

# SUSTAINED PUBLIC ENGAGEMENT



**B**ecause an engaged and informed citizenry is fundamental to a healthy and economically vital community, the City will seek to create and sustain a culture of civic engagement by building community pride and public trust; welcoming the open exchange of ideas; planning for the future in inclusive, transparent, and innovative ways; valuing each community member's unique strengths, expertise, and insight; and cultivating diverse leadership, particularly among youth and the next generation of Lowell's leaders.

Photo: Adrien Bisson

# PARTICIPACIÓN CÍVICA CONSTANTE

Ya que una ciudadanía informada y participativa es fundamental en las comunidades saludables y económicamente, la Ciudad buscará crear y sostener una cultura de participación cívica a través de la fomentación del orgullo comunitario y la confianza pública; planificará para el futuro usando modos inclusivos, transparentes e innovadores, y valdrá las fortalezas, la pericia y las perspectivas de cada miembro de la comunidad. Cultivaré un liderazgo diverso, sobre todo entre los(as) jóvenes y la próxima generación de líderes de Lowell.

# ការព្រមព្រៀងរួមសហគមន៍

ព្រោះការចូលរួម និងផ្តល់ព័ត៌មានរបស់ប្រជាពលរដ្ឋ ជាមូលដ្ឋានគ្រឹះ លំសហគមន៍ដែលធ្វើឲ្យមានសុខភាពល្អនិងមានភាពរស់រវើកផ្នែក បង្កើត, សាលាក្រុងនឹងស្វែងរកបង្កើតនិងគាំទ្រវប្បធម៌នៃការចូលរួម ចូលរួមនិរន្តរ៍ ដោយការស្តារបនាមោទនភាពសហគមន៍ និងទំនុកចិត្ត ហាតាណា, គម្រោងការសំរាប់អនាគត ក្នុងរបៀបដែលរាប់បញ្ចូល, ដែលមានតម្លាភាព, និងដែលមានការផ្លាស់ប្តូរ, ឲ្យតម្លៃភាពរឹងមាំ, វិន័យការ, និងប្រាជ្ញាវាងវៃរបស់សមាជិកសហគមន៍និមួយៗ, ហើយ រួមបញ្ចូលគ្រប់គ្រងឲ្យមានភាពជាមេដឹកនាំផ្សេងៗគ្នា, ជាពិសេសក្នុង រំលោភយុវវ័យ និងអ្នកជំនាន់ក្រោយនៃអ្នកដឹកនាំរបស់ក្រុងឡូអែល។

# ENGAJAMENTO PÚBLICO SUSTENTADO

Porque uma cidadania participativa e informada é fundamental para uma comunidade saudável e economicamente vital, a cidade vai procurar criar e sustentar uma cultura de participação cívica, promovendo orgulho comunitário e e confiança pública, planeando o futuro de forma inclusiva, transparente e inovadora, valorizando as qualidades de cada membro da comunidade e cultivando uma liderança diversificada, particularmente entre jovens e a próxima geração de líderes de Lowell.

# OBJECTIVES

**1**

**Strengthen community pride and build public trust by ensuring that pertinent information and success stories are widely communicated, and resident comments and observations are welcomed.**

**2**

**Continue to make strides towards more inclusive and transparent decision-making practices.**

**3**

**Make planning and public engagement fun and enjoyable, whenever possible.**

**4**

**Diversify existing leadership.**

**5**

**Cultivate the next generation of local leaders by encouraging the sustained engagement of youth in civic life.**

# 1 **STRENGTHEN COMMUNITY PRIDE AND BUILD PUBLIC TRUST BY ENSURING THAT PERTINENT INFORMATION AND SUCCESS STORIES ARE WIDELY COMMUNICATED AND RESIDENT COMMENTS AND OBSERVATIONS ARE WELCOMED.**

- ❑ Continue to collect “good news” stories from city departments and disseminate this information to the public, while also promptly responding to and addressing any negative news associated with municipal government operations and activities.
- ❑ Continue to air public meetings online through Lowell Telecommunications Corporation and expand coverage to a greater number of meetings and events.
- ❑ Continue to disseminate service updates and other pertinent information through a variety of means, including newer technologies and social media, so as to reach the broadest population possible and expand beyond more traditional media sources.
- ❑ Identify and implement initiatives that encourage crowd-sourced information sharing and improve the city’s website as an interactive information portal, such as further development of the existing online community calendar.
- ❑ Increase communication and collaboration with schools and other community partners, and cross-promote information when relevant.
- ❑ Ensure that implementation efforts associated with Lowell’s Sustainability Plan and other major planning initiatives are communicated to and recognized by the community at large.
- ❑ Expand the functionality of tools such as See Click Fix and E-Gov, which allow residents to request services or report issues online.



Photo: Adrien Bisson



## 2

### CONTINUE TO MAKE STRIDES TOWARDS MORE INCLUSIVE AND TRANSPARENT DECISION-MAKING PRACTICES.

- ❑ Identify barriers to community participation and develop strategies to eliminate them, such as increasing usage of the city’s translation equipment at public meetings, translating information regarding events and services into multiple languages, and making provision for childcare at meetings to accommodate families.
- ❑ Provide multiple means by which community stakeholders may participate in decision-making processes so that those unable to attend a public meeting may still voice their opinion.
- ❑ Leverage the skills, expertise, and relationships built by private and public partners so as to better reach constituents.
- ❑ Account for differences in experience, religion, culture, and belief system when designing programs, conducting public outreach, hosting events, and determining policy.
- ❑ Strive to strengthen a better notification efforts.
- ❑ Ensure that municipal operations and civic processes are accessible to and easily understood by all through the continued development of educational tools, such as the ‘Keys to the City’ Film Series, and “How To” Guides to educate residents, business owners, developers, and other community members about how they might perform functions such as establishing a neighborhood association, applying for a vendor permit, or registering to vote.
- ❑ Offer trainings for community members on civic issues of interest or concern, such as the functions of various departments or the City Council, so as to encourage lifelong civic engagement.
- ❑ Utilize available public and private spaces, such as storefront windows and lobbies, to display information about planning projects and related initiatives, and to solicit community input where appropriate.
- ❑ Actively engage all generations in respectful, thoughtful, and welcoming ways so that everyone feels a personal sense of agency as a civically active member of the community.

Photo: Adrien Bisson

### 3 MAKE PLANNING AND PUBLIC ENGAGEMENT FUN AND ENJOYABLE, WHENEVER POSSIBLE.

- Continue to utilize and further explore the use of friendly, crowd-sourced competitions, such as the Sustainability Snapshots Contest, which leverage community expertise and resources.
- Partner with the Cultural Organization of Lowell (COOL) to utilize the COOL Bus as a mobile meeting space or discussion board during public planning processes.
- Host brown bag lunch discussions that bring community members together around relevant, pressing topics, and encourage innovative, community-driven solutions.
- Explore and encourage the integration of creativity, social justice and public engagement into civic processes, wherever possible.



Photo: Lianna Kushi



LCHC teens use participatory planning tool, Community PlanIt.

Photo: DPD

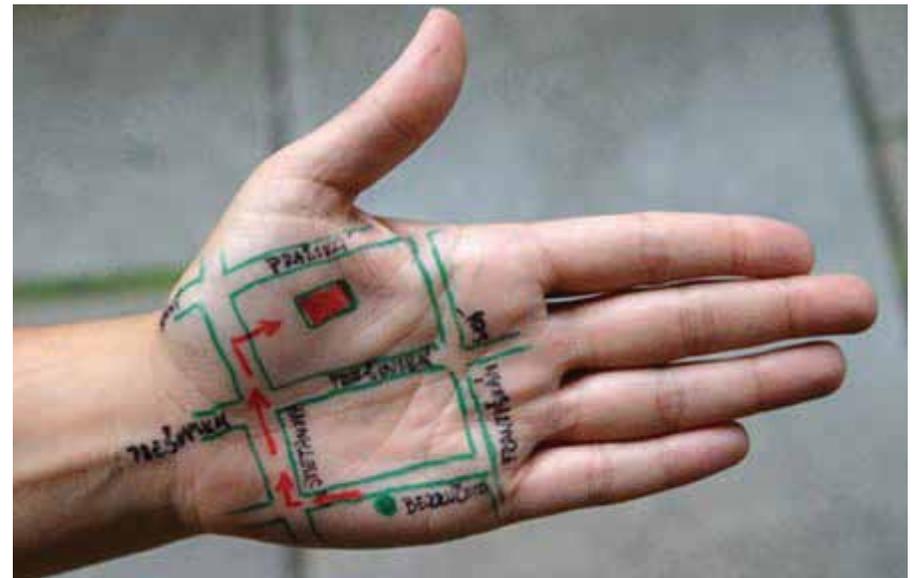


Photo: Yumi Roth



## 4 DIVERSIFY EXISTING LEADERSHIP.

- ❑ Recruit, train and appoint minorities who are representative of the city's population to boards and commissions.
- ❑ Demonstrate progress in the hiring and retention of a diverse and multi-lingual workforce so as to serve as role models for future leaders and better communicate with non-English speaking residents.
- ❑ Encourage local organizations, businesses and institutions to actively recruit new and diverse board membership and staff on a routine basis to allow for new leadership and fresh ideas.
- ❑ Encourage diversity amongst positions of elected leadership through increased outreach, the translation of election materials, and other means to increase rates of voter participation.

Photo: Adrien Bisson

# 5

## CULTIVATE THE NEXT GENERATION OF LOCAL LEADERS BY ENCOURAGING THE SUSTAINED ENGAGEMENT OF YOUTH IN CIVIC LIFE.

- ☐ Support local organizations that provide services and programming for youth empowerment.
- ☐ Encourage youth participation in policy-making through involvement with the Lowell Youth Council and other appropriate advisory boards.
- ☐ Support the reintegration of civics into the school curriculum.
- ☐ Support youth mentorship programs citywide to ensure that Lowell’s young people gain the experience and skills necessary to be future leaders of the city.
- ☐ Educate youth about their city’s history to ensure they appreciate the work that has been done before them and can make the most informed decisions possible in the future.

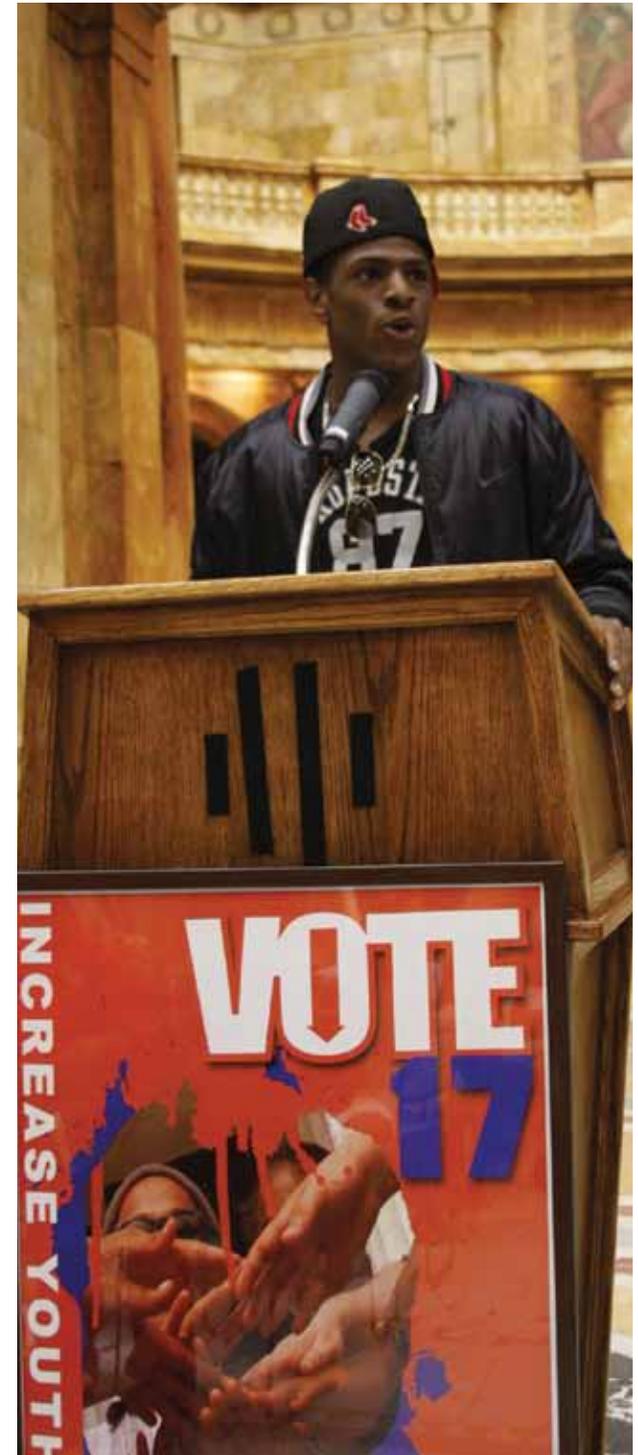


Photo: UTEC

	HISTORIC CHARACTER & PRESERVATION	HOUSING QUALITY & VARIETY	PUBLIC HEALTH & SAFETY	CIVIC ENGAGEMENT & SAFETY	SOCIAL EQUITY	RECREATIONAL & COMMUNITY PRIDE	MULTI-MODAL OPPORTUNITY	RESOURCE & INFORMATION	COLLABORATIVE PARTNERSHIPS	EDUCATION & TRAINING	LOCAL ECONOMIC DEVELOPMENT & INNOVATION	TRANSPARENCY & ACCOUNTABILITY	JOB CREATION	ENVIRONMENTAL INVESTMENT	NATURAL RESOURCE PLANNING & POLICY	CARBON EMISSION CONSERVATION	EFFECTIVE & EFFICIENT REDUCTION	ARTS & CULTURAL OPERATIONS	SHOPPING & ENTERTAINMENT		
<b>SUSTAINED PUBLIC ENGAGEMENT</b>																					
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<b>CONTINUE TO MAKE STRIDES TOWARDS MORE INCLUSIVE AND TRANSPARENT DECISION-MAKING PRACTICES.</b>					●	●			●	●	●			●						●	
<b>MAKE PLANNING AND PUBLIC ENGAGEMENT FUN AND ENJOYABLE, WHENEVER POSSIBLE.</b>					●	●			●	●	●	●		●						●	●
<b>DIVERSIFY EXISTING LEADERSHIP.</b>					●	●			●	●	●			●						●	
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