



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: October 16, 2023

Re: Engagement Coordinator Agreement with Local Motion

Executive Summary

Staff has prepared for Council consideration a resolution authorizing a multi-year agreement with Local Motion for the purpose of providing the City with funding for an engagement coordinator.

Discussion

In the FY24 budget, the Council approved an engagement coordinator position budgeted in the City Manager's Office. The FY24 budget includes \$77,000 for the position's salary and benefits. Local Motion will cover a portion of the cost for this position in FY24 and FY25 as part of a two year agreement.

Upon approval, Local Motion will provide funding received as part of a grant from the Missouri Foundation for Health to the City of Columbia in the total amount of \$82,500.00. The first payment of \$55,000.00 will be paid as a single payment to the City of Columbia, within thirty (30) days of the Effective Date. The second payment of twenty-seven thousand five hundred dollars (\$27,500.00) will be paid as a single payment to the City of Columbia no later than one year after the Effective Date.

As part of the agreement, the City and Local Motion have agreed to the following objectives:

1. The Engagement Coordinator will partner with Local Motion, City staff, and other community partners to draft a City of Columbia community engagement policy that puts community input at the core of the city's decision-making process.
2. The Engagement Coordinator will be responsible for researching the appropriate number and positions of city staff members tasked with community engagement, what types of projects will trigger the community engagement policy, and how community input will form the foundation of decisions made by the city council.
3. The Engagement Coordinator will participate in Local Motion trainings on inclusive community engagement strategies, transportation equity, and how to use the Inclusive Community Engagement Toolkit (ICET).
4. The Engagement Coordinator will use the draft community engagement policy to complete a pilot, demonstration project and lead effective community engagement ahead of a walking, biking, or transit infrastructure decision, in partnership with Local Motion's community engagement mentorship program.
5. The Engagement Coordinator will assist city staff in the integration of a City adopted community engagement policy into the City's operations, which will enhance the City of Columbia's shift to community-centric decision-making.

The engagement coordinator's primary responsibilities shall include:



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- Develop and implement engagement strategies that promote engagement among community members and stakeholders.
- Manage wide variety of communication channels to ensure stakeholders are informed and engaged. Create content for communications and engagement efforts.
- Assist internal partners to develop public engagement plans for projects, set the approach to engagement for citywide projects, and approve engagement plans.
- Manage and train volunteers to ensure they are knowledgeable about the city's strategic priorities and can effectively engage with stakeholders.
- Plan, coordinate and facilitate regular community meetings and other interested parties' meetings to network and foster relationship building and collaboration among various groups.
- Gather input and collect community data through surveys, focus groups and neighborhood meetings. Track and analyze engagement metrics such as participation rates and feedback to identify areas for improvement.
- Identify and engage with community and neighborhood leaders to co-create solutions to barriers to community engagement and foster trust.
- Help develop and deploy the City's public engagement guide based on International Association of Public Participation (IAP2). Serve as the point of contact for the City's public engagement guide, helping to promote the goals and techniques set forth in the guide to establish a foundation for its work to be rooted in strong, equitable public engagement.
- Cultivate and promote positive relationships with stakeholders and city staff.

Fiscal Impact

Short-Term Impact: This is a multi-year contract with Local Motion paying \$55,000.00 to the City for the engagement coordinator position in FY 24.

Long-Term Impact: Local Motion will pay \$27,500.00 in FY25 for the engagement coordinator position. The City of Columbia will cover the full cost of the position in the following years.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive and Equitable Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action

Suggested Council Action

Approve the resolution for funding for an engagement coordinator position.