



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** City Manager's Office

**CM/ DCM/ ACM:** Bryan Langley, Deputy City Manager

**DATE:** August 1, 2017

### SUBJECT

Receive a report, hold a discussion, and give staff direction regarding citizen engagement, communication, and transparency initiatives.

### BACKGROUND

Staff would like to provide a brief update on some recent citizen engagement, communication, and transparency initiatives with the Committee on Citizen Engagement.

#### **Citizen Engagement Programs:**

- State of the City Event
  - Held on March 30, 2017
  - Approximately 150 members of the public attended
  - Tables set-up allowing residents to visit with staff and council members about programs and opportunities to get involved in the City
  - Ideas/Discussion for next year: Time of year, set a time for when Mayor's presentation will begin, shorten presentation and have more time for Q&A, have more seating and aisles
- Citizen's Academy
  - Twelve citizens participated in the first academy this summer
  - Program consisted of 5 sessions:
    - Session 1 – Mayor Welcome, Intro, Form of Government, Finance/Budget, Internal Auditor
    - Session 2 – Emergency Management, Fire, Police, Legal, Municipal Court
    - Session 3 – Airport, Development Services, Economic Development, Customer Service, Capital Projects
    - Session 4 – Water/Wastewater Treatment Plants, Solid Waste and Landfill, Denton Municipal Electric
    - Session 5 – Parks and Recreation tour, Environmental Services and Clear Creek Heritage Center, Libraries
  - Ideas/Discussion for next year: Evaluate number of sessions and session length, use photos and feedback to market program and achieve higher enrollment (goal 20-25 people)
- New Idea – “Open House” events

**Communication Items Completed:**

- [Construction Portal and Map](#)
- [Informal Staff Reports Library](#)
- [Council Voting History](#)
- [Online Staff Directory](#)

**Communication Items In Progress or Planned:**

- DTV to record 4 new Council Committees (beginning in August)
  - Mobility Committee, Traffic Safety Commission, Economic Development Partnership Board, and Zoning Board of Adjustment
- Committee, Boards and Commissions Agendas and Minutes Library (early August)
- Newsletter (Q1 of FY17/18)
  - Print – working on a print newsletter that could be mailed out bi-monthly or quarterly
  - Electronic – looking at an online newsroom on the city’s website or an e-newsletter

**STRATEGIC PLAN RELATIONSHIP**

The City of Denton’s Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area: Organizational Excellence**

**Related Goal: 1.3 Promote effective internal and external communication**

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Respectfully submitted:  
Sarah Kuechler  
Assistant to the City Manager