

INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION

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

MYTH #1:

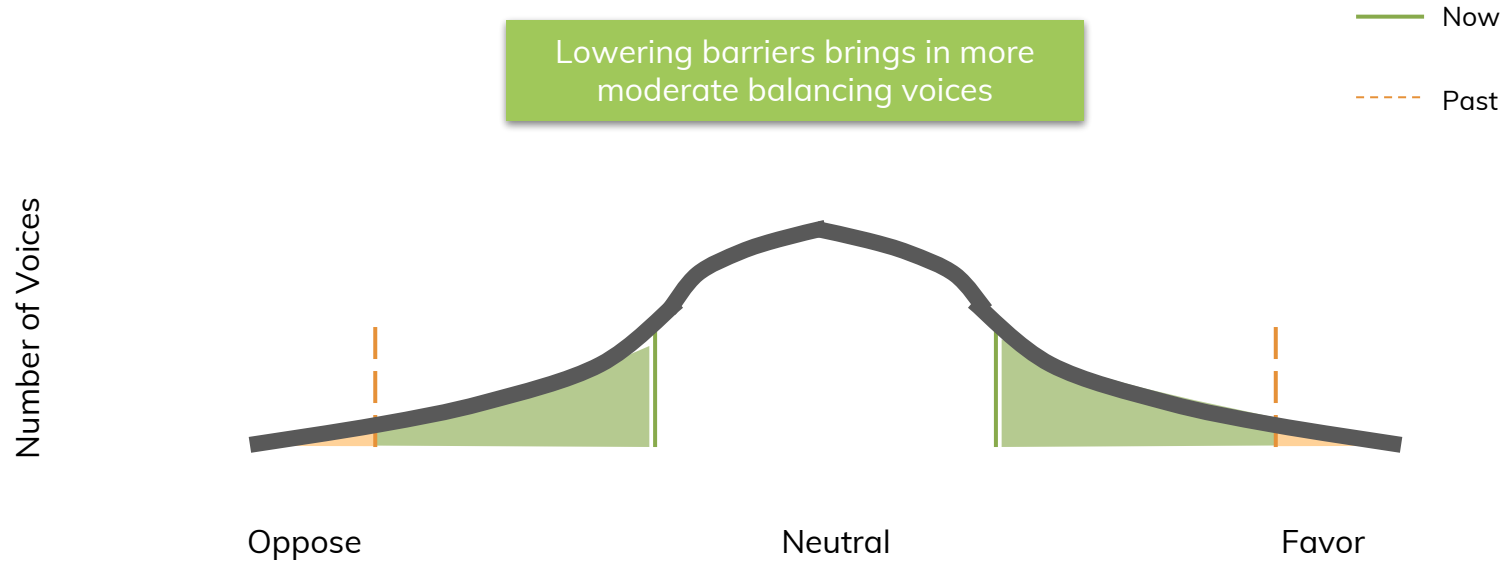
Lowering barriers to participation only means more extreme voices



MYTH #1:

Lowering barriers to participation only means more extreme voices

Here's why not



MYTH #2:

Using more communication channels means more staff time

MYTH #2:

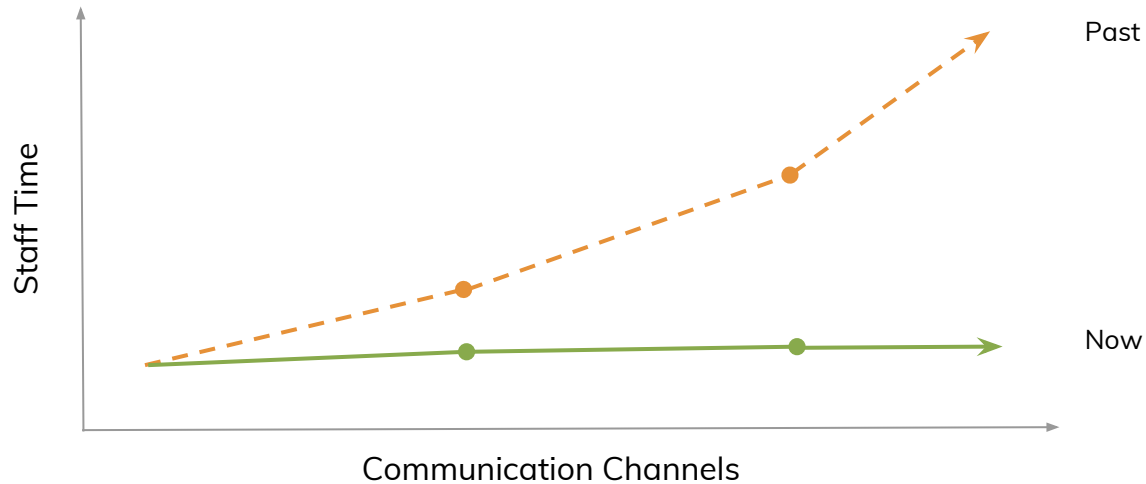
Using more communication channels means more staff time



MYTH #2:

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

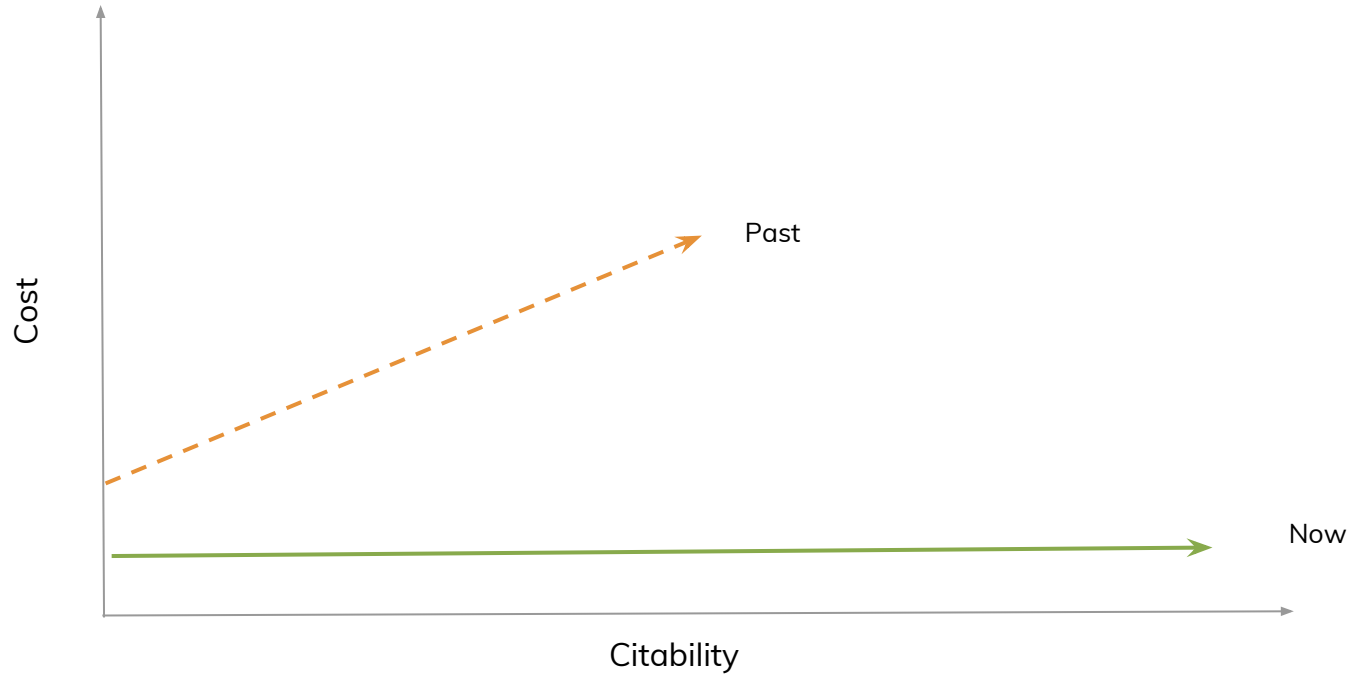
MYTH #3

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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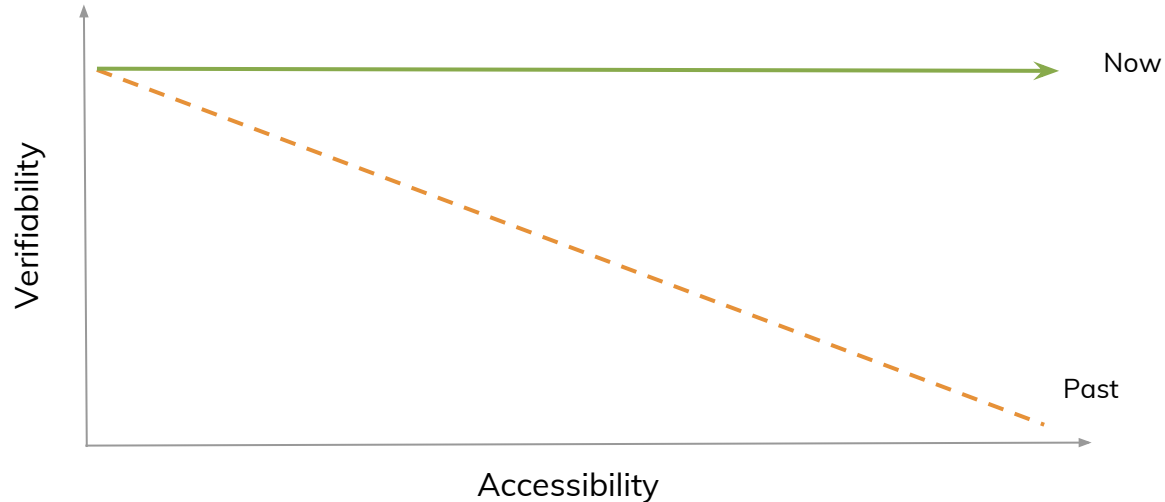


MYTH #4

Online engagement is necessarily vulnerable to “astroturfing”

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



Government



Involved
Learn | Participate | Share | Outcomes

Data-driven Confidence
Broad | Verified | Organized | Fast

Civic Engagement done right yields



More participation



Good government



More informed participation



Data driven performance management



Better balanced participation



Save staff time and effort

Our Background

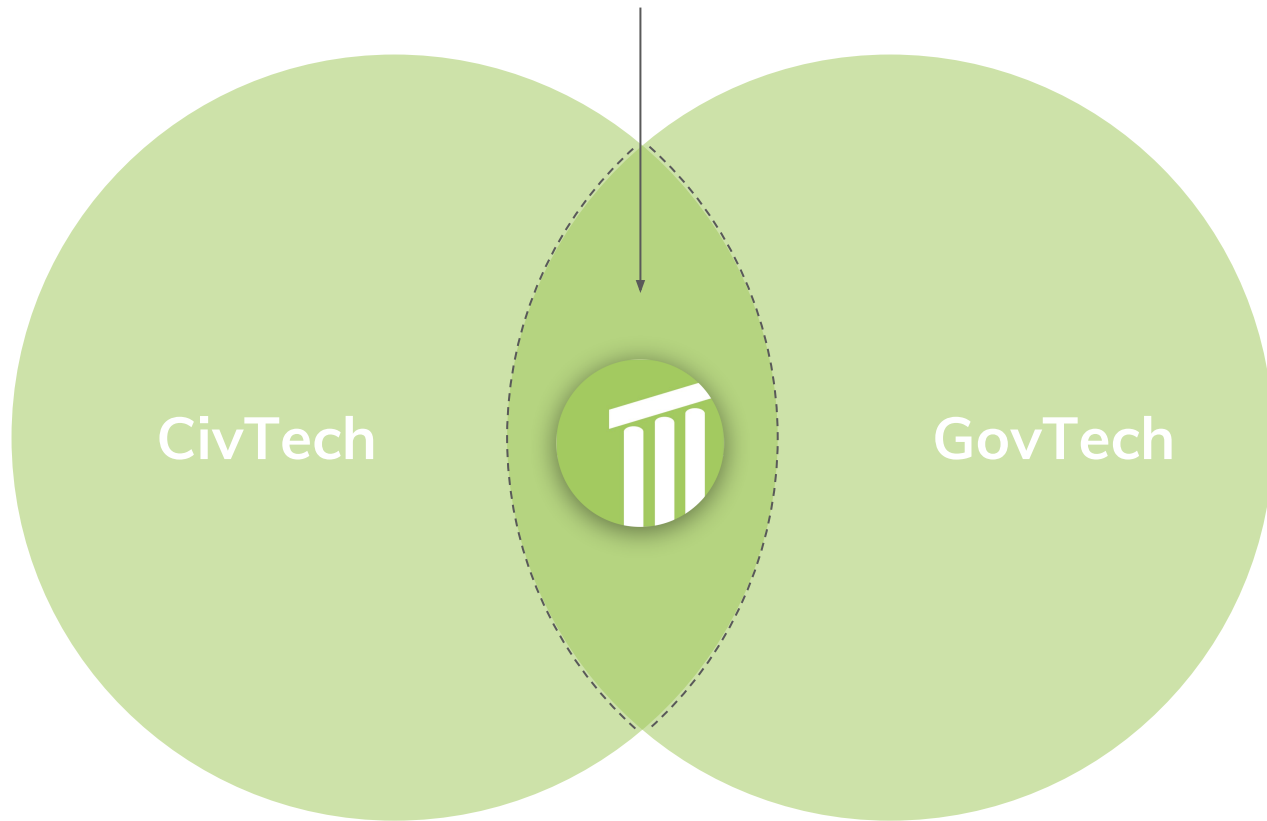


Founded by Veterans

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.



New Post

Policy

Question (Or Title)

e.g. Do you support an additional \$3.18 monthly tax for curbside recycling?

Reference Link

Summary

Consider using this space to explain what you'll do with the input you receive.

Background (Policy Description)

File Edit Insert View Format

Format B I 44

POWERED BY TWINKLE

Last Day Of Voting

MM/DD/YYYY

Categories (Maximum 2)

GENERAL PUBLIC PLACES PUBLIC SERVICES HEALTH AND SAFETY

VEHICLES AND TRAFFIC BUILDING AND CONSTRUCTION

TAXES AND BUDGET BUSINESS LICENCE AND REGULATIONS

You can [connect social media accounts](#) to share links to your Polco content automatically.

Show visibility settings

Polco Setting

From Polco

SAVE AND PUBLISH

SAVE AS DRAFT

Question Types

Yes/No

Multiple Choice

Open Discussion

Allocation Question

Pulse Question

Surveys

Post

Manager
Oshkosh, WI

01/18/2018 | Open

What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property?

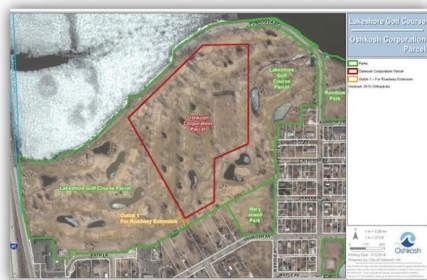
Develop a community park with a variety of park and recreation uses

Develop a 9-hole "executive style" golf course, which is a shortened, lower par course

SUBMIT

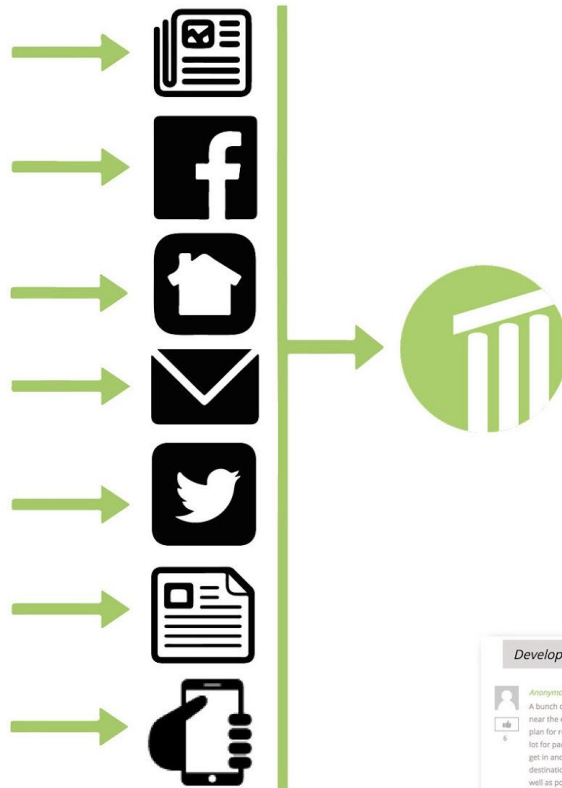
[Learn more about this](#)

(88) (1026)

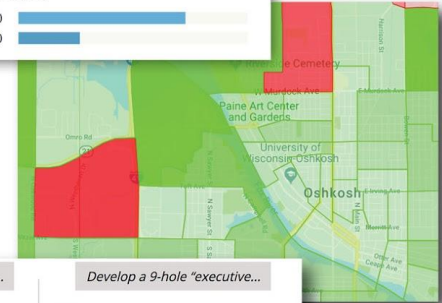


Include background details, links, videos, and more to inform residents before they cast their vote.

Share



Analyze



Develop a community park with...

Anonymous user's commented on Jan. 19 at 7:02am

A bunch of us launch canoes and kayaks at a sandy area near the end of Funhoqua, parking in a little lot there. In any plan for recreation it would be very nice to include a parking lot for paddlers to park and a floating dock for paddlers to get in and out of the water. Oshkosh claims to be a destination for water sports, it should include paddlers as well as power boaters in any discussions for future uses.

Anonymous user's commented on Jan. 19 at 2:41am

We don't need a golf course few would use (except maybe the Oshkosh executives. Much better to develop as a park and tie in with the nearby WICOWDGH trail to create a superior, multi-use recreational area.

Develop a 9-hole "executive..."

Anonymous user's commented on Jan. 18 at 4:54pm

I have enjoyed playing golf at Lakeshore with my grandfather, father and son through the years. It would be great to continue this with future generations for my family and many others throughout the Fox Valley! It would make a great course for people to get started with golf and would be a feeder course to the 18 hole courses in the area.

Anonymous user's commented on Jan. 18 at 5:34pm

Oshkosh Corp doesn't need all the land. They could use the rest as a corporate golf course with public access!

Anonymous user's commented on Jan. 19 at 3:05pm

The word executive is confusing people. It would still be a public course not just for Oshkosh bigwigs.

Engagement in Oshkosh



A Little About Oshkosh...

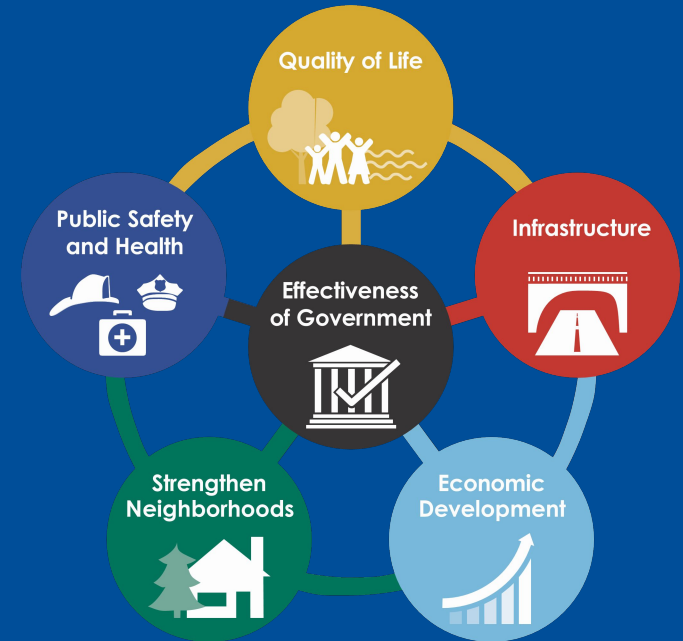


- Located 50 miles from Green Bay
- 2016 Population: 66,579
- Known as “Wisconsin's Event City”
 - EAA Fly-in - World’s Busiest Airport
 - Oshkosh Corporation
 - NBA G-League Team - Wisconsin Herd
 - University of Wisconsin Oshkosh
- With proximity to Lake Winnebago and Fox River, plenty of outdoor recreational 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



01/18/2018 | Closed

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?



Share on Facebook Copy URL

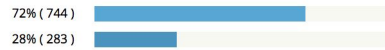


Est. 1853
Manager
Oshkosh, WI

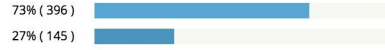


Oshkosh, WI

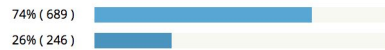
All respondents (1027)



Registered Voters in Oshkosh, WI (541)



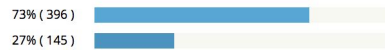
Live in Oshkosh, WI (935) - Self-reported



Subscribers to Oshkosh, WI (945)



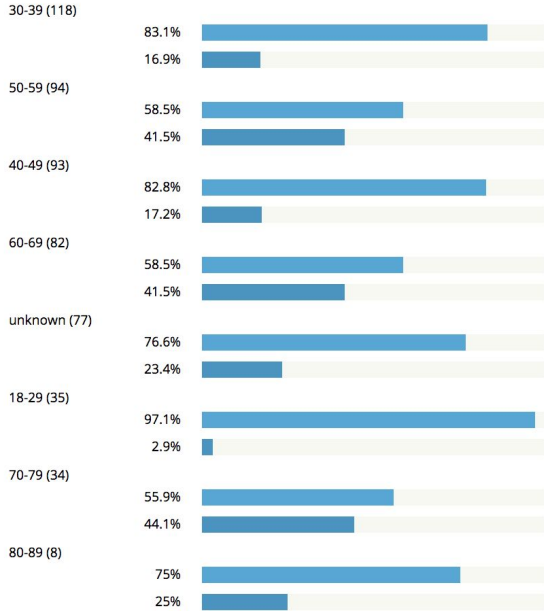
Registered Voters (541)



- 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

Breakdown

541 Registered voters



[HIDE RESULTS](#) ↘

Display: all Sort by: total

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

[Close filter](#)

COMMENTS

Select...

Age range: 18-25, 26-40, 41-65, 66+, Unknown

Gender: Male, Female, Unknown

[View word cloud](#)

Develop a community park with...

- Anonymous user's commented on Jan, 19 at 5:41am** [Delete](#)

We don't need a golf course few would use (except maybe the Oshkosh executives. Much better to develop as a park and tie in with the nearby WIDOWSH trail to create a superior, multi-use recreational area.

6
- Anonymous user's commented on Jan, 23 at 6:21pm** [Delete](#)

Dog park is needed on the lake so they can swim

5
- Anonymous user's commented on Jan, 20 at 10:54pm** [Delete](#)

It would be wonderful to have a park that includes a nature center and an area describing the history of the area/Fox River. For the park it would be great to have trails for dog walking, bikes, and strollers.

5
- Anonymous user's commented on Jan, 19 at 10:02am** [Delete](#)

A bunch of us launch canoes and kayaks at a sandy area near the end of Purohoga, parking in a little lot there. In any plan for recreation it would be very nice to include a parking lot for paddlers to park and a floating dock for paddlers to get in and out of the water. Oshkosh claims to be a destination for water sports. It should include paddlers as well as power boaters in any discussions for future uses.

6
- Anonymous user's commented on Jan, 19 at 10:37am** [Delete](#)

I would love to see the Wisconsin trail connected into this as well as some of the waterway given access for the growing population of paddlesport enthusiasts (canoe/kayak/SUP).

4
- Anonymous user's commented on Jan, 19 at 4:02pm** [Delete](#)

Do something that the entire community can enjoy, even

Develop a 9-hole "executive..."

- Anonymous user's commented on Jan, 16 at 7:54pm** [Delete](#)

I have enjoyed playing golf at Lakeshore with my grandfather, father and son through the years. It would be great to continue this with future generations for my family and many others throughout the Fox Valley! It would make a great course for people to get started with golf and would be a feeder course to the 18 hole courses in the area.

1
- Anonymous user's commented on Jan, 16 at 8:34pm** [Delete](#)

Oshkosh Corp doesn't need all the land. They could use the rest as a corporate golf course with public access!

0
- Anonymous user's commented on Jan, 19 at 6:05pm** [Delete](#)

The word executive is confusing people. It would still be a public course not just for Oshkosh bigwigs.

0
- Anonymous user's commented on Jan, 18 at 7:58pm** [Delete](#)

Almost no expense to develop course holes are already there and a revenue stream to offset other public land costs. Do the right thing and bring this city back together.

0
- Anonymous user's commented on Jan, 19 at 12:03pm** [Delete](#)

An executive course means a course that is not a regulation length course. It would probably be a par 31 vs. a par 36 golf course. It does not mean a course for just executives to play golf on. This could be a great place for future golfers in Oshkosh to learn the game, as well as people not playing golf due to time constraints. Keep the legacy of golf alive at Lakeshore!

0



Citizen Engagement in Oshkosh

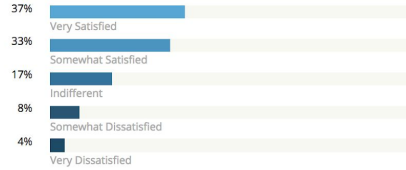
- Service Delivery Satisfaction
 - Snow and Ice Removal
 - Unexpected Results



Manager
Oshkosh, WI

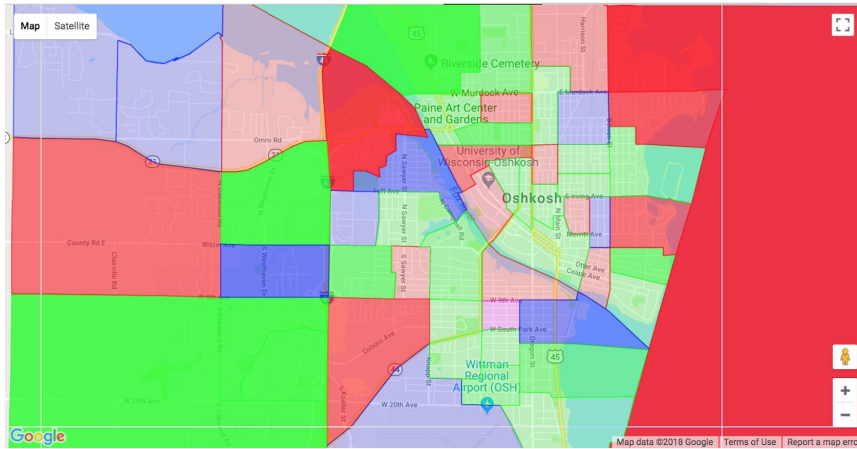
01/18/2018 | Awaiting outcome

How satisfied are you with the City's snow and ice removal efforts this season?



Share on Facebook Copy URL

Results Overview Sample Size Progress Precinct age_range Voters_Gender Map Breakdown



Very Satisfied Somewhat Satisfied Indifferent Somewhat Dissatisfied Very Dissatisfied

HIDE RESULTS ^

Description

Summary

Comments

< Back to list

Description

Summary

Comments

< Back to list



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

Q&A



POLCO.us