization / tabulation.
MYTH #3
Engagement must be analog, expensive, and infrequent to be citable
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MYTH #4
Online engagement is necessarily vulnerable to “astroturfing”
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You can increase accessibility and still have citable results.
Give a real voice to those with young kids, who live far, or work 2nd and 3rd shift.
Implication: Nurture a Two Sided Information Exchange

Citizens

Involved
Learn | Participate | Share | Outcomes

Government

Data-driven Confidence
Broad | Verified | Organized | Fast
Civic Engagement done right yields

More participation

More informed participation

Better balanced participation

Good government

Data driven performance management

Save staff time and effort
Our Background

2016 IT Category Winner

2016 People’s Choice Award

'Future of Civic Engagement'

2017 Competition Winner

Founded by Veterans

Passionate team of public servant technologists

Combined +100 years of government experience
Successful local government communication technologies must provide a valuable experience to both government officials and citizen residents.
Where POLCO is
Question Types

- Yes/No
- Multiple Choice
- Open Discussion
- Allocation Question
- Pulse Question
- Surveys
What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property?

- Develop a community park with a variety of park and recreation uses
- Develop a 9-hole “executive style” golf course, which is a shortened, lower par course

Learn more about this

Include background details, links, videos, and more to inform residents before they cast their vote.
Engagement in Oshkosh
A Little About Oshkosh...

- Located 50 miles from Green Bay
- 2016 Population: 66,579
- Known as “Wisconsin's Event City”
  - EAA Fly-in - World’s Busiest Airport
  - Oshkosh Corporation
  - NBA G-League Team - Wisconsin Herd
  - University of Wisconsin Oshkosh

With proximity to Lake Winnebago and Fox River, plenty of outdoor recreational activities
Citizen Engagement in Oshkosh

- Embedded In Oshkosh’s Strategic Plan
- Necessary For Council In Its Decision Making Process
Guiding Principles

**Can Do Spirit**
Serve the public with a confident can-do spirit

**Accountable**
Hold ourselves to the highest standards with a dedication to preserving the public trust

**Transparent**
Provide the public with information on our actions and decisions

**Engaging**
Actively pursue citizen involvement throughout the decision making process

**Economical**
Act in a fiscally responsible manner on behalf of our citizens

**Responsive**
Respond to citizens’ requests equitably and fairly in a timely, informative and thorough manner

**Innovative**
Take a prudent and creative approach to problem solving

**Equitable**
Strive to achieve equity in the allocation of community resources
Citizen Engagement in Oshkosh

Recent High Profile Issues Demanded Greater Citizen Engagement

- Diversity & Inclusion – Diversity Coordinator
- New Arena – Sawdust District Development
- Sale Of Municipal Golf Course To Oshkosh Corporation
The Issues
Citizen Engagement in Oshkosh

- Golf Course
  - What To Do With Balance Of Golf Course
  - Future Of Oshkosh Avenue – Gateway Corridor
What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property following the sale of a portion of the golf course to Oshkosh Corporation?

72%  Develop a community park with a variety of park and recreation uses
28%  Develop a 9-hole "executive style" golf course, which is a shortened, lower par course
**Breakdown**

541 Registered voters

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-39</td>
<td>118</td>
</tr>
<tr>
<td>50-59</td>
<td>94</td>
</tr>
<tr>
<td>40-49</td>
<td>93</td>
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<tr>
<td>60-69</td>
<td>82</td>
</tr>
<tr>
<td>70-79</td>
<td>35</td>
</tr>
<tr>
<td>80-89</td>
<td>95</td>
</tr>
</tbody>
</table>

**Proposed Measures**

- Develop a community park with a variety of park and recreation uses.
- Develop a 9-hole "executive" style golf course, which is a shortened, lower par course.

**Add a comment**

- Anonymous voter commented on Jun 1, 2021, 11:46am: We need a golf course here. We are 10 miles away.
- Employee 1 commented on Jun 1, 2021, 12:30pm: It would be wonderful to have a park that includes a nature center and an area depicting the history of the area.
- Employee 2 commented on Jun 1, 2021, 12:45pm: We need a park near our neighborhood. It will provide a place for families to enjoy nature.
- Employee 3 commented on Jun 1, 2021, 1:00pm: A dedicated golf course area is needed in our community. It will provide a great place for families to enjoy a day outdoors.
- Employee 4 commented on Jun 1, 2021, 1:15pm: It is important to have a park near our neighborhood. It will provide a great place for families to enjoy a day outdoors.
- Employee 5 commented on Jun 1, 2021, 1:30pm: A dedicated golf course area is needed in our community. It will provide a great place for families to enjoy a day outdoors.
- Employee 6 commented on Jun 1, 2021, 1:45pm: We need a park near our neighborhood. It will provide a great place for families to enjoy a day outdoors.

**Map Breakdown**

Display: all  Sort by: total

Hide results ▲
Citizen Engagement in Oshkosh

- Service Delivery Satisfaction
  - Snow and Ice Removal
  - Unexpected Results
How satisfied are you with the City's snow and ice removal efforts this season?

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>37%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>33%</td>
</tr>
<tr>
<td>Indifferent</td>
<td>17%</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>8%</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>4%</td>
</tr>
</tbody>
</table>
Citizen Engagement in Oshkosh

- Annual Citizen Survey
  - Previous Annual Citizen Surveys Via Mail
  - Scientifically “Valid”
  - Limited Representative Sample
  - Council Wanted Broader Cross Section Of Community
Citizen Engagement in Oshkosh

Use of POLCO And Other Survey Methods With UW Oshkosh

- Future Recreational Uses for Golf Course
- Annual Citizen Survey
  - Importance And Quality Of City Services
- Input On Priorities For Update Of Strategic Plan