

RED WING, MN CITIZENS ASSEMBLY



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Red Wing Citizens Assembly Event Report

Over the course of three weekends in June and July of 2017, a diverse group of 36 Red Wing community members met at Red Wing Ignite to learn about local government and make recommendations to strengthen local government structure, electoral processes, and public participation.

Red Wing, MN Citizens Assembly

RED WING CITIZENS ASSEMBLY EVENT REPORT

PROJECT SUMMARY

The Red Wing Citizens Assembly is the first of three communities participating in the Minnesota Community Assembly Project. Through in-depth, democratic deliberation, this project is intended to inspire new models for citizen-led reform and improvement on local government issues; to inform policymakers, researchers, and funders focusing on democracy, civic participation, and local government issues about the priorities of citizens; and to promote active participation among residents in local government and in their communities.

The project is a collaboration between Hamline University, the Jefferson Center, and ForgeWorks. The effort is sponsored by the Joyce Foundation and the William & Flora Hewlett Foundation.

PROCESS OVERVIEW

The 8-day Red Wing Citizens Assembly engaged a group of 36 community members selected to represent the diversity of Red Wing. Over three weekends, these participants studied local government in detail and considered proposals to potentially strengthen their local government relative to structure of government, electoral processes, and public participation, or reassert the value of their current structures and processes. The summary below offers a brief look at the 8-day process. For more detail, including the information considered and the material generated by participants, please visit: goo.gl/Zx084Z

Weekend 1

The Red Wing Citizens Assembly began with a simulation exercise to introduce participants to the deliberation process, with participants considering proposals for park projects based on public criteria for good parks.

Participants next watched a presentation on the three levels of government - local, state, and federal - by Professor Miki Huntington. Participants generated a list of reflections detailing how each level of government affects their lives.

Participants then watched a presentation outlining the roles and responsibilities of local government by Professor Lena Jones. Participants highlighted the most important information for others in the community to know about local government, including the balance of power between city, county, and state government, the classification of cities as either charter or statutory (among other classifications), and the level of authority delegated to cities in Minnesota.

Participants reviewed, discussed, and prioritized eight qualities of good government to help evaluate their current government structure and processes, as well as to assess proposals to strengthen those structures and processes. The list of 8 qualities of good government, in order of prioritization, included trust, accountability, transparency, strategic vision, effectiveness and efficiency, equity, participation, and consensus orientation. For more detail, see "Qualities of Good Government" below.

Participants reviewed the City of Red Wing's current structure of government before identifying strengths and challenges of the current system, considering at-large vs. ward elections, term limits and term lengths for elected officials, non-staggered vs. staggered elections, ethics code/code of conduct & commission, strong(er) vs. weak(er) mayor system, and council-manager vs. mayor-council system (Based on the group's later recommendations for the latter two topics, which proposed conflicting roles for the mayor, the recommendations transitioned to a decision about a facilitative vs. executive mayor). Individuals selected the topic areas they were most interested in considering further in Weekend 2.

Participants reviewed the City of Red Wing’s current electoral processes before identifying strengths and challenges of the current system, considering the first past the post voting system, voter turnout, initiatives, referendums, and recall, campaign spending, and non-partisan elections.

Participants reviewed the City of Red Wing’s current public participation processes before identifying strengths and challenges of the current approach, considering board and commission opportunities, public meeting and face-to-face engagement opportunities, digital engagement, and open data.

Finally, participants considered additional information and proposals related to electoral processes and public participation to consider further in Weekend 2. For each category, participants selected four proposals for further consideration. The top four in each category are in bold:

Electoral Processes

- Ranked Choice Voting**
- Strengthened Financial Disclosure Requirements**
- Direct Legislation - Initiatives and Referendums**
- Public Funding for Elections**

- Postal Voting / Vote By Mail
- Proportional Representation
- Internet Voting

Public Participation

- Better Public Meetings**
- Citizen Advisory Boards**
- Youth Councils**
- Digital Public Engagement**

- Participatory Budgeting
- Mini-Public Deliberation
- Crowdsourcing Policy Development
- Open Government Data

Weekend 2

Participants began Weekend 2 by drafting a statement highlighting their vision for local government, based on their top qualities of good government and information learned so far.

In small groups, participants developed recommendations to strengthen the local structures of government described above.

On Day 2, participants identified benefits and implementation considerations for each of the four electoral process proposals: Ranked Choice Voting, Strengthened Financial Disclosure Requirements, Direct Legislation - Initiatives and Referendums, and Public Funding for Elections.

Participants then selected two electoral proposals to advance to Weekend 3, based on the expected impact of implementing that proposal and the feasibility of implementing that proposal in Red Wing. The two proposals that advanced to Weekend 3 were Ranked Choice Voting and Strengthened Financial Disclosure Requirements.

On Day 3, participants identified benefits and implementation considerations for each of the four public participation process proposals: Better Public Meetings, Citizen Advisory Boards, Youth Councils, and Digital Public Engagement.

Participants then selected two public participation proposals to advance to Weekend 3, based on the expected impact of implementing that proposal and the feasibility of implementing that proposal in Red Wing. The two proposals that advanced to Weekend 3 were Better Public Meetings and Digital Public Engagement.

Weekend 3

In the final weekend, participants refined and evaluated their structure of government recommendations, developed and finalized their electoral processes and public participation recommendations, and drafted the report below, beginning with the group’s “Statement to Our Community.”

STATEMENT TO OUR COMMUNITY

Our community needs a clear strategic vision, with leadership committed to working toward that vision. We'd like to see broad community participation, engagement, and communication – all aspects of transparency – to ensure community members are informed and engaged in developing and implementing our strategic vision and holding leadership accountable.

Governing a city is a complex and multi-faceted undertaking. There are a lot of moving parts and elements. Many things in our government are working well, but there's always room for improvement.

There is not a high enough level of community participation in local government and decision making. There are many possibilities for getting involved in our local government, including boards and commissions and other initiatives already underway. But to support more active participation, we need an ongoing two-way conversation between government and community members.

Community members need more information about what's in place and how to get involved. When people become educated about what's happening, they feel more capable to participate meaningfully.

There are tools, strategies, and options to support involvement, both face-to-face and digitally. When and if these options are pursued, we feel that citizens can contribute and more actively shape how decisions get made.

However, many people in our community, including young people, are not connected and don't necessarily have a way to interact with people of diverse backgrounds, who have different experiences and different needs. When those opportunities emerge, community members can provide meaningful input and solutions, and leadership can respond to diverse perspectives more effectively.

One example of that has been the experience of this 8-day Citizens Assembly. People of diverse backgrounds and opinions came together to learn new information and work together differently. We agreed on some things, disagreed on others, but ultimately came together through teamwork and collaboration toward shared success.

We represent the reality that our community can work together effectively, even when we disagree. For example, not everyone supports all the proposals in the report below, and not all of our ideas made it into this final report. Still, we took this work seriously and our intentions were sincere.

QUALITIES OF GOOD GOVERNMENT

The following are the prioritized top four qualities of good government as voted on by the Assembly.

- 1. Trust: All community members trust that public institutions are working in the best interests of the community.**
 - Trust is where local government begins and ends. When your motivations are clear, your competencies are proven, you've earned people's trust. And you can do anything. You can lead a team, or collaborate with others, trusting the work will get done. But without trust, no way. When we can't trust others, we do twice the work because we are trying to outthink and outmaneuver the people who should be our allies.
 - In government, trust is crucial. Can we believe our elected officials once they've lied to us or manipulated us?
- 2. Accountability: Public institutions are required to justify decisions and outcomes to the public.**
 - Leaders need to consider what needs to be contained in their decision making.
 - Accountability is the start of improvements, making corrections, and promoting transparency. Accountability means government being able to justify its actions.
- 3. Transparency: Processes, institutions, and information are accessible to the public, and enough information is provided for the public to understand and monitor them.**
 - Transparency is important because confidence in city government is directly related to public access to information.
 - Transparency provides public officials an incentive to be accountable to their constituents for their actions.
- 4. Strategic Vision: Leaders and the public have a broad and long-term perspective on good governance and human development, along with a sense of what is needed for such development.**
 - Strategic vision requires deciding a goal using community awareness and information. Make a plan that includes listing everything needed to achieve those goals.

RECOMMENDATIONS FOR RED WING

Structure of Government

“Structure of Government” refers to how government is organized to represent the community and deliver services.

At-Large vs. Ward Elections

- We recommend continuing the ward system with one representative per ward, stopping the multi-ward representative seats on the city council, and initiating the conversion of the multi-ward representative seats to at-large seats on the city council. We believe that the current ward representation focuses the elected officials on more neighborhood-level concerns. This also provides citizens with easier access to an elected official when discussing issues. The multi-ward representation can be a confusing structure which may reduce voter participation. Replacing this confusing structure with at-large representatives would likely improve participation, both by voters and candidates. An expanded at-large representation would encourage a broader perspective in support of the city’s strategic vision.
 - 18 voted in favor of implementing this recommendation
 - 18 voted in favor of keeping the current system
- In thinking about how important the topic of *At-Large vs. Ward Elections* is for the community of Red Wing to consider, the group responded:
 - Very Important: 5 people
 - Important: 8 people
 - Moderately Important: 12 people
 - Slightly Important: 4 people
 - Not Important: 6 people
 - Weighted Score (where Very Important = 5 and Not Important = 1): 3.06

Term Limits & Term Lengths for Elected Officials

- We recommend continuing defined term lengths. However, we believe the state should change the law to allow individual cities to decide their own term limits. This recommendation would reduce service fatigue, provide fresh ideas, keep the council invigorated and avoid complacency, favoritism, corruption, and stagnation.
 - 9 voted in favor of implementing this recommendation
 - 27 voted in favor of keeping the current system
- In thinking about how important the topic of *Term Limits & Term Lengths for Elected Officials* is for the community of Red Wing to consider, the group responded:
 - Very Important: 4 people
 - Important: 9 people
 - Moderately Important: 9 people
 - Slightly Important: 7 people
 - Not Important: 6 people
 - Weighted Score (where Very Important = 5 and Not Important = 1): 2.94

Non-Staggered vs. Staggered Elections

- We recommend continuing staggered elections, which we believe best serve community interest through promoting needed continuity, dependability, and trust. Furthermore, staggered elections foster and support participation, efficiency, effectiveness, and expediency. We recommend initiating a stronger system of publishing voting opportunities and educating the community so that voters are aware of when elections are held.
 - 31 voted in favor of the committee's recommendation to maintain our current system
 - 5 voted in favor of some different proposal that changes the current system
- In thinking about how important the topic of *Non-Staggered vs. Staggered Elections* is for the community of Red Wing to consider, the group responded:
 - Very Important: 6 people
 - Important: 12 people
 - Moderately Important: 7 people
 - Slightly Important: 5 people
 - Not Important: 5 people
 - Weighted Score (where Very Important = 5 and Not Important = 1): 3.26

Ethics Code/Code of Conduct & Commission

- We recommend establishing ethics as a city priority, and encourage continued development of the Code of Conduct, including but not limited to consideration of:
 - Establishing an Ethics Commission for independent review of ethics complaints and enforcement;
 - More specific definitions of conflicts, disclosure, nepotism, and ethical behavior;
 - Advisory resources and mandatory ethics trainings for new officials and appointees, including an annual refresher;
 - Providing advisory resources and information and offering training for candidates for elected office and appointed positions;
 - Development of a culture of disclosure of potential conflicts and interests, and full disclosure of potential conflicts and interests before votes.

Ethics and a strong Code of Conduct will increase transparency and trust, create a culture of disclosure and consideration of potential conflicts, and develop accountability through checks and balances.

 - 15 voted in favor of implementing this recommendation
 - 20 voted in favor of keeping the current system
- In thinking about how important the topic of *Ethics Code/Code of Conduct & Commission* is for the community of Red Wing to consider, the group responded:
 - Very Important: 7 people
 - Important: 8 people
 - Moderately Important: 10 people
 - Slightly Important: 5 people
 - Not Important: 5 people
 - Weighted Score (where Very Important = 5 and Not Important = 1): 3.20

Facilitative v. Executive Mayor

- We'd like to continue operating with an elected mayor and a hired administrator, balancing the Mayor-Council and Council-Administrator system. In a community the size of Red Wing, we see the role of the mayor as a communicator and community engager, connecting the will of the public with the City Council, Council Administrator, and other city staff. The City Council should develop policy and provide oversight, while the Council Administrator should oversee policy implementation, based on their extensive training and experience.

As an engager and communicator, we don't see a need for the mayor to maintain veto power. However, the broader group of Citizens Assembly participants voted overwhelmingly in favor of keeping the mayor's veto, a decision we respect. We'd like to see the mayor use their delegated powers in service of community members, including by engaging more community members on advisory boards, hosting "Citizens Assemblies" one or two times per year to engage diverse community members in setting priorities and developing new ideas in support of the City's efforts, and developing a periodic "report card" accessible to the public that highlights progress on key issues and projects within Red Wing, including providing information about the activities of the Council Administrator.

- 26 voted in favor of the Facilitative Mayor proposal
- 10 voted in favor of the Executive Mayor proposal
- In thinking about how important the topic of *Facilitative v. Executive Mayor* is for the community of Red Wing to consider, the group responded:
 - Very Important: 13 people
 - Important: 6 people
 - Moderately Important: 8 people
 - Slightly Important: 5 people
 - Not Important: 3 people
 - Weighted Score (where Very Important = 5 and Not Important = 1): 3.60

Electoral Processes

“Electoral Processes” refers to how citizens influence government through voting.

Ranked Choice Voting

Summary of Ranked Choice Voting: Ranked Choice Voting (otherwise known as Instant Runoff Voting) is a method of determining the winner of elections. Instead of voting only for a single candidate, as in the widespread “first past the post” method, voters in RCV/IRV elections can rank the candidates in order of preference, often with a limit on the number of candidates to be ranked so voters don’t need to rank every candidate. Ballots are initially counted for each voter’s top choice. If a candidate secures more than half of these votes, that candidate wins. Otherwise, the candidate in last place is eliminated and removed from consideration. The top remaining choices on all the ballots are then counted again, so that votes for candidates who get eliminated are assigned to that voter’s second preference. This process repeats until one candidate is the top remaining choice of the majority of the voters.

Current Voting System in Red Wing: Red Wing uses the “First Past the Post (FPTP)” method for electing the Mayor and City Council. In this system, the winner of the election is decided by the candidate who receives a plurality of votes (the most votes), although they may not receive the majority of votes (more than 50%).

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses.

We believe pursuing Ranked Choice Voting might offer these top benefits to the City of Red Wing:

- Save time and money by eliminating primaries (10)
- Varied candidates with diverse ideas (6)
- More choices for voters (6)
- Ensures winner has majority support (4)
- Not “wasting” vote or voting strategically (3)

However, we believe pursuing Ranked Choice Voting might require addressing these top considerations:

- Educating voters (19)
- Confusing for some voters (6)
- Educating candidates (4)
- Voters have to do more research if there are more candidates (3)
- Difficult to administer (1)

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses. The votes were conducted on the overall concepts; while the sub-points were used to inform deliberation, each participant voting on the general concepts did not necessarily approve of each individual sub-point.

If we were to pursue Ranked Choice Voting in Red Wing, it would be important to:

- Develop a comprehensive education and public relations plan. (30)
 - We recommend reviewing ways to educate voters used by other cities that have implemented ranked choice voting and adopt those deemed most effective.
 - We'll have to use multiple educational approaches to make sure all voters are informed about ranked choice voting.
 - We would also need to educate election officials and candidates about ranked choice voting.
- Clearly define the costs and benefits of ranked choice voting. (21)
- Outline the specifics of implementing ranked choice voting, to *potentially* include: (15)
 - Eliminating primary elections and implementing ranked choice voting in the general election to keep costs down and improve voter participation.
 - Acquiring new voting machines.
 - Setting a limit to campaign length (say 60 days).
 - Keeping elections non-partisan.
- Encourage more candidates to run for office in order to have greater voter choice. (5)

24 participants voted in favor of pursuing this recommendation, while 11 voted in favor of keeping the current system. Asked how important this recommendation was, participants responded:

- Very Important: 12 people
- Important: 8 people
- Moderately Important: 6 people
- Slightly Important: 5 people
- Not Important: 4 people
- Weighted Score (where Very Important = 5 and Not Important = 1): 3.54

Strengthened Financial Disclosure Requirements

Summary of Strengthened Financial Disclosure Requirements: Levels of disclosure vary based on state and local laws. Requirements for federal officials include: earned and unearned income, assets and related transactions, liabilities, contributions to organizations made instead of direct payment to public officials, gifts received, non-governmental positions held, travel that was paid for or for which the filer was reimbursed, and various agreements into which the filer has entered. These disclosures also apply to spouses and dependents of the official. In Minnesota, many state officials are required to disclose sources of compensation, but not necessarily amounts. This information is recorded and is publicly available.

Current Status of Financial Disclosure in Red Wing: Currently, candidates must in Red Wing disclose donations received and itemized campaign expenditures if they have spent or received more than \$750 in total in the calendar year. The names of donors whose donations exceeded \$100 must be itemized on the campaign financial report. The financial reports are available on the City's website in the form of scanned PDFs. The highest total expenditure by a candidate for City Council was approximately \$1,914; the winner of the most competitive City Council race spent approximately \$1,730; the least reported after the filing fee by a City Council candidate was \$0; average expenditure of available City Council candidates was approximately \$1,167. One candidate for City Council did not spend/raise more than \$750, and consequently was not required to complete an itemized disclosure. The Campaign Financial Reports for one candidate for City Council and one mayoral candidate were not available on the City's website. The mayoral candidate whose itemized expenditures were available spent approximately \$3,586.

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses.

We believe pursuing Strengthened Financial Disclosure Requirements might offer these top benefits to the City of Red Wing:

- More information about candidates for voters (13)
- Greater transparency (10)
- Improve accountability/reduce conflicts of interest (7)
- Greater citizen participation (3)
- Encourage better use of campaign funds (2)

However, we believe pursuing Strengthened Financial Disclosure Requirements might require addressing these top considerations:

- Verification and Enforcement (8)
- Timing: when is the information disclosed? (7)
- Being clear about current disclosure requirements and why something might need to change (5)
- What information is disclosed? (5)
- Burden of additional regulation (2)

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses. The votes were conducted on the overall concepts; while the sub-points were used to inform deliberation, each participant voting on the general concepts did not necessarily approve of each individual sub-point.

If we were to pursue strengthening financial disclosure requirements in Red Wing, it would be important to:

- Adopt an online financial disclosure filing system. (24)
 - The system needs to be affordable for officials and accessible to the public, with clear guidelines and rules to help officials file information.
 - The system needs to be secure and compatible with state requirements.
 - The information available online should be useful and relevant to the public and updated in a timely manner so that citizens can make informed decisions about candidates and officials, especially during elections.
- Define clear guidelines. (19)
 - We need clearly defined guidelines for what information must be disclosed and who is required to disclose information to promote clarity, fairness, and transparency.
 - We feel that all candidates for elected office should be required to disclose financial information, regardless of the amount, in order to inform the public about potential biases or conflicts of interest. However, there should be a distinction between campaign finance and personal finance so as not to discourage candidates from filing.
- Enforce compliance. (16)
 - To ensure individuals disclose financial information, we should establish a review process to monitor compliance, with clear consequences for non-compliance.

22 participants voted in favor of pursuing this recommendation, while 13 voted in favor of keeping the current system. Asked how important this recommendation was, participants responded:

- Very Important: 8 people
- Important: 7 people
- Moderately Important: 12 people
- Slightly Important: 7 people
- Not Important: 4 people
- Weighted Score (where Very Important = 5 and Not Important = 1): 3.06

Public Participation

“Public Participation” refers to how citizens impact the quality of government by acting in their community and in conjunction with government.

Better Public Meetings

Summary of Better Public Meetings: Public meetings are a common feature of local government, often required by state and federal law. “Better Public Meetings” refers to the concept of improving face-to-face meetings of community members and public officials to encourage more productive dialogue and decision-making among diverse groups of a community. Better public meetings are intended to reduce feelings of anger or apathy among community members. There are a variety of public meeting formats that move beyond the common townhall-style meeting where individual community members wait to speak for a few minutes at a microphone without engaging in conversation with others. Small group conversation is often a common feature of better public meetings.

Current Status of Public Meetings in Red Wing: Outside of City Council meetings and committee meetings, public meetings for the City of Red Wing are mostly limited to addressing specific topics— like the future of Mississippi National Golf Links or open houses dedicated to the Highway 63 Red Wing Bridge project. For the 2040 Comprehensive Plan process, the city is testing different ways of conducting in-person meetings like pop-up meetings.

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses.

We believe pursuing Better Public Meetings might offer these top benefits to the City of Red Wing:

- Allows more community members to feel they are heard and contributing (8)
- Empowers diverse groups of citizens to be active in public decision-making (7)
- Provides information and promotes civil discourse (5)
- Could allow community members to be more comfortable and engage where there are facilitators (5)
- Can help focus on important issues (5)

However, we believe pursuing Better Public Meetings might require addressing these top considerations:

- Training/retaining local facilitators (9)
- How to manage conflict, allow difference of opinion, talk effectively (8)
- Designing agenda and process effectively (7)
- How to decide when, where, how long to hold meeting and communicate info effectively (4)
- Resistance to changing style, being open to input (3)

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses. The votes were conducted on the overall concepts; while the sub-points were used to inform deliberation, each participant voting on the general concepts did not necessarily approve of each individual sub-point.

If we were to pursue better public meetings in Red Wing, it would be important to:

- Invest in and recruit trained, local facilitators. (16)
 - We would invest in training community members in facilitating/moderating alternate forms of public meetings in order to develop and support an engaged community.
 - We would have trained facilitators in order to keep focus, set timelines, and mediate to have effective meetings.
- Develop and distribute pre-meeting educational materials to prepare participants. (14)
 - We would do pre-meeting education on the issues to be presented.
 - We would educate the public about different types of meetings, upcoming agendas in order to increase knowledge and participation.
 - We would define the purpose of the meetings (to inform, consult, involve, collaborate, or empower) in order to be productive, satisfy participants, and achieve desired or intended purpose.
 - We would educate people about how to participate.
 - We would make the meeting agenda available in multiple mediums in order to encourage as many people as possible to participate in the process.
- Conduct targeted outreach to diverse populations. (12)
 - We would implement an outreach program to actively seek engagement from a more diverse group of citizens, including those from multiple ethnic and religious backgrounds, differently abled, the LGBTQ community, and the elderly.
- Vary the time and location of meetings. (12)
 - We would introduce alternative time/place/formats for meetings in order to improve the level of community engagement and commitment.
 - We would do a time schedule to accommodate many, if not all.
- Utilize alternative meeting formats (9)
 - By adopting alternative meeting formats including open space and portable meetings, we would increase public input and engagement.
 - We would increase participation and convenience for the public by offering town meetings at different times and allowing citizens to participate digitally, in real time, to ensure equity.
- Seek out, learn, and adopt best practices (5)
 - We would seek, learn and follow best practices in order to ensure productive and well received meetings.
- We would have no-pressure, facilitated, personal meetings aimed at a diverse audience and take advantage of existing community groups in order to increase the power of the process and give officials the opportunity to make better decisions. (2)
- Generate buy-in from city personnel. (1)
 - We would gain buy-in from city officials and staff that improved dialogue is needed to improve their engagement, participation, and communication.

29 participants voted in favor of pursuing this recommendation, while 6 voted in favor of keeping the current system. Asked how important this recommendation was, participants responded:

- Very Important: 14 people
- Important: 10 people
- Moderately Important: 8 people
- Slightly Important: 1 people
- Not Important: 2 people
- Weighted Score (where Very Important = 5 and Not Important = 1): 3.94

Digital Public Engagement

Summary of Digital Public Engagement: Digital public engagement can take many forms, but is intended to support participation in government decisions or activities via the internet. Digital public engagement provides opportunities for community members who can't attend public meetings or feel less comfortable reaching out directly to elected officials to offer their input and recommendations, have conversations with other community members, or vote directly on public decisions.

Current Status of Digital Public Engagement in Red Wing: Community members can submit complaints on the City's website, like issues with local infrastructure. Community members can also find contact information for the Mayor, their City Councilmembers, or other administrative officials on the City's website. The City provides live streaming of council meetings and board and commission meetings on Channel 6 and online at the city website, keeping up to date on Facebook and Twitter @CityofRedWingMN, and publishing informational PSA's on the City of Red Wing YouTube page such as the current Twin Bluff Road Roundabout Project and the Red Wing Bridge Project.

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses.

We believe pursuing Digital Public Engagement might offer these top benefits to the City of Red Wing:

- Increases overall engagement (21)
- Provides quality, actionable data and input to officials from informed participants (6)
- Decisions can be made without outcry and adjustments are made in response to feedback (2)
- Might encourage participation among youth (2)
- Allows personalized experience and input with less outside influence (1)

However, we believe pursuing Digital Public Engagement might require addressing these top considerations:

- How to verify who participates (8)
- People without digital access/knowledge can't participate (8)
- Design of process needs to be inclusive (8)
- Must consider cost and training for the program (4)
- Process needs to be open and unbiased (1)

The following bullet points represent the concepts which received the highest number of votes, followed by the number of votes they received in parentheses. The votes were conducted on the overall concepts; while the sub-points were used to inform deliberation, each participant voting on the general concepts did not necessarily approve of each individual sub-point.

If we were to pursue increased use of Digital Public Engagement in Red Wing, it would be important to:

- Design for ease of use and best practices. (25)
 - We would design a simple, searchable website to engage Red Wing community members in a controlled setting.
 - The site should be usable, easy to access by all, easy to navigate, easy to understand, easy to find, and compatible across multiple platforms.
 - We would research and design for best practices in order to ensure the implementation of a successful platform, including following these steps suggested by MetroQuest (Available at: goo.gl/ebqRLC).*
- Generate support, buy-in, and funds. (17)
 - We would get buy-in from decisionmakers and governing bodies to ensure success.
 - We need to start with adequate funding for setup and ensure funding for ongoing operation, perhaps by receiving a grant.
- Establish a committee to develop a plan. (17)
 - We would create a committee in order to get public input, design the medium, and secure adequate funding. This committee would also focus on how, who, and when to proceed with our digital engagement process.
 - A feasibility study should determine if the digital platform will engage community members in project development, though grassroots feedback in development and implementation will be important.
 - A clear plan and process for using digital tools should increase or improve public engagement in Red Wing.
- Design for fun and engagement. (7)
 - We would encourage public participation by making this a simple, fun, engaging, and informational project featuring:
 - a public face
 - regular video blogs
 - an interactive and engaging interface
- Ensure access. (1)
 - We support more computers and kiosks throughout the community, including at the library, schools, and senior center.

* “following these steps suggested by MetroQuest” received two separate votes (2), not included in the vote total for the “concept” above.

31 participants voted in favor of pursuing this recommendation, while 4 voted in favor of keeping the current system. Asked how important this recommendation was, participants responded:

- Very Important: 18 people
- Important: 11 people
- Moderately Important: 3 people
- Slightly Important: 1 person
- Not Important: 2 people
- Weighted Score (where Very Important = 5 and Not Important = 1): 4.20

WEEKEND 1, 2 AND 3 - SATISFACTION WITH RED WING GOVERNMENT

In Weekend 1, 2, and 3 of the Red Wing Citizens Assembly, participants rated their satisfaction with the City of Red Wing government relative to the current Structure of Government, Electoral Processes, and Public Participation Processes. The votes measured satisfaction overall and relative to their top 4 qualities of good government. The votes below indicated the weighted average of the group, where 1 is highly dissatisfied, 3 is in the middle, and 5 is highly satisfied.

	Structure of Government	Electoral Processes	Public Participation Processes
Weekend 1	Overall – 3.19 Trust – 2.78 Accountability – 2.68 Transparency – 2.68 Strategic Vision – 3.08	Overall – 3.59 Trust – 3.24 Accountability – 3.22 Transparency – 3.17 Strategic Vision – 3.03	Overall – 3 Trust – 3.05 Accountability – 3.14 Transparency – 2.97 Strategic Vision – 3
Weekend 2	Overall – 3.6 Trust – 3.0 Accountability – 3.11 Transparency – 2.89 Strategic Vision – 3.03	Overall – 3.3 Trust – 3.24 Accountability – 3.21 Transparency – 3.27 Strategic Vision – 2.88	Overall – 2.97 Trust – 3.09 Accountability – 3.12 Transparency – 3.21 Strategic Vision – 3.18
Weekend 3	Overall – 3.44 Trust – 3.03 Accountability – 2.78 Transparency – 2.83 Strategic Vision – 3.03	Overall – 3.33 Trust – 3.11 Accountability – 3.03 Transparency – 3.11 Strategic Vision – 2.77	Overall – 2.58 Trust – 2.67 Accountability – 2.78 Transparency – 2.75 Strategic Vision – 2.75

The Next Five Years

Though the following does not represent a formal outcome agreed upon by the whole group, in the next 5 years we'd like to see:

- More trust and transparency developed between City Council, staff, and the general public.
- The City of Red Wing implement digital engagement and better public meetings to improve communication and citizen involvement.
- Red Wing diversify mediums for two-way communication.
- More opportunities for young adults to be more involved and responsible community members.
- Enhanced public participation in local government.
- Increased engagement for ALL citizens in order to take ownership in all aspects of local government.
- Better strategies to community with and engage community members in a more personal way, i.e. through pop ups, digital engagement, and better town meetings, and strategic plan that really serves the community.
- Red Wing be more diversified with people of color in city government.
- Larger, more diverse participation in local government, with City officials reciprocating, i.e. attending Neighborhood Night Out.
- The city develop an Ethics Commission and revise the Code of Conduct.
- A more beautiful and livable downtown Red Wing, with more street-level shopping opportunities and better groceries.
- Digital access to public education procedures.

Participant Information

Demographic ¹	Red Wing Percentage	Ideal # of Participants	Actual # of Participants
Gender			
Female	50.4%	18	19
Male	49.6%	18	17
Ethnicity			
White/European-American	90.3%	32	31
Persons of Color	9.7%	4	5
Party Affiliation²			
Democrat	42%	15	17
No Party, Other	31%	11	13
Republican	27%	10	6
Age			
18-39	27.28%	10	4
40-64	47.59%	17	18
65 & over	25.13%	9	14
Education			
Less than High School	7.8%	3	0
High School-GED	32.0%	11	6
Some College or Associate's degree	36.9%	13	13
Bachelor's degree	16.3%	6	11
Graduate degree	6.9%	3	6
Annual Household Income			
Less than \$10,000	7.6%	3	2
\$10,000 to 14,999	5.3%	2	4
\$15,000-\$24,999	13.4%	5	4
\$25,000-\$34,999	12.2%	4	6
\$35,000-\$49,999	14.8%	5	4
\$50,000-\$74,999	16.7%	6	7
\$75,000-\$99,999	11.8%	4	5
\$100,000+	18.2%	7	3
Total Number of Participants	100%³	36	36

¹ All statistics compiled from American Community Survey results unless otherwise noted

² Extrapolated from recent election results

³ Figures may not add up to 100% due to rounding in population estimates