



# **Opportunities for Engagement with Constituents**

2017 City Council Retreat: Session III  
January 28, 2016

**Don't be the representative that  
constituents only see every 4th  
October.**

**Be the representative that  
regularly communicates and is  
seen in the ward frequently.**

# My Roll. My Background.

## Strategy Resource

My educational and professional background is politics and public communication and election and grassroots organization.

We are a resource for meetings and events, but people really want to see YOU! I am a resource of bouncing ideas, responses off of before sending/calling back/etc.

Would love to set up one on one phone calls or meetings with each of you.



# Overall:

- We can do better!
- Better communication with all of the residents:
  - Regular, consistent, show up
  - Have neighborhood groups be your “go-to” groups!

## Score Card Exercise



# Communication At Every Level

## With:

Each other

Residents/Constituents

City staff

Press/Social Media

Other State Departments (policy-driven)

State Representatives

Governor

Federal Government



# Communication within Council

## Beyond our ethics communication...

- We want to make sure that we are communicating verbally and non-verbally as professionally as possible.
- It is really uncomfortable with the sidebar comments, the rolling of eyes, smirks/giggles while in meetings.
- Having a respectful form of discourse of public communication is the only way we should be representing ourselves, wards, and city.

**With Constituents:**  
***get a pulse of an issue...***

- Contact: Neighborhood Association Leadership
  - If you can't be at a meeting or event, grab coffee/phone call with a leader or call them beforehand and after at some point to get caught up and see how you can be helpful.
  - Additional Tactics

# Tactics

**Better communication can be  
easy and so effective!**

*Please refer to your handout!*





# Communication:

- Please make the residents feel like number one!
- They are important, their voice is important, their time is important!
- Show up and be on time
- Examples where improvement is needed:
  - I am holding up dinner
  - Hunny, kid, kiddo, etc
  - Cutting someone off
  - Putting your hand up when someone is talking
- Responsible?
- Ethical?
- Correct (PC) Language?

## RESOURCE



# Communication Continued

Offer to assist your constituent in reasonable ways; however, involve yourself only as far as you can.

At times, in an attempt to reach or help a troubled constituent, you may become more involved than time, skill, or role permits.

It is work hard work, but it can be a gratifying experience when kept within realistic limits.



# Highlighting Issues:

Any correspondence has to be responded to (emails/phone).

If meeting times don't work for you, we can change that time. We shouldn't be late if we can help it!

Show up to events and meetings.

When Neighbors Don't Get Along: Neighborhood supports are needed. Not every issue will be resolved in one conversation, but continue to be open to dialogue.



# Press and Citizen's Journalism

Working to get a more regular press outreach of print, radio, and TV.

But we do have to remind ourselves about the increase of citizen's journalism.

Social media, meeting minutes, meeting comments may wind up in a journalistic statement that is passed around within moments.

*Anything that you say on social media should be in a tasteful and tactful manner.*



# Let's Be Open and Honest

What can you do better in 2017?

What ideas will you use for your Ward(s) from this presentation?



**Please get in contact with me!**

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